

FACULTY OF AGRIBUSINESS MANAGEMENT

Curriculum for Bachelor of Business Administration in Agribusiness (Major in Management/Finance/Marketing)



Sher-e-Bangla Agricultural University

Sher-e-Bangla Nagar, Dhaka-1207, Bangladesh

October, 2019

Courtesy: IQAC (QAP: B003), HEQEP, UGC



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Institutional Quality Assurance Cell, SAU (QAP: B003), HEQEP, UGC

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Disclaimer

Every effort has been made to make this curriculum enriched with accurate information and correct entries as recommended by the 72th Academic Council meeting of SAU. However, IQAC of SAU apologizes for any typographical errors. The SAU reserves the right to alter/cancel course(s) and their contents, admission requirements, etc.

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Vice-Chancellor's Message

It is a great privilege for me to introduce the Sher-e-Bangla Agricultural University (SAU) located in the heart of Dhaka city on a beautiful green campus inherited from the then Bangladesh Agricultural Institute (BAI). The Sher-e-Bangla Agricultural University has started its journey as a University from 2001 with only one faculty - the Faculty of Agriculture. The other three faculties namely, Agribusiness Management, Animal Science & Veterinary Medicine and Fisheries, Aquaculture & Marine Science came into being in the year- 2006, 2012 and 2016 respectively.

The mission of Sher-e-Bangla Agricultural University is based upon the firm belief that agricultural education particularly higher education provides a critical pathway to leadership development in academic and research fields as well as in achieving sustainable agricultural development and socio-economic progress of the country.

Presently, SAU is offering undergraduate and post graduate programs under course credit system with the aim to producing researchers, academicians and field level extension specialists in the field of Agribusiness management. New technologies are being developed by potential researchers through Sher-e-Bangla Agricultural University Research System (SAURES) while the Outreach program is set to transfer the newly developed technologies to the farmers field for raising agricultural productivity.

The present edition of the outcome based curriculum of Bachelor of Business Administration in Agribusiness (Major in Management/Finance/Marketing) contains the updated courses and their contents, intended learning outcomes as taught in the under graduate program of the Faculty of Agribusiness Management. I believe that the information provided in this book will be of much helpful to all concern including the students. Appreciation goes to IQAC-HEQEP project, UGC, Ministry of Education and the World Bank for their financial support in the preparation of this Curriculum. I congratulate the IQAC management team and teachers of this University whose active work and dedication have made it possible to bring out this important academic document.

Special thanks is extended to Professor Dr. Md. Asaduzzaman Khan, Director, IQAC, SAU for his tremendous and sincere effort to improve the standard of education in Sher-e-Bangla Agricultural University.

(Prof. Dr. Kamal Uddin Ahamed)
Vice-Chancellor



Pro-Vice-Chancellor's Message

It is indeed an honor and privilege for me to be a part of curriculum development process. It makes me happy to publish this outcome based curriculum of Bachelor of Business Administration in Agribusiness (Major in Management/Finance/Marketing) prepared by Institutional Quality Assurance Cell (IQAC) and Agribusiness Management Faculty, Sher e Bangla Agricultural University (SAU). This undergraduate curriculum has been developed in a standard format which contains vision, mission, programme objectives, programme learning outcomes (PLO), course objectives, intended learning outcomes, teaching and assessment strategies.

Self- Assessment Committee gratefully acknowledges and appreciates the devotion of the Faculty Members for their significant contribution to prepare the curriculum handbook.

I am confident that this academic document will greatly help our students and others stakeholders to know about our academic programs and related matters. I would like to extend my sincere appreciation to the IQAC Management Team, Faculty Members, HEQEP, UGC, Ministry of Education and the World Bank for their assistance for accomplishing this assignment.

(Prof. Dr. Md. Sekender Ali)
Pro-Vice-Chancellor &
Convener, Curriculum Committee
Sher-e-Bangla Agricultural University



Dean's Words

In modern agricultural education system, agribusiness management is gaining rapid popularity among students and academicians. However, growing global population has resulted into disparity between market demand and supply side of agricultural production. There is need a market oriented and practical based education system which fulfills the objective of the growth and development of the economy. We believe the economic development in next decade will be resulting from present wave of agricultural revolution which transforms the subsistence agriculture into commercial agriculture. To comply with constantly changing internal and external factors as well as to be part of advanced world, we have included latest courses in our curriculum to make it as international standard.

I am feeling great to present this volume containing course details of the Bachelor of Business Administration in Agribusiness (Major in Management/ Finance/ Marketing). I am confident that this publication will help our students and others to learn about our academic programs and related matters. It would also serve as a ready reference for those who wish to suggest improvement/ addition/ deletion to our courses.

I sincerely appreciate Director and other members of Institutional Quality Assurance Cell (IQAC) who took initiative to compile an outcome based curriculum of the undergraduate programs of the Faculty of Agribusiness Management as part of this IQAC project.

I would like to extend my sincere appreciation to the faculty members, committee members all who involved including Vice Chancellor, Pro-Vice Chancellor, the HEQEP sub project team, UGC, Ministry of Education and the World Bank in the compilation and publication of this important curriculum handbook.

A handwritten signature in black ink, appearing to read 'Mizanur Rahman Sarker'. The signature is stylized and somewhat cursive.

(Prof. Dr. Md. Mizanur Rahman Sarker)

Dean

Faculty of Agribusiness Management



IQAC Director's Words

The SAU's Institutional Quality Assurance Cell (IQAC) has been working to ensuring the standards of higher education at SAU. The IQAC of SAU is involved in the enhancement of teaching-learning processes, curriculum development, programs for self-assessment and future academic improvement. The Ministry of Education (MoE) with the assistance of the World Bank and UGC has undertaken a Higher Education Quality Enhancement Project (HEQEP) to improve the quality of teaching-learning of the tertiary educational institutions of the country. The updated outcome based curriculum of undergraduate level will allow students to become better graduates to face the challenges of agribusiness in order to ensure development of agriculture and agro-industry. The Sher-e-Bangla Agricultural University started academic activities of Agribusiness Management Faculty from 2006. It has now become essential to update and modernize the curriculum to meet the immediate and long term demand of the country. At this point of view we took initiative to rearrange, update and upgrade the syllabus of Bachelor of Business Administration in Agribusiness (Major in Management/Finance/Marketing) to outcome based curriculum under the HEQEP-IQAC project. Initially it was not an easy task to update the whole syllabus of BBA in Agribusiness (Major in Management/Finance/Marketing) within the short period but the difficult task became easy when the dean, chairmen, curriculum committee members of IQAC and teachers of the departments extended their fullest concentration towards developing the outcome based curriculum.

I express my gratitude to the Vice-Chancellor and Pro-Vice Chancellor of the University, Dean, Faculty of Agribusiness Management, all academic and members of curricula committee, members of the IQAC-project management team, members of self-assessment committee and academic council.

I like to take this opportunity of conveying my deep sense of gratitude to UGC, HEQEP, MoE and the World Bank for their cooperation and financial support in the preparation of this volume. I am sure that this undergraduate curriculum shall serve as a reference not only to the student of SAU but to all those actively engaged with Agribusiness Management Education system in Bangladesh.

(Dr. Md. Asaduzzaman Khan)
Director, IQAC and Member Secretary,
Curriculum Approval Committee

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Overview of Sher-e-Bangla Agricultural University

Sher-e-Bangla Agricultural University (SAU) is located in the heart of the capital city, Dhaka with excellent public transportation facilities to reach the university. The SAU campus stands on 86.97 acres (35.21 ha) of picturesque land covered by green plantations.

The "Sher-e-Bangla Agricultural University Act 2001" was passed in the National Parliament of Bangladesh on 09 July 2001 through the transformation of the then Bangladesh Agricultural Institute (BAI). The foundation stone of the University was laid by the then Honorable Prime Minister Sheikh Hasina on 15 July 2001. This Institute was basically established on December 11, 1938 by Sher-e-Bangla A.K. Fazlul Huq, the then Chief Minister of undivided Bengal. The BAI is the oldest and pioneer agricultural institution in Bangladesh. At that time the name of this institution was "The Bengal Agricultural Institute" was renamed "East Pakistan Agricultural Institute" in 1947. After the emergence of Bangladesh as an independent country in 1971, the name of the institute was accordingly changed to Bangladesh Agricultural Institute (BAI). Since its inception in 1938, the BAI had been functioning as a "Faculty of Agriculture" under Dhaka University. Meanwhile with the establishment of Bangladesh Agricultural University (BAU) at Mymensingh in 1961 its academic function was transferred to BAU in 1964 till it's up gradation to Sher-e-Bangla Agricultural University in 2001.

The Sher-e-Bangla Agricultural University was established with a mission to expand the higher agricultural education and committed to promote sustainable research in various fields of agricultural sciences and to offer extension services for the benefit of farming communities of Bangladesh.

SAU has started functioning as a University from its inception with a single faculty, namely Faculty of Agriculture. Agribusiness Management, the second faculty has been started functioning from the year 2006 and the third faculty namely 'Animal Science & Veterinary Medicine' has been started functioning with the enrolment of new student from the academic year 2012. The fourth, Faculty of Fisheries, Aquaculture and Marine Science has been started functioning by enrolling new student from the academic year 2016.

Overview of the Faculty of Agribusiness Management

The globalization of agriculture, new technologies, nutritional and environmental consciousness is creating the need for industries to hire graduates with strong backgrounds in applied economics, business principles, and leadership. The demand of BBA in Agribusiness is caused by the development of agricultural raw material processing, food industry, financial sector, government sector, and bio-economy sector as whole, as well rapid growth of the agricultural infrastructure, increasing uncertainty of the agricultural business environment. To cope up with the situations Sher-e-Bangla Agricultural University had felt the necessity to introduce agricultural business related degree under the Faculty of Agribusiness Management (ABM) in 2006. The Faculty of Agribusiness Management is fulfilling the necessity of emerging business related purposes through offering agribusiness related programs. The Faculty of Agribusiness Management of SAU is one of the most important faculties of the university which offering Bachelor of Business Administration in Agribusiness (Major in Management/Finance/Marketing) and Bachelor of Science in Agricultural Economics (Hons.) at undergraduate level. All the departments of this faculty are offering MS or MBA in different disciplines. BBA in Agribusiness and B. Sc. Agril. Econ.(Hons.) programs offer their graduates unique exposure to agricultural markets, policy, and production systems, which differentiates them from business programs.

Vision

The vision of the faculty is to be the leading center providing responsive education, training and services to produce graduates who will be the future leaders of all sectors of agribusiness and agricultural economics as education, research, agribusiness and development for contributing to the national and global agro-based economy with their earned knowledge, skill, innovativeness and commitment for development of agriculture and agro-industry.

Mission

- Provide innovative quality education with the aim of producing trained and skilled human resources in the fields of agribusiness and agricultural economics.
- Enable to communicate effectively, both written and orally, economic concepts, business decision-making, and agricultural and natural resource concepts.
- Develop the skills to fit into a business, agency, or academic environment and use economic concepts to quantify and analyze issues related to their employers' issues.
- Aware with issues related to the agricultural development and poverty alleviation, natural resource policies, and rural community development.
- Conduct problem oriented research and technology transfer in the field of agribusiness and agricultural economics to help for sustainable development in agricultural sector and national economy.

Program Educational Objectives (PEO)

The program is designed to meet the challenges that our graduates are likely to face throughout their professional career. Students should be able to use concepts, approaches and methods from BBA in Agribusiness, Major in Management/Finance/Marketing curricula in their career or future studies to understand and evaluate issues, plans, or projects. The program educational objectives are as follows:

- To provide a broad, innovative and quality education in the areas of agribusiness and agricultural economics;
- To understand firm and farm level decision rules for the efficient operation of enterprises and the institutional structure and use of agricultural marketing systems;
- To analyze changes in market and general economic conditions in a broad array of settings and be able to determine the impact on various groups affected by those changes;
- To generate critical understanding of agro-industrialization and relationships among producers, processors, manufacturers and consumers of commodities involved in the agribusiness sector;
- To analyze the farm and market situations to solve day to day and long term problems in the agribusiness sector of the economy;
- To use their knowledge in agribusiness management to run their own individual firms and agribusiness enterprises including consulting;
- To craft a sound knowledge of supply chain management in agribusiness, business and strategic decision making concepts;
- To develop creative management and good communication skills of the graduate;
- To provide a theoretical and practical orientation to the graduate to be able to provide solutions to organizational problems;
- To participate in agribusiness research and knowledge creation;
- To enable graduates to gain knowledge of the subject areas as per international standard to develop their career;
- To work with collaborative and creative approach in the target oriented goals;
- To develop creativity, entrepreneurship, management skill and good communication skills of the graduate;
- To engage in life-long learning and enhance commitment towards effective citizenship and social responsibility.

Program Learning Outcomes (PLO)

- Acquire and apply **knowledge** of decision rules and policy planning for agricultural businesses to prepare themselves for better careers;
- Develop **intellectual skills** required for critical thinking, problem solving and creativity in the field of agribusiness;
- Identify, formulate and provide creative, innovative and **effective solution to agricultural businesses problems**;
- Develop **analytical skill** for enhancing decision making ability. numeracy, statistical and computing skills are necessary to develop this skill;
- Enhance **entrepreneurship and innovation skills** for career development in agribusiness;
- **Communicate effectively in written and spoken form.** Communicates effectively to diverse group of peoples using appropriate traditional and emerging IT media;
- Possess necessary **interpersonal skills** to be valued individual and team contributors. Realize and demonstrate effective leadership responsibility. Understand and commit professionally, **ethically and with human responsibility**, in line with the agriculturist's code of conduct;
- Work **independently** and take responsibility for personal actions. Recognize the need for and to engage in **life-long learning and professional development**;
- Enhance **awareness and commitment** towards effective citizenship and **social responsibility**.

Generic Skills

Education is all about to gain **a set of skills**. Such skills will make the graduates competent to face the reality of life, to develop the attitude of lifelong learning and to contribute through agribusiness to the socio-economic development of the country.

The curriculum of BBA in Agribusiness (Major in Management/ Finance/ Marketing) will provide the following generic skills of the graduates:

Generic skills	Skill development mechanism
i. Intellectual skills matching with program of study	Explore up to date literature, participate actively in seminar, discussion, group work
ii. Practical& problem solving skills	Handling lab equipment, demonstrate practical skills, field problem identification and solution
iii. Numeracy and analytical skills	Group work, event management, focus group discussion, case studies
iv. Entrepreneurship and innovation skills	Assignment, industry visit, participate entrepreneurship development competition, workshops
V. Communication & IT skills	Assignment, literature search, presentation

vi. Interpersonal, teamwork & leadership skill	Group work, attachment with students' organizations, participation in co-curricular activities
vii. Self-management and personal development skills	Class attendance, punctuality, cooperativeness, sincerity, conduct, time management
viii. Commitment to community, country & humanity	Involvement with extra-curricular and social activities

Curriculum Alignment/ Skill Mapping

Curriculum must be aligned with program objectives, program learning outcome and intended learning outcomes through proper skill mapping

Format for skill mapping

Courses	Program Learning Outcome (PLO)								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
MAFI 101	x	x	x	x			x		x
MAFI 103	x	x	x	x		x			
MAFI 151	x	x	x	x			x		
MAFI 205	x	x	x	x			x		
MAFI 207		x		x				x	
MAFI 209	x	x			x		x		x
MAFI 253	x	x	x		x		x		
MAFI 311		x		x	x	x	x		
MAFI 313	x	x		x					
MAFI 355	x	x	x	x			x		
MAFI 357	x	x		x	x		x		
MAFI 415		x		x			x		
MAFI 417	x	x	x	x					
MAFI 419	x	x	x	x	x				
MAFI 421	x	x		x		x	x		
MAFI 423	x	x			x	x	x		
MAFI 459	x	x	x	x			x		

Courses	Program Learning Outcome (PLO)								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
MAFI 461	x	x		x	x	x	x		
MAFI 463	x	x	x	x					
MAFI 465				x	x	x	x		
MAFI 467	x	x	x	x	x	x	x		
MAFI 425	x	x		x	x				
MAFI 427	x	x	x		x	x			
MAFI 429	x		x		x		x		
MAFI 431	x	x		x		x	x		
MAFI 433	x			x	x	x	x		
MAFI 469	x	x	x	x			x		
MAFI 471	x	x	x	x			x		
MAFI 473	x		x	x	x	x	x		
MAFI 475	x	x	x	x					
MAFI 477	x		x		x	x			
AGBM 101	x	x	x	x	x	x			
AGBM 151	x	x	x	x	x	x			x
AGBM 153	x	x	x	x		x	x		x
AGBM 251	x	x	x	x	x				
AGBM 253	x		x			x	x		
AGBM 301	x		x	x	x	x	x		x
AGBM 303	x		x	x	x	x			
AGBM 351	x				x		x		
AGBM 401	x		x		x	x	x		
AGBM 403	x	x	x	x		x			
AGBM 405	x		x	x		x	x		
AGBM 407	x	x		x	x	x			
AGBM 409	x	x		x	x	x			

Courses	Program Learning Outcome (PLO)								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
AGBM 451	x	x		x	x	x	x		
AGBM 453	x	x		x	x	x	x		
AGBM 455	x	x		x	x		x		
AGBM 457	x	x		x	x	x			
AGBM 459	x	x		x	x	x			
AGST 151 & 152	x	x	x	x				x	
AGST 201 & 202	x	x	x	x		x		x	
AGST 251 & 252	x	x	x	x		x			
AGST 351 & 352	x	x	x	x		x	x	x	
DEPS 201	x	x	x				x	x	x
DEPS 253	x				x		x	x	x
DEPS 305	x	x	x		x				
DEPS 363	x	x	x		x		x	x	x
AGEC 205	x	x	x	x	x				
AGEC 253	x	x	x	x	x				
AGEC 301	x	x	x	x					
AGEC 303	x	x	x	x	x				
AGEC 369	x	x		x					
AGEC 371 & 372	x	x	x	x				x	
ABOT 101	x	x	x	x		x		x	
AGCH 259	x	x	x	x		x		x	
AEIS 301	x	x	x	x			x		
AGRO 153 & 154	x	x	x	x		x		x	
AGEN 151 & 152	x		x						
ENTO 207 & 208	x	x	x	x		x		x	
GEPB 255 & 256	x	x	x	x		x		x	
HORT 101 & 102	x	x	x	x		x		x	

Courses	Program Learning Outcome (PLO)								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
ENGL 151 & 152	x				x	x	x		
PLPA 351 & 352	x	x	x	x		x		x	
SOIL 101	x	x	x	x		x		x	
FISH 101 & 102	x	x	x	x		x		x	
APMA 101 & 102	x	x	x	x		x		x	
POSC 205 & 206	x	x	x	x		x		x	

Curriculum Structure and Related Information

Nomenclature of Degree

The courses offered should lead to awarding the degree of Bachelor of Business Administration in Agribusiness in abbreviated form BBA in Agribusiness (Major in Management), Bachelor of Business Administration in Agribusiness in abbreviated form BBA in Agribusiness (Major in Finance) and Bachelor of Business Administration in Agribusiness in abbreviated form BBA in Agribusiness (Major in Marketing).

System of Education: Semester

Eligibility for Admission

The candidates should have passes HSC/equivalent from Science Group. S/he should have GPA 7.5 combined from SSC/equivalent and HSC/equivalent without 4th subject; and at least GPA 3.0 separately. S/he shall have Physics, Chemistry, Mathematics and Biology in both SSC/equivalent and HSC/equivalent examinations. These criteria can be changed by central admission committee of SAU by considering the situation.

Duration of Degree Program

Each of the degree is a four-year Program divided into 8 academic semesters.

Academic Semester

There will be two regular semesters (Semester I and Semester II) in an academic year. The duration of regular semester I & II will be of 22 weeks each. The semester I will start in January and semester II in July of each academic year.

The duration of each semester will be as follows:

Classes	16 weeks
Recess before Semester Final Examination	02 weeks
Semester Final Examination (Theory and Practical (approx.))	02 weeks
Result preparation and publication	02 weeks
Total	22 weeks

Medium of Instruction

The medium of instruction is English

Academic Credit

When a student enrolls in Sher-e-Bangla Agricultural University, he/she shall earn academic credits. In case of theoretical course, one lecture per week per semester (16 weeks) will be equivalent to one credit i.e. for a 3-credit course; there will be three lectures per week. In case of practical course one practical class of two hours per week will be equivalent to one credit.

Types of Courses

The courses included in undergraduate curricula all are **Compulsory courses**. In each semester specific number of courses will be offered as compulsory courses.

Department Wise Courses (Total Credit Hour: 170)

Departments	Compulsory Courses Credit Hour (Theory + Practical=Total)
Agricultural Economics	15 + 01 = 16
Agribusiness & Marketing	24 (Core) + 30 (Major) = 54
Agricultural Statistics	11 + 04 = 15
Development & Poverty Studies	09 + 00 = 09
Management & Finance	33 (Core) + 30 (Major) = 63
Agricultural Botany	02 + 00 = 02
Agricultural Chemistry	02 + 00 = 02
Agricultural Extension and Information System	02 + 00 = 02
Agronomy	02+ 01 = 03
Fisheries	02 + 01 = 03
Entomology	02 + 01 = 03

Agricultural Engineering	02 + 01 = 03
Genetics and Plant Breeding	02 + 01 = 03
Horticulture	02 + 01 = 03
Language	02 + 01 = 03
Plant Pathology	02 + 01 = 03
Soil Science	02 + 00 = 02
Animal Production & Management	02 + 01 = 03
Poultry Science	02 + 01 = 03
Internship or Research Project Paper (3 months duration)	05

Distribution of Marks

Theory

Fifty percent (50%) of marks of a theoretical course shall be allotted for continuous assessment i.e. class participant/attendance, quizzes/assignment and class tests. The remaining (50%) of the marks will be allotted to Semester Final Examination. The distribution of theory marks for a given course will be as follows:

Class participation/attendance	10%
Quizzes/Assignment	10%
1st class test	15%
2nd class test	15%
Semester Final (20% quizzes + 30% descriptive)	50%
Total	100%

Practical

- Forty five (45%) of marks will be allotted for first practical examination and
- Forty five percent (45%) of marks will be allotted for final practical examination and
- Ten percent (10%) of marks will be counted at the end of the semester for class attendance.

For practical final examination the internal and external examiners will conduct the examinations. The controller of examination will appoint the external examiners

proposed by the Academic Committee of the Department concerned. The practical examinations must include experiments and/or problems, evaluation of practical note book, viva voce and class attendance etc.

Marks for class participation/attendance will be awarded as follows:

Attendance	Marks
90% and above	10
85% to less than 90%	9
80% to less than 85%	8
75% to less than 80%	7
70% to less than 75%	6
Less than 70%	0

Students having less than 70% of class attendance in any course will not be allowed to appear in Semester Final Examination and he/she will have to repeat the courses of that semester in the next available semester with fresh enrollment. The course teacher(s) will send the attendance report for both theoretical and practical courses to the Dean through respective Chairman before filling up the form of Final Examination by the student.

Grading System

Numerical Grade	Latter Grade	Grade Point
80% or above	A+ (A plus)	4.00
75% to Less than 80%	A (A regular)	3.75
70% to Less than 75%	A- (A minus)	3.50
65% to Less than 70%	B+ (B plus)	3.25
60% to Less than 65%	B (B regular)	3.00
55% to Less than 60%	B- (B minus)	2.75
50% to Less than 55%	C+ (C plus)	2.50
45% to Less than 50%	C (C regular)	2.25
40% to Less than 45%	D (D regular)	2.00
Less than 40%	F (Failed)	0.00

Course Layout and Credit Hours for BBA in Agribusiness (Major in Management/Finance/Marketing) Program:

Level-1 Semester-I						
SL No	Course Title	Course Code		Credit Hour		
		Theory	Practical	Theory	Practical	Total
1.	Introduction to Agribusiness	AGBM 101	-	3	-	3
2.	Principles of Management	MAFI 101	-	3	-	3
3.	Fertilizer Management	SOIL 101	-	2	-	2
4.	Economic Botany	ABOT 101	-	2	-	2
5.	Financial Accounting-I	MAFI 103	-	3	-	3
6.	Principles of Horticultural Crop Management	HORT 101	HORT 102	2	1	3
7.	Animal Production and Technology	APMA 101	APMA 102	2	1	3
8	Elements of Fisheries	FISH 101	FISH 102	2	1	3
Total				19	3	22
Level-1 Semester-II						
SL No	Course Title	Course Code		Credit Hour		
		Theory	Practical	Theor y	Practical	Total
1.	Basic English	ENGL 151	ENGL 152	2	1	3
2.	Business Statistics-I	AGST 151	AGST 152	3	1	4
3.	Financial Management-I	MAFI 151	-	3	-	3
4.	Business Communication	AGBM 151	-	3	-	3
5.	Principles of Seed Crops Management	AGRO 153	AGRO 154	2	1	3
6.	Principles of Marketing	AGBM 153	-	3	-	3

7.	Farm Mechanization and Food Technology	AGEN 151	AGEN 152	2	1	3
Total				18	4	22

Level-2 Semester-I						
SL. No.	Course Title	Course Code		Credit Hour		
		Theory	Practical	Theory	Practical	Total
1.	Organizational Behavior	MAFI 209	-	3	-	3
2.	Financial Management-II	MAFI 205	-	3	-	3
3.	Business Statistics-II	AGST 201	AGST 202	3	1	4
4.	Poultry Production and Hatchery Management	POSC 205	POSC 206	2	1	3
5.	Crop Protection Strategy-I	ENTO 207	ENTO 208	2	1	3
6.	Agricultural Economics	AGEC 205		3	-	3
7.	Financial Accounting-II	MAFI 207		3	-	3
8.	Sociology	DEPS 201		2	-	2
Total				21	3	24

Level-2 Semester-II						
SL. No.	Course Title	Course Code		Credit Hour		
		Theory	Practical	Theory	Practical	Total
1.	Application of Statistical Packages in Agribusiness	AGST 251	AGST 252	2	1	3
2.	Agricultural Marketing	AGBM 253	-	3	-	3
3.	Bangladesh Studies	DEPS 253	-	3	-	3
4.	Micro Economics	AGEC 253	-	3	-	3
5.	Crop Improvement Strategy	GEPB 255	GEPB 256	2	1	3
6.	Managerial Accounting	MAFI 253		3	-	3

7.	Small and Medium Enterprise Development	AGBM 251	-	3	-	3
8.	Agro-Chemicals	AGCH 259	-	2	-	2
Total				21	2	23

Level-3 Semester-I						
SL. No.	Course Title	Course Code		Credit Hour		
		Theory	Practical	Theory	Practical	Total
1.	Business Mathematics	AGEC 301	-	2	-	2
2.	Business Ethics and Corporate Social Responsibilities	AGBM 301	-	3	-	3
3.	E-Commerce	AGBM 303	-	3	-	3
4.	Human Resource Management	MAFI 311	-	3	-	3
5.	Bank Fund Management	MAFI 313	-	3	-	3
6.	Macro Economics	AGEC 303	-	3	-	3
7.	Agricultural Extension & Information System	AEIS 301	-	2	-	2
8.	Poverty Studies	DEPS 305	-	2	-	2
Total				21		21

Level-3 Semester-II						
SL. No.	Course Title	Course Code		Credit Hour		
		Theory	Practical	Theory	Practical	Total
1	Business and Industrial Law	AGBM 351		3		3
2.	Operations Management	MAFI 355	-	3	-	3
3.	Agricultural Price Analysis	AGEC 371	AGEC 372	2	1	3
4.	Development Studies	DEPS 363	-	2	-	2
5.	Insurance and Risk Management	MAFI 357		3	-	3
6.	Crop Protection Strategy-II	PLPA 351	PLPA 352	2	1	3
7.	Quantitative Analysis	AGST 351	AGST 352	3	1	4
8.	World Food & Agricultural System	AGEC 369		2	-	2
Total				20	3	23

Major in Marketing**Level-4 Semester-I**

SL. No.	Course Title	Course Code		Credit Hour		
		Theory	Practical	Theory	Practical	Total
1.	Consumer Behavior	AGBM 401	-	3	-	3
2.	Marketing Management	AGBM 403	-	3	-	3
3.	Brand Management	AGBM 405	-	3	-	3
4.	International Business	AGBM 407	-	3	-	3
5.	Supply Chain Management	AGBM 409	-	3	-	3
Total				15		15

Level-4 Semester-II

SL. No.	Course Title	Course Code		Credit Hour		
		Theory	Practical	Theory	Practical	Total
1.	Integrated Marketing Communication	AGBM 451	-	3	-	3
2.	Marketing Research	AGBM 453	-	3	-	3
3.	Agribusiness Strategy	AGBM 455	-	3	-	3
4.	Sales Management	AGBM 457	-	3	-	3
5.	Retail Management	AGBM 459	-	3	-	3
Total				15		15

	FABM 498 Internship or FABM 499 Research Project Paper (3 months duration)	5
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Major in Management						
Level-4 Semester-I						
SL. No.	Course Title	Course Code		Credit Hour		
		Theory	Practical	Theory	Practical	Total
1.	International Management	MAFI 415	-	3	-	3
2.	Investment Management	MAFI 417	-	3	-	3
3.	Total Quality Management	MAFI 419	-	3	-	3
4.	Management Information System	MAFI 421	-	3	-	3
5.	Human Resource Planning	MAFI 423	-	3	-	3
Total				15		15

Level-4 Semester-II						
SLNo.	Course Title	Course Code		Credit Hour		
		Theory	Practical	Theory	Practical	Total
1.	Management Thoughts	MAFI 459	-	3	-	3
2.	Workforce Policy and Planning	MAFI 461	-	3	-	3
3.	Industrial Relations	MAFI 463	-	3	-	3
4.	Trade Union and Collective Bargaining	MAFI 465	-	3	-	3
5.	Management of Multinational Enterprises	MAFI 467	-	3	-	3
Total				15		15

	FABM 498 Internship or FABM 499 Research Project Paper (3 months duration)	5
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Major in Finance						
Level-4 Semester-I						
SL. No.	Course Title	Course Code		Credit Hour		
		Theory	Practical	Theory	Practical	Total
1.	Financial Statement Analysis	MAFI 425	-	3	-	3
2.	Working Capital Management	MAFI 427	-	3	-	3
3.	Money and Banking	MAFI 429	-	3	-	3
4.	Corporate Finance	MAFI 431	-	3	-	3
5.	Merchant & Investment Banking	MAFI 433	-	3	-	3
Total				15		15

Level-4 Semester-II						
SL. No.	Course Title	Course Code		Credit Hour		
		Theory	Practical	Theory	Practical	Total
1.	Financial Markets and Institutions	MAFI 469	-	3		3
2.	Investment Analysis and Portfolio Management	MAFI 471	-	3	-	3
3.	Auditing and Business Taxation	MAFI 473	-	3	-	3
4.	Agricultural Finance	MAFI 475	-	3	-	3
5.	Capital Budgeting and Project Management	MAFI 477	-	3	-	3
Total				15		15

	FABM 498 Internship or FABM 499 Research Project Paper (3 months duration)	5
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Total Credit Hours: 170

Level	Credit Hours		
	Theory	Practical	Total
Level-1 Semester-I	19	03	22
Level-1 Semester-II	18	04	22
Level-2 Semester-I	21	03	24
Level-2 Semester-II	21	02	23
Level-3 Semester-I	21	00	21
Level-3 Semester-II	20	03	23
Level-4 Semester-I	15	-	15
Major in Marketing/Management/Finance			
Level-4 Semester-II	15	-	15
Major in Marketing/Management/Finance			
Internship or Research Project Paper (3 months duration)		05	05
Total	150	20	170

Teaching-Learning Strategy

Curriculum consist teaching-learning strategies. The teaching methodologies employed will depend to a large degree on the preferred teaching style of the instructor and the size of the class. It is very helpful to incorporate a lot of questioning of the students into the lecture/discussion in order to keep the students engaged in the learning process.

- Class room instruction (participatory, critical thinking, decision making):
- Lab exercise (Lab and field related) and preparation of Practical Note Book
- Field work/visit and reporting
- Group work / assignment/Presentation/ Case Study
- Field problem identification and program planning
- Industry attachment
- Study tour/ Agro-industrial Tour
- Internship/ Research Project Paper

Study Tour / Agro-industrial Tour

As a part of the academic curriculum students at different levels are required to perform study tour/ Agro-industrial Tour for enriching their practical knowledge. In addition, students have to perform Industrial visit, Farm & Home Visit, Agricultural Survey, Visit to Research Organizations, Extension Organizations and Non-Governmental Organizations (NGO) and a weeklong Extension Field Trip at Upazilla level as the practical assignments of the different departments of this university.

Internship / Research Project Report

Internship/ Research project report submission is mandatory to complete the final semester of BBA in Agribusiness, major in Management/Finance/Marketing program. During internship, the students will get scope to work for 3 months directly with attachment in different institutions, research organizations and NGOs.

Assessment Strategy

Assessment systems are duly communicated to students at the outset of the term/semester. Assessment procedures meet the objectives of the course. The assessment system is reviewed at regular intervals. Diverse methods are used for assessment.

Both formative and summative assessment such as

- quizzes
- short answer
- essay type answer
- demonstration
- assignment
- term paper
- continuous assessment
- presentation and
- summative assessment (final examination) strategies are followed.

The students are provided feedback immediately after assessment. Fairness and transparency is maintained in assessment system. Students are being informed in advance about methods of assessment in each course. In line with teaching learning student performance assessment approach must be focused on higher order learning. Exam-type questions and problems may be utilized to assess the relevant learning outcomes and skills. Open-ended questions, problems, and essay-type questions may be utilized to assess the higher levels of learning.

Department of Agribusiness and Marketing

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	AGBM 101: Introduction to Agribusiness (Theory)	3	1	I
2.	AGBM 151: Business Communication (Theory)	3	1	II
3.	AGBM 153: Principles of Marketing (Theory)	3	1	II
4.	AGBM 251: Small and Medium Enterprise Development (Theory)	3	2	II
5.	AGBM 253: Agricultural Marketing (Theory)	3	2	II
6.	AGBM 301: Business Ethics and Corporate Social Responsibility (Theory)	3	3	I
7.	AGBM 303: E-commerce (Theory)	3	3	I
8.	AGBM 351: Business and Industrial Law (Theory)	3	3	II
	Theory	24		
	Total	24		

Major in Marketing

1.	AGBM 401: Consumer Behavior (Theory)	3	4	I
2.	AGBM 403: Marketing Management (Theory)	3	4	I
3.	AGBM 405: Brand Management (Theory)	3	4	I
4.	AGBM 407: International Business (Theory)	3	4	I
5.	AGBM 409: Supply Chain Management (Theory)	3	4	I
6.	AGBM 451: Integrated Marketing Communication (Theory)	3	4	II
7.	AGBM 453: Marketing Research (Theory)	3	4	II
8.	AGBM 455: Agribusiness Strategy (Theory)	3	4	II
9.	AGBM 457: Sales Management (Theory)	3	4	II
10.	AGBM 459: Retail Management (Theory)	3	4	II
	Theory	30		
	Total	30		

Course Code: AGBM 101 Course Title: Introduction to Agribusiness (Theory)	Credit Hour: 3	Level: 1	Semester: I
Rationale: This course is designed to provide fundamental knowledge on shifting procedure from subsistence level of agriculture to commercialization.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Acquire knowledge on fundamentals of agribusiness • Enrich knowledge on planning, organizing, targeting, positioning of an agribusiness • Implement knowledge about risk management of agribusiness in Bangladesh • Seek knowledge about the problems and prospects of ICT in Agribusiness • Detect major obstacles and opportunities of SME sector in Bangladesh 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define agribusiness • Discuss the role of agribusiness in economic development • Describe the strategies for agribusiness development in Bangladesh • Explain agricultural inputs market • Illustrate opportunities for investment in agribusiness • Compare different forms of business entities 	Definition of agribusiness, Is farming an agribusiness? role of agribusiness in economic development, sector and financing of agribusiness, strategies for agribusiness development in Bangladesh, agricultural inputs market, potentials for agribusiness in Bangladesh, opportunities for investment in agribusiness, agriculture support agencies in Bangladesh, agricultural markets and competition, different forms of business entities, process for forming new venture, managing the new venture	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Define planning • Discuss the importance and types of planning • Narrate forms of organization • Explain Porter's five forces model • Demonstrate segmentation, targeting and positioning 	Definition of planning, importance and types of planning, define organization, forms of organization, porter's five forces model, the marketing mix: 4 ps of marketing, define segmentation, targeting and positioning, process for achieving marketing objectives, operations and inventory management plan, definition of business plan and financial plan.	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Define supply chain • Explain advantages of supply chain • Describe major supply chains in Bangladesh • Discuss the factors affecting supply chain in Bangladesh • Define value chain • Illustrate the factors affecting value chain 	<p>Definition of supply chain, difference of supply chain and value chain, advantages of supply chain, major supply chains in Bangladesh, supply models in Bangladesh, financing in supply chain, factors affecting supply chain in Bangladesh, definition of value chain, value chain business models, advantages of value chain, factors affecting value chain, inclusive value chain</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Narrate bottom of pyramid market • Explain the nature and challenges of BOP market • Discuss inclusive market development • Illustrate key guiding principles for IMD facilitation 	<p>Understand bottom of pyramid (BOP) market, nature of BOP market, challenges of BOP market, steps to reach bop market, understanding inclusive market development (IMD), key guiding principles for IMD facilitation, IMD and government initiatives for inclusive development</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe risk management in agribusiness • Define crop insurance, forward marketing, future market, future contract, contract farming • Detect major challenges of contract farming in Bangladesh • Predict the benefits of proper post-harvest management • Discuss food safety and quality control measures 	<p>Risk management in agribusiness, risk measuring techniques, define hedging and speculation, definition crop insurance, forward marketing, future market, future contract, contract farming as a tool for risk management, types of contract farming, challenges of contract farming in Bangladesh, contract farming as a model for IMD, definition of post-harvest management, benefits of proper post-harvest management, factors affecting post-harvest management, food safety and quality control measures, comprehensive policy for post-harvest management</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Illustrate the role of ICT in agribusiness • Classify market access ICT services 	<p>Role of ICT in agribusiness, types of market access ICT service, issues and challenges for market access ICT services,</p>	<p>Lecture Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> • Conclude future of ICT in agricultural value chain • Define and show importance of branding • Discuss agro product branding as a strategy for agricultural marketing • Recognize the challenges of agro product branding in Bangladesh 	<p>future of ICT in agricultural value chain, definition of branding, importance of branding in agribusiness, brand building models, different kinds of branding, agro product branding as a strategy for agricultural marketing, branding in agricultural input market, challenges in agro product branding, opportunities of agro product branding</p>	<p>Visual presentation Assignment Case study</p>	<p>Report</p>
<ul style="list-style-type: none"> • Know the concepts of organization • Define business organization • Identify the characteristics of a successful business organization • Discuss the functions of a business organization • Identify the scope of business organization • Find out the factors considering business organization • Identify the major functions of business in Bangladesh 	<p>Concept of business organization, characteristics of a business organization, objectives of a business organization, key elements of a business organization, importance of business organization, factors to be considered for starting a Business, functions of business organization, forms of business organizations, definition of sole proprietorship business, characteristics of sole proprietorship business, benefits of sole proprietorship business, definition and features of partnership business, concept and features of joint stock company, definition and features of cooperative society, state enterprise, features of state enterprise, business combination concept.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz Short answer Essay type Report</p>
<ul style="list-style-type: none"> • Know the concepts of entrepreneurship • Identify the characteristics of a successful entrepreneur • Understand the importance of entrepreneurship 	<p>Concept of entrepreneurship and entrepreneur, characteristics of entrepreneur, qualities of entrepreneur, functions of entrepreneur, importance of an entrepreneurs, classification of entrepreneurs, difference between entrepreneurship and entrepreneur, difference</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz Short answer Essay type Report</p>

<ul style="list-style-type: none"> • Discuss the functions of entrepreneurship • Identify the different classifications of entrepreneurs • Differentiate between entrepreneur and manager • To identify the problems faced by entrepreneurs and reasonable solutions 	<p>between entrepreneur and manager, problems of taking entrepreneurial role in Bangladesh, ways to remove the problems of taking entrepreneurial role in Bangladesh, entrepreneurial process, environmental factors influencing entrepreneurship, definition and features of self-employment, necessity of self-employment, institutional support for technical and financial in Bangladesh</p>		
<ul style="list-style-type: none"> • Discuss concept of agro enterprise • Explain the role of SMEs in the economy of Bangladesh • Describe women entrepreneurs in Bangladesh • Detect constraints faced by SMEs 	<p>Concept of agro enterprise, Role of SMEs in the economy of Bangladesh, status of SME in Bangladesh, women entrepreneurs in Bangladesh, challenges and opportunities of women entrepreneurs in Bangladesh, constraints faced by SMEs</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz Short answer Essay type Report</p>
<ul style="list-style-type: none"> • Acquire practical knowledge on related areas 	<p>Field trip</p>	<p>Assignment</p>	<p>Report</p>

Reference Books

1. Broadway, A.C and Broadway, A.A., 2002. A Text Book of Agribusiness Management. 1st Edn. Kalyani Pub., New Delhi, India.
2. Ricketts, C and Rawlins, O., 2001. Introduction to Agribusiness. 1st Edn. Delmar Pub., USA.
3. Rahman, M.A., and Islam, M.R., 2013. Introduction to business. 1st Edn. University Publication, Bangladesh.

Course Code: AGBM 151 Course Title: Business Communications (Theory)	Credit Hour: 3	Level:1	Semester: II
Rationale: This course is designed to help students for achieving knowledge and skills which will enable to communicate effectively in workplace relating to business issues.			
Course Learning Outcomes <ul style="list-style-type: none"> • Use a strategic communication model and critical thinking to identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages. • Practice principles of effective business writing and document design in all written documents. • Build an understanding of different organizational cultures, business practices, and social norms to communicate more effectively in domestic and cross-cultural business contexts. 			
Intended Learning Outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Outline an overview of communication • Discuss objectives of communication • Evaluate media of communication • Classify business communication • Identify various types of communication barriers • Interpret principles of communication 	Essential of Communication: Introducing communication, communication situation, Objectives of communication: Advice, suggestion, persuasion, education, motivation. Media of Communication: Written communication, oral communication, face to face communication, audio visual communication, computer based communication Types of communication: Upward, downward, horizontal communication, grape vine, consensus Barriers to communication: Wrong choice of medium; physical, semantic, socio-psychological barriers Principles of communication:	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

	Clarity, completeness, conciseness, consideration, courtesy, correctness,		
<ul style="list-style-type: none"> • Describe importance of communication skills • Design communication model • Categorize business communication • Justify communication challenges • Describe the factors that affect communication in business world. 	<p>Understanding Workplace Communication: Importance of communication skill, challenges of communication, categories of business communication, variation in communication, communication model.</p>	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain why cross cultural communication is important • Describe dimension of cultural differences • Discuss cultural differences regarding to body position and movement • Analyze the impact of cultural views and practices concerning human relation and use this knowledge effectively in communicating • Describe how one can enhance cross cultural communication skills 	<p>Communicating Across Cultures: Importance of cross cultural communication, dimension of cultural difference, major factors that affect culture, body positions and movement, views and practices concerning human relationship, problems of language, advice for communicating across culture.</p>	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain role of adaptation in selecting words that communicate • Discuss suggestions for selecting words • Suggest for nondiscriminatory writing • Use technical words and acronyms appropriately • Show slang and clichés with caution 	<p>Adapting Your Words to Your Reader: Importance of adaptation, suggestion for selecting words(familiar, short words, use of slang& popular clichés, use of technical words, precise language) suggestions for nondiscriminatory writing (use of gender neutral words, avoid words that stereotype by race, age, nationality)</p>	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Discuss the nine demographic considerations to used to segment consumer market. • Interpret how socio - cultural values may be quantified 	<p>Constructing Clear Sentences and Paragraph: Care in sentence design (sentence content, economize on words, give sentences unity, word sentences logically) care in paragraph design (give paragraph unity, keep paragraph short, use of topic sentences, make paragraphs coherent)</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Define report • Discuss types, content and features of report • Discuss content of thesis • Contrast between long and short report 	<p>Business Report Writing: Importance of report writing, format of business report, types of business report, ideal format of thesis, long report, short report, features of report,</p>	<p>Lecture Visual presentation Discussion Workshop/ Seminar</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Define letter • Discuss classification and elements of letter • Compare and contrast between personal letter and business letter • Write various types of letter used in business • Differentiate between CV and Resume • Prepare Press release, notice, agenda, Minutes • Contrast between agenda and minutes. 	<p>Letter and CV Writing: Definition of letter, classification of letter, importance of letter writing, features of letter, specimen of various letters, notice, agenda, minutes, press release, Definition of Curriculum Vitae (CV), Resume, features of CV& Resume, difference between CV& Resume,</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Discuss electronic communication • Describe media of e-communication • Evaluate impact of facebook in our life • Demonstrate how to write E-mail 	<p>Modern Technologies in Business Communication: Overview of electronic communication; advantages, disadvantages of electronic communication; media of E-communication; internet, Facebook , Fax, Telex, e-mail; multimedia</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> Acquire practical knowledge of related field based on above mentioned topics and make a difference among the different organizations. 	<p>Demonstrate and practical visualization along with practice of the different types of Proposal, Report, Memo, Notice, Office Order, Agenda, Meeting Minutes, etc. Moreover, understanding the cultures and practices of communication in the different organization in Bangladesh.</p>	<p>Lab Practice and presentation Organization visit</p>	<p>Case studies Assignment Report and presentation</p>
<p>Reference Books</p> <ol style="list-style-type: none"> Rentz,K and Rentz, P.(2015); Lesikar’s Business Communication,13th Edition, McGraw-Hill, USA. Pal,R and Korlahalli. J. S.(2011); Essentials of Business Communication, 15th Edition, Sultan Chand & Sons, India. 			

Course Code: AGBM 153 Course Title : Principles of Marketing (Theory)	Credit Hour: 3	Level : 1	Semester: II
Rationale: This course explains and demonstrates the basic knowledge and concepts of marketing with particular attention to the specific characteristics of service oriented industries such as the hospitality industry, tourism, events, sports and retail.			
Course Learning Outcomes <ul style="list-style-type: none"> • Explain techniques and the concepts that practicing marketers use to develop products and successful marketing campaigns. • Examine the evaluation of marketing theory and environment in which it operates. 			
Intended Learning Outcomes (ILOs) The students will be able to	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define the basic concept of marketing. • Describe the role of marketing in various economic systems. 	Concept of marketing: Definition, nature, objective, scope & importance, marketing concepts, approaches to study of marketing, role of marketing, marketing in various economic systems.	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Describe the marketing process by which companies create value for consumers. • Explain countrywide strategic planning and its steps. 	Company and Marketing Strategy: Strategic planning, marketing strategy and marketing mix, managing the marketing effort, return on marketing investment.	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Describe the environmental forces that affect the company's ability to serve its customers. • Explain how changes in the demographic and economic environments affect marketing decisions. • Identify the major trends in the firm's natural and technological environment. 	Understanding the market place and consumers: The company's macro & micro environment, organization's internal environment, responding to the marketing environment.	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Define the marketing information system and discuss its parts. • Outline the steps in the marketing research process. • Analyze how companies use marketing information. 	<p>Managing marketing information to gain consumer insight: Marketing information and customer insights, assessing marketing information need, marketing intelligence, marketing research, developing marketing research plan and implementation.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Presentation</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Define the consumer market and construct a simple model of consumer buyer behavior. • Identify the major factors that influence consumer buyer behavior. • Explain the buying decision process. • Narrate the adaption and diffusion process for a new product. 	<p>Customer market and customer buyer behavior: Models of consumer behavior, characteristics affecting consumer behavior, types of buying decision behavior, the buyer decision process, the buyer decision process for new products.</p>	<p>Lecture Interactive discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Define product and the major classifications of products and services. • Describe the decisions companies make regarding their individual products and services, products lines and products mixes. • Set a brand strategy. • Identify the four characteristics that affect the marketing of a service and the additional marketing considerations that service requires. • List and define the steps in the new product development process and major considerations in managing this process. • Explain the stages of the product life cycle and how marketing strategies change during the product's life cycle. 	<p>Product, Services and Brands: Basic concept, classification, characteristics & marketing considerations of different types of consumer goods, industrial goods & services, new product development and product life cycle strategies, managing new product development product line simplification, diversification.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Presentation</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

<ul style="list-style-type: none"> • Define price and its importance. • Identify the external and internal considerations that affecting pricing decisions. • Explain the new product pricing, product mix pricing and price adjustment strategies. • Analyze the key issues related to initiating and responding to price changes. 	<p>Pricing and pricing strategies: Price, importance, objectives, influencing factors for price determination, pricing methods, price policy & strategies, price adjustment strategies.</p>	<p>Lecture Interactive discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe the nature of marketing channels, designs, management decisions and pattern of physical distribution or logistics. • Explain how companies select, motivate and evaluate channel members. • Identify the major channel alternatives open to a company. • Analyze the nature and importance of marketing logistics and integrated supply chain management. 	<p>Marketing Channels: Types & functions of channels, utility of channel, channel objectives & options, selection of channel of distribution, channel design decisions, channel management decisions, marketing logistics and supply chain management.</p>	<p>Lecture, Interactive discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe promotion mix tools for communicating customer value. • Outline the communications process and the steps in developing effective marketing communications. • Develop the promotional budget. • Explain the role of advertising in the promotion mix. • Discuss how companies use public relations to communicate with their publics. 	<p>Communicating customer value: Objectives & importance, promotional tools, promotional mix, promotional budget, steps in effective marketing communication, socially responsible marketing communication.</p> <p>Advertising and public relations: Advertising, advertising strategies, public relation and its role and impact.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Presentation</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

Reference Books

1. Assael, H., Reed, P. and Patton, M., (1995). Marketing: Principles and Strategy. Harcourt-Brace, Sydney, Australia.
2. Jobber, D. and Chadwick, F. E., (2012). Principles and Practice of Marketing. McGraw-Hill Inc., USA.
3. Kotler, P. and Armstrong, G., (2011). Principles of Marketing. Pearson Education, Inc., New Jersey, USA.

Course Code: AGBM 251 Course Title: Small and Medium Enterprise Development (Theory)	Credit Hour: 3	Level: 2	Semester: II
Rationale: This course is designed to provide fundamental concept on small and medium enterprise development and prospects of SME sectors in Bangladesh.			
Course Learning Outcomes <ul style="list-style-type: none"> • Acquire knowledge about fundamental concepts of small and medium enterprise development • Enrich knowledge about small business and key to success and failure of small business. • Gain knowledge about different successful entrepreneurs in Bangladesh • Gather knowledge about family business, customer relationship management, total quality management • Acquaint with different SME related organization in Bangladesh 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define entrepreneur and entrepreneurship • Discuss the characteristics, function and types of entrepreneurship • Describe the qualities of entrepreneurship 	Selected definitions of entrepreneur and entrepreneurship, characteristics of entrepreneurs, types of entrepreneurship, national benefits of entrepreneurship, functions of entrepreneurship, qualities of a successful entrepreneur, entrepreneur Vs manager characteristics	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Define small business • Classify small business • Discuss the role of small business • Narrate keys to success and failure of small business • Narrate the essentials of starting a small business • Discuss the physical facilities of small business • Explain the feasibility study checklist of small business 	Selected definitions of small business, types of small business, structural features of small business, a comparison of three forms of business organization, role of small business in the socioeconomic development, keys to success & factors responsible for failure of small business, reasons for and against starting a new small business, essentials of starting a small business, selecting a location for small business, providing physical facilities for small business, major legal concepts and entrepreneurial ventures. feasibility study checklist of small business and	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> Describe the characteristics of good employees 	<p>factors required for starting a business, Managing small business, good employees are valuable assets, human involvement in different stages of small business</p>		
<ul style="list-style-type: none"> Discuss the principles of organizing Explain the expected attributes and traits of a successful small business manager Explain the areas of personnel management Describe human resources and personnel policy Discuss the rules of conduct and standards of performance of small business 	<p>The principles of organizing and small business success, management functions and their applicability, expected attributes & traits of a successful small business manager, causes of failure as a small business manager, areas of personnel management for small business, human resources and personnel policy suggestions for small business, finding right man for the right position for small business, rules of conduct and standards of performance to maintain discipline</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Narrate the lives of successful entrepreneurs 	<p>Lives of successful entrepreneurs: Mr. Mozammel Hoque, Mr. Absul Khaleque pathan, Mr. Jahurul Islam, Hazi Moheemad Jonab Ali, Mr. Abul Kasem Haider, Mr. Abul Kashem Khan, Mrs. Anwara Begum, Mr. Sheikh Akijuddin</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Describe the responsibilities and rights of family shareholders business Explain the pitfalls of the family business Discuss the strategies for improving the capability of a family business Illustrate family business plan 	<p>Responsibilities and rights of family shareholders of a family business, succession in family business, pitfalls of the family business, strategies for improving the capability of a family business, improving family business performance, how to overcome nepotism in family business, management development plan in family business, family reunion games promote family values, how to save the family business?</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Define customer relationship management, total quality management 	<p>Customer relationship management, total quality management (TQM), current</p>	<p>Lecture Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> Discuss current scenario of SME sector in Bangladesh 	scenario of SME sector in Bangladesh,	Visual presentation Assignment Case study	Report
<ul style="list-style-type: none"> Discuss different SME related organization in Bangladesh 	Information about different organization: SME Foundation, BSCIC, SCITI	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

Reference Books

1. A. R. Khan. 2009. Entrepreneurship, Small Business and Lives of Successful Entrepreneurs. 2nd Edn. Bondhu Printing Press, Dhaka.
2. P. M. Charantimath. 2009. Entrepreneurship Development Small Business Enterprises. 5th Edn. Pearson Pub., Delhi, India.
3. S.S. Khanka. 2006. Entrepreneurial Development. 1st Edn. S. Chand Pub., New Delhi, India.

Course Code: AGBM 253 Course Title: Agricultural Marketing (Theory)	Credit Hour: 3	Level: 2	Semester: II
Rationale: This course designed to give a foundation about agricultural marketing concepts and highlights the major marketing problems of agricultural products.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Acquire knowledge about fundamental concepts of agricultural marketing • Enrich knowledge on transportation, grading, standardization and market information • Implement knowledge about agricultural cooperatives in Bangladesh • Introduce the various elements of marketing cost, marketing margin and marketing efficiency. • Gather knowledge about new product development • Articulate knowledge about the characteristics of agricultural marketing and suggestion to improve the situation of agricultural marketing in Bangladesh 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define markets, marketing and agricultural marketing • Explain the importance of agricultural marketing • Discuss the commandments of scientific marketing 	Definition of markets, essential components of a market, definition of marketing and agricultural marketing, different groups involved in marketing, is marketing productive? importance of agricultural marketing in the economic development, difference in marketing of agricultural and manufactured goods, different marketing concept, marketing system and its components, commandments of scientific marketing, approaches to the study of marketing	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss the importance of transportation • Describe the factors affecting the cost of transportation • Explain the meaning of grading and standardization • Discuss the meaning and risks of storage • Describe the cost and returns of storage 	Importance of transportation in marketing of farm products, different means of transportation, factors affecting the cost of transportation, suggestions for improvement of transportation, meaning of grading and standardization, basis of standards, criteria for grades and standards, importance of grading, meaning of storage, importance of storage, risks in	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report

	storage, different storage mode, cost and returns of storage, Bangladesh scenario in storage		
<ul style="list-style-type: none"> Define marketing information Discuss the roles of market information Explain different criteria for good market information Narrate criticisms of market information 	Meaning of marketing information, roles of market information, types of market information, criteria for good market information, collection and dissemination of market information, criticisms of market information	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Define the meaning of cooperative marketing Explain the objectives of cooperative marketing Illustrate the rational of cooperative marketing for Bangladesh 	Meaning of cooperative marketing, cooperative marketing in Bangladesh, objective of the cooperative marketing, do you suggest cooperative marketing for the farmers of Bangladesh?	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Define marketing cost Classify marketing cost Discuss components of marketing cost Define marketing margin Describe the components of marketing margin Explain the concept producers share in consumer's taka 	Meaning of marketing cost, classification of marketing cost, components of marketing cost of agricultural commodities, factors affecting the cost of marketing, definition of marketing margin, components of marketing margin, misconception about marketing margin, measuring marketing margin, importance and factors affecting marketing margin, producers share in consumer's taka	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Define marketing efficiency Explain marketing channel and value chain Discuss the factors governing choice of channel Narrate the importance of marketing channel 	Meaning of marketing efficiency, approach to the assessment of marketing efficiency, reasons for study marketing efficiency, marketing channel and value chain of agricultural commodities like crop, vegetables, meat, fish, milk and broiler, factors governing choice of channels, several ways of a trade channel disruption, importance of marketing channel	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Define market integration and marketing mix • Illustrate product classification and new product development • Discuss the characteristics of agricultural marketing in Bangladesh • Compare different agricultural product marketing companies in Bangladesh 	Meaning and types of market integration, definition of marketing mix, major tools and instruments of marketing mix, product classification and new product development, agricultural marketing in Bangladesh, characteristics of agricultural marketing in Bangladesh, suggestion to improve the situation, studying different agricultural companies in Bangladesh and abroad. study tour to visit different companies	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Gather real life experiences related to agricultural marketing 	Field trip	Assignment	Report

Reference Books

1. Acharya, S.S. and Agarwal, N.L., 1999. Agricultural Marketing in India. 3rdEdn. Oxford & IBH Pub. Co., Delhi.
2. Chhina, S.S.. 2002. Agricultural Marketing and Indian Agricultural Marketing. 1stEdn. Kalyani Pub., New Delhi.

Course Code: AGBM 301 Course Title: Business Ethics and Corporate Social Responsibility(Theory)	Credit Hour: 3	Level: 3	Semester: I
Rationale: Business ethics is designed to help the students to develop a good corporate citizen image. Without any knowledge about the business ethics, it will be very difficult to take all decisions related to business ethically.			
Course Learning Outcomes <ul style="list-style-type: none"> • Define business ethics and examine its importance. • Detect some of the ethical issues that may arise in business. • Specify how businesses can promote ethical behavior. • Define social responsibility and explain its relevance to business. • Debate an organization’s social responsibilities to owners, employees, consumers, the environment, and the community. • Evaluate ethical consideration of business decision. • Evaluate your organization’s policy on discrimination and harassment. • Create a social responsibility policy for your organization. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Discuss the meaning, nature and objective of ethics and business ethics • Describe the needs for business ethics. • Explain the significance of business ethics in 21st century scenario. • Analyze the factors causing un-ethical behavior in organizations. • Evaluate how does value maximization in an organization get affected by ethics. 	Ethics and Business Ethics: Introduction, meaning and definition of ethics, nature and objective of ethics, ethics and related terms, meaning of business ethics, need and objective of business ethics, significance of business ethics, ethical dimensions, factors causing unethical behavior, important factors of building an ethical infrastructure. Values and Ethics: Characteristics of values, value formation in society, types of values, ethical value system, ethics and value maximization.	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss the elements necessary to develop ethical corporate behavior. • Explain the essential steps to establish ethical in organization provided by ethical leaders. 	Development of Ethical Corporate Behavior: Factors affecting managerial work, elements necessary for ethical corporate behavior. Ethical leadership: Leadership-ethics and values, significance of	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> Define ethical leader. 	<p>ethical leadership, establish an ethical framework.</p>		
<ul style="list-style-type: none"> Discuss the ethical decision-making process with suitable examples. Demonstrate Ethical problems do occur in businesses, explain reasons, sources and some guidelines to managers to make ethical decisions. Define ethical dilemma. Construct platinum standards of ethics. 	<p>Ethical Decision Making: Ethical decisions (individual/community) in organization, structure of ethical decision making, how to use ethical reasoning, problems in ethical decision making, guidelines for managers for ethical decision making.</p> <p>Ethical dilemmas in organization: Meaning and definitions, salient features of ethical dilemma, approaches and methods of resolving ethical dilemma, platinum standards of ethics.</p>	<p>Lecture Interactive discussion Visual presentation Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report presentation</p>
<ul style="list-style-type: none"> Define and explain the term corporate social responsibility. Explain the various social responsibility models. Identify the major areas in which a firm should be socially responsible Discuss the factors behind the origin of corporate governance. Determine the way to achieve good corporate governance. 	<p>Social Responsibility of Business: Meaning and definition, why business should be socially responsible, social responsibilities models, main social responsibilities of business organization, corporate social responsibility and Bangladesh.</p> <p>Corporate governance: Historical background, factors behind the origin, important issues of corporate governance, corporate governance in Bangladesh professionalization of corporate governance, how to achieve good corporate governance.</p>	<p>Lecture Interactive discussion Visual presentation Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report presentation</p>
<ul style="list-style-type: none"> Define ethical product Discuss the basic major reasons for which marketers follow marketing ethics Explain the role of ethics in Training and development. 	<p>Ethics in Marketing: Common unethical practices, factors behind ethical practices, marketing ethics–important issues.</p> <p>Ethics in Finance: Financial market, financial operation.</p> <p>Ethics in Human Resource Management: Ethics in job design, ethics in human resource planning, ethics</p>	<p>Lecture Interactive discussion Visual presentation Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report presentation</p>

<ul style="list-style-type: none"> Set the ethical guidelines to help HR professionals in dealing with ethical issues of HRM. 	in recruitment and selection, ethics in training and development, ethics in career development, ethics in performance evaluation, ethics in wage and salary, administration, ethics in layoff		
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Reference Books

1. Sims, R. R. (2003). Ethics and corporate social responsibility: Why giants fall. New Haven: Praeger Publishers.
2. Khan, A. R. (2009). Business Ethics. Dhaka: Brothers Publications
3. Paliwal, M. (2006). Business ethics. New Delhi: NewAge International.

Course Code: AGBM 303 Course Title: E-Commerce (Theory)	Credit Hour: 3	Level: 3	Semester: I
Rationale: This course is designed to provide knowledge on e-commerce practices and policies as accessibility of internet to people has been increased dramatically.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Acquire knowledge about fundamental concepts of E-business • Enrich knowledge about planning, organizing E-business models • Gain knowledge on doing business online 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define E-Commerce/ E-Business • Discuss different e-commerce platforms • Explain why do people go for online business 	Introducing e-business: E-commerce, features of e-commerce technology, types of e-business, B2C, B2B, C2C, G2G, G2B, G2C, B2E, M-commerce, growth of e-commerce, E-commerce history, advantages and disadvantages of e-business.	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Design e-business models • Discuss how does internet and web change e-business strategy 	E-commerce business models and concepts: Business model, key elements of business model, categorizing e-commerce business models, major b2b business models, business models in emerging e-commerce areas, internet and web that change business strategy, structure and process	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain different concepts of internet and web • Discuss search engine functions and its process • Describe web features 	Internet and its technology, background, key technology concepts of internet, internet protocols and utility programs, internet backbone, campus area networks (CANs), internet service providers, intranets and extranets, limitation, hypertext mark-up language (HTML), web servers and clients, web browsers, E-mail, instant messaging, search engines, intelligent agents, new and disruptive web features and	Lecture Interactive discussion Visual presentation	Quiz/MCQ Short answer Essay type answer Report

	services, weblogs, podcasting, wikis, internet telephony and television, video conferencing		
<ul style="list-style-type: none"> • Narrate online payment process • Explain security issues in e-payment 	Online security and payment system: E-cash, SMART card, e-wallet, debit card, credit card, card transaction process, credit card fraud/theft, spam web sites, hacking and cyber vandalism, unwanted program, sniffing, insider attacks.	Lecture Interactive discussion Visual presentation	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Describe online marketing strategies • Explain online consumer behavior and its model 	E-Commerce marketing concepts: Internet audience and consumer behavior, online consumer profile, online purchasing decision, model of online consumer behavior, customer relationship management (CRM) system, market entry strategies, advertising networks, permission marketing, affiliate marketing, viral marketing, blog marketing, social network marketing, net pricing strategies, channel strategies.	Lecture Interactive discussion Visual presentation	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Illustrate different online promotional tools • Explain ways of promoting in different online tools • Discuss challenges of e-communications 	E-Commerce marketing communications: Online advertising, online catalogs, understanding the costs and benefits of online marketing communications, website as a marketing communication tool. SEO(search engine optimization), Social media, email marketing	Lecture Interactive discussion Visual presentation	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss ethical consideration in e-business • Explain Intellectual property rights in e-commerce 	Ethical, Social and political issues in E-business: Understanding ethical, social and political issues in e-commerce, privacy and information rights, intellectual property rights, governance, public safety and welfare.	Lecture Interactive discussion Visual presentation	Quiz/MCQ Short answer Essay type answer Report

Reference Books

1. Ryan, Damian and Jones Calvin, 2009. Understanding Digital Marketing. Kogan Page limited, London, UK.
2. Rayport, F. Jeffrey and Jaworski, J. Bernard, 2001. E-Commerce. McGraw-Hill, New York, USA

Course Code: AGBM 351 Course Title: Business and Industrial Law (Theory)	Credit Hour: 3	Level: 3	Semester: II
Rationale: This course focuses on institutional structures, policies and procedures in industrial relations conflict resolution under arbitration and bargaining. The course covers topics and issues of importance in the employment and industrial law field. This course includes the nature and purposes of the legal system and industrial law, the law concerning the contract of employment, trade union law and industrial law powers of governments.			
Course Learning Outcomes: <ul style="list-style-type: none"> • Explain labor laws, especially the nature and scope of labor law, the rationale of labor laws in organizations, the international labor organization, the labor laws in Bangladesh, occupational hazards and risk, and managing employee relations at work. • Exercise the theoretical aspects, problems and issues in arbitration and bargaining and models of bargaining and arbitration. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define the laws and regulations related to industries. • Discuss about the labor laws and regulations. • Explain the role of state in imposing labor law. • Evaluate the fundamental rights and directive principles of state policy. 	Introduction to Industrial Relations and Labor Legislations: Industrial relations Introduction and overview, related theories, IR scenario in India evolution of labor legislations in India issues in industries and available relief's, labor laws origin, purpose role of the state, constitutional provisions, fundamental rights and directive principles of state policy.	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Discuss about the rights of the employee. • Justify the rights and activities of labor union. • Explain commercial laws of Bangladesh. 	<p>Protective Legislations: Factories Act, 1948, Industrial Employment (Standing Orders) Act, 1946.</p> <p>Regulative Legislations: Industrial Disputes Act 1947, Contract labor (Regulation & Abolition) Act, 1970, Trade unions: Meaning, Functions, Problems, Trade union movement in India and trade Union Act, 1926.</p> <p>Labor act Commercial law.</p>	<p>Lecture Interactive discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • State and define the rules related to the wage and salaries of employees. • Explain the wage payment process. • Discuss retirement and benefits. • Explain grievance handling procedure. 	<p>Wage Legislations: Introduction and kinds of wages and overview of minimum wages act, 1948, payment of wages act 1936, equal remuneration act 1976, payment of gratuity act, 1972, provident fund act 1952, payment of bonus act 1965.</p> <p>Social Security Legislations: Workmen's compensation act 1923, E.S.I.C. act, 1948</p>	<p>Lecture Interactive discussion Visual presentation Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Interpret the ways of managing the industrial conflict • Discuss dismiss and punishment procedure. • Explain the role of collective bargaining. • Define misconducts. • Contrast between discharge and termination. 	<p>Industrial Discipline: Need, pre-requisites & perceptions and objectives, principles of natural justice, conduct discipline and appeal rules (CDA): misconduct, departmental enquiry procedures, charge-sheet and imposition of major and minor penalties.</p>	<p>Lecture Interactive discussion Visual presentation Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

	<p>Management of conflict in Industry: Conflict resolution, collective bargaining: meaning, and objective and workers participation in management (WPM).</p>		
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Reference Books

1. Ahmed, J. U., (2006). Law for Non-Govt. Employee. Bangladesh Institute of Human Resource Management, Dhaka.
2. Robert,W. and Emerson, J.D., (2009). Business Law. 5th edition. Barron's Educational Series, USA.
3. Sen, AK. AndMitra, J.K., (2000). Commercial *Law and* Industrial Law. The World Press, Kolkata.

Course Code: AGBM 401 Course Title: Consumer Behavior (Theory)	Credit Hour: 3	Level: 4	Semester: I
Rationale: This course is designed to provide knowledge on marketing a product to satisfy demand and wants of customers. This course includes customer's behavior to understand why, when, how the different factors influence buying decision of the customers.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Interpret consumer behavior from a variety of perspectives(multicultural, interdisciplinary) • Develop a conclusion of how marketing research, marketing strategy, and basic research on intra- and interpersonal processes play multiple roles in the discipline of marketing • Explain peoples' consumption-related behaviors and to develop and evaluate marketing strategies intended to influence those behaviors. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define consumer behavior. • Describe various concepts and theories of consumer behavior • Evaluate roles of theories and models 	Introduction: Consumer decision making, an overview of consumer behavior, psychological, sociological anthropological and economic concept pertinent to consumption, theories and models, building, role of theory, criteria of sound theory in consumer behavior, how models are constructed, different models of consumer behavior.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Describe components of culture • Explain cross cultural research • Evaluate an adoption of cultural perspective 	Environmental Influence Culture: Components of culture, useful concepts of cultural analysis, cross cultural research and multinational marketing subcultures, adopting a cultural perspectives	Lecture Visual presentation Discussion Case study.	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss impacts of socialization to affect consumption. • Classify and explain different types Reference group. • Explain role of conformity in reference group behavior. 	Social Organization and Reference Groups: Society and consumer, socialization, reference group norms and conformity, social change, how social trends will affect consumption.	Lecture Visual presentation Discussion Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Discuss the nine demographic considerations to use to segment consumer market. • Explain how socio-cultural values may be quantified • Compare five scaling procedures 	<p>Research and Measurement Techniques: Research techniques studies, purchase and demographic measure, socio cultural measurement, scaling techniques, projective techniques ,innovative measurement techniques</p>	<p>Lecture Visual presentation, Discussion Field visit</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe the variables that enter into social class. • Apply research methodologies for social class. • Compare the social class differences in media use, brand preferences, shopping behavior. 	<p>Social Class: Social stratification, research models of social class, social class and buying behavior, life styles differences in social class</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer, Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss cultural and social factors in family decision making • Explain stages in the family life cycle to consumer need. • Evaluate children’s influence on the family’s purchase decision. 	<p>Family: A sociological look at the family, influences on family decision-making, using family concepts in marketing, children and family consumption.</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Compare behaviorist and cognitive learning theory. • Describe brand loyalty. • Conclude about advertising effectiveness. 	<p>Individual Influences: Learning: learning theory, behavior modification in psychology and marketing retention, advertising message, habit formation and brand loyalty.</p>	<p>Lecture Visual presentation Discussion Workshop/S eminar</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Define perception • Discuss models and theories of perception • Contrast stimulus and response factors in perception of the environment. • Evaluate how perception can affect consumer behavior. 	<p>Perception: Types of consumer perception, theories of perception, model of perception, factors determining perception, features of perception affecting consumer behavior.</p>	<p>Lecture Visual presentation Discussion Workshop/S eminar Assignments</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> • Define motive and motivation in consumer behavior. • Discuss theories of motivation. • Summarize the major theories of personality. 	<p>Motivation and Personality: An overview of motivation, motivation theory, motivation research methods, the concept of personality and its theories.</p>	<p>Lecture Visual presentation Individual and Group presentation Group discussion Workshop/Seminar</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Evaluate importance of attitudes to marketers. • Discuss model of attitudes • Explain multi attribute model of attitudes. • Describe the techniques of measuring attitudes 	<p>Attitudes: Influence of attitudes, attitude organization, three component attitude models, fluctuations of attitudes, how attitudes are measured, attitudes change, cognitive dissonance theory, multi attribute theory.</p>	<p>Lecture Visual presentation Individual and Group presentation Group discussion</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<p>Reference Books</p> <ol style="list-style-type: none"> 1. Berkman,H.,W and Gilson,C.,C., (2016) Consumer Behavior,9th Edition. Dickenson Publishing Company Inc.,USA 2. Schiffman, L and Kanuk, L., (2017) consumer Behavior, 12th Edition, Prentice Hall, USA. 			

Course Code: AGBM 403 Course Title: Marketing Management (Theory)	Credit Hour: 3	Level: 4	Semester: I
Rationale: This course is designed to acquaint students with techniques of managing marketing task and strategies. It also provides knowledge of dealing with competition. Furthermore, this course will give appropriate inputs for creating customer value and point out the imperatives of business organization in different situations.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Acquire a solid understanding of how to deal with customers and competitors • Analyze how to implement different marketing strategies. • Demonstrate insight of how to approach the market. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Discuss marketing and marketing management • Explain different concepts of Marketing 	Marketing In The Twenty-First Century: Marketing tasks, the scope of marketing, marketing concepts and tools, relationships and networks, marketing channels, marketing environment, marketing mix, company orientations toward the marketplace, how business and marketing are changing.	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Illustrate strategic planning gap • Explain how to minimize the gap • Discuss marketing process 	Strategic Planning, Implementation and Control: Corporate and division strategic planning, establishing strategic business units, planning new businesses, downsizing older businesses, business strategic planning, the marketing process, managing the marketing process.	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain different types of demand • Discuss how to manage demands 	Gathering Information and Measuring Market Demand: The components of a modern marketing	Lecture Interactive discussion Visual presentation	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Explain micro and macro elements of marketing environment. • Explain different components of marketing information system 	<p>information system, internal records system, marketing intelligence system, marketing research system, marketing decision support system, forecasting and demand measurement.</p> <p>Scanning The Marketing Environment: Analyzing needs and trends in the microenvironment, Identifying and responding to the major macro environment forces.</p>	<p>Assignment Case study</p>	
<ul style="list-style-type: none"> • Narrate the process of new product development • Illustrate consumer adoption process 	<p>Developing New Market Offerings: Challenges in new-product development, effective organizational arrangements, managing the development process: ideas, concept to strategy, development to commercialization, the consumer adoption process.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Distinguish consumer market and business market • Explain consumer buying behavior model • Discuss buying process 	<p>Analyzing Consumer Markets and Buyer Behavior: How and why consumers buy, the consumer buying decision process.</p> <p>Analyzing Business Markets and Buyer Behavior: What is organizational buying? Participants in the business buying process, the purchasing procurement process.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Explain STP approach 	<p>Identifying Market Segments And Selecting Target Markets:</p>	<p>Lecture Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

<ul style="list-style-type: none"> • Discuss strategies to be taken in different stages of PLC • Explain targeting and positioning strategies 	<p>Market segmentation, segmenting consumer and business markets, market targeting strategies.</p> <p>Developing, Differentiating, And Positioning Products Through The Life Cycle: Challenges in new product development, managing new products: ideas to strategy, managing new products: development to commercialization, the consumer adoption process, marketing through the product life cycle, differentiation and positioning strategy.</p>	<p>Visual presentation Assignment Case study</p>	
<ul style="list-style-type: none"> • Explain how to manage product line • Discuss on managing channels 	<p>Managing Product Lines And Brands: The product and the product mix, product-line decisions, brand decisions, packaging and labeling.</p> <p>Selecting And Managing Marketing Channels: What work is performed by marketing channels? Channel-design decisions, channel-management decisions, channel dynamics.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss different promotional mix • Explain how to develop marketing communication effectively 	<p>Designing And Managing Integrated Marketing Communications</p> <p>Developing effective marketing communications, developing and managing the advertising campaign, sales-promotion strategies, public relations strategies.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

Reference Books

1. Kotler, P. and Keller, K.L., 2016. Marketing Management. 15th edition. Pearson, USA.

Course Code: AGBM 405 Course Title: Brand Management (Theory)	Credit Hour: 3	Level: 4	Semester: I
Rationale: This course is designed to discuss the concept about brands, their importance, what they represent to customers and what firms should do to manage them properly.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Define and describe the key principles of branding • Explain branding concepts and ideas in their own words • Demonstrate and conduct the measurement of brand equity and brand performance • Practically develop a brand, including positioning and communication • Prepare a professional, logical and coherent report in the form of a brand audit 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define brand • Compare between Product versus brand • Discuss the branding challenges & opportunities • Identify the steps in the strategic brand management process 	Brands and brand management: Concept of brand, brand versus product, new concept of brand equity, why brands matters, customer-based brand equity, brand equity and marketing management, building customer-based brand equity, the key to successful branding, strategic brand management, strategic brand management process, new branding challenges.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Define customer based brand equity • Outlines sources and outcomes of customer based brand equity • Identify the components of brand positioning • Evaluate brand mantra and how it should be developed 	Customer-Based Brand Equity: Motivation for customer-based brand equity model, rationale of customer-based brand equity model, building customer-based brand equity, brand equity as a “bridge”, consumer-based brand equity framework, sources of be, determinants of CBBE, customer-based brand equity pyramid, customer-based brand equity model.	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Identify some of the new perspectives and development in marketing • Describe how marketers enhance product experience • Explain the rationale for value pricing • List down some of the direct and indirect channel options • Summarize the reasons for the growth in private labels. 	<p>Designing Marketing Programs to Build Brand Equity: Building customer-based brand equity, new perspective on marketing, personalizing marketing, new capabilities in the new economy, experiential marketing, one-to-one marketing: competitive rationale, one-to-one marketing: consumer differentiation, buzz marketing, reconciling new and traditional marketing approaches, integrating the brand into supporting marketing programs.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Define the key components of brand architecture • Assemble a basic brand hierarchy for a brand • Contrast between corporate brand and product brand • Design the guidelines for developing a good brand portfolios • Describe rationale for green marketing. 	<p>Designing and Implementing Brand Strategies: Brand architecture / brand strategy, brand-product matrix, designing and implementing brand strategies, brand portfolio structure, building equity for hierarchy levels and knowledge structures, designing branding strategy, managing brand equity, branding strategies, brand hierarchy decisions, designing the brand hierarchy, adjustments to marketing strategy, brand consolidation & focus.</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe some of the changes in the new media environment • Outline the major marketing communication options • Explain the rationale for mixing and matching 	<p>Integrated Marketing Communications to Build Brand Equity: CBBE and IMC, role of integrated marketing communications, integrated marketing communications and customer-based brand equity, simple test for marketing communications,</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

<p>communication options</p> <ul style="list-style-type: none"> Evaluate different communication options 	<p>information processing models of communications, designing integrated marketing communications programs, alternative communication options (consumer), developing an imc program, evaluating imc programs, imc choice criteria.</p>		
<ul style="list-style-type: none"> Explain the process by which a brand can leverage secondary brand associations Design the main ways to leverage secondary associations Describe the key tactical issues in leveraging secondary associations from different entities. 	<p>Leveraging Secondary Brand Knowledge: Secondary brand knowledge, leveraging secondary associations, conceptualizing the leveraging process, ways of linking secondary knowledge to the brand.</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Describe the new accountability in term of ROMI Outline two steps in conducting a brand audit Describe how to design , conduct and interpret a tracking study Identify steps in implementing a brand equity management system. 	<p>Brand Equity Measurement And Management System: The brand value chain, the basic premise of brand value chain, brand value chain and value stages, brand equity measurement system, conducting the brand audit, designing brand tracking strategies, developing tracking procedures, brand equity management system, establishing brand equity management system.</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Realize the rationale for developing a global brand Describe advantages and disadvantages of developing a standardized global marketing program Describe strategic steps in developing a global 	<p>Managing Brands Over Geographic Boundaries and Market Segments: Rationale for going international, advantages of global marketing, disadvantages of global marketing, standardization versus customization, establishing brand equity</p>	<p>Lecture Visual presentation Discussion Assignments</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

brand positioning.	over market segments, global brand strategy, organization for a global brand, globalization and communications		
<ul style="list-style-type: none"> • Explain the important considerations in brand reinforcement • Describe brand revitalization options to a company • Design strategies to improve brand awareness and brand image • Explain steps to manage brand crisis 	Managing Brands Over Time: Managing brands over time, long term effect of marketing actions on brand equity, reinforcing brands, revitalizing a fading brand, adjustments to the brand portfolio, brand revitalization, signs of brand aging, factors leading to brand decline, pre-empting the aging of brands, rejuvenation, brand situations.	Lecture Visual presentation Discussion Case study Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Contrast different methods to assess brand equity • Review different holistic methods for valuing brand equity • Describe relationship between branding and finance 	Measuring Outcomes of Brand Equity Capturing Market Performance: Measuring brand equity, measuring outcomes of brand equity capturing market performance.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
Reference Books <ol style="list-style-type: none"> 1. Keller, K,L.(2017). Strategic Brand Management, 4th Edition,Pearson, USA. 2. Aaker, D,A.(2014). Aaker on Branding: 20 Principles That Drive Success, Kindle Edition, USA. 			

Course Code: AGBM 407 Course Title: International Business (Theory)	Credit Hour: 3	Level: 4	Semester: I
Rationale: This course is designed to help students to discover how they can make their market in the ever-changing global economic landscape.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Carry out a detailed literature search of international business administration using relevant bibliographical resources from print and online resources. • Discuss current conceptual and theoretical models, issues, and concerns in international business administration. • Describe current practices, issues, and concerns in international business administration. • Apply current business practices to the management of international businesses. • Summarize significant differences in business practices in different parts of the world and understand how these differences affect managing companies in various countries. • Evaluate and critique business practices in various countries throughout the world to determine the better practices in these countries and how they can be applied to other countries. 			
Intended Learning Outcomes (ILOs) The students will be able to	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define globalization and international business and show how they affect each other • Describe the reasons of companies engagement in international business and why international business growth has accelerated • Discuss globalization's future and the major criticisms of globalization • Apply social science disciplines to understanding the differences between international and domestic business. 	Background for international business: International business, globalization, modes of operation of international business, what are the differences from domestic business.	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Analyze the major causes of cultural differences and changes. • Set cultural guidelines for companies that operate internationally 	Comparative environmental frameworks: The cultural environment facing business, cultural awareness, delineating cultures, behavioral practices affecting	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Profile trends in the emergence and diffusion of political systems • Identify the idea of political risk and approaches to managing it • Describe the trends in the evolution and diffusion of legal systems • Examine the major legal issues facing international business companies. • Discuss the ideas of economic freedom. • Compare and contrast macroeconomic indicators 	<p>business, dealing with cultural differences.</p> <p>The Political, Legal and Economic Environments: Political system, the legal environment, legal issues in international business, elements of economic environment, features of an economy, integrating economic analysis.</p>		
<ul style="list-style-type: none"> • Discuss theories of why countries should be involved in trade • Comprehend how global efficiency can be increased through free trade • Identify factors affecting countries' trade patterns • Evaluate the relationship between foreign trade and international factor mobility. • Realize the rationales for government policies that enhance and restrict trade • Interpret the effects of pressure groups on trade policies • Discuss the static and dynamic impact of trade agreements on trade and investment flows. 	<p>International Trade and Factor mobility theory: The interventionist theories, free trade theories, trade pattern theories, factor mobility theory.</p> <p>Governmental influence on trade: Conflicting result of trade policies, rationales of governmental interventions, instruments of trade control, governmental trade influences.</p> <p>Cross national co-operation and agreements: WTO, major bilateral agreements, major regional trading groups, commodity agreements.</p>	<p>Lecture Interactive discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

<ul style="list-style-type: none"> • Discuss the fundamentals of foreign exchange. • Explain how the foreign exchange market works. • Examine the different institutions that deal in foreign exchange. • Identify the major determinants of exchange rate. • Evaluate how exchange rate movements influence business decisions. 	<p>Global foreign exchange markets: Foreign exchange, major foreign exchange market, foreign exchange trading process.</p> <p>Determination of exchange rates: International monetary fund, exchange rate arrangements, determining exchange rate, forecasting exchange rate movements.</p>	<p>Lecture Interactive discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss the idea of industry structure, firm strategy, and value creation, export and import. • Describe the features and functions of the value chain framework. • Identify the dimensions that shape how managers develop strategy. • Analyze the methods and problems when collecting and comparing information internationally. • Compare direct and indirect selling of exporting. • Identify the elements of import and import strategies. 	<p>The strategy of international business: Industry, strategy, the firm as value chain, global integration vs local responsiveness, types of strategy.</p> <p>Country Evaluation and Selection: Scanning vs detail analysis, collecting and analyzing data, country comparison tools, allocating among locations.</p> <p>Export and Import strategies: Export strategy, import strategy, the import process, the export process, freight forwarders, countertrade.</p>	<p>Lecture Interactive discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

Reference Books

1. Daniels, J.D., Radebaugh, L.H, Sullivan, D.P., (2015). International Business Environments and Operations. Fifteenth Edition. Pearson Education, Inc, Upper Saddle River, New Jersey, USA.
2. Geringer, J.M, Minor, M.S., and McNett, J.M., (2008). International business: the challenge of global competition. 11th edition. McGraw Hill Irwin, New York, USA.
3. Hill, C. W. L. (2005). International business: Competing in the global marketplace. 6th edition. McGraw-Hill/Irwin, Boston, USA.

Course Code: AGBM 409 Course Title: Supply Chain Management (Theory)	Credit Hour: 3	Level: 4	Semester: I
Rationale: This course is designed to provide knowledge on how logistical decisions impact the performance of the firm as well as the entire supply chain and will understand the link between supply chain structures and logistical capabilities in a firm or the entire supply chain.			
Course Learning Outcomes: <ul style="list-style-type: none"> • Use supply chain methods to critically analyze information in new and unfamiliar circumstances to make appropriate decisions. • Explain professional ethical responsibilities for the management of global supply chains. • Interpret the requirements for effective change management in global supply chains. • Improve their leadership, interpersonal and self-development capabilities. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Describe on supply chain management, supply chain definition • Illustrate the objectives of supply chain • Explain the supply chain decisions • Analysis the process views of supply chain 	Historical perspective, business logistics, importance of supply chain, supply chain in firm, objectives of supply chain and its approach, importance of supply chain decisions, decision phases in a supply chain, examples of supply chain	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Show clear picture on Supply chain performance • Deliberate and illustrate supply chain drivers and metrics 	Competitive and supply chain strategies, achieving strategic fit, expanding strategic scope, obstacles to achieving strategic fit, drivers of supply chain performance, frameworks for structuring drivers, facilities, inventory, transportation, information, sourcing, pricing,	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Design the supply chain network • Design distribution networks and application to e-business chain • Illustrate on network design in the supply • Analyze global supply chain network 	Role of distribution in the supply chain, factors influencing distribution network design, design options for a distribution network, e-business and distribution network, network design in supply chain, factors affecting network design, role of IT in network design, impact of globalization on	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

	supply chain network, risk management in global supply chain.		
<ul style="list-style-type: none"> • Describe planning demand and supply in a supply chain • Discuss on demand forecasting in a supply chain • Aggregate planning in a supply chain • Explain sales and operations planning: planning supply and demand in a supply chain 	Role of forecasting in a supply chain, forecasting characteristics, components of forecasting, time series forecasting method, role of IT in forecasting method, aggregate planning in supply chain, aggregate planning problem in supply chain, inventory planning and economic theory aberrations, responding to predictable variability in the supply chain, managing supply and demand.	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss on planning and managing inventories in a supply chain • Analyze and illustrate on managing economics of scale in a supply chain cycle inventory • Analyze and illustrate on managing uncertainty in a supply chain: safety inventory • Determine optimal level of product availability 	Role of cycle inventory in a supply chain, estimating cycle inventory related costs in practice, role of safety inventory in supply chain, determining appropriate level of safety inventory, impact of aggregation on safety inventory, impact of replenishment policy on safety inventory, importance of the level of product availability, factor affecting optimal level of product availability, setting product availability for multiple products under capacity constraints.	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Design and make plan transportation network • Discuss on transportation importance in supply chain • Illustrate trade-offs in transportation design • Depict the role of IT in transportation • Discuss the risk management in transportation 	Role of transportation in supply chain, modes of transportation, design options for a transportation network, trade-offs in transportation design, tailored transportation, role of IT in transportation, risk management in transportation.	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Manage cross-functional drivers in a supply chain • Discuss on sourcing decisions in a supply chain • Demonstrate pricing and revenue management in a supply chain • Describe the role of information technology in a supply chain • Coordinate a supply chain 	<p>Role of sourcing in a supply chain, in-house or outhouse, third and fourth-party logistics providers, supply scoring and assessment, procurement process, pricing and revenue management in multiple customer segments, pricing and revenue management for perishable assets, pricing and revenue management for seasonal demand, future IT in supply chain, risk management in IT, achieving coordination in practice, coordination in supply chain.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
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Reference Books

1. Chopra. S., Meind. P., and Kalra. D.V. (2016). Supply Chain Management, strategy, planning and operation. 6th edition. Pearson Publication.
2. Hugos. H. M. (2003). Essentials of Supply Chain Management. 2nd edition. Wiley Publication.
3. David. S.L., Philip. K., and Edith. S.L. (2008). Designing and Managing the Supply Chain. 3rd edition. Pearson Publication.
4. Rushton, A. (2000).The Handbook of Logistics and Distribution Management: Understanding the Supply Chain. 2nd edition. KogarPage Publication.
5. Jacobs, F. R.,BerryW.L.,Whybark, D.C., and Vollmann,T.E. (2011). Manufacturing Planning and Control for Supply Chain Management. 3rd edition. Wiley Publication.

Course Code: AGBM 451 Course Title: Integrated Marketing Communication(Theory)		Credit Hour: 3	Level: 4	Semester: II
Rationale: This course is designed to help in integrating all essential components of marketing to communicate message to potential and existing end-users.				
Course Learning Outcomes				
<ul style="list-style-type: none"> • Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience(s) for the IMC campaign plan. • Examine how integrated marketing communications help to build brand identity and brand relationship, and create brand equity through brand synergy. • Choose a marketing communications mix to achieve the communications and behavioral objectives of the IMC campaign plan. • Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success. 				
Intended Learning outcomes (ILOs) The students will be able to -	Course Content		Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define integrated marketing communication • Discuss communication process • Describe process barriers 	Integrated Marketing Communications (IMC): Communication and IMC programs, the communication process, barriers to communication integrated, marketing communication		Lecture Visual presentation Discussion Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Describe components of corporate image • Discuss role of corporate image • Explain various branding strategies • Design brand management process 	Corporate Image and Brand Management: Components of corporate image, role of corporate image, branding, brand equity, brand extensions, co-branding, private branding, branding management process,		Lecture Visual presentation Discussion. Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Define media • Classify media of advertisement • Discuss media strategy. • Design media planning • Apply media selection strategies in business market. 	Advertisement Media Selection: Media strategy, media planning, media selection, media mix, media selection in business to- business markets		Lecture, Visual presentation Discussion Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Demonstrate trade promotion • Classify trade promotion • Explain objectives of trade promotion • Define consumer promotion • Discuss types of consumer promotion 	<p>Trade Promotion: Nature of trade promotion, types of trade promotions, objectives of trade promotions</p> <p>Consumer Promotions: Coupons, premiums, bonus packs, price off</p>	<p>Lecture Visual presentation Discussion Field visit</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe personal selling • Discuss database marketing • Describe methods of direct marketing • Explain customer relationship marketing management steps 	<p>Personal Selling, Database Marketing and Customer Relationship Management: Personal selling services, telemarketing, retail sales presentations, database marketing steps, methods of direct marketing, permissions marketing, customer relationship management steps</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss green marketing • Explain public relation • Describe event marketing • Evaluate various tools of sponsorship marketing 	<p>Public Relations Events: Cause related marketing, green marketing, public relations tools, sponsorship marketing, event marketing</p>	<p>Lecture Visual presentation Discussion.</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Evaluate marketing functions on internet • State E-Commerce • Describe Business to Business Marketing 	<p>Internet Marketing: Marketing functions on the internet, e-commerce, e-commerce incentives, business-to-business e-commerce</p>	<p>Lecture Visual presentation Discussion Workshop/ Seminar.</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Define business market • Differentiate between business market and consumer market • Discuss business buying process 	<p>Business to Business Buyer Behavior: Business customer, business buying centers & factors, business sales, business to business buying process</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe IMC plan • Analyze communication market • Design promotional strategies • Explain IMC objectives • Understand Global IMC 	<p>Promotion Opportunity Analysis: IMC plan, communication market analysis, IMC objectives, IMC budget, prepare promotional strategies, market segmentation, business, GIMC programs</p>	<p>Lecture Visual presentation Discussion Workshop/ Seminar</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

<ul style="list-style-type: none"> • Discuss advertisement • Analyze role of advertisement in IMC process • Classify advertisement • Design advertisement budget 	<p>Advertising Management: Role of advertisement in the IMC process, company activities in advertising management, communication and advertising objectives, classification , promotional budget</p>	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Design advertisement • Contrast between cognitive and affective strategies • Measure effectiveness of advertisement • Illustrate framework of creating advertisement. 	<p>Advertising Design: Message strategies, cognitive strategies, affective strategies, brand strategies, exceptional frameworks, model of creating and advertisement, advertisement effectiveness.</p>	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer Report
<p>Reference Books</p> <ol style="list-style-type: none"> 1. Clow, K.E. and Baack, E.D., 2016. Integrated Advertising Promotion and Marketing Communications. 7th Edition. Pearson Education Limited, UK. 2. Belch, G,E and Belch, M,A. (2012)Advertising and Promotion, 9th Edition, McGraw-Hill, USA. 			

Course Code: AGBM 453 Course Title: Marketing Research (Theory)	Credit Hour: 3	Level: 4	Semester: II
Rationale: The broad objective of the course is to provide fundamental understanding of marketing research method. The course will help the student to understand research design, data collection technique and data analysis. After finish this course student will be able to prepare report and make presentation.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Learn how to recognize situations that require market research • Build students' knowledge and develop the skill set to analyze and interpret trends and client behavior. • Gain an understanding of the research designs that could be used to address specific business issues • Broaden understanding of critical research techniques and good research practices • Develop practical skills you can use to establish sampling plans, design questionnaires, and analyze research studies for optimum results 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Describe various concept of research. • Discuss on planning drives business research • Discuss on emerging hierarchy of information –based decision Makers • Describe on how research industry works. 	Introduction to Business Research: Definition of research and scientific method, explanation of different scientific methods, definition of good research, the value of acquiring research skills, the manager-researcher relationship, planning drivers business research, how research industry works, internal and external research suppliers.	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain research process and research problem • Describe on management-research question • Explain on research process issues • Implement and design the study • Discuss the value of research information • Discuss and illustrate research proposal 	The Research Process: The research process, the management-research question hierarchy, research, process problems, designing the study, the research proposal, analysis and interpretation, reporting and results, management-research question, research process issues, designing the study, sampling design, resource allocation and budgeting, evaluation methods, proposal content, pilot testing, data	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

	collection, analysis and interpretation, reporting the results.		
<ul style="list-style-type: none"> • Discuss on business research requests and proposals • Discuss on proposing research • Describe on request for proposal (RFP) and research proposal • Discuss and explain on different types of research proposal • Structure on research proposal • Evaluate the research proposal 	<p>The Research Proposal: The purpose of the research proposal, request for proposal (RFP) and research proposal, types of research proposals, external and internal proposal, structuring the research proposal, research design, evaluating the research proposal.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Make research design and proposal • Analyze and interpret results • Define exploratory and descriptive studies 	<p>The Design of Business Research: Definition of research design, classification of designs. exploratory studies, descriptive studies, questionnaire design.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Classify sampling • Describe probability and non-probability sampling • Describe steps in sampling design • Define probability and non-probability sampling 	<p>Sampling Design: The nature of sampling, types of sample design, probability sampling, steps in sampling design, non-probability sampling.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Classify data and identify different measurement scales • Discuss on nature of measurement • Construct measurement scales • Discuss on the characteristics of good measurement 	<p>Measurement and Measurement Scales: The nature of measurement, types of data, sources of measurement differences, the characteristics of sound measurement, the nature of measurement scales. response methods, measurement scale construction, advanced scaling techniques, scaling.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

<ul style="list-style-type: none"> Describe survey and observational method 	<p>The Sources and Collection of Data: Survey methods, exploring secondary data, instruments for participant communication, observational studies.</p>	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Prepare data and examining data Make test hypothesis and prepare report Present the report 	<p>Analysis and Presentation of Data: Data preparation and description, exploring, displaying and examining data. Hypothesis testing. Presenting results, research report components, execution.</p>	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

Reference Books

1. Baines, P. and Chansarkar, B.(2002). Introducing Marketing Research.2ndedition. Wiley publication.
2. Malhotra. N. K., and Dash. S., (2002). Marketing Research an applied orientation. 6th edition. Wiley publication.
3. Cooper, D. R., and Schindler, P.S. (2009). Business research Methods. 9th edition. South-Western Cengage Learning publication.
4. Duboff, R., and Spaeth, J. (2000).Market Research Matters: Tools and Techniques for Aligning Your Business .2nd edition. John Wiley & Sons publication.

Course Code: AGBM 455 Course Title: Agribusiness Strategy (Theory)	Credit Hour: 3	Level: 4	Semester: II
Rationale: This course is designed to acquire knowledge on different strategies which will be difficult to start and establish a business. This agribusiness strategy course gives a solid concept on different business strategy in Agribusiness sector.			
Course Learning Outcomes: <ul style="list-style-type: none"> • Acquire knowledge about different strategies of agribusiness • Enrich knowledge about strategic environment in agribusiness • Acquaint with knowledge about new venture establishment in Bangladesh • Gather knowledge about strategic controlling process and product development strategy in Agribusiness 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Discuss the origin and evaluation of business and agribusiness • Depict the concept and principle of agribusiness strategy. • Clarify different strategic process • Analyze fundamentals of agribusiness environment, Strategy and performance. 	Origin and evolution of business, Elements of business, Basic principles of business, Definition of Agribusiness strategy, Meaning of business strategy, Overview of the strategy process, The agribusiness environment, Strategy and performance.	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss the concept on Strategic Environment of Agribusiness • Illustrate external and internal environment of agribusiness • Narrate the importance of SWOT, Four P's in Agribusiness and their application • Point out different organizations strategic resources and their roles in agribusiness 	Analyzing the external strategic environment, analyzing the internal strategic environment, SWOT, Four Ps, Analyzing an organizations strategic resource (Human/Financial resources).	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Demonstrate and apply Strategic New Venture Formation • Argue about entrepreneurship and situation of entrepreneurship in Bangladesh • Illustrate different organizational structure and apply them 	<p>Strategy for Entrepreneurial Organization, Structure of entrepreneurial organization.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss Strategic Program Development • Argue value chain strategy • Depict channel strategy • Explain types of channels • Selecting different channel strategy • Manage the channel • Explain international channels 	<p>Strategic role of Value chain, distribution functions, channels for services, factors favoring distribution by the manufacturer, distribution intensity, channel configuration, channel map, changing channel strategy, channel relationship, legal and ethical consideration</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Estimate on Pricing strategy • Discuss price as positioning strategy • Analyze the pricing situation • Analyze costs • Evaluate on price positioning and visibility • Determine specific prices and policies 	<p>Strategic role of price, pricing situation, roles of pricing, steps in selecting pricing strategy, pricing objectives, determinants of pricing flexibility, illustrative pricing strategies, determining specific prices, establishing pricing policy and structure, pricing management.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Argue on Promotion strategy. • Integrate and implement the promotion strategy • Value on advertising strategy • Confer the role of advertising agency • Explain on sales promotion strategy 	<p>Composition of promotion strategy, designing promotion strategy, communication objectives, promotion budget, promotion component strategy, setting advertising objectives and budgeting, creative strategy, nature and scope of sales promotion, sales promotion activities,</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

<ul style="list-style-type: none"> • Discuss the trends in organizational design • Implement organizational process • Manage Market Driven Strategies • Design archetypical marketing organizational forms 	<p>Trends in business/organization, business process, different market-driven strategies, different departments, structuring marketing resources, organizing for global marketing and global customers,</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss Strategic Relationship of Agribusiness • Design inter-organizational relationship, • Implement different managerial relationship • Evaluate strategic role of Government 	<p>The rationale for inter-organizational relationship, forms of relationship, Managing relationship, Strategic role of Government.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss Strategic Controlling Process • Apply planning process • Design Business plan and marketing plan • Analyze performance measurement 	<p>Planning process, Analyzing the nature & types of control, business plan and marketing plan, managing conflict in organization, Managing control in organization, performance measurement.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Strategies for Competitive Space 	<p>Describing & analyzing end user, Analyzing competition, strategic vision for future.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Engage in work related assessment • Undertake primary research through direct observation and discussions with the operation manager 	<p>Field Trip</p>	<p>Assignment</p>	<p>Report</p>

Reference Books

1. Cravens, D.W., and Piercy.N. (2009). Strategic marketing. 9th edition. Mcgraw-hill international edition.
2. Dewhurst, J.A., (2009). An introduction to business and business planning.2nd edition. Bookboon Publication.
3. Scholes, k., and Mary Klemm, M. (2016).An Introduction to Business Planning. 2nd edition.
4. Maccarthy, B. (2016) Strategy, Marketing plan and small organizations. 3rd edition.Wiley Publication.

Course Code: AGBM 457 Course Title: Sales Management (Theory)	Credit Hour: 3	Level: 4	Semester: II
Rationale: This course is designed to understand the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), uses of technology to improve sales forces effectiveness and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople. Students will able to learn to apply the discussion topics through an interactive project worked on throughout the course.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Acquaint with a solid understanding of professional B2B sales including its planning and staffing, structure, and evaluation • Demonstrate how to manage and motivate a professional B2B sales force from the perspectives of a sales manager (authority) and a marketing manager (influence) 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Discuss on personal selling and marketing strategy • Discuss on sales management and the business enterprise • Describe on evaluation of sales department • Explain on sales management and financial results 	Evaluation of sales dept, sales management, objectives of sales management, sales management and financial results, sales executive as coordinator, sales management and control, sales control-informal and formal, sales management and organization	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss on sales management, personal selling and salesmanship • Describe on buyer-seller dyads • Discuss on different theories of selling • Illustrate on prospecting and sales resistance 	Buyer-seller dyads, diversity of personal-selling situation, theories of selling, prospecting and sales resistance, steps in prospecting, closing sales	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss on setting personal-selling objectives • Discuss on different types of personal selling objectives • Express some important terms on selling 	Types of personal selling objectives, market potential, sales potential, sales forecast, analyzing market potential, market indexes, sales potential and sales forecasting, sales forecasting methods, converting industry forecast to	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Depicts on sales potential and sales forecasting • Illustrate and apply on forecasting methods 	company sales forecast, derivation of a sales volume objectives, evaluation of sales volume objectives.		
<ul style="list-style-type: none"> • Determine sales-related marketing policies • Discuss on product policies • Discuss on distribution policies • Describe on pricing policies 	Product policies-what to sell, relation to product objectives, product line policies, product design policy, product quality and service policy, distribution policy-who to sell, policies on marketing channels, policies on distribution intensity, policy on pricing relative to the competition, related to the cost.	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Organize the sales effort • Discuss on effective sales executive positions, • Analyze nature of sales management position • Describe on sales organizations • Set up a sales organization • Discuss on basic types of sales organizational structure 	Sales management position, position guide-sales manager, district sales manager, functions of sales executives, relation with top management, relations with managers of other marketing activities, purposes of sales organizations, sales organizational objectives, types of sales organizations, field organization of the sales department, centralization versus decentralization, scheme for dividing line authority in the sales organization.	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Define sales force management • Discuss on personnel management in the selling field • Describe on recruiting and selecting sales personnel 	Sales force management, involvement of sales executives in the sales force management, job analysis, organization for recruiting and selection, pre-recruiting reservoir, sources of sales force recruits, recruiting effort, pre-interview screening and preliminary interview, interview, psychological tests, physical examination.	Lecture Interactive discussion Visual presentation Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Make a plan on sales training programs 	Building sales training program, defining training aims, deciding training	Lecture Interactive discussion	Quiz/MCQ Short answer

<ul style="list-style-type: none"> • Discuss on executing and evaluation sales training programs • Motivate sales personnel, sales meetings and sales contests • Control sales personnel: evaluating and supervising 	<p>contents, selecting training methods, philosophies of sales training, organizing sales training, motivational helps from top management, interdependence and motivation, need gratification and motivation, sales meeting, sales contests, standards of sales performance.</p>	<p>Visual presentation Assignment Case study</p>	<p>Essay type answer Report</p>
<ul style="list-style-type: none"> • Controlling the sales effort • Discuss on sales budget • Discuss on sales control and cost analysis 	<p>Purpose of the sales budget, sales budget form and content, budgetary procedure, sales audit, sales analysis, marketing cost analysis.</p>	<p>Lecture Interactive discussion Visual presentation Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

Reference Books

1. Till, R.R., Coudiff, E.W., and Govoni, N.A.P., (2016). Sales Management, decisions, strategies and cases. 3rd edition. New Royal publication.
2. David, J. (2007). Selling and Sales Management. 2nd edition. Pearson Publication.
3. Still, R.R. (2016). Sales Management: Decision Strategy and Cases. 4th edition. Pearson Publication.
4. Tanner, J., Honeycutt, E.D., and Robert, C. E. (2007). Sales Management: Shaping Future Sales Leaders. 3rd edition. Pearson Publication.

Course code: AGBM 459 Course title: Retail Management(Theory)	Credit Hour: 3	Level: 4	Semester: II
Rationale: This course is designed to provide knowledge how retailing has developed, how retail outlets operate and how retailers apply retail marketing techniques. By studying this course students will able to know about contemporary factors that affect retailing, globalization, the impact of ever-changing technology, and social and ethical issues. This will help them to develop a career in management, and anyone interested in working in the retail sector, or simply wanting to know more about the world of retailing.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> Analyze the impact of retailing on the economy. Comprehend retailing’s role in society and, conversely, society’s impact on retailing. Determine how retailing fits within the broader disciplines of business and marketing. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today’s global economy. Compile the responsibilities of retail personnel in the numerous career positions available in the retail field. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> Describe social and economic significations of retailing. Define retailing. Contrast between retailing and service retailing. State retail management decision process Identify factors affect retail management decision process. 	The world of retailing: Retailing, types of retailers, social and economic significance of retailing, service retailing, types of ownership, multichannel retailing, benefits of multichannel, the retail management decision process, consumer buying behavior, the buying process, types of buyers.	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Define retail strategy. Narrate domestic and international growth strategies. Explain how to measure financial performance. Evaluate a site for locating a retail store. Design the organizational structure for a retail firm. 	Retailing Strategy: Retail strategy, growth strategies, global growth opportunities, financial strategy, retail locations, retail site locations, human resource management, and information system and supply chain management, Customer relationship management.	Lecture Interactive discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Demonstrate the collaboration between retailers and vendors in supply chain management. • Analyze customer data and identifying target customers. 			
<ul style="list-style-type: none"> • Define merchandise management technique • Discuss how to develop assortment plan. • Apply retail pricing technique. • Analyze the retail communication mix. • Evaluate legal and ethical pricing issues. 	<p>Merchandise Management: Meaning and merchandise management process, developing an assortment plan, buying merchandise, retail pricing strategies, setting retail prices, retail communication mix, legal and ethical pricing issues.</p>	<p>Lecture Interactive discussion Visual presentation Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Design store layout • Describe space management strategies • Apply gaps model to improve customer service quality. • Evaluate costs and benefits of returns. 	<p>Store Management: Managing the store, compensating and rewarding store employees, store layout, design and visual merchandising, space management, customer service, the gaps model for improving retail customer service quality.</p>	<p>Lecture Interactive discussion Visual presentation Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<p>Reference Books</p> <ol style="list-style-type: none"> 1. Berman, B. and <i>Evans</i>, J.R., (2007). Retail Management A Strategic Approach. 10th Edition, Pearson Prentice Hall, New Jersey, USA. 2. Gupta, S. and <i>Randhawa</i>, G., (2008).Retail Management. Atlantic Publishers and Distributors, Delhi, India. 3. Levy, M., Weitz, B. A. and <i>Pandit</i>, A., (2008).RetailingManagement, Tata McGraw Hill, New Delhi, India. 			

Department of Agricultural Economics

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	AGEC 205: Agricultural Economics (Theory)	3	2	I
2.	AGEC 253: Microeconomics (Theory)	3	2	II
3.	AGEC 301: Business Mathematics (Theory)	2	3	I
4.	AGEC 303: Macroeconomics (Theory)	3	3	I
5.	AGEC 369: World Food and Agricultural System (Theory)	2	3	II
6.	AGEC 371: Agricultural Price Analysis (Theory)	2	3	II
7.	AGEC 372: Agricultural Price Analysis (Practical)	1	3	II
	Theory	15		
	Practical	1		
	Total	16		

Course Code: AGECE 205 Course Title: Agricultural Economics (Theory)	Credit Hour: 3	Level: 2	Semester: I
Rationale: The course is designed to gain the fundamental knowledge on agricultural economics and its application for the economic development of country.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Gather acquaintance about the basic concept of agricultural economics • Amass the student's understandings about marketing of agricultural products • Thrive the knowledge of agricultural finance and agricultural project • Flourish students' understanding regarding the concepts of agricultural policies in Bangladesh. • Evaluate the land tenure system in Bangladesh • Obtain conversance about the implications and applications of different farming concept 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define agricultural economics and explore the relation of agricultural economics with other social sciences • Illustrate scope of agricultural economics • Describe the characteristics of traditional agriculture and problems of agriculture in the less developed countries • Explain Agricultural resources and the environment, role of agriculture in economic development 	Concepts of Agricultural Economics: Scope of agricultural economics, Relation of agricultural economics with other social science, Agricultural resources and the environment, Role of agriculture in economic development, Characteristics and problems of agriculture in the less developed countries, Characteristics of traditional agriculture	Lecture Visual presentation Interactive discussion Group work Case study Assignment	Quiz/MCQ Short answer Essay type answer Report Presentation performance
<ul style="list-style-type: none"> • Define agricultural marketing • Explain the role of agricultural marketing • Describe the characteristics and marketing of agricultural products 	Introduction to agricultural marketing: Definition, role of marketing, Characteristics and marketing of	Lecture Visual presentation Interactive discussion Group work Case study Assignment	Quiz/MCQ Short answer Essay type answer Report Presentation performance

<ul style="list-style-type: none"> • Explain the marketing channel • Identify the problems and remedies of agricultural marketing 	<p>agricultural products, Marketing channel, problems of agricultural marketing and its remedies</p>		
<ul style="list-style-type: none"> • Describe main sources of agricultural finance • Identify the prospect and constrain of agricultural investment • Explain agricultural credit, its sources, importance, and problems • Evaluate and interpret different price support programmes 	<p>Finance in Agriculture: Main sources of agricultural finance, Prospect and constrain of agricultural investment, Agricultural Credit-sources and importance, Problems of agricultural credit and its solutions, Different price support programme (inputs and output).</p>	<p>Lecture Visual presentation Interactive discussion Case study Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss agricultural project and its planning process • Sketch typical project cycle management stages • Analyze the farmers role as a decision maker 	<p>Agricultural Project: Project Planning process, Farmers Role as a decision maker</p>	<p>Lecture Visual presentation Interactive discussion Group work Case study Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report Presentation performance</p>
<ul style="list-style-type: none"> • Define agricultural policy • Describe the evolution of agricultural policy in Bangladesh • Explain agricultural policies in Bangladesh • Identify role of government in agricultural development 	<p>Agricultural Policies: Definition, Evolution of agricultural policy in Bangladesh, Agricultural policies in Bangladesh. Role of government in agricultural development</p>	<p>Lecture Visual presentation Interactive discussion Group work Case study Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report Presentation performance</p>
<ul style="list-style-type: none"> • Discuss farm size and land tenure system in Bangladesh 	<p>Land tenure system in Bangladesh: Farm size, tenure and productivity in</p>	<p>Lecture Visual presentation</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> • Explain the recent land reform in Bangladesh • Interpret experiences from land reform in different LDCs 	Bangladesh, Recent land reform in Bangladesh, Experiences from land reform in different LDCs	Interactive discussion Group work Case study Assignment	Report Presentation performance
<ul style="list-style-type: none"> • Discuss the concepts of cooperative farming • Distinguish among private, cooperative and collective farm • Explain importance and obstacle of cooperative farming • Evaluate livelihood of agricultural community 	Farming Concepts: Cooperative farming, Difference among private, cooperative and collective farm, Importance and obstacle of cooperative farming, Introduction of a successful cooperative farm (Milk Vita). Livelihood of agricultural community	Lecture Visual presentation Interactive discussion Group work Case study Assignment	Quiz/MCQ Short answer Essay type answer Report Presentation performance
<p>Reference Books</p> <ol style="list-style-type: none"> 1. Ghatak, S. and Ingersent, K. (1984), Agriculture and Economic Development. Johns Hopkins University, USA. 2. Evan Drummond, H. and Goodwin, John W. (2011) Agricultural Economics, Prentice Hall, Inc., New Jersey 3. Lekhi, R. K. and Singh, J. (1999). Agricultural Economics, Kalyani Publishers, New Delhi, India. 4. Sadhu, A. N. and Singh, A. (1989). Fundamentals of Agricultural Economics, Himalaya Publishing house, Mumbai, India. 			

Course Code: AGECE 253 Course Title: Microeconomics (Theory)	Credit Hour: 3	Level: 2	Semester: II
Rationale: The course is designed to understand the optimal resource utilization by applying the concepts and principles of microeconomics and its implications for the economic development of Bangladesh.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Introduce students with the basics of microeconomic concepts. • Develop the students' understanding about the law of demand and their practical applications in the real world. • Improve students' understanding regarding the theory of production and distribution. • Acquire knowledge about equilibrium of the firm under different market competition. • Improve students' understanding regarding the different market structure. • Determine price under different market structure. • Compare price discrimination among different market structure. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain the definition, importance and uses of microeconomics as well as their practical implications 	Basic Concept: Basic concepts of microeconomics, its importance, uses and applications.	Lecture Visual presentation Interactive discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • State concepts of utility and explain Marshallian cardinal utility analysis and its critical evaluation. 	Theory of Consumer Behavior: Utility and marginal utility analysis, Principle of equi-marginal utility, its importance and critical evaluation.	Lecture Visual presentation Interactive discussion Group work Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain demand and derive demand curve with the help of law of diminishing marginal utility and law of equi marginal utility. 	Demand- Demand and law of demand, derivation of demand curve.	Lecture Visual presentation Interactive discussion Group work Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Define elasticity of demand and assess elasticity of demand and consumer's equilibrium as well as interpret the result 	Elasticity of Demand: Definition, various concepts of demand elasticity and their application	Lecture Visual presentation Interactive discussion Group work Case study	Quiz/MCQ Short answer Essay type answer Report Presentation performance

		Questioning Assignment	
<ul style="list-style-type: none"> • Narrate the concepts of indifference curve and indifference map. • Compare indifference curves of goods and bads. • Explain the concepts of Marginal rate of substitution, budget line and shift in the budget line. • Illustrate consumers' equilibrium: maximizing satisfaction for first and second order condition. • Explain income, substitution and price effects. 	<p>Indifference Curve Analysis: Indifference curves and ordinal preference, Properties of indifference curves, Budget line, Consumer's equilibrium, income, substitution and price effects.</p>	Lecture Visual presentation Interactive discussion Group work Case study Assignment	Quiz/MCQ Short answer Essay type answer Report Presentation performance
<ul style="list-style-type: none"> • Illustrate factors of production and able to explain the classification of factors of production. • Explain production function, law of variable proportions and the three stages of the law of variable proportions. • Illustrate isoquants, Marginal rate of technical substitution and returns to scale. • Explain optimum factor combination, Economic region of production, iso-cost line and expansion path. • Describe concepts of cost and cost curves, types of external economics and learning curve. 	<p>Theory of production: Production with one variable input, Production with two variable inputs, Optimum combination of two products, Cost of production and cost curve.</p>	Lecture Visual presentation Interactive discussion Group work Case study Assignment	Quiz/MCQ Short answer Essay type answer Report Presentation performance

<ul style="list-style-type: none"> • Describe the theory of wages, supply curve of labor, wage determination under perfect competition in the labor market and exploitation of labor. • Explain theories of rent and their critical evaluation, relationship between rent and population, scarcity rent, differential rent and quasi rent. • Describe the concepts of interest and describe the theories of interest. • Narrate the concepts, elements of profits and describe the theories of profit. • Explain the theory of income distribution and its critical evaluation and concepts of productivity. 	<p>The theory of distribution: Wages, Rent, Interest and Profits. Marginal productivity theory of distribution, Demand for a productive service, Supply of a productive service, Distribution and relative factor shares</p>	<p>Lecture Visual presentation Interactive discussion Group work Case study Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report Presentation performance</p>
<ul style="list-style-type: none"> • Define equilibrium of the firm and enlist objectives of the firm • Explain profit maximization, Security motive, sales maximization, utility maximization, staff maximization, growth maximization • Illustrate equilibrium of the firm by using total revenue and total cost approach • Determine equilibrium of the firm by using marginal revenue and marginal cost approach 	<p>The Theory of Firm: Equilibrium of the firm, Classification of market structure, Cost and revenue concepts, Profitmaximization and other objectives of the firm.</p>	<p>Lecture Visual presentation Interactive discussion Group work Case study Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report Presentation performance</p>

<ul style="list-style-type: none"> • Define different types of market and compare among the categories of market. • Classify market on the basis of elasticity of demand • Identify the concepts of total revenue, average revenue and marginal revenue 			
<ul style="list-style-type: none"> • Generalize equilibrium of the firm under perfect competition, monopolistic competition, oligopoly competition and monopoly • Explain long-run (identical cost, differential cost conditions) and short-run equilibrium of a firm under perfect competition • Illustrate long-run and short-run supply curve of the competitive industry • Determine price through demand and supply curve under perfect competition • Interpret impact of changes in demand under market equilibrium • State the definition of price discrimination and degrees of price discrimination • Appraise equilibrium under price discrimination, dumping case and social justification of price discrimination • Evaluate price-output equilibrium under monopolistic competition, oligopoly and monopoly 	<p>The Theory of Product Pricing: Supply curve and equilibrium of the industry under perfect competition, Price determination under perfect competition. Price and output under monopoly, Price discrimination, Price and output determination under monopolistic competition and oligopoly, Price determination under perfect competition, Price discrimination</p>	<p>Lecture Visual presentation Interactive discussion Group work Case study Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report Presentation Performance</p>

Reference Books

1. Ahuza, H.L. (2004). Modern Microeconomics- Theory and Applications, S. Chand and Company (Pvt.) Ltd., New Delhi, India.
2. Bilas, R.A. (1981), Microeconomic Theory, McGraw Hill, London, UK.
3. Dewett, K.K. and Chand, A. (2000), Modern Economic Theory, S. Chand & Co., New Delhi, India.
4. Dilts, D.A. (2004). Introduction to Microeconomics, 6th edition, Indiana, Purdue University, Fort Wayne, USA.
5. Glass, J.C. (1980), An Introduction to Mathematical Methods in Economics, McGraw Hill, London, UK.
6. Henderson, J.M. and Quandt, R.E. (1985), Microeconomic Theory - A Mathematical Approach, 3rd edn., McGraw Hill, London, UK.
7. Hirshleifer, J. (1976). Price Theory and Applications, Prentice Hall International Inc. London, UK.
8. Varian, H. R. (2010). Intermediate microeconomics: A modern approach. New York: W.W. Norton & Co.

Course Code: AGECE 301 Course Title: Business Mathematics (Theory)	Credit Hour: 2	Level: 3	Semester: I
Rationale: The course is designed to provide the understanding of mathematical tools for application in the field of business and economics.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Introduce definitions of related concepts of mathematics. • Apply principles of economics to solve real world problems. • Determine individual and market equilibrium, elasticity, optimal output level, consumer's and producer's surplus, rate of sales, require man-hour, and impact of government policy. • Apply matrix and linear programming to economic analysis. 			
Intended Learning Outcomes (ILOs)	Course Content	Teaching-learning Strategies	Assessment Strategies
The students will be able to-			
<ul style="list-style-type: none"> • Explain the definitions of fundamental concepts of mathematical economics, numbers, equations, functions. • Interpret linear and non-linear function to economic analysis 	Introduction: Basic concepts of mathematical economics, numbers, equations, functions, application of functions to economic analysis	Lecture Visual presentation Problem solving Interactive discussion	Quiz/MCQ Short answer Essay type answer Mathematical problem solving
<ul style="list-style-type: none"> • Determine and evaluate individual and market equilibrium situations 	Equilibrium: Individual and market equilibrium analysis	Lecture Visual presentation Problem solving Interactive discussion	Quiz/MCQ Short answer Essay type answer Mathematical problem solving
<ul style="list-style-type: none"> • Apply homogenous function to economic analysis. • Estimate elasticity of demand, supply and production. • Determine optimal output level. • Analyze learning curve • Determine rate of sales and annuity 	Differentiation, integration and their application in economics: Homogenous function, Euler's theorem, application of homogenous function, Euler's theorem in economics, elasticity, input-output analysis, unconstrained maximization and minimization, constrained maximization and minimization, learning curve, rate of sales and annuity	Lecture Visual presentation Problem solving Interactive discussion	Quiz/MCQ Short answer Essay type answer Mathematical problem solving

<ul style="list-style-type: none"> Apply matrix to economic analysis. 	Determinants and matrix: Application of determinants and matrix in economics	Lecture Visual presentation Problem solving Interactive discussion	Quiz/MCQ Short answer Essay type answer Mathematical problem solving
<ul style="list-style-type: none"> Apply linear programming method in decision making. 	Linear Programming	Lecture Visual presentation Problem solving Interactive discussion	Quiz/MCQ Short answer Essay type answer Mathematical problem solving

Reference Books

1. Black, J. and Brodley, J.F. (1980). Essential Mathematics for Economists, 2nd edn. John Wiley and Sons, New York.
2. Chiang, A.C. (1974). Fundamental Methods of Mathematical Economics, 2nd edn. McGraw-Hill, Tokyo (latest edition).
3. Dinwiddy, C. (1967). Elementary Mathematics for Economist, Oxford University Press, New York.
4. Henderson, J.M. and Quandt, R.E. (1971). Microeconomic theory: A Mathematiical Approach, 2nd edn. McGraw-Hill Book Company Inc. (latest edition).
5. Jacques, I. Mathematics for Economics and Business, 2nd edn. (1973), Cambridge University Press, Addison-Wesley Publishing Co.
6. James, D.E. and Throsby, C.D. (1973). Introduction to Quantitative Methods in Economics, John Wiley and Sons, Brisbane.
7. Lewis, J.P. (1962). An Introduction to Mathematics for Students of Economics, Macmillan and Co. Ltd., London.
8. Mabbett, A.J. (1986). Work-out Mathematics for Economists, Macmillan, London.
9. Yamane, T. (1968). Mathmatics for Economists, 2nd edn., Englewood Cliffs: Prentice Hall, Inc.
10. Allen, R.G.D. (1930). Mathematical Analysis for Economist, London: The Macmillan Co.

Course Code: AGECE 303 Course Title: Macroeconomics (Theory)	Credit Hour: 3	Level: 3	Semester: I
Rationale: The course is designed to provide the fundamental concepts of macroeconomics, along with macroeconomic theories of income, output, employment, money, interest, price, trade cycle and economic growth.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Introduce fundamental macroeconomic concepts. • Evaluate economic as well as social welfare with contrast to national income accounts. • Determine aggregate income, output and employment. • Describe the theories of investment, money and interest. • Explain effects of and control measures to different types of inflation. • Explain the theories of trade cycle and determine cost of economic growth. 			
Intended Learning Outcomes (ILOs)	Course Content	Teaching-learning Strategies	Assessment Strategies
The students will be able to-			
<ul style="list-style-type: none"> • Explain the meaning, development, practical and theoretical importance, and limitations of macroeconomics 	Introduction: The meaning of macroeconomics, difference between microeconomics and macroeconomics, macroeconomic variables and related basic concepts.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the concepts of national income, different techniques of its computation with constraints of each technique • Measure GDP by value-added and market value methods • Illustrate the importance of national income estimates • Evaluate national income and economic welfare as well as social welfare. 	Measurement of Economic Activity: National income, The gross national product account, Conceptual problems in the estimation of national income, National income and social welfare.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe classical theory of output and employment with change in demand for labor, change in supply of labor, change in money supply and with rigid money wage • Determine aggregate income and output 	Classical Macroeconomics: Consumption and saving functions, determinants of consumption, classical theory of output and employment, equilibrium income	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Compute the effect of investment multiplier, fiscal multiplier and foreign trade multiplier on output 	and output in two sector economy, multiplier and multiplier model, investment multiplier, fiscal multiplier and foreign trade multiplier.		
<ul style="list-style-type: none"> • Determine aggregate income, output and employment by simple Keynesian model • Describe criticism of Keynesian model • Compare between Classical theory and Keynesian theory of income, output and employment 	Keynesian Macroeconomics: Income, output and employment determination by simple Keynesian model, criticism of Keynesian model, Classical theory vs Keynesian theory.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the demand for and supply of money from the view point of classical, Keynesian and modern approaches. 	Demand for and supply of money: Classical approach, Keynesian approach, Modern approach	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Illustrate Classical theory, loanable fund theory, liquidity preference theory and modern theory of interest 	Theories of interest: Classical theory, loanable fund theory, liquidity preference theory and modern theory	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • State cash-transaction approach and cash-balance approach of quantity theory of money, and their criticisms • Explain the relationship between quantity theory of money and Say's law of markets 	Quantity theory of money: Cash-transaction approach, cash-balance approach, and quantity theory of money and Say's law of markets.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Recall the meaning and related concepts of inflation • Explain different types of inflation • Describe the effects of and control measures to inflation • Determine sustainable inflationary expectation through short-run Phillips curve and long-run Phillips curve 	Inflation: Meaning of inflation and related concepts, categories and types of inflation, Phillips curve, effects of inflation and measures to control inflation.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Explain the concepts, phases, and theories of trade cycle • Illustrate the nature and sources, and cost of economic growth. 	<p>Trade cycle and economic growth: Monetary policy, Fiscal policy, concepts and phases of trade cycle, theories of trade cycle, meaning and measurement of economic growth, nature and sources of economic growth, and cost of economic growth.</p>	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
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Reference Books

1. Branson, W.H. (1979): Macroeconomic Theory and Policy, 2nd Edition, Harper and Row Publishers, London.
2. Dernburg, T.F. and McDougall, D.M. (1983): Macroeconomics, Asian Student Edition, Singapore National Printers (Pte) Ltd.
3. Dewett, K.K. (1998): Modern Economic Theory. S. Chand & Company Ltd. India.
4. Dornbusch, R. and Fischer, S. (1985): Macroeconomics, International Student Edition, McGraw-Hill, Singapore.
5. Poindexter, J.C. (1981): Macroeconomics, Holt-Saunders International, Second Edition, USA.
6. Shapiro, E. (1984): Macroeconomics Analysis, Harcourt race Javanovich Inc. 17
7. Vaish, M.C. (2001): Macroeconomic Theory. Vikas Publishing House Pvt. Ltd.

Course Code: AGECE 369 Course Title: World Food and Agricultural System (Theory)	Credit Hour: 2	Level: 3	Semester: II
Rationale: This course is designed to provide the connections between the food we consume and the spaces they travel through, with a critical perspective on the global food system.			
Course Learning Outcomes The prime outcomes of this course are to- <ul style="list-style-type: none"> • Gain knowledge on the history and different aspects of agriculture. • Acquire knowledge on the relationships between food and the natural environment. • Explain the factors influencing the food system today including industrialization and corporatization. • Develop knowledge about food security and food safety. • Describe the policy impact on food system 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Describe the history and development of agriculture • Explain different types of agricultural systems • Explain the role of agriculture in economics development 	Agricultural Systems: Brief history of Agriculture, General components of agricultural system, Subsistence agriculture vs organic farming, Modern Agriculture, Role of agriculture in economics development.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the relationship between climate and agriculture • Identify the determinants of climatic pattern • Describe the factors affecting agricultural systems • Identify and analyse the challenges of agricultural sectors 	Factors Affecting Agricultural Systems: Climate & Agriculture, Determinants of global climate patterns, Climatic factors influencing agricultural systems, Effects of disasters on agricultural systems, Challenges to agricultural sectors- Crops, livestock, fisheries and forestry	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the origin and development of human diet. • Identify and analyse the determinants of household and world food consumption patterns 	Food Systems: Evolution of human diet, Market oriented food systems, Determinants of household food consumption, World	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Explain the food consumption patterns 	<p>food consumption patterns, Changing food consumption patterns</p>		
<ul style="list-style-type: none"> • Represent the current condition of world food production situation • Define and describe different aspects of food security • Identify and explain the ways to achieve sustainable food security for all • Define and describe food safety • Explain the effects of globalization on food safety 	<p>World Food Situation: The world food production situation, Food security, risks to food security; Population, hunger and world food, Achieving sustainable food security for all, Food safety; Globalization and food safety.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Define and describe food policy and food assistance programme • Explain the role of Government on national food systems • Describe the food policy of Bangladesh 	<p>Food Policy: Food policy and food assistance programmes, The role of Government in improving the performance of national food systems, Food self-sufficiency and role of trade, Food policy in Bangladesh</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

Reference Books

1. Eicher, C. K. and Staatz, J. M., eds (1998). Agricultural Development in the Third World, MD: Johns Hopkins University Press Baltimore, USA.
2. FAO (2004) Globalization of Food Systems in Developing Countries, Rome Italy.
3. Lang, T. and Heasman, M. (2004). Food Wars: The Battle for Mouths, Minds and Markets, Routledge, New York. USA.
4. Norton, G. W., Alwang, J. and Masters W. (2006). Economics of Agricultural Development: World Food Systems and Resource Use, Taylor and Francis Group, England.
5. Robert Paarlberg (2013). Food Politics: What Everyone Needs to Know. Oxford University Press, New York., USA
6. World Development Report (2008).

Course Code: AGECE 371 Course Title: Agricultural Price Analysis (Theory)	Credit Hour: 2	Level: 3	Semester: II
Rationale: The course is planned to achieve the fundamental knowledge on agricultural product prices, its proper analysis, and forecasting of agricultural product prices.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Gather acquaintance about the basic concept of agricultural product prices • Amass the knowledge about demand for and supply of agricultural products • Flourish students' understanding regarding the price determination, discovery • Thrive the knowledge of spatial price relationship, marketing margin and price variations over time • Attain perception on role of agricultural price policy and role of price mechanism 			
Intended Learning Outcomes (ILOs)	Course Content	Teaching-learning Strategies	Assessment Strategies
The students will be able to-			
<ul style="list-style-type: none"> • Define agricultural prices and explain its functions and scope • Explain effects of price and income changes and appropriate optimization of consumer preferences • Interpret prices at various stages of marketing, prices according to time frame, administered prices and related concepts 	Introduction: Definition-Subject matter-importance. Functions of market prices, Optimization of consumer preference, Effects of price and income changes, Importance terms and concepts of prices	Lecture Visual presentation Interactive discussion Group work Case study Role playing Assignment	Quiz/MCQ Short answer Essay type answer Presentation performance Report
<ul style="list-style-type: none"> • Analyze the determinants of demand for agricultural products • Explain elasticity of demand for agricultural products. • Compare the elasticity of demand and supply for agricultural products. • Appraise Cobweb and Distributed log models 	Demand for Agricultural Products: Determinants of demand for agricultural products, Elasticity's of demand for agricultural products, Supply relationship in agricultural products, Elasticity's: Cobweb and Distributed log Models.	Lecture Visual presentation Interactive discussion Group work Case study Role playing Assignment	Quiz/MCQ Short answer Essay type answer Presentation performance Report
<ul style="list-style-type: none"> • Explain determination of prices through the 	Principles of Price Determination-Discovery: Price determination, Supply and	Lecture Visual presentation	Quiz/MCQ Short answer Essay type answer

<p>combination of demand and supply.</p> <ul style="list-style-type: none"> Evaluate forecasting of agricultural product prices, negotiation, exchanges, auctions Compare among formula pricing, bargaining and administered pricing 	<p>demand, Pure competition, Cost structure, Price discovery (Forecasting), negotiation, exchanges and auctions, formula pricing, bargaining and administrative pricing</p>	<p>Interactive discussion Group work Case study Role playing Assignment</p>	<p>Report Presentation performance</p>
<ul style="list-style-type: none"> Explain the definition and management of marketing margins Show changes and incidence of changes in margins. Classify types of marketing margins Generalize marketed and marketable surplus 	<p>Marketing Margins: Definition and management: Margins for farm products, Changes and incidence of changes in margins, Market structure, Types of marketing margins, Constant cost per unit, Constant cost percentage of retail price, Increasing per unit cost, Marketed and marketable surplus.</p>	<p>Lecture Visual presentation Interactive discussion Group work Case study Role playing Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report Presentation performance</p>
<ul style="list-style-type: none"> Illustrates the model determining transfer costs Explain effects of tariffs and quotas 	<p>Spatial Price Relationships: The model determining transfer costs, Effect of tariffs and quotas</p>	<p>Lecture Visual presentation Interactive discussion Group work Case study Role playing Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report Presentation performance</p>
<ul style="list-style-type: none"> Apply variations of prices through the movement of time Describe short-period price movement, annual price variations Determine price trend analysis, fitting trend Explain cyclical fluctuations and use of trend in measuring cycle 	<p>Price Movements Over Time: Variation through time: Short- time, seasonal, annual price variations. Price trend analysis, Selecting a period for trend analysis, fitting trend and cycles, Use of trends in measuring cycles, Use of moving averages in measuring cycles, Seasonality, Measuring</p>	<p>Lecture Visual presentation Interactive discussion Group work Case study Role playing Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Presentation performance Report</p>

<ul style="list-style-type: none"> Construct seasonal indices through simple and moving average approach 	<p>seasonality: Simple average approach and Moving average approach</p>		
<ul style="list-style-type: none"> Explain corrections for inflation Formulate index numbers and describe its importance and limitation Analyze base period, parity ratio 	<p>Inflation: Correcting for Inflation: Index numbers (importance & limitations), Deflating prices, Base period, parity ratio</p>	<p>Lecture Visual presentation Interactive discussion Group work Case study Role playing Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report Presentation performance</p>
<ul style="list-style-type: none"> Describe function of the price system and critical appraisal to the price system in developing economy 	<p>Role of Price Mechanism: Functions of the price system, Problems to be tackled by the price system, Critical appraisal of the price system, Price system in a developing economy</p>	<p>Lecture Visual presentation Interactive discussion Group work Case study Role playing Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report Presentation performance</p>
<ul style="list-style-type: none"> Explain objectives of governmental interventions and method of reducing price instability Assess Alternative method of supporting price Describe agricultural price policy in Bangladesh. 	<p>Agricultural Price Policy: Objectives of governmental interventions, Method of reducing price instability, Alternative method of supporting price, Agricultural price policy in Bangladesh.</p>	<p>Lecture Visual presentation Interactive discussion Group work Case study Role playing Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report Presentation performance</p>

Reference Books

1. Acharya, S. S. and Agarwal, N. L. (1994). Agricultural Price Analysis and Policy, Oxford and IBH Publishing Co. PVT. Ltd., New Delhi.
2. Dahl, D. C. and Hammond, J. W. (1977). Market and Price Analysis: The Agricultural Industries. McGraw Hill book Co., New Delhi, India
3. Goodwin, J. W. (1994). Agricultural Price Analysis and Forecasting, John Wiley and Sons Inc., New York, USA.
4. Hirshleifer, J. (1976). Price Theory and Applications. Prentice Hall International Inc., London, UK.
5. Tomek, W. G. and Robinson, K. L. (2003). Agricultural Product Prices, Cornell University Press, London, UK.

Course Code: AGECE 372 Course Title: Agricultural Price Analysis (Practical)	Credit Hour: 1	Level: 3	Semester: II
Rationale: The course is designed to provide practical knowledge about the concepts of agricultural price analysis.			
Course Learning Outcomes: <ul style="list-style-type: none"> • Gather knowledge about price determination under different market situation and government intervention strategies. • Acquire knowledge about determination of elasticity. • Estimate demand and supply relationship. • Measure marketing margin, producer surplus and consumer surplus. • Enrich knowledge about estimation of market integration, interpretation of different market model and formulation of index number. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Determine and find out the impact of government intervention on the market demand and supply as well as on price of farm products • Compute price flexibility and interpret implications of price flexibility on the pricing of agricultural commodities 	Price Determination: Estimation of market demand and supply of different goods, Measuring equilibrium market price in different situation. Effects of government intervention in pricing: effect of tax introduction, subsidies, price support program, government purchase program. Estimation of price flexibilities	Lecture Interactive discussion Group exercise Practical note book preparation Feed back	Quiz/MCQ Class attendance Essay type answer Practical notebook Viva voce
<ul style="list-style-type: none"> • Compute price elasticity of demand and supply of different agricultural products • Interpret implications of price elasticity of demand and supply on the pricing of agricultural commodities 	Elasticity Determination: Estimation of price elasticity of demand and supply of different agricultural products	Lecture Interactive discussion Group exercise Practical note book preparation Feed back	Quiz/MCQ Class attendance Essay type answer Practical notebook Viva voce

<ul style="list-style-type: none"> Estimate demand and supply function and calculate equilibrium price and quantity 	<p>Demand and Supply Response: Estimation of supply response relationship, Estimation of demand response relationship.</p>	<p>Lecture Interactive discussion Group exercise Practical note book preparation Feed back</p>	<p>Quiz/MCQ Class attendance Essay type answer Practical notebook Viva voce</p>
<ul style="list-style-type: none"> Find out marketing margin and determine producer surplus and consumer surplus. 	<p>Marketing Margin: Analysis of marketing margin using primary and secondary data. Measuring producer surplus and consumer surplus.</p>	<p>Lecture Interactive discussion Group exercise Practical note book preparation Feed back</p>	<p>Quiz/MCQ Class attendance Essay type answer Practical notebook Viva voce</p>
<ul style="list-style-type: none"> Explain and measure market integration by using correlation coefficients methods 	<p>Introduction to Market Models: Market integration analysis, measuring correlation coefficients by using secondary data.</p>	<p>Lecture Interactive discussion Group exercise Practical note book preparation Feed back</p>	<p>Quiz/MCQ Class attendance Essay type answer Practical notebook Viva voce</p>
<ul style="list-style-type: none"> Construct different seasonal indices of agricultural commodities and interpret its application. Analyze trend of agricultural of products using time series data 	<p>Analysis of Price Variations: Measuring seasonal price variation of agricultural products, Trend analysis of agricultural price using time series data</p>	<p>Lecture Interactive discussion Group exercise Practical note book preparation Feed back</p>	<p>Quiz/MCQ Class attendance Essay type answer Practical notebook Viva voce</p>
<ul style="list-style-type: none"> Formulate index number and interpret adjustment of index number 	<p>Index Number: Constructing index number, Estimation of price trends and price forecasting.</p>	<p>Lecture Interactive discussion Group exercise Practical note book preparation Feed back</p>	<p>Quiz/MCQ Class attendance Essay type answer Practical notebook Viva voce</p>

<ul style="list-style-type: none"> Gather practical knowledge of agricultural product prices and market conditions 	Field trip to a local retail and wholesale market	Lecture Interactive discussion Assignment Feedback	Report Class attendance
<p>Reference Books</p> <ol style="list-style-type: none"> Acharya, S. S. and Agarwal, N. L. (1994). Agricultural Price Analysis and Policy, Oxford and IBH Publishing Co. PVT. Ltd., New Delhi. Chandra, S. (1985). Agriculture Price Policy in India. Chugh Publications, Allahbad, India. Goodwin, J.W. (1994). Agricultural Price Analysis and Forecasting, John Wiley and Sons Inc., New York, USA. Pindyck, R.S. and D.L. Rubinfeld, (1976). Econometric Models and Economic Analysis, McGraw-Hill Inc., New Delhi, India. Tomek, W. G. and Robinson, K. L. (2003). Agricultural Product Prices, Cornel University Press, London, UK. 			

Department of Agricultural Statistics

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	AGST 151: Business Statistics-I (Theory)	3	1	II
2.	AGST 152: Business Statistics-I (Practical)	1	1	II
3.	AGST 201: Business Statistics-II (Theory)	3	2	I
4.	AGST 202. Business Statistics-II (Practical)	1	2	I
5.	AGST 251:Application of Statistical Packages in Agribusiness (Theory)	2	2	II
6.	AGST 252:Application of Statistical Packages in Agribusiness (Practical)	1	2	II
7.	AGST 351: Quantitative Analysis (Theory)	3	3	II
8.	AGST 352: Quantitative Analysis (Practical)	1	3	II
	Theory	11		
	Practical	4		
	Total	15		

Course Code: AGST 151 Course Title: Business Statistics-I (Theory)	Credit Hour: 3	Level: 1	Semester: II
Rationale: The course is designed to develop students' knowledge to explore a broad range of techniques during each teaching session and will be trained to pinpoint a specific statistical method to analyze in business fields.			
Course Learning Outcomes: <ul style="list-style-type: none"> • Introduce basic statistical concepts, logics and analytical tools. • Provide the knowledge of students with a general understanding of descriptive statistics, and the opportunity to apply them to examine business and economic data. • Enable to conduct different statistical methods and apply statistical software in agribusiness related areas. • Equip the skills to apply statistical concepts and analytical tools to analyze and handle real-world business issues. • Interpret and exchanging statistical findings and views. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-Learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • State the types of statistics. • Enunciate the terminology of business statistics. • Demonstrate importance and limitations of statistics. 	Introduction: Definition, types, importance, uses and limitations of Statistics.	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • Explain the concepts of measurement scales. • Illustrate the properties of measurement scales. 	Scale of Measurements: Definition and nature of measurement scales. Properties of Measurement scales.	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • Describe population, sample and variables. • Distinguish between primary and secondary data. • Apply the methods of data collection. • Organize data by tables, charts, and graphs. 	Organization of Data: Population, sample and variables. Methods of data collection and sources of data. Frequency distribution and graphical representation.	Lecture Multimedia presentation Discussions Problem solving Field trip	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • Calculate and interpret the measures of central tendency. • State and prove the properties of central tendency. • Locate median, mode and quantiles. 	Measures of Central Tendency: Mean, median, mode and quantiles. Definition, properties, uses, limitations and relationship.	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report

	Graphical representation of positional averages.		
<ul style="list-style-type: none"> • Describe measures of variability. • Calculate measures of variability. • Compare the shape characteristics of distributions. 	Measures of Dispersion: Absolute and relative measures; Definition, properties, uses and limitations. Moments, skewness and kurtosis.	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • Describe the terminology of probability. • State and prove the rules of probability. • Compute the extent of uncertainty. • Apply Bayes' theorem in relevant fields. 	Probability: Concepts and properties of Marginal, compound and conditional probability. Additive and multiplicative law of probability; Bayes' theorem and their applications.	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • Describe probability distributions. • Interpret probability distributions and their properties. • Determine approximate areas under the normal curve. 	Probability Distribution: Properties, uses and limitations of binomial, Poisson and normal distribution.	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • Trace and interpret the simple correlation coefficient. • Determine the strength and direction of the linear relationship. • Estimate and interpret the coefficients of linear regression model. 	Correlation and Regression: Concept of bivariate distribution and scatter diagram. Correlation and Regression analysis; Properties, uses and limitations of simple correlation, rank correlation and regression coefficients. Coefficient of determination.	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report

<ul style="list-style-type: none"> Justify the importance of sampling distributions. 	Sampling Distributions: Importance, applications and limitations of sampling distributions.	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> Demonstrate and understanding of the basic concepts of hypothesis testing. Select an appropriate hypothesis and test statistic to draw statistical inference. Estimate the p-values and its interpretation. 	Test of hypothesis: Basic concepts and ideas about test of significance. Level of significance and types of error, power of a test, critical region, most powerful test and best critical region. Test statistic: z, t, χ^2 (chi-square) and F tests.	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> Enunciate the purpose and function of statistical quality control. Demonstrate the ability to use the methods of statistical process control. Operate the ability to design, use, and interpret control charts. 	Statistical Quality Control: Introduction, process and product control. Assignable and non-assignable causes of variations. Problems and principle of control chart, tools for statistical quality control. Control charts for mean and range.	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report

Reference Books

1. A.R. Ahmed, A.A. Bhuiya, Z.A. Ahmed & M.Z. Hossain. 2018."Methods of Statistics" 7th edition, Rafia publications, Dhaka.
2. Gupta. S.C and Kapoor V.K. Fundamentals of Mathematical Statistics, Sultan Chand and sons, (2001)
3. Berenson and Levine, Basic Business Statistics, Prentice- Hall India (1996, 6th edition)
4. Daniel and Terrell Business Statistics for Management and Economics, PrenticeHall India, (1992, 6th edition)
5. Singh, D and Chaudhary, F.S(1986); Theory and Analysis of Sample Survey Design, Wiley Eastern
6. Montgomery D. C., Introduction to Statistical Quality Control. Wiley International edition, (1985)
7. Gupta R. C., Statistical Quality Control, Khanna Pub. Co
8. Earl K. Bowen and Martin K. Starr (1982). Basic Statistics for Business and Economics. McGraw-Hill

Course Code: AGST 152 Course Title: Business Statistics-I (Practical)	Credit Hour: 1	Level: 1	Semester: II
Rationale: This course is designed to develop students' knowledge through hands on exercise about statistical methods used in different areas of agribusiness.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Provide the knowledge of students with a general understanding of descriptive statistics, and the opportunity to apply them to examine business and economic data. • Enable to conduct different statistical methods and apply statistical software in agribusiness related areas. • Equip the skills to apply statistical concepts and analytical tools to analyze and handle real-world business issues. 			
Intended Learning Outcomes (ILOs)	Course Content	Teaching-learning Strategies	Assessment Strategies
The students will be able to-			
<ul style="list-style-type: none"> • Construct frequency distribution for agribusiness data. • Interpret frequency distributions. 	Frequency Distribution: Construction of frequency distribution.	Lecture Multimedia presentation Practice the problem solving	Problem solving Viva-voce Practical notebook
<ul style="list-style-type: none"> • Draw graph and chart for frequency distribution. • Demonstrate graphical methods. 	Graphical Representation: Bar diagram, histogram, frequency curves, polygon, cumulative frequency curve and pie chart.	Lecture Multimedia presentation Practice the problem solving	Problem solving Viva-voce Practical notebook
<ul style="list-style-type: none"> • Compute measures of locations. • Interpret summary statistics for typical data. • Calculate measures of variability. • Assess most appropriate methods for summarizing data. • Recognize and interpret the shape characteristics of the distribution. 	Central Tendency and Dispersion: Computation of the measures of central tendency and dispersion. The shape characteristics of frequency distribution.	Lecture Multimedia presentation Practice the problem solving	Problem solving Viva-voce Practical notebook
<ul style="list-style-type: none"> • Draw and interpret scatter diagram. • Calculate and illustrate the linear relationship of variables. • Estimate linear regression line by the OLS method. 	Correlation and Regression: Scatter diagram, computation of correlation coefficient and rank	Lecture Multimedia presentation Practice the problem solving	Problem solving Viva-voce Practical notebook

<ul style="list-style-type: none"> • Interpret the correlation and regression coefficients. • Compute and interpret coefficient of determination. 	<p>correlation coefficient. Fitting of the least squares method for regression lines. Coefficient of determination.</p>		
<ul style="list-style-type: none"> • Compute probabilities by binomial and Poisson distributions. • Explore the difference between binomial and Poisson distributions. • Apply the normal curve in agribusiness fields. 	<p>Probability Distributions: Fitting of binomial, Poisson distributions. Importance and applications of normal curve.</p>	<p>Lecture Multimedia presentation Practice the problem solving</p>	<p>Problem solving Viva-voce Practical notebook</p>
<ul style="list-style-type: none"> • State and identify null and alternative hypotheses for given experiment. • Compute test statistic(s). • Interpret the p-values and draw statistical inference. 	<p>Test of Hypothesis: Population mean, variance, regression and correlation coefficients, independence of attributes, goodness of fit of binomial and Poisson distributions.</p>	<p>Lecture Multimedia presentation Practice the problem solving</p>	<p>Problem solving Viva-voce Practical notebook</p>
<ul style="list-style-type: none"> • Construct control chart for mean. • Construct and interpret control chart for range. 	<p>Statistical Quality Control: Construction of control charts for mean and range.</p>	<p>Lecture Multimedia presentation Practice the problem solving</p>	<p>Problem solving Viva-voce Practical notebook</p>

Reference Books

1. Gupta. S.C and Kapoor V.K. Fundamentals of Mathematical Statistics, Sultan Chand and sons, (2001)
2. Berenson and Levine, Basic Business Statistics, Prentice- Hall India (1996, 6th edition)
3. A.R. Ahmed, A.A. Bhuiya, Z.A. Ahmed & M.Z. Hossain. 2018."Methods of Statistics" 7th edition, Rafia publications, Dhaka.
4. Daniel and Terrell Business Statistics for Management and Economics, PrenticeHall India, (1992, 6th edition)
5. Singh, D and Chaudhary, F.S(1986); Theory and Analysis of Sample Survey Design, Wiley Eastern
6. Montgomery D. C., Introduction to Statistical Quality Control. Wiley International edition, (1985)
7. Gupta R. C., Statistical Quality Control, Khanna Pub. Co.
8. G.U. Yule & M. G. Kendall. 1965. An introduction to the Theory of Statistics, Charles Griffin, London.
9. R.G. D. Steel and J.H. Torrie. 1960. Principles and Procedures of Statistics. McGraw –Hill INc. New York.
10. S.C Gupta,,and V.K. Kapoor. 1988. Fundamentals of applied statistics, Chand and Com. New Delhi.
11. S M H Zaman *et al.* Simple Lessons From Biometry, Published by BRRI.
12. Singh S. and R P S. Verma. 1982. Agricultural statistics, Rama Publishers Meerut.

Course Code: AGST 201 Course Title: Business Statistics-II (Theory)	Credit Hour: 3	Level: 2	Semester: I
<p>Rationale: This course introduces core business statistics and fundamental aspects of decision-making. It examines aspects of business and marketing with regards to statistical analysis. Students will be provided with the theoretical concepts, tools and methods of statistics as well as the opportunity to work through in agribusiness fields.</p>			
<p>Course Learning Outcomes:</p> <ul style="list-style-type: none"> • Acquire knowledge on the concepts of statistical methods and statistical inference that would help them in understanding the importance of statistics. • Perceive the concepts involved in data presentation, analysis, interpretation and drawing inference. • Gain knowledge about sampling theory, numerical methods, test of significance, parameter estimation, index number and time series forecasting techniques. • Dispense basic experimental designs; layout, plan, conduct, analyze and interpret results of one-way and two ANOVA. • Facilitate decision-making in practical business settings, such as in business planning or creating proposals. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Choose appropriate sampling methods. • Apply appropriate method(s) of sampling. 	<p>Sampling Techniques: Basic concept and terminology, sampling methods: simple random sampling, stratified random sampling, systematic sampling, cluster sampling and multistage sampling.</p>	Lecture Multimedia presentation Discussions Problem solving Field trip	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • State the concepts and terminology of one-way and two-way ANOVA. • Differentiate one-way and two-way ANOVA techniques. • Use appropriate methods in testing hypotheses. • Identify the best treatment(s). 	<p>Analysis of Variance: Definition, assumptions and basic principles of ANOVA. One-way and two-way classifications. Multiple comparison tests.</p>	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • Illustrate required terms of interpolation and extrapolation. • Operate the interpolation and extrapolation techniques. • Construct forward and backward difference tables. 	<p>Interpolation and Extrapolation: Definition: interpolation and extrapolation. Methods of interpolation and extrapolation. Newton's Forward and</p>	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report

	Backward interpolation with applications and limitations.		
<ul style="list-style-type: none"> • Demonstrate the index numbers theory and methods. • Provide practical solutions to general aggregation problems. • Choose appropriate methods for use in constructing an index numbers. • Compute index numbers. 	Index Numbers: Definition, classification, characteristics, uses and criteria of index numbers. Computation and interpretation of index numbers: Price index, quantity index, cost of living index. Test of index numbers.	Lecture Multimedia presentation Discussion Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • State the theory and methods of decision analysis. • Describe the principles and assumptions of decision analysis. • Apply decision theory in the relevant fields. 	Decision Theory: Introduction, certainty, uncertainty, risk and conflict. Payoffs, loss and risk function. EMV, EPPI,EOL and EVPI. Criteria for choosing an optimum decision function and Bayes' decision function.	Lecture Multimedia presentation Discussions Problem solving	Quiz Short type answer Essay type answer Report

Reference Books

1. M.A. Ali 1969, 1973. Theory of Statistics Vol. 1 & 2, Dhaka Book Mart 38, Banglabazar, Dhaka.
2. A.R. Ahmed, A.A. Bhuiya, Z.A. Ahmed & M.Z. Hossain. 2018."Methods of Statistics" 7th edition, Rafia publications, Dhaka.
3. S.C. Gupta & V.K. Kapoor 1982. Fundamentals of Mathematical Statistics, S. Chand and Company Ltd, Ramnagar, New Delhi.
4. J.N. Kapur & H. Sexena 1976. Mathematical Statistics, S. Chand & Company Ltd., Ramnagar, New Delhi.
5. Cochran, W. G: Sampling Techniques, Wiley Eastern, 3rd edition
6. Gupta, S.C., and V.K.Kapur: Fundamentals of Applied Statistics, Sultan Chand and Co., 3rd edition.
7. Montgomery D.C.: Design and Analysis of experiments, John Wiley.
8. Fishburn P. Mathematics for Decision Theory, The Hague, Mouton, 1972.
9. Hamid A. Hakim (2006). Fundamentals of Business Statistics. Karachi: Meyari Matbooat.
10. Aczel, A.D., Complete Business Statistics, 7th ed., McGraw-Hill, 2009.
11. Kothari, C.R., (2004), Research Methodology: Methods and Techniques, New Age International (P) Limited, Publishers.

Course Code: AGST 202 Course Title: Business Statistics-II (Practical)	Credit Hour: 1	Level: 2	Semester: I
Rationale: This course introduces core business statistics and fundamental aspects of decision-making. It examines aspects of business and marketing with regards to statistical analysis. Students will be provided with the practical concepts, tools and methods of statistics as well as the opportunity to work through in agribusiness fields.			
Course Learning Outcomes <ul style="list-style-type: none"> • Perform the data presentation, analysis, interpretation and drawing inference. • Implicate knowledge about sampling methods, test of significance, parameter estimation, index number and time series forecasting techniques. • Apply basic experimental designs; layout, plan, conduct, analyze and interpret results of one-way and two ANOVA. • Facilitate decision-making in practical business settings, such as in business planning or creating proposals. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Decide appropriate sampling method(s). • Apply an appropriate method of sampling. • Interpret the findings. 	Sampling Techniques: Simple random sampling, stratified random sampling, systematic sampling, cluster sampling and multistage sampling.	Lecture Multimedia presentation Group discussion Practice problem solving (Field trip)	Problem solving Viva-voce Practical notebook
<ul style="list-style-type: none"> • Identify the finite and infinite population. • Determine the sample size. 	Sample Size Determination: Optimum sample size determination in case of finite and infinite population.	Lecture Multimedia presentation Group discussion Practice the problem solving	Problem solving Viva-voce Practical notebook
<ul style="list-style-type: none"> • Construct ANOVA for one-way and two-way in the field of agribusiness. • State the hypothesis and drawing statistical inference. • Apply the methods to identify the best treatment(s) and interpret the findings. 	Analysis of Variance: ANOVA of one-way and two-way classifications. Multiple comparison tests.	Lecture Multimedia presentation Group discussion Practice problem solving	Problem solving Viva-voce Practical notebook

<ul style="list-style-type: none"> • Construct the diagonal and horizontal difference table. • Estimate the unknown value by Newton's forward and backward interpolation. 	<p>Interpolation: Numerical solution using Newton's forward and backward interpolation.</p>	<p>Lecture Multimedia presentation Group discussion Practice problem solving</p>	<p>Problem solving Viva-voce Practical notebook</p>
<ul style="list-style-type: none"> • Construct price index number using several methods. • Construct quantity index number using several methods. • Prove and interpret the time reversal and factor reversal test. 	<p>Index Numbers: Construction of price, quantity and living index numbers. Test of index numbers.</p>	<p>Lecture Multimedia presentation Group discussion Practice problem solving</p>	<p>Problem solving Viva-voce Practical notebook</p>
<ul style="list-style-type: none"> • Compute EMV, EPPI, EOL and EVPI for decision making. • Construct regret table using the value of EOL. 	<p>Decision Theory: Expected monetary value, conditional profit value (payoffs), expected opportunity loss and expected value of perfect information.</p>	<p>Lecture Multimedia presentation Group discussion Practice problem solving</p>	<p>Problem solving Viva-voce Practical notebook</p>
<p>Reference Books</p> <ol style="list-style-type: none"> 1. M.A. Ali 1969, 1973. Theory of Statistics Vol. 1 & 2, Dhaka Book Mart 38, Banglabazar, Dhaka 2. A.R. Ahmed, A.A. Bhuiya, Z.A. Ahmed & M.Z. Hossain. 2018. "Methods of Statistics" 7th edition, Rafia publications, Dhaka. 3. S.C. Gupta & V.K. Kapoor 1982. Fundamentals of Mathematical Statistics, S. Chand and Company Ltd, Ramnagar, New Delhi. 4. J.N. Kapur & H. Sexena 1976. Mathematical Statistics, S. Chand & Company Ltd., Ramnagar, New Delhi. 			

Course Code: AGST 251 Course Title: Application of Statistical Packages in Agribusiness(Theory)	Credit Hour: 2	Level: 2	Semester: II
Rationale: This course is designed to develop students' knowledge through hands on exercise about statistical methods using different statistical software in the field of agribusiness.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> Describe the fundamentals of computer infrastructure components: hardware, software, and data communications systems. Demonstrate proper file management techniques to manipulate electronic files and folders in a local and networked environment. Explain the concepts and terminology used in the operation of application systems of SPSS and STATA in a business environment. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> Explain the fundamental concepts of computer. Discuss functions of computer's hardware and software. Illustrate historical development of computers and information systems. 	Introduction to Computer: Computer and its development. Types of computer. Peripheral devices of computer system. Concept of BIOS, RAM, ROM, virus, compiler, interpreter, software and hardware.	Lecture Multimedia presentation Discussion	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> Explore the operating systems. Uses and applications of operating systems. 	Operating Systems: Operating systems of computer: Windows.	Lecture Multimedia presentation Discussion Microsoft office	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> Explore the terminologies of MS Office. Perform statistical calculations and create graph, chart and diagram by MS Excel. Develop PowerPoint presentations. 	Application Software: MS Word, MS-Excel, MS-Access and MS-PowerPoint.	Lecture Multimedia presentation Discussion statistical software	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> Grasp the terminologies of SPSS and STATA. Uses and applications of SPSS and STATA for data management. 	Statistical Software: SPSS and STATA. Structure of SPSS and STATA. Operational commands, data	Lecture Multimedia presentation Discussion	Quiz Short type answer Essay type answer

	properties, transformation, recoding and data management.	statistical software	Report
<ul style="list-style-type: none"> • Perform statistical analysis by SPSS and STATA. • Analyze and interpret the SPSS and STAT outputs. 	Applications in Agribusiness: Computation of descriptive statistics, inferential statistics: correlation, regression, categorical data, comparing means and variance. Graphical representation.	Lecture Multimedia presentation Discussion statistical software	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • Perform ANOVA by SPSS and STATA. • Execute multiple comparison tests in SPSS. • Interpret the outputs. 	Analysis of Variance: One-way and two-way ANOVA. Multiple comparison tests using SPSS and STATA.	Lecture Multimedia presentation Discussion statistical software	Quiz Short type answer Essay type answer Report
<p>Reference Books</p> <ol style="list-style-type: none"> 1. N.C.Leandro. Fundamentals of Natural Computing. Basic Concepts, Algorithms, and Applications 1st Edition, ISBN-13: 978-1584886433, ISBN 10: 1584886439 2. L.F. Torben. Microsoft Office Excel:Book Boon2010, eBook PDF , 135 pages ISBN-13 : 978-87-7681-675-9 C. 3. A. Elliott & A.Wayne Woodward. Statistical Analysis Quick Reference Guidebook: With SPSS Examples, Paperback -2006 ISBN-10: 1412925606 ISBN-13: 978-1412925600 			

Course Code: AGST 252 Course Title: Application of Statistical Packages in Agribusiness (Practical)	Credit Hour: 1	Level: 2	Semester: II
Rationale: This course is designed to develop students' knowledge through hands on exercise about statistical methods using different statistical software in the field of agribusiness.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Create a spreadsheet and access database to tabulate and record values and perform statistical analysis. • Identify and carryout basic statistical analyses used in SPSS and STATA in agribusiness data. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Enter and edit data in Microsoft Excel. • Espouse the features and functions of worksheet. • Compute descriptive and inferential statistics by Microsoft Excel. 	Data Analysis Using Microsoft Excel: Descriptive statistics, charts, graphs, scatter diagram, correlation, regression. Logical function.	Lecture Multimedia presentation Group discussion Data collection and analysis using Microsoft Excel	Problem solving Viva-voce Practical notebook
<ul style="list-style-type: none"> • Create data file in MS-Access. • Construct table and forms by Microsoft Access. • Explore data queries, reports, macros and modules by MS-Access. 	Microsoft Access Applications: Create database using tables, queries, forms, reports, macros and modules.	Lecture Multimedia presentation Group discussion Data collection Microsoft access	Problem solving Viva-voce Practical notebook
<ul style="list-style-type: none"> • Perform statistical analysis by SPSS and STATA. • Analyze and interpret the SPSS and STAT outputs. • Perform ANOVA: one-way and two-way by SPSS and STATA. 	Data Analysis using SPSS and STATA: Computation of descriptive statistics, inferential statistics: correlation, regression, categorical data, comparing means and variance. Graphical representation. One-way and two-way ANOVA. Multiple comparison tests using SPSS and STATA.	Lecture Multimedia presentation Group discussion Data collection (Field Trip) and analysis using statistical software	Problem solving Viva-voce Practical notebook

Reference Books

1. N.C.Leandro. Fundamentals of Natural Computing. Basic Concepts, Algorithms, and Applications 1st Edition, ISBN-13: 978-1584886433, ISBN 10: 1584886439
2. L.F. Torben. Microsoft Office Excel:Book Boon2010, eBook PDF , 135 pages ISBN-13 : 978-87-7681-675-9
3. C.A. Elliott & A.Wayne Woodward. Statistical Analysis Quick Reference Guidebook: With SPSS Examples, Paperback -2006 ISBN-10: 1412925606 ISBN-13: 978-1412925600
4. S. Rabe & H.B. Everitt. A Handbook of Statistical Analyses using STATA: Third Edition , A CRC Press Company Boca Raton London New York Washington, D.C.
5. Kalicharan, N. 2001. An introduction to Computer Studies. Cambridge University Press.Taxali, R.K. 2001. Software Made Simple. Tata McGraw Hill Publishing Company Limited

Course Code: AGST 351 Course Title: Quantitative Analysis (Theory)	Credit Hour: 3	Level: 3	Semester: II
Rationale: The course is designed to introduce the basic concepts in quantitative analysis to help you gain a clear understanding of the key elements in the decision making process and gain the ability to use quantitative analysis to facilitate decision-making in business settings, such as in business planning or creating proposals.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Prescribe the decisions necessary in agribusiness. • Describe the role of sampling distributions in agribusiness. • Employ quantitative analysis and qualitative analysis methods to solve business problems. • Synthesize information from multiple disciplines in order to solve business problems. • Acquire the basics of statistical inferences used for point and interval estimation. • Conduct the statistical tool known as multiple regression analysis applied to agribusiness fields. • Solve the numeric solution using graphic method, simplex method for linear programming problems. 			
Intended Learning Outcomes (ILOs)	Course Content	Teaching-learning Strategies	Assessment Strategies
The students will be able to-			
<ul style="list-style-type: none"> • Perceive of qualitative and quantitative analysis. • Demonstrate the quantitative data analysis and decision-making. 	Introduction: Concepts, characteristics, importance, limitations and methods of quantitative analysis. Distinguish between qualitative and quantitative analysis.	Lecture Multimedia presentation Discussion Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • Identify point estimate, standard error, confidence level and margin of error. • Implicate the different methods for estimators. • Construct and interpret a confidence interval about parameter. 	Methods of Estimation: Concepts of statistical inference, parametric and nonparametric inference, jargons of statistical inference. Concepts of estimation, estimator and estimate. Characteristics of estimators. Methods of point and interval estimation; ML and OLS.	Lecture Multimedia presentation Discussion Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • Determine necessity of multiple regressions. • Estimate multiple regression coefficients by OLS. • Uses of dummy variables in regression model. 	Multiple Regression Analysis: Concepts, assumptions, properties, applications and limitations of multiple regression models. Estimation of multiple regression coefficients by OLS. Hypothesis	Lecture Multimedia presentation Discussion Problem solving	Quiz Short type answer Essay type answer Report

	testing and confidence interval. Dummy variables. Co-efficient of multiple determinations.		
<ul style="list-style-type: none"> • Illustrate the dichotomous and multinomial variables. • Estimate the logistic regression model for binary and multinomial variables. • Interpret the logistic regression model. 	Logistic Regression: Introduction, assumptions, properties, applications and limitations of logistic regression. Estimation and interpretation of coefficients.	Lecture Multimedia presentation Discussion Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • Understand the time series components. • Identify the components of time series. • Forecast on time series data. • Explore business forecast by statistical models. 	Time Series and Forecasting Analysis: Concepts, components, uses and methods of time series. Distinguish between stationary and non-stationary data. MA, AR, ARMA and ARIMA models.	Lecture Discussion Visual presentation Problems solving	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Perceive the relevance of non-parametric test. • Demonstrate the procedure of non-parametric tests. • Apply non-parametric tests. 	Non-parametric Test: Concepts, sign test, run test, median test, Kolmogorove-Smirnov test, Wilcoxon signed rank test, Mann-Whitney U-test and Kruskal-Walli's test.	Lecture Multimedia presentation Discussion Problem solving	Quiz Short type answer Essay type answer Report
<ul style="list-style-type: none"> • Understand the necessity of linear programming. • Determine the optimal decisions use the graphic and simplex method. • Apply the techniques for the development of transportation problems. 	Linear Programming (LP): Concept, assumption, properties and constraint of LP. Two-variable LP model. Graphic and simplex method, transportation model. Inventory models with price breaks and sensitivity analysis. Introduction to game theory.	Lecture Multimedia presentation Discussion Problem solving	Quiz Short type answer Essay type answer Report

Reference Books

1. Hamid A. Hakim (2006). Fundamentals of Business Statistics. Karachi: Meyari Matboat.
2. Gupta, S.C., and V.K.Kapur: Fundamentals of Applied Statistics, Sultan Chand and Co., 3rd edition
3. Kantiswaroop, Manmohan and P.K.Gupta Operations research. Sultan Chand & Co., (2003).
4. Handy A. Taha (1996): Operations Research, 6 ed. Prentice Hall of India.
5. Sharma J.K. (2002): Operations Research. Problems and solutions, Macmillan India Ltd
6. Sharma J.K. (2001): Operations Research. Theory and applications, Macmillan India Ltd.
7. J.K. Sharma. 2018. Business Statistics, 4th Edition, Vikas Publishing House, New Delhi, India

Course Code: AGST 352 Course Title: Quantitative Analysis (Practical)	Credit Hour: 1	Level: 3	Semester: II
Rationale: The course is designed to introduce the basic concepts in quantitative analysis to help you gain a clear understanding of the key elements in the decision making process and gain the ability to use quantitative analysis to facilitate decision-making in agribusiness fields.			
Course Educational Objectives: <ul style="list-style-type: none"> • Acquire the basics of statistical decision theory used for point and interval estimation. • Conduct the statistical tool known as multiple regression analysis applied to agribusiness data. • Solve the numeric solution using simplex, graphic and North-West corner method for linear programming model. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Estimate parameters by OLS. • Interpret the findings. 	Methods of Estimation: Application of the methods of OLS.	Lecture Multimedia presentation Group discussion Practice the problem solving	Problem solving Viva-voce Practical notebook
<ul style="list-style-type: none"> • Fit the multiple regression line. • Test the partial regression coefficients. • Compute and interpret confidence interval of multiple regression coefficients. 	Multiple Regression Analysis: Fitting the multiple regression model by OLS and ML methods. Test of significance and construct confidence interval of regression coefficients.	Lecture Multimedia presentation Group discussion Practice the problem solving	Problem solving Viva-voce Practical notebook
<ul style="list-style-type: none"> • Identify the components of time series. • Forecast on time series data. • Explore business forecast by statistical models. 	Time Series and Forecasting Analysis: Distinguish between stationary and non-stationary data. MA, AR, ARMA and ARIMA models.	Lecture Multimedia presentation Group discussion Practice the problem solving	Problem solving Viva-voce Practical notebook

<ul style="list-style-type: none"> • Solve linear programming problems by graphic and simplex. • Solve and interpret the transportation problems by Vogel's approximation and North-West corner (VAM) methods. • Solve the problem(s) of game theory. 	<p>Linear Programming: Solving the linear programming problems by graphic, simplex, big M and transportations methods. Game theory.</p>	<p>Lecture Multimedia presentation Group discussion Practice the problem solving</p>	<p>Problem solving Viva-voce Practical notebook</p>
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Reference Books

1. Hamid A. Hakim (2006). Fundamentals of Business Statistics. Karachi: Meyari Matbooot
2. Gupta, S.C., and V.K.Kapur: Fundamentals of Applied Statistics, Sultan Chand and Co., 3rd edition
3. Kantiswaroop, Manmohan and P.K.Gupta Operations research. Sultan Chand & Co., (2003).
4. Handy A. Taha (1996): Operations Research, 6 ed. Prentice Hall of India.
5. Sharma J.K. (2002): Operations Research. Problems and solutions, Macmillan India Ltd.
6. Sharma J.K. (2001): Operations Research. Theory and applications, Macmillan India Ltd.
7. J.K. Sharma. 2018. Business Statistics, 4th Edition, Vikas Publishing House, New Delhi, India

Department of Development and Poverty Studies

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	DEPS 201: Sociology (Theory)	2	2	I
2.	DEPS 253: Bangladesh Studies (Theory)	3	2	II
3.	DEPS 305: Poverty Studies (Theory)	2	3	I
4.	DEPS 363: Development Studies (Theory)	2	3	II
	Theory	9		
	Total	9		

Course Code: DEPS 201 Course Title: Sociology (Theory)	Credit Hour: 2	Level: 2	Semester: I
Rationale: This course is designed to provide knowledge on contemporary socio-cultural, economical and human relationships under diversified socio-cultural system. This course will enrich students' knowledge to overcome their prejudices, misconceptions, egoistic ambitions, class and religious hatreds as well as boost up the level of tolerance among multi-cultural communities.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Develop knowledge on diversified cultures and focusing overall socio-economic and political issues of the society. • Enhance the analytical thinking regarding human interaction, social organization and collective behavior of the entire social system. • Address the human relationships and emerging contemporary social problems under changing society. 			
Intended Learning Outcomes (ILOs) The student will be able to-	Course Content	Teaching-Learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain rural sociology its meaning origin and development • Comprehend the role of rural sociologists and their relation with rural community. 	Introduction: Origin, Meaning, Importance and nature of sociology and rural sociology. Role of rural sociologists for rural community.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Discuss about society, community and association. • Explain social institution, groups, isolations, group's networks. 	Primary Concepts: Basic concepts of society, Institution and Social groups.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Illustrate culture and its diversity. • Boost up level of tolerance and maintain socio-cultural harmony among multicultural environment. 	Culture: Culture and its elements; Norms, Values, Folkways, Mores, Cultural traits, Cultural unity and diversity.	Lecture Visual presentation Interactive discussion and Field visit	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Illustrate the concepts and meaning of social interaction and its role in society. 	Social Process: Human interaction as the base of a society and its development.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Explain family, kinship relationships and its importance under changing situation. • Ascertain respect, sympathy and ethical values among the family members. 	Social Institutions: Family, types and its functions. Role of family and kinship bondage.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe social structure and class relations. • Elicit transformation of social structure over time. 	Social Stratification: Definition, Types of social stratification. The caste and class system.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Illustrate population theories, population growth, its mechanism and consequence. • Extract the ideas about migration and its consequences in society. • Interpret gender and its changing role in population growth. 	Population: Concept of demography, Fertility, Mortality, Migration. Theories of population. Gender and sexuality.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Analyze contemporary social problems its nature, scope and causes. • Find the path to way out of the social problems. 	Social Problems: Overpopulation, Slums, Women harassment, Corruption, and Social unrest.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Evaluate the structural change of the society. • Explain the path of social change its mechanism and related eminent theories. 	Social Change: Definition, Causes and Factors of social change. Theories of social change.	Lecture Visual presentation Interactive discussion and Field visit	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain rural and urban society and livelihood. • Illustrate economic and cultural significance of agriculture. 	Rural Society: Rural community and livelihood. Rural and urban society.	Lecture Visual presentation Interactive discussion and Field visit	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Explicate social capital, trust and fatalism. 			
<p>Reference Books</p> <ol style="list-style-type: none"> 1. C.N.S. Rao. 2012. Sociology. S. Chand & Company Ltd. New Delhi. 2. J.B. Chitamber. 2003. Introductory Rural Sociology. New Age International (P) Limited, New Delhi. 3. R. T. Schaefer. 2010. Sociology. McGraw Hill, New York. 4. T.B. Bottomore. 1972. Sociology: A Guide of Problem and Literature. Allen and Unwin, London. 5. H.B. Frederick, O. F. Larson, G. W. Gillespie Jr. 1990. The Sociology of Agriculture. Greenwood Press. New York. 6. A. Giddens. 2014. Sociology. Simon Griffiths Polity. UK. 			

Course Code: DEPS 253 Course Title: Bangladesh Studies (Theory)	Credit Hour: 3	Level: 2	Semester: II
Rationale: This course is deliberate to provide knowledge on socio-cultural background independence movement, chorological progress of economy and financial sectors. This course is also acquainting knowledge on health, education, migration, urbanization, environment and sustainable development of Bangladesh as a whole.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Enrich knowledge regarding different cultural fields; literature, arts, different communities and philosophical thought. • Enhance the analytical thinking regarding independent movement and birth of a new independent nation Bangladesh. • Boost up contemporary systematic thought about sector based economic progress, health, education, migration and urbanization in Bangladesh. • Augment understanding about natural resources, climate, environmental challenges to achieve sustainably developed Bangladesh. 			
Intended Learning Outcomes (ILOs) The student will be able to-	Course Content	Teaching-Learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Categories our own culture and its specialty. • Correlate and compare culture and human behavior. 	Society and Culture of Bangladesh: General background, Major cultural figures, Cultural diversity in Bangladesh.	Field visit Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Analyze the reason behind separation of Pakistan. • Recognize the discriminating role of West Pakistan. • Illustrate the independence movement. 	Political Development of Bangladesh: Problems facing the new nation of Pakistan and national integration between East and West Pakistan, Political mobilization and events leading to independence, Recent issues and development,	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Analyze sector-based economic growth and its dynamics. • Comprehend the population dynamic, migration and landlessness. 	Economic Development of Bangladesh: Nature of economic sectors in Bangladesh, its importance, and Changes. Trends in urbanization,	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer

	Migration and Landlessness, Birth and Death rates and population structure and its dynamics.		
<ul style="list-style-type: none"> • Illustrate the nature of NGOs and its role in development process. • Assess the role of NGOs in mitigating unemployment problem and women empowerment. 	<p>NGOs and Financial Sector:</p> <p>Non-governmental organizations (NGOs), The role of the financial sector, Social work and generation of employment.</p>	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the health and education policies of Bangladesh. • Explain the overall health and education delivery system. 	<p>Health and Education:</p> <p>Health care delivery systems, Health policy, Policy Provision and delivery of education in Bangladesh</p>	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Identify the topography, river and drainage system, different natural resources in details. • Describe climate changes and its adverse impacts. 	<p>Environment and Development:</p> <p>Physical Features, Climate, Natural Resources Environmental Challenges in Bangladesh.</p>	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Elaborate past development goals and achievements. • Represent government policy and vision towards sustainable development. 	<p>Environmental and Sustainable Development:</p> <p>The vision and target for 2021, Policy actions, Regional sustainable development visions, Priority enabling measures.</p>	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer

Reference Books

1. Khan, M. S. K. and Khanam, D. 2011. *Bangladesh Studies*. Chaity Chayon Prokashoni.
2. Huque, M. (Ed.). 2016. *Bangladesh: History, Politics, Economy, Society and Culture*. University Press Limited.
3. Ali, A., Islam, M.F. and Kuddus, R.(Eds.). 1996. *Development Issues of Bangladesh*. University Press Limited.
4. Ali, A., Kuddus, R. and Andaleeb, S.S.(Eds.). 2003. *Development Issues of Bangladesh (II)*. University Press Limited.
5. Islam, M. and Andaleeb, S.S.(Eds.). 2007. *Development Issues of Bangladesh (III)*. University Press Limited.
6. Alauddin, M., Mujeeri, M. K. and Nath, D. K.(Eds.). 2016. *Bangladesh: Yesterday Today Tomorrow*. SahityaProkash.

Course Code: DEPS 305 Course Title: Poverty Studies (Theory)	Credit Hour: 2	Level: 3	Semester: I
Rationale: The Poverty Studies course will focus on the fundamental aspects of poverty and inequality from the sociological viewpoint. This course will introduce the students to the nature, causes, consequences of poverty and inequality, different measuring methods of poverty and inequality, determinants of poverty as well as the different approaches of the governmental and non-governmental organization to combat poverty and inequality.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Develop conceptual knowledge about the basic aspects of poverty and inequality. • Make students capable of constructing poverty line, poverty index, measuring inequality using different theories and formulas. • Enhance the analytical thinking regarding the determinants of poverty and required initiatives to improve the situation of the poor • Improve knowledge on the governmental efforts to alleviate poverty and vulnerability added to non-governmental activities like microfinance • Activate the students to rethink to be an acting member of the society to meet up the challenge of widespread poverty and inequality 			
Intended Learning Outcomes (ILOs) The student will be able to-	Course Content	Teaching-Learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain basic concepts of poverty and inequality. • Rationalize the reasons of poverty analysis. 	Poverty: The concept of well-being and poverty, Reasons for poverty measurement.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Discuss the steps in measuring poverty. • Apply different survey methods to explore and explain the real socio-economic phenomena. • Compare across households at similar consumption level. 	Measuring Poverty: Steps in measuring poverty, Household surveys, Key survey issues. Survey design, Goods coverage and valuation, Comparisons across households at similar consumption levels, Living Standards, Measurement (LSMS) and other measures of household welfare.	Lecture Visual presentation Interactive discussion and Field visit	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Differentiate different types of poverty lines. 	Poverty Lines: Concept of poverty line, Relative poverty, Absolute poverty, Objective poverty	Lecture Visual presentation	Quiz/MCQ Short answer

<ul style="list-style-type: none"> Apply all the methods to determine poverty, including relative price problem. 	lines, The Cost-of-Basic-Needs method, Food Energy Intake method, The relative price problem.	Interactive discussion	Essay type answer
<ul style="list-style-type: none"> Analyze poverty indexes. Analyze and illustrate different types of poverty indexes. 	Measures of Poverty: Headcount index, Poverty gap index, squared poverty gap (“poverty severity”) index, Sen Index ,The Sen-Shorrocks-Thon index, The Watts Index, Time taken to exit, Poverty mapping.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Illustrate fundamental concepts of inequality. Analyze different inequality measures. 	Inequality Measures: Definition of inequality Commonly used summary measures of inequality. Gini coefficient of inequality, Inequality comparisons. Decomposition of income inequality.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Explain the causes of poverty. Comprehend the poverty situation in Bangladesh. Explicate the characteristics of poverty at different levels. Identify the determinants of poverty. 	Determinants of Poverty: Causes of poverty, Poverty situation in Bangladesh: a historical perspective. Regional level characteristics of poverty. Community level characteristics, Household and individual level characteristics, Demographic characteristics, Economic characteristics, Social characteristics, Analyzing the determinants of poverty: Regression techniques.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Explain the inter-linkage between the growth and poverty. Analyze the policies to enhance security and reduce poverty and vulnerability. 	Poverty Reduction Policies: Growth and poverty, Pro-poor growth, Opportunity, Empowerment, Income security. Policies to enhance security and reduce vulnerability.	Lecture Visual presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> Analyze poverty issues nationally and internationally.. Examine poverty across the countries. 	<p>International Poverty Comparisons: Introduction, Overview of poverty analysis, Poverty comparisons across the countries.</p>	<p>Lecture Visual presentation Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> Explain the recent trends of poverty in Bangladesh. Recognize the gender issues to alleviate poverty. Compare the regional and urban-rural poverty gaps. 	<p>Dynamics, Trends and Patterns of Poverty in Bangladesh: Recent poverty trends in Bangladesh, Consumption growth and distributional changes, Gender and poverty, Comparing regional and urban-rural poverty gaps.</p>	<p>Lecture Visual presentation Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<p>Reference Books</p> <ol style="list-style-type: none"> Haughton, J. and Khandker, S. H. 2009. Handbook on Poverty and Inequality. The World Bank. Babu, S. C. and Sanyal, P. 2009. Food Security, Poverty and Nutrition Policy Analysis: Statistical Methods and Application. Hossain, M. and Bayes, A. 2010. Rural Economy & Livelihoods: Insights from Bangladesh. A H Development Publishing House. Ahmed, S. and Hakim, M.A. 2004. Attacking Poverty with Microcredit. The University Press Limited. World Bank. 2005. Poverty Manual, Introduction to Poverty Analysis, World Bank Institute. 			

Course Code: DEPS 363 Course Title: Development Studies (Theory)	Credit Hour: 2	Level: 3	Semester: II
<p>Rationale: This course is design to orient students with a multidisciplinary introduction to development with the fundamental concepts and theories in the development studies field, underlining their significance to the recent trend of growth and economic development. The course offers a base for further detailed understanding and critical thinking of development issues with a better appreciation of the dynamics involved in development and the theories that account for it.</p>			
<p>Course Learning Outcomes:</p> <ul style="list-style-type: none"> • Increase the understanding and analytical skills of development and its complementary and supporting fields, as well as the ability to deal with its requirements, problems and complexities. • Able to identify the problems, setting development priorities, and making the appropriate decisions. • Qualify the students to come up with development plans and participate in their execution and follow-up. 			
Intended Learning Outcomes (ILOs) The student will be able to-	Course Content	Teaching-Learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Elaborate the basic concepts of development. • Analyze traditional and modern definition of development. 	<p>Development and its Concept: Economics, institution, and development, Measuring Development and underdevelopment, Some Basic Indicators of Development, Long-Run Causes of Comparative Development.</p>	<p>Lecture Visual presentation Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Illustrate the theories and models of development studies. • Analyze critically any drawbacks of the theories. • Evaluate the relevance of these theories in Bangladesh. 	<p>Theories and Models of Development: Mercantilism, Economic nationalism, Post-WWII theories, Linear-stages-of-growth model, Structural-change theory, International dependence theory, Neoclassical theory.</p>	<p>Lecture Visual presentation Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> • Illustrate on basic human capital approach. • Identify the exact needs to develop efficient human resources to contribute in the society. 	<p>Human Capital: Education and Health in development, The Central Roles of Education and Health, Improving Health and Education, Investing in Education and Health: The Human Capital Approach, The Gender Gap: Women and Education, Educational Systems and Development, Health Systems and Development.</p>	<p>Lecture Visual presentation Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Explain the inter-linkage of environment and development. • Clarify the important theories related to environment and development. • Analyze the need for policy from a world perspective and their enforcement. 	<p>The Environment and Development: The Basic Issues, Traditional Economic Models of the Environment, Urban Development and the Environment, The Need for Policy Reform, Policy Options in Developing and Developed Countries</p>	<p>Lecture Visual presentation Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Evaluate development planning. • Explain the different aspects of development planning. • Analyze different stakeholders' role on the development policy making. 	<p>Development Policy Making and the Roles of Market, State and Civil Society: The Planning Mystique, The Nature of Development Planning, The Rationale for Development Planning.</p>	<p>Lecture Visual presentation Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Explain the significance of financial system. • Identify the path way of macroeconomic stability. • Elaborate the reformation of financial system and fiscal policy for development. 	<p>Finance and Fiscal Policy for Development: The role of the financial system, the road to macroeconomic stability, microfinance institutions, reforming financial systems and fiscal policy for development.</p>	<p>Lecture Visual presentation Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> • Explain the basic concept of sustainable development. • Analyze business case for sustainable development. • Assess the concept of sustainable development. 	<p>Sustainable Development: Scope and definitions, environmental sustainability, the notion of capital in sustainable development, market failure, the business case for sustainable development, critique of the concept of sustainable development.</p>	<p>Lecture Visual presentation Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Grasp the linkage between governance and development. • Analyze the NGOs approach to development. • Explain the NGOs' activities in development. 	<p>Studies of Development Organization: Governance and development, NGO's activity and NGOs Approach to Development: Concepts of NGOs in capitalist development; roles in development.</p>	<p>Lecture Visual presentation Interactive discussion and Field visit</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Illustrate the millennium and sustainable development goals. • Analyze the achievement of MDGs goal in Bangladesh. • Explain the requirements to fulfill the SDGs goal in Bangladesh. 	<p>The Millennium and Sustainable Development Goal: Understanding the millennium and sustainable development goals, Achievement of Millennium development goals and Bangladesh and progress of sustainable development goals.</p>	<p>Lecture Visual presentation Interactive discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

Reference Books

1. Ghatak, S. 2003. An Introduction to Development Economics. 4th Edition. London and New York: Routledge.
2. Gillis, M et al. 1996. Economics of Development. New York: Norton.
3. Lal, Deepak. 2000. The Poverty of 'Development Economics'. New Delhi: Oxford University Press.
4. Meir, G. and Rauch, J.E. 2000. Leading Issues in Economic Development. 7th Edition. Oxford: Oxford University Press.
5. Potter, Robert, B. 2004. 'The Provenance of Progress in Development Studies', Progress
6. Roy, D. 1998. Development Economics. Oxford: Oxford University Press.
7. Schech S. and Haggis J. 2000. Culture and Development: A Critical Introduction. Oxford:
8. Thirwall, A.P. 1999. Growth and Development. New York: Macmillan.
9. Todaro, M.P. and Stephen, C.S. 2003. Economic Development. Singapore: Pearson Education 8th ed.
10. Willis K. .2006. Theories and Practices of Development. London and New York. Routledge.

Department of Management and Finance

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	MAFI 101: Principles of Management (Theory)	3	1	I
2.	MAFI 103: Financial Accounting-I (Theory)	3	1	I
3.	MAFI 151: Financial Management-I (Theory)	3	1	II
4.	MAFI 205: Financial Management-II (Theory)	3	2	I
5.	MAFI 207: Financial Accounting-II (Theory)	3	2	I
6.	MAFI 209: Organizational Behavior (Theory)	3	2	I
7.	MAFI 253: Managerial Accounting (Theory)	3	2	II
8.	MAFI 311: Human Resources Management (Theory)	3	3	I
9.	MAFI 313: Bank Fund Management (Theory)	3	3	I
10.	MAFI 355: Operations Management (Theory)	3	3	II
11.	MAFI 357: Insurance and Risk Management (Theory)	3	3	II
	Theory	33		
	Total	33		

Major in Management

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	MAFI 415: International Management (Theory)	3	4	I
2.	MAFI 417: Investment Management (Theory)	3	4	I
3.	MAFI 419: Total Quality Management (Theory)	3	4	I
4.	MAFI 421: Management Information System (Theory)	3	4	I
5.	MAFI 423: Human Resources Planning (Theory)	3	4	I
6.	MAFI 459: Management Thoughts (Theory)	3	4	II
7.	MAFI 461: Workforce Policy and Planning (Theory)	3	4	II
8.	MAFI 463: Industrial Relations (Theory)	3	4	II
9.	MAFI 465: Trade Union and Collective Bargaining (Theory)	3	4	II
10.	MAFI 467: Management of Multinational Enterprise (Theory)	3	4	II
	Theory	30		
	Total	30		

Major in Finance

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	MAFI 425: Financial Statement Analysis (Theory)	3	4	I
2.	MAFI 427: Working Capital Management (Theory)	3	4	I
3.	MAFI 429: Money and Banking (Theory)	3	4	I
4.	MAFI 431: Corporate Finance (Theory)	3	4	I
5.	MAFI 433: Merchant and Investment Banking (Theory)	3	4	I
6.	MAFI 469: Financial Markets and Institutions (Theory)	3	4	II
7.	MAFI 471: Investment Analysis and Portfolio Management (Theory)	3	4	II
8.	MAFI 473: Auditing and Business Taxation (Theory)	3	4	II
9.	MAFI 475: Agricultural Finance (Theory)	3	4	II
10.	MAFI 477: Capital Budgeting and Project Management (Theory)	3	4	II
	Theory	30		
	Total	30		

Course Code: MAFI 101 Course Title: Principles of Management (Theory)	Credit Hour: 3	Level: 1	Semester: I
Rationale: This course is designed to provide fundamental aspects of management, management functions, principles of management, planning, organizing, directing, staffing, and controlling, organizing, motivation and leadership style in an organization.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Provide basic knowledge on management aspects of business. • Acquire knowledge on models of management and their use as well as develop managerial skills. • Provides an orientation for business students on practical aspects of business organization. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define Management and Organization. • Describe Process and Functions of management • Explain managerial roles, types and importance of manager. 	Definition of management, managers & kinds of managers, functions of management, concepts of productivity with effectiveness & efficiency, managerial roles, managerial skills, social responsibilities of managers.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the principles of management on the basis of historical prospective. • Apply theory of Management. 	Principles of management – scientific management, administration management, behavioral management, human relations movement, quantitative management perspective, X- theory, Y- theory, Maslow’s need theory.	Lecture Visual presentation Discussion Case Study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain the various environmental and Cultural issues of Organizations with real world phenomenon. • Acquaint with different regulatory bodies 	Internal environment of organization, external environment of organization, different regulatory body and their activities.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss basic elements of planning and decision Making • Classify and explain different types of planning. 	Organizational goals and its kinds, definition of planning and it’s types, responsibilities for planning, crisis management, barriers to goal setting and planning.	Lecture Visual presentation Discussion Assignment Case Study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> Describe basic elements of Organizing. Discuss different types of organizational structure 	Organizing, importance of organizing, organizational structure, designing jobs, job specialization, job characteristics approach, grouping jobs, reporting relationship in the organization, span of management.	Lecture Visual presentation Discussion Field Visit	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Explain Motivation, importance, Framework and Theories. 	Definition motivation, different approaches of motivation, content perspective on motivation, theories of motivation, popular motivational strategies.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Define and discuss Leadership Practice. Explain Leadership Style and Theories. Comparison between Leadership and management. 	Leadership definition and it's types, leadership vs. management, types of leadership power, leadership grid, theories of leadership, perspective of leadership.	Lecture Visual presentation Discussion	Quiz/MCQ Individual and Group presentation
<ul style="list-style-type: none"> Describe the communication process in an Organization. Explain the barriers and solution of communication process. 	Forms of communication, outcomes of interpersonal behaviors, communication process, barriers of communications, different skills in communications.	Lecture Visual presentation Discussion Workshop/Seminar	Quiz/MCQ Individual and Group presentation Group Report
<ul style="list-style-type: none"> Describe Controlling process of Organization. Explain the steps of controlling. 	Definition of controlling, purpose of controlling, level of controlling, steps in controlling process, forms of operational control, tools of financial control.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Explain the latest research findings and information of Principles of Management. 	Latest research findings, information, regarding principles of management.	Assignment	Report
<p>Reference Books</p> <ol style="list-style-type: none"> Ricky W. Griffin, 2016. Management: Principles and Practice. 14th Edition, Houghton Mifflin Company, Newyork. Stephen P Robbins & David A Decenzo, 2017. Fundamentals of Management- Essential Concepts & Application, Newyork. 			

Course Code: MAFI 103 Course Title: Financial Accounting-I (Theory)	Credit Hour: 3	Level: 1	Semester: I
Rationale: This course is designed to provide fundamental concepts of financial accounting.			
Course Learning Outcomes <ul style="list-style-type: none"> • Identify, record, and report transactions in accordance with Generally Accepted Accounting Principles. • Describe and understand the nature and purpose of financial statements in relationship to decision making. • Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements. • Explain the use of accounting information to solve a variety of business problems. • Demonstrate an understanding of the steps of the accounting cycle and of the basic elements of the four financial statements. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain what accounting is. • Identify the users and uses of accounting. • Why ethics is a fundamental business concept. • Explain generally accepted accounting principles. • Explain the monetary unit assumption and the economic entity assumption. • Analyze the effects of business transactions on the accounting equation. • Describe the four financial statements and how they are prepared. 	Accounting in Action and Accounting Principles: Definition of accounting; users of accounting data; brief history of accounting; book keeping and accounting; the accounting profession. Ethics-fundamental business concept; generally accepted accounting principles; assumptions; basic accounting equation. Transaction analysis; double entry book-keeping; summary of transactions; financial statements.	Lecture Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain about an account and how it helps in the recording process. • Define debits and credits and explain their use in recording business transactions. • Identify the basic steps in the recording process. • Explain about a journal and how it helps in the recording process. 	The Recording Process: The Account-debits and credits; expansion of basic equation. Steps in the recording process-the journal; the ledger. The trial balance-limitations of a trial balance; locating errors.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Explain about a ledger and how it helps in the recording process. • Explain about posting and how it helps in the recording process. • Prepare a trial balance and explain its purposes. 			
<ul style="list-style-type: none"> • Explain the time period assumption. • Explain the accrual basis of accounting. • Explain the reasons for adjusting entries. • Identify the major types of adjusting entries. • Prepare adjusting entries for deferrals. • Prepare adjusting entries for accruals. • Describe the nature and purpose of an adjusted trial balance. 	<p>Adjusting the Accounts: Timing issues-selecting an accounting time period; fiscal and calendar years; recognizing revenues and expenses. the basics of adjusting entries-types of adjusting entries; adjusting entries for prepayments; adjusting entries for accruals; summary of basic relationships. Preparing the adjusted trial balance; preparing financial statements; accrual vs. cash basis of accounting.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Prepare a worksheet. • Explain the process of closing the books. • Describe the content and purpose of a post closing trial balance. • State the required steps in the accounting cycle. • Explain the approaches to preparing correcting entries. • Identify the sections of a classified balance sheet. 	<p>Completion of the Accounting Cycle: Using a work sheet steps in preparing a work sheet; preparing financial statements from a work sheet; preparing adjusting entries from a work sheet. Closing the books-preparing closing entries; posting closing entries; preparing a post-closing trial balance. Summary of the accounting cycle-reversing entries-an optional step; correcting entries-an avoidable step classified financial statements-standard classifications; classified balance sheet.</p>	<p>Lecture Visual presentation</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Identify the differences between service and Merchandising companies. 	<p>Accounting for Merchandising Operations: Measuring net income: sales revenue; sales returns and allowances; sales discounts;</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> • Explain the recording of purchases under a perpetual inventory system. • Explain the recording of sales revenues under a perpetual inventory system. • Explain the steps in the accounting cycle for a merchandising company. • Distinguish between a multiple-step and a single-step income statement. • Explain the computation and importance of gross profit. 	<p>statement presentation. Cost of goods sold-recording purchases of merchandise; determining cost of goods purchased; determining cost of goods on hand; computing cost of goods sold; gross profit; operating expenses; income statement; completing the accounting cycle using a work sheet. Preparing financial statements; adjusting entries and closing entries; preparing the post-closing trial balance forms of income statements-multiple-step income statement; single-step income statement. Perpetual inventory systems; merchandise transactions under a perpetual inventory system. Adjusting entry method for merchandise inventory.</p>		
<ul style="list-style-type: none"> • Describe the steps in determining inventory quantities. • Explain the accounting for inventories and apply the inventory cost flow methods. • Explain the financial effects of the inventory cost flow assumptions. • Explain the lower-of-cost-or-market basis of accounting for inventories. • Compute and interpret the inventory turnover ratio. 	<p>Inventories: Inventory basics-classifying inventory; determining inventory quantities. Inventory costing-inventoriable costs; using actual physical flow costing-specific identification; using assumed cost flow methods- fifo, lifo, and average cost; financial statement effects of cost flow methods; using inventory cost flows methods consistency. Other methods of valuing inventory-valuing inventory at the lower of cost or market (lcm); estimating inventories. inventory errors-income statement effects; balance sheet effects;</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Define fraud and internal control. • Identify the principles of internal control activities. 	<p>Internal Control and Cash: Internal control-principles of internal control; limitations of internal control. Cash controls-internal control over cash receipts; internal control over</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

<ul style="list-style-type: none"> • Explain the applications of internal control principles to cash receipts. • Explain the applications of internal control principles to cash disbursements. • Describe the operation of a petty cash fund. • Prepare a bank reconciliation. • Explain the reporting of cash. 	<p>cash disbursements. Causes of differences between cash account balance and bank statement balance; preparation of bank reconciliation statement for correct balance. Adjusting entries for reconciliation and errors rectification.</p>		
<ul style="list-style-type: none"> • Describe how the cost principle applies to plant assets. • Explain the concept of depreciation. • Compute periodic depreciation using different methods. • Describe the procedure for revising periodic depreciation. • Distinguish between revenue and capital expenditures, and explain the entries for each. • Explain how to account for the disposal of a plant asset. • Compute periodic depletion of natural resources. • Explain the basic issues related to accounting for intangible assets. 	<p>Plant Assets, Natural Resources, and Intangible Assets: Plant assets; determining the cost of plant assets-land; land improvements; buildings; equipment. Depreciation-factors in computing depreciation; depreciation methods; depreciation and income taxes; revising periodic depreciation. Natural resources; acquisition cost; depletion. Intangible assets; accounting for intangible assets patents; copyrights; trademarks and trade names; franchises and licenses; goodwill.</p>	<p>Lecture Visual presentation Discussion Visit</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Explain the latest research findings and information of Financial Accounting. 	<p>Latest research findings, information, regarding Financial Accounting.</p>	<p>Assignment</p>	<p>Report</p>

Reference Books

1. J. J. Weygandt, P. D. Kimmel, D. E. Kieso. 2012. Accounting Principles. 12th Edition. John Wiley & Sons, New York.
2. Low, M., Davey, H., Ling, A., Sharma, U. and Cheng, A. 2013. Accounting Principles and Practice. 1st Edition. Cengage Learning.
3. Horngren & Harrison 2.12. Financial and managerial Accounting Package. 6th Edition. Pearson Learning Solutions.
4. Needles, Belverd E., Jr., Henry R. Anderson and James C. Caldwell. 1992. Principles of Accounting. 5th Edition. Houghton Mifflin.
5. Belverd E. Needles, Marian Powers, Susan V. Crosson. 2011. Principles of Accounting. 11th Edition. Cengage Learning.

Course Code: MAFI 151 Course Title: Financial Management-I (Theory)	Credit Hour: 3	Level: 1	Semester: II
Rationale: This course is designed to provide fundamental aspects of financial management, its different tools and techniques to analyze the financial situations in relation to business.			
Course Learning Outcomes <ul style="list-style-type: none"> • Provide basic knowledge on financial management of business. • Develop understanding of financial statements and their analytical process to acquire skill for financial decision making. • Describe financial environments of business, markets, institutions and interest rates. • Discuss the importance of time value of money and build the ability to use this concept in financial analysis. • Gather knowledge and create expertise on cost of capital, capital budgeting, capital structure in an organization's financial system. • Provide practical orientation for business students on practical aspects of financial management in an organization. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define finance and financial management. • Describe the forces that will affect financial management and goals of a firm. • Explain the relationship between financial managers and their counterparts. 	Definition of finance and financial management, career opportunities in finance, Financial management in the new millennium, alternatives forms of business organization, responsibilities of financial staff's, goals of corporation, business ethics, agency relationships.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Define and describe the key financial statements, cash flows and taxes. • Explain the difference between accounting income and cash flow. • Provides an overview of the federal income tax system. 	Financial statements and reports, balance sheet, income statement, statement of retained earnings, net cash flow, statement of cash flows, modifying accounting data for managerial decisions, federal income tax system.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Show the use of financial statements by managers to improve performance, by lenders to evaluate the likelihood of collecting on loans and by stakeholders to forecast earnings, dividends and stock prices. 	Ratio analysis, liquidity ratios, asset management ratios, debt management ratios, profitability ratios, market value ratios, trend analysis, uses and limitations of ratio analysis.	Lecture Visual presentation Discussion Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> Describe the markets where capital is raised, securities are traded and stock prices are established. Discuss different type's institutions that operate in financial markets. Explore the principle factors that determine the level of interest rates. 	Financial markets and its type, financial institutions, stock market, cost of money, interest rate levels, determinants of market interest rates, term structure of interest rate, investing overseas, interest rates and business decisions.	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Define risk and it's relates to investments. Examine procedures managers use to measure risk. Discuss the relationship between risk and return. 	Definition of risk, investments returns, stand-alone risk, probability distributions, expected rate of return, measuring stand-alone risk, risk in a portfolio context, diversifiable risk versus market risk, concept of beta, relationship between risk and rates of return, physical assets versus securities.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer.
<ul style="list-style-type: none"> Give clear understanding of the time value of money and its impact on stock prices. Explain how the timing of cash flows affects asset values and rates of return. Practice the applications of time value analysis. 	Time lines, future value of money, present value of money, future value of an annuity, present value of an annuity, perpetuities, uneven cash flow streams, semiannual and others compounding periods, comparison of different types of interest rates, amortized loans.	Lecture Visual presentation Class practice Assignment	Quiz/MCQ Analytical test Essay type answer Report.
<ul style="list-style-type: none"> Define and describe the features and types of bond. Explain the types of risks to which both bond investors and issuers are exposed. Describe the procedures for determining the values of and rates of return on bonds. 	Define bond as a financial instruments, key features of bonds, types of bond, technical classifications of bond, bond valuation, bond yields, default risk, bond markets.	Lecture Visual presentation Discussion Mathematical application Assignment	Quiz Test Short answers Essay type answer Analytical test Report.
<ul style="list-style-type: none"> Define and describe the features and types of stocks. Describe the procedures for determining the values of and rates of return on bonds. 	Definition of Stocks, bonds versus stocks, types of stocks, futures of common stocks, valuation of common stocks, features of preferred	Lecture Visual presentation Discussion	Quiz Test Short answers Essay type answer

	stocks, valuation of preferred stocks.	Mathematical application Assignment	Analytical test Report
<ul style="list-style-type: none"> Define cost of capital and its opportunity. Describe how to calculate the cost of debt, equity, retained earnings. Explain various ways to assign weights to the different components of cost. 	Definition of cost of capital, opportunity cost of capital, Weighted average cost of capital (WACC), cost of debt, cost of preference capital, cost of equity, assigning weights, marginal cost of capital, factors affecting cost of capital.	Lecture Visual presentation Discussion Mathematical application Assignment.	Quiz Test Short answers Essay type answer Analytical test Report
<ul style="list-style-type: none"> Explain capital budgeting and the different types of capital budgeting proposals. Describe the various techniques of valuation of investment proposal. Discuss about accounting rate of return method, payback period method, NPV method and IRR method. 	Introduction about capital budgeting, Features of capital budgeting decision, types of projects, techniques of evaluation of capital budgeting decisions, accounting rate of return, payback period method, net present value method, internal rate of return method, NPV and IRR – A comparison.	Lecture Visual presentation Discussion Mathematical application Case study Assignment	Quiz Test Short answers Essay type answer Analytical test Report
<ul style="list-style-type: none"> Explain the latest research findings and information of Financial Management. 	Latest research findings, information, regarding Financial Management.	Assignment	Report
<p>Reference Books</p> <ol style="list-style-type: none"> Eugene F. Brigham and Joel F. Houston, 2018. Fundamentals of Financial Management, 14th Edition, Thomson, South-Western. Rajiv Srivastava and Anil Misra, 2016. 2nd Edition, Financial Management, Oxford university press. Lawrance J. Gitman, 2017. Principles of Managerial Finance, 15th Edition, Pearson. 			

Course Code: MAFI 205 Course Title: Financial Management-II (Theory)	Credit Hour: 3	Level: 2	Semester: I
Rationale: This course is designed to provide knowledge on advanced level of financial management, its different tools and techniques to analyze the financial situations in relation to business.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Provide advance knowledge on capital budgeting of a firm. • Construct basic understanding of capital structure and analytical process of leverage. • Realize the dividends and share repurchases policies of a firm as a decision of distributions to shareholders. • Develop knowledge and skills about the mergers and acquisitions of firms in a business environment. • Achieve the fundamental knowledge on working capital management. • Gather knowledge and create expertise on financial planning and forecasting, derivatives and risk management of a firm and multinational financial management. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain the principles of capital budgeting • Describe conventional and modern method of handling risk. 	Introduction of advanced capital budgeting, projects with unequal lives, replacement decision, Finding a competitive price, capital rationing, risks in capital budgeting, sensitivity analysis, scenario analysis, simulation analysis, decision tree analysis, conventional and update method of handling risk.	Lecture Visual presentation Discussion	Quiz Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the factors influences the capital structure decisions. • Explain the effect of capital structure • Describe the process of determining the mix of debt and equity 	Definition of capital structure, the target capital structure, business and financial risk, determining the optimal capital structure, capital structure theory, checklist of capital structure decisions, global perspectives, variations in capital structures.	Lecture, Visual presentation Discussion Assignment	Quiz Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain the factors influences the decisions to distribute income to stockholders. • Describe a firms dividends policies. 	Dividends versus capital gains, dividends yields around the world, dividend policy issues, dividend stability, dividends reinvestment plans, factors influencing dividends policy, stock dividends and stock splits, stock repurchase.	Lecture Visual presentation Discussion Assignment	Quiz Short answer Essay type answer Report

<ul style="list-style-type: none"> • Elucidate the meaning of mergers and acquisitions. • Explain the difference of mergers, acquisitions and takeovers. • Apply cost-benefit analysis in an M & A deal. • Illustrate the valuation framework for M&A. 	Meaning and definition of merger, synergies from M&A, Advantages of M&A, types of mergers and their rationale, cost benefit analysis of M&A, accounting for M&A, merger as a capital budgeting decision: a valuation framework.	Lecture Visual presentation, Mathematical application Assignment Case Study	Quiz Short answer Essay type answer Aptitude test Report
<ul style="list-style-type: none"> • Describe the need for and the importance of investing in current assets. • Apply techniques to reduce the operating cycle. • Explore the principles underlying the management of current assets. 	Meaning of working capital, scope of working capital management, working capital needs of different type of business, operating cycle and its relevance for working capital management, working capital financing policies, estimation of working capital requirements.	Lecture, Visual presentation, Discussion, Case Study	Quiz Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain forecasting technique of cash flows under different operating plans. • Explain the techniques to forecast the capital requirements • Describe the procedure to choose the plan that maximizes shareholder value. 	Definition of strategic plan, operating plan, financial plan, computerized financial planning model, sales forecasts, financial statement forecasting: the percent of sales model, AFN formula, and other techniques for forecasting financial statements.	Lecture Visual presentation Discussion	Quiz Test Short answer Essay type answer
<ul style="list-style-type: none"> • Describe different kinds of risks, non-financial way of managing business risk. • Analyze derivatives and their functions to mitigate risk. 	Introduction to risk management, different kinds of risks, derivatives, forward contracts, futures, currency futures, stock index futures, terminology of options, call option, put option, hedging strategies with options.	Lecture Visual presentation Class practice Assignment	Quiz Test Analytical test Essay type answer Report
<ul style="list-style-type: none"> • Differentiate between multinational and domestic corporation. • Explain the impact these differences have on the financial management of multinational business. 	Multinational or global corporations, multinational versus domestic financial management, exchange rates, international monetary system, trading in foreign exchange, interest rate parity, purchasing power parity,	Lecture Visual presentation Discussion Mathematical application Assignment.	Quiz Test Short answers Essay type answer Analytical test

<ul style="list-style-type: none"> Describe the procedures for determining the values of and rates of return on bonds. 	inflation, interest rates and exchange rates.		Report
<ul style="list-style-type: none"> Explain the latest research findings and information of Financial Management. 	Latest research findings, information, regarding Financial Management.	Assignment	Report

Reference Books

- Eugene F. Brigham and Joel F. Houston, 2018. Fundamentals of Financial Management, 14th Edition, Thomson, South-Western.
- Rajiv Srivastava and Anil Misra, 2016. 2nd Edition, Financial Management, Oxford university press.
- Lawrance J. Gitman, 2017. Principles of Managerial Finance, 15th Edition, Pearson.

Course Code: MAFI 207 Course Title :Financial Accounting-II (Theory)	Credit Hour: 3	Level: 2	Semester: I
Rationale: This course is an introduction to intermediate accounting principles and concepts. The course content includes an overview of forms of business organization and Generally Accepted Accounting Principles; combination and special journals; accounts receivable and payable ledgers; departmentalized accounting; payroll; and departmental cost accounting for a merchandising business.			
Course Learning Outcomes <ul style="list-style-type: none"> • Identify issues related to the conceptual framework for financial reporting. • Develop skills useful for analyzing financial statements. • Evaluate the relationship between financial statements and the needs of financial statement users. • Express information and concepts with conciseness and clarity when writing and speaking. • Select appropriate media for dissemination or accumulation of information. • Develop the use interpersonal skills to facilitate effective interaction over time. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Discuss the reason of corporation investing in debt and stock securities. • Explain the accounting for debt investments. • Explain the accounting for stock investments. • Describe the use of consolidated financial statements. • Show debt and stock investments reporting process in financial statements. • Distinguish between short-term and long-term investments 	Accounting for Investments: Requirements under IAS 40 Investment property, IFRS 9 financial instruments and IAS 39 Financial Instruments: Recognition and measurement. Accounting for investment securities, securities held for maturity, trading securities, equity method, reporting investment, investment derivatives, impairment of an investment.	Lecture Interactive discussion Mathematical application	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain a current liability, and identify the major types of current liabilities. • Describe the accounting for notes payable. • Explain the accounting for other current liabilities. • Explain the financial statement presentation and analysis of current liabilities. 	Provision and Contingencies: Provision as a current liability, contingent liabilities and contingent assets (IAS 37 provisions, contingent liabilities and contingent assets).	Lecture Visual presentation Discussion Mathematical application	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Describe the accounting and disclosure requirements for contingent liabilities. • Compute and record the payroll for a pay period. • Describe and record employer payroll taxes. • Discuss the objectives of internal control for payroll. 			
<ul style="list-style-type: none"> • Explain why bonds are issued. • Prepare the entries for the issuance of bonds and interest expense. • Describe the accounting for long-term notes payable. • Contrast the accounting for operating and capital leases. • Identify the methods for the presentation and analysis the long-term liabilities 	<p>Accounting for Long Term Liabilities: Bond, Nature, Recording at issue, determining interest–effective interest method, zero-coupon bond, bonds sold at premium or discount; long-term notes; convertible bonds; other long-term liabilities; requirements under IFRS 9 and IAS 39.</p>	<p>Lecture Visual presentation Discussion Mathematical application</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Identify the characteristics of the partnership form of business organization. • Explain the accounting entries for the formation of a partnership. • Identify the bases for dividing net income or net loss. • Describe the form and content of partnership financial statements. • Explain the effects of the entries to record the Liquidation of a partnership. 	<p>Partnership Accounting: Basic features of partnership accounting–changes in partnership structure: admission, retirement: treatment of goodwill, revaluation of assets and liabilities, retirement of partners and liquidation of partnership (capital deficiency or no deficiency).</p>	<p>Lecture Visual presentation Mathematical application</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Indicate the usefulness of the statement of cash flows. • Distinguish among operating, investing, and financing activities. • Prepare a statement of cash flows using the indirect method. 	<p>Preparation of Cash Flow Statement: Purpose of Cash flow statement–types of cash flows: operating activities, investing activities, and financing activities–preparation of cash flow statement: direct and indirect methods–analysis of cash flow statement.</p>	<p>Lecture Visual presentation Discussion Mathematical application</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> Analyze the statement of cash flows. 			
<ul style="list-style-type: none"> Prepare a value added statement 	Preparation of Value Added Statement: Purpose and format–Preparation of value added statement.	Lecture Visual presentation Discussion Mathematical application	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Prepare Purchase Account Book, Sales Account Book, Invoice Book and Account Current under the VAT laws Compute Accounting Treatment of VAT at Purchase, Sales, Withholding, Treasury Deposit, Tax Credit and Tax Refund 	Accounting aspect of VAT: Preparation of different statements (Purchase account book, sales account book, invoice book and account current) under the VAT laws, accounting treatment of VAT at purchase, sales, withholding, treasury deposit, tax credit and tax refund or adjustment through account current	Lecture Visual presentation Discussion Assignment Mathematical application	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Explain the latest research findings and information of Financial Accounting. 	Latest research findings, information, regarding Financial Accounting.	Assignment	Report

Reference Books

- J. J. Weygandt, P. D. Kimmel, D. E. Kieso. 2012. Accounting Principles. 12th Edition. John Wiley & Sons, New York.
- Low, M., Davey, H., Ling, A., Sharma, U. and Cheng, A. 2013. Accounting Principles and Practice. 1st Edition. Cengage Learning.
- Hornngren & Harrison 2.12. Financial and managerial Accounting Package. 6th Edition. Pearson Learning Solutions.
- Needles, Belverd E., Jr., Henry R. Anderson and James C. Caldwell. 1992. Principles of Accounting. 5th Edition. Houghton Mifflin.
- Belverd E. Needles, Marian Powers, Susan V. Crosson. 2011. Principles of Accounting. 11th Edition. Cengage Learning.

Course Code: MAFI 209 Course Title: Organizational Behavior (Theory)	Credit Hour: 3	Level: 2	Semester: I
Rationale: This course is designed to provide fundamental aspects of organization, organizational behavior (OB), managerial activities, management functions, effective versus successful managerial activities, challenges and opportunities for OB, basic OB model.			
Course Learning Outcomes <ul style="list-style-type: none"> • Describe the factors that impact individual and group behavior in organizations. • Explain the theories and concepts-to understand, analyze, describe, and manage attitudes and behavior in organizations. • Improve and change individual, group, and organizational behavior to attain individual, group, and organizational goals. • Use the tools of organizational behavior to increase effectiveness, an Organization’s ability to achieve its goal. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define Organizational Behavior. • Describe Functions of manager. • Explain Challenges and Opportunities for OB. 	Organizational Behavior: Definition of OB, function of managers, contributing disciplines to the OB field, challenges and opportunities for OB, major workforce diversity categories.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the dimension of organizational behavior • Apply theory of learning. 	Foundations of Individual Behavior: definition of ability, intellect, and intelligence. know about the dimensions of intellectual ability, study of biographical characteristics and theories of learning	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Classify and Explain the various types of personality and values • Discuss basic elements for good personality 	Personality and Values: Types of personality, personality traits, self-monitoring, types of values	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Define justice • Explain Maslow’s Hierarchy of Needs and Assumptions of Maslow’s Hierarchy. 	Motivation Concepts: Motivation, theories of motivation, justice.	Lecture Visual Seminar/workshop	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Discuss Herzberg’s Two-Factor Theory. • Narrate David McClelland’s Theory of Needs, Goal-Setting Theory, (MBO). 			
<ul style="list-style-type: none"> • Define emotions. • Discuss dimensions emotion. • Describe mood as positive and negative effect. • Explain the sources of emotions and moods. • Compare gender and emotions. • External constraints on emotions. • Differentiate felt versus displayed emotions. • Explain emotional intelligence. • Express OB applications of understanding emotions. 	<p>Emotions and Moods: Definition, dimension, affect, sources, constraints, comparison and application.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Define and Classify Groups. • Discuss about People Join Groups and the Five-Stage Model of Group Development. • Describe the Stages of Group Development. • Explain an Alternative Model: Temporary Groups with Deadlines. • Discuss Group Properties. • Relate between Group Cohesiveness, Performance Norms, and Productivity. • Describe Group Decision Making. 	<p>Foundations of Group Behavior: Definition, classification, stage, properties, alternative model.</p>	<p>Lecture Visual presentation, Discussion Report</p>	<p>Quiz/MCQ Individual and Group presentation</p>

<ul style="list-style-type: none"> • Describe why have teams become so popular? • Compare and contrast team versus group. • Compare work groups and work teams. • Discuss about the classification of team work. • Show application of turning individuals into team players. • Explain about teams and quality management. 	<p>Understanding Work Teams: Importance, comparison, types.</p>	<p>Lecture Visual presentation Discussion Report Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report .</p>
<ul style="list-style-type: none"> • Discuss the functions of communication and the communication process. • Describe the elements of the communication process and the communication process model. • Show the direction of communication • Discuss interpersonal communication • Describe three common formal small-group networks. • Explain the grapevine and information richness of communication channels. • Discuss the barriers to effective communication. • Elucidate communication barriers between men and women. 	<p>Communication: Function, process, element, model, direction, grapevine and barrier.</p>	<p>Lecture Visual presentation Discussion Field visit</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Define leadership? • Discuss the Trait theories, Behavioral theories, Contingency theories, Cognitive resource theory. • Explain Fiedler model 	<p>Basic Approaches to Leadership: Definition, theories, models, approaches.</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report .</p>

<ul style="list-style-type: none"> Contingency approach: hersey & blanchard situational model. 			
<ul style="list-style-type: none"> Discuss using words to shape meaning and inspire others Explain inspirational approaches to leadership Describe Key characteristics of charismatic leaders and level 5 leaders Compare transactional and transformational leadership. Enumerate the characteristics of transactional leaders, authentic leaders and ethical behavior 	<p>Contemporary Issues in Leadership: Characteristics, levels, comparison, comparison.</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Explain the latest research findings and information of Organizational Behavior. 	<p>Latest research findings, information, regarding organizational behavior.</p>	<p>Assignment</p>	<p>Report</p>
<p>Reference Books</p> <ol style="list-style-type: none"> K Davis, "Human Behavior at Work, McGraw Hill Book Company, NY. Robert Kreitner and Angelo Kinicki - Organizational Behavior, Irwin Mcgraw-Hill, Boston, USA. S .P Robbins, Organizational Behavior, Prentice Hall India Ltd., New Delhi, India. 			

Course Code: MAFI 253 Course Title :Managerial Accounting (Theory)	Credit Hour: 3	Level: 2	Semester: II
Rationale: This course is designed to provide fundamental concepts of management accounting.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Define managerial accounting, cost concepts and the basics of cost/volume/profit relationships. • Recognize the basics of attaching products to services, process costing and activity based costing. • Describe efficient budget and measure performance by analyzing standard costs. • Identify joint allocation principles and effective decision making skills for accounting managers. • Differentiate between various investment, transactions and performance measurements. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain the role of management accountants in an organization. • Explain the role of the Management Accountant, Certified Management Accountant • Show the basic concepts • Underlying Lean Production, the Theory of Constraints (TOC), and Six Sigma. • Discuss the importance of upholding ethical standards. 	Introduction to Management Accounting: Accounting and its branches, concepts of management accounting, role of management accounting in organizations, relations and differences between financial accounting, management accounting and cost accounting. Tools and techniques of management accounting and its limitations.	Lecture Interactive discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Identify the major differences and similarities between financial and managerial accounting. • Identify and give examples of each of the three basic manufacturing cost categories. • Distinguish between product costs and period costs and give examples of each. 	Cost Concepts and Classifications: General cost classifications- cost classifications on financial statements - the flow of cost in a manufacturing company- cost classifications predicting cost behavior- cost classifications for decision making.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Prepare an income statement including calculation of the cost of goods sold. • Prepare a schedule of cost of goods manufactured. • Differentiate between variable costs and fixed costs. • Compare between direct and indirect costs. • Show cost classifications used in making decisions: differential costs, opportunity costs, and sunk costs. 			
<ul style="list-style-type: none"> • Distinguish between process costing and job-order costing and identify companies that would use each costing method. • Identify the documents used in a job-order costing system. • Compute predetermined overhead rates and explain why estimated overhead costs (rather than actual overhead costs) are used in the costing process. • Illustrate the flow of costs in a job-order costing system and prepare appropriate journal entries to record costs. • Apply overhead cost to Work in Process using a predetermined overhead rate. • Prepare schedules of cost of goods manufactured and cost of goods sold. • Use T-accounts to show the flow of costs in a job-order costing system. 	<p>Absorption and Variable Costing: Variable and absorption costing, variable vs. absorption costing: operating income and income statements, absorption costing and performance measurement, comparing inventory costing methods: absorption, variable, & throughput/super-variable costing, and actual, normal & standard costing; denominator-level capacity concepts and fixed-cost capacity analysis, choosing a capacity level for different purposes, planning and control of capacity costs.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> • Compute under applied or over applied overhead cost. • Prepare the journal entry to close the balance in Manufacturing Overhead to the appropriate accounts. 			
<ul style="list-style-type: none"> • Explain changes in activity affect contribution margin and net operating income. • Prepare and interpret a cost-volume-profit (CVP) graph and a profit graph. • Use the contribution margin ratio (CM ratio) to compute changes in contribution margin and net operating income resulting from changes in sales volume. • Show the effects on contribution margin of changes in variable costs, fixed costs, selling price, and volume. • Determine the level of sales needed to achieve a desired target profit. • Determine the break-even point. • Compute the margin of safety and explain its significance. • Compute the degree of operating leverage at a particular level of sales and explain it's use to predict changes in net operating income. • Compute the break-even point for a multiproduct company and explain the effects of shifts in the sales mix on contribution 	<p>Cost-Volume-Profit Relationships: Identifying resources, activities, costs, and cost drivers, variable and fixed costs, CVP Analysis: Computing the break-even point (BEP), Graphing the BEP, changes in fixed expenses, changes in unit contribution margin, target net profit and an incremental approach, multiple changes in key factors; additional uses of CVP Analysis: Best cost structure, operating leverage, margin of safety, contribution margin and gross margin; nonprofit application of CVP analysis, sales-mix analysis, impact of income taxes.</p>	<p>Lecture Visual presentation</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

margin and the break-even point.			
<ul style="list-style-type: none"> Identify relevant and irrelevant costs and benefits in a decision. Prepare an analysis showing whether a product line or other business segment should be dropped or retained. Prepare a make or buy analysis. Prepare an analysis showing whether a special order should be accepted. Determine the most profitable use of a constrained resource and the value of obtaining more of the constrained resource. Prepare an analysis showing whether joint products should be sold at the split-off point or processed further. 	<p>Relevant Costs for Decision Making: Management's decision-making process- identifying different costs and benefits- different costs for different purposes-the incremental analysis approach- types of incremental analysis- accept an order at a special price-make or buy-sell or process further-retain or replace equipment- eliminate an unprofitable business segment-allocate limited resources.</p>	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Explain the reasons of variable costing differs from absorption costing. Prepare income statements using both variable and absorption costing. Reconcile variable costing and absorption costing net operating incomes and explain the difference of two amounts. Describe the advantages and disadvantages of both variable and absorption costing. 	<p>Variable Costing: A Tool for Management: Unit cost computation, Variable costing for decision making.</p>	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Show organizations budget and the processes they to create budgets. 	<p>Budgeting and Budgetary Control: Budgets and the organization; potential problems in implementing budgets, planning horizon</p>	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Prepare a sales budget, including a schedule of expected cash collections. • Prepare a production budget. • Prepare a direct materials budget, including a schedule of expected cash disbursements for purchases of materials. • Prepare a direct labor budget and a manufacturing overhead budget. • Prepare a selling and administrative expense budget and a cash budget. • Prepare a budgeted income statement and a budgeted balance sheet. 	<p>(strategic plan and long-range planning); types of budgets: master budget (pro forma statements) and continuous budgets (rolling budgets); components of a master budget: operating budget/profit plan (sales budget, purchases budget, cost of goods sold budget, operating expenses budget, budgeted income statement), and financial budget (capital budget, cash budget, budgeted balance sheet); preparing the master budget; activity-based master budgets (functional budgets and activity-based budgets).</p>		
<ul style="list-style-type: none"> • Prepare a flexible budget. • Prepare a report showing activity variances. • Prepare a report showing revenue and spending variances. • Prepare a performance report that combines activity variances and revenue and spending variances. • Prepare a flexible budget with more than one cost driver. • Explain common errors made in preparing performance reports based on budgets and actual results. 	<p>Flexible Budget: Flexible budget and fixed budget-characteristics of flexible budget-advantages of flexible budget-segregation of semi-variable cost-preparation of flexible budget.</p>	<p>Lecture Visual presentation Discussion Visit</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Explain the process of setting direct materials standards and direct labour standard. • Compute the direct materials price and 	<p>Standard Costing: Concepts-standards and budgets-advantages of standard costing-analysis of material, labor and overhead variances.</p>	<p>Lecture Visual presentation Discussion Visit</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

<p>quantity variances and explain their significance.</p> <ul style="list-style-type: none"> • Compute the direct labor rate and efficiency variances and explain their significance. • Compute the variable manufacturing overhead rate and efficiency variances. • Compute delivery cycle time, throughput time, and manufacturing cycle efficiency (MCE). 			
<ul style="list-style-type: none"> • Explain the latest research findings and information of Managerial Accounting. 	<p>Latest research findings, information, regarding managerial accounting.</p>	<p>Assignment</p>	<p>Report</p>
<p>Reference Books</p> <ol style="list-style-type: none"> 1. C. T. Horngren, G. L. Sundem, W. O. Stratton, J. Schatzberg, and D. Burgstahler. Introduction to Management Accounting (Latest Edition). Upper Saddle River, New Jersey: Prentice Hall. 2. Ray H. Garrison, Eric W. Noreen, and Peter C. Brewer. Managerial Accounting (Latest Edition). Boston: McGraw-Hill & Irwin. 3. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan. Cost Accounting: A Managerial Emphasis (Latest Edition). Upper Saddle River, New Jersey: Prentice Hall. 			

Course Code: MAFI 311 Course Title: Human Resources Management (HRM) (Theory)	Credit Hour: 3	Level:3	Semester: I
Rationale: This course is designed to students are introduced to the management of an organization's workforce through the design and implementation of effective human resources policies and procedures.			
Course Learning Outcomes <ul style="list-style-type: none"> • Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues. • Identify the human resources needs of an organization or department. • Explain the responsibilities of management, HRM specialists, managers, and employees in managing the employment relationship in a unionized or a non-unionized environment. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain what human resource management is and how it relates to the management process. • List and briefly describe important trends influencing human resource management. • Describe four important human resource manager competencies. 	Introduction to Human Resource Management (HRM): Definition, importance, evolution of HRM, HRM Model, how external influences affect HRM, staffing function, HRM in an entrepreneurial enterprise, HRM in a global village, HRM and corporate ethics, contemporary challenges in HRM.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe cultural environment. • Explain different elements affect environment. 	Strategic Implications of a Dynamic HRM Environment: Understanding cultural environments, the changing world of technology, workforce diversity, the labour supply, continuous improvement programs, employee involvement.	Lecture Visual presentation, Discussion. Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Define talent management and explain why it is important. • Discuss the process of job analysis, including why it is important. 	Job Analysis And The Talent Management Process: Concept, the talent management process, importance, and information required for the job analysis, steps, methods, writing job description and specification.	Lecture Visual presentation Discussion Field Visit	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Discuss importance of human resource planning. • Describe the steps of HR planning. 	<p>Human Resource Planning: Definition and importance of HR planning, steps in HR planning, linking organizational strategy to HR planning.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe sources of candidates. • Discuss limitations of recruitment. 	<p>Recruiting: Definition, sources and their advantages and disadvantages, limitations of recruitment in Bangladesh.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Recruitment test for students</p>
<ul style="list-style-type: none"> • Explain selection and its importance to test and select employees. • Describe selection process. 	<p>Selection: Concept, importance, the selection process, selection for self-managed teams, key elements for successful predictors, selection from a global perspective.</p>	<p>Lecture Visual presentation Case Study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Define and discuss training and development. • Explain methods of training. 	<p>Training and Developing Employees: The purposes of employee orientation, orientation process, methods of training.</p>	<p>Lecture Visual presentation Workshop/Seminar</p>	<p>Quiz/MCQ Individual and Group report</p>
<ul style="list-style-type: none"> • Describe the appraisal process. • Explain the methods of performance appraisal in national and international organization. 	<p>Performance Management and Appraisal: Performance management systems, performance management and EEO, the appraisal process, appraisal methods, factors that can distort appraisals, creating more effective performance management systems, international performance appraisal.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Individual and Group presentation Group discussion</p>
<ul style="list-style-type: none"> • Describe the stages of career. • Explain enhances of career. 	<p>Managing Careers: Concept, traditional career stages, career choices and preferences, enhancing your career.</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Explain different types of employee benefits. • Describe policy issues in designing benefit packages. 	<p>Benefits and Services: Types of employee benefits, policy issues in designing benefit packages, pay for time not worked, trends in health care cost controls, retirement</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

	benefits, personal services, flexible benefits programs.		
<ul style="list-style-type: none"> • Explain safety and health act. • Describe different programs of maintaining a healthy work environment. 	Safe and Healthy Work Environment: The occupational safety and health act, job safety programs, maintaining a healthy work environment, employee assistance programs, international safety and health.	Lecture Visual presentation Discussion Field visit	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain the latest research findings and information of Human Resources Management. 	Latest research findings, information, regarding Human Resources Management	Assignment	Report
<p>Reference Books</p> <ol style="list-style-type: none"> 1. Gary Dessler and Biju Varkkey, 2017. Human Resource Management, 14th Edition, Pearson publication, Delhi, India. 2. Wendell L. French, 2017. Human Resources Management, (Latest edition), Houghton Mifflin Company, Newyork, USA. 3. David A. Decenzo & Stephen P. Robbins, 2017. Fundamentals of Human Resource Management, 8th Edition, Wiley-India. 4. William B. Werther and Keith Davis, 2016. Human Resources and Personnel Management, (Latest edition), Irwin-McGraw Hill Co, USA. 			

Course Code: MAFI 313 Course Title: Bank Fund Management (Theory)	Credit Hour: 3	Level: 3	Semester: I
Rationale: This course is designed to provide basic knowledge about the, fundamentals of bank management banking system in Bangladesh.			
Course Learning Outcomes			
<ul style="list-style-type: none"> Describe the fundamentals of bank management in Bangladesh. Enrich knowledge on management of bank environment. Discuss the sources and uses of funds, performance evaluation and bank failure in Bangladesh. Explain about the applications of electronic banking and bank risk management. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> Define Bank. Describe banking system around the world as well as Bangladesh. Explain importance of bank management in Bangladesh. 	Introduction of Bank Management: Definition, banking system around the world, banking system in Bangladesh, function of bank, rationale of increasing importance of bank management	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Describe the factors (Internal and External) affecting banking system. Discuss the role of central bank. 	Management of Bank Environment: Factors of environment of banking, role of central bank.	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Classify and Explain the various types of personality and values Discuss basic elements for good personality 	Sources and uses of funds, performance evaluation and Bank failure: Types of personality, personality traits, self-monitoring, types of values.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<p>Explain:</p> <ul style="list-style-type: none"> Types of capital. Instrument of raising bank capital. Functions of bank capital. Bank capital planning. Bank capital planning process. 	Capital Management: Types, instrument, importance, functions, capital planning, capital adequacy.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Define Electronic Banking. • Explain objectives and component of electronic banking. • Discuss types and use of electronic banking. • Narrate the problems and probable solution of electronic banking. 	<p>Electronic Banking: Definition, objective, component, types, use, risk, problems and probable solutions.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Define Risk and risk management in bank. • Discuss about the major component of bank risk. • Compare the bank risk and economy of Bangladesh. 	<p>Bank Risk Management: Definition, perspective, major components of market risks, bank risk management system.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Discuss about Board of directors. • Show relationship between board of directors and bank management. • Explain standing committee of the board of directors. • Describe functions of bank directors and liabilities of the bank directors. 	<p>Organization Management: Introduction, concepts, board of directors, composition, oath, powers, personal attribute, responsibilities, functions, liabilities, of director, audit committee, chief executive.</p>	<p>Lecture Visual presentation Field visit</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Mention the objectives of Deposit. • Discuss about the deposit of the banking system Vs. deposit of an individual bank. • Describe deposit processing. • Explain the factors determining the level of deposits. • Classify the special types of deposit scheme. • Explain bank deposit insurance scheme in Bangladesh. 	<p>Deposit Management: Objectives, types of depositors, types of deposit account, deposit processing, deposit mix, deposit schemes, insurance scheme.</p>	<p>Lecture Visual presentation Discussion.</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> • Define loan and describe characteristics of bank loan. • Describe function of bank loan and importance of bank loan. • Explain the sources of credit information and consideration of loan pricing. • Discuss the principles of sound lending. 	<p>Loan Management: Definition, loan vs. investment, characteristics, function, classification, sources, methods, principles.</p>	<p>Lecture Visual presentation Seminar/workshop</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<p>Describe about-</p> <ul style="list-style-type: none"> • Bank income and expenditure. • Profitability and bank size. • Determination of bank income. • Structure of bank expenditure. • Allocation of bank income. • Problems of Allocation of bank income. • Factors influencing the pattern of allocation of bank income. • Bank profit planning. • Pattern of dividend policy in bank. • Guidelines for dividend payment by bank in Bangladesh. 	<p>Income, Expenditure and Dividend policy of Bank: Income, expenditure, determination, earning structure, income allocation, and its problems.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Explain the latest research findings and information of Bank Fund Management. 	<p>Latest research findings, information, regarding bank fund management</p>	<p>Assignment</p>	<p>Report</p>
<p>Reference Books</p> <ol style="list-style-type: none"> 1. S.A. Shakoor, A Handbook of Bank Management: With Particular Reference to Bangladesh Monograph. 2. Bank Management, Dr. A R Khan, Brothers' Publications. 3. The Bangladesh Banks,(Nationalization) Order, 1972. 4. Edward Reed and Edward K.Gill Commercial Banking, practice Hall, New Jersey. 5. Islamic Banking and Insurance, IERB, Dhaka. 			

Course Code: MAFI 355 Course Title: Operations Management (Theory)	Credit Hour: 3	Level:3	Semester: II
<p>Rationale: This course is designed to focus on carefully managing the processes to produce and distribute products and services." conventionally speaking major, overall activities under production, include product creation, development, production and distribution. Major functions of production include managing purchases, inventory control, quality control, storage, logistics and evaluations. Focus will be efficiency and effectiveness of the processes.</p>			
<p>Course Learning Outcomes</p> <ul style="list-style-type: none"> • Describe strategic role of operations management in creating and enhancing a firm's competitive advantages. • Explain key concepts and issues of OM in both manufacturing and service organizations. • Apply analytical skills and problem-solving tools to the analysis of the operations problems. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain operations management. • Describe views in operations management. • Describe corporate and operations strategies in operations management. 	<p>Introduction to Operations Management: Definition of process and operations management, differences and similarities between manufacturing and services, trends in operations management, three views in operations management (function, profession, decisions), corporate and operations strategies.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Describe product planning. • Explain competitive priorities. 	<p>Product Design and Competitive Priorities: Product planning, competitive priorities, time-based competition, positioning strategies.</p>	<p>Lecture Visual presentation Discussion. Case Study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

<ul style="list-style-type: none"> Define process design. Discuss the process analysis. 	<p>Process Management: Process design in manufacturing and services, facets of process design, process analysis, workforce management.</p>	<p>Lecture Visual presentation Discussion Field visit</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Discuss importance of working standards. Describe the methods of work measurement. 	<p>Work Measurement: Work standards, methods of work measurements, learning curves, managerial considerations.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Describe measuring capacity. Discuss tools for capacity planning. 	<p>Capacity Decisions: Measuring capacity, economies of scale, focused facilities, capacity strategy, systemic approaches to capacity planning, tools of capacity planning, strategic capacity management.</p>	<p>Lecture Visual presentation Discussion Case study</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> Explain factors affecting location Decisions. Describe applying load-distance method. 	<p>Location Analysis: Factors affecting location decisions, locating a single facility, locating within a network of facilities, applying load-distance method, using break-even analysis, globalization of operations.</p>	<p>Lecture Visual presentation Discussion.</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> Define Layout planning. Explain of designing process layouts. 	<p>Layout Analysis: Layout planning, strategic issues, hybrid layouts, are designing process layouts, process layouts for warehouses and offices, product layouts, line balancing and other considerations.</p>	<p>Lecture Visual presentation Workshop/Seminar</p>	<p>Quiz/MCQ Individual and Group presentation Report</p>
<ul style="list-style-type: none"> Describe the types of inventories. Determine the calculating EOQ, non- 	<p>Inventory Management: Inventory concepts, pressures for low and high inventories, types of inventories,</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Individual and Group presentation</p>

instantaneous replacement.	inventory reduction tactics, placement of manufacturing inventories, economic order quantity (EOQ), calculating EOQ, non-instantaneous replacement, quantity discounts, one-period decisions.		Group discussion
<ul style="list-style-type: none"> Describe purpose of aggregate plans. Explain the performance measures. 	Aggregates Planning and Scheduling: Purpose of aggregate plans, process of aggregate plans, scheduling in manufacturing, gantt charts, performance measures, job-shop dispatching, sequencing operations for single and multi machines, scheduling in service-customer demand and workforce, just-in-time (jit) operations-pull method of material flow, small lot sizes, uniform workstation loads, standardized components and work methods, close supplier ties; flexible workforce.	Lecture Visual presentation Discussion Assignment	Quiz Short answer Essay type answer Report
<ul style="list-style-type: none"> Explain the latest research findings and information of Operations Management. 	Latest research findings, information, regarding operations management	Assignment	Report

Reference Books

1. Chase, Jacobs and Aquilano 2016. Operations Management for Competitive Advantage (10/e.), Mcgraw-Hill Publications. USA.
2. Lee J. Krajewski and Larry P. Ritzman & Monoj K. Malhotra, 2017. Operations Management: Procees and Value Chains (8/e), Pearson Prentice Hall, USA.
3. Jay Heizer, Bary Render, Operations Management, (8/e), Pearson Education, USA,
4. Donald R. Lehmann, Russell S. Winer, 2016. Production Management, 4th edition, Tata McGraw-Hill Publishing Company Ltd, India.

Course Code: MAFI 357 Course Title: Insurance and Risk Management (Theory)	Credit Hour: 3	Level:3	Semester: II
Rationale: This course is designed to provide fundamental and advance level knowledge of risk management and the major methods of handling risk especially insurance.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Provide basic and advance knowledge on risk and risk management. • Develop understanding the application of risk management tools and technique in our society. • Explain the importance of insurance to mitigate the risk and insurance contractual agreement. • Create expertise on practical application of key insurance tools and analytical procedure in the insurance industry of Bangladesh. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain the meaning of risk. • Distinguish between pure risk, speculative risk, and enterprise risk. • Identify the major pure risks that are associated with financial insecurity. • Explain risk is a burden to society. • Explain the major methods of handling risk. 	Risk in our society: Meaning of risk, chance of loss, peril and hazard, basic categories of risk, types of pure risk, burden of risk on society, methods of handling risk	Lecture Visual presentation Discussion	Quiz Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the basic characteristics of insurance. • Explain the law of large numbers. • Describe the requirements of an insurable risk from the viewpoint of a private insurer. • Identify the major insurable and uninsurable risks in our society. • Describe the major types of insurance. • Explain the social benefits and social costs of insurance. 	Insurance and risk: Definition of insurance, basic characteristics of insurance, requirements of an insurable risk, two applications: the risks of fire and unemployment, adverse selection and insurance, insurance and gambling compared, insurance and hedging compared, types of insurance, benefits of insurance to society, costs of insurance to society.	Lecture Visual presentation Discussion	Quiz Short answer Essay type answer
<ul style="list-style-type: none"> • Define risk management and explain the objectives 	Introduction to risk management: Meaning of	Lecture	Quiz Short answer

<p>of risk management.</p> <ul style="list-style-type: none"> • Describe the steps in the risk management process. • Explain the major risk control and risk financing techniques. • Apply the principles of risk management to a personal risk management program. 	<p>risk management, objectives of risk management, steps in risk management process, identifying loss exposures, analyze the loss exposure, select the appropriate technique for treating the loss exposures, implement and monitor the risk management program, benefits of risk management, personal risk management.</p>	<p>Visual presentation Discussion Assignment</p>	<p>Essay type answer Report</p>
<ul style="list-style-type: none"> • Explain the meaning of financial risk management and enterprise risk management. • Describe the impact of the underwriting cycle and consolidation in the insurance industry on the practice of risk management. • Explain the securitization of risk, including catastrophe bonds and weather options. • Explain the methods that a risk manager employs to forecast losses. • Show the application of financial analysis to risk management decision making. 	<p>Advanced topics in risk management: The changing scope of risk management, insurance risk dynamics, loss forecasting, financial analysis in risk management decision making, other risk management tools.</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Define insured. • Describe Basic parts of an insurance contract. • Explain deductibles, coinsurance, and other-insurance provisions. 	<p>Analysis of Insurance Contracts- Basic parts of an insurance contract, definition of the “insured” endorsements and riders, deductibles, coinsurance, other-insurance provisions.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz Short answer Essay type answer</p>

<ul style="list-style-type: none"> Describe premature death and financial impact of premature death on different types of families. Classify the types of life insurance. Apply equation of insurance to calculate Amount of life insurance is preferable for which family. 	<p>Life Insurance: Premature death, financial impact of premature death, amount of life insurance to own, types of life insurance.</p>	<p>Lecture Visual presentation Discussion Case study Field visit</p>	<p>Quiz Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Explain health Care Problems in Bangladesh. Discuss individual health insurance coverage and hospital-surgical insurance Narrate major medical insurance Describe health savings accounts and long-term care insurance Explain about disability-income insurance and individual medical expense contractual Provisions. 	<p>Health Insurance: Health care problems, individual health insurance ,major medical insurance, health savings accounts, long-term care insurance, income insurance, individual medical expense contractual provisions, shopping for health insurance</p>	<p>Lecture Visual presentation Discussion Assignment Seminar/ Workshop</p>	<p>Quiz Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Define the fire insurance and its nature. Discuss function and causes of fire Classify the fire insurance policies Explain the element of fire insurance. 	<p>Nature and Use of Fire Insurance: Definition and nature, functions and causes of fire, prevention, elements of fire insurance contract, types of fire insurance policies,</p>	<p>Lecture Visual presentation Discussion Assignment Case study</p>	<p>Quiz Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Explain the latest research findings and information of Insurance and Risk Management. 	<p>Latest research findings, information, regarding Insurance and Risk Management</p>	<p>Assignment</p>	<p>Report</p>

Reference Books

- George E. Rejda, 2016. Principles of Risk Management and Insurance, 10th Edition, Pearson Education Services Private Limited.
- Azizul Huq Chaudhuri, 2017. Risk and Insurance, 3rd Edition, Brothers' Publication, Dhaka- 1205.

Course Code: MAFI 415 Course Title: International Management (Theory)	Credit Hour: 3	Level:4	Semester: I
Rationale: A variety of approaches including lectures, case studies, exercises, videos and student presentations are adopted to explore and analyze various international management issues and to provide students with basic international management skills.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Explain overview of the political, legal, economic, technological, social and cultural forces that influence international management • Use strategies that can be adopted by organizations and individuals to assert themselves in a global environment • Enrich knowledge and approaches in doing business across cultures. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define global environment. • Describe types of global business environment. • Explain political risk assessment. 	Assessing the Environment: Define, the global business environment, types of global business environment and impact on organization, the global manager's role, political risk assessment, managing political risk.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Define the social responsibility of MNC's • Explain ethical in global management. • Explain managing interdependence. 	Managing Interdependence: Define the social responsibility of MNC's, CSR: Global consensus or regional variation, codes of conduct, ethical in global management, making the right decision, managing interdependence.	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain culture and its effects on organizations. • Explain Hofstede's Value dimensions. 	Understanding the Role of Culture: Cultural sensitivity or cultural empathy, culture and its effects on organizations, cultural variables, cultural value dimensions, Hofstede's Value dimensions, the internet and culture. Culture and management styles around the world.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Discuss the negotiation process. • Explain the influence of culture on decision making. 	<p>Cross Culture Negotiation and Decision Making: Negotiation, the negotiation process, understanding negotiation styles, managing negotiation, using the web to support negotiations, decision making, the influence of culture on decision making, approaches to decision making,</p>	Lecture Visual presentation Discussion Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Describe reasons for going international. • Discuss entry strategy alternatives. 	<p>Formulating Strategy: Reasons for going international, strategic formulation process, steps in developing international and global strategies, environment assessment, global integrative strategies, entry strategy alternatives.</p>	Lecture Visual presentation Discussion Field visit	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain strategic alliance. • Describe government and cultural influences on strategic implementation. 	<p>Global Alliances & Strategy Implementation: Strategic alliance, global Strategic alliance, global and cross-border alliances: motivation and benefits. Challenges in implementing global alliances, Strategic implementation, implementing a global sourcing strategy, government and cultural influences on strategic implementation.</p>	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain Evolution and change in MNC organizational structure. • Describe managing effective monitoring systems. 	<p>Organization Structure & Control Systems: Evolution and change in MNC organizational structure, integrated global structures, organizing for globalization, emergent structural forms, choice of organizational form, control systems for global operations, managing effective monitoring systems.</p>	Lecture Visual presentation Discussion	Quiz/MCQ Individual and Group presentation
<ul style="list-style-type: none"> • Describe Staffing for global operations. • Explain training and compensating host country nationals. 	<p>Staffing, Training and Compensation for Global Operations: Staffing for global operations, managing expatriates, expatriates training and development,</p>	Lecture Visual presentation Discussion Workshop/Seminar	Quiz/MCQ Individual and Group presentation Group discussion

	training and compensating host country nationals.		
<ul style="list-style-type: none"> • Describe Expatriate career management. • Explain working within local labor relations systems. 	Developing a Global Management Cadre: Expatriate career management, The role of repatriation in developing a global management cadre, global management teams, the role of women in international management, working within local labor relations systems	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain the latest research findings and information of International Management 	Latest research findings, information, regarding International Management	Assignment	Report
Reference Books <ol style="list-style-type: none"> 1. Helen Deresky, (2015). International Management: Managing Across Borders and Cultures. Text and Cases: 6th Edition. Pearson Prentice-Hall, USA. 2. R.M. Hodgetts, & F. Luthans, 2017. International management: Culture, strategy, and behavior. Boston: McGraw-Hill Irwin, USA. 			

Course Code: MAFI 417 Course Title: Investment Management (Theory)	Credit Hour: 3	Level:4	Semester: I
<p>Rationale: The course studies financial markets, principally equity markets, from an investment decision-making perspective. The course develops a set of conceptual frameworks and analytical tools and then applies these to particular investments and investment strategies chosen from a fairly broad array of companies, securities, and institutional contexts. The focus is on adding value across the spectrum of decisions ranging from position-taking in particular securities, to portfolio risk management, and to the delegation to and oversight of professional investment managers. In conjunction, the course explores the competitive dynamics among investment organizations, products, and markets.</p>			
<p>Course Learning Outcomes</p> <ul style="list-style-type: none"> • Discuss the key considerations in setting investment objectives and develop analytical skills that guide you to securities and assets most appropriate for a given portfolio. • Analyze and evaluate equity securities through examination of economic activity, industry analysis financial statement analysis and individual firm valuation. • Debate issues in efficient markets considering technical analysis and efficient markets and anomalies. • Analyze and explain fixed-income and leveraged securities including bond valuation, duration and reinvestment concepts, and convertible securities and warrants. • Define, classify and appraise derivative products: put and call options, commodities and financial futures, stock index futures, and options. • Explore and assess mutual funds, international security markets, and investments in real estate with a view toward broadening the investment perspective. • Test portfolio management and capital market theories through risk and return analysis from the perspective of the portfolio manager. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain return and risk are the two critical components of all investing decisions. • Analyze the scope of investment decisions and the operating environment in which they are made. • Follow the organization of the investment decision process as we progress through the text. 	<p>Understanding Investments: The nature of investments- the importance of studying investments- understanding the investment decision process-important considerations in the investment decision process of today’s investors.</p>	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Identify money market and capital market securities and describe the important features of these securities. 	<p>Investment Alternatives: organizing financial assets- non-marketable financial assets-money market securities -fixed-income</p>	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Recognize important terms such as asset-backed securities, stock splits, bond ratings, and ADRs. • Explain the basics of two derivative securities, options and futures, and how they fit into the investor’s choice set. 	securities-equity securities-derivative securities.		
<ul style="list-style-type: none"> • Appreciate the importance of indirect investing to individual investors. • Distinguish between closed-end funds, mutual funds, and exchange-traded funds. • Evaluate key features of mutual funds, such as the sales charge, the management fee, and the net asset value. • Recognize and know how to use exchange-traded funds. 	Indirect Investing: Investing indirectly-investment company-types of investment companies-major types of mutual funds-the mechanics of investing indirectly-investment company performance-investing internationally thought investment companies-exchange traded funds (ETFs).	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Distinguish between primary and secondary markets. • Outline where the three major types of securities discussed in Chapter 2—bonds, equities, and derivatives are traded. • Describe the equity markets, where stocks are traded, are organized, how they operate, and how they differ from each other. • Recognize and understand the various stock market indexes typically encountered by investors. 	Securities Markets: The importance of financial markets-the primary markets-the secondary markets-securities markets for the trading of equities-the changing securities markets-the globalization of securities markets.	Lecture Visual presentation Discussion Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain brokers’ roles and how brokerage firms operate. • Describe the types of orders investors use in trading securities. • Assess the role of regulation in the securities markets. • Appreciate how margin trading and short selling contribute to investor opportunities. 	How Securities are Traded: Brokerage transactions-how orders work-investor protection in the securities markets-margin-short sales	Lecture Visual presentation Discussion Field visit	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Calculate important return and risk measures for financial assets, using the formulation appropriate for the task. • Use key terms involved with return and risk, including geometric mean, cumulative wealth index, inflation-adjusted returns, and currency-adjusted returns. • Describe clearly the returns and risk investors have experienced in the past, an important step in estimating future returns and risk. 	<p>The Returns and Risks from investing: Return-risk-measuring returns-taking a global perspective-measuring risk-realized returns and risks from investing.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Show the meaning and calculation of expected return and risk measures for an individual security. • Recognize what it means to talk about modern portfolio theory. • Calculate portfolio return and risk measures as formulated by Markowitz. • Describe the process of diversification works. 	<p>Portfolio Theory: Dealing with uncertainty-portfolio return and risk-analyzing portfolio risk-modern portfolio theory-measuring co-movements in security returns-calculating portfolio risk-efficient portfolios.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Individual and Group presentation</p>
<ul style="list-style-type: none"> • Explain capital market theory as an extension of portfolio theory. • Recognize the capital market line, which applies to efficient portfolios, and the security market line, which applies to all portfolios as well as individual securities. • Discuss and use the capital asset pricing model (CAPM) equation to calculate the required rate of return for a security. • Recognize an alternative theory of how assets are priced, arbitrage pricing theory. 	<p>Asset Pricing Models: Capital market theory-the equilibrium return risk tradeoff-estimating the SML-Test of the CAPM-arbitrage pricing theory.</p>	<p>Lecture Visual presentation Discussion, Workshop/Se minar</p>	<p>Quiz/MCQ Individual and Group presentation Group discussion</p>
<ul style="list-style-type: none"> • Explain the foundation of valuation for common stocks, discounted cash-flow 	<p>Common Stock & Bond Valuation: Discounted cash flow techniques-relative valuation techniques-which</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<p>techniques, and the concept of intrinsic value.</p> <ul style="list-style-type: none"> • Use the dividend discount model to estimate the intrinsic value of a stock. • Estimate target prices for stocks using the P/E ratio and EPS. • Recognize the role of relative valuation metrics in the valuation process. 	<p>approach to used?-bursting the bubble on new economy stocks. bond yields-bond prices-bond price changes.</p>	<p>Assignment</p>	<p>Report</p>
<ul style="list-style-type: none"> • Describe the issues involved in evaluating portfolio performance. • Evaluate popular press claims about the performance of various portfolios, such as mutual funds, available to investors. • Explain concepts such as performance attribution and style analysis. 	<p>Evaluation of Investment Performance: Framework for evaluating portfolio performance-return and risk considerations-risk-adjusted measures of performance-problems with portfolio measurement-other issues in performance evaluation.</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Explain the latest research findings and information of Investment Management 	<p>Latest research findings, information, regarding investment management</p>	<p>Assignment</p>	<p>Report</p>
<p>Reference Books</p> <ol style="list-style-type: none"> 1. Charles P. Jones, Investments Analysis and Management, John Wiley & Sons, Inc. 12th Edition. 2. Hirt, G. & Block, S. (2012). Fundamentals of investment management.(10th ed). New York, NY: McGraw-Hill Irwin. 3. Bodie, Zvi, Alex Kane, and Alan J. Markus, Investments, McGraw Hill, 2005 4. Elton, Edwin J., Martin J. Gruber, Stephen J. Brown, and William N. Goetzmann, Modern Portfolio Theory and Investment Analysis, John Wiley, 2007 5. Instefjord, Norvald, Study Guide Investment Management, London: University of London Press, 2009. 			

Course Code: MAFI 419 Course Title: Total Quality Management (Theory)	Credit Hour: 3	Level:4	Semester: I
Rationale: Total Quality Management (TQM) is a scientific approach for management and employees to be involved in the continuous improvement of processes underlying the production of goods and services.			
Course Learning Outcomes			
<ul style="list-style-type: none"> Identify and explain the basic concepts in Total Quality Management (TQM). List the key steps in the control of quality Describe the philosophies--including similarities and differences--of the gurus of TQM in order to better evaluate TQM implementation proposals offered by quality management organizations and consultants. 			
Intended Learning outcomes (ILOs) The students will be able to	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> Define TQM. Describe differences between total quality and traditional management practice. Explain the benefits of TQM and obstacles to TQM. 	Introduction: Definitions, basic concepts, TQM framework, evolution of TQM and contributions of quality gurus, total quality and traditional management practice, traditional organizational culture vs. TQM culture, suggested ways of transforming organizational culture Into TQM Culture, benefits of TQM, obstacles to TQM.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Describe the organizational leadership. Explain the deming management philosophy. Analyze strategic management 	Top Management Commitment and Leadership: Concept, indicators-organizational leadership: concepts, nature, characteristics of quality leaders, leadership styles and leadership style in a total quality setting, the 7 habits of highly effective people, total quality and ethics, the deming management philosophy, the juran philosophy, the crosby philosophy, quality council, core values, concepts and framework, organizational structures for TQM, Quality statements, strategic	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer Report

	Management: planning and execution, communications, decision making and problem solving.		
<ul style="list-style-type: none"> • Explain the customer perception of quality. • Use customer complaints 	Customer Satisfaction: Introduction- who is the customer, customer perception of quality, feedback, using customer complaints, service quality.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss empowerment, teams. • Explain benefits of employee involvement. 	Employee Involvement: Motivation, employee surveys, empowerment, teams, suggestion system, recognition and reward, gain sharing, performance appraisal, unions and employee involvement, benefits of employee involvement.	Lecture Visual presentation Discussion Assignment Case Study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Describe the juran triology. • Discuss the PDSA cycle and problem solving methods. 	Continuous Process Improvement: Concept, process, the Juran triology, improvement strategies, types of problems, the PDSA cycle, problem solving methods, reengineering, six-sigma: a quality management tool for process improvement.	Lecture Visual presentation Discussion, Field visit	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain principles of customer/supplier relations. • Describe sourcing, supplier selection 	Supplier Relationship: Concept, principles of customer/supplier relations, partnering, sourcing, supplier selection, supplier certification, supplier rating, relationship development.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain quality costs. • Describe Malcolm Baldrige national quality award. 	Performance Measures: Basic concepts, strategy, quality costs, Malcolm Baldrige national quality award.	Lecture Visual presentation Discussion	Quiz/MCQ Individual and Group presentation.
<ul style="list-style-type: none"> • Describe the Benchmarking. • Explain statistical process control. 	TQM Tools and Techniques: Benchmarking: definition, reasons, process-information technology: concepts, techniques,	Lecture Visual presentation Discussion Workshop/	Quiz/MCQ Individual and Group presentation

	information quality issues- statistical process control: introduction, pareto diagram, process flow diagram, cause- and-effect diagram, check sheets, histogram, statistical fundamentals- control charts, scatter diagrams-quality management system/quality certification systems and Environmental Management System (EMS):	Seminar	Group discussion
<ul style="list-style-type: none"> Describe for TQM implementation. Explain implementation phases to be considered. 	Implementation of TQM: Requirements for TQM implementation, implementation phases to be considered.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Explain the latest research findings and information of Total Quality Management 	Latest research findings, information, regarding total quality management	Assignment	Report

Reference Books

1. Dale H. Besterfield, Carol Besterfield-Michna, Glen H. Besterfield, Mary Besterfield –Sacre, 2015. Total Quality Management; (3/e), Prentice-Hall of India Private Limited, New Delhi-110001, 2005.
2. Goetsch, David L. and Davis, Stanley B., 2016. Introduction to Total Quality, (Latest edition), Prentice- Hall New Jersey, USA.
3. James R. Evans, James W. Dean, Jr, 2010. Total Quality: Management, Organization, and Strategy, (2/e), Southwestern, Thomson Learning, USA.
4. Dr. M A Mannan, Farhana Ferdousi, 2015. Essentials of Total Quality Management, (Latest edition), University Grants Commission of Bangladesh.

Course Code: MAFI 421 Course Title: Management Information System(Theory)	Credit Hour: 3	Level:4	Semester: I
Rationale: This course helps students see the connection between information systems (IS) and business Performance. The use of information and communication technologies (ICT) by individuals and organizations dominates the business world.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Explain basic concepts for IT/IS. • Discuss organizational, business and strategic issues surrounding IT/IS. • Analyze and evaluate uses of strategic IT/IS in practice. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define MIS. • Describe Dimensions of information Systems • Explain types of business information systems. 	Introduction: Overview definitions, what's new in management information systems(MIS), strategic business objectives of information systems, dimensions of information systems, contemporary approaches to information systems, business processes and information systems, types of business information systems, systems that span the enterprise, the information systems faction in business.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe Organizations and information systems. • Explain impacts of information systems on organizations and business firms. • Explain the internet's impact on competitive advantage. 	Information Systems, Organizations and Strategy: Organizations and information systems, impacts of information systems on organizations and business firms, using information systems to achieve competitive advantage: porter's competitive forces model, information system strategies for dealing with competitive forces, the internet's impact on competitive advantage, the business value chain model, synergies, core competencies and network-based strategies, an ecosystem strategic model.	Lecture Visual presentation Discussion Case Study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Explain the five moral dimensions of information systems. • Explain ethics in an information society 	<p>Ethical and Social Issues in Information Systems: A model for thinking about ethical, social, and political issues, the five moral dimensions of information systems: information rights, property rights, accountability, and control, system quality, quality of life, ethics in an information society: basic concepts, ethical analysis, candidate ethical principles, professional codes of conduct .</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss IT infrastructure. • Explain infrastructure components. • Describe the process of data management and storage system • Elucidate the networking and internet platforms 	<p>Information Technology Infrastructure and Emerging Technologies: IT infrastructure: definition of IT infrastructure, evolution of IT infrastructure , infrastructure components: computer hardware platforms, operating system platforms, enterprise software applications, data management and storage, networking/ telecommunications platforms, internet platforms, consulting and system integration services, contemporary hardware platform trends, contemporary software platform trends.</p>	<p>Lecture Visual presentation Discussion Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe organizing data in a traditional file environment. • Discuss using database to improve business performance and decision making. • Manage data resources 	<p>Foundations of Business Intelligence-Databases and Information Management: Organizing data in a traditional file environment, the database approach to data management, database management systems, using database to improve business performance and decision making: data warehouses, business intelligence, data mining, database and the web, managing data resources.</p>	<p>Lecture Visual presentation Discussion Field visit</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

<ul style="list-style-type: none"> • Describe computer network • Explain key digital networking technologies. 	<p>Telecommunications, the Internet, and Wireless Technology: Definition of computer network, key digital networking technologies, communication networks, signals, types of networks, the global internet: internet services and communication tools, the world wide web, intranets and extranets wireless computer networks and internet access, RFID and wireless sensor network.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Explain malicious software. • Describe technologies and tools for protecting information resource. 	<p>Securing Information Systems: System Vulnerability and Abuse: malicious software: viruses, worms, trojan horses, and spyware, hackers and computer crime, internal threats: employees, software vulnerability, establishing a framework for security and control, technologies and tools for protecting information resource: access control: firewalls, intrusion detection systems, and antivirus software.</p>	<p>Lecture, Visual presentation Discussion</p>	<p>Quiz/MCQ Individual and Group presentation</p>
<ul style="list-style-type: none"> • Describe Enterprise systems. • Explain important dimensions of knowledge. • Apply and describe electronic commerce system • Illustrate data visualization process • Apply geographic information systems, web-based customer decision–support systems and group decision-support systems 	<p>Key Systems Applications for the Digital Age: Enterprise systems, supply chain management systems, customer relationship management systems, enterprise resource planning (ERP), enterprise applications: new opportunities and challenges, e-business vs. e-commerce, electronic commerce and the internet, types of electronic commerce, electronic commerce payment systems, organization learning and knowledge management: important dimensions of knowledge, the knowledge management value chain, types</p>	<p>Lecture Visual presentation Discussion Workshop/ Seminar.</p>	<p>Quiz/MCQ Individual and Group presentation Group Discussion.</p>

	of knowledge management systems, expert systems, systems for decision support: management information systems (MIS), decision support systems (DSS), data visualization and geographic information systems, web-based customer decision–support systems, group decision-support systems (GDSS), executive support systems and balanced scorecard framework.		
<ul style="list-style-type: none"> Describe for Systems development and organizational change. Explain the global environment. 	Development Processes and Managing Systems: Systems development and organizational change, completing the systems development process, management structure for information systems project, linking systems projects to the business plan, information systems cost and benefits, developing an international information systems architecture, the global environment: business drives and challenges, managing global information systems.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Explain the latest research findings and information of Management Information System. 	Latest research findings, information, regarding Management Information System	Assignment	Report
Reference Books <ol style="list-style-type: none"> Laudon K. C. and Jane P. Laudon, Management Information Systems: Managing the Digital Firm, (11/e), Pearson Prentice Hall, India. James A. O’Brien, Management Information Systems, (8/e), McGraw -Hill. Gordon B. Davis and M. H. Olson, Management Information Systems, (Latest edition), McGraw Hill Company, N. J. USA. Burstein, J. Computers and Information System, (Latest edition), Holt, Rinehart and Winston, New York, USA. 			

Course Code: MAFI 423 Course Title: Human Resource Planning (Theory)	Credit Hour: 3	Level:4	Semester: I
Rationale: This course provides an understanding of the essential elements of the human resources planning process in organizations; quantitative as well as qualitative concepts, approaches and techniques are emphasized.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Study about the fundamentals human resource management in Bangladesh. • Gain knowledge on human resource policies, planning and strategies in Bangladesh. • Discuss about HRD- Human Resource Development in Bangladesh. • Describe about strategic human resource management in Bangladesh. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define Human Resource Development. • Describe process and Development of HRD in Bangladesh. • Describe the role and significance of HRD. 	Human Resource Management: History of HRD, development process, HRM and HRD, objectives of HRD, role and significance of HRD, Role of HRD manager.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the role and types of Human Resource Strategies. • Discuss the Consideration in Developing HR policies. • Explain operational and HR strategy factors. • Narrate the strategic control. 	Human Resource Policies and Strategies: Role, Types, Factors, and action plane of human resources strategies.	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Define and Concept of human resource planning. • Discuss about Strategic manpower planning. • Explain GAP and Strategy development. 	Strategic Human Resource Planning: Definition and concept, strategy development, benefit of strategic manpower planning, GAP Analysis, strategy development.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain HRP process • Describe time Scale HRP, • Analyzing of Manpower Supply • Describe different method of wages analysis • Explain manpower planning model 	Human Resource Planning Process: HRP process, time scale HRP, analysis of manpower supply, different method of wages analysis, manpower planning model.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Define productivity. • Study about the history of productivity. • Explain Productivity measurement. • Discuss Technology and empowerment in Bangladesh. 	Productivity, Technology and HRP –History, definition of productivity, improving productivity, productivity measurement, technology, up gradation and empowerment.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Define career planning. • Discuss the overview and importance of career planning. • Compare career planning and development process Bangladesh. 	Career planning, development, and Strategic planning -Definition, importance, overview, types of developing programme, career planning and development process.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Discuss about Board of directors. • Relate between board of directors and bank management. • Explain standing committee of the board of directors. • Explain functions of bank directors. • Describe liabilities of the bank directors. 	Organization Management -Introduction, concepts, board of directors, composition, oath, powers, personal attribute, responsibilities, functions, liabilities, of director, audit committee, chief executive.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain objectives of job information, • Describe Job analysis, job description, job specification, job evaluation, and Job design, job assessment, and value analysis. 	Job Analysis, Description and, Evaluation: Objectives of job information, Job analysis, job description, job specification, job evaluation, Job design, job assessment, value analysis.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Define training and appraisal. • Describe need for manpower training. • Supervise training programme. • Explain Performance management. 	Training and performance appraisal: Definition, purpose, classification, methods.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Explain the latest research findings and information of Human Resource Planning. 	Latest research findings, information, regarding Human Resource planning	Assignment	Report
<p>Reference Books</p> <ol style="list-style-type: none"> 1. Dipak Kumer Bhattacharyya, Human Resource Planning, second edition. 2. Belcourt, Monica and Ken McBey. (2010). Strategic Human Resources Planning. Fourth Edition. Nelson. 3. Semler, Ricardo. (1993). Maverick: The Success Behind the World's Most Unusual Workplace, Warner Business Books. 			

Course Code: MAFI 459 Course Title: : Management Thought (Theory)	Credit Hour: 3	Level:4	Semester: II
Rationale: Management Thought is a basic course in General Management. The broad objective of the course is to understand how the solution to the- age old problems of allocating scarce resources to meet the needs and wants of organizations and people has evolved over time.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Describe brief overview of the contributions of pioneers in management discipline. • Explain the concepts and linkages better when they are covered in different courses in subsequent terms. • Develop an interest to read the original works for in-depth understanding of the management concepts. • Discuss the relationship between theory, practice, and method. • Show the relationship between theory, context and or organizational outcome. 			
Intended Learning outcomes (ILOs) The students will be able to	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define Management and management thought. • Describe Process and Functions of management thought • Explain the role and Significance of management thought. 	Introduction: Overview of management thought, concept of management thought, development process, history of management, role and significance.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe basic elements of Organizing. • Discuss different types of organizational structure 	Organizing, importance of organizing, organizational structure, designing jobs, job specialization, job characteristics approach, grouping jobs, reporting relationship in the organization, span of management.	Lecture Visual presentation Discussion Field visit	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss management in ancient and medieval period • Describe the work of suntzu and kautilya managerial awakening • Explain learnings from shrimadbhagabatgita economic school • Explicate works of adam smith and machiavelli. 	Pre-scientific management era: ancient history of management and medieval period, work of suntzu and kautilya managerial awakening, leanings from shrimadbhagabatgita economic school read works of Adam smith and Machiavelli.	Lecture Visual presentation Discussion. Case Study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Explain the various environmental and Cultural issues of Organizations with real world phenomenon. • Acquaint with different regulatory bodies 	<p>Internal environment of organization, external environment of organization, different regulatory body and their activities.</p>	<p>Lecture Visual presentation Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss principles of scientific management read work of taylor. • Explain gantt and gilbreths, legitimate authority and bureaucracy. • Elucidate work of weber managerial awakening read work of fayol 	<p>Scientific management: Principles of scientific management read work of taylor, gantt and gilbreths, Legitimate authority and bureaucracy, read work of weber managerial wakening read work of fayol.</p>	<p>Lecture Visual presentation, Discussion Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss the Essentials of Leadership, • Explain the Theory of Authority • Narrate theory of Human Motivation • Discuss the Human Side of Enterprise, • Illuminate some Problems of Mutual administrative decision making. 	<p>Social Person Era: The essentials of leadership, work of mary parker follett, the theory of authority, theory of human motivation, the human side of enterprise, some problems of mutual and administrative decision making</p>	<p>Lecture Visual presentation, Discussion Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss the managerial decision making and analysis from observation • Explain business objectives and survival needs • Describe course review and feedback read future of management 	<p>Modern Management Era: Managerial decision making, analysis from observation, business objectives and survival needs, course review and feedback read future of management</p>	<p>Lecture Visual presentation Discussion Case study</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Describe Operations Management. • Illustrate a view of the transformation process • Explain importance of operations • Mention natural starting point in designing an operations system 	<p>Managing Operations, Quality, and Productivity: Definition, process, importance, approaches, JIT, TQM.</p>	<p>Lecture Visual presentation Discussion Workshop/S eminar.</p>	<p>Quiz/MCQ Individual and Group presentation Group discussion.</p>

<ul style="list-style-type: none"> • Show facilities layouts describe approaches to facilities layout • Illustrate organizational technologies. • Illuminate simple automatic control mechanism • Describe procurement Management and a view of JIT: Just-In-Time • Discuss total quality management 			
<ul style="list-style-type: none"> • Explain the latest research findings and information of Management Thought 	<p>Latest research findings, information, regarding management thought</p>	<p>Assignment</p>	<p>Report</p>

Reference Books

1. Claude S. George Jr. The History of Management Thought, (2nd edition), Prentice Hall India Ltd., New Delhi.
2. Herbert G. Hicks, Organization: Theory and Behavior, (Latest edition), McGraw Hill Book Co. Ltd. New York (USA).
3. C. Ray Gullet and Earnet Dale, Readings in Management: Landmarks and New Frontier, (Latest edition), McGraw Hill Book Company. New York (USA).
4. Gvishiani, Organization and Management: Sociological Analysis of Western Theories of Management, (Latest edition), Progress Publisher, Moscow.

Course Code: MAFI 461 Course Title: Workforce Policy and Planning (Theory)	Credit Hour: 3	Level:4	Semester: II
Rationale: This course provides a systematic examination of choices that confront managers in Bangladesh who wish to implement strategic human resources planning effectively. These choices are presented through introduction to the concepts of strategy formulation and implementation within the HR context.			
Course Learning Outcomes			
<ul style="list-style-type: none"> Describe the role and activities of human resources management in facilitating the steps. Required for human resource planning in organizations. Synthesize and critically assess the extent to which various human resource planning Practices. Recognize how legislation, technology, changing economic conditions, labour force dynamics, and other external factors influence human resource planning practices. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> Define workforce policy and planning. Describe history and its significance. Explain the models and techniques of workforce planning. 	Discuss the Concept Of Work Force Policy and Planning: Definition, process, history, importance, understanding business and its direction, models and techniques of workforce planning, how workforce is structured?	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Describe the Workforce Planning. Explain Workforce Planning Work. 	Understanding Workforce System: Who is doing workforce planning? Does workforce planning work? HR skills.	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Explain types of skill or capabilities. Explain identifying and assess of skill gaps. 	Define Skill Or Capabilities: types of skill or capabilities, identifying and assess of skill gaps.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Discuss recruitment and retention policy. Explain simple forecasting model. 	Assessing Future Workforce Demand: Different perspective, recruitment and retention policy, simple forecasting model	Lecture Visual presentation Discussion Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> Describe and determine for particular workforce group. Discuss the PDSA cycle and problem solving methods. 	Understanding Labor Markets: Define, determine for particular workforce group, find out about supply and demand in your labor markets, sources of labor market data.	Lecture Visual presentation Discussion Field visit	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Explain contents of Succession planning. Describe process and limitations. 	Succession Planning: Define, contents of Succession planning, process and limitations.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Explain plan training and development activity. Describe sources of information on education and development. 	Training And Development Policies: Define, why do we plan training and development activity? Investing in the education of key professionals, sources of information on education and development.	Lecture Visual presentation Discussion	Quiz/MCQ Individual and Group presentation
<ul style="list-style-type: none"> Describe workforce plan for business unit. Explain workforce plan for overall organization. 	Developing Work Force Plan: Define, importance, workforce plan for business unit, workforce plan for overall organization.	Lecture Visual presentation Discussion Workshop/Seminar.	Quiz/MCQ Individual and Group presentation Group discussion
<ul style="list-style-type: none"> Describe Productivity: ability and health ergonomics. Explain accommodations safety and health issues. 	Productivity: Health, Ability and Employee Relation: Productivity, ability and ergonomics and accommodations safety and health issues	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Explain the latest research findings and information of Workforce Policy and Planning. 	Latest research findings, information, regarding workforce policy and planning	Assignment	Report

Reference Books

1. Czaja, S., & Sharit, J. (Eds.) (2009). Aging and work. Baltimore, MD: The Johns Hopkins University Press.
2. Schultz, K., & Adams, G. (2009). Aging and work in the 21st century. New York: Psychology Press.

Course Code: MAFI 463 Course Title: Industrial Relations (Theory)	Credit Hour: 3	Level:4	Semester: II
Rationale: The module examines the role and objectives of the main actors in the employment relations – employers, employees and trade unions and the government, and their interactions in collective bargaining, employee involvement/participation, conflict resolution and expression and the termination of the employment relationship.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Recognize the different industrial relations systems • Distinguish the procedure concerning worker participation and participatory institutions and instruments of trade union representation • Classify the authorized services and agencies for employment • Distinguish employee rights and obligations according to the scope of employment • Defend employ rights before supervisory and control institutions. • Analyze the field of labor relations in an interdisciplinary. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Describe significance of industrial relations. • Explain principles of good industrial relations. • Explain employers and the unions in industrial relation. 	Introduction: Industrial relations: concept, definition , significance, objectives , scope, approaches, principles of good industrial relations, role of state, employers and the unions in industrial relation.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe development of trade unionism in Bangladesh. • Explain functions and problems of trade unions. 	Trade Unionism and Industrial Relations: Concepts, trade union movement, development of trade unionism in Bangladesh, functions and problems of trade unions.	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain International Confederation of Free Trade Unions (ICFTU) • Describe objectives and functions of ILO. 	International Labour Movement: International confederation of free trade unions (ICFTU), world federation of trade unions (WFTC), international labour organizations (ILO), origin, history, objectives and functions.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> Describe causes of indiscipline. 	Employee Discipline: Definition, causes of indiscipline, code of discipline, disciplinary procedure, code of conduct.	Lecture Visual presentation Discussion Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Discuss guidelines for grievance handling. 	Grievance Handling: Meaning of grievances causes of grievances, guidelines for grievance handling, grievances redressed procedures	Lecture Visual presentation Discussion Field visit	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Explain forms of workers participation. Describe evaluation of training and retraining. 	Worker's Participation in Management: Meaning, significance, forms, and situations in Bangladesh.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Explain Wage regulation machinery. Describe evaluation of wage bonds. 	Wage Administration and Industrial Relations: Wage policy, objectives, wage regulation machinery Wage Board: growth and development, composition and functions, evaluation of wage bonds.	Lecture Visual presentation Discussion	Quiz/MCQ Individual and Group presentation
<ul style="list-style-type: none"> Describe Principal of effective communication. Explain Teaching techniques. 	Employee Communication: Meaning, significance, types, barriers, methods of overcoming barriers, principal of effective communication. Employee Education and Training: Concept, features, aims and objects, contents, teaching techniques, training schemes.	Lecture Visual presentation Discussion Workshop/Seminar.	Quiz/MCQ Individual and Group presentation Group discussion
<ul style="list-style-type: none"> Explain the latest research findings and information of Industrial Relations. 	Latest research findings, information, regarding industrial relations.	Assignment	Report

Reference Books

1. Adams, R. (1987). Industrial relations. New York: McGraw Hill.
2. Journals/periodicals: Brown, F. (1983). Equity in pay. Journal of Work. 19(1):372-396.
3. Cases: Crothals v Clothing Workers Union. [1988] NZLR 6911.

Course Code: MAFI 465 Course Title: Trade Union and Collective Bargaining (Theory)	Credit Hour: 3	Level:4	Semester: II
Rationale: This course examines to have a foundation upon which to understand labor markets and the role that organized labor has played in establishing a middle class in the Bangladesh.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Develop an understanding of the evolution of the labor law in Bangladesh. • Evaluate contracts, the enforcement of those contracts, and employment within union, nonunion, and other work environments. • Enrich knowledge and appreciation for the institution of collective bargaining. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Describe Bangladesh Central Trade Union Organizations. 	Introduction: Introduction, history of trade unions, legal framework of trade union, scenario of garment industry/EPZ in Bangladesh, Bangladesh central trade union organizations, problems and suggestions to improve trade union.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain evaluation of training and retraining. 	Collective Bargaining: Meaning, significance, principles, process, training methods, evaluation of training and retraining.	Lecture Visual presentation, Discussion Field visit	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Describe the purpose of structure. • Explain the structural format. • Explain corporate structure and their advantages and disadvantages 	Collective Bargaining in Bangladesh: Stages, levels of collective bargaining, types of collective bargaining agreements, contents of collective bargaining agreements.	Lecture Visual presentation Discussion Case Study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain the designing organization. • Describe rise in the third world MNC's. 	Laws Governing Trade Unions in Bangladesh: Constitution of Bangladesh, Trade Unions Act.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Discuss forms, industrial relations machinery. • Explain court of enquiry. 	<p>Industrial Disputes: Meaning, causes, forms, industrial relations machinery, joint consultation, works committee, conciliations, court of enquiry, voluntary arbitration, and adjudication.</p>	<p>Lecture Visual presentation Discussion Assignment Case Study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe tripartite institutions in Bangladesh. • Explain practices of social dialogue in Bangladesh. 	<p>Tripartism and Social Dialogue: Introduction, existing bipartite and tripartite institutions in Bangladesh, mechanisms and processes of social dialogue, composition and mandate of tripartite bodies at different levels, practices of social dialogue in Bangladesh, influence and outcome of tripartite bodies, conclusion</p>	<p>Lecture Visual presentation Discussion Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe subjective and objective conditions of conciliation in Bangladesh. 	<p>Conciliation Service: Organization and operation, subjective and objective conditions of conciliation in Bangladesh.</p>	<p>Lecture Visual presentation Discussion Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Explain the latest research findings and information of Trade Union and Collective Bargaining. 	<p>Latest research findings, information, regarding trade union and collective bargaining</p>	<p>Assignment</p>	<p>Report</p>
<p>Reference Books</p> <ol style="list-style-type: none"> 1. Ahmed, Kamruddin (2015), Labour Movement in Bangladesh. 2. Ghosh, Biswanath (2016), Personnel Management and Industrial Relations, The world Press Private Ltd. 			

Course Code: MAFI 467 Course Title: Management of Multinational Enterprises (Theory)	Credit Hour: 3	Level:4	Semester: II
Rationale: This course examines the principles and theories of the international aspects of MNC's and investing and operating multinational organizations in a global economy and environment.			
Course Learning Outcomes <ul style="list-style-type: none"> • Prepare students for a lifetime of engagement with multinational enterprise. • Explain mission and realities of general management. • Enable students to help companies adapt to current and future market situations. 			
Intended Learning outcomes (ILOs) The students will be able to	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Describe importance of MNC's in the world economy • Distinguish between international management and comparative management. • Explain the theories of international business. 	Introduction: Concept of MNC's, importance of MNC's in the world economy, international management and comparative management. International business, FDI, theories of international business, trends of FDI by MNC's.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the purpose of structure. • Explain the structural format. • Explain corporate structure and their advantages and disadvantages 	Variations in the Organization Structure of MNC's: purpose of structure, theoretical and conceptual considerations, structural format, organizational structures of Bangladesh/USA/Japanese MNC's, corporate structure and their advantages and disadvantages.	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain the designing organization. • Describe rise in the third world MNC's. 	MNC's Design and Process: Approaches to designing organization, questions for organizational designs incorporating changes in the design process and managing the process, comparison of Bangladesh/USA/Japanese MNC's, rise in the third world MNC's.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Discuss politicization of relations between MNC's and third world host countries. • Explain financial dimensions of the conflict. 	<p>Subsidiary: Host country relation: History of MNC's relations with host governments, politicization of relations between MNC's and third world host countries, areas of conflict/conflict matrix between MNC's and host governments, financial dimensions of the conflict.</p>	<p>Lecture Visual presentation Discussion Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe the relation between headquarters and subsidiary. • Discuss the critical issues and issue of decision making. 	<p>Headquarter and Subsidiary: Relation between headquarters and subsidiary, culture and control, communication between the headquarters and subsidiary, critical issues and issue of decision making, staffing the subsidiary, issues of staffing policies and issues relating to expatriate managers.</p>	<p>Lecture Visual presentation Discussion Field visit</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Explain motives for direct investment. • Describe strategic alliances and IJV's. 	<p>Managing Foreign Investment: Motives for direct investment, foreign investment strategies, wholly owned subsidiaries and international joint ventures, strategic alliances and IJV's</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer, Essay type answer.</p>
<ul style="list-style-type: none"> • Explain International market assessment • Describe marketing mix in international marketing. 	<p>International Marketing Management: International market assessment, path to follow for successful export business, how to succeed in export market, strategic options in international marketing, marketing mix in international marketing.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Individual and Group presentation</p>
<ul style="list-style-type: none"> • Describe decision making in international management. • Explain managing foreign exchange risks. 	<p>International Financial Management: Strategic issues, decision making in international management, international banking, financing for foreign subsidiaries, managing foreign exchange risks.</p>	<p>Lecture Visual presentation Discussion, Workshop/S eminar.</p>	<p>Quiz/MCQ Individual and Group presentation Group discussion</p>

<ul style="list-style-type: none"> • Explain the latest research findings and information of Management of Multinational Enterprises. 	<p>Latest research findings, information, regarding management of multinational enterprises.</p>	<p>Assignment</p>	<p>Report</p>
<p>Reference Books</p> <ol style="list-style-type: none"> 1. Simcha Ronen, (2015). Comparative and Multinational Management, John Wiley and sons, Newyork. 2. Helen Deresky, (2015). International Management: Managing Across Borders and Cultures. Text and Cases: 6th Edition. Pearson Prentice-Hall, USA. 3. R.M. Hodgetts, & F. Luthans, 2017. International management: Culture, strategy, and behavior. Boston: McGraw-Hill Irwin, USA. 			

Course Code: MAFI 425 Course Title: Financial Statement Analysis (Theory)	Credit Hour: 3	Level:4	Semester: I
Rationale: The objective of this class is to provide you with a framework for analyzing a firm's past performance, estimating its future performance, and valuing its equity. The course integrates key concepts from accounting, finance, economics, and business strategy and applies them to financial decision--making.			
Course Learning Outcomes <ul style="list-style-type: none"> • Examine the performance of an organization using different financial statement analysis tools. • Analyze a complex corporate income statement and identify any earnings management techniques being used. • Explain the current asset and liabilities section of a complex balance sheet and identify any manipulation techniques being used. • Analyze the long-term asset section of a complex balance sheet and identify any manipulation techniques being used. • Describe the long-term liabilities section of a complex balance sheet and identify any manipulation techniques being used. • Analyze the financial market performance of a corporation's share capital. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain business analysis and its relation to financial statement analysis. • Explain business activities and their relation to financial statements. • Describe the purpose of each financial statement and linkages between them. • Identify the relevant analysis information beyond financial statements. • Analyze and interpret financial statements as a preview to more detailed analyses. • Apply several basic financial statement analysis techniques. • Explain the purpose of financial statement analysis in an efficient market. 	Overview of Financial Statement Analysis: business analysis, financial statements—basis of analysis, financial statement analysis preview.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Explain the financial reporting and analysis environment. • Describe the objectives of financial accounting; identify qualities of accounting information and principles and conventions that determine accounting rules. • Explain the importance of accrual accounting and its strengths and limitations. • Explain fair value accounting and its differences from the historical cost model; identify the merits and demerits of fair value accounting and its implications for analysis. 	<p>Financial Reporting and Analysis: Reporting environment, nature and purpose of financial accounting, accruals cornerstone of accounting, concept of income, fair value accounting, introduction to accounting analysis</p>	<p>Lecture Visual presentation Discussion Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe debt financing and evaluate its implications for analysis. • Analyze and interpret leases and explain their implications and the adjustments to financial statements. • Analyze contingent liability disclosures and describe their risks. • Identify off-balance-sheet financing and its consequences for risk analysis. • Explain capital stock and analyze and interpret its distinguishing features. • Describe retained earnings and their distribution through dividends. 	<p>Analyzing Financing Activities: Debt financing, leases, contingencies and commitments, off-balance-sheet financing, shareholders' equity, shareholders' equity reporting under IFRS.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> • Define current assets and their relevance for analysis. • Explain cash management and its implications for analysis. • Analyze receivables, allowances for bad debts, and securitization. • Interpret valuation and cost allocation of plant assets and natural resources. • Describe and analyze intangible assets and their disclosures. • • Analyze financial statements for unrecorded and contingent assets. 	<p>Analyzing Investing Activities: Introduction to current assets, introduction to long-term assets, plant assets and natural resources, intangible assets, asset revaluations under IFRS.</p>	<p>Lecture Visual presentation Class practice Assignment</p>	<p>Quiz/MCQ Analytical test Essay type answer Report</p>
<ul style="list-style-type: none"> • Explain the concepts of income measurement and their implications for analysis of operating activities. • Describe and analyze the impact of nonrecurring items, including extraordinary items, discontinued segments, accounting changes, write-offs, and restructuring charges. • Analyze revenue and expense recognition and its risks for financial statement analysis. • Analyze deferred charges, including expenditures for research, development, and exploration. • Explain supplementary employee benefits and analyze the disclosures for employee stock options (ESOs). • • Describe and interpret interest costs and the accounting for income taxes. 	<p>Analyzing Operating Activities: Income measurement, nonrecurring items, revenue recognition, deferred charges, supplementary employee benefits, interest costs, and income taxes.</p>	<p>Lecture Visual presentation Discussion Mathematical application Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>

<ul style="list-style-type: none"> • Explain the relevance of cash flows in analyzing business activities. • Describe the reporting of cash flows by business activities. • Describe the preparation and analysis of the statement of cash flows. • Interpret cash flows from operating activities. • Analyze cash flows under alternative company and business conditions. • Describe alternative measures of cash flows and their usefulness. 	<p>Cash Flow Analysis: Statement of cash flows, analysis implications of cash flows, analysis of cash flows, specialized cash flow ratios.</p>	<p>Lecture Visual presentation Discussion Mathematical application Assignment</p>	<p>Quiz/MCQ Short answers, Essay type answer Analytical test Report.</p>
<ul style="list-style-type: none"> • Describe the usefulness of return measures in financial statement analysis. • Explain return on invested capital and variations in its computation. • Analyze return on net operating assets and its relevance for analysis. • Describe disaggregation of return on net operating assets and the importance of its components. • Describe the relation between profit margin and asset turnover. • Analyze return on common shareholders' equity and its role in analysis 	<p>Return on Invested Capital and Profitability Analysis: Importance of return on invested capital, components of return on invested capital, analyzing return on net operating assets, analyzing return on common equity</p>	<p>Lecture Visual presentation Discussion Mathematical application Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>
<ul style="list-style-type: none"> • Explain capital budgeting • Explain the importance of liquidity, and describe working capital measures of liquidity and their components. • Interpret the current ratio and cash-based measures of liquidity. 	<p>Credit Analysis: Liquidity and working capital, operating activity analysis of liquidity, additional liquidity measures</p>	<p>Lecture Visual presentation Discussion Mathematical application Case study Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>

<ul style="list-style-type: none"> Analyze operating cycle and turnover measures of liquidity and their interpretation. Illustrate what-if analysis for evaluating changes in company conditions and policies. Describe capital structure and its relation to solvency. Explain financial leverage and its implications for company performance and analysis. 			
<ul style="list-style-type: none"> Describe capital structure and its relation to solvency. Explain financial leverage and its implications for company performance and analysis. Analyze adjustments to accounting book values to assess capital structure. Describe analysis tools for evaluating and interpreting capital structure composition and for assessing solvency. Analyze asset composition and coverage for solvency analysis. Explain earnings-coverage analysis and its relevance in evaluating solvency. Describe capital structure risk and return and its relevance to financial statement analysis. 	<p>Capital Structure and Solvency: Basics of solvency, capital structure composition and solvency, earnings coverage.</p>	<p>Lecture Visual presentation Discussion Mathematical application Case study Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>
<ul style="list-style-type: none"> Explain the latest research findings and information of Financial Statement Analysis. 	<p>Latest research findings, information, regarding financial statement analysis.</p>	<p>Assignment</p>	<p>Report</p>
<p>Reference Books</p> <ol style="list-style-type: none"> Subramanyam, K. R. 2014. Financial statement analysis,- Eleventh edition. McGraw-Hill Education. Stephen H. Penman, 2013, "Financial Statements Analysis and Security Valuation, 5th edition, McGraw-Hill Robinson, van Greuning, Henry, Broihahn, International Financial Statement Analysis, CFA Institute Series, 2012. 			

Course Code: MAFI 427 Course Title: Working Capital Management (Theory)	Credit Hour: 3	Level:4	Semester: I
Rationale: The major objective of this course is to acquaint students with the modern techniques and practices of short-term corporate finance. The course will cover in detail the key components of a firm's current assets and current liabilities, liquidity and default risk, and short-term financing and investing decisions. Both lectures and case studies will be used to explore these topics.			
Course Learning Outcomes			
<ul style="list-style-type: none"> Analyze the effects of working capital policies on equity value and default risk; Design optimal working capital policies (cash, inventory, etc), given the characteristics of the industry and the firm; Determine the best way to invest surplus short-term funds and the best way to raise short-term funds; and Design an optimal overall working capital management policy for the firm. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> Describe the concept of working capital Discuss the importance of working capital Identify the factors affecting working capital requirements Explain the levels of working capital investment Describe the overall working capital policy 	Introduction to Working Capital Management: Concept of working capital, balance sheet concept, operating cycle concept, importance of working capital, factors affecting working capital requirements, levels of working capital investment, optimal level of working capital investment, overall working capital policy.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Identify the types of working capital Explain the meaning and significance of operating cycle Discuss the meaning and significance of cash cycle Explain the estimation of working capital requirements Describe the liquidity and profitability 	Planning of Working Capital: Types of working capital, operating cycle, cash cycle, estimation of working capital requirements, liquidity and profitability	Lecture Visual presentation Discussion Assignment Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Identify the sources of working capital • Discuss the commercial banks and commercial papers • Explain the factoring and trade credit • Describe the accrued expenses and deferred income 	<p>Financing of Working Capital Needs: Sources of working capital, commercial banks, commercial papers (CPs), factoring, trade credit, accrued expenses, deferred income</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Discuss the concept of cash planning • Discuss the cash budget simulation • Identify the cash balance uncertainties • Discuss the hedging vs interest rate • Describe the future and options 	<p>Cash Planning: Objectives of cash planning, cash budget simulation, cash balance uncertainties, hedging vs interest rate, future and options</p>	<p>Lecture Visual presentation Class practice Assignment</p>	<p>Quiz/MCQ Analytical test Essay type answer Report</p>
<ul style="list-style-type: none"> • Explain the objectives of cash forecasting • Discuss the cash forecasting horizons • Identify the methods of financial forecasting • Explain the forecasting daily cash flows • Describe the hedging cash balance uncertainties • Identify the reasons for cash flow problems • Discuss the management of treasury 	<p>Cash Flows Forecasting and Treasury Management: Objectives of cash forecasting, cash forecasting horizons, methods of financial forecasting, forecasting daily cash flows, hedging cash balance uncertainties, reasons for cash flow problems, treasury management</p>	<p>Lecture Visual presentation Discussion Mathematical application Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>
<ul style="list-style-type: none"> • Explain the objectives of trade credit • Discuss the credit policies • Identify the dimensions of receivable management • Describe the collections from receivables 	<p>Receivable Management: Objectives of trade credit, credit policies, dimensions of receivable management, collections from receivables</p>	<p>Lecture Visual presentation Discussion Mathematical application Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>

<ul style="list-style-type: none"> Describe the meaning of factoring Discuss the features of factoring Explain the role of factoring in receivables management 	<p>Factoring: Meaning of factoring, features of factoring, role of factoring in receivables management</p>	<p>Lecture Visual presentation Discussion Mathematical application Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>
<ul style="list-style-type: none"> Identify the tools and techniques of inventory management Discuss the inventory control models Explain the valuation of inventories Discuss the inventory management and cash flow timeline 	<p>Inventory Management: Tools and techniques of inventory management, inventory control models, valuation of inventories, inventory management and cash flow timeline</p>	<p>Lecture Visual presentation Discussion, Mathematical application Case study Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>
<ul style="list-style-type: none"> Explain the capital investment process Discuss Working capital decisions vs capital investment decisions Identify the role of working capital in the investment process Explain working capital and marketable securities Discuss working capital and investment: The theoretical perspective 	<p>Integration of Working Capital and Capital Investment Process: Capital investment process, working capital decisions vs capital investment decisions, role of working capital in the investment process</p>	<p>Lecture Visual presentation Discussion Mathematical application Case study Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>
<ul style="list-style-type: none"> Explain the latest research findings and information of Working Capital Management. 	<p>Latest research findings, information, regarding working capital management.</p>	<p>Assignment</p>	<p>Report</p>

Reference Books

1. John Hampton and Cecilia Wagner. Working Capital Management, John Wiley & Sons.
2. Terry S. Maness and John, Short-Term Financial Management, 3rd Edition, Thomson South-Western
3. T. Zietlow, Robinson, van Greuning, Henry, Broihahn, International Financial Statement Analysis, CFA Institute Series, 2012.
4. Frederick C. Scherr, Modern Working Capital Management, Printice-Hall.

Course Code: MAFI 429 Course Title: Money and Banking (Theory)	Credit Hour: 3	Level:4	Semester: I
<p>Rationale: This course studies the role of financial markets and money in the economy. It examines how interest rates are determined, how money is created by the banking system and the role of the Federal Reserve (or Central bank, such as the ECB) in the whole process. Issues like the banking crisis and the proper role of monetary policy will be examined in detail. The interaction between the goods sector and the financial sector, as well as the interrelationships between the domestic and the international financial sectors will be analyzed</p>			
<p>Course Learning Outcomes</p> <ul style="list-style-type: none"> • Identify functions of money and how money is related to interest rates; how interest rates are determined; behavior of interest rates; risk and term structures of interest rates; • Discuss the importance of financial markets and financial institutions in the economy; operations of depository institutions; why they are regulated; • Explain how a nation's money supply is determined; tools of monetary policy, role of central banks and the Federal Reserve System, conduct of monetary policy 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define money. • Describe the history of the chronological development of money. • Explain the Characteristics of good money, Black money. • Describe the role of money in modern economy 	<p>Introduction: Definition and chronological development of money, functions and types of money, Characteristics of a good money, Black money, Role of money in modern economy</p>	Lecture, Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the Essentials of a good monetary standard. • Describe the types of monetary standard. 	<p>Monetary Standard: Essentials of a good monetary standard, types- gold standard, paper standard, Gresham's law of bimetallism, Methods of note issue</p>	Lecture Visual presentation Discussion Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Describe the components and causative factors of money supply, • Discuss Narrow, broad and high power money, money multiplier, types of demand. 	<p>Demand for and Supply of Money: Components and causative factors of money supply, Narrow, broad and high power money, money multiplier, types of demand for money, liquidity trap and money illusion</p>	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> Describe the Theories of Money Explain the saving and investment approach of money 	Theory of Money: Value of money, quantity theory of money- classical- Hume's, Fisher's and income flow versions, neoclassical- Cambridge cash balance approach, modern version, income theory of money- income-expenditure approach, saving and investment approach	Lecture Visual presentation Assignment	Quiz/MCQ Analytical test Essay type answer Report
<ul style="list-style-type: none"> Define Inflation Explain Causes and types of inflation, Describe the Effects of inflation on economy. Mechanism to control the inflation. 	Inflation: Causes and types of inflation, effects of inflation, control of inflation	Lecture Visual presentation Discussion Mathematical application Assignment	Quiz/MCQ Short answers Essay type answer Analytical test Report
<ul style="list-style-type: none"> Define Index Number Construct the index number 	Index Number: Concept and construction of index number, weighted and simple index number	Lecture Visual presentation Discussion Mathematical application Assignment.	Quiz/MCQ Short answers Essay type answer Analytical test Report.
<ul style="list-style-type: none"> Describe Objectives of monetary policy in developing country. Explain various Limitations and instruments of monetary policy. 	Monetary Policy: Objectives of monetary policy in developing country, limitations and instruments of monetary policy.	Lecture Visual presentation Discussion Assignment.	Quiz/MCQ Short answers Essay type answer Report
<ul style="list-style-type: none"> Define bank Explain the role of bank in economic development. 	Introduction: Definition and evolution of bank, ancestors of modern banking, role of bank in economic development, unit, branch, chained, group and mixed banking	Lecture Visual presentation Discussion Case study Assignment.	Quiz/MCQ Short answers Essay type answer Report.
<ul style="list-style-type: none"> Describe the Functions, Basic principles of commercial banking Differentiate between Liquidity versus profitability. 	Commercial Banking: Functions, basic principles of commercial banking, liquidity versus profitability, credit creation, balance sheet of commercial bank	Lecture Visual presentation Discussion Mathematical application Case study Assignment.	Quiz/MCQ Short answers Essay type answer Analytical test Report.

<ul style="list-style-type: none"> Define central bank. Explain objectives and methods of credit control by the central bank 	Central Banking: Definition and evolution of central bank, functions, objectives and methods of credit control	Lecture Visual presentation Discussion Case study Assignment	Quiz/MCQ Short answers Essay type answer Report
<ul style="list-style-type: none"> Define Islamic banking. Difference between Islamic banking and traditional banking Describe the advantages of Islamic banking 	Islamic Banking: Concept and objectives of Islamic banking, Islamic banking versus traditional banking, some credit programs of Islamic banking, advantages of Islamic banking		
<ul style="list-style-type: none"> Explain the latest research findings and information of Corporate Finance. 	Latest research findings, information, regarding money and banking	Assignment	Report

Reference Books

- Dewett, K.K. (1984): Modern economic Theory. Himalaya Publishing House, Girgaon, Bombay.
- Douglas, Fisher (1980): Money, Banking and Monetary Policy. Richard D. Irwin Inc.
- Ghosh, B.N. and Ghosh, Rama (1989): Fundamentals of Monetary Economics. Himalaya Publishing House, New Delhi.
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- Hussain, Md. Mubarak (1999): Islamic Banking- Principles and Application (Bengali). Al-Madani Hossaini Prokashani, Dhaka.
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- Wood, Jr. O.S. (1978): Commercial Banking- practices and policy.

Course Code: MAFI 431 Course Title: Corporate Finance(Theory)	Credit Hour: 3	Level:4	Semester: I
Rationale: This course is designed to provide fundamental and advance level knowledge of corporate finance, different tools and techniques to analyze the financial instruments and analysis the business environment to forecast the future in relation to business.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Provide basic knowledge on corporate finance. • Develop understanding of financial statements and their analytical process to acquire skill for financial decision making. • Describe the importance of time value of money and build the ability to use this concept in financial analysis. • Gather knowledge and create expertise on valuation of future cash flows from different kind of short term and long term financial instruments of a corporation, cost of capital, and capital budgeting, capital structure in an organization's financial system. • Provide international orientation for corporate finance for international trade. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define corporate finance and its functions. • Describe the role of the financial manager and goals of a firm. • Explain the relationship between financial managers and their counterparts. 	Definition of corporate finance and financial manager, financial management decisions, forms of business organization, responsibilities of financial staff's, goals of corporation, business ethics, agency relationships, financial markets and the corporation.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Define and describe the key financial statements, cash flows and taxes. • Explain the difference between accounting income and cash flow. • Interpret some common financial ratios. 	Financial statements and reports, ratio analysis, liquidity ratios, asset management ratios, debt management ratios, profitability ratios, market value ratios, trend analysis, modifying accounting data for managerial decisions, federal income tax system.	Lecture Visual presentation Discussion Assignment Case study	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Define risk and it's relates to investments. • Examine procedures managers use to measure risk. • Discuss the relationship between risk and return. 	Definition of risk, investments returns, stand-alone risk, probability distributions, expected rate of return, measuring stand-alone risk, risk in a portfolio context, diversifiable risk versus market risk.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Explain the time value of money and its impact on stock prices. • Show the timing of cash flows affects asset values and rates of return. • Practice the applications of time value analysis. 	Time lines, future value of money, present value of money, future value of an annuity, present value of an annuity, perpetuities, uneven cash flow streams, semiannual and others compounding periods, comparison of different types of interest rates, amortized loans.	Lecture Visual presentation Class practice Assignment	Quiz/MCQ Analytical test Essay type answer Report
<ul style="list-style-type: none"> • Define and describe the features and types of bond. • Explain the types of risks to which both bond investors and issuers are exposed. • Describe the procedures for determining the values of and rates of return on bonds. 	Define bond as a financial instruments, key features of bonds, types of bond, technical classifications of bond, bond valuation, bond yields, default risk, bond markets.	Lecture Visual presentation Discussion Mathematical application Assignment	Quiz/MCQ Short answers, Essay type answer Analytical test Report
<ul style="list-style-type: none"> • Define and describe the features and types of stocks. • Describe the procedures for determining the values of and rates of return on bonds. 	Definition of Stocks, bonds versus stocks, types of stocks, futures of common stocks, valuation of common stocks, features of preferred stocks, valuation of preferred stocks.	Lecture Visual presentation Discussion Mathematical application Assignment	Quiz/MCQ Short answer Essay type answer Analytical test Report
<ul style="list-style-type: none"> • Define cost of capital and its opportunity. • Describe how to calculate the cost of debt, equity, retained earnings. • Explain various ways to assign weights to the different components of cost. 	Definition of cost of capital, opportunity cost of capital, Weighted average cost of capital (WACC), cost of debt, cost of preference capital, cost of equity, assigning weights, marginal cost of capital, factors affecting cost of capital.	Lecture Visual presentation Discussion Mathematical application Assignment	Quiz/MCQ Short answer Essay type answer Analytical test Report
<ul style="list-style-type: none"> • Explain capital budgeting and the different types of capital budgeting proposals. • Discuss the various techniques of valuation of investment proposal. • Explain accounting rate of return, payback period, NPV and IRR. 	Introduction about capital budgeting, features of capital budgeting decision, types of projects, techniques of evaluation of capital budgeting decisions, accounting rate of return, payback period method, net present value method, internal rate of return method, NPV and IRR – A comparison.	Lecture Visual presentation Discussion Mathematical application Case study Assignment	Quiz/MCQ Short answer Essay type answer Analytical test Report

<ul style="list-style-type: none"> Describe the international corporate finance and different foreign exchange markets and exchange rates. Apply different capital budgeting technique. 	Definition of international corporate finance, purchasing power parity, interest rate parity, unbiased forward rates, international fisher effect, international capital budgeting, exchange rate risk, political risk.	Lecture Visual presentation Discussion Mathematical application Case study Assignment	Quiz/MCQ Short answer Essay type answer Analytical test Report
<ul style="list-style-type: none"> Explain the latest research findings and information of Corporate Finance. 	Latest research findings, information, regarding Corporate Finance.	Assignment	Report

Reference Books

1. Stephen A. Ross, Randolph W. Westerfield and Bradford D. Jordan, 2016. Fundamentals of Corporate Finance, 11th Edition, Tata McGraw-Hill Publishing Company Limited.
2. Richard A Brealey, Stewart C Myers and Franklin Allen, 2016. Principles of Corporate Finance, 11th Edition, Tata McGraw-Hill Publishing Company Limited.

Course Code: MAFI 433 Course Title: Merchant and Investment Banking (Theory)	Credit Hour: 3	Level:4	Semester: I
<p>Rationale: This course aims to provide students with insights into the role of the investment banking industry in facilitating the raising of capital for corporations, in the equity and debt, or mergers & acquisition (M&A) markets, to assist a corporation to grow. It covers the business activities of mergers and acquisitions, financing and investment; and, the creation of value through financial advisory services. It looks into the business practices of private equity, hedge funds and trading operations; and, the role of each in facilitating investment, the deployment of capital and the changing face of risk-taking activities.</p>			
<p>Course Learning Outcomes</p> <ul style="list-style-type: none"> • Explain the investment banking industry and explain how it interacts and fits into the financial system • Describe the work of an investment banker (in corporate finance) and how it fits with the other parts of the investment banking business • Apply the theories of corporate finance to practice of capital raising, e.g. capital structure considerations and maximization of shareholder values. • Discuss the process of raising capital via equity and bond issuance as well as Mergers & Acquisitions (M&A) – due diligence, documentation, negotiations, etc. • Identify the nuances and practicalities as well as apply the techniques of valuation of companies 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define investment banking and its functions. • Describe the investment banking industry in Bangladesh • Explain the difference between Investment banking and Commercial banking • Describe the relationship between Investment banking and financial engineering 	<p>Introduction and Overview: Investment banking, the investment banking industry, investment banking vs commercial banking, investment banking and financial engineering, a brief history of the banking industry.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

<ul style="list-style-type: none"> • Define financial market, capital and secondary market. • Explain the History, evolution and structure of Capital Market • Identify the Premier Stock Exchanges. • Explain the Regulatory Framework and Service Providers of the investment banking. 	<p>Securities Markets, Capital Market and Regulation: Introduction to financial markets, history, evolution and structure of capital market, growth of capital markets, premier stock exchanges, capital market segments, constituents, regulatory framework and service providers, introduction to ECM,DCM and derivative segments in secondary market, systems and regulation, insider trading</p>	<p>Lecture Visual presentation Discussion Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Define Primary Market, ECM, DCM and Derivative Segments. • Examine Financial concepts and Instruments • Discussion on equity and debt instruments. • Explain the Primary market intermediaries and regulatory overview of issuances. 	<p>Primary Markets and Securities Issuances: Introduction to primary market, ECM, DCM and derivative segments, ECM and DCM profile, role players, investment routes and investors, financial concepts and instruments, discussion on equity and debt instruments, primary market intermediaries and regulatory overview of issuances.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Give clear understanding of the Corporate Valuation • Explain Income approach using DCF methodology. 	<p>Investment Banking and Business Valuation: Corporate valuation discussion on various approaches, income approach using DCF methodology, relative valuation using multiples, special cases and additional dimensions in valuation</p>	<p>Lecture Visual presentation Class practice Assignment</p>	<p>Quiz/MCQ Analytical test Essay type answer Report</p>

<ul style="list-style-type: none"> • Define IPO. • Explain the procedure of IPO Listing Decision. • Describe regulation for IPO/FPO. • Describe the procedures for Issue management and process overview. • Describe the procedure of issue management and process overview 	<p>Domestic Issue Management: IPO listing decision, FPO/ offer for sale, important provisions of BSEC regulations and the stationary requirements for IPO/FPO, Issue management and process overview, Issue management and process overview</p>	<p>Lecture Visual presentation Discussion Mathematical application Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report.</p>
<ul style="list-style-type: none"> • Describe the methodologies for underwriting. • Explain the Business model for underwriting. • Describe the procedures for requirement for public offer • Explain the difference between public offering and private placement 	<p>Underwriting: Methodologies, business model, underwriting requirement for public offer, public offering vs private placement.</p>	<p>Lecture Visual presentation Discussion Mathematical application Assignment.</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>
<ul style="list-style-type: none"> • Compare Dealing VS Broking • Describe Dealer and Brokerage activity in the financial markets • Procedure to minimize the dealer risk. 	<p>Secondary Market Making: Dealer/Broker Activity: Overview, dealing VS broking, dealer activity in the financial markets, managing dealer risks, financing dealer inventory, brokerage activity in the financial markets</p>	<p>Lecture Visual presentation Discussion Mathematical application Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>
<ul style="list-style-type: none"> • Define speculation and arbitrage. • Describe different methods of speculation. • Describe different methods of arbitrage. 	<p>Trading: speculation and Arbitrage: Speculation, speculative method, absolute value trading, relative value trading, forecast, arbitrage, spatial arbitrage, risk arbitrage.</p>	<p>Lecture Visual presentation Discussion Mathematical application Case study Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>
<ul style="list-style-type: none"> • Describe the mechanism of equity repurchase. • Describe the mechanism of delisting. 	<p>Buybacks and Delisting: Equity repurchase-theory, mechanism, regulation, role of investment banks, delisting- theory, mechanism, regulation, role of investment banks</p>	<p>Lecture Visual presentation Discussion Mathematical application Case study Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>

<ul style="list-style-type: none"> • Define Corporate restructuring • Explain the process of the Going Private-The leveraged Buyout • Describe the role of the investment bank in the LBOs. 	Corporate Restructuring: Merger, Acquisition and LBOs: Corporate restructuring, going private-the leveraged buyout, the investment bank in the LBOs.	Lecture Visual presentation Discussion Mathematical application Case study Assignment.	Quiz/MCQ Short answers Essay type answer Analytical test Report.
<ul style="list-style-type: none"> • Define zeros and conversion arbitrage. • Explain the zero coupon yield curve • Define Mortgage-Backed Securities. • Explain the structure of generic swap • Describe the different types of swap. 	Financial Engineering: Zeors and Mortgage-Backed securities, derivative instruments.	Lecture Visual presentation Discussion Mathematical application Case study Assignment	Quiz/MCQ Short answers Essay type answer Analytical test Report
<ul style="list-style-type: none"> • Describe the different services investment banker. 	Advisory Services, Investment Management and Merchant Banking: Risk management, Merger acquisition, fairness options, investment management.	Lecture Visual presentation Discussion Mathematical application Case study Assignment	Quiz/MCQ Short answers Essay type answer Analytical test Report
<ul style="list-style-type: none"> • Explain the latest research findings and information of Corporate Finance. 	Latest research findings, information, regarding merchant and investment banking.	Assignment	Report

Reference Books

1. J. F. Marshall and M. E. Ellis. Investment Banking and Brokerage, McGraw-Hill Publishing Company Limited.
2. K. Thomas Liaw (2005). Business of Investment Banking: A Comprehensive Overview, 2nd Edition, John Willey & Sons Inc.
3. J. Rosenbaum and J. Pearl. Investment Banking: valuation, Leveraged Buyout and merger and Acquisitions.
4. Castillo, Jerilyn J and McAniff, Peter J., Practitioner’s Guide to Investment Banking, copyright ©2006 by Jerilyn Castillo and Peter McAniff; Circinus Business Press, a division of The Circinus Group LLC.
5. Investment Banking–Concepts, Analyses and Cases - Pratap Giri S., McGraw Hill Education, Third Edition 2017.

Course Code: MAFI 469 Course Title: Financial Markets and Institutions (Theory)	Credit Hour: 3	Level: 4	Semester: II
Rationale: This course is designed to provide knowledge and skill about financial markets, its different tools and valuations techniques and use these tools to mitigate the risks.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Provide basic knowledge on importance of financial markets and financial systems. • Develop fundamental understanding about the relationship of financial markets, interest rates and its efficiency. • Describe different financial markets and instruments for raising fund and trade. • Gather knowledge and create expertise on valuation technique of different financial markets instruments. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define financial markets and institutions. • Explain the importance of study of financial markets and institutions. • Apply managerial perspective. 	Definition of financial markets, why study financial markets, definition of financial institutions, why study financial institutions, financial innovations, managing risk in financial institutions, applied managerial perspective, how we will study financial markets and institutions.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe functions of financial markets, structure of financial markets, types of financial intermediaries. • Explain the regulation of financial system. 	Function and structure of financial markets, debt and equity markets, primary and secondary markets, exchange and over-the-counter markets, money and capital markets, types of financial intermediaries, regulations of financial system.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the meaning of interest rate and their role in valuation. 	Measuring interest rates, present value, four types of credit market instruments, yield to maturity, some cases on global prospective.	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Explain the reason for changing interest rates. • Determine the demand of asset. • Explain supply and demand in the bond markets. 	<p>Definition of asset, determinates of asset demand, wealth, expected returns, risk, liquidity, demand curve, supply curve, market equilibrium, supply and demand analysis, changes in equilibrium interest rates.</p>	<p>Lecture Visual presentation Discussion Assignment Case Study</p>	<p>Quiz Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe the structure of central banks and the Federal Reserve System. • Describe the history, functions and structures of central bank of Bangladesh. 	<p>Origins of the federal reserve system, structure of the federal reserve system, board of governance of the federal reserve system, functions of federal reserve, structure and independence of other foreign central banks, Bangladesh bank: its history, structures and functions.</p>	<p>Lecture Visual presentation Discussion Case study</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Define monetary policy. • Explain monetary policy of Federal Reserve System and central bank of Bangladesh. • Illustrate the tools of monetary policy. 	<p>Monetary policy of Federal Reserve System and Bangladesh Bank, Federal reserve's balance sheet, markets for reserves and the federal funds rate, tools of monetary policy, open market operations, a day at the trading desk, discount policy.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Define money markets. • Explain the reason for participating in the money markets. • Describe the money markets instruments. 	<p>Definition of money markets, why do we need the money markets, money market cost advantages, purpose of the money markets, participants in the money markets, money markets instruments, comparing money markets securities.</p>	<p>Lecture Visual presentation Case Study Assignment</p>	<p>Quiz/MCQ Analytical test Essay type answer Report</p>
<ul style="list-style-type: none"> • Define and describe the features and types of bond. • Explain the types of risks to which both bond investors and issuers are exposed. • Describe the procedures for determining the values of and rates of return on bonds. 	<p>Define bond as a financial instruments, key features of bonds, types of bond, technical classifications of bond, bond valuation, bond yields, default risk, bond markets.</p>	<p>Lecture Visual presentation Discussion Mathematical application Assignment</p>	<p>Quiz/MCQ Short answers Essay type answer Analytical test Report</p>

<ul style="list-style-type: none"> Define and describe the features and types of stocks. Describe the procedures for determining the values of and rates of return on stocks. 	Definition of stocks, bonds versus stocks, types of stocks, futures of common stocks, valuation of common stocks, features of preferred stocks, valuation of preferred stocks.	Lecture Visual presentation Discussion Mathematical application Assignment	Quiz/MCQ Short answers Essay type answer Analytical test Report.
<ul style="list-style-type: none"> Define cost of capital and its opportunity. Describe and calculate the cost of debt, equity, retained earnings. Explain various ways to assign weights to the different components of cost. 	Definition of cost of capital, opportunity cost of capital, weighted average cost of capital (WACC), cost of debt, cost of preference capital, cost of equity, assigning weights, marginal cost of capital, factors affecting cost of capital.	Lecture Visual presentation Discussion, Mathematical application Assignment	Quiz/MCQ Short answers Essay type answer Analytical test Report.
<ul style="list-style-type: none"> Define the international financial system. Explain the intervention in the foreign exchange market. Describe the role of the International Monetary Fund (IMF). 	International financial system, foreign exchange intervention and the money supply, balance of payments, exchange rate regimes in the international financial system, capital control, the role of the IMF operations.	Lecture Visual presentation Discussion Case study	Quiz/MCQ Short answer Essay type answer Report.
<ul style="list-style-type: none"> Explain the latest research findings and information of Financial Markets and Institutions. 	Latest research findings, information, regarding financial markets and institutions	Assignment	Report

Reference Books

1. Frederic S. Mishkin, Stanley G. Eakins, 2016. Financial Markets and Institutions, 6th Edition, Pearson education services.
2. David K. Eiteman, Arthur I. Stonehill, Michael H. Moffett, 2017. Multinational Business Finance, 13th Edition, Pearson education services.

Course Code: MAFI 471 Course Title: Investment Analysis and Portfolio Management (Theory)	Credit Hour: 3	Level:4	Semester: II
Rationale: This course is designed to provide knowledge on portfolio management and different tools and techniques for securities analysis in the capital market.			
Course Learning Outcomes <ul style="list-style-type: none"> • Provide advance knowledge on measurement of risk of an organization and explore the relationship between risk and return. • Acquire knowledge on functions of an efficient financial markets and the role of derivatives in portfolio management. • Describe the characteristics of various investment alternatives available to investors. • Develop knowledge and skills about the techniques used by the professionals for analyzing and valuing financial assets and financial derivatives. • Explore the implications of modern research in the field of investments. 			
Intended Learning outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Distinguish the characteristics of an investor from that of a speculator. • Describe various investment alternatives. • Identify different type of financial markets. • Define and describe major steps in the portfolio management process. 	Investment versus speculation, investment alternatives and their evaluation, financial markets, definition of portfolio management, portfolio management process, approaches to investment decision making, common errors in investment management, qualities for successful investing, probable investment wisdom.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the features of financial assets, both marketable and non-marketable. • Determine the suitability of mutual funds for your needs. • Explain various kind of insurance product and know the pros and cons of investing in real assets and precious assets. 	Deposits, government saving schemes, money market instruments, bonds or debentures, equity shares, mutual fund schemes, insurance products, retirement products, real estate.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Discuss the different ways in which a company may raise equity capital in the primary market. • Explain the functioning of the stock market, government securities market, corporate debt market and money market in Bangladesh. 	<p>Participants in the securities market, primary equity market, secondary equity market, trading and settlement, buying and selling shares, buying on margin and short sale, stock market abroad, government securities market, corporate debt market, money market.</p>	<p>Lecture Visual presentation Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Calculate the total return, return relative, and cumulative wealth index. • Compute the arithmetic mean and geometric mean of a return series. • Explain the rationale for using standard deviation as the principle measure of risk. 	<p>Meaning and definition of risk and return, measuring historical risk and return, measuring expected return and risk.</p>	<p>Lecture Visual presentation Mathematical application Assignment Case study</p>	<p>Quiz/MCQ Short answer Essay type answer Aptitude test Report</p>
<ul style="list-style-type: none"> • Measure the return and risk of a portfolio. • Explain the covariance terms dominate portfolio risk. • Discuss the concept of an efficient portfolio. 	<p>Portfolio theory, diversification and portfolio risk, portfolio return and risk, measurement of co-movements in security returns, calculation of portfolio risk, efficient frontier, optimal portfolio, riskless lending and borrowing, single index model.</p>	<p>Lecture Visual presentation Discussion Mathematical application Case Study</p>	<p>Quiz/MCQ Short answer Essay type answer Aptitude test Report</p>
<ul style="list-style-type: none"> • Explain the capital market relationship and the security market line relationship. • Develop the inputs required for applying the capital asset pricing model. • Calculate the beta of a security. • Describe the procedure used by the researchers to test the capital asset pricing model. 	<p>Capital asset pricing model (CAPM), inputs required for applying CAPM, empirical evidence on capital asset pricing model, arbitrage pricing theory and multifactor models, stock market as a complex adaptive system.</p>	<p>Lecture Visual presentation Mathematical application Discussion</p>	<p>Quiz/MCQ Short answer Essay type answer Aptitude test</p>

<ul style="list-style-type: none"> • Demonstrate why stock prices should essentially be non-forecast able. • Dispel common misconceptions about the efficient market hypothesis. • Describe the key steps involved in an event study and a portfolio study. 	<p>Random walk and search for theory, forms of efficient market hypothesis, empirical evidence on week-form efficient market hypothesis, empirical evidence on semi strong form efficient market hypothesis, what is the verdict, implications for investment analysis.</p>	<p>Lecture Visual presentation Class practice Assignment</p>	<p>Quiz/MCQ Analytical test Essay type answer Report</p>
<ul style="list-style-type: none"> • Distinguish technical analysis from fundamental analysis. • Use charting techniques to identify buy and sell opportunities. • Evaluate the usefulness of technical analysis. 	<p>What is technical analysis, charting techniques, technical indicators, testing technical trading rules, evaluation of technical analysis.</p>	<p>Lecture Visual presentation Discussion Mathematical application Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Analytical test Report</p>
<ul style="list-style-type: none"> • Explain the latest research findings and information of Investment Analysis and Portfolio Management 	<p>Latest research findings, information, regarding investment analysis and portfolio management</p>	<p>Assignment</p>	<p>Report</p>

Reference Books

1. Prasanna Chandra, 2016. Investment Analysis and Portfolio Management, 4th Edition, McGraw Hill Education (India) Private limited.
2. S. Kevin, 2017. Portfolio Management, 3rd Edition, PHI learning private limited, Delhi-110092.

Course Code: MAFI 473 Course Title: Auditing and Business Taxation (Theory)	Credit Hour: 3	Level: 4	Semester: II
Rationale: This course aims to provide a fundamental understanding of the principles of auditing as well as the tax system in Bangladesh.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Acquire knowledge about nature of audit risk and audit evidence • Describe the nature and types of audit reports • Enrich knowledge on the present taxation system in Bangladesh • Apply tax principles in computing tax liabilities for individuals and firms 			
Intended learning outcomes (ILOs) The students will be able to-	Course content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define audit and understand it's function • Describe the types of audit 	Introduction to Audit: Origin of audit, definition of auditing, auditing scope, functions, objectives and advantages of audit, different classes of an audit	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the different types of errors and frauds in financial statement 	Errors and Frauds: Nature and types, position of auditors in regard to errors and frauds affecting financial statements.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the differences between internal control and check • Describe the evaluation procedure of internal check 	Internal Control: Meaning, basic elements, types, internal check, advantage and disadvantages of internal check, criteria for good internal check, internal check for various transactions	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the processes of vouching • Explain the role of an auditor in case of vouching 	Vouching: Meaning, characteristics, voucher, points to be noted in a voucher, vouching of cash book and auditors responsibilities	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the processes required to appoint a auditor • Describe the duties and liabilities of an auditor 	Appointment, Duties and Liabilities of an Auditor: qualification of an auditor, appointment, removal, remunerations and liabilities of an auditor	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Discuss the different types of audit report 	Audit Report: Content of auditor's report, types of audit report, specimen of audit report	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Describe the concept and purpose of taxation • Explain the characteristics of good tax system 	Basic Concepts: Definition of tax, purpose of taxation, canons of taxation, classification of tax, characteristics, impact, incidence and effect of tax, types of business enterprises	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the concept and characteristics of income tax • Describe the structure of ITO,1984 • Explain process of determination of residential status, income year and assessment year 	Basics of Income Tax: Definition of income tax, role of income tax in development, rights and obligation of a taxpayer under ITO,1984, meaning of income year and assessment year, definition and types of assessee, residential status determination	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Analytical problems
<ul style="list-style-type: none"> • Describe different sources of income • Explain tax exempted and tax credit income 	Classification of Income: Definition, characteristics of income, classification of income, sources of income, tax exempted and tax credit income according to SRO	Lecture Visual presentation Discussion	Quiz/MCQ, Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the components and tax exempted income under salary 	Salary Income: Definition, elements of salary income, investment allowances	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Analytical problems
<ul style="list-style-type: none"> • Discuss different sources of agricultural income • Explain the set off and carry forward of agricultural losses 	Agricultural Income: Definition, types, set off and carry forward, non-assessable agricultural income	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Analytical problems
<ul style="list-style-type: none"> • Describe the allowable deduction, inadmissible expenses and depreciation allowance under the business income head 	Business Income: Definition, allowable deductions, inadmissible expenses, depreciable assets	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Analytical problems
<ul style="list-style-type: none"> • Describe TDS and its application for salary and business 	Tax Deducted at Source: Basic concept, application for salary and business, consequences of failure	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the procedure of assessment of individuals and partnership business 	Assessment: Concept, types, limitations, example of assessment of individuals and firms	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Analytical problems

<ul style="list-style-type: none"> • Explain the latest research findings and information of Investment Analysis and Portfolio Management 	Latest research findings, information, regarding investment analysis and portfolio management	Assignment	Report
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Reference Books

1. Arun Kumar and Rachana Sharma. 1997. Auditing: Theory and Practice. Atlantic publishers and distributors, New Delhi.
2. Millichamp, A. and Taylor, J. 2012. Auditing. 10th Edn. Cengage learning EMEA, UK.
3. Sanjib Kumar Basu. 2009. Fundamental concepts of Auditing. 1st Edn. Pearson education, India.
4. N.C. Shil, M.Z. Masud and M.F. Alam. 2013. Bangladesh income tax: Theory and practice. 7th Edn. Shams publications. Dhaka.
5. Lymer, A. and Oats, L. 2015. Taxation: Policy & Practice 2017/2018. 24th Edn. Fiscal publications, UK.
6. Income Tax Manual, Part 1 and 2.

Course Code: MAFI 475 Course Title: Agricultural Finance (Theory)	Credit hour: 3	Level: 4	Semester: II
Rationale: This course aims to introduce the scope of agricultural finance and to identify the various sources and utilization procedure of agricultural credit to become a successful entrepreneur.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Discuss and apply the concepts related to agricultural finance. • Describe financial statement analysis used in agricultural sector. • Explain farm credit system in Bangladesh. • Identify the most appropriate source of credit for investment. • Discuss the role of the Govt. and international agencies regarding agricultural finance. 			
Intended learning outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define agricultural finance • Describe the different sources of agricultural finance 	Introduction: Definition, importance of agricultural Finance, role in farm production, types of agricultural finance, characteristics of good agricultural finance	Lecture Visual presentation Discussion	Quiz/MCQ Short answer
<ul style="list-style-type: none"> • Describe various instruments used to secure credit • Explain different techniques involved in repayment 	Acquisition of Loan and Repayment: Loan acquisition, types, legal issues, interest rates, different credit instruments, methods of repayment, analyzing repayment capacity	Lecture Visual presentation Discussion	Quiz/MCQ, Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the qualifications of the borrowers 	Qualifications of a Borrower: Qualifications, analysis of three R's and five C's of credit	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the procedure of loan calculation in the case of agricultural finance 	Loan Calculation: Time value of money, loan amortization, PV, FV, annuities	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Analytical problems
<ul style="list-style-type: none"> • Explain the various type of budgeting technique • Explain and analyze the financial statements of agricultural business 	Capital Budgeting and Statements: Discounted and undiscounted measures, leasing, preparation and analysis of financial statements of agricultural farm	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Analytical problem
<ul style="list-style-type: none"> • Describe the concept of value chain financing 	Value Chain Financing: Definition, value chain financing examples, models of value chain	Lecture Visual presentation	Quiz/MCQ Short answer

	financing, implications for rural development	Discussion	Case studies
<ul style="list-style-type: none"> Discuss the role of different organizations in agricultural finance 	Organizations Role: Role of Bangladesh government, role of private sector, role of international agencies and organizations in agricultural finance, case studies of international fund for agricultural	Lecture Visual presentation Discussion Case studies	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Describe the farm credit system in Bangladesh 	Farm Credit System: Bangladesh Bank's policy, role of nationalized commercial banks, BKB, special farm credit programs	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Explain the latest research findings and information of Investment Analysis and Portfolio Management 	Latest research findings, information, regarding investment analysis and portfolio management	Assignment	Report

Reference Books

1. Warren Lee, Micheal Boehlje, Aaron Nelson and William Murray. 1988. Agricultural Finance. Kalyani publisher, New Delhi.
2. Barry, P.; H. John; A. Hopkin and C.B. Bker. Financial Management in Agriculture, 2nd Edn. Danvile Illinois: The Interstate Printers and Publishers, Inc.
3. Nelson, Aaron G. and Murray, William G. (1967): Agricultural Finance. The Iowa State University Press, AMES.
4. Van Horne and J.M. Wachowich. 2010. Fundamentals of Financial Management. 13th Edn., Pearson education, UK.

Course Code: MAFI 477 Course Title: Capital Budgeting and Project Management	Credit Hour: 3	Level: 4	Semester: II
Rationale: This course focuses on the management of investment projects, the proper selection of investment projects, implementation and management of investment projects with specific estimates of the future value of the project.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Acquire knowledge about project management concepts, tools, and techniques. • Discuss the project management lifecycle. • Discuss the process of financing and development of a project plan • Assess project risk and response strategies. • Develop strategies to initiate, plan, execute, monitor and control, and close projects. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define project and project management • Describe the project life cycle 	Introduction to Project Management: Definition, relationship with other discipline, project phases, project life cycle, project stakeholders, Role of a project manager	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the different aspect of project preparation 	Aspects of Project Preparation: Technical aspect, institutional aspect, social aspect, financial aspect, economic aspect	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the different cost and benefits associated with project 	Project Cost and Benefits: Cost of project, tangible benefits of project	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the processes required to ensure timely completion of the project 	Project Time Management: Activity definition, sequencing, duration estimation, schedule development and control	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the processes required to acquire goods and services to attain project scope 	Project Procurement Management: Procurement planning, solicitation, source selection, contract closeout	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Discuss the process needed to effectively use the people involved in the project 	Project Human Resource Management: Organizational planning, staff acquisition, team development	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> Describe the sources, measures, risk analysis techniques, monitoring and controlling system of risk 	Project Risk Analysis: Risk management planning, sources, risk identification, risk analysis, risk monitoring and control	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Analytical problems
<ul style="list-style-type: none"> Classify various investment criteria Describe the rationale and problems of each criteria 	Investment Criteria: NPV, IRR, profitability index, payback period, ARR, cash flow estimation	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Analytical problems
<ul style="list-style-type: none"> Explain how social costs and benefits differ from monetary costs and benefits Discuss how prices of various resources calculated Explain ERR, ERP and DRC 	Social Cost Benefit Analysis: Rationale, UNIDO approach, SCBA by financial institutions	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Analytical problems
<ul style="list-style-type: none"> Discuss the various source of fund raising and compare the sources 	Financing of Projects: Source of financing in domestic and international markets, role of donor agencies	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Explain the latest research findings and information of Investment Analysis and Portfolio Management 	Latest research findings, information, regarding investment analysis and portfolio management	Assignment	Report

Reference Books

1. Prasanna Chandra. 2014. Projects: planning, analysis, selection, financing, implementation and review. 7th Edn. Tata McGraw-Hill Pub. Co., New Delhi.
2. J. Price Gittinger. 1982. Economic Analysis of Agricultural Projects. EDI series in economic development. 2nd Edn. The John Hopkins University Press, USA.
3. Project Management Institute. 2000. A guide to the project management body of knowledge. Project management institute, Pennsylvania, USA.
4. Bierman, H and S. Smidt. 1990. The capital budgeting decision. 7th Edn. Macmillan, USA.

Department of Agricultural Botany

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	ABOT 101: Economic Botany	2	1	I
	Theory	2		
	Total	2		

Course Code: ABOT 101 Course Title: Economic Botany (Theory)	Credit Hour: 2	Level: 1	Semester: I
Rationale: This course is designed to provide knowledge on economically important crop plants, their production, processing and prospect in business.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Categorize the plants based on the requirements of human being. • Provide knowledge on the food, fiber, timber, rubber, medicinal and other plants. • Acquire knowledge on plant products and their probable ways of business. 			
Intended Learning Outcomes (ILOs)	Course Content	Teaching-learning Strategies	Assessment Strategies
The students will be able to-			
<ul style="list-style-type: none"> • Discuss the importance of plant product, their industrial value and scope of marketing in home and abroad 	Introduction: Acquaintance with economically important plants and plant products. Present production level, marketing status and facilities in home and abroad, industrial value and scope in Bangladesh to utilize for benefit of important plants and their products. Different groups of plants to be studied are as follow	Lecture Discussion Assignment Visual presentation	Quiz Short answer Essay type answer Report
<ul style="list-style-type: none"> • Classify plants based on way of intake by human for energy and nutrient 	Food plants: Cereals, oil yielding plants, pulse, fruit plants, vegetables, spices and condiments, beverage crops, sugar yielding plants, masticating and chewing plants products, roots and tuber crops etc.	Lecture Discussion Assignment Visual presentation	Quiz Short answer Essay type answer Report
<ul style="list-style-type: none"> • Identify and use of different fiber yielding plants 	Fiber Yielding Plants: Jute, cotton, kenaf, sun hemp, flax, ramie, silk cotton etc.	Lecture Discussion Assignment Visual presentation	Quiz Short answer Essay type answer Report

<ul style="list-style-type: none"> • Realize the value of timber yielding plants 	Timber Yielding Plants: Teak, Indian red wood, sal, jarul, mahagony, pines, Chambal, acacia, gamhar, pawa, koroi, jack fruit, shirish, gorjan, boilam, iron wood etc.	Lecture Discussion Assignment Visual presentation	Quiz Short answer Essay type answer Report
<ul style="list-style-type: none"> • Identify the higher and lower plant and their use in medicine 	Medicinal Plants: Ipecae, ranwolfia, nux-vomica, cinchona, aconite, deadly night shade, poppy, ashok, arjun, apang, basak, iswarmul, ulatchandal, stevia, aloe vera etc.	Lecture Discussion Assignment Visual presentation	Quiz Short answer Essay type answer Report
<ul style="list-style-type: none"> • Illustrate the prospect of cultivation of ornamental plants in Bangladesh 	Ornamental Plants: Flowering and non flowering plants of different types. Specially important ornamental plants which are important for marketing in home and aboard.	Lecture Discussion Assignment Visual presentation	Quiz Short answer Essay type answer Report
<ul style="list-style-type: none"> • Realized the industrial value of rubber yielding plants 	Rubber Yielding Plants: <i>Hevea brasiliensis</i> , <i>Manihot glaziovii</i> , <i>Castilloa elastic</i> , <i>Ficus elastic</i> etc.	Lecture Discussion Assignment Visual presentation	Quiz Short answer Essay type answer Report
<ul style="list-style-type: none"> • Describe the narcotics plants in view of production and processing; merits and demerits in human being. 	Narcotics: Tobacco, Indian Hemp, poppy etc.	Lecture Discussion Assignment Visual presentation	Quiz Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss the industrial use of different plants and their parts for producing perfumes. 	Plants of Aesthetic Value: Producing perfumes (essence, scent, atar etc.)	Lecture Discussion Assignment Visual presentation	Quiz Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss the scope of business which numerony plants and their processed product. 	Other Important Plants for Business: Bamboos, cane, fodder, fuel and green manure producing plants etc. Plants producing paper, perfumes, cork, resin, gum, lac, dye, essential oils etc.	Lecture Discussion Assignment Visual presentation	Quiz Short answer Essay type answer Report

<ul style="list-style-type: none"> • Discuss possible ways of marketing of different agricultural plants and products. • Enhance opportunities to gather knowledge by visiting about new plants and agro-based industry 	Study Tour: Visit to different botanical gardens and different food processing industries.	Visit and discussion visual observation.	Pre and post evaluation
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Reference Books

1. G.H.M. Lawrence. 1967. Taxonomy of Vascular Plants. Oxford & IBH Publishing Co. Pvt. Ltd., New Delhi
2. V.V. Sivarajan. 1999. Introduction to the Principles of Plant Taxonomy. 2ndEdn. Oxford & IBH Pub. Co., New Delhi.
3. A.K. Mondal. Advanced Plant Taxonomy. 1975. 2nd Edn. New Central Book Agency (P) Ltd. Delhi, India. A.C. Dutta..
4. V.V. Sivarajan. 1999. Introduction to the Principles of Plant Taxonomy. 2ndEdn. Oxford & IBH Pub. Co., New Delhi.
5. O. P. Sharma. Plant Taxonomy. 2009. 2nd Edn. McGraw-Hill, New York.
6. B.P. Pandey. 1986. Modern Practical Botany. Vol. II. S. Chand & Company (Pvt.) Ltd., New Delhi.
7. H.C. Gangulee, K.S. Das and C. Dutta.1984. College Botany. Vol. I. New Central Book Agency, India.
8. J.W. Purseglove. 1988. Tropical Crops Dicotyledons. English Language Book Society, Longman, London.
9. J.W. Purseglove.1988. Tropical Crops Monocotyledons. English Language Book Society, Longman, London.
10. K.S. Bilgrami, L.M. Srivastava and J.L. Shreemali.1992. Fundamentals of Botany. Vikas Publishing House Pvt. Ltd., New Delhi.
11. L.S. Coble and W.M. Steele. 1976. An Introduction to the Botany of Tropical Crops. The English Language Book Society, Longman, London.

Department of Agricultural Chemistry

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	AGCH 259: Agro-Chemicals	2	2	II
	Theory	2		
	Total	2		

Course Code.: AGCH 259 Course Title: Agro-Chemicals	Credit Hour: 2	Level: 2	Semester: II
Rationale: This course is design to provide updated knowledge and information related to major agro-chemicals (focused on fertilizers and pesticides) used in Bangladesh for crop production.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Classify different groups of agrochemicals. • Explain the manufacturing processes of different fertilizers. • Summarize the major and commonly used pesticide in Bangladesh in respect of formulation, preparation and mode of action. • Differentiate the process of agro-chemical registration. 			
Intended Learning Outcomes (ILOs) The students will be able to	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Justify the need of agro-chemicals • Classify different groups of agro-chemicals 	Introduction: Concepts of agro-chemicals. Definition, development and classification of agro-chemicals.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Summarize the history of agro-chemicals use in Bangladesh. 	History: Entrance of agro-chemicals in Bangladesh, present status and future predictions.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain and compare different types of pesticide formulations. • Prioritize the choice of different pesticide formulations. 	Pesticide Formulation: Chemistry and preparation of dusts, wettable powders, emulsifiable concentrates, granulates, micro-encapsulation, fumigants and aerosol formulations.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the preparation, mode of action of widely used insecticides in Bangladesh. 	Preparation and Mode of Action of Insecticides: Manufacturing/Preparation, properties, mode of action and uses of organ chlorinated, organ phosphorus, organocarbamate insecticides commonly used in Bangladesh.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> Describe the preparation, mode of action of widely used fungicides and herbicides in Bangladesh. 	Fungicides and Herbicides: Preparation, properties and mode of action of synthetic fungicides and herbicides commonly used in Bangladesh.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Assess the compatibility of pesticides with other agrochemicals. 	Compatibility: Define pesticide compatibility, types of compatibility and compatibility test.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Summarize the pesticide registration procedure in Bangladesh. 	Registration: Authority for registration, national committees related to pesticide registration. Steps and forms to pesticide registration procedure in Bangladesh.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Classify different types of fertilizers. 	Introduction of Fertilizer: Definition, development and classification of fertilizers.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Justify the different feedstock for urea synthesis Explain different steps of urea manufacturing process. 	Nitrogenous Fertilizer: Choice and purification of feedstock for urea synthesis. Synthesis of CO ₂ and NH ₃ from natural gas. Urea manufacturing process.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Compare different types of phosphatic fertilizers. Explain the manufacturing processes of different phosphatic fertilizers. 	Phosphatic Fertilizer: Choice and chemical composition of raw material. Manufacturing process of SSP, TSP and DAP fertilizers.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Discuss different minerology of potash ores. Explain mining and recovery of MoP. 	Potassic Fertilizer: Minerology of potash ores. Mining and recovery of MoP.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Apply the use of different secondary and micronutrient containing fertilizers. Evaluate compound, mixing, liquid and 	Other Fertilizers: Secondary and micronutrient fertilizers and their chemistry and technology. Compound mixed, liquid and controlled-release fertilizers, their chemistry and technology.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer

controlled- release fertilizers.			
<ul style="list-style-type: none"> Describe the physical and chemical properties of fertilizers 	Properties of Fertilizers: Physical and chemical properties of fertilizers. Comparative study and selection of commonly used fertilizers	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Assess the way to control the quality of fertilizers. Interpret the pollution caused by fertilizer industries. 	Quality Control of Fertilizers: Quality control and specification of commonly used fertilizers. Pollution caused by fertilizer industries and its control measures.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> Explain the latest research findings and information regarding the application of agro-chemicals. 	Recent Information: Latest research findings and information in the field of agro-chemicals.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer

Reference Books

- Tomlin, C.D.S. (Ed.). 2003. The Pesticide Manual, 13th edition, British Crop Protection Council, Hampshire, UK.
- Ramulu, U.S.S. 1985. Chemistry of Insecticides and Fungicides, 2nd edition. Oxford and IBH Pub. Co., New Delhi. India.
- Ministry of Law and Justice, Govt. of the Peoples Republic of Bangladesh. 1984. The Pesticide Ordinance, Govt. Press. Dhaka.
- Srivastva, S.B. 1985. Agrobased Industries and Pesticides Formulations. S.I.R. Institute, New Delhi. India.
- Gustafson A. F. 2010. Handbook of Fertilizers .Agrobios, India.
- Havlin, J.L.; Beaton, J.D.; Tisdale, S.L. and Nelson, W.L. 1999. Soil Fertility and Fertilizers, 6th edition., Prentice-Hall, Inc., Upper Saddle River, New Jersey, USA.
- Jain, B.K. and Sivashankaran, V.S. (Eds.) 1980. Handbook on Fertilizer Technology. Fertilizer Association of India, New Delhi-110067, India.
- UNIDO and IFDC (Eds.) 1998. Fertilizer Manual. Kluwer Academic Publishers. Dordrecht, The Netherlands.
- Van Slyke. 2010. Fertilizers and Crop Production. Agrobios, India.

Department of Agricultural Extension and Information System

Course Layout

Sl. No.	Course Code and Course Title	Credit Hours	Level	Semester
01	AEIS 301 Agricultural extension and information system (Theory)	02	3	I
		Theory	02	
		Total	02	

Course Code: AEIS 301		Credit Hour: 2	Level: 3	Semester: I
Course Title : Agricultural Extension and Information System (Theory)				
Rationale: This course is designed to provide basic knowledge on agricultural extension education, teaching methods, communication, diffusion of innovation and knowledge management in agriculture to improve socio-economic condition of the farming community.				
Course Learning Outcomes:				
<ul style="list-style-type: none"> • Explain the concepts and philosophies of agricultural extension education • Describe with extension teaching methods and aids • Demonstrate the process of extension communication • Practice agricultural innovations and knowledge management in agriculture effectively. 				
Intended Learning Outcomes (ILOs) The students will be able to:	Course Content		Teaching-Learning Strategy	Assessment Strategy
<ul style="list-style-type: none"> • Describe Concept, scope, principles and philosophies of agricultural extension • Explain the development of agricultural extension in Bangladesh and beyond. 	Agricultural Extension: Concept, Scope and Objectives of Agricultural Extension; Principles and Philosophies of Agricultural Extension; Development of agricultural extension work in Bangladesh and beyond; Integrated functions of agricultural education, Research and extension services.		Lecture Discussion Multimedia presentation	Quiz/MCQ Class test Essay type answer
<ul style="list-style-type: none"> • Demonstrate teaching methods, their use and effectiveness • Apply extension teaching aids and criteria of these aids. • Select effective teaching methods by considering factors 	Extension Teaching Methods and Aids: Understanding extension teaching methods; Factors consider in extension teaching methods; Combination of teaching methods; Result demonstration vs. method demonstration; Meaning, types, advantages, disadvantages, and choice of extension teaching aids; Criteria for selection and evaluation of extension teaching aids		Lecture Discussion Multimedia presentation	Quiz/MCQ Class test Essay type answer

<ul style="list-style-type: none"> • Explain model and elements of communication • Describe factors influencing communication • Demonstrate the importance of communication to agricultural development. 	<p>Extension Communication: Concept, scope and importance of communication; Communication models; Barriers and noise of communication; Feedback of communication; Critical factors of extension communication; Communication gap; Types and forms of communication; Communication strategy for agricultural and rural development.</p>	<p>Lecture Discussion Multimedia presentation</p>	<p>Quiz/MCQ Class test Essay type answer</p>
<ul style="list-style-type: none"> • Obtain latest information in extension communication and innovation management concept 	<p>Transfer of Technologies: Meaning and definition of technology, diffusion process, elements of diffusion process, innovation-decision process, innovativeness and adapter categories, definition, types and attributes of innovation.</p>	<p>Lecture Discussion Multimedia presentation</p>	<p>Quiz/MCQ Class test Essay type answer</p>
<ul style="list-style-type: none"> • Explain the core concepts, methods, techniques and tools of knowledge management. • Demonstrate the ability to apply KM solutions to agricultural knowledge acquisition and dissemination. • Demonstrate the ability to use IT-based KM tools in agriculture. 	<p>Knowledge Management for Agricultural Extension Service: Concept & foundation; KM solutions; KM models; KM theories; KM impacts; KM & its significance in agricultural development; KM tools for managing knowledge in organization.</p>	<p>Lecture, Discussion, Multimedia presentation</p>	<p>Quiz/MCQ , Class test, Essay type</p>

References Books

1. M.H. Bhuiyan, M.A.M. Miah, M.G.R. Akanda and M.A. Bashar. 2014. Agricultural Extension Education. G-Science Implementation and publication, Dhaka, Bangladesh.
2. E.M. Rogers. 2003. Diffusion of innovations. Third Edition. The Free Press. New York.
3. G. L. Roy. 2006. Extension Communication and Management. Joy Prakashani. Calcutta, India.
4. Becerra-Fernandez, I. and Sabherwal, R. 2010. Knowledge Management: Systems and Processes, M.E. Sharpe.

Department of Agronomy

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	AGRO 153: Principles of Seed Crops Management (Theory)	2	1	II
2.	AGRO 154: Principles of Seed Crops Management (Practical)	1	1	II
	Theory	2		
	Practical	1		
	Total	3		

Course Code: AGRO 153 Course Title: Principles of Seed Crops Management (Theory)	Credit Hours: 2	Level: 1	Semester: II
Rationale: This course is designed to provide fundamental concepts of Agriculture, Agronomy, Agribusiness and different agronomical practices involved in seed production for field crops.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Illustrate Agriculture, Agronomy, Agribusiness and Seed • Predict land distribution and agro-ecological zones of Bangladesh, and distribution of crops therein • Operate seed production for field crops and their management • Execute planning, establishment of agricultural farm and its managements • Verify crop performance and crop forecasting 			
Intended Learning Outcomes (ILOs) The students will be able to	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain agriculture, agronomy, cropping seasons and quality seeds • Classify cropping seasons and seed crops 	Introduction: Concept, importance, opportunities, constraints and branches of Agriculture; Definition, importance, scope and basic principles of Agronomy; classification of cropping seasons of Bangladesh; classification and characteristics of quality seeds	Lecture Visual presentation Discussion Group discussion Assignment Feedback	Quiz Short answer Essay type answer Presentation performance Attendance Report
<ul style="list-style-type: none"> • Scrutinize data on land categories and land utilization of Bangladesh • Scrutinize data on crop yield of Bangladesh 	Land use and Crop Statistics in Bangladesh: Categories of land utilization, area, production and yield of major crop of Bangladesh and their general trend.	Lecture Visual presentation Discussion Group discussion Assignment Feedback	Quiz Short answer Essay type answer Presentation performance Attendance Report
<ul style="list-style-type: none"> • Identify Agro-ecological zones of Bangladesh and their characteristics • Describe area, physiography and crop distribution in different areas of Bangladesh 	AEZ: Agro-ecological zones of Bangladesh: Basis, benefit, area, physiography and crop distribution	Lecture Visual presentation Discussion Group discussion Assignment Feedback	Quiz Short answer Essay type answer Presentation performance Attendance Report
<ul style="list-style-type: none"> • Classify field crops for seed 	Production Technology of Different Seed Crops:	Lecture	Quiz Short answer

<ul style="list-style-type: none"> • Predict climate and soil requirements of different agronomic crops • Recognize scope, limitation and strategies of seed production • Demonstrate seed production technologies 	<p>Cereal crops: Rice, Wheat and Maize; Pulse crops: Lentil, Mungbean, Grasspea, Chickpea and Blackgram; Oilseed crops: Rapeseed Mustard, Soybean, Sesame; Fiber crops: Jute and Cotton; Sugar crops: Sugarcane, Sugar beet; Beverage crops: Tea; Narcotic crops: Tobacco; Fodder crops: Maize, Sorghum, Cowpea, Napier and Para grass</p>	<p>Visual presentation Discussion Group discussion Field visit Assignment Feedback</p>	<p>Essay type answer Presentation performance Attendance Report</p>
<ul style="list-style-type: none"> • Design multiple cropping • Invent planning, establishment of agricultural farm and its managements • Describe the considered factors for establishing a farm • Prepare farm layout and budget 	<p>Farming System, Farm Planning and Management: Concept components, classification, multiple cropping. Factors to be considered for establishing a farm. Farm layout, farm budgeting</p>	<p>Lecture Visual presentation Discussion Group discussion Farm visit Assignment Feedback</p>	<p>Quiz Short answer Essay type answer Presentation performance Attendance Report</p>
<ul style="list-style-type: none"> • Assess crop performance • Forecast crop yield • Construct crop report 	<p>Crop Evaluation: Crop reporting, crop cutting experiment, crop yield estimation and crop forecasting</p>	<p>Lecture Visual presentation Discussion Group discussion Field visit Demonstration Assignment Feedback</p>	<p>Quiz Short answer Essay type answer Presentation performance Demonstration performance Attendance Report</p>

Reference Books

1. Basra, A. S. (2006). Handbook of Seed Science and Technology. CRC Press, the USA.
2. Chandra, G. D. (1997). Fundamentals of Agronomy. Oxford & IBH Publishing Company Private, Limited.
3. Egli, D. B. (2017). Seed biology and yield of grain crops. CABI, the UK.
4. Jones, J. J. B. (2002). Agronomic Handbook: Management of Crops, Soils and Their Fertility, CRC Press, USA
5. Lynas, M. (2018). Seeds of Science: Why We Got It So Wrong On GMOs. Bloomsbury Sigma. New York.
6. McDonald, M. and Copeland, L.O. (1997). Seed Production Principles and Practices. Springer, USA.
7. Padmavathi, S. (2012) A Textbook of Seed Science and Technology. New India Publishing Agency, India.
8. Panda, S.C. (2011). Crop Production and Tillage, AGROBIOS Publication, New Delhi, India.
9. Panda, S.C. (2014). Agronomy, AGROBIOS Publication, New Delhi, India.
10. Srivastava, V.C. (2014). Modern Principles of Agronomy, AGROBIOS (India).

Course Code: AGRO 154 Course Title: Principles of Seed Crops Management (Practical)	Credit Hours: 1	Level: 1	Semester: II
Rationale: This course provides practical knowledge on crops, manures and fertilizers, farm implements, seeds, seed testing and crop raising			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Select crops, farm implements, manures & fertilizers • Apply different intercultural operations • Demonstrate seed crop raising • Explain seed and seed technology • Distinguish seed quality • Calculate cost of production of seed crops • Investigate seed production and processing farm 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Identify and explain field crops and weeds • Apply manures and fertilizers in crop fields • Identify agricultural implements and describe their functions 	Identification of <ul style="list-style-type: none"> • different field crops, • weeds • manures and fertilizers • agricultural implements 	Lecture Visual presentation Field visit Group discussion Field work Demonstration Feedback	Practical examination Oral examination Demonstration performance Report Class attendance Practical notebook
<ul style="list-style-type: none"> • Analyze the morphology of seed • Classify field crops seed 	Study of structure of monocotyledonous and dicotyledonous seeds	Lecture Visual presentation Field visit Group discussion Field work Demonstration Feedback	Practical examination Oral examination Demonstration performance Report Class attendance Practical notebook
<ul style="list-style-type: none"> • Determine purity percentage, moisture content, germination percentage, and viability of seed 	Seed testing: purity, moisture determination, germination and viability	Lecture Visual presentation Field visit Group discussion	Practical examination Oral examination Report

		Field work Demonstration Feedback	Class attendance Practical notebook
<ul style="list-style-type: none"> • Grow a crop for quality seed • Schedule intercultural operations for crop raising • Perform post-harvest operations of different seed crops 	<ul style="list-style-type: none"> • Raising a crop in an individual plot • Practicing weeding, thinning, mulching, topdressing, roguing, harvesting and post-harvest operation of different field seed crops 	Lecture Visual presentation Field visit Group discussion Field work Demonstration Feedback	Practical examination Oral examination Report Demonstration performance Class attendance Practical notebook
<ul style="list-style-type: none"> • Calculate cost of production of seed crops 	Computing cost of production of different field seed crops.	Lecture Visual presentation Field visit Group discussion Field work Demonstration Feedback Report writing	Practical examination Oral examination Report Demonstration performance Class attendance Practical notebook
<ul style="list-style-type: none"> • Investigate activities of seed production and processing farm 	Visit to a seed production farm	Lecture Visual presentation Field visit Group discussion Field work Demonstration Feedback Report writing	Practical examination Oral examination Demonstration performance Report Class attendance Practical notebook

Reference Books

1. BARI. (2017). Krishi Projukti Hat Boi. Bangladesh Agricultural Research Institute. Joydebpur, Gazipur.
2. BRRI. (2017). AdunikDhanerChash (Modern rice cultivation). 20th edition Booklet no. 5, Bangladesh Rice Res. Inst. Joydebpur, Gazipur
3. Copeland, L.O. (2005). Principles of Seed Science and Technology (4th Ed.). Bargress Publishing Co. Minnesota, USA.
4. Seed Wing.(2006). Manual for seed quality control. Seed wing, Ministry of Agriculture, Bangladesh.
5. Das, P.C. (2012). Jute Production Technology. WSIC. E-Book. Ltd. India.
6. Ranaand, S. S. andRana, M. C. (2011). Cropping System. Department of Agronomy, College of Agriculture, CSK HimachalPradesh Krishi Vishvavidyalaya, Palampur, India.
7. Singh, S.S. (2008). Principle and Practices of Agronomy. Kalyani Publishers. New Delhi, India
8. Srivastava, V.C. (2014). Modern Principles of Agronomy, AGROBIOS (India).

Department of Agricultural Engineering

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	AGEN 151: Farm Mechanization and Food Technology (Theory)	2	1	II
2.	AGEN 152: Farm Mechanization and Food Technology (Practical)	1	1	II
	Theory	2		
	Practical	1		
	Total	3		

Course Code: AGEN 151 Course Title: Farm Mechanization and Food Technology (Theory)	Credit Hour: 2	Level: 1	Semester: II
Rationale: This course is designed to develop knowledge on important technologies for mechanized the Agricultural operations and Food Processing systems.			
Course Learning Outcomes: <ul style="list-style-type: none"> • Acquire knowledge about modern farm technologies and machineries. • Describe about the current status, needs and opportunities of mechanized farming. • Develop knowledge on crop water requirement and efficient irrigation technologies. • Acquire knowledge about modern techniques of food preservation. • Explain the current status, needs and opportunities in food processing industries. • Gather knowledge on post-harvest losses, storage, processing and preservation technologies of food products. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Categorize and criticize the level of Mechanization of Bangladesh. 	Farm Mechanization: Introduction to farm mechanization, benefits and drawbacks of farm mechanization, factors influencing mechanization, mechanization and poverty alleviation, mechanization and national economy, prospects of farm mechanization in Bangladesh.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the type of engine and their working principles. • Differentiate between petrol and diesel engines. • Describe about RM of engines. • Classify the type of tillage implements and machineries. • Describe tillage implements, sprayers and harvesters and their uses. • Explain the uses of solar energy. 	Farm Power and Machinery Management: Engines, engine parts, different types of engine and their working principles, fuel system, cooling system and power transmission system of tractor and power tiller, precision and protected farming, drones and robots, use of solar energy, machinery for tillage, seeding and planting, harvesting and threshing operations, determination of annual operating costs, cost parameters,	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Estimate the power, energy and efficiencies of agricultural machineries. 	depreciation and machine life, break-even analysis.		
<ul style="list-style-type: none"> • Describe the methods of irrigation. • Estimate the irrigation requirements. • Compare various irrigation technologies. • Estimate the power requirement of pumping and cost of power. • Illustrate about RM of irrigation pumps. 	Irrigation and Drainage: Importance and scope of irrigation, development of irrigation in Bangladesh, methods of irrigation and water requirement of crops, irrigation pumps and wells; their classification, uses, maintenance and trouble shooting, drainage and its importance in agriculture in Bangladesh.	Lecture Visual presentation Interactive discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Categorize and criticize the food and food related issues. • Predict the shelf-life of agricultural products. • Mention calorific values of food stuffs • Describe the roles of food scientists and food technologists 	Food Science and Technology: Definition of foods, food science and food technology, food composition and their functions, classification of foods based of origin, functions, P ^H / acidity, perish ability, calorific values of food stuffs, causes of spoilage, areas of food science and food technology, roles of food scientists and food technologists.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the techniques of preservation. • Describe the types of microorganism • Relate the relation between MO and food • Discuss the effects of MO in human health. • Illustrate different thermal treatments food. • Describe the problems related to long term preservation of food. • Explain the methods of food processing. 	Food Processing and Preservation: Importance of microorganisms in foods, bacterial growth curve, combined effects of factors (pH, water activity, temperature, etc.) affecting microbial growth, food poisoning, infections, intoxications and food borne diseases. Principles of sterilization, pasteurization, irradiation and blanching operations and their methods, principle of chilling, refrigeration, freezing and thawing operations and their	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

	methods, canning of foods, types of dryers and evaporators.		
<ul style="list-style-type: none"> • Select and evaluate the quality parameters of food. • Develop knowledge about adulteration and misbranding. • Determine the critical control point of food processing line. 	Manufacturing and Quality Control of Foods: Manufacturing and processing of soft drinks, baked products, fermented foods, tea-coffee, chocolate and ice-cream products, definition of quality, quality control and assurance, adulteration and misbranding, quality attributes of food products, HACCP and determination of CCPS, food regulations and compliance.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

Reference Books

1. R. A. Kepner, Roy Bainer and E. L. Barger. Principles of farm machinery.3rd Ed.1987, CBS Publishers & Distributors, New Dellhi 110032. India.
2. A. M. Michael. Irrigation: Theory and Practice, Reprint Ed.1997, Vikas publishing house Pvt. Ltd. New Delhi, India.
3. S. K. Garg, Irrigation Engineering and Hydraulic Structures. 7th Ed. New Delhi: Khanna Publishers.
4. Donnell Hunt, David Wilson. Farm Power and Machinery Management, Eleventh Edition, Iowa State University press, Ames, Iowa 50014, USA.
5. A. M Michael, S. D Khepar, and S. K Sondhi. Water Wells and Pumps, 2nd Ed.Published by Tata McGraw – Hill, India.
6. Amalendu Chakraverty, Arun S. Mujumdar, Hosahalli S. Ramaswamy. Handbook of Postharvest Technology:Cereals, Fruits, Vegetables, Tea, and Spices. 2003, Publishedby CRC Press.England.
7. Potter, Norman N., Hotchkiss, Joseph .Food Science. 5th Ed.1998, Aspen Publishers,Inc. Gaithersburg, Maryland.
8. R. Paul Singh., Dennis R. Heldman. Introduction to Food Engineering. 5th Ed.2014, Academic Press, ELSEVIER Inc.
9. William C Frazier ., Dennis C Westhoff. Food Microbiology. 4th Ed.1978, Tata McGraw-Hill Publishing Company,New Delhi. India.
- 10.Heldman, Dennis R. and R. Paul Singh. Food Process Engineering, 2nd Ed.1981, AVI Publishers Co., New York. USA

Course Code: AGEN 152 Course Title: Farm Mechanization and Food Technology (Practical)	Credit Hour: 1	Level: 1	Semester: II
Rationale: This course is designed to provide students the practical experience of using available machinery or to provide a closer overview of important technologies used in the domain of food preservation and processing operations.			
Course Learning Outcomes: <ul style="list-style-type: none"> • Acquire knowledge on selection of best suited machine or engine and to do proper management and maintenance in practical situations. • Acquire knowledge on selection of best suited technique in food processing. • Apply and describe the technique and methods of food preservation. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain the functions of different parts of engines • Use farm equipment's. 	Identification and functions of different parts of IC engines	Lecture Discussion Demonstration Group work	Quiz Short answer Identification Demonstration performance Viva-voce Practical note book
<ul style="list-style-type: none"> • Differentiate the engines and criticize their working principles. • Know the technique of starting different types of engine. 	Working principle of different engines and how do you start of an engine	Lecture Discussion Visual presentation Demonstration Group work	Quiz Short answer Viva-voce Practical note book Demonstration performance
<ul style="list-style-type: none"> • Explain the different engine systems of tractor and power tiller. 	Different engine systems of a tractor and a power tiller	Lecture Discussion Visual presentation	Quiz Short answer Viva-voce Practical note book
<ul style="list-style-type: none"> • Explain and identify the farm implements, machineries, irrigation pumps, and dryers. • Describe the suitability of machines in various types of agricultural operations. 	Identification and description of different farm implements in tillage, seeding, irrigation, harvesting and threshing operations	Lecture Discussion Visual presentation	Quiz Short answer Identification Viva-voce Practical note book

<ul style="list-style-type: none"> Operate and determine the capacity of centrifugal pump. 	Experimental determination of pump capacity	Lecture Demonstration Group work	Demonstration performance
<ul style="list-style-type: none"> Identify and use common processing machines. 	Orientation with various machineries and equipment's used in food processing, preservation and analysis	Lecture Discussion Demonstration Group work	Quiz Short answer Identification Demonstration performance Viva-voce Practical note book
<ul style="list-style-type: none"> Know the technique of Drying and Freezing. 	Preservation of fruits and vegetables by drying and freezing	Lecture Discussion Visual presentation	Quiz Short answer Viva-voce Practical note book
<ul style="list-style-type: none"> Explain the processing technique of Jelly, Marmalade, Cordial and Squash 	Preparation of jam, jelly, marmalade, cordial and squash from different fruits.	Lecture Discussion Visual presentation	Quiz Short answer Viva-voce Practical note book
<ul style="list-style-type: none"> Prepare Ketchup and Sauces 	Preparation of ketchup and sauces from different vegetables and spices	Lecture Demonstration Group work	Demonstration performance
<ul style="list-style-type: none"> Know the technique of Baking. 	Manufacture of bakery products: biscuits and cakes	Lecture Demonstration Group work	Demonstration performance
<ul style="list-style-type: none"> Justify the scope of food processing. Observe modern Food Processing Industries 	Visit to food industries, BARI, BRRI and BADC.	Visiting the related organization.	Report

Reference Books

1. J. M. Shippen, C. R. Ellin and C. H. Clover. Basic Farm Machinery, 3rd Ed. 1980, Published by Pergamon Press Oxford, UK
2. A. M. Michael. Irrigation: Theory and Practice, Reprint Ed. 1997, Vikas publishing house Pvt. Ltd. New Delhi, India.
3. Amalendu Chakraverty, Arun S. Mujumdar, Hosahalli S. Ramaswamy. Handbook of Postharvest Technology: Cereals, Fruits, Vegetables, Tea, and Spices. 2003, Published by CRC Press, England.
4. Potter, Norman N., Hotchkiss, Joseph. Food Science. 5th Ed. 1998, Aspen Publishers, Inc. Gaithersburg, Maryland.
5. “খামার যন্ত্রপাতি (ম্যানুয়াল)”, 1988. Published by Department of Agricultural Extension, Ministry of Agriculture, Bangladesh

Department of Entomology

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	ENTO 207: Crop Protection Strategy-I (Theory)	2	2	I
2.	ENTO 208: Crop Protection Strategy -I (Practical)	1	2	I
	Theory	2		
	Practical	1		
	Total	3		

Course Code: ENTO 207 Course Title: Crop Protection Strategy-I (Theory)	Credit Hour: 2	Level: 2	Semester: I
Rationale: This course is designed to provide knowledge on introduction to agricultural crop pests, vertebrate pests, storage pests, beneficial insects in agriculture and concept of pest management			
Course Learning Outcomes:			
<ul style="list-style-type: none"> Analyze the importance of insects and mites in agriculture; Illustrate different crop pests, vertebrate pests, storage pests and their nature of damage with appropriate control measures; Outline of pest management strategies along with pesticide registration and marketing in Bangladesh; Infer on beneficial insects and their utilization. 			
Intended Learning Outcomes (ILOs) The students will be able to	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> Classify and point out the distinguish characteristics of different arthropods Explain the harmful and beneficial aspects of insects 	Introduction: Importance of insects and mites in agricultural and other aspects, classification of insects and mites, pests; their injuries and damages.	Lecture Discussion Visual presentation	Quiz/MCQ Short answer Practical notebook Viva-voce
<ul style="list-style-type: none"> Describe the biology and host preference of different crop pests Identify and demonstrate nature of damage of different crop pests Prescribe different management strategies 	Crop Pests: Important insect and mite pests of different agricultural crops and their management.	Lecture Discussion Multimedia presentation Field visit	Quiz/MCQ Short answer Practical notebook Viva-voce Report
<ul style="list-style-type: none"> Identify different vertebrate pests Recognize their nature of damage including signs Prescribe different management strategies 	Vertebrate Pests: Important vertebrate pests and their management.	Lecture Discussion Multimedia presentation Field visit Assignment	Quiz/MCQ Short answer Practical notebook Viva-voce Report

<ul style="list-style-type: none"> • Describe the biology and host preference of different stored grain pests • Identify and demonstrate nature of damage of different stored grain pests • Prescribe different management strategies 	<p>Storage Pests: Important storage pests and their management.</p>	<p>Lecture Discussion Visual presentation Industry visit</p>	<p>Quiz/MCQ Short answer Practical notebook Viva-voce Report</p>
<ul style="list-style-type: none"> ▪ Identify pollinators, predators and parasitoids for eco-friendly management of pest insects ▪ Describe the rearing techniques of different industrial insects and their significance in agriculture 	<p>Beneficial Insects: Pollinators, predators, parasitoids and industrial insects.</p>	<p>Lecture Discussion Visual presentation Industry visit Report writing</p>	<p>Quiz/MCQ Short answer Practical notebook Viva-voce Report</p>
<ul style="list-style-type: none"> ▪ Explain different control methods ▪ Describe pesticides registration and marketing. ▪ Identify different group of pesticides and their safety measures 	<p>Concept of Pest Management: Outlines of different control methods, integrated pest management (IPM). Pesticides registration and marketing in Bangladesh. Major groups of pesticides, formulation, mode of action, application technique, pesticide handling and safety measures, pesticides residues.</p>	<p>Lecture Discussion Visual presentation Field visit Report writing</p>	<p>Quiz/MCQ Short answer Practical notebook Viva-voce Report</p>

Reference Books

1. A. D. Imms. 1965. A General Text Book of Entomology. The English Language Book Society, UK.
2. D.B. Tembore. 1984. A Text Book of Insect Morphology, Physiology and Endocrinology. S. Chand and Co. Ltd., Ramnagar, New Delhi.
3. D.S. Hill. 1987. Agricultural Insect Pests of the Tropics and Their Control. Cambridge University Press, New York, USA.
4. D.S. Hill. 1990. Pests of the Stored Products and Their Control. CBS Publishers and Distributors, Delhi, India.
5. E.H. Smith and D. Pimentel. 1978. Pest Control Strategies. Academic Press Inc., New York.
6. M.M. Trigunayat. 2009. A Manual of Practical Entomology. 2nd Edition. Scientific Publishers, Jodhpur, India.
7. P.J. Gullan and P.S. Cranston. 2014. The Insects: An Outline of Entomology. 5th Edition,, John Wiley and Sons Ltd, UK.

Course Code: ENTO 208 Course Title: Crop Protection Strategy-I (Practical)	Credit Hour: 1	Level: 2	Semester: I
Rationale: This course is designed to provide knowledge on external morphology of typical insect, commonly used pesticides in Bangladesh, pesticide appliances, identification of insect and mite pests of major crops, vertebrate pests, storage pests, beneficial insects in agriculture and concept of pest management			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Sketch the basic structures of an insect; • Identify different crop pests, vertebrate pests, storage pests and their nature of damage with appropriate control measures; • Handle and use of different pesticide appliances; • Identify beneficial insects and utilize them. 			
Intended Learning Outcomes (ILOs) The students will be able to	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Draw and illustrate the basic structures of an insect • Demonstrate external morphology of different insect 	External morphology of an insect	Lecture Discussion Visual presentation Demonstration	Quiz/MCQ Short answer Practical notebook Viva-voce
<ul style="list-style-type: none"> • Classify the pesticides on different aspects (mode of action, mode of entry, formulation etc.) 	Commonly used pesticides in Bangladesh	Lecture Discussion Pesticide Industry visit	Quiz/MCQ Short answer Practical notebook Viva-voce Report
<ul style="list-style-type: none"> • Recognize and implement the different pesticide appliances 	Pesticide appliances and their usages.	Lecture Discussion Demonstration	Quiz/MCQ Short answer Practical notebook Viva-voce Demonstration performance

<ul style="list-style-type: none"> • Illustrate the biology and assess the host preference of different crop pests • Identify and demonstrate nature of damage of different crop pests • Prescribe different management strategies 	<p>Crop Pests: Important insect and mite pests of different agricultural crops (rice, jute, sugarcane, cotton, oil-seed, vegetable and fruits) and their management.</p>	<p>Lecture Discussion Visual presentation Field visit Demonstration</p>	<p>Quiz/MCQ Short answer Practical notebook Viva-voce</p>
<ul style="list-style-type: none"> • Identify different vertebrate pests • Recognize their nature of damage including signs • Design different pest management strategies 	<p>Vertebrate Pests: Important vertebrate pests and their management.</p>	<p>Lecture Discussion Visual presentation Field visit Demonstration</p>	<p>Quiz/MCQ Short answer Practical notebook Viva-voce</p>
<ul style="list-style-type: none"> • the biology and host preference of different stored grain pests • Identify and demonstrate nature of damage of different stored grain pests • Plan different insect pest management strategies 	<p>Storage Pests: Important storage pests and their management.</p>	<p>Lecture Discussion Visual presentation Lab. exercise Industry visit</p>	<p>Quiz/MCQ Short answer Practical notebook Viva-voce Report</p>
<ul style="list-style-type: none"> ▪ Identify pollinators, predators and parasitoids for eco-friendly management of pest insects ▪ Describe the rearing techniques of different industrial insects and their significance in agriculture 	<p>Beneficial Insects: Pollinators, predators, parasitoids and industrial insects.</p>	<p>Lecture Discussion Visual presentation Industry visit Report writing</p>	<p>Quiz/MCQ Short answer Practical notebook Viva-voce Report</p>

Reference Books

1. A. D. Imms. 1965. A General Text Book of Entomology. The English Language Book Society, UK.
2. D.B. Tembare. 1984. A Text Book of Insect Morphology, Physiology and Endocrinology. S. Chand and Co. Ltd., Ramnagar, New Delhi.
3. D.S. Hill. 1987. Agricultural Insect Pests of the Tropics and Their Control. Cambridge University Press, New York, USA.
4. D.S. Hill. 1990. Pests of the Stored Products and Their Control. CBS Publishers and Distributors, Delhi, India.
5. E.H. Smith and D. Pimentel. 1978. Pest Control Strategies. Academic Press Inc., New York.
6. M.M. Trigunayat. 2009. A Manual of Practical Entomology. 2nd Edition. Scientific Publishers, Jodhpur, India.

Department of Genetics and Plant Breeding

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	GEPB 255: Crop Improvement Strategy (Theory)	2	2	II
2.	GEPB 256: Crop Improvement Strategy (Practical)	1	2	II
	Theory	2		
	Practical	1		
	Total	3		

Course Code: GEPB 255 Course Title: Crop Improvement Strategy (Theory)	Credit Hour: 2	Level: 2	Semester: II
Rationale: The course is designed to provide basic and applied knowledge about Plant Breeding in relation to improvement of agronomic and economic traits of the crops.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Explain the scope and aims and evolutionary aspects of Plant Breeding. • Narrate genetic makeup, behavior and consequence of self- and cross-pollinated crop plants. • Describe the different breeding methods of self- and cross-pollinated as well as asexually propagated crops. • Explain the special breeding methods like polyploidy breeding and mutation breeding. • Describe the role of biotechnology in crop improvement and crop variety release procedure. • Express the views on plant genetic resources, their use, management and intellectual property rights. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Contents	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Interpret the scope and area of plant breeding. • Narrate the strategy and goal of plant breeding. 	Scope and goal of plant breeding.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain the location of genes in chromosomes. • Constitute the physical basis of heredity. • Describe the basic physical and functional unit of heredity. • State the set of rules by which information encoded within genetic material (DNA or mRNA sequences). 	Inheritance pattern in crops: chromosome, gene, heredity.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Describe modes of asexual and sexual reproduction. • Explain self and cross pollination, their mechanisms and genetic consequences. 	Modes of reproduction and pollination control: Modes of reproduction, modes of pollination, mechanism of pollination control in crop plants and their	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Explain self-incompatibility and male sterility and its usage in crop improvement. • Define genetic resources (germplasm) and their types. • Explain different activities of germplasm conservation. 	consequences. genetic resources activities.		
<ul style="list-style-type: none"> • Write down the concept of plant introduction. • Describe the procedure of plant introduction. • Explain acclimatization, purpose and importance of plant introduction with their advantages and disadvantages. 	Plant introduction and acclimatization: The concept, process of plant introduction, acclimatization, purpose and importance of plant introduction.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe procedure of mass selection, pure line selection, pedigree breeding, bulk breeding, single seed descent method, doubled haploid method and back cross method with reference to particular crop. • Write advantages and disadvantages of these procedures. • Compare and contrast among different breeding methods used for self-pollinated crops. 	Breeding self-pollinated crops: Mass selection, pure line selection, pedigree breeding, bulk breeding, single seed descent method, doubled haploid method and back cross method	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain different procedures of population improvement. • Write development procedures of synthetic and composite variety. • Compare and contrast among different breeding methods used for cross pollinated crops. 	Breeding cross-pollinated crops: Population improvement, development of composite and synthetic variety.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain characteristics of asexually propagated crops. • Describe selection procedure and hybridization of clonal crops. 	Breeding asexual propagated crops: Clonal selection, hybridization of clonal crops.	Lecture Visual presentation Discussion Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Explain mutation breeding procedures with their applications in crop improvement. • Explain origin and role of auto- and allo-polyploidy in agriculture. 	Mutation and polyploidy in crop improvement.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the various techniques of biotechnology used in crop improvements. 	Biotechnology in crop improvement.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe the breeding procedure of hybrid development of e.g. Rice, Maize, Tomato, Cucurbits, Radish. 	Development of hybrid varieties in crops: Rice, Maize, Tomato, Cucurbits, Radish.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe varieties and cultivars. • Explain procedure of release of notified and non-notified crops. 	Release of variety: Varieties and cultivars, Procedure of release of notified and non-notified crop.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Describe different kinds of seeds and seed production practices. • Explain control of seed quality, seed processing, storage, distribution and maintenance of crop varieties. 	Seed production and maintenance breeding: Kinds of seeds and seed production practices, control of seed quality, seed processing, storage and distribution, maintenance of crop varieties.	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Define IPR and classification of IPR. • Criticize the policies and procedures of IPR. 	Intellectual property rights (IPR)	Lecture Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer

Reference Books

1. Singh, B.D. 2006 Plant Breeding-Principles and Methods. 7th Edn. Kalyani Publishers., New Delhi
2. Poehlman, J.M. and Sleper, D.A. 2006. Breeding Field Crops. 5th Edn. Iowa State University Press /Ames. USA
3. Breeding of Field & Horticultural Crops. 2014. ICAR. India.
4. Singh, P. and Narayanam, S.S. 2009. Biometrical Techniques in Plant Breeding. Kalyani Publishers., New Delhi.
5. Parakhia, M.V., Tomar, R.S., Patel, S. and Golakiya, B.A. 2010. Molecular Biology and Biotechnology-Microbial methods. New India Publishing Agency. New Delhi.
6. Chopra, V.L. 1989. Plant Breeding- Theory and practice. 1989. Oxford & IBH Publishing Company.
7. Allard, 1999 R.W. Principles of Plant Breeding. John Wiley & Sons.
8. Acquaah, G. 2012. Principles of plant genetics and breeding. 2nd Edn. John Wiley & Sons.

Course Code: GEPB 256 Course Title: Crop Improvement Strategy (Practical)	Credit Hour: 1	Level: 2	Semester: II
Rationale: The course is designed to provide practical training on different crop improvement strategies			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Explain floral biology, anthesis, emasculation and hybridization techniques of rice, maize, mustard, cucurbits and radish crops. • Estimate heterosis and inbreeding depression. • Measure genetic variability, heritability, genetic advance and no. of genes controlling quantitative character. • Demonstrate parental, hybrid and segregating populations of the crops. • Analyze of data for testing of varieties using RCB design with test of significance and mean separation. • Describe on-going research activities of different research institutes. 			
Intended Learning Outcomes (ILOs) The students will be able to-	Course Contents	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Explain floral biology and anthesis of different crops • Demonstrate emasculation and hybridization techniques of different crops. 	Floral biology, anthesis, emasculation and hybridization techniques of rice, maize, mustard cucurbits and radish	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva-voce Practical note book
<ul style="list-style-type: none"> • Estimate of heterosis and inbreeding depression. 	Estimation of heterosis and inbreeding depression.	Lecture Discussion Demonstration Problem solving	Quiz/MCQ Short answer Demonstration performance Viva-voce Practical note book
<ul style="list-style-type: none"> • Estimate of heritability, genetic advance and no. of genes controlling quantitative character. 	Estimation of heritability, genetic advance and no. of genes controlling quantitative character.	Lecture Discussion Demonstration Problem solving	Quiz/MCQ Short answer Demonstration performance Viva-voce Practical note book
<ul style="list-style-type: none"> • Demonstrate of parental, hybrid and segregating populations of the crops. 	Demonstration of parental, hybrid and segregating populations of the crops.	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva-voce

			Practical note book
<ul style="list-style-type: none"> Analyze of data for testing of varieties using RCB design with test of significance and mean separation. 	Data analysis for testing of varieties	Lecture Discussion Demonstration Problem solving	Quiz/MCQ Short answer Demonstration performance Viva-voce Practical note book
<ul style="list-style-type: none"> Describe research activities and breeding approaches used in different research institutes. Explain practical experience of research activities of different research institutes. 	Field visit of public and private plant breeding stations.	Field visit Discussion Demonstration Assignment Report writing	Presentation performance Report
<p>Reference Books</p> <ol style="list-style-type: none"> 1. B.D. Singh. Plant Breeding-Principles and Methods. 7thEdn. Kalyani Publishers., New Delhi. 2. B.D. Singh. Objectives of Plant Breeding. 1st. Edn. Kalyani Publishers., New Delhi. 3. Phundan Singh. Essentials of Plant Breeding. Kalyani Publishers., New Delhi. 4. S.S. Narayan & Phundan Singh. 23015. Biometrical Techniques in Plant Breeding. 5thEdn. Kalyani Publishers. 5. K.A. Gomez and A.A. Gomez. 2ndEdn. Statistical procedures for Agricultural Research. John Wiley and sons. 			

Department of Horticulture

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No	Course Code and Title	Credit Hour	Level	Semester
1.	HORT 101: Principles of Horticultural Crop Management (Theory)	2	1	I
2.	HORT 102: Principles of Horticultural Crop Management (Practical)	1	1	I
	Theory	2		
	Practical	1		
	Total	3		

Course Code: HORT 101 Course Title: Principles of Horticultural Crop Management (Theory)	Credit Hour: 2	Level: 1	Semester: I
Rationale: This course is designed to provide applied knowledge about horticultural crop management.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Generalize the concept of horticultural crop management and practices • Explain the horticultural crop production, applications and their importance • Optimize crop production by using improved technology • Conceptualize about marketing and storage technology used in horticultural crops 			
Intended Learning Outcomes (ILOs) The students will be able to -	Course content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Generalize horticulture, scope and its importance. • Classify horticultural crops 	Introduction to Horticulture: Scope, importance and classification of horticultural crops.	Lecture Discussion Presentation	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Summarize importance and morphology of flower • Articulate cultivation techniques of flower plants • Predict the marketing system of major flowers. 	Major Flower: Importance, morphology cultivation techniques and marketing system of some major flowers like as rose, marigold, tuberose, gladiolus and orchid.	Lecture Discussion Multimedia presentation	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Clarify importance and morphology of vegetable crops • Illustrate the cultivation techniques of vegetable crops • Sketch the marketing system of major vegetables 	Major Vegetable: Importance, morphology cultivation techniques and marketing system of some major vegetables like as potato, tomato, brinjal, pumpkin, cucurbit, cauliflower and bean.	Lecture Discussion Multimedia presentation	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the importance and morphology of spice and condiments • Describe the cultivation techniques of spice and condiments 	Major Spice and Condiments: Importance, morphology cultivation techniques and marketing system of some major spices and condiments like as coriander, garlic, onion, turmeric, ginger and chilli.	Lecture Discussion Multimedia presentation	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> Outline the marketing system of major spice and condiments 			
<ul style="list-style-type: none"> Discuss importance and morphology of fruit crops Perform the cultivation techniques of fruit crops Execute the marketing system of major fruit crops. 	<p>Major Fruit:</p> <p>Importance, morphology, cultivation techniques and marketing system of the some major fruits like as banana, pineapple, mango, jack fruit and papaya.</p>	<p>Lecture Discussion Multimedia presentation</p>	<p>Quiz/MCQ Short answer Essay type answer</p>

Reference Books

- Larson, R. A. 2004. Introduction to Floriculture, 2nd edition, North Carolina State University, North Carolina.
- Bose, T. K. and B. Chowdhury. 1991. Tropical Garden plants in Color. Horticulture & Allied publishers, Calcutta, India.
- Hartmann, H. T.; E. Kester and F. T. Davis. 1990. Plant propagation principle and practices. Prentice- Hall, International Editions.
- Mondal, M. F. 2000. Nursery and plant propagation (in Bangla) Mrs. Afia Mondal, BAU campus, Mymensingh.
- Amin, M. R. 1999. Names of Garden plants. B. Akter, 154, Aga-Sadek Road, Dhaka-2.
- Bose, T. K.; R. Maiti; S. Dhua and P. Das. 1999. Floriculture & Landscaping. Naya prokash, Calcutta.
- Pruthi, J.S. 1986. Spices and condiments. National Book Trust, New Delhi.
- Purseglove, J. W. E; G. Brown; C. L. Green and S.R.J. Robbins. 1981. Spices, Boll & Longman Group Uk Ltd. London.
- Rashid, M. A and D. P. Singh. 2000. A Manual on Vegetable Seed production in Bangladesh. AVRDC-USAID-Bangladesh project, BARI, Joydebpur.

Course Code : HORT 102 Course Title: Principles of Horticultural Crop Management (Practical)	Credit Hour: 1	Level: 1	Semester: I
Rationale: This course is designed to provide applied knowledge on horticultural crop management.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Identify the different horticultural tools, flowers, vegetables, spices and fruit plants • Describe different propagation techniques of flower & fruit crops • Acquaint with flower and ornamental plants and their various uses • Estimate seed rate, seedling and fertilizer requirement for vegetables and spices 			
Intended Learning Outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Recognize and apply common garden horticultural tools 	Identification of horticultural tools	Lecture Discussion Demonstration Field visit	Quiz/MCQ Short answer Identification Viva voce
<ul style="list-style-type: none"> • Identity seeds, flowers and common ornamental plants 	Identification of seeds, flowers and common ornamental plants	Lecture Discussion Demonstration Seed album preparation Field visit	Quiz/MCQ Short answer Identification Seed/flower album Viva voce
<ul style="list-style-type: none"> • Practice different propagation techniques for ornamental plants 	Propagation technique of rose plants by T-budding	Lecture Discussion Demonstration Practical note book preparation	Quiz/MCQ Short answer Demonstration performance Practical note book Viva voce
<ul style="list-style-type: none"> • Calculate the seed rate, seedling and fertilizer requirement for vegetables and spices 	Estimation of seed rate, seedlings, seedbed and fertilizer doses for different vegetable crops	Lecture Discussion Practice calculation Practical note book preparation	Quiz/MCQ Short answer Calculation Practical note book Viva voce
<ul style="list-style-type: none"> • Identify seeds of vegetable and spices crops 	Identification of common vegetable seeds and spices	Lecture Discussion Demonstration Spice album preparation Field visit	Quiz/MCQ Short answer Identification Spices and condiments album Practical note book

			Viva voce
<ul style="list-style-type: none"> Identify common fruit plants 	Identification of common fruit plants	Lecture Discussion Demonstration Field visit	Quiz/MCQ Short answer Identification Practical note book Viva voce
<ul style="list-style-type: none"> Perform seedbed preparation and raising of seedlings 	Preparation of seedbed and raising of seedling of horticultural crops	Lecture Discussion Practice seed bed preparation Practical note book preparation	Quiz/MCQ Short answer Demonstration performance Practical note book Viva voce
<ul style="list-style-type: none"> Estimate the cost and benefit for vegetables and spices production 	Estimation of cost of production and economic return of some product	Lecture Discussion Practice calculation Practical note book preparation	Quiz/MCQ Short answer Calculation Practical note book Viva voce
<ul style="list-style-type: none"> Perform veneer grafting in mango fruit plant 	Propagation practice of veneer grafting in mango plant	Lecture Discussion Demonstration Practical note book preparation	Quiz/MCQ Short answer Demonstration performance Practical note book Viva voce

Reference Books

- Larson, R. A. 2004. Introduction to Floriculture, 2nd edition, North Carolina State University, North Carolina.
- Bose, T.K. and B. Chowdhury. 1991. Tropical Garden plants in Color. Horticulture & Allied publishers, Calcutta, India.
- Hartmann, H. T.; E. Kester and F. T. Davis. 1990. Plant propagation principle and practices. Prentice- Hall, International Editions.
- Mondal, M. F. 2000. Nursery and plant propagation (in Bangla) Mrs. Afia Mondal, BAU campus, Mymensingh.
- Amin, M. R. 1999. Names of Garden plants. B. Akter, 154, Aga-Sadek Road, Dhaka-2.
- Bose, T.K.; R. Maiti; S. Dhua and P. Das. 1999. Floriculture & Landscaping. Naya prokash, Calcutta.
- Pruthi, J. S. 1986. Spices and condiments. National Book Trust, New Delhi.
- Purseglove, J. W. E.; G. Brown, C. L. Green and S.R.J. Robbins. 1981. Spices, Boll & Longman Group UK Ltd. London.
- Rashid, M. A. and D. P. Singh. 2000. A Manual on Vegetable Seed production in Bangladesh. AVRDC-USAID-Bangladesh project, BARI, Joydebpur.

Department of Language

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hour	Level	Semester
1.	ENGL 151: Basic English (Theory)	2	1	II
2.	ENGL 152: Basic English (Practical)	1	1	II
	Theory	2		
	Practical	1		
	Total	3		

Course Code: ENGL 151 Course Title: Basic English (Theory)	Credit Hour: 2	Level: 1	Semester: II
Rationale: This course is designed to make students develop their basic as well as communicating skills in English language in both academic and practical life.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Make students attain basic competence in English language that includes all the four skills i.e. listening, speaking, reading and writing • Improve grammatical knowledge and vocabulary • Emphasize particular focus on writing skills • Prepare students competent in communicative skills 			
Intended Learning Outcomes (ILOs)	Course Content	Teaching-learning Strategies	Assessment Strategies
The students will be able to -			
<ul style="list-style-type: none"> • Communicate with English speakers properly and contact without inhibition • Perform according to the technique of listening 	Listening : Listening to isolated words, utterances; listening to connected speech	Lecture Discussion Classroom instruction (participatory) Group works Pair works using audio cassettes of pronunciation regarding course book	Quiz/MCQ Short answer Essay type answer Oral test Class attendance
<ul style="list-style-type: none"> • Communicate fluently with correct pronunciation and without grammatical mistakes • Construct W/H questions • Perform better in speech delivery 	Speaking : Functions (practical usage e.g. agreement, disagreement, order, request, apology); dialogues; story telling	Lecture Discussion Classroom instruction (participatory) Multimedia Group works Pair works	Quiz/MCQ Short answer Essay type answer Oral test Debate Performance Role play Class attendance
<ul style="list-style-type: none"> • Join sentences and construct sentences according to different grammatical context • Explain both academic and nonacademic 	Reading - Reading for specific information, general information, text organization, grammar in context, subject-verb agreement, sentence structures,	Lecture Discussion Classroom instruction (critical thinking) Self-study	Quiz/MCQ Short answer Essay type answer Class attendance

<p>reading in time constraint</p> <ul style="list-style-type: none"> • Predict information by using different types of reading strategy 	<p>modals, conditionals, degree of comparison, knowing vocabulary items: technical words, confusing foreign words and phrases, British and American words, apostrophes, prefix, suffix, preposition, phrasal verbs, conditional sentences, homophones, homograph</p>	<p>Multimedia presentation Group works Pair works</p>	
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Reference Books

1. D. Hopkins and P. Cullen. 2007. Cambridge Grammar for IELTS. Cambridge University Press, Cambridge.
2. A. Mountford. 1995. English in Agriculture. 8thEdn. Oxford University Press, Oxford.
3. M. Maniruzzman. 2002. Basic English Language Skills. Friends Book Corner, Dhaka.
4. J. Seely. 2005. Oxford Guide to Effective Writing and Speaking. 2nd Edn. Oxford University Press, Oxford.
5. A.M. Pyle and M.E. Munoz. 1995. CLIFFS TOEFL Preparation Guide. 4th Edn. Cliffs Cassettes Publication.
6. R.R. Jordan. 1986. Academic Writing Course. Collins Publication.
7. Q.M. Billah, G.S. Chowdhury and M. Alam. 2005. Foundation English for Undergraduates. 2nd Edn. Friends Publication, Dhaka.
8. Sheikh Mujibor Rahman. 2016. The Unfinished Memoirs. 2nd Edn. University Press Limited, Dhaka.
9. A.S. Hornby. 2010. Oxford Advanced Learners Dictionary. 7th Edn. Oxford University Press, Oxford.
10. D. Hopkins and M. Nettle. 2006. Passport to IELTS. New Revised Edn. Pearson Education Limited.
11. Barry and S. MaCarter. 2007. Improve your IELTS: Listening and Speaking Skills. Macmillan Education, Towns Road, Oxford.
12. J.D. O’Conner. 1980. Better English Pronunciation. 2nd Edn. Cambridge University Press, Cambridge.
13. A. Baker. 2006. Ship or Sheep? An Intermediate Pronunciation Course. 3rd Edn. Cambridge University Press, Cambridge.

Course Code: ENGL 152 Course Title: Basic English (Practical)	Credit Hour: 1	Level: 1	Semester: II
Rationale: This course is designed to make students develop their communicating skills in English language in both academic and practical life.			
Course Learning Outcomes <ul style="list-style-type: none"> • Prepare the students fluent in speaking in English language • Emphasize on accurate pronunciations • Enrich the listening skills • Practice other communicative and creative skills • Build up the quality of leadership 			
Intended Learning Outcomes (ILOs) The students will be able to -	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Learn the techniques of listening • Listen to the speakers perfectly 	Listening: Listening to utterances and connected speech	Lecture Discussion Classroom instruction (participatory) Dialogue Group works Pair works using audio cassettes/CDs of pronunciation regarding course book Lab exercise	Quiz Short answer Oral test performance Class attendance
<ul style="list-style-type: none"> • Develop pronunciation skills • Speak fluently • Learn to make questions • Increase the extrovert qualities 	Speaking: IPA symbols; dialogues; story telling; Speaking on a sudden topic; W/H questions	Lecture Discussion Classroom instruction (participator) Multimedia Group works Pair works Role play Debate Lab exercise	Quiz Short answer Oral presentation performance Class attendance
<ul style="list-style-type: none"> • Apply both academic and nonacademic reading strategies in time constraint • Increase vocabulary 	Reading: Reading comprehension; reading for specific information, general information; knowing vocabulary items	Lecture Discussion Classroom instruction (critical thinking and decision making) Self-study	Quiz Short answer Oral presentation Book review performance

		Group works Pair works Lab exercise	Class attendance
<ul style="list-style-type: none"> Practice different types of creative writing methods Develop different strategies of writing 	Writing: Movie review; story completion; report writing; describing picture; writing a script	Lecture Discussion Classroom instruction (critical thinking) Multimedia Group works Pair works Lab exercise	Quiz Short answer Essay type answer Practical note book Report writing Class attendance
<ul style="list-style-type: none"> Improve the leadership quality Present any topic confidently and perfectly Overcome the introvert attitude 	Presentation : Presenting selected topics individually and in a group	Lecture Discussion Classroom instruction (participatory) Multimedia Group works Pair works Individual work Lab exercise	Presentation Questioning Answering Evaluating performance Class attendance

Reference Books

1. D. Hopkins and P. Cullen. 2007. Cambridge Grammar for IELTS. Cambridge University Press, Cambridge.
2. A. Mountford. 1995. English in Agriculture. 8thEdn. Oxford University Press, Oxford.
3. M. Maniruzzman. 2002. Basic English Language Skills. Friends Book Corner, Dhaka.
4. J. Seely. 2005. Oxford Guide to Effective Writing and Speaking. 2nd Edn. Oxford University Press, Oxford.
5. A.M. Pyle and M.E. Munoz. 1995. CLIFFS TOEFL Preparation Guide. 4th Edn. Cliffs Cassettes Publication.
6. R.R. Jordan. 1986. Academic Writing Course. Collins Publication.
7. Q.M. Billah, G.S. Chowdhury and M. Alam. 2005. Foundation English for Undergraduates. 2nd Edn. Friends Publication, Dhaka.
8. A.S. Hornby. 2010. Oxford Advanced Learners Dictionary. 7th Edn. Oxford University Press, Oxford.
9. D. Hopkins and M. Nettle. 2006. Passport to IELTS. New Revised Edn. Pearson Education Limited.
10. Barry and S. MaCarter. 2007. Improve your IELTS: Listening and Speaking Skills. Macmillan Education, Towns Road, Oxford.
11. J.D. O’Conner. 1980. Better English Pronunciation. 2nd Edn. Cambridge University Press, Cambridge.
12. A. Baker. 2006. Ship or Sheep? An Intermediate Pronunciation Course. 3rd Edn. Cambridge University Press, Cambridge.

Department of Plant Pathology

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	PLPA 351: Crop Protection Strategy-II (Theory)	2	3	II
2.	PLPA 352: Crop Protection Strategy-II (Practical)	1	3	II
	Theory	2		
	Practical	1		
	Total	3		

Course Code: PLPA 351 Course Title: Crop Protection Strategy-II (Theory)	Credit Hour: 2	Level: 3	Semester: II
Rationale: This course is designed to provide fundamental concept on Plant Pathology and Microbes causing diseases of Agricultural crops, crop losses assessment due to plant diseases and strategies/tools for their management.			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Acquire knowledge on different microbes causing diseases of agricultural crops • Recognize the etiology of different plant diseases • Gather knowledge on infection processes of different plant pathogens • Gain knowledge on crop loss assessment due plant diseases. • Introduce with technical knowledge for formulation and application of pesticides. 			
Intended learning Outcomes (ILOs) The student will be able to-	Course content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define Plant Pathology • Describe the concept, scope and prospects of Plant Pathology 	Plant Pathology: Definition, concept, scope and prospects.	Lecture Multimedia presentation	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Explain the relationship of Plant Pathology to sustainable agriculture. • Describe crop losses due to plant diseases in Bangladesh and the world context. 	Plant Pathology related to sustainable agriculture	Lecture Multimedia presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Discuss the contribution of plant pathologists in food security and safety 	Plant pathology and food security/safety.	Lecture Multimedia presentation Interactive discussion	Quiz/MCQ Short answer Essay type answer Report
Entities that threat our crops			
<ul style="list-style-type: none"> • Define fungi/fungi like organism • Identify fungi based on their morphological cultural and pathogenic structures • Classify fungi • Explain reproductive features • Explain the nutrition uptake behavior of fungi • State the general control measures of fungi 	Fungi: Definition, characters, morphology, identification, reproduction, classification, sexual and asexual fruiting bodies with example, general control measures.	Lecture Multimedia presentation Lab/field visit	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Identify and explain the key characteristics of plant pathogenic bacteria • Describe the morphology, reproduction and nutrition of bacteria • State the general control measures 	<p>Bacteria: Definition, characters, morphology, general control measures.</p>	<p>Lecture Multimedia presentation</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Define and characterize viruses • Identify virus, viroids and mycoplasma based on their physio-chemical properties • Classify plant pathogenic viruses • Describe the transmission mechanisms of viruses • State overall management strategies 	<p>Virus: Definition, unifying characters, physio-chemical, structures, identification transmission, disease symptoms in crop plants and management.</p>	<p>Lecture Multimedia /Visual presentation Field visit</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Define and classify plant parasitic nematodes • Identify plant parasitic nematodes • Discuss the feeding behaviour of plant parasitic nematodes • Illustrate the life cycle of nematodes • Describe the symptoms of nematode diseases of crop plants • Explain the general control measures of plant parasitic nematodes 	<p>Nematode: Definition, characters, morphology, feeding behavior, life cycle, disease symptom and control.</p>	<p>Lecture Multimedia /Visual presentation Poster presentation</p>	<p>Quiz/MCQ Short answer Essay type answer</p>
<ul style="list-style-type: none"> • Identify blast, brown spot, BLB, sheath blight, sheath rot, ufra, white tip and root-knot diseases of rice • Identify leaf spot, black point, blast, rot and knot diseases of wheat • Identify sooty, blight and blotch and cob diseases of maize • Prescribe the control measures against cereal diseases 	<p>Diseases of Cereals: Spot, blotch, blight, rot, knot, black point, ufra, white tip, blast and cob diseases.</p>	<p>Lecture Multimedia presentation Field visit</p>	<p>Quiz/MCQ Report/documentation Essay type answer</p>

<ul style="list-style-type: none"> Identify foot and root rot, mosaic, rust, wilts and blights of pulse crops based on typical symptoms and their causal pathogen Prescribe the control measures against the pulse crop diseases 	Diseases of Pulses: Foot and root rot, wilt, blight, powdery mildew, yellow mosaic, rust, anthracnose etc.	Lecture Multimedia presentation Field visit	Quiz/MCQ Documentation Essay type answer Report
<ul style="list-style-type: none"> Identify spot, blight, anthracnose, root rot of oilseed crops based on typical symptoms and their causal pathogen Prescribe the control measures against the diseases 	Diseases of Oil Seed Crops: Spot, blight, anthracnose, root knot.	Lecture Multimedia presentation Field visit	Quiz/MCQ Report Essay type answer
<ul style="list-style-type: none"> Identify stem rot, black band, anthracnose, leaf spot, soft rot, root-knot and mosaic diseases of Jute and cotton on the basis of sign and symptoms Prescribe the control measures against jute and cotton diseases 	Diseases of Fibre Crops: Black band, stem rot, anthracnose, soft rot, root-knot, spot, mosaic/chlorosis, angular leaf spot etc.	Lecture Multimedia presentation Field visit	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Identify anthracnose, stem end rot, powdery mildew of mango, Die back, scab and canker of citrus, anthracnose of banana and die back of guava Prescribe the control measures against the major fruit diseases.. 	Diseases of Fruits: Anthracnose, stem end rot, powdery mildew of mango, die back, scab, canker of citrus, anthracnose of banana, die back of guava.	Lecture Multimedia presentation Field visit	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Describe the biotic causes of vegetables diseases. Diagnose the diseases of vegetables on the basis of characteristics symptoms Explain the host-pathogens interaction for disease development. Manage vegetable diseases by using different strategies 	Diseases of Vegetables: spots, blight, rot, wilt, damping off and root knot etc.	Lecture Multimedia presentation Field visit	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> Identify spot, blight, mosaic and leaf curl diseases based on typical symptoms and their causal pathogen. 	Diseases of Narcotic Crops: Spot, blight,	Lecture Multimedia presentation Field visit	Quiz/MCQ Short answer Essay type answer

<ul style="list-style-type: none"> • Prescribe the control measures 	mosaic, leaf curl etc.		Report
<ul style="list-style-type: none"> • Prescribe the control measures in terms of cultural, biological, physical and chemical practices 	Diseases Management Strategies for Safe Food Production: Cultural control, chemical control, biological control, physical control and IPM.	Lecture Multimedia presentation	Quiz/MCQ Essay type answer
<ul style="list-style-type: none"> • Identify post-harvest disease of fruits and vegetables based on typical symptoms and their causal pathogen • Prescribe the control measures 	Post-harvest Pathology: Post harvest diseases of fruits and vegetables and their management.	Lecture Multimedia presentation Field visit	Quiz/MCQ Essay type answer Report
<ul style="list-style-type: none"> • Explain the importance of seed borne diseases in relation to quality crop production, food security • Describe the entry and transmission mechanism of seed borne pathogen, the features of quality seed • Excercise the production technology of quality seed • Describe the seed health testing methods and seed storage management 	Seed Pathology: Definition of seed pathology and quarantine means, Seed pathology and related regulations, Production of quality healthy seeds, Seed trade, major seed companies and seed trading,	Lecture Interactive discussion Multimedia presentation	Quiz/MCQ Short answer Essay type answer
<ul style="list-style-type: none"> • Prepare pesticidal solution with proper doses • Apply methods of fungicides and other pesticides • Introduce with fungicides and other pesticides available in Bangladesh market 	Pesticides: Definition, Pesticide market and related regulations.	Lecture Demonstration exccercise Pesticide company visit Assignment	Quiz Demonstration performance Report

Reference Books

1. Alexopoulos, C.J. Mims, C.W. and Blackwell, M.. 2007. Introductory Mycology. John Wiley and Sons: New York.
2. Agrios,.G.N. 2005. Plant Pathology. 5th Edition. Academic Press, New York.
3. Dube,.H.C. 1996. A text book of fungi, bacteria and viruses. Vikas Publication India.
4. Ashrafuzzaman,.M.H. 1991. A Text Book of Plant Pathology. Bangladesh Agricultural Research Council.
5. Webster,.J. 1991. Introduction to Fungi, Second Edition, Cambridge University Press, Cambridge.
6. Ellis, M.B. 2001. Dematiacious Hyphomycetes. CAB International Pub.
7. Goto, M. 1996. Fundamental of Bacterial Plant Pathology. Academic Press Inc. Tokyo.
8. Mathews, R.E.F. 1991. Plant Virology. 3rd Edition. Academic Press, INC. 1250 Sixth Avenue, San Diego, California, USA.
9. Schumann, G.L. and D'Arcy, C. J. 2010. Essential Plant Pathology. APS press, USA.
10. Trigiano, R.N. 2007. Plant Pathology concept and laboratory exercise, CRC press, India.

Course Code: PLPA 352 Course Title: Crop Protection Strategy-II (Practical)	Credit Hour: 1	Level: 3	Semester: II
Rationale: This course is designed on diagnosis of major horticultural and Agronomic crops diseases as well as their management practices.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Acquire practical knowledge about equipment (microscope) and slide preparation for microscopic identifications of pathogen • Predict knowledge about major diseases of Agronomic and horticultural crops • Identify the pathogens from disease specimens of Agronomic and horticultural crops • Introduce with fungicides available in BD market and the amount required for plant protection • Explain seed health for prevent seed borne diseases. 			
Intended learning Outcomes (ILOs) The students will be able to-	Course content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Introduce with equipment used in Plant Pathology laboratory • Explain how to handle microscope in laboratory 	Equipment's used in plant pathology laboratory (Microscopy)	Lecture Demonstration Internet modules	Quiz Presentation Short answer
	1. Detailed study on		
<ul style="list-style-type: none"> • Demonstrate slide preparation for future study of plant pathogen 	Preparation of culture media	Lecture Presentation Media preparation	Quiz Presentation Short answer
<ul style="list-style-type: none"> • Discuss hygienic and decontaminated state for pathogens grow in artificial media. 	Study on sterilization	Lecture Practical use	Quiz Presentation Short answer
<ul style="list-style-type: none"> • Apply how to prepare slide from host for microscopic identifications of pathogen 	Techniques involved in slide preparation	Lecture Demonstration Slide preparation	Quiz Presentation Short answer
<ul style="list-style-type: none"> • Recognize disease symptoms • Assign the causal agent on plants, based on observation of diseases appearance and microscopic study. 	Identification of major diseases of crops	Lecture Demonstration and Slide preparation	Quiz, Short answer Presentation performance

<ul style="list-style-type: none"> Recognize post-harvest disease symptoms Identify the causal, based on observation of diseases appearance and microscopic study. 	Visit fruit and seed market and collection of diseased sample	Lecture Demonstration Slide preparation	Quiz, Presentation performance Short answer
<ul style="list-style-type: none"> Predict practical knowledge about disease in field condition Implement the collection and preservation process of disease specimen 	Diseased sample collection from crop fields	Lecture Demonstration Slide preparation	Quiz Presentation performance Short answer
	2. Brief Study On: (Study of symptoms aided by permanent slides of the pathogen)		
<ul style="list-style-type: none"> Identify the pathogen of the disease of crops Discover the morphology of pathogen Assign the causal agent on plants, based on observation of diseases appearance. 	Identification of major pathogen of important agricultural crops	Lecture Demonstration Assignment	Quiz Short answer Report
<ul style="list-style-type: none"> State the seed health condition for prevent seed borne diseases Apply the action for controlling the seed borne diseases. 	Seed health study	Lecture Demonstration and Slide preparation.	Quiz Presentation performance Short answer
<ul style="list-style-type: none"> Illustrate the available fungicide in BD 	Apparatus used for pesticide application.	Lecture Demonstration	Quiz Presentation performance Short answer
<ul style="list-style-type: none"> Predict the available pesticides listed for plant protection , DAE, BD 	Registered pesticides (disease) listed in the plant protection wings, DAE, Bangladesh.	Lecture Demonstration and field visit	Quiz Presentation performance Short question

<ul style="list-style-type: none"> Gather knowledge about the seed companies in BD 	Visit to selected seed companies in Bangladesh.	Lectures Demonstration and selected company visit	Quiz Presentation Short answer Report
<ul style="list-style-type: none"> Calculate the amount of fungicides required for disease control 	Calculation and formulation of pesticides, Registered pesticides (disease) listed in the plant protection wings, DAE, Bangladesh	Lectures Demonstration	Quiz Presentation performance Short answer
	Comprehensive Report on		
<ul style="list-style-type: none"> Identify the seed borne diseases and grade the seed and fruit on the basis of infection 	Grading of seed and fruits on the basis of infection	Lecture Demonstration	Quiz Presentation performance Short answer

Reference Books

- Schumann, G. L and Cleora J. D'Arcy. 2010. Essential Plant Pathology. 2nd Edition.
- Agrios, G.N. 2005. Plant Pathology, Fifth edition. Academic press, New York.
- Neergaard, P. 2005. Seed Pathology Vol.-1. S. Chand & Company, New Delhi.
- Rangashwami, G and Mahadevan, A. 2004. Diseases of Crop plants in India. Prentice-Hall of India, New Delhi-110001.
- Trigiano, R. N. 2007. Plant Pathology concept and laboratory exercise, CRC press, India.
- Jha, D. K. 2007. Laboratory Manual on Plant Pathology. Pointer publishers, Jaipur 302003 (Raj.) India.
- Charl Eschapp. 1998. Manual of vegetable plant diseases. Discovery pub. New Delhi.
- Streets, R. B. Sr. 1982. The diagnosis of Plant diseases. The University of Arizona Press. Tucson.
- Alexopoulos, C.J. and Beneke, E. S. 1972. Laboratory Manual for Introductory Mycology, Bargees Publishing Co.
- Wheeler, B. E. J. 1969. An introduction to Plant Diseases, John Wiley and Sons Ltd.

Department of Soil Science

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hour	Level	Semester
1.	SOIL 101: Fertilizer Management (Theory)	2	1	I
	Theory	2		
	Total	2		

Course Code: SOIL 101 Course Title: Fertilizer Management (Theory)	Credit Hour: 2	Level: 1	Semester: I
Rationale: The course is intended to provide applied knowledge about fertilizers and manures and their management system in relation to sustainable agriculture			
<p>Course Learning Outcomes The prime outcomes of this course are to-</p> <ul style="list-style-type: none"> • Describe soil, major components of soil, soil formation and soil profile development. • Explain the concept of essential plant nutrient elements, their functions and their deficiency symptoms in major crops. • Apply fertilizers and manures for major crops i.e. time, methods, rationale of fertilizer use. • Discuss and use balance fertilization, deep placement of fertilizer, IPNS in crop production • Explain the relation between fertilizer application and soil environment pollution. 			
Intended Learning Outcomes (ILOs)	Course Content	Teaching-learning Strategies	Assessment Strategies
The students will be able to-			
<ul style="list-style-type: none"> • Describe definition of soil & the major components of soil. • Explain soil forming factors, soil forming processes and soil profile • Discuss the physical, chemical and biological properties of soil. 	<p>Introduction to Soils:</p> <p>Concept of soil. Major components of soil. Soil formation and soil profile. Physical, chemical and biological properties of soils.</p>	<p>Lecture Discussion Presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Discuss the criteria of essential plant nutrient. • List down & classify the essential plant nutrients. • Describe the available forms of essential plant nutrients & their functions to plants. • Explain and identify the deficiency symptoms of nutrients in plants. • Explain the soil conditions that induce nutrient deficiency in crops. 	<p>Plant Nutrients:</p> <p>Essential plant nutrients; Available forms of plant nutrients; Functions and deficiency symptoms of nutrients in plants; Soil conditions for nutrient deficiency in crops.</p>	<p>Lecture Discussion Presentation Field visit</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • List down & classify fertilizers & manures. • Differentiate between fertilizer and manure 	<p>Fertilizer and Manure:</p> <p>Types and composition of fertilizers.</p>	<p>Lecture Discussion Visual presentation</p>	<p>Quiz/MCQ Short answer Essay type answer Calculation</p>

<ul style="list-style-type: none"> • Describe the composition of fertilizers & manure. • Calculate the required doses of fertilizers and manures for major crops. 	Types and composition of manure.	Problem solving	
<ul style="list-style-type: none"> • Illustrate the time and methods of fertilizer application in different crops. • Describe the rationale of fertilizer use in different cropping pattern • Describe the necessity and use of balanced fertilization and deep placement of urea in crop production. • Calculate and apply fertilizer in different crops by using fertilizer recommendation guide • Explain IPNS and calculate required doses of fertilizers and manures for crop production with IPNS system. • Explain the demands of total fertilizers and manures in Bangladesh • Discuss the process of soil and environment pollution through fertilizer application and other pollutants 	<p>Fertilizer Management:</p> <p>Time and methods of fertilizer application; Rationale of fertilizer use; Fertilizer rates for crops and cropping patterns; Balanced use of fertilizers; Deep placement of urea; Fertilizer use in Bangladesh; Use of fertilizer recommendation guide for fertilizer application. Integrated plant nutrition system (IPNS). Fertilizers and soil environment pollutions.</p>	Lecture Discussion Visual presentation Problem solving	Quiz/MCQ Short answer Essay type answer Calculation

Reference Books

1. N. C. Brady and R. R. Weily. 2014. The Nature and Properties of Soils. 14 the Edn. Macmillan Pub. Co., New York
2. T.D. Biswas and S.K. Mukherjee. 1989. Text Book of Soil Science. Tata McGraw-Hill Pub. Co., New Delhi, India.
3. J.L.Havlin, Tisdale, S.L., Nelson, W.L. and Beaton, J.D. 1999. Soil Fertility and Fertilizers. 6 th Edn. Macmillan Publishing Co. New York.
4. D.K.Das.2014. Introductory Soil Science. Kalyani Publishers, India
5. T.D. Biswas and S.K. Mukherjee. 1997. Text Book of Soil Science. Tata McGraw Hill Publishing Co. Ltd. New Delhi.
6. M. M. Rai.1995. Principles of Soil Science. MacMillan India Ltd., New Delhi.
7. ISSS. 2000. Fudamentals of Soil Science. Published by Indian Society of Soil Science.
8. Fertilizer recommendation guide, BARC, Farmgate, Dhaka

Department of Fisheries Biology and Genetics

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	FISH 101: Elements of Fisheries (Theory)	2	1	I
2.	FISH 102: Elements of Fisheries (Practical)	1	1	I
	Theory	2		
	Practical	1		
	Total	3		

Course Code: FISH 101 Course Title: Elements of Fisheries (Theory)	Credit Hour: 2	Level: 1	Semester: I
Rationale: This course is designed to provide fundamental knowledge on fisheries sector especially related to fisheries business and economics			
Course Learning Outcomes:			
<ul style="list-style-type: none"> • Introduce fisheries resources of Bangladesh • Describe fundamental aspects of fish farming • Develop knowledge and skill on hatchery management and fish seed production • Acquire knowledge on fish processing and fishery products 			
Intended Learning Outcomes (ILOs)	Course Content	Teaching-learning Strategies	Assessment Strategies
At the end of the course the students will be able to-			
<ul style="list-style-type: none"> • Describe various components of fisheries resources • Discuss current status and importance of fisheries sector in Bangladesh 	Introduction: Fishes and fisheries resources of Bangladesh, classification of fish, important terminologies, quality of fish as food, importance of fisheries sector in Bangladesh's economy.	Lecture Discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Explain different types of aquaculture • State the key characteristics of extensive, semi-intensive and intensive aquaculture 	Diversity in Aquaculture: Diversity in aquaculture: culture system (pond, cage, pen, raceway, RAS etc.), monoculture and polyculture, extensive, semi-intensive and intensive aquaculture.	Lecture Discussion Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report
<ul style="list-style-type: none"> • Classify aquaculture ponds • Describe various steps of pond construction and preparation for aquaculture • Explain how to stock fish fry and rear them until harvest 	Basics of Pond Aquaculture: Definition, ecology and classification of pond, characteristics of an ideal pond, pond construction and preparation, fertilization and liming, source of fish seeds, transportation and stocking of fish fry, post stocking management, water quality monitoring.	Lecture, Discussion, Visual presentation Assignment	Quiz/MCQ Short answer Essay type answer Report

<ul style="list-style-type: none"> • Illustrate the components of a fish hatchery with functions • Describe management and operation of fish hatchery 	<p>Fish Hatchery Management: Basic consideration of fish hatchery establishment, types and components of fish hatchery, management of carp and catfish hatchery, operation procedure of tilapia hatchery.</p>	<p>Lecture Discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Classify and describe fish diseases with their prevention and control measure 	<p>Fish Health Management: Etiology, symptoms, prevention and control of some common parasitic, pathogenic, environmental and nutritional fish diseases.</p>	<p>Lecture Discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe different terminologies related to fish nutrition and fish feed technology • Identify different feed ingredients and assess the quality of a compound fish feed 	<p>Nutrition and Feeding of Fish: Terminologies, nutrition requirements of fish, classification of fish food, fish feed ingredients, Types of fish feed, methods of feed preparation and application, methods of assessing nutritional quality of fish feed.</p>	<p>Lecture Discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Describe importance and activities of hilsa fishery in Bangladesh 	<p>Hilsa Fishery: Importance of Hilsa fishery, distribution of hilsa, production, fishing season, breeding and migration, commercial importance, hilsa sanctuaries, laws and regulations, problems and recommendation of hilsa fishery.</p>	<p>Lecture Discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> • Classify fishing gears, crafts and vessels with examples • Describe different aspects of sea fishing 	<p>Sea Fishing and Fish Preservation: Fishing gears, crafts and trawlers, mother vessel and fishing fleet, fishing ground, commercially important marine species and catch composition, fishing methods, navigation, fish location and detection, principles and methods of fish preservation.</p>	<p>Lecture Discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

<ul style="list-style-type: none"> Describe different fish processing methods Discuss products and by-products of fish with their uses 	<p>Fish processing and Fishery Products: Fish processing methods: chilling, freezing, drying, salting, smoking, canning, fermentation; operation of fish processing plant, fishery products and by-products, value added products, sea weed and sea weed based products, methods of assessing quality of fish and fishery products.</p>	<p>Lecture Discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Describe marketing system and channels of fish and fishery products 	<p>Fish Marketing System in Bangladesh: Fish market, primary and secondary market, marketing channels in Bangladesh and international market, problems in marketing system, mitigation measures.</p>	<p>Lecture Discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>
<ul style="list-style-type: none"> Explain problems and development activities in fisheries sector of Bangladesh 	<p>Problems & Development Activities in Fisheries Sector: Overall problems in fisheries sector, prevention and mitigation measures, government initiatives, resources utilization and conservation, NGOs activities in the field of fisheries, area covered and funding opportunities</p>	<p>Lecture Discussion Visual presentation Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Report</p>

Reference Books

- Jhingran, V. G. 1991. Fish and Fisheries in India. 3rd Edition. Hindustan Publishing Delhi. 727 pp.
- Pillay, T. V. R. 1990. Aquaculture Principles and Practices. Fishing News Books. University Press, Cambridge, Great Britain. 575 pp.
- Jhingran, V. G and R. S. V. Pullin. 1985. A Hatchery Manual for Common, Chinese and Indian Major Carps. Asian Development Bank and International Centre for Living Aquatic Resources Management, Manila, Philippines. 191 pp.
- Hall, G. M. 1997 (ed.). Fish Processing Technology. 2nd Edition. Blackie Academic & Professional, London, Weinheim, New York, Melbourne, Madras. 309 pp.
- Clucas, I. J. and A. R. Ward. 1996. Post-harvest Fisheries Development: A Guide to Handling, Preservation, Processing and Quality. Natural Resource Institute, UK. 443 pp.

Course Code: FISH 102 Course Title: Elements of Fisheries (Practical)	Credit Hour: 1	Level: 1	Semester: I
Rationale: This course is designed to provide primary practical knowledge on fish fry production, aquaculture, fish processing and marketing system.			
Course Learning Outcomes The prime outcomes of this course are to-			
<ul style="list-style-type: none"> • Enrich knowledge and skill on general morphology of fish and identifying commercially important fish species of Bangladesh • Gather practical knowledge on fish feed formulation, fertilization and fish health management in aquaculture system • Acquire knowledge on design and operation of fish farm, hatchery and fish processing plant. 			
Intended Learning Outcomes (ILOs)	Course Content	Teaching-learning Strategies	Assessment Strategies
At the end of the course the students will be able to-			
<ul style="list-style-type: none"> • Explain different external body parts of fish 	External morphology of a bony fish.	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book
<ul style="list-style-type: none"> • Differentiate fresh water prawn and marine shrimp with external anatomy 	External morphology of prawn and shrimp.	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book
<ul style="list-style-type: none"> • Identify common freshwater fish species 	Identification of commercially important Freshwater fishes of Bangladesh.	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book
<ul style="list-style-type: none"> • Identify commercial marine fish species 	Identification of commercially important Marine fishes of Bangladesh.	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book

<ul style="list-style-type: none"> Design and construct a fish farm with calculation of necessary expenses 	Design and construction of a fish farm.	Lecture Discussion Classroom exercise Demonstration	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book
<ul style="list-style-type: none"> Identify and operate farm equipments and machines 	Acquaintance with modern equipment's of fish farming and their application	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book
<ul style="list-style-type: none"> Acquaint different fertilizer used in aquaculture 	Acquaintance with various fertilizer and their application in aquaculture.	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book
<ul style="list-style-type: none"> Recognize different fish feed ingredient used in fish culture 	Identification of feed ingredients.	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book
<ul style="list-style-type: none"> Formulate and prepare rations for cultured fish 	Formulation and preparation of artificial feed for aquaculture.	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book
<ul style="list-style-type: none"> Acquaint different chemicals and drugs used in commercial aquaculture 	Introduction to different commercial chemicals and drugs used in fish production.	Lecture Discussion Demonstration Field visit	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book Report

<ul style="list-style-type: none"> Establish and operate a fish hatchery 	Design and drawing the layout of a carp hatchery.	Lecture Discussion Demonstration Field visit	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book Report
<ul style="list-style-type: none"> Assess degree of freshness of fish and shrimp 	Freshness test of fish and shrimp.	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book
<ul style="list-style-type: none"> Acquire knowledge on establishment and operation of a fish processing plant 	Design and drawing the layout of a fish processing plant.	Lecture Discussion Demonstration Field visit	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book Report
<ul style="list-style-type: none"> Calculate cost benefit analysis of a fish farm 	Cost-benefit analysis of establishing and operating a fish farm.	Lecture Discussion Demonstration Classroom exercise	Quiz/MCQ Short answer Demonstration performance Viva-voice Practical note book

Reference Books

- Jhingran, V. G. 1991. Fish and Fisheries in India. 3rd Edition. Hindustan Publishing Delhi. 727 pp.
- Pillay, T. V. R. 1990. Aquaculture Principles and Practices. Fishing News Books. University Press, Cambridge, Great Britain. 575 pp.
- Jhingran, V. G and R. S. V. Pullin. 1985. A Hatchery Manual for Common, Chinese and Indian Major Carps. Asian Development Bank and International Centre for Living Aquatic Resources Management, Manila, Philippines. 191 pp.
- Hall, G. M. 1997 (ed.). Fish Processing Technology. 2nd Edition. Blackie Academic & Professional, London, Weinheim, New York, Melbourne, Madras. 309 pp.
- Clucas, I. J. and A. R. Ward. 1996. Post-harvest Fisheries Development: A Guide to Handling, Preservation, Processing and Quality. Natural Resource Institute, UK. 443 pp.

Department of Animal Production and Management

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	APMA 101: Animal Production & Technology (Theory)	2	1	I
2.	APMA 102: Animal Production & Technology (Practical)	1	1	I
	Theory	2		
	Practical	1		
	Total	3		

Course Code: APMA 101 Course Title: Animal Production & Technology (Theory)	Credit Hour: 2	Level: 1	Semester: I
Rationale: This course is designed to provide fundamental concept of livestock production and their practices involved in animal sciences with various animal products and by-products technology.			
Course Learning Outcomes The major learning outcomes of this course are to- <ul style="list-style-type: none"> • Acquire knowledge about fundamental issues of farm animals. • Enrich knowledge on livestock management • Gather knowledge for uses of animal products and their by-products • Acquaint with various animal products and by-products technology 			
Intended learning outcomes (ILOs) The students will be able to-	Course Content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Define animal science, animal husbandry and livestock • Explicate the scope of animal science, animal husbandry and livestock • Express the importance of livestock production 	Introduction: Definition and scope of animal science, animal husbandry and livestock; importance of livestock production.	Lecture Visual presentation Interactive discussion Feed back	Quiz Short answer Essay type answer Class attendance
<ul style="list-style-type: none"> • Elucidate animal's terms according to age and sex 	Terminology: Glossary of animals according to age and sex; terminology of cattle, buffalo, horse, sheep, goat etc	Lecture Visual presentation Brain storming Feed back	Quiz Short answer Essay type answer Class attendance
<ul style="list-style-type: none"> • Describe animal genetic resource and indigenous livestock of Bangladesh • Classify different breeds of livestock with examples according to purpose and location • Differentiate between different breeds and types of livestock • Explain animal breeding and artificial insemination 	Animal Genetic Resources: Animal genetic resources in Bangladesh; breed: classification of cattle, buffalo, goat & sheep breeds; differentiation between Bos Taurus & Bos indicus, description of indigenous cattle, goat and sheep; concept of animal breeding and artificial insemination	Lecture Visual presentation Brain storming Feed back	Quiz Short answer Essay type answer Class attendance
<ul style="list-style-type: none"> • Explain farms and livestock industry in Bangladesh • Express prospects and constraints of livestock business 	Business of Livestock Farming: Farms and livestock industry in Bangladesh; prospects and constraints of livestock business; concept of	Lecture Visual presentation Brain storming Feed back	Quiz Short answer Essay type answer Class attendance

<ul style="list-style-type: none"> Discuss integrated livestock farming system 	integrated livestock farming system		
<ul style="list-style-type: none"> Describe livestock feeds and their classification Discuss essential feed nutrients and their functions Describe feeding system of livestock 	Animal Feeds & Feeding: Elementary knowledge of feeds; classification of feed stuffs & principles of livestock feeding; essential feed nutrients and their functions; feeding system of livestock	Lecture Visual presentation Brain storming Feed back	Quiz Short answer Essay type answer Class attendance
<ul style="list-style-type: none"> Define housing for livestock Describe advantages and disadvantages of livestock house Select farming sites for livestock houses 	Housing of Livestock: Housing: definition, site selection, advantages & disadvantages; housing system for livestock	Lecture Visual presentation Brain storming Feed back	Quiz Short answer Essay type answer Class attendance
<ul style="list-style-type: none"> Select and judge the dairy and draught animals 	Selection and Judging of Livestock: Definition, judging of dairy and beef animals	Lecture Visual presentation Brain storming Feed back	Quiz Short answer Essay type answer Class attendance
<ul style="list-style-type: none"> Define farm and farm management Explain different farm management practices Make plan for beef fattening program and discuss the beef management practices 	Farm Management: Definition and objectives of management; operational work and record keeping of different livestock farm; management practices of cattle, buffalo, goat and sheep; management of beef fattening	Lecture Visual presentation Brain storming Feed back	Quiz Short answer Essay type answer Class attendance
<ul style="list-style-type: none"> Define and differentiate health and disease status of livestock Separate healthy and diseased animal Categorize different diseases Prevent and control of livestock diseases in the farms Describe vaccination program of cattle and goat Set up a biosecurity concept in a livestock farm 	Animal Health Management: Definition of animal health & disease; recommended normal health status; category of diseases; signs of good and ill-health; prevention and control of diseases; biosecurity concept of livestock farm	Lecture Visual presentation Interactive discussion Feed back	Quiz Short answer Essay type answer Class attendance

<ul style="list-style-type: none"> • Design plan and set up a livestock farm 	<p>Planning of Livestock Farm: Planning and setting up a livestock farm</p>	<p>Lecture Visual presentation Brain storming Feed back</p>	<p>Quiz Short answer Essay type answer Class attendance</p>
<ul style="list-style-type: none"> • Discuss introduction and basic management of companion & laboratory animals • Explain wild life conservation and biodiversity • Describe basic introduction and management of zoo animals 	<p>New Dimension of Livestock: Introduction & basic management of companion & laboratory animals; concept of wild life conservation and biodiversity; introduction & basic management of zoo animals</p>	<p>Lecture Visual presentation Interactive discussion Feed back</p>	<p>Quiz Short answer Essay type answer Class attendance</p>
<ul style="list-style-type: none"> • Acquaint with different products and by-products of livestock • Apply the knowledge of animal products and by-products • Describe composition, processing, grading of various livestock products & by-products • Draw a guideline for manufacturing of various value added livestock products • Discuss the marketing and marketing channel of meat, wool, hides & skins, milk and their products 	<p>Livestock Products & by-Products: Introduction to different livestock products & by-products; uses of livestock by-products; composition, processing, grading, preservation of meat milk, wool, hides & skins etc. popular value added meat and milk products; manufacturing process of various value added livestock products; making wool into yarn and fabric; Marketing channel of various livestock products & by-products</p>	<p>Lecture Visual presentation Interactive discussion Feed back</p>	<p>Quiz Short answer Essay type answer Class attendance</p>

Reference Books

1. A. Macfadyen. 1966. Animal Ecology: Aims and Methods. Sir Isaac Pitman & Sons Ltd. London.
2. A.F. Fraser and D.M. Broom. 1990. Farm Animal behaviour and welfare, 3rd edition, Thomson Litho Ltd. Scotland, U.K.
3. F.L.H. James, Michael Ralphs and N.B. Darwin. 1988. The Ecology and Economic Impact of poisonous plants on livestock production. West view press/Boulder and London. 6. Mark Ridely. 1990. Animal Behaviour. A concise introduction. Blackwell Scientific publications. Oxford, U.K.
4. G. C. Benerjee. 1999. A Text Book of Animal Husbandry. 8th edition, Oxford and iBH publishing Co. New Delhi, 11001 India.
5. L. Peel and D.E. Tribe. 1983: Domestication, conservation and use of animal resources. World Animal Science A-1, Basic Information, Elsevier, 100 A.E Amsterdam, Netherlands.
6. M.E. Ensminger. 1969. Animal Science, Sixth edition, The interstate Printers and publishers Inc. Danville, Illinois, U.S.A.

Course Code: APMA 102 Course Title: Animal Production and Technology (Practical)	Credit Hour: 1	Level: 1	Semester: I
Rationale: This course is designed to provide applied knowledge on elementary animal production and to apply the practical knowledge in different farm animals & their products and by-products.			
Course Learning Outcomes The major learning outcomes of this course are to - <ul style="list-style-type: none"> • Enrich practical knowledge on livestock management • Explain applied livestock farming techniques • Acquire practical knowledge on different farm practices • Achieve practical knowledge on the uses of animal products and by-products 			
Intended learning outcomes (ILOs) The students will be able to-	Course content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Approach and handle of farm animals 	Approaching and handling of animals	Lecture Visual presentation Demonstration Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance
<ul style="list-style-type: none"> • Describe the objectives of restraining and casting • Control the animals partially with different restraining with tools • Control animals completely 	Restraining and casting of animals	Lecture Visual presentation Demonstration Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce, Class attendance
<ul style="list-style-type: none"> • Identify different external body points of cattle, goat, sheep and horse • Differentiate different farm animals according to external body points of view 	External body points of cattle, horse, goat and sheep	Lecture Visual presentation Demonstration Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance
<ul style="list-style-type: none"> • Identify different livestock breeds 	Identification of different livestock breeds	Lecture Visual presentation Demonstration Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance

<ul style="list-style-type: none"> Describe the importance live weight determination of livestock Determine the live weight of animal by measuring tapes 	Live weight determination of livestock	Lecture Visual presentation Demonstration Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance
<ul style="list-style-type: none"> Describe the importance of ageing of livestock Determine the age of cattle, buffalo, goat, sheep, horse, etc. by dentition 	Dentition and aging of animals	Lecture Visual presentation Demonstration Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance
<ul style="list-style-type: none"> Describe the objective of different management practices Perform management practices in livestock farms 	Common management practices in livestock farm: castration, marking, grooming & washing, bedding & clothing, dehorning & disbudding etc.	Lecture Visual presentation Demonstration Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance
<ul style="list-style-type: none"> Identify livestock feeds Enlist different livestock feeds available in Bangladesh 	Identification of livestock feedstuffs	Lecture Visual presentation Demonstration Hand on practice Group discussion Practical note book preparation	Quiz Short question Performance Identification Practical note book Viva voce Class attendance
<ul style="list-style-type: none"> Discuss the importance of balance ration formulation Formulate balanced economic ration for cattle 	Formulation of balanced economic ration for cattle	Lecture Visual presentation Demonstration Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance
<ul style="list-style-type: none"> Demonstrate manufacturing process of livestock feed in a commercial feed industry Demonstrate physical properties of ready feed for livestock 	Manufacturing process & physical properties of livestock feed in a commercial industry	Lecture Visual presentation Demonstration performance Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance

<ul style="list-style-type: none"> • Detect adulteration of milk 	Adulteration test of milk	Lecture Visual presentation Demonstration Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance
<ul style="list-style-type: none"> • Introduce different value added meat products 	Identification of different value added meat products	Lecture Visual presentation Demonstration Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance
<ul style="list-style-type: none"> • Introduce different milk and milk products 	Identification of different dairy products	Lecture Visual presentation Demonstration Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance
<ul style="list-style-type: none"> • Discuss the importance of making biogas and composting • Prepare biogas plant & composting 	Preparation of biogas plant & composting	Lecture Visual presentation Demonstration performance Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance
<ul style="list-style-type: none"> • Justify modern practices maintained in livestock processing plants 	Visit to different livestock processing plants	Lecture Visual presentation Demonstration performance Hand on practice Group discussion Practical note book preparation	Quiz Short question Demonstration performance Identification Practical note book Viva voce Class attendance

Reference Books

1. M.F. Fowler. 1989. Restraining and Handling of Wild and Domestic Animals. 3rd edition, Wiley-Blackwell Publishing, USA.
2. M.M. Hossain and S. Akhter. 1999. Practical Animal Science. 1st edition. Department of Animal Science Bangladesh Agricultural University, Mymensingh2202, Bangladesh.
3. W.C. Miller and E.D.S. Robertson. 1959. Practical Animal Husbandry. 7th Edition, Oliver and Boyd. Edingburg. Tweeddale court.

Department of Poultry Science

Course Layout

BBA in Agribusiness (Major in Management/Finance/Marketing)

Sl. No.	Course Code and Title	Credit Hours	Level	Semester
1.	POSC 205: Poultry Production and Hatchery Management (Theory)	2	2	I
2.	POSC 206: Poultry Production and Hatchery Management (Practical)	1	2	I
	Theory	2		
	Practical	1		
	Total	3		

Course Code : POSC 205 Course Title : Poultry Production and Hatchery Management (Theory)	Credit hour: 2	Level: 2	Semester: I
Rationale: The course is designed to provide fundamental knowledge of poultry production and hatchery management			
Course learning outcomes:			
<ul style="list-style-type: none"> • Explain fundamental concepts of poultry, poultry breeds and poultry products • Perform management and production of poultry • Manage hatchery effectively • Illustrate basic information about natural and artificial incubation 			
Intended learning outcomes (ILOs) The students will be able to-	Course content	Teaching-learning Strategies	Assessment Strategies
Poultry Production			
<ul style="list-style-type: none"> • Define poultry, poultry science and discuss the origin of poultry • Explain the importance of poultry industry in Bangladesh • Illustrate the economics of poultry farming • Memorize the terminology of poultry • Write down the food value of egg and chicken meat • Describe the commercial poultry farming and its related business in Bangladesh 	Introduction: Definition of Poultry and Poultry Science. Importance of poultry industry. Economics of poultry farming. Origin of poultry. Terminology of poultry. Food value of egg and chicken meat. Commercial poultry farming and its related business in Bangladesh.	Lecture Interactive Discussion	Quiz/MCQ Short answer Essay type answer Class attendance
<ul style="list-style-type: none"> • Define the class, breed, variety and strain • Categorize of chicken, duck, pigeon and quail • List the name of different specialized poultry species. • Discuss origin, distribution and description of some important world class poultry breeds • Write down the name of different commercial broiler and layer strain. 	Poultry Breed: Definition of class, breed, variety and strain. classification of chicken, duck, pigeon and quail. orientation with other specialized poultry species. origin and description of some important world class poultry breeds. commercial broiler and layer strains	Lecture Interactive Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer Class attendance

<ul style="list-style-type: none"> • Select site for poultry farm • Describe the objectives of poultry housing • Explain the advantages and disadvantages of poultry housing 	<p>Poultry Housing: Definition, site selection, objectives, advantages and disadvantages of poultry housing</p>	<p>Lecture Discussion Multimedia presentation Feed back</p>	<p>Quiz/MCQ Short answer Essay type answer Class attendance Report</p>
<ul style="list-style-type: none"> • Categorize different rearing system of poultry • Discuss the different methods of poultry rearing • Illustrate the advantages and disadvantages of different rearing system 	<p>Poultry Rearing System: Methods of poultry rearing system. Advantages and disadvantages of different rearing poultry rearing system</p>	<p>Lecture Discussion Use of multimedia Video clip Photography Brain storming Assignment</p>	<p>Quiz/MCQ Short answer Essay type answer Class attendance Report</p>
<ul style="list-style-type: none"> • Define food, feed and ration • Classify feed ingredients of plant and animal origin • Explain different types of poultry ration 	<p>Poultry Feeds and Ration: Definition of feed and ration. Poultry feeds of plant and animal origin. Different types of poultry ration.</p>	<p>Lecture Interactive discussion Visual presentation Poster presentation Feed back</p>	<p>Quiz/MCQ Short answer Essay type answer Report Class attendance</p>
<ul style="list-style-type: none"> • Discuss about brooding principles of poultry • Define and classify litter • Plan light schedule for broiler and layer production • Represent different types of litter • Write down the management procedure of a broiler and layer flock • Clarify factors affecting egg production and broiler performance 	<p>Poultry Management: Brooding of chicks. Management of a broiler and layer flock. Factors affecting egg production and broiler performance</p>	<p>Lecture Interactive discussion Multimedia presentation Brain storming Feed back</p>	<p>Quiz Short answer Essay type answer Class attendance</p>
<ul style="list-style-type: none"> • Sketch the marketing channel of live bird and eggs • Narrate the chicken carcass parts packaged for sale at retail • Explain preservation methods of meat and eggs 	<p>Marketing and Preservation of Poultry Products- Marketing channel of live bird and eggs. Chicken carcass parts packaged for sale at retail. Preservation of</p>	<p>Lecture Interactive discussion Multimedia presentation Brain storming Feed back</p>	<p>Quiz Short answer Essay type answer Class attendance</p>

	eggs and raw chicken meat		
<ul style="list-style-type: none"> • Construct planning of a poultry farm • List down different expenditures of a poultry farm • Find out the net income of a poultry farm 	Poultry Farm Planning: Expenditure and income	Lecture Discussion Multimedia presentation Feed back	Quiz Short answer Essay type answer Class attendance
<ul style="list-style-type: none"> • Define bio-security, health and disease • Memorize the name of some important poultry diseases • Discuss general prevention and control of poultry diseases 	Bio-security of Poultry Farm- Poultry diseases, general prevention and control of poultry disease.	Lecture Discussion Multimedia presentation Feed back	Quiz Short answer Essay type answer Class attendance
Hatchery Management			
<ul style="list-style-type: none"> • Define hatchery • Write down the importance of hatchery management. • Perform the hatchery sanitation practices • Explain the prospects of hatchery business in Bangladesh 	Introduction- Definition of hatchery, importance of hatchery management. Hatchery sanitation practices. Prospects of hatchery business in Bangladesh.	Lecture Interactive Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer Class attendance
<ul style="list-style-type: none"> • Define incubation and rewrite the incubation period of different species of poultry • Write down the methods of incubation • Compare the natural and artificial incubation with their advantage and disadvantages • List down the different types of incubator • Discuss the operational principles of incubation 	Incubation- Definition and Incubation period of different species of poultry. Methods of incubation, Natural and artificial incubation. Types of incubator. Principles of incubation	Lecture Interactive Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer Class attendance
<ul style="list-style-type: none"> • Define fertility and hatchability • State the factors affecting fertility of eggs • Select and storage of hatching eggs • Explain the factors affecting hatchery business 	Fertility and Hatchability- Factors affecting fertility of eggs. Storage and selection of hatching eggs. Factors affecting hatchery business.	Lecture Interactive Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer Class attendance

<ul style="list-style-type: none"> Name different hatchery services Describe debeaking, vaccination, sexing, handling, packaging and delivery of chicks. 	Hatchery Services- debeaking, vaccination, sexing, handling, packaging and delivery of chicks.	Lecture Interactive Visual presentation Discussion	Quiz/MCQ Short answer Essay type answer Class attendance
<ul style="list-style-type: none"> Obtain latest research findings and information regarding poultry production and hatchery management 	Latest Research Findings- Information about innovations poultry production and hatchery management	Assignment	Report

Reference Books

- Banerjee. G. C, 1992. Poultry. Oxford & IBH Publishing CO. Pvt. Ltd. New Delhi, Bombay, Calcutta
- Carmen R. P. and George J. M. 2004. Poultry meat and Egg Production. CBS Publishers & Distributers, 11 DaryaGanj, New Delhi-110 002 (India)
- D. Thyagarjan. G.2013.Poultry Production Biotechnology. Sathish serial publication. New Delhi, India
- Das S. K. 2006. Poultry Production. CBS Publishers & Distributers , 11 Darya Ganj, New Delhi-110 002 (India)
- Keith W. 2007. A Hand Book of Poultry Practice. AGROBIOS (INDIA)
- M. E. Ensminger 2015. Poultry Science 3/e.CBCPulocation. New Delhi, India
- Morley A.Jull, 1979, Poultly Husbandry, TATAMcGRAW-Hill Publishinging Company LTD. New Delhi.
- Richard E. A. and Malden C. N. 1990. Poultry Production. Lea and Febiger. Philadelphia, London.
- Shingh. R A. 1990. Poultry Production. Kalyani Publishers, New Delhi, Ludhiana.

Course Code : POSC 206 Course Title : Poultry Production and Hatchery Management (Practical)	Credit Hour : 1	Level: 2	Semester: I
Rationale: The course is designed to provide fundamental knowledge in practical poultry production and hatchery management.			
Course Learning Outcomes			
<ul style="list-style-type: none"> • Attain the basic skill on poultry handling and their external body parts • Categorize different poultry breeds, poultry eggs and structures of an egg • Achieve knowledge on incubation and brooding practices • Obtain knowledge on poultry feeds and ration formulation • Enrich hatchery and incubation procedure 			
Intended learning outcomes (ILOs) The students will be able to-	Course content	Teaching-learning Strategies	Assessment Strategies
<ul style="list-style-type: none"> • Operate handling of poultry birds 	Handling of poultry birds.	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance
<ul style="list-style-type: none"> • Identify and label external body parts of chicken and duck 	External body parts of chicken and duck	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance
<ul style="list-style-type: none"> • Identify and compare different breeds of chicken and duck 	Identification of important chicken and duck breeds	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance
<ul style="list-style-type: none"> • Recommend different broiler and layer strain for farming 	Acquaintance with broiler and layer strains	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance

<ul style="list-style-type: none"> Identify eggs of different poultry species by its color, shell and weight 	Identification of eggs of different poultry species	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance
<ul style="list-style-type: none"> Identify and separate different structures of an egg Select the hatching eggs 	Structures of an egg and selection of hatching eggs	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance
<ul style="list-style-type: none"> Perform candling of hatching eggs. 	Candling of hatching eggs	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance
<ul style="list-style-type: none"> Select hatching eggs for incubation Explain principle and requirements of incubation Describe about the types of machine Operate incubator to incubate eggs 	Incubation of hatching eggs	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance
<ul style="list-style-type: none"> Demonstrate brooding of chicks Explain principle and requirements of brooding of chicks Solve problems during brooding of chicks 	Brooding of Chicks	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance
<ul style="list-style-type: none"> Classify and identify poultry feeds Prescribe inclusion level of poultry feed ingredients in poultry ration 	Identification of poultry feeds	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance

<ul style="list-style-type: none"> Formulate balance ration for layer, broiler and duck 	Formulation of balanced economic ration for broiler, layer and duck	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance
<ul style="list-style-type: none"> Discuss different poultry house and hatchery equipment Identify and explain function of poultry house equipment 	Identification of different poultry house equipment	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance
<ul style="list-style-type: none"> Define project Break down different capital and recurring expenditures Estimate net profit or loss of a poultry farm Plan a poultry project 	Preparation of a poultry project	Lecture Discussion Demonstration	Quiz/MCQ Short answer Demonstration performance Viva voice Practical notebook Class attendance

Reference Books

- Banerjee. G. C, 1992. Poultry. Oxford & IBH Publishing CO. Pvt. Ltd. New Delhi, Bombay, Calcutta
- Carmen R. P. and George J. M. 2004. Poultry meat and Egg Production. CBS Publishers & Distributors, 11 Darya Ganj, New Delhi-110 002 (India)
- D. Thyagarjan. G.2013.Poultry Production Biotechnology. Sathish serial publication. New Delhi, India
- Das S. K. 2006. Poultry Production. CBS Publishers & Distributors , 11 Darya Ganj, New Delhi-110 002 (India)
- Keith W. 2007. A Hand Book of Poultry Practice. AGROBIOS (INDIA)
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- Morley A.Jull, 1979, Poultry Husbandry, TATAMcGRAW-Hill Publishing Company LTD. New Delhi.
- Richard E. A. and Malden C. N. 1990. Poultry Production. Lea and Febiger. Philadelphia, London.
- Shingh. R A. 1990. Poultry Production. Kalyani Publishers, New Delhi, Ludhiana