NATIONAL UNIVERSITY

Syllabus
Department of Management

One Year Preliminary to Master’s Course
Effective from the Session: 2016-2017
### National University

**Subject: Management**

**Syllabus for One-Year MBA (Preliminary) Course**

*Effective from the Session: 2016-2017*

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<td>412603</td>
<td>Operations Management</td>
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<tr>
<td>412605</td>
<td>Business Statistics (In English)</td>
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<td><strong>Total</strong></td>
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2. **Job Analysis and Job Design**: Meaning - Methods and process of job analysis - Job description - Job specification - Meaning and techniques/approach of job design - Job characteristics model.

3. **HRM Policy and Planning**: Meaning - policy areas - Factors influencing the designing HRM policies - formulating or revising HRM Policies - Importance and process of HRM planning.

4. **Recruitment and Selection**: Purpose - Role of Hr department in recruitment process - Recruitment process - Constraints - Sources and Methods of recruitment - Differences between recruitment and selection - Constraints of the selection process - Selection process - Methods and types of interview - Interview errors - Guidelines for employment interview.


6. **Career Development**: Related terms - Differences with training and development - Importance - Career stages - Responsibilities of career development - Special issues in career development - Career development for non-exempt employees - Development of personal career.


8. **Compensation Administration**: Compensation terminology - Specific actions to achieve compensation goals - Compensation policies - Factors affecting the wage mix - Wage survey methods of wage payment - Incentive wage plans.


10. **Promotion**: Meaning - Objectives - Principles - Types of promotion - Demotion - Transfer - Layoff - Resignation - Termination
Books Recommended:

(Further references may be given by the Paper teacher)

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<th>Paper Code : 412603</th>
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<tr>
<td>Paper Title :</td>
<td>Operations Management</td>
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1. **Operations Management**: Definition – Functions – Transformation process – Lifecycle approach – Relations with other specialties – Historical development.


4. **Capacity**: Location and layout.

5. **Quality Management**: Role – Elements of TQM – Cost – Planning and control tools – SPC.


7. **Job Design**: Re-engineering and work measurement.


9. **Operations Management in Bangladesh**: Nature of manufacturing and services in Bangladesh with special reference to small and cottage industries, management practices in ready – made garments sector, types and quality of support services available.

Books Recommended:
1. Krajewski and : Operations Management

Ritzman
2. Chase and Aquilano : Production and Operations Management

3. Panneerselvan : Production and Operations Management

(Further references may be given by the Paper teacher)
1. **Introduction**: Definition, Importance and scope, Limitations, Types of Statistical Methods, Data, Types of data, Sources of data. Classification of data, Organizing data Using data array, Tabulation of data, graphical presentation of data, types of diagrams.

2. **Measures of Central Tendency**: Objectives of averaging, Requisites of a measure of central Tendency, Measures of Central tendency, Mathematical averages, Geometric mean, Harmonic mean, Averages of position, partition values, Mode, Relationship between mean, median, and mode-comparison between measures of central tendency.


5. **Sampling and Sampling Distributions**: Reasons of Sample Survey-Population parameters and sample statistics-Sampling Methods-Sampling distributions-Sampling distribution of Sample mean-Sampling distribution of sample proportion.


7. **Correlation and Regression Analysis**: Significance of measuring correlation-Correlation and causation-Methods of correlation Analysis-Spearman’s Rank correlation coefficient. Understanding Regression analysis and its advantages-Parameters of Simple linear Regression model-Methods to determine Regression co-efficients.


9. **Index Number**: Understanding index number-types of Index numbers-Characteristics and Uses of index numbers-Methods for construction of Price indexes-unweighted price indexes-weighted price indexes-Quantity or Volume indexes-Value indexes-Tests of Adequacy of Indexes-Chain Index Consumer Price indexes.
Books Recommended:

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<td>Management Accounting (In English)</td>
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1. **Introduction**: Definition of Management Accounting and Its Relation with Financial and Cost Accounting, Management Accounting and Decision Making, Importance of Ethics, Management Accounting in Service and Nonprofit Organizations, Cost-Benefit and Behavioral Considerations, Management Process and Accounting, Planning and Control for Product Life Cycles and the Value Chain, Career Opportunities in Management Accounting, Changes in Business Processes and Management Accounting, Management Accounting Profession.


6. **Budgeting and Budgetary Control**: Budgets and the Organization; Potential Problems in Implementing Budgets, Planning Horizon (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).


**Books Reference:**


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<td>Paper Title :</td>
<td>Entrepreneurship</td>
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1. **Introduction to Entrepreneurship**: Meaning of entrepreneurship, entrepreneur and entrepreneurship-historical background of the concept of entrepreneurship-entrepreneurial process-causes for interest in entrepreneurship, climate for entrepreneurship-establishing entrepreneurship in the organization-types of entrepreneurship-classification of entrepreneurs-entrepreneur background and characteristics-common qualities of an entrepreneur-role of entrepreneurs in developing countries like Bangladesh-entrepreneurial careers and education-ethics and social responsibility of entrepreneurs-need for the study of entrepreneurship-methods of assessing self entrepreneurial qualities-Theories of Entrepreneurship: Psychological theories, socio-psychological theories and cultural theories, other theories and models of entrepreneurship.

2. **Entrepreneurial Environment and Business Opportunity Identification**: Analysis of business environment-political, economic, legal and technical aspects of environment, environmental scanning procedure, SWOT analysis, techniques of environmental analysis.
3. **Entrepreneurial and Small Business**: Definition of small business, its comparison with large business, features of small business, stages of small business development, role of small business, reasons for success and failure of small business.

4. **Planning of Small Business**: Definition, importance, uses and features of a business plan, steps to develop a business plan, pitfalls to avoid in making business plan.

5. **Financing Small Enterprise**: Planning financial needs, using capital in small business, sources of finances for small firms, working capital and request for institutional loan.

6. **Creativity and Marketing Idea**: Sources of new ideas-innovation and new product development process, production process, production elements and plan, production control process, marketing process and Marketing Plan.

7. **Entrepreneurship and Small Business Development in Bangladesh**: Entrepreneurship development potentiality, need for training and development, problems of organizing entrepreneurship development training, role of SME Foundation, BSCIC and other organization under the entrepreneurship and small business development in Bangladesh-Entrepreneurship Case Analysis. Women Entrepreneurship in Bangladesh.


9. **Writing a Business Plan**: Assignment for Internal Evaluation (Marks: 20)

**Books Recommended:**
1. Dr. AHM Habibur Rahman : Entrepreneurship (Latest Edition)

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<tr>
<td>Paper Title :</td>
<td>Economics and Economy of Bangladesh</td>
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1. **Nature and Scope of Economic Law**: Normative and positive economics-Utility-Law diminishing marginal utility.

2. **Theory of demand**: Theory of supply.

3. **National Income Accounting**: Concepts and measurement of GNP, NNP and GDP-National and real national income.

4. **Economic Development**: Concepts of development and underdevelopment-Economic growth and economic development- Methods and processes and determinants of development of Bangladesh.
5. **Main Characteristics of Bangladesh Economy**: Causes of low per capital income and low standard of living in Bangladesh—Measures to increase per capital income—Non economic problems of Bangladesh.


7. **Agricultural Development of Bangladesh**: Modernization—Problems and solutions.

8. **Industrial Development of Bangladesh**: Economic planning in Bangladesh—Foreign Trade of Bangladesh.

**Books Recommended:**

2. J.L. Hanson: A Text Book of Economics.
3. Dornbuscin Fishen: Macro Economic.

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<tr>
<td>Paper Title :</td>
<td>Industrial Relations</td>
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1. **An Overview of Industrial Relations**: Definition—Objectives—Nature of Industrial Relations Model—Factors affecting the patterns of industrial relations—actors in industrial relations.

2. **Trade Union Movement**: Historical analysis—Type of trade union management and leadership in Bangladesh.

3. **Employers and Their Organization**: Employers' styles in dealing with workers—profile of Bangladeshi employers, Objectives and functions of Chambers of Commerce and Industries and Industries Bangladesh Employers' Association.

4. **Collective Bargaining**: Purpose—Process—Pre-requisite of effective bargaining—Successful collective barraging—Collective bargaining agent—Determination of CBA.

5. **Role of Government**: Government role in different areas of industrial relations—Formulation of labour politics—Labour legislation—Interventions in wages issues—Service regulations—Dispute resolution.

6. **Conciliation Service**: Organization and operation subjective and objective conditions of conciliation in Bangladesh. Adjudication Machinery: Organization and operation of labour courts—Problems encountered.
7. **Participative Management and Industrial Democracy**'s: Determinants- German and Yugoslavian experiences, Experience in Bangladesh.

8. **Bangladesh and ILO**: Objectives, structure and finance of ILO - Impact of ILO on the labour scene of Bangladesh.

**Books Recommended:**
1. Sloyed G. Reynold : *Labour Economics and Industrial Relation*
2. J.H. Richardson : *An Introduction to the Study of Industrial Relation*
3. R. Hyman : *Industrial Relations*

**Paper Code : 412615**

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<tr>
<th>Paper Title :</th>
<th>International Trade</th>
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1. **Definition of International Trade**: Importance of international trade in the world economy - Trend of international trade with reference to Bangladesh.

2. **International Trade and the Theory of Comparative Advantage**: Economic basis for international Trade- The source of international trade - The principle of comparative advantage, Economic gain from trade, Effects of trade quotas - Heckscher Ohlion Theorem.

3. **Protectionism and Free Trade**: Arguments/Economics of protectionism - Instruments of protectionism - Multilateral trade negotiation-Removing barriers to free trade- GATT as an initiative for liberalizing trade.

4. **The Economics of Foreign Exchange**: Balance of international trade-International financial system.

5. **International Trade Transactions**: International transfer of bank deposits resulting from international transactions- How foreign trade is carried out - Export and import transactions.


8. **Bangladesh and International Trade**: Bangladesh position in the community of Developing countries-Trade intensity and terms of trade of Bangladesh with the SAARK countries- trends and composition of exports and imports of Bangladesh-Major trade partners of Bangladesh.

9. **Export Processing Zones in Bangladesh**: Bangladesh Export Processing Zone Authority (BEPZA)- Reason for setting EPZs in Bangladesh- Performance of the EPZ in Bangladesh.
Books Recommended:

1. G.Jepma and A Rhoen: International Trade, A Business Perspective
2. Paul Krugman: International Economics
3. Steven Husted: International Economics
5. K.K. Dewett: Modern Economic Theory
6. Ricky W. Griffin: International Business: A Managerial Perspective

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