

**International Student and Faculty Exchange Program between BRAC University  
Dhaka Bangladesh and Bloomsburg University Pennsylvania USA.**

**Course Equivalent List (CoEL)<sup>1</sup>**

The structure of the BBA Program in BRAC Business School is presented in the table below:

<b>Areas</b>	<b>No. of Courses</b>	<b>Credit Hours</b>
General Education (Basic Requirement)	<b>7</b>	<b>21</b>
a) Science	3	9
b) Arts	3	9
c) Social Science	1	3
Allied Courses (Non-business)	<b>9</b>	<b>27</b>
Foundation & Core Courses (business)	<b>18</b>	<b>54</b>
Elective Courses (concentration)	<b>8</b>	<b>24</b>
a) Major	5	15
b) Minor	3	9
Internship	-	<b>4</b>
<b>Total</b>	<b>42</b>	<b>130</b>

**CoEL of courses between Bloomsburg University and BRAC University's Business Program:**

<b>BRAC University</b>	<b>Bloomsburg University</b>
<b>GENERAL EDUCATION (BASIC REQUIREMENT)</b>	
<b>MAT 101 Fundamentals of Mathematics:</b> Basic techniques of algebra, Sets and their applications, Polynomials, Inequalities, Exponential, Logarithm, Function and their Domain & Range, analytical geometry, graphing, and trigonometry, Matrix, Solve the System of Linear Equations by various types of method. Limits and continuity. Elementary differentiation and applications, Integration. 3 credits. Prerequisites: None	<b>53.109 College Algebra (3)</b> - Studies fundamental algebraic concepts and develops the mathematical and computation skills necessary to apply algebraic techniques to problems in business, economics, the social and natural sciences and the liberal arts. This course counts as a Group C, Natural Sciences & Math General Education Requirements. Three hours of lecture per week. Prerequisite: 1 1/2 years of high school algebra or the equivalent. Not open to students with a C- or higher recorded for 53.113, 53,123 or 53.125.
<b>CSE 101 Introduction to Computers Science</b> Introduction to the use of computer hardware and software as tools for solving problems. Automated input devices and output methods (including pre-printed stationary and turnaround documents) as part of the solution. Using personal computers as	<b>56.110 Introduction to Computer Science (3)</b> - Presents an introduction to computers, how computers process and manage data, are controlled, and their use in problem solving. Fundamental concepts include hardware, I/O systems, data communications, usage of the World Wide Web,



<sup>1</sup> This is a Course equivalent list for the BRAC University BBA Program with the course offering at Bloomsburg University, which is subject to periodic amendment as needed.

<p>effective problem solving tools for the present and the future. Theory behind solving problems using common application software including word processing, spreadsheets, database management, and electronic communications. Problem solving using the Internet and the World Wide Web. Programming principles and use of macros to support the understanding of application software. The course includes a compulsory 3 hour laboratory work each week.</p>	<p>building web pages, and programming in a language such as JavaScript, Visual Basic, or Python. Applications such as word processing, spreadsheets, presentation software, and database are included. This course approved as 3 credits of Quantitative-Analytical Reasoning toward general education requirements. Three hours of lecture per week. Not appropriate for a student who has taken Computer and Information Systems 92.150. Students may not earn credit for both courses.</p>
<p><b>ENG 101 English Fundamentals:</b> Drills in basic writing skills: mechanics, spelling, syntax, usage, grammar review, sentence and essay writing. Required of all First Year students. (3 credits)</p>	<p><b>20.101 Composition I (3)</b> - Study and practice of the principles of composition to improve proficiency in writing skills. This course satisfies 3 credits of the communication requirement for general education. This course counts as a Group A, Humanities and The Arts General Education Requirements. Three hours lecture per week.</p>
<p><b>ENG 102 English Composition:</b> The main focus of this course is writing. This course attempts to enhance students' writing abilities through diverse writing skills and techniques. Students will be introduced to two aspects of expository writing: personalized/subjective and analytical/persuasive. In the first category, students will write essays expressing their subjective viewpoints. In the second category, students will analyze issues objectively, sticking firmly to factual details. This course seeks to develop students' analytical abilities so that they are able to produce works that are critical and thought provoking. (3 credits)</p>	<p><b>20.201 Composition II (3)</b> - Intermediate-level study and practice in composition, reinforcing and expanding basic writing skills. Instruction in short and long essays and in research-supported writing. This course satisfies 3 credits in communication: the second level writing or writing intensive literature courses for general education/ This course counts as a Group A, Humanities and The Arts General Education Requirements. Three hours lecture per week. Prerequisite: 20.101 or consent of department chairperson.</p>
<p><b>HUM 103 Ethics and Culture:</b> This course introduces the students to principles and concepts of ethics and their application to our personal life. It establishes a basic understanding of social responsibility, relationship with social and cultural aspects, and eventually requires each student to develop a framework for making ethical decision in his work. Students learn a systematic approach to moral reasoning. It focuses on problems associated with moral conflicts, justice, the relationship between rightness and goodness, objective vs. subjective, moral judgment, moral truth and relativism. It also examines personal ethical perspectives as well as social cultural norms and values in relation to their use in our society. Topics include: truth telling and fairness, objectivity vs. subjectivity, privacy, confidentiality, bias, economic pressures and social responsibility, controversial and morally offensive content, exploitation, manipulation, special considerations (i.e. juveniles, courts) and professional and ethical work issues and decisions. On conclusion of the course, the</p>	<p><b>28.295 Business Ethics (Spring) (3)</b> - Review of moral canons in relation to business practice. Moral concepts are applied in analyzing situations. Utilitarianism, Kantianism and contemporary Egalitarianism are introduced as aids in decision making. General principles and concrete cases considered. This course approved as 3 credits of Values, Ethics and Responsible Decision Making toward general education requirements/This course counts as a Group A, Humanities and The Arts General Education Requirements. Three hours lecture per week.</p>

<p>students will be able to identify and discuss professional and ethical concerns, use moral reasoning skills to examine, analyze and resolve ethical dilemmas and distinguish differences and similarities among legal, ethical and moral perspectives. (3 credits)</p>	
<p><b>ALLIED COURSES (NON-BUSINESS)</b></p>	
<p><b>STA 101 Introduction to Statistics:</b> Frequency distribution. Mean, median, mode and other measures of central tendency. Standard deviation and other measures of dispersion. Moments, Skews and kurtosis. Elementary probability theory and discontinuous probability distribution, e.g. binomial, poisson and negative binomial. Continuous probability distribution, e.g. normal and exponential. Characteristics of distributions. Hypothesis testing and regression analysis. Basic concepts and applications of probability theory and statistics. Chi-square test. (3 credits) Prerequisite: None</p>	<p><b>53.141 Introduction to Statistics (3)</b> - Presents the concepts necessary to use and understand basic statistical techniques. Topics include: descriptive statistics, probability, random variables, sampling distributions, hypothesis tests, confidence intervals and analysis of variance. This course counts as a Group C, Natural Sciences &amp; Math General Education Requirements. Three hours of lecture per week. Prerequisite: High school algebra.</p>
<p><b>ECO 101: Introduction to Microeconomics:</b> This is the first course in Microeconomics for the students of Economics major. This course is also required for BBA major students as an introduction to Microeconomics. The aim of the course is to provide a non-technical introduction to the basic microeconomic theory. Topics: Basic concepts in Economics; Absolute and Comparative advantage, Gains from Specialization and Trade; Supply and Demand Analysis; Consumer Choice; Production and Cost Analysis; Theories of the Firm: perfect competition, monopoly, monopolistic competition, oligopoly; Theory of Distribution and Welfare Economics; Government Intervention and Policies. 3 Credits Prerequisite: MAT 101</p>	<p><b>40.122 Principles of Economics II (3)</b> - Studies microeconomics: supply, demand, the price system; cost and productions analysis, theory of consumer behavior and the firm; output and price determination, resource allocation and determination of factor incomes under perfect and imperfect markets; current economic problems and international economics. This course counts as a Group B, Social &amp; Behavioral Sciences General Education Requirements. Three hours lecture per week. Prerequisite: 40.121.</p>
<p><b>ECO 102 Introduction to Macro Economics:</b> This is the first course in Macroeconomics for the students of Economics major. This course is also required for BBA major students as an introduction to Macroeconomics. The aim of the course is to provide a non-technical introduction to the basic macroeconomic theory. Topics: National Income Accounting; Growth, Unemployment and Inflation; Determination of Income and Output; Money Market and Interest Rate; Role of Government, Monetary and Fiscal Policies; International Macroeconomic Issues. 3 Credits Prerequisite: ECO 101</p>	<p><b>40.121 Principles of Economics I (3)</b> - Studies macroeconomics: nature of the economic problem; economic concepts; institutional framework; supply, demand and the price system; national income accounting; determination of output and employment levels; consumption, saving and investment behavior; inflation and unemployment; business cycles; monetary and fiscal institutions and theory; economic growth. This course counts as a Group B, Social &amp; Behavioral Sciences General Education Requirements. Three hours lecture per week.</p>
<p><b>ECO 201 Math. For Business &amp; Economics</b> The objective of this course is to provide an introduction to mathematical tools and techniques that are frequently used in microeconomics, macroeconomics, finance, and operations. Topics:</p>	<p><b>40.156 Business and Economic Mathematics (3)</b> - Presents an introduction to basic mathematical tools most frequently employed in economics and business, e.g., systems of linear equations, inequalities, elements of linear programming, matrix algebra,</p>

<p>Introduction to Business and Economic models; Sets and Functions; Linear models, Matrix operations and Systems of linear equations; Mathematics of Finance; Differentiation and Applications; Introduction to Unconstrained and Constrained Optimization; Introduction to Linear Programming: Graphical Approach. 3 Credits Prerequisites: MAT 101, ECO 101</p>	<p>logarithms, mathematics of finance and differential and integral calculus. This course approved as 3 credits of Quantitative-Analytical Reasoning toward general education requirements. This course does not count as a Group B general education requirement. Three hours lecture per week.</p>
<p><b>ECO 202 Statistics for Business and Economics:</b> The objective of this course is to provide an introduction to statistical methods and their applications in economics and business. The course also introduces statistical software packages for practical applications. Topics: Probability and Mathematical Expectation; Probability Distributions: Binomial, Poisson and Normal Distributions; Sampling Theory; Statistical Inference and Hypothesis Testing; Regression and Correlation Analysis; Non-parametric Tests; Introduction to Decision Theory. 3 Credits Prerequisites: MAT 101, STA 101</p>	<p><b>40.256 Business and Economics Statistics I (3) -</b> Organizing and presenting data, descriptive statistics, elements of probability and probability distributions, sampling and sampling distributions, estimation and hypothesis testing, analysis of variance and Chi-square, introduction to regression and correlation as applied to business and economic problems. This course approved as 3 credits of Quantitative-Analytical Reasoning toward general education requirements. This course does not count as a Group B general education requirement. Three hours lecture per week. Prerequisite: 40.121, 40.122.</p>
<p><b>ACCOUNTING</b></p>	
<p><b>ACT 201: Financial Accounting</b> Accounting and its environments; Concepts and conventions of Accounting; Generally Accepted Accounting Principles; Accounting Equations; Recording business transactions; Accounting cycle; Accounting for a merchandising concern; Preparation of financial statements and Accounting for cash, receivables, inventories, fixed assets: acquisition, disposal and depreciation. Analyzing financial statements; implementing Accounting system: computerized Accounting. Prerequisites: None. (3 credits)</p>	<p><b>91.220 Financial Accounting (3) -</b> Familiarizes students with a basic understanding of generally accepted accounting principles (GAAP) and its applications. Includes accounting fundamentals, accounting for assets, liabilities and ownership interests, and analysis of accounting data. For non-accounting majors only. Three hours lecture per week.</p>
<p><b>ACT 202: Management Accounting</b> Cost concepts; Classification; Job Order Costing; Process Costing; Cost behavior analysis; Cost-volume-profit analysis; Variable Costing; Activity Based Costing; Budgeting; Cost control and performance appraisal; Flexible Budgets and Overhead Analysis; Segment reporting, Profitability analysis and decentralization; Responsibility Accounting and variance analysis. (3 credits) Prerequisites: Financial Accounting, ACT 201</p>	<p><b>91.223 Managerial Accounting (3) -</b> This course focuses on the accounting, other quantitative and qualitative information and analyses needed to foster optimal management decision-making and reporting. Students will study various management accounting concepts, processes, and techniques available to provide relevant information. Students are expected to be proficient in the use of computerized spreadsheet and word-processing software. Three hours lecture per week. Prerequisites: 91.220 or 91.222 and 92.150 or 94.175.</p>
<p><b>ACT 301: Intermediate Accounting</b> The course deals with measurement and reporting of financial condition of business firms and with Accounting principles and process of different types of assets, liabilities and equities. Topics include environment of Accounting, generally Accepted Accounting principles, Accounting cycle, income measurement and reporting, financial</p>	<p><b>91.321 Intermediate Accounting I (3) -</b> Presents the conceptual framework of accounting, accounting environment and information processing system, financial statements and accounting standards, accounting uses of present and future value concepts, cash and receivables and inventories. Use of Peachtree Accounting Software to complete an accounting cycle through computer is required. Three</p>

<p>reports, inventory valuation and Accounting, plant assets acquisition, depreciation and depletion, current liabilities, Accounting for shares, stock and debentures, Accounting for special issues like lease, income tax, pension, price changes and inflation and cash flows; Analysis of financial statements and Accounting changes, errors, and incomplete records.(3 credits) Prerequisites: ACT 201, ACT 202, FIN 301</p>	<p>hours lecture per week. Prerequisites: 91.222 or 91.220. (This is a required course for accounting majors, but it can be taken by non-accounting majors.)</p>
<p><b>ACT 422: Cost Accounting</b> The course will cover Cost concept, classification and statements; Costing and control of materials; Costing and control of labors; Costing and control of manufacturing overhead; Service department cost allocation; Activity based costing; Job order cost system; Process costing-Weighted average and FIFO method, Accounting for spoilage; Joint product and by-product costing; Standard costing; Target costing, Theory of Constraints; Life cycle costing and strategic cost management; Quantity costing; Measurement and control; Marking cost analysis etc.(3 credits) Prerequisites: ACT 201, ACT 202</p>	<p><b>91.348 Cost Accounting (3)</b> - In-depth study of the three major production costs' raw material, factory overhead, and labor. This course requires extensive spreadsheet use at an intermediate to expert level. Three hours lecture per week. Prerequisite: 91.321</p>
<p><b>ACT 425: Principles of Auditing</b> An introduction to auditing practice. Includes the social role of auditing and the services offered by auditors in internal, governmental, and public Accounting practice. Emphasis is on the financial auditing process, including professional ethics, audit risk assessment, study and evaluation of internal control, gathering and evaluating audit evidence, and audit reporting decisions.(3 credits) Prerequisites: ACT 301</p>	<p><b>91.342 Auditing Theory and Procedure (3)</b> - Provides a rigorous introduction to concepts and techniques used by CPA firms to perform financial statement audits. Includes professional and ethical standards, legal liabilities, audit objectives, planning, risk assessment, evaluation of internal control, selection and use of audit procedures, audit reports, and work paper preparation and techniques to support the audit report. Three hours lecture per week. Prerequisites: 40.256 and 91.322.</p>
<p><b>ACT 421: Accounting Information Systems (AIS)</b> The course covers Overview of Accounting information system; Organization and the Accounting system; Accounting information processing; Accounts system development; System analysis and acquisition; Computers and AIS; Software; Data communication; Database and file oriented systems; Control of AIS; Revenue cycle; Personnel cycle; Cash receipt and disbursement; Capital asset and financial statements.(3 credits) Prerequisites: ACT 301, CSE 371</p>	<p><b>91.310 Accounting Information Systems (3)</b> - The course emphasizes accounting information systems, transaction cycles, and communication of financial information for management decisions within the context of business. Topics include ERP systems, e-business and electronic commerce, systems documentation including flowcharting, database management, internal control, business processes, transaction cycles, management reporting, projects using a midline ERP package and other projects using business software such as electronic spreadsheets. Three hours lecture per week. Prerequisite: 91.223</p>
<p><b>ACT 431: Advanced Accounting</b> The course deals with the conceptual framework of Accounting; Lease Accounting; Installment and hire-purchase, Single entry system; Consignment; Joint venture; Mergers, acquisitions and amalgamations; Insolvency Accounting; Accounting for VAT, tariffs, duties.(3 credits) Prerequisites: ACT 301</p>	<p><b>91.430 Advanced Accounting I (3)</b> - Applies accounting principles to special problems in the consolidation and merger of business enterprises. Includes consideration of the basis for such combinations, consolidated statements on date of acquisition as well as subsequent dates with special emphasis on design, construction and utilization of integrated microcomputer generated worksheets and</p>

	financial statements. Three hours lecture per week. Prerequisite: 91.322.
<p><b>ACT 432: International Accounting:</b> The globalization of markets, both financial and physical, has increased the importance of understanding the international dimensions of corporate Activities. The course will give students the opportunity to learn about diverse financial reporting practices and the reasons for such diversities as well as applying this knowledge in the context of the review and analysis of firm's performance by analysts, investors, and managers. At a corporate level, the course will also offer an appreciation of the significance of foreign exchange and of the tools and techniques for the management of its risks.(3 credits) Prerequisites: ACT 301</p>	<p><b>91.320 International Accounting (3)</b> - Addresses needs of accounting and finance students wishing to become more qualified in accounting on a global perspective. Provides an international accounting component for students who have completed foundation courses. Three hours lecture per week. Prerequisites: 91.220 or 91.222. This course is approved as a Diversity General Education Course.</p>
<b>BUSINESS</b>	
<p><b>BUS 101: Introduction to Business</b> Basic principles and practices of contemporary business and its history; Forms of business organization and ownership; Environment of an enterprise; Organizing and managing the enterprise; Management of: HR, market productions and operations, finance; discuss a broad range of business situations where analysis and decision-making are required. Management tools and information systems; International and globalization; External environments of business; Future outlooks of business and business ethics.(3 credits) Prerequisites: None</p>	<p><b>90.101 Introduction to Business (3)</b> - Provides a study of business and its environment organization, operation and interrelationships with government and society. Business majors develop a broad base for further study in a specific area in business, while other majors become familiar with the American enterprise system and the functions and issues facing business today. Prerequisite: Not open to business administration degree students with 6 or more semester hours in business. This course counts as a Group B, Social &amp; Behavioral Sciences General Education Requirements. Three hours lecture per week.</p>
<p><b>BUS 301: International Business</b> International business and environment; International trade theories; Introduction to international finance, economics and marketing; International communication and promotion; Mergers and acquisitions; International organizations and regulatory bodies. National and sub regional trade; bilateral and multilateral trade arrangements; Global business strategy and International law.(3 credits) Prerequisites: ECO 101, ECO 102, FIN 301, MKT301</p>	
<p><b>BUS 302: Research Methods in Business and Management</b> Research and management; Scientific thinking; Research process and design; Measurement and scaling; Sampling design; Data collection methods; Survey instrument design; Field administration, Analysis and research communications.(3 credits) Prerequisites: ECO 202, MAT 101, BUS 101</p>	

<p><b>BUS 321: Principles of Entrepreneurship</b>          Entrepreneurship and theory; Impact of environmental variables on entrepreneurial success; Informal sector; Opportunity identification and assessment; Formulating business, financial and marketing plans; entrepreneurial start-up strategies; Operating the business; Legal issues and Ethics and social responsibility of the entrepreneur.(3 credits)          Prerequisites: FIN 301, MKT 301</p>	<p><b>93.400 Entrepreneurship (3)</b> - This course focuses on three major issues: 1) how to launch new ventures: creating and assessing opportunities and the associated risks in their right perspectives; 2) managing innovation and entrepreneurship in an ongoing business; and 3) attracting venture capital to new business opportunities. Three lecture hours per week. Prerequisites: 93.244 and 96.300 OR 96.313.</p>
<p><b>BUS 422: Small Business Management</b>          The course aims at providing knowledge of the requisites for successful management of small business. The course aims to develop the students' understanding of the economic, social and political environment within which the small business functions and to provide him with knowledge on how to avoid business failures &amp; build up a highly profitable and growing enterprise. The course contains topics on role and characteristics of small business, planning and organizing procedure, business strategy, organizational, cultural, legal aspects. Production, marketing and financial management, Management of transition, growth and crisis. Information system and. control system. The course is designed to orient the student on the basic theoretical issues and practical aspects of small business and its development process.(3 credits) Prerequisites: BUS 321</p>	<p><b>93.391 Small Business Management (3)</b> - Introduces environment of small business in the United States. Describes types of small business and problems associated with each type. Covers ownership, start up, franchising, finance, accounting, personnel, risk management, inventory, advertising and marketing and production processes. Special emphasis is given to incentives and legal requirements of Pennsylvania with regard to small businesses. Three lecture hours per week. Prerequisites: 60 credits, 98.331, 97.310, 96.313, 91.223, 91.220, 93.244.</p>
<b>FINANCE</b>	
<p><b>FIN 421: Corporate Finance-I:</b>          The course incorporates in-depth discussion of special topics in corporate finance. Topics include (1) risk and return with special emphasis on portfolio management, mean-variance analysis, and capital asset pricing model; (2) capital structure theory with particular emphasis on Modigliani-Miller theory with and without taxes and impact of financial distress, agency costs and asymmetric information, (3) Dividend policy and practice based on investors preference and dividend stability, (4) Bankruptcy, reorganisation, and liquidation. (5) Mergers and acquisition, and (6) Basics of international financial management.(3 credits) Prerequisite: FIN 301, ECO 202</p>	<p><b>96.313 Introduction to Corporate Finance (3)</b> - Studies financial management in the areas of asset valuation, risk, working capital management, capital budgeting, cost of capital, financial structure, financing sources and dividend policy. Three lecture hours per week. Prerequisites: 91.220, 91.223, 40.256, 40.121, 40.122, and either 40.156 or 53.123</p>
<p><b>FIN 423: Securities Analysis and Portfolio Management:</b>          The course deals with the principles of investment in the securities and other asset markets. Major topics include securities markets, price performance of securities, industry analysis, basic</p>	<p><b>96.423 Security Analysis and Portfolio Theory (3)</b> - Detailed analysis of major elements related to determining the earnings and risk potential of securities and study of the underlying principles inherent to portfolio construction. Three lecture hours per week. Prerequisite: 96.343.</p>

<p>stock valuation models, investment in special situations offering abnormal returns, bonds and fixed investment fundamentals, mutual funds, convertibles and warrants, real estate investment, precious metals, stones and collectibles, and management of investment portfolio.(3 credits) Prerequisites: FIN 421</p>	<p>per week. Prerequisite: 96.343.</p>
<p><b>FIN 424: Management of Financial Institutions</b> Goals and strategies of financial institutions; roles and interrelationship of monetary authorities of Bangladesh and commercial banks; management of the central banking system; supervision of commercial banks; enforcement of minimum reserve requirement, control of money supply, credit policy and public debt management, problems of commercial banking with respect to lending, investment, deposit taking, cheque clearance, minimum reserve requirement and branch banking; issues relating to bank audit, operation of money, discount and government securities. Overview of structure and operations of major financial institutions in Bangladesh--- BSB, BSRs, ICB, HBFC, Sonali Bank.(3 credits) Prerequisite: FIN 301</p>	<p><b>96.323 Financial Markets and Institutions (3) -</b> Studies short-term money market and long-term capital market instruments, major financial institutions, the relationship between interest rates and security prices and the role of the consumer and government in financial markets. Three lecture hours per week. Prerequisite: 96.313</p>
<p><b>FIN 425: International Financial Management:</b> The course is intended to introduce students to the overall environment of multinational corporations and challenges faced by MNCs in the changing scenario of globalisation. Major topics include exchange rate determination and international monetary system, balance of payment and international monetary linkage, the foreign exchange market, parity conditions and currency forecasting, managing exchange rate risk, multinational working capital management and short-term financing, foreign investment analysis foreign direct investment, and corporate strategy, investment analysis of multinational companies, international financing and international financial markets, international markets for stocks and bonds, the Euro dollar and euro bond markets.(3 credits) Prerequisites: FIN 421, BUS 301</p>	<p><b>96.413 International Finance (3) -</b> Studies the principles and practices relevant to understanding the nature of international finance, its problems and its institutions. Discussion centers on sources and instruments of international export and import financing, balance-of-payments, exchange rates, governmental regulations and policies, financial management, as well as accounting for international transactions. Three lecture hours per week. Prerequisite: 96.313.</p>
<p><b>FIN 427: Corporate Finance-II:</b> This course will cover materials in financial planning and control, working capital management, sources of short-term and long-term financing including lease and hybrid financing.(3 credits) Prerequisite: FIN 301</p>	<p><b>96.454 Advanced Corporate Finance (3) -</b> Studies business financial problems and the development of financial decision-making tools and practices as used in the decision-making role of the financial manager. Three lecture hours per week. Prerequisite: 96.313.</p>
<p><b>FIN 431: Financial Derivatives</b></p>	<p><b>96.440 Introduction to Options and Futures (3) -</b></p>

<p>This specialisation course introduces students to basics of the operations of the derivatives markets. Topics include, (1) an overview of financial derivatives and, their uses and application, (2) Organisation of the forward and futures markets, forward and futures contract, pricing of futures using no-arbitrage bounds, convenience yield, expectation model of pricing futures, speculation and risk management with futures, term structure of futures prices and basis risk, volatility of futures prices. (3) The options contract, put vs. call options, European vs. American options, money nests, organisation of the options market; organisation of the options market, pricing of options, intrinsic value, premiums and discounts on options, determinants of options prices; options strategies; binomial options pricing model, Black-Scholes options pricing model. (4) The swap contract, the swap market, types of swaps; plain vanilla swaps, motivation for swaps, beyond plain vanilla swaps.(3 credits) Prerequisites: FIN 421</p>	<p>Detailed analysis of major elements affecting market prices of options and futures contracts and analysis of optimal investment strategies involving these derivative instruments. Three lecture hours per week. Prerequisite: 96.343.</p>
<p><b>FIN 441: Bank Management and Electronic Banking:</b> The course deals with operational and statutory areas of commercial and specialised banking. Major topics include Evolution of banking institutions, functions of commercial banks and services rendered by them; general structure and methods of commercial banking, earning assets of banks. Functions of commercial banks---general banking, loan and equity banking, banking for facilitating international trade, banking costs and interest rates, mechanism of credit creation, analysing treasuries, banking systems in Bangladesh, statutory requirements of banks in banks in Bangladesh as par the policies and procedures of Bangladesh Bank---the banking companies ACT and the Bangladesh banks nationalisation order. Electronic banking, its mechanism, its growing importance in banking operations.(3 credits) Prerequisites: FIN 301</p>	<p><b>96.333 Commercial Bank Management (3) -</b> Leads to the understanding of risk management in contemporary banking by studying the historical and contemporary impact of banking regulation, measures of bank performance and bank policy formation. Risk is shown to be managed through Asset/Liability Management (by the use of GAP Analysis), Investment Management, Liquidity Management, Capital Management, and Off-Balance Sheet Management. Three lecture hours per week. Prerequisite: 96.313.</p>
<b>HUMAN RESOURCE MANAGEMENT</b>	
<p><b>MGT 201: Organizational Behavior</b> Nature of Organizational Behavior; Individual behavior: personality, learning, and perceptions; Values and attitudes; Organizational stress: frustration, anxiety, and conflict; Motivation; Group behavior: basic concepts, roles, norms and status; Group dynamics; Communication; Power, politics and influence; Leadership; The</p>	<p><b>93.449 Organizational Behavior (3) -</b> Provides the tools and theories regarding personal, interpersonal and group processes within the organization at the micro level. Three lecture hours per week. Prerequisite: 93.244, junior standing.</p>

<p>organizational culture; Change and resistance to change and Group problem solving and decision making.(3 credits) Prerequisites: MGT 211</p>	
<p><b>MGT 211: Principles of Management</b>  Meaning and importance of Management;  Evolution of Management thoughts; Managerial decision making; Environmental impact  Accounting treatment of price level changes; on management; Corporate social responsibility, Planning; Setting objectives; Implementing plans; Organizing; Organization design, Managing change; Directing; Motivation; Leadership; Managing work groups; Controlling: principles, process and problems and Managers in changing environment.(3 credits) Prerequisites: BUS 101</p>	<p><b>93.244 Principles of Management (3) -</b>  Administrative organizational and behavioral theories and functions of management, contributing to the effective and efficient accomplishment of organizational objectives. Three lecture hours per week. Prerequisites: 24 credits earned.</p>
<p><b>MGT 301: Human Resource Management</b>  Scope, role and function of Human Resource Management; Staffing the organization: human resource planning and forecasting, recruitment selection; Job design and analysis; Job evaluation; Performance management; Training and development; Disciplinary measures; Human resource audit and research; Forms of employee participation; Labor Relations; and Work Environment and Human resource management systems.(3 credits) Prerequisites: MGT 211</p>	<p><b>93.345 Human Resource Management (3) -</b>  Equips students with tools and procedures to address human resource issues and problems. Three lecture hours per week. Prerequisite: 93.244 and must have 50 credits earned.</p>
<p><b>MGT 401 Business Strategy</b>  Strategic thinking and strategic planning; Analyzing an industry; Developing strategic business plan; Assessment of organizational strength and weaknesses; Analysis of opportunities and threats; Scanning internal and external environment; Formulating functional, corporate and international level strategies; Evaluation of alternatives; Strategic decision making; Managing strategic changes and Strategic control.(3 credits) Prerequisites: MGT 301, MKT 301, MSC 301, FIN 301, BUS 321</p>	<p><b>93.481 Business Policies and Strategies (3) -</b>  Prepares students in the area of strategic decision-making for the total organization through strategic formulation and administration using integrative analysis and strategic planning and process. Three lecture hours per week. Prerequisites: 90 semester hours earned, 93.244, 96.313, 97.310, 98.331 and senior standing</p>
<p><b>MGT 421: Leadership: Theory and Practice</b>  A study of the theory, principles and practices of leadership. Topics include basic human behavior pattern, leadership theories and styles, types of leadership, team building and team management.(3 credits)  Prerequisites: MGT 301</p>	<p><b>93.483 Leadership (3) -</b> This course examines theories of leadership and sources and uses of power in the organization. Assumptions, beliefs and styles of leadership in the context of organizational culture, productivity, performance and effectiveness will be examined through case studies. Employee compliance, control as well as satisfaction; stakeholders' support, commitment as well as satisfaction issues will be addressed through in-depth studies of effective leaders of select private, public and human services organizations. Organizational vision, mission and social and ethical responsibilities, and workforce diversity will be discussed in the context of transformational leadership. Three lecture hours per week. Prerequisites: GPA of 3.0 and 80</p>

	credits earned, 20.201, 93.244, and 25.103.
<p><b>MGT 422: Compensation Management</b>  Process of developing a pay level and pay structure; Designing an effective pay systems; Types of pay systems; Administering a pay systems; Issues in administering a pay systems; Employee benefits, Perquisites, Benefit administration; Deferred compensation and Controlling benefit costs.(3 credits)  Prerequisites: MGT 301</p>	<p><b>93.464 Compensation Management (3)</b> - Examines the development of a firm's compensation system. Students learn how companies design their compensation systems in an effort to enhance their recruiting, motivation and retention of employees. Topics covered include job evaluation, salary surveys, pay-for-performance programs, legal issues, and the design and evaluation of employee benefits packages. Three lecture hours per week. Prerequisite: 93.345</p>
<p><b>MGT 423: Training and Development</b>  Learning and behavior; Teaching and training methods; Audio-visual aids; Programmed learning; Training and development function; Training strategy; Organizations of the training department; Training needs assessment; Designing training programs; Evaluation of training programs; Organizing conferences, workshops and study groups; Technical training; Training follow-up; Theory and practice of career development.(3 credits)  Prerequisites: MGT 301</p>	<p><b>94.540 Training and Development (3)</b> - Applies theories of learning and instructional procedures to the education and training of employees in business information systems. Topics include: instructional design, strategies, technology, and the implementation, evaluation, and management of training within the organizational structure. Three lecture hours per week</p>
<p><b>MGT 424: Industrial Relations</b>  An overview of Industrial Relations; A profile of Bangladeshi Workers; Characteristics and Problems of Trade Unions in Bangladesh; A profile of Bangladeshi Employers; Functions of various bodies such as Bangladesh Employers' Association; Industrial Conflict; Collective Bargaining; Employee Discipline and Grievance Procedure; Participative Management and Industrial Democracy; ILO; Different Labour Laws of Bangladesh.(3 credits)  Prerequisites: MGT 301</p>	<p><b>93.346 Labor and Industrial Relations (3)</b> - Describes administration of the relationship between management and the labor force, both where that relationship is governed by a collective bargaining agreement and where it is not. Includes development of the social and legal status of trade unions organizing, negotiations, strikes, grievance procedure and union security. Three lecture hours per week. Prerequisite: 93.244.</p>
<b>MARKETING</b>	
<p><b>MKT 201: Principles of Marketing</b>  A survey course of the basic principles of marketing and key decision areas; product, promotion, distribution and pricing.(3 credits)  Prerequisites: BUS 101</p>	<p><b>97.310 Marketing Principles and Practices (3)</b> - Surveys the fundamental features of contemporary marketing systems and the planning required to make available satisfying goods and services to customers at a profit. Explains the role of marketing in society and the institutions which compose the market system. Describes components of the marketing mix-product planning, distribution, pricing and promotion. Three lecture hours per week. Prerequisite: 40.121.</p>
<p><b>MKT 301: Marketing Management</b>  Marketing philosophy and concept; Marketing environment; Consumer behavior process; Elements of marketing mix; Market segmentation and positioning; Pricing considerations; Promotion; Channel of distributions; Marketing ethics; Extended marketing and Relationship Marketing.(3 credits)</p>	<p><b>97.460 Marketing Management (3)</b> -Takes a holistic approach to marketing management by integrating theoretical marketing perspectives into system models. Course analyses apply problem solving skills to strategic and theoretical issues in marketing systems such as products, services, pricing, places, ideas, and organizations. Marketing concepts are integrated with advanced sciences such</p>

<p>Prerequisites: MKT 201, MGT 201</p>	<p>as economics, behavioral sciences, management, and mathematics. Three lecture hours per week. Prerequisite: 97.310, 97.330 plus six additional hours in Marketing</p>
<p><b>MKT 421: Introduction to Consumer Behavior</b> Consumer and Institutional buying behavior model; Classification of consumers; Learning and perception; Consumer adoption and diffusion process; Purchase behavior; Purchase decision process; influences of environmental factors; Classification of situation; Consumer movement and consumerism; Consumer and price; Alternative decision making; and Marketing and consumer behavior.(3 credits) Prerequisites: MKT 301</p>	<p><b>97.330 Consumer Motivation and Behavior (3) -</b> Analyzes the role of the consumer as the ultimate buyer of the product and the strategy and forces directed at the consumer by the seller. Topics include models of consumer buying behavior, consumer motivation, interpersonal and intrapersonal influence on the consumer as a decision maker in the market place. Three lecture hours per week. Prerequisite: 97.310, 48.101.</p>
<p><b>MKT 422: Selling and Salesmanship</b> Creative selling process; Sales planning and Managing field sales; Training and development of sales representatives; changing environment of sales management and Selling and promotion.(3 credits) Prerequisites: MKT 301</p>	<p><b>97.341 Principles of Selling (3) -</b> Includes a study of selling as a profession, preparation for successful selling, steps and procedures associated with the sales process, and special selling topics. Students apply sales principles and techniques while conducting sales presentations. Three lecture hours per week. Prerequisite: 97.310, 60 credits earned.</p>
<p><b>MKT 424: Advertising</b> Definition and functions of advertising; Classification of advertising; Economic impact; Advertising and the marketing mix; Message development, layout and copy writing; Advertising media and media planning; Outdoor advertising; Non-traditional advertisement; Advertisement agencies; Non-media advertising and Social, legal and ethical aspects of advertising.(3 credits) Prerequisites: MKT 301</p>	<p><b>97.340 Advertising Management (3) -</b> Studies the advertising element of the marketing/promotional program from a management perspective. Examines advertising's role in business and society. Advertising's use of the communication process is studied from a theoretical and practitioner's perspective. Development of an ad campaign is highlighted with emphasis on management decisions involved in planning and execution. Special attention given to budgeting, copywriting, media analysis and choice. Three lecture hours per week. Prerequisite: 97.310.</p>
<p><b>MKT 425: International Marketing</b> Theories of international trade; International marketing environment; Modes of international trade; International market place; Entry strategy; International marketing research; Formulation of international marketing strategy: product, promotion, price, logistics and distribution; International marketing of services; International marketing organizations; Global linkages and domestic policy repercussions.(3 credits) Prerequisites: BUS 301, MKT 301</p>	<p><b>97.380 International Marketing (3) -</b> Examines the universality of the marketing discipline throughout diverse global economies. Conducts cross cultural analyses to understand cultural universals and the economic integration of regional alliances, such as the European Union. Assesses various entry strategies such as exporting, joint ventures, direct investment and turn key operations. Highlights the corporate role of global strategic partnerships in producing a higher standard of living. Three lecture hours per week. Prerequisite: 97.310. This course is approved as a Diversity General Education Course.</p>
<p><b>MKT 426: Basic Marketing Research</b> Definition; Scope and use of research; Types of research; Scientific methods; Type and source of information; Research methods; Methods of collecting data; Measurement and Designing data collection instruments; Field operation; Data</p>	<p><b>97.440 Marketing Research (3)</b> Develops the skills of the scientific marketing research procedure (problem definition, research design, data collection, analysis and interpretation). Applies research data collection methods and statistical analysis to product mix issues such as planning, advertising research,</p>

summarization; A (univariate, bivariate and multivariate) and interpretation of findings; Presentation of and Use of research findings.(3 credits) Prerequisites: MKT 301, ECO 202	consumer or competitive analysis. Three lecture hours per week. Prerequisite: 40.256.
<b>MKT 427: Retailing</b> Retailing environment and its socio-economic importance; Retail organizations; Location analysis, planning and control; Store layout and design; Merchandising; Personal and non-personal selling; Pricing; Promotion management. Retail market audit; Trends in retailing; Standardization of retailing services. ;(3 credits) Prerequisites: MKT 301	<b>97.350 Retail Management Concepts (3) -</b> Presents retailing as a dynamic aspect of the marketing/channels distribution system. Consumer/marketing analysis, store location, store layout, merchandising, pricing, promotional issues and problems are considered. Three lecture hours per week. Prerequisites: 97.310.
<b>MANAGEMENT SCIENCE</b>	
<b>CSE 371 Management Information Systems</b> Computer & information processing; Strategic information systems; Software, hardware and telecommunications; System building methods; Transaction processing system; Office automation; Decision support systems; Executive support systems; Artificial intelligence; Computer security & disaster planning; Ethical & social issues in information systems. 3 credits	<b>92.353 Management Information Systems (3) -</b> A study of how computer-based information systems provide information for effective decision making. Includes: structured analysis, design techniques, database concepts, person-machine interaction, data retrieval and telecommunications. The course focuses on the use of information technology to improve modern business decision-making. Three hours lecture per week. Prerequisites: 92.150.
<b>MSC 301: Production-Operations Management</b> Introduction; Operations strategies; Forecasting; Manufacturing policy decisions; Production system; Plant location factory layout; Production planning and control; Product design & development; Job design; Work Study; Time and motion study; Materials management; Production and service scheduling; Quality control and inspection; Purchasing and inventory control and Maintenance management.(3 credits) Prerequisites: MAT 101, ECO 202, MGT 211	<b>93.348 Operations Management -</b> Educates and trains students to deal with the operational issues and problems in manufacturing and services. Three lecture hours per week. Prerequisites: 93.244 and 93.343.

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**Professor Mainuddin Afza,  
Faculty Advisor, International Exchange  
Program at College of Business,  
Bloomsburg University.**

**Date: 2<sup>nd</sup> August 2009.**

Sd/-

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**Dr. Salehuddin Ahmed,  
Pro Vice Chancellor,  
BRAC University.**