

SYLLABUS FOR EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA) PROGRAM

(Only For Executives)

Executive Master of Business Administration (EMBA) program is a professional graduate program for individuals who plan managerial careers in business, government and industry. The objective of the program is to develop skills and judgment in an individual for effective management. The emphasis is on the developing a student's ability to evaluate business and organizational situations so as to make informed and creative judgment about policy and operations. Central to this approach is the development of creativity and judgment in students, so essential to every manager regardless of functional area or level within an organization.

1. Admission

The objective of the admission policy is to select students on a competitive basis for the EMBA program. A student is selected for admission on the basis of past academic records, performance in admission test and interview.

1.1 Eligibility Criteria:

Job Experience:

- ◆ Minimum 2 years' professional work experience.

Academic Qualifications:

Minimum entry requirement for EMBA Program is at least a Bachelor Degree.

1.2 Selection

The selection of students for the program is accomplished in two stages:

1. Candidates appear at the written admission test of PUST on English and aptitude.
2. Successful candidates of stage (i) appear at an interview.

The final selection of candidate is made on the basis of past academic records and performance in written test and interview.

1.3 Application procedure

A candidate should apply for written admission test in the prescribed form available EMBA program Office on payment of fees of Tk. 500/- only. The filled-in application form should be submitted to MBA Program Office within dates notified in the press.

2. Degree Requirements

The EMBA degree requirements are:

- (e) Completion of 15 courses (45 credit hours);
- (f) Completion of Management Project;
- (g) Passing of the Comprehensive Examination;
- (h) Passing of all courses individually and maintaining a minimum cumulative grade point average of 2.50.

Each student is required to attend all classes held during each semester. Only three absences in one semester in each course may be excused. Unexcused absences may result in reducing the course grade of the student or in dismissal of the student from the program.

The academic year for EMBA Program is divided into 3 semesters, which are as follows:

Semester	Duration
Spring	January-April
Summer	May-August
Fall	September-December

The minimum number of class hours for each course in a semester will be approximately 40. Additional sessions in the form of workshop for a course may be scheduled by the concerned teacher. The minimum number of courses taken in a semester is 2. However, a student may take more than 2 courses if desired and available. Students undergo the management project of 4 weeks.

3. Methods of Instruction

The lecture method of teaching is followed in the PUST. It is supplemented by project work, case presentation, group discussions, seminars, business games, audiovisual aids and plant visits. A heavy reliance is placed on the project work, case method of instruction and other modern techniques that simulate situations in which decisions have to be made. Cases used in the courses relate to actual business problems including those developed by the PUST's faculty relating to Bangladeshi business.

Students are supplied with books and materials, which they are required to read and understand. To develop sound study habits, arrangements are made for supervised reading in the library of the PUST. Students are required to prepare daily work assignments, participate in class discussions and sit for periodical quizzes and tests.

Arrangements are also made to hold lectures by prominent business executives on subjects of current business interest. The medium of instruction is English.

4. Comprehensive Examination

The comprehensive examination is given to evaluate the academic competence of the student in the chosen area of concentration. A student must take this examination to become eligible for the EMBA degree. The comprehensive examination is graded and the student must secure a passing grade. The grade earned in the comprehensive examination is reported in the grade sheet of the student but it is not included in CGPA.

The comprehensive examination is usually given two weeks before the end of the semester in which the student is to complete the fifteenth course. Failure in comprehensive examination calls for a retake, which is allowed only once, unless otherwise decided by the Committee of the PUST. Such retake will not be given until the expiry of one semester after the graduation of the batch to which the student belongs.

5. Curriculum:

Keeping in view its objectives, the program consists of the following areas of learning

- a) **Analysis** : **Quantitative, Behavioral, Accounting, Computer, Economics.**
- b) **Functions** : **Operations, Finance, Marketing, Human Resource.**
- c) **Support** : **Communication, Legal Environment, Socio-economic Study.**
- d) **Synthesis** : **Management, Strategic Management.**

EMBA Program is a 48- credit Program. The Course curriculum is divided into five parts – Core Courses (27 credits), Major Courses (12 credits), Free Elective (3 Credit), Capstone (3 Credit) and Management Project (3 credits).

Course Structure:

Sl.	Course Type	Number of Courses	Credit	Credit Hours
1.	Core Courses	9	3	27
2.	Major Courses	4	3	12
3.	Free Elective	1	3	3
4.	Capstone	1	3	3
5.	Management Project	1	3	3
	Total =	16		48

List of Courses:

A. Core Courses:

Course Code	Course Title	Prerequisite
W 501	Management and Organizational Behavior	
C 502	Managerial Communication	
A 503	Financial and Managerial Accounting	
H 504	Human Resource Management	W 501
E 505	Managerial Economics	K 507
M 506	Marketing Management	
K 507	Quantitative Methods for Decision Making	
F 508	Financial Management	A 503

P 509	Operations Management	K 507
B. Capstone:		
Course Code	Course Title	
W 620	Strategic Management	

All core course

C. Major Courses:

Accounting & Finance:

Course Code	Course Title
ACT 601	Corporate Finance
ACT 602	Financial Markets and Institutions
ACT 603	Investment Analysis and Portfolio

Management:

ACT 604	Bank Management
ACT 605	International Financial Management
ACT 606	Project Appraisal
ACT 607	Insurance and Risk Management
ACT 608	Financial Derivatives
ACT 609	Financial Reporting

Marketing:

Course Code	Course Title
MKT 601	Marketing Research
MKT 602	International Marketing
MKT 603	Consumer Behavior
MKT 604	Service Marketing
MKT 605	Strategic Marketing
MKT 606	Brand Management
MKT 607	Supply Chain Management
MKT 608	Tourism and Hospitality Marketing

Management Information System (MIS):

Course Code	Course Title
MIS 601	Management Information System
MIS 602	Decision Support System
MIS 603	Database Management System
MIS 604	System Analysis and Design
MIS 605	E – business
MIS 606	Data Communication and Networking
MIS 607	Telecommunication Management
MIS 608	Multimedia for Business and Website Design

Human Resource Management (HRM):

Course Code	Course Title
HRM 601	Human Resource Planning and Staffing
HRM 602	Industrial Relations
HRM 603	Training and Development
HRM 604	Conflict Management and Negotiation
HRM 605	Compensation Management
HRM 606	Employment and Labor Law in Bangladesh
HRM 607	Strategic Human Resource Management
HRM 608	Leadership and Motivation

Executive MBA (EMBA)
Semester: 04, Duration: 16 months, Credit: 48 credits

1st Semester

Course Code	Course Title
W 501	Management and Organizational Behavior
C 502	Managerial Communication
A 503	Financial and Managerial Accounting
E 504	Managerial Economics

2nd Semester

Course Code	Course Title
H 505	Human Resource Management
M 506	Marketing Management
K 507	Quantitative Methods for Decision Making
F 508	Financial Management

3rd Semester

Course Code	Course Title
P 509	Operations Management
W 510	Strategic Management
M 511	Management Information System
	Management Project (Theory)

4th Semester

Course Code	Course Code
601	Major
602	Major
603	Major
604	Major

Major Courses

Major in Finance

Course Code	Course Title
FIN 601	Corporate Finance
FIN 602	Financial Markets and Institutions
FIN 603	Investment Analysis and Portfolio Management
FIN 604	Bank Management

Major in Marketing

Course Code	Course Title
MKT 601	Marketing Research
MKT 602	Consumer Behavior
MKT 603	Brand Management
MKT 604	Supply Chain Management

Major in Management Information System (MIS)

Course Code	Course Title
MIS 601	Database Management System
MIS 602	Decision Support System
MIS 603	System Design and Analysis
MIS 604	E-Business

Major in Human Resource Management

Course Code	Course Title
HRM 601	Human Resource Planning and Staffing
HRM 602	Industrial Relations
HRM 603	Training & Development
HRM 604	Conflict Management and Negotiation