

# **SYLLABUS FOR MASTER OF BUSINESS ADMINISTRATION PROGRAM MBA (Day & Evening)**

The master of Business Administration (MBA) 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 enable him 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.

The MBA program begins with a sequence of fundamental management courses, and is followed by a range of elective courses, which provide opportunities for focusing in particular disciplinary areas. This is given in two separate modes, full-time in the day and part-time in the evening. Full-time students normally complete the course work, followed by an internship program, in a maximum of six successive semesters. Part-time students complete the course, followed by an internship, in an average of eleven regular semesters.

## **1. Admission**

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

### **1.1 Requirements**

Minimum entry requirement for regular MBA (Day & Evening) Program is a Bachelor's Degree from any discipline including engineering, agriculture or medicine etc.

### **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 mathematics, 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 along with prospectus MBA 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 MBA degree requirements are:

- (a) Completion of 20 courses (60 credit hours),
- (b) Completion of Internship Program with a minimum grade of 'C',
- (c) Passing of the Comprehensive Examination,
- (d) 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.

## **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 MBA 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 twentieth course. Failure in comprehensive examination calls for a retake, which is allowed only once, unless otherwise decided by the academic 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. Internship**

The internship is a part of the MBA degree requirement. A student must pass the comprehensive examination before placement in the internship program. The internship constitutes a practicum for a student and is a preparatory step towards placement. The primary goal of internship is to provide an on-the-job exposure to the student and an opportunity for translation of theoretical conceptions into real life situation. Students are placed in enterprises in the public and private sectors, research institutions as well as development projects. The program covers a semester equivalent of 16 weeks involving 12 weeks of organizational attachment and 4 weeks of report finalization. The internship program for a student is usually organized to match the area of concentration and supervised by a faculty member and the students have to present their internship reports before the viva-voce committee.

In all cases, a student is required to prepare an internship report within the time specified. The internship report of a student will be graded as per normal grading system of PUST. The passing grade in the internship is 'C'. Failure to obtain a passing grade will call for a retake of internship program. Such retake will be allowed only once. The grade earned on the internship report will be reported in the grade sheet of the student.

#### **6. Course Load for BBA Graduates**

A BBA graduate who has completed 40 courses equivalent to 120 credit hours from an institution/University having curriculum and grading system equivalent to that of this PUST may qualify for waiver of a maximum of 10 core MBA courses provided he/she has obtained at least 'B' grade (s) in similar course (s). The situation will be examined by a review committee on a case-by-case basis.

#### **7. Transfer between Sections**

Application for a transfer from the day section to the evening section and vice-versa is to be considered on individual basis. Students seeking transfer shall carry the onus of matching course offerings and in no case the sequence of course offering can be altered. Application for transfers must reach the office within one week of starting of the semester.

#### **8. 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.**

**MBA Program is 60 credit hours. The Course curriculum is divided into four parts – Foundation Courses (24 credits), Core Courses (18 credits), Integrative Course (6 Credit) and Elective Courses for concentration on a specific area (12 credits).**

### **Evaluation Procedures**

Evaluation of students' performance will be based on final examination, midterm examination, class-test/assignments and attendance. Classroom evaluation including attendance, class tests and assignments will cover 40% of the total marks and the remaining 60% are reserved for the midterm and final examinations. For Lab courses evaluation will be based on attendance, Lab assignment, Lab report, Experiment and Viva. The distribution of marks and grading system are as follows.

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### **□ Marking System:**

#### **Theory course:**

Attendance	10%
Class test	10%
Assignment	6%
Presentation	14%
Midterm Examination	25%
Final Examination	35%

#### **Lab course:**

Attendance	10%
Lab Assignment	10%
Report	10%
Project/experiment	50%
Viva	20%

### **□ Grading System:**

<b>Numerical Grade</b>	<b>Letter Grade</b>	<b>Grade Point</b>
80% and 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
40% to less than 50%	C (C Regular)	2.25
40% to less than 45%	D	2.00
Less than 40%	F	0.00

**Following information should be in the syllabus**

**Course Structure:**

Sl.	Course Type	Number of Courses	Credit	Credit Hours
1.	Foundation Courses	8	3	24
2.	Core Courses	6	3	18
3.	Integrative Course	2	3	6
4.	Major Courses	4	3	12
5.	Viva	1	3	3
6.	Internship	1	3	3
	<b>Total =</b>	<b>22</b>	<b>3</b>	<b>66</b>

**Foundation Courses:**

F 502 Business Communication  
 F 505 Business Mathematics  
 F 510 Business Statistics  
 F 509 Fundamentals of Management Information Systems  
 F 507 Legal and Ethical Environment of Business  
 F 501 Financial Accounting  
 F 503 Principles of Management  
 F 504 Business Economics

**Core Courses:**

C 508 Organizational Behavior  
 C 506 Marketing Management  
 C 512 Human Resource Management  
 C 513 Management Accounting  
 C 511 Financial Management  
 C 514 Operations Management

**Integrative Course:**

I 515 International Business  
 I 516 Strategic Management

**15.2 Pre-Requisite Course**

The following courses, before being taken, will require completion of one or more prerequisite course(s). It is the responsibility of students to ensure that these sequential requirements are met in their course selection in every semester.

**Courses****Pre-requisite Courses**

F 504 Business Economics  
 C 506 Marketing Management  
 C 511 Financial Management  
 C 513 Management Accounting  
 C 512 Human Resource Management  
 C 514 Operations Management  
 I 515 International Business  
 I 516 Strategic Management

**Concentration or Major Courses:**

A student will be required to choose four elective courses to concentrate in a specific area. A Major is offered, subject to the availability of faculty, if minimums of four students sign up for a course. However, the offering of an elective course in a semester is decided by the Committee of the PUST on the basis of faculty availability and number of applicants.

**Students may concentrate in any of the following area**

***Accounting***

Advanced Accounting	ACC 601
Advanced Cost Accounting	ACC 602
Accounting Theory	ACC 603
Accounting Information System	ACC 604

***Finance***

Capital Budgeting & Investment Analysis	FIN 601
Financial Markets & Institutions	FIN 602
Bank Management	FIN 603
Corporate Finance	FIN 604

***Human Resources Management***

Human Resource Planning & Staffing	HRM 601
Industrial Relations	HRM 602
Training & Development	HRM 603
Strategic Human Resource Management	HRM 604

***Management***

Management Science	MGT 601
Comparative Management Systems	MGT 602
Management of Innovations and Technology	MGT 603
Total Quality Management	MGT 604

***Marketing***

Marketing Research	MKT 601
Consumer Behavior	MKT 602
International Marketing	MKT 603
Marketing Strategy & Brand Management	MKT 604

**MANAGEMENT INFORMATION SYSTEM**

Management Information System	MIS 601
Decision Support System	MIS 602
System Design and Development	MIS 603
Data Communication & Networking	MIS 604

**16. MBA Program office**

The academic and administrative matters of the students of the program are looked after by the MBA Program Office. The services are rendered by this office include admission processing, registration of students, implementing class schedules, publication of results, processing applications of students for various purposes, students record maintenance, counseling students on academic matters etc.

The office is administered by the Chairman, MBA Program with the assistance of an Officer and a Program Assistant.

**List of Courses of MBA Program:**

**MBA (2 Yrs) Program**  
**Semester : 05, Duration : 24 months, Credit : 66**  
**[ Course work : 60 credit, Viva : 3 credit, Internship : 3 credit ]**

<b>Course Title</b>	<b>Course Code</b>
<b>First Semester</b>	
Financial Accounting	F 501
Business Communication	F 502
Principles of Management	F 503
Business Economics	F 504
<b>Second Semester</b>	
Business Mathematics	F 505
Marketing Management	C 506
Legal & Ethical Environment of Business	F 507
Organizational Behavior	C 508
<b>Third Semester</b>	
Fundamentals of Management Information System	F 509
Business Statistics	F 510
Financial Management	C 511
Human Resource Management	C 512
<b>Fourth Semester</b>	
Management Accounting	C 513
Operations Management	C 514
International Business	C 515
Strategic Management	C 516
<b>Fifth Semester</b>	
Major	601
Major	602
Major	603
Major	604

**Major Concentration:****ACCOUNTING**

<b>Course Title</b>	<b>Course Code</b>
Advanced Accounting	ACC 601
Advanced Cost Accounting	ACC 602
Accounting Theory	ACC 603
Accounting Information System	ACC 604

**FINANCE**

<b>Course Title</b>	<b>Course Code</b>
Capital Budgeting & Investment Analysis	FIN 601
Financial Markets & Institutions	FIN 602
Bank Management	FIN 603
Corporate Finance	FIN 604

**HUMAN RESOURCE MANAGEMENT**

<b>Course Title</b>	<b>Course Code</b>
Human Resource Planning & Staffing	HRM 601
Industrial Relations	HRM 602
Training & Development	HRM 603
Strategic Human Resource Management	HRM 604

**MANAGEMENT**

<b>Course Title</b>	<b>Course Code</b>
Management Science	MGT 601
Comparative Management Systems	MGT 602
Management of Innovations and Technology	MGT 603
Total Quality Management	MGT 604

**MARKETING**

<b>Course Title</b>	<b>Course Code</b>
Marketing Research	MKT 601
Consumer Behavior	MKT 602
International Marketing	MKT 603
Marketing Strategy & Brand Management	MKT 604

**MANAGEMENT INFORMATION SYSTEM**

<b>Course Title</b>	<b>Course Code</b>
Management Information System	MIS 601
Decision Support System	MIS 602
System Design and Development	MIS 603
Data Communication & Networking	MIS 604