

NATIONAL UNIVERSITY



Second Year Syllabus Department of Management

Four Year B.B.A. Hounors Course
Effective from the Session: 2013– 2014

National University

Subject: Management

**Syllabus for Four-Year BBA Honours Course
Effective from the Session: 2013-2014**

Year wise Papers and marks distribution.

Second Year

Paper Code	Paper Title	Marks	Credits
222601	Human Resource Management	100	4
222603	Business Communication (In English)	100	4
222605	Legal Environment of Business	100	4
222607	Principles of Finance	100	4
222609	Business Mathematics	100	4
222611	Computer and Information Technology	100	4
222613	Macro Economics	100	4
	Total =	700	28

Details Syllabus

Paper Code: 222601	Marks: 100	Credits: 4	Class Hours: 60
Paper Title	Human Resource Management		

1. Introduction: Meaning- Characteristics-Principles and Evolution of HRM- Factors influencing the emergence of the concept Human Resource Management-Deference between personal management and HRM-Functions of HRM-The organization of HRM-The role of the human resource department in the HRM-Responsibilities.
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-Meaning-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.
5. Training and development: Meaning-Importance-Objectives-Process of training-Types and methods of training-Differences between training and development-Importance of management development-The management development process-Management development methods.
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.
7. Performance appraisal: Processes-Purposes-Methods-Appriasal-Interview-Evaluation-Problems-Improving appraisal.
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.
9. Job evaluation: Meaning – Differences with job analyses-Objectives-Processes and methods.

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

Books Recommended:

1. Gray Dessler: Human Resource Management
2. David A. Decenzo and Stephen P. Robbins: Human Resource Management
(Further references may be given by the Paper teacher)

Paper Code: 222603	Marks: 100	Credits: 4	Class Hours: 60
Paper Title	Business Communication (In English)		

1. Introduction: Meaning of communication and business communication, scope, purposes, processes, principles, functions, importance and models of communication.
2. Types of Communication: Written, oral, non-verbal, downward, upward horizontal, mass communication.
3. Major Media of Written Communication: Letters, memos, reports – style and structure, advantages and disadvantages of different media.
4. Major Media of Oral Communication: Speech – face to face conversation – interviews, meetings, advantages and disadvantages of different media.
5. Non Verbal Communication: Symbols, gestures, body language, visual communication.
6. Internal Communication: Meaning, Importance, Communication within organisation and small groups, media of internal communication style, office memos.
7. Technology in Modern Communication: Electronic media in oral and written communication, Telephone, Fax, ISD, computer, internet, E-mail, multimedia and business related software.
8. Communication skills: Improving skills in non-verbal and verbal communication — Effective listening, reading skills, effective writing –

style and techniques, writing techniques, barriers to effective communication and their removal.

9. Business Report Writing: Types of report, characteristics and importance of different types, purpose, scope, different styles of writing reports.
10. Letter Writing: Types of letter – circular letter – letter of inquiry – letter of complaints – dunning letter – letter of adjustment – letter of order, letters in connection with bank and insurance.
11. Employment Communication: Preparing CV or personal resume, application, letter — interviews and joining.

Books Recommended :

1. Raymond V Lesikar : Basic Business Communication, Irwin. Chicago
 2. Batty and Kay : Business Communication Systems and Application
 3. M. Masudur Rahman : Business Communication (Latest Edition)
- and Others

Paper Code: 222605	Marks: 100	Credits: 4	Class Hours: 60
Paper Title:	Legal Environment of Business		

1. The Contract Act, 1872: Definition of contract– Essentials of contract– Communication, acceptance and revocation of proposals– Contracts, voidable contracts and void agreements– Consignment contracts– Contracts which must be performed– Time and place of performance– Contracts which need not be performed– Breach of contract– Indemnity and guarantee– Bailment– Bailment of pledges– Agency, appointment and authority of agents, sub-agents, revocation of authority, agent’ s duty to principal, principal’ s duty to agent.
2. The Sale of Goods Act, 1930: Formation of the contract– Effects of the contract– Performance of the contract– Rights of unpaid seller against the goods- Suits for breach of the contract.

3. The Negotiable Instruments Act, 1881: Promissory notes, bills of exchange and cheques– Negotiations– Payment and interest– Discharge from liability on notes, bills and cheques– Notice of dishonour– Special provisions relating to cheques– Special provisions relating to bills of exchange– Penalties in case of dishonour of certain cheques for insufficiency of funds in the accounts
4. The Partnership Act, 1932: The nature of partnership– Relations of partners to one another– Relations of partners to third parties– Incoming and outgoing partners– Dissolution of a firm– Registration of firms.
5. The Bangladesh Labor Act, 2006: Important Statutory Definitions: Factory, Worker, Employer, Commercial Establishment, Industrial Establishment; *Summary of major provisions on:* Employment and Conditions of Services, Employment of Adolescent, Provisions of Health, Hygiene, Safety and Welfare Measures, Working hours and leave, Trade Union and Industrial relations, Dispute resolution, Workers’ Participation in Companies’ Profits.
6. The Arbitration Act, 2001: Arbitration agreement, Subject matter of arbitration, Different methods of arbitration, Arbitration Tribunal, Arbitral proceedings, Arbitral award, Appeals.
7. The Trade Marks Act, 2009: Registration procedures and duration, Effects of registration, Use of trademark.
8. The Bangladesh Environment Conservation Act, 1995: Restrictions on manufacture, sale etc. of article is injurious to environment– Remedial measures for injury to ecosystem– Environmental Clearance Certificate.

Books Recommended:

1. Dr. Altaf & Hanif : Legal Environment of Business (Bengali) (Latest Edition)
2. Kazi Faruqi & Others : Business Law (Bengali)

Reference:

1. The Contract Act, 1872
2. The Sale of Goods Act, 1930
3. The Negotiable Instruments Act, 1881
4. The Trade Marks Act, 2009

5. The Partnership Act, 1932
6. The Bangladesh Labor Act, 2006
7. The Bangladesh Environment Conservation Act, 1995
8. The Arbitration Act, 2001

Paper Code: 222607	Marks: 100	Credits: 4	Class Hours: 60
Paper Title	Principles of Finance		

1. The Role and Environment of Finance: Finance and Business-The Managerial Finance Function-Goal of the Firm-Financial Institutions and Markets.
2. Financial statements and analysis: The Stockholders' Report-Using Financial Ratios-Liquidity Ratios-Activity Ratios-Debt Ratios-Profitability Ratios-Market Ratios-A Complete Ratio Analysis.
3. Cash Flow and Financial Planning: Developing the Statement of Cash Flows-The Financial Planning Process-Cash Planning: Cash Budgets-Profit Planning: Pro Forma Statements-Preparing the Pro Forma Income Statement-Preparing the Pro Forma Balance Sheet-Evaluation of Pro Forma Statements.
4. Time value of money: The Role of Time Value in Finance-Single Amounts-Annuities-Mixed Streams-Compounding Interest-Special Applications of Time Value.
5. Risk and Return: Risk and Return Fundamentals-Risk of a Single Asset-Risk of a Portfolio-Risk and Return: Types of Risk-The Model: CAPM.
6. Interest Rates and Bond Valuation: Interest Rates and Required Returns-Corporate Bonds-Valuation Fundamentals-Bond Valuation.
7. Stock Valuation: Differences Between Debt and Equity Capital-Common and Preferred Stock-Common Stock Valuation-Decision Making and Common Stock Value.
8. Capital Budgeting Cash Flows: The Capital Budgeting Decision Process-The Relevant Cash Flows-Finding the Initial Investment-Finding the Operating Cash Inflows-Finding the Terminal Cash Flow-Summarizing the Relevant Cash Flows.
9. Capital Budgeting Techniques: Overview of Capital Budgeting Techniques-Payback Period-Net Present Value (NPV)-Internal Rate of Return (IRR)-Comparing NPV and IRR Techniques.

10. Long-Term Financial Decisions: An Overview of the Cost of Capital-The Cost of Long-Term Debt-The Cost of Preferred Stock-The Cost of Common Stock-The Weighted Average Cost of Capital-The Marginal Cost and Investment Decisions.
11. Leverage and Capital Structure: Leverage-The Firm' s Capital Structure-The EBIT– EPS Approach to Capital Structure-Choosing the Optimal Capital Structure
12. Current Liabilities Management: Spontaneous Liabilities-Unsecured Sources of Short-Term Loans-Secured Sources of Short-Term Loans.

Book Recommended:

Gitman, Lawrence G, *Principles of Managerial Finance*, 10th edition.

Reference Books:

1. Brigham Eugene F, Ehrhardt Michael C, *Financial Management: Theory and Practice*, 11th Edition, South-Western.
2. Arthur J. Keown, John D. Martin, J. William Petty & David F. Scott, Jr. (2005), *Financial Management: Principles and Applications*, Tenth Edition, Pearson Prentice Hall. (KMPS)

Paper Code: 222609	Marks: 100	Credits: 4	Credit Hours: 60
Paper Title:	Business Mathematics		

1. Number System: Introduction, Prime, Rational and Irrational numbers, even and odd numbers and their properties. Imaginary and complex numbers; sequence, series, Divergence of a sequence, sigma notation. Sum of natural numbers.
2. Indices and Logarithms: Indices, laws of indices, positive and fractional indices, operation with power functions. Introduction, Laws of operations, use of logarithm tables, Anti-logarithm, Exponential series, logarithmic series.
3. Theory of Sets: Different types of sets, union, difference intersection, Cartesian products, Venn diagram, Application in business problems.
4. The Straight Lines, Linear Equations and Inequalities: Different forms of Equations-Parallel and perpendicular form of Equations-Point of intersection

of lines-Interpretation of Slope of different business problems and Marginal Concept analysis, Solution of linear equations, solution of simultaneous linear equations. Identities and Inequalities and their solutions. Graphical representation of solution sets. Determination of Breakeven Point having linear relationship among the variables.

5. Quadratic Equations: Relationship between roots+/- and coefficients of a quadratic equation, Nature of roots. Solution of quadratic equations, formation of quadratic equations with given roots. Curve sketching of different linear and non linear equations.
6. Binomial theorem: Expansion of binomial terms with positive integral index – Determination of general term and middle terms of a Binomial expansion and exponential expansion.
7. Permutations and Combinations: Fundamental principles of permutations, permutations of things, all different and things, not all different, repeated and circular permutations. Combinations, relationship between permutation and combinations.
8. Progression: Introduction, Sum of Series in AP and GP, Use of concept of progression to find the present value and future value, Business problem solution.
9. Mathematics of Finance: Introduction, Annuities, Sinking Fund, Discount, Compound interest, Simple interest, Amortization.
10. Matrices & Determinants: Introduction, types of matrices, operation on matrices. Solution of simultaneous linear equations. Introduction, properties of determinants, operations on determinants. Expansions of determinants Sarrus diagram and Cramm's rule and use in business. Leontiff input-output model analysis. Application to business problem.
11. Differentiation, Integration & Use in Business Problems: Differentiation of Algebraic functions, transcendental function. Definition of transcendental functions-Geometric interpretation of dy/dx and marginal concept analysis. Introduction, Different rules of integration, Indefinite and Definite integral, calculation of area of irregular curves and figures - Analysis of total concept by integration, Determination of maxima and minima of different functions using differentiation rules. Business problem solution. Conditions of maxima

and minima, Test for maxima and minima. Point of inflexion.

Books Recommended:

Gordon D. Prichett and John C. Saber, *Mathematics with Application in Management and Economics*, 7th Edition, Irwin, USA.

Reference Books:

1. Sanchetti, D. C. and V. K. Kapoor: *Business Mathematics*.
Published by S. Chand and company Ltd.
2. Ann J. Hughes, *Applied Mathematics for: Business, Economics and the Social Sciences*, Latest Edition, Irwin, USA.

Paper Code: 222611	Marks: 100	Credits: 4	Class Hours: 60
Paper Title	Computer And Information Technology		

1. **Introduction:** What is computer, Uses of Computers, Computer Generation and Classifications, Number System, Computer Organization and Architecture, Basic Logic Gates and Truth Tables.
2. **Fundamentals of Computer Hardware:** Input Hardware, Output Hardware, Processing hardware, Peripheral and Storage Devices.
3. **Introduction to System Software and Application Software:** Introduction to Operating System. Introduction to Software Development and Concepts of Programming Languages, Compilers, Interpreters and Assembler, Program Design and Flowchart.
4. **Graphical User Interface:** Gaining Proficiency in GUI Operating System, Word Processing using Ms Word: Editing, Formatting, Colors and Styles, Drawing, Tales.
5. Information Systems in Business: Why study information systems?-Why Business Need information Technology-Fundamental Information System Concepts-Overview of Information System.
6. **Solving Business Problems with Information Systems:** A Systems Approach to Problem Solving-Developing Information System Solutions.

7. **Computer Systems:** End user and Enterprise Computing.
8. **Information Systems for Business Operations:** Business Information Systems-Transaction Processing System.
9. **Information Systems for Managerial Decision Support:** Management Information and Decision Support Systems-Artificial Intelligence Technologies in Business.
10. **Information Systems for Strategic Advantage:** Fundamentals of Strategic Advantage-Strategic Applications and Issues in Information Technology.
11. **Managing IT:** Enterprise and Global Management-Managing Information Resources and Technologies-Global Information Technology Management-Planning and Implementing Change-Planning for Business Change with IT-Implementing Business Change with IT-Security and Ethical Challenges-Security and Control Issues in Information Systems-Ethical and Social Challenges of Information Technology.

Book Recommended:

Mustafa Jabber, Computer and Information Technology

Book Reference:

1. Hutchinson and Sawyer, Computers and Information Systems.
2. James O'Brien: Management Information Systems
3. Laudon and Laudon: Management Information Systems.
4. Courter, Office 2000 Mastering.
5. The Complete Reference MS Office 2000

Paper Code: 222613	Marks: 100	Credits: 4	Class Hours: 60
Paper Title		Macro Economics	

1. Overview of Macroeconomics: Key concepts of Macroeconomics-Aggregate Supply and Demand.
2. Measuring Economic Activity: Gross Domestic Product: The Yardstick of an Economy' s Performance-Details of the National Accounts-Beyond the National Accounts-Price Indexes and Inflation.
3. Consumption and Investment: Consumption and Saving-Consumption, Income, and Saving-National Consumption Behavior. Investment-The Investment Demand Curve-On to the Theory of Aggregate Demand.

4. Business Fluctuations and the Theory of Aggregate Demand: Business Fluctuations-Business Cycle Theories. Foundations of Aggregate Demand-The Downward Sloping Aggregate Demand Curve-Relative Importance of Factors Influencing Demand.
5. Process of Economic Growth: Theories of Economic Growth-The Patterns of Growth in Bangladesh.
6. The Challenge of Economic Development: Economic Growth in Poor countries-Aspects of a Developing Country-Alternative models for Development.
7. Unemployment and the Foundations of aggregate Supply: The Foundations of Aggregate Supply-Unemployment.
8. Ensuring Price Stability: Definition and impact of inflation-Modern Inflation Theory- Dilemmas of Anti-inflation Policy.
9. Policies for Growth and Stability: The Economic Consequences of the Government Debt-Stabilizing the Economy-Economic Prospect in the New Century.

Book Recommended:

Paul A. Samuelson & William D. Nordhaus, *Economics*, McGraw Hill, 18th Edition.