

NATIONAL UNIVERSITY



First 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.

First Year

Paper Code	Paper Title	Marks	Credits
212601	Introduction to Business	100	4
212603	Principles of Management	100	4
212605	Principles of Accounting	100	4
212607	Principles of Marketing	100	4
212609	Micro-Economics	100	4
211501	History of the Emergence of Independent Bangladesh	100	4
	Total =	600	24

Detailed Syllabus

Paper Code : 212601	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	INTRODUCTION TO BUSINESS		

1. **Business Concepts-** Meaning of business, its branches and their place in the economy of Bangladesh- Business environment- Business size- Location of business- Efficiency of business enterprises- Social responsibility of business and its implications.
2. **Business Organizations-** Forms of business ownership in Bangladesh-Relative position of each form of ownership: sole proprietorship, partnership, joint-stock company, co-operative and state ownership-Formalities and distinguishing features of each form of ownership-Considerations in the choice of specific forms of ownership.
3. **Development of joint-stock companies in Bangladesh-**Phases of development- Types-Domain of operations of each type-Formation of companies -Prospectus Rights and obligation of shareholders, directors, and government - Liquidation of a company.
4. **Co-operative societies in Bangladesh-**Their development, Types (industrial, commercial and service sector societies), The role of each type- Formation- Problems and approaches to overcoming problems.
5. **Institutions for promotion of business-**Support services of government institutions,-Chamber of Commerce and Industry and Trade Associations,- Stock Exchanges.
6. **Trade practices in Bangladesh-**Commercial policy Import procedure-Export procedure-Formalities- problems and measures to overcome the problems.

Books Recommended

1. Steven J. Skinner and John M. Ivanc evich, Business for the 21st Century, IWIN , IL.USA
2. Stab and Attner: Introduction to Business

Paper Code : 212603	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	PRINCIPLES OF MANAGEMENT		

1. Introduction to Management: Definition of management, Nature, purpose and principles of management- Need for organizations and managers- Managerial responsibility - Types of managers Concept of productivity, effectiveness and efficiency -Managerial and organization performance.
2. Environment: Internal and external environment of organizations - Components of external environment - indirect action environment - International environment Managing environment.
3. Planning: Nature of Planning - Types of planning - Steps in planning - Tools and techniques for planning - The planning process.
4. Objectives: Nature of objectives - Management by Objectives (MBO)- The process of MBO -setting objectives- Benefits and weaknesses of MBO.
5. Decision Making: Decision Making process- Problem and opportunity finding Nature of Managerial decision, making Other factors in decision, making Decision Support Systems.
6. Organizing: Organizational structure- Division of work Span of management - Departmentation - Line and Staff Delegation of authority- Centralization and decentralization- Coordination Committee and group decision making.
7. Leading: Human factors in managing - Relevant theories, Creativity and innovation,- Motivation-Leadership.
8. Controlling: Meaning and importance of control - Types of control methods- Control process- Requirements for effective controls- Information systems and control.

Books Recommended

1. Harold Koontz and Heingz Weihrich, Management, Mc. Graw-Hill Book Company, New York (USA)
2. James A.F. Stronner and R. Edward Freeman Management, Prentice Hall of India Private Limited, New Delhi,
3. R.W. Griffin, Management, A.I.T.B.S. Publishers and Distributor, New Delhi.
4. John. M. Ivancevich, James H> Donnelly, Jr. and James L. Gibson, Management : Principles and Functions, Richard D. Irwin Inc. Illinois (USA)

Paper Code : 212605	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	PRINCIPLES OF ACCOUNTING		

1. Introduction to accounting: Understanding accounting, Accounting principles and concepts-Accountancy as a profession-Need for accounting.
2. Financial Accounting Process: Understanding accounting equation- Understanding financial transaction and their effect on financial position.

3. Processing Accounting Data: Understanding accounting statements-Variou kinds of vouchers- The process of recording business transactions- Need for journal -Journalizing business transactions- Various kinds of journal.
4. The Ledger: Concept-Need of ledger- Posting mechanism-Accounts and their balances.
5. The Trial Balance: Understanding trial balance-Trial balance and accounting accuracy-Preparation of trial balance.
6. Accounting System: Subsidiary and controlling accounts Purchase and sales journals- Cash Receipts and Payments Journals, General Journal.
7. Final Accounts: Understanding worksheet- Preparation of worksheet- Adjusting and closing entries-Classified income statement and balance sheet.
8. Accounting for Assets: Accounting for cash -Accounting for receivables - Accounting for fixed assets.
9. Accounting for Liabilities: Accounting for short term and long term liabilities, -Accounting for owners' equity.
10. Accounting for Partnership: General principles Admission-Retirement- Liquidation.

Books Recommended

1. William W. Pyle and Kermit D. Larson, Fundamental Accounting Principles (Ninth Edition). Richard D. IRWIN. INC. ILLINOIS.
2. R.H. Hermanson, J.D.Edwards and L.G. Rayburn, **Financial Accounting** (Fourth Edition). Business Publications. Inc. Dallas.
3. J.M. Smith Jr. and K.F. Skousen, **Intermediate Accounting** (Comprehensive Volume).
4. Niswonger and Fees, **Accounting Principles** (12th Edition).

Paper Code : 212607	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	PRINCIPLES OF MARKETING		

1. The Field of Marketing: Nature and scope of marketing Historical development of marketing - Marketing management and its evolution- Marketing concepts Role of marketing in the society.
2. Marketing Systems and the Marketing Environment: System approach to marketing- External environment of marketing systems- Internal variables of marketing systems.
3. Market and Buyer's Behavior: Definition- Market segmentation, targeting and positioning-Classification of market- Psychological influences on buyer

behavior- Cultural and social-group influences on buyer behavior Model of buyer behavior.

4. Elements of product Planning: Definition of product - Classification of product - Marketing considerations of product- New product development- Product life cycle- Branding, packaging and labeling.
5. Place and Distribution Structure: Retailing- Wholesaling - Channels of distribution.
6. Price System: Pricing objectives and price determination- Methods of setting price.
7. Promotional Activities: Promotion Mix- Advertising, sales Promotion, Personal Selling.

Books Recommended

1. W.J. Stanton, **Fundamentals of Marketing**, Mc Graw- Hill International Book company, New York (USA).
2. Philip Kotler and Gary Armstrong, **Principles of Marketing**, Prentice-Hall Ins. New Jersey (USA)

Paper Code : 212609	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	MICRO-ECONOMICS		

1. Introduction: Definition of economics- Microeconomics vs Macroeconomics- Scope of economics- Meaning of economic theory -Some basic concepts: Product, commodity, want, utility, consumption, factors of production.
2. Utility Analysis and Indifference Curve Analysis: Utility functions- Indifference curves and maps - Budget constraints Utility Maximization.
3. Demand: Law of demand- Factors determining demands, shifts in demand - Demand d functions - Deriving demand curves- substitution and income effects - Deriving aggregate demands - Various concepts of demand elasticity and measurements - Methods of estimating demand functions and demand forecasting.
4. Supply: Law of supply and supply function- Determinants of supply - shifts in supply Elasticity of supply- Market equilibrium.
5. Production: Production functions- Total, average and marginal products- Law of diminishing marginal physical products- Production squints- Marginal rate of technical substitution (MRTS)- Optimal combination of production function and efficiency criterion.

6. Cost: Concepts of Cost- Short-run costs-Relation between short-run costs and production-Long-run costs - Economies and diseconomies of scale-Relation between short-run and long-run costs- Cost function and estimation of cost function.
7. Markets and Revenue: Meaning of market-Deferent forms of market- Concepts of total, average and marginal revenue-Relation between AR and MR curves-Relation between different revenues and elasticity's of demand- Equilibrium of the firm.
8. Price and Output: Price and output determination under perfect competition, monopoly, monopolistic competition and oligopoly-Profit maximization- Price discrimination - Plant shutdown decision-Barriers to entry.

Books Recommended

1. R.J. Ruffin and P.R Gregory, **Principles of Microeconomics**, Scott Ferguson & Company, Illinois.
2. M.L. Jhingan, **Microeconomics theory**, Vikas Publishig House Pvt. Ltd. New Delhi, India.
3. J.V. Henderson and W Poole, **Principles of Microeconomics** D.C Health & Company, Lexington.
4. Samuelson, **Economics**. McGraw Hill Book co., New York, (USA).

Paper Code: 211501	arks: 100	Credits: 4	Class Hours: 60
Paper Title:	History of the Emergence of Independent Bangladesh		

^vaxb evsjv`tki Afy``tqi BwZnvm

f~wgKv: ^vaxb evsjv`tki Afy``tqi BwZnvm-cwiwa I cwiwPwZ

1| t`k I RbMvwôi cwiPq

K) f~ cÖK...wZi ^ewkó" I cÖfve

L) b,,ZvwË;K MVb

M) fvlv

N) ms<...wZi mgš^qevw`Zv I ag©xq mnbkxjZv

O) Awfbœ evsjvi cwi#cÖw¶#Z ZrKvjxb c~e©e½ I eZ©gvb evsjv`tki ^Kxq mËv

2| ALÛ ^vaxb evsjv ivóª MVtbi cÖqvm I Dcgnv`tki wefw³, 1947

K) Jcwbtekk kvmb Avgtj mvæcÖ`vwqKZvi D™ çe I we—vi

L) jvtnvi cÖ`íve, 1940

M) ALÛ ^vaxb evsjv ivóª MVtbi Dt`"vM, 1947 I cwiYwZ

N) cvwK`ívb m,,wó, 1947

3| cvwK—vb: ivóªxq KvVvtgiv I ^elg"

K) tK>ªxq I cÖv`wkK KvVvtgiv

L) mvgwiK I temvgwiK AvgjvZšži cÖfve

M) A_©%bwZK, mvgvwRK I mvs<...wZK ^elg

4) fvlv Av†`vjb I evOvwji AvZ†cwiPq cÖwZôv

K) gymwjg jx†Mi kvmb I MYZvwš;K ivRbxwZi msMÖvg

L) Avlqvgx jx†Mi cÖwZôv, 1949

M) fvlv Av†`vjb: cUf~wg I NUbv cÖevn

N) nK-fvmvbx-†mvnívlqv`©xi hy³d«>U, 1954 mv†ji wbe©vPb I cwiYwZ

5) mvgwiK kvmb: AvBqye Lvb I Bqvwnqv Lv†bi kvmbvgj (1958-71)

K) mvgwiK kvm†bi msÁv I ^ewkó

L) AvBqye Lv†bi †lgZv `Lj I kvm†bi ^ewkó (ivR%bwZK wbcxob, †gšwjK MYZš; , a†g©i
ivR%bwZK e`envi)

M) AvBqye Lv†bi cZb I Bqvwnqv Lv†bi kvmb, GK BDwbU wejywšKiY, mve©Rbxb †fvUvwaKvi, GjGdl (Legal Framework Order)

6) RvZxqZvev†`i weKvk I ^vwaKvi Av†`vjb

K) mvs<...wZK AvMÖvm†bi wei†x cÖwZ†iva I evOvwj ms<...wZi D³/₄xeb

L) †kL gywReyi ingv†bi 6-`dv Av†`vjb

M) 6-`dv Av†`vjb†bi cÖwZwµqv, †i`Z; I Zvrch©

N) AvMiZjv gvgjv, 1968

7) 1969-Gi MYAfy`ìvb I 11-`dv Av†`vjb

K) cUf~wg

L) Av†`vjb†bi Kg©m~Px, †jæZ; I cwiYwZ

8) 1970 Gi wbe©vPb, Amn†hvM Av†`vjb I e^{1/2}eÜzi ^vaxbZv †NvIYv

K) wbe©vP†bi djvdj Ges Zv †g†b wb†Z †K†`†i A`^xK...wZ

L) Amn†hvM Av†`vjb, e^{1/2}eÜzi 7B gv†P©i fvlY, Acv†ikb mvP©jvBU

M) e^{1/2}eÜzi ^vaxbZv †NvIYv I †MÖdZvi

9) gyw³hyx 1971

K) MYnZ`v, bvix wbh©vZb, kiYv_©x

L) evsjv†`k miKvi MVb I ^vaxbZvi †NvIYvcî

M) ^Z:ù,Z© cÖv_wgK cÖwZ†iva I msMwVZ cÖwZ†iva (gyw³†dšR, gyw³evwnbx, †Mwijv I m†šyL hyx)

N) gyw³hy†x cÖPvi gva`g (^vaxb evsjv teZvi †K>`†, we†`kx cÖPvi gva`g I RbgZ MVb)

O) Qvî, bvix I mvaviY gvby†li Ae`vb (MYhyx)

P) gyw³hy†x e,,nrkw³ mg~†ni f~wgKv

Q) `Lj`vi evwnbx, kvwš—KwgvU, Avje`i, Avjkgvm, ivRvKvi evwnbx, ivR%bwZK `j I †`kxq

Ab`vb` mn†hvMx†`i ^vaxbZvwe†ivax Kg©KvÛ I eyw×Rxex nZ`v

R) cvwK`ìv†b ew>` Ae`vq e^{1/2}eÜzi wePvi I wek;cÖwZwµqv

- S) cÖevmx evOvwj l weþkji wewfbœ †`þki bvMwiK mgvþRi f~wgKv
 T) gyw³hyþx fviþZi Ae`vb
 U) þhŠ_ evwnbx MVb l weRq
 V) ^vaxbZv msMÖvþg e½eÜzi þbZ...Zj

10| e½eÜz þkL gywReyi ingvþbi kvmbKvj, 1972-1975

- K) ^þ`k cÖZ`veZ©b
 L) msweavb cÖYqb
 M) hyx weaY`Í †`k cybM©Vb
 N) mcwievþi e½eÜz nZ`v l Av`wk©K cUcwieZ©b

History of the Emergence of Independent Bangladesh

Introduction: Scope and description of the emergence of Independent Bangladesh.
 Writing on this topic.

1. Description of the country and its people.

- Geographical features and their influence.
- Ethnic composition.
- Language.
- Cultural syncretism and religious tolerance.
- Distinctive identity of Bangladesh in the context of undivided Bangladesh.

2. Proposal for undivided sovereign Bengal and the partition of the Sub Continent, 1947.

- Rise of communalism under the colonial rule, Lahore Resolution 1940.
- The proposal of Suhrawardi and Sarat Bose for undivided Bengal : consequences
- The creation of Pakistan 1947 .

3. Pakistan: Structure of the state and disparity.

- Central and provincial structure.
- Influence of Military and Civil bureaucracy.
- Economic , social and cultural disparity

4. Language Movement and quest for Bengali identity

- Misrule by Muslim League and Struggle for democratic politics .
- The Language Movement: context and phases .
- United front of Haque - Vasani - Suhrawardi: election of 1954, consequences.

5. Military rule: the regimes of Ayub Khan and Yahia Khan (1958-1971)

- Definition of military rules and its characteristics.
- Ayub Khan's rise to power and characteristics of his rule (Political repression, Basic democracy, Islamisation)

c. Fall of Ayub Khan and Yahia Khan's rule (Abolition of one unit, universal suffrage, the Legal Framework Order)

6. Rise of nationalism and the Movement for self determination .

- a. Resistance against cultural aggression and resurgence of Bengali culture.
- b. Sheikh Mujibur Rahman and the six point movement
- c. Reactions : Importance and significance
- d. The Agortola Case 1968.

7. The mass- upsurge of 1969 and 11 point movement: background, programme and significance.

8. Election of 1970 and the Declaration of Independence by Bangobondhu

- a. Election result and centres refusal to comply
- b. The non co-operation movement, the 7th March , Address , Operation Searchlight
- c. Declaration of Independence by Bangobondhu and his arrest

9. The war of Liberation 1971

- a. Genocide, repression of women, refugees
- b. Formation of Bangladesh government and proclamation of Independence
- c. The spontaneous early resistance and subsequent organized resistance (Mukti Fouz, Mukti Bahini, guerillas and the frontal warfare)
- d. Publicity Campaign in the war of Liberation (Shadhin Bangla Betar Kendra, the Campaigns abroad and formation of public opinion)
- e. Contribution of students, women and the masses (Peoples war)
- f. The role of super powers and the Muslim states in the Liberation war.
- g. The Anti-liberation activities of the occupation army, the Peace Committee, Al-Badar, Al-Shams, Rajakars, pro Pakistan political parties and Pakistani Collaborators , killing of the intellectuals.
- h. Trial of Bangobondhu and reaction of the World Community.
- i. The contribution of India in the Liberation War
- j. Formation of joint command and the Victory
- k. The overall contribution of Bangobondhu in the Independence struggle.

10. The Bangobondhu Regime 1972-1975

- a. Homecoming
- b. Making of the constitution
- c. Reconstruction of the war ravaged country
- d. The murder of Bangobondhu and his family and the ideological turn-around.

mnvqK MÖš'

1. bxnvi iÄb ivq, evOvjxi BwZnvm, †`Ö R cvewjwks, KJKvZv 1402 mvj|

2. mvjvn& Dwĭb Avn†g` I Ab`vb` (mᄁúvw`Z), *evsjv†`†ki gyw³ msMÖv†gi BwZnvm 1947-1971*, AvMvgx cÖKvkbx, XvKv 2002|
3. wmivRyj Bmjvg (mᄁúvw`Z), *evsjv†`†ki BwZnvm 1704-1971*, 3 LÛ, GwkqvwUK †mvmvBwU Ae evsjv†`k, XvKv 1992|
4. W. nviæb-Ai-iwk`, *evsjv†`k: ivRbxwZ, miKvi I kvmbZvwš¿K DbæqB 1757-2000*, wbD GR cvewj†KkÝ, XvKv 2001|
5. W. nviæb-Ai-iwk`, *evOvwji ivóªwPš—v I ^vaxb evsjv†`†ki Af~`q*, AvMvgx cÖKvkbx, XvKv 2003|
6. W. nviæb-Ai-iwk`, *e½eÛzi Amgvß AvZ†Rxebx cybcv©V*, w` BDwbfvwm©wU †cÖm wjwg†UW, XvKv 2013|
7. W. AvZdzj nvB wkejx I W.†gvt gvneyei ingvb, *evsjv†`†ki mvswævwbK BwZnvm 1773-1972*, m~eY© cÖKvkb, XvKv 2013|
8. gybZvwmi gvgyb I Rqšĭ Kzgvı ivq, *evsjv†`†ki wmwfj mgvR cÖwZôvi msMÖvg*, Aemi, XvKv 2006|
9. AvwZDi ingvb, *Amn†hvM Av†`vj†bi w`b, wj: gyw³hy†xi cÖ`wZ ce©*, mvwnZ` cÖKvk, XvKv 1998|
10. W. †gvt gvneyei ingvb, *evsjv†`†ki BwZnvm, 1905-47*, Zvgªwjwc, XvKv 2011|
11. W. †gvt gvneyei ingvb, *evsjv†`†ki BwZnvm, 1947-1971*, mgq cÖKvkb, XvKv 2012|
12. %omq` Av†bvqvi †nv†mb, *evsjv†`†ki ^vaxbZv hy†x civkw³i f~wgKv*, Wvbw cÖKvkbx, XvKv 1982|
13. Aveyj gvj Ave`yj gywnZ, *evsjv†`k: RvwZiv†óªi D™†e*, mvwnZ` cÖKvk, XvKv 2000|
14. †kL gywReyi ingvb, *Amgvß AvZ†Rxebx*, w` BDwbfvwm©wU †cÖm wjwg†UW, XvKv 2012|
15. wmivR D`&`xb Avn†g`, *GKvË†ii gyw³hyx: ^vaxb evsjv†`†ki Af~`q*, BmjvwgK dvD†Ûkb, XvKv 2011|
16. Rqšĭ Kzgvı ivq, *evsjv†`†ki ivR%obwZK BwZnvm*, myeY© cÖKvkb, XvKv 2010|

17. Harun-or-Roshid, *The Foreshadowing of Bangladesh: Bengal Muslim League and Muslim Politics, 1906-1947*, The University Press Limited, Dhaka 2012.
18. Rounaq Jahan, *Pakistan: Failure in National Integration*, The University Press Limited, Dhaka 1977.
19. Talukder Maniruzzaman, *Radical Politics and the Emergence of Bangladesh*, Mowla, Brothers, Dhaka 2003.
20. ঙgmevn Kvgvj I CkvbX PµeZx©, bv#Pv#ji K...IK we#`avn, mgKvjxb ivRbxwZ I Bjv wgl, DËiY, XvKv 2008|
21. ঙgmevn Kvgvj, Avmv` I EbmË#ii MYAfy`ìvb, weeZ©b, XvKv 1986|