

# NATIONAL UNIVERSITY



## First Year Syllabus Department of Marketing

Four-Year B.B.A. (Honours) Course  
Effective from the Session: 2013–2014

# National University

## Subject: Marketing

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

Year-wise Papers and marks distribution.

### First Year

<b>Paper Code</b>	<b>Paper Title</b>	<b>Marks</b>	<b>Credits</b>
212301	Introduction to Business	100	4
212303	Principles of Marketing-I	100	4
212305	Financial Accounting	100	4
212307	Principles of Management	100	4
212309	Introduction to Computer	100	4
211501	History of the Emergence Independent of Bangladesh	100	4
	Total =	600	24

## Detailed Syllabus

<b>Paper Code :</b> 212301	<b>Marks : 100</b>	<b>Credits : 4</b>	<b>Class Hours : 60</b>
<b>Paper Title :</b>	<b>INTRODUCTION TO BUSINESS</b>		

1. **The Business Enterprise:** Foundation of Business and Economics, Form of Business Ownership, Entrepreneurship, Franchising and Small Business.
2. **The Environment for Business:** Social Responsibility and Business Ethics, Business Law and Government, International Business.
3. **Management and Organization:** Fundamentals of Management, Organizing the Business, Managing production and Operation.
4. **Human Resources:** Human Relation and Motivation, Managing Human Resources, Labor Management Relations.
5. **Marketing :** Marketing Strategy, Product & Price, Distribution and Promotion.
6. **Financial Management:** Money and Banking, Financial Management, Investment and Personal Finance, Risk Management and Insurance.
7. **Accounting and Information Systems:** Accounting Fundamentals, Computers and Management Information Systems.

**Book Recommended :**

1. Steven J. Skinner & John M Ivanceich : *Introduction to Business*

**Book Reference :**

1. Straub and Attner : *Introduction to Business*, Kent Publishing Company, Boston, Massachusetts, USA

<b>Paper Code :</b> 212303	<b>Marks : 100</b>	<b>Credits : 4</b>	<b>Class Hours : 60</b>
<b>Paper Title :</b>	<b>PRINCIPLES OF MARKETING - I</b>		

1. **Marketing: Creating and Capturing Customer Value**  
Marketing Defined, The Marketing Process- Understanding the Marketplace and Customer Needs- Designing a Customer Driven Marketing Strategy- Preparing an integrated Marketing Plan and Program- Building Customer Relationships- Capturing Value from Customers-The Changing Marketing Landscape- The Digital Age, Rapid globalitation, The Call for More Ethics and Social Responsibility, The growth of Non-for-Profit Marketing.

2. **Company and Marketing Strategy: Partnering to Build Customer Relationships:** Companywide Strategic Planning: Defining Marketing's Role, Planning Marketing: Partnering to Build Customer Relationships -Marketing Strategy and the Marketing Mix-Customer- Driven Marketing Strategy, Developing an Integrated Marketing Mix.-Managing the Marketing Effort-Marketing Analysis, Marketing Planning-Marketing Implementation and Control.
3. **Analyzing the Marketing Environment:** The Company's Micro-environment-The Company's Macro-environment Responding to the Marketing Environment.
4. **Managing Marketing Information to Gain Customer Insights:** Assessing Marketing Information Needs, Developing Marketing Information, Marketing Research, Analysing and using Marketing Information, Other Marketing Information Considerations.
5. **Consumer Markets and Consumer Buyer Behavior:** Model of Consumer Behavior, Characteristics Affecting Consumer Behavior-Types of Buying Decision Behavior-The Buyer Decision Process-The Buyer Decision Process for New Products.
6. **Business Markets and Business Buyer Behavior:** Business Markets -Business Buyer Behavior -Institutional and Government Markets.
7. **Customer-Driven Marketing Strategy: Creating Value for Target Customers:** Market Segmentation- Segmenting Consumer Markets, Segmenting Business Markets, Segmenting, International Markets, Requirements for effective Segmentation-Market Targeting-Evaluating Market Segments, Selecting Target Market Segments, Socially Responsibility Target Marketing-Differentiation and Positioning – Choosing a Differentiation and Positioning Strategy, Communicating and Delivering the Chosen Position.
8. **Products, Services, and Brands: Building Customer Value**  
What is a Product- Products, Services, and Experiences, Levels of Product and Services, Product and Service Classifications-Product and Service Decisions- Individual Product and Service Decisions, Product Line Decisions, Product Mix Decisions-Branding Strategy: Building Strong Brands- Brand Equity, Building Strong Brands, Managing Brands-Services Marketing- Nature and Characteristics of a Service, Marketing Strategies for Service firms.
9. **New-Product Development and Product Life Cycle Strategies:** New- Product Development Strategy, The New-Product Development Process-Managing New- Product Development- Customer Centered New- Product Development, Team-Based New-Product Development, Systematic New- Product Development-Product Life-Cycle Strategies Additional Product and Service Considerations – Product Decisions and Social Responsibility, International Product and Services Marketing.
10. **Pricing : Understanding and Capturing Customer Value:**  
What is a Price?-Factors to Consider When Setting Prices- Customer Perceptions of Value, Company and Product costs, other Internal and External Considerations, Affecting Price Decisions.

**Book Recommended :**

1. Philip Kotler & Gary Armstrong : *Principles of Marketing*, Prentice Hall

**Reference Book :**

1. W.J. Stanton, Etzel & Walker : *Fundamentals of Marketing*, McGraw-Hill International Book Company

<b>Paper Code : 212305</b>	<b>Marks : 100</b>	<b>Credits : 4</b>	<b>Class Hours : 60</b>
<b>Paper Title :</b>	<b>FINANCIAL ACCOUNTING</b>		

1. **Introduction:** Definition and Terms of Accounting – The Accounting Process- Accounting Information- Accounting Systems- Financial Accounting Information- Basic Functions of Accounting Systems- Designing and Installing Accounting System- Users of Accounting Information- External Financial Reporting.
2. **Management Accounting Information:** Internal Users of Accounting Information- Objectives of Management Accounting – Integrity of Accounting Information- Institutional Features- Professional Organizations-Ethical Issues in Accounting.
3. **Basic Financial Statements:** The Accounting Equation-The effects of Business Transactions on the Equation-Income Statement-Statement of Cash Flow.
4. **The Accounting Cycle:** The Ledger-The Use of Accounts- Debit and Credit Entries – Recording Transactions in Ledger Accounts.
5. **The Journal:** Net Income- Retained Earnings- Revenues- Expenses- The Accrual Basis of Accounting – Dividends- Recording Revenues and Expenses- The Trial Balance.
6. **Reporting Financial Results:** Adjusting Entries- Converting Assets to Expenses- The Concept of Depreciation- Converting Liabilities to Revenue- Accruals- Final Adjusting Entries-Adjusting Entries and Accounting Principles.
7. **Preparing Financial Statements:** Closing Temporary Accounts- Summary of the Closing Process- After Closing Trial Balance- The Worksheet.
8. **Accounting for Merchandising Activities:** Income Statement of a Merchandising Company- General Ledger Accounts- Perpetual Inventory Systems- Periodic Inventory Systems.
9. **Modifying an Accounting System:** Transactions Relating to Purchases-Transactions Relating to Sales- Evaluating the Performance of Merchandising.

10. **Inventories and the Cost of Goods Sold:** Flow of Inventory Costs-Physical Inventories- FIFO-LIFO- Liquidity of Inventory.

**Book Recommended :**

1. Meigs, Williams, Haka and Beltner : *Financial Accounting*, McGraw Hill Inc.

**Reference Book:**

1. Weygandt, Kimmel & Kieso : *Accounting Principles*, John Wiley & Sons Inc.

<b>Paper Code :</b> 212307	<b>Marks : 100</b>	<b>Credits : 4</b>	<b>Class Hours : 60</b>
<b>Paper Title :</b>	<b>PRINCIPLES OF MANAGEMENT</b>		

1. **Management Science, Theory and Practice** Definition of Management- It's Managing: Science or Art? –The elements of science- Functions of Managers- Management Principles.
2. **Planning:** Nature of Plans – Types of Plans- Steps in Planning- Tools and Techniques for Planning- The Planning Process.
3. **Objectives:** Nature of Objectives- The Process of MBO- Setting Objectives-Benefits and Weaknesses of MBO.
4. **Decision Making:** The Importance and Limitations of rational Decision Making –Search for alternatives- Evaluation of alternatives- Selecting an alternative- Decision Making under Certainty, uncertainty & Risk- Modern Approaches to Decision Making under uncertainty- Evaluating the importance of a Decision–Decision Support Systems.
5. **Organizing:** Formal & Informal Organisation- Organisational Division- Organisational Levels & the span of Management- Factors determining an effective span.
6. **Organisational Structure: Departmentation:** Departmentation by simple numbers- Departmentation by time- Departmentation by function–Departmentation by Territory- Customer Departmentation- Process or Equipment Departmentation- Departmentation by product- Matrix Organisation- Choosing the pattern of Departmentation.
7. **Line/Staff Authority and Decentralization:** Authority & Power- line and staff concepts- Functional Authority – Benefits & Limitations of Staff – Decentralisation of Authority – Delegation of Authority – Factors Determining the Degree of Decentralisation of Authority.
8. **Leading:** Human Factors in Managing-Motivation & Motivators- Motivation: The carrot and the stick- An early Behavioral Model: McGregor's Theory X and Theory Y- Hierarchy of need Theory Leadership Behavior and Styles.

9. **Controlling:** The Basic Control Process- Critical Control Points and Standards- Control as a Feedback System- Requirements for Effective Control.
10. **Committee and Group Decision Making:** The nature of Committees- Reasons for using Committees- Disadvantages of committees- Misuse of Committees.

**Book Recommended :**

1. Harold Koontz Heinz Weihrich : *Management*, McGraw Hill Book Company

**Reference Book:**

1. James A F Stonner and R Edward Freeman: *Management*, Prentice Hall of India Private Limited, New Delhi.

<b>Paper Code :</b> 212309	<b>Marks : 100</b>	<b>Credits : 4</b>	<b>Class Hours : 60</b>
<b>Paper Title :</b>	<b>INTRODUCTION TO COMPUTER</b>		

1. **Overview:** What is a Computer System?, Computer Hardware, Computer Software, Types of Computer Systems, Computing Trends: Connectivity, Online Access, Interactivity, Connectivity, Telecommunicating, Telescoping, and E-mail and Voice Mail, Online Information Access: Examples of Databases, Online Services and Networks, and BBSs (Bulletin Board System), Interactivity: Multimedia Computers, TV/PC “Smart Boxes”, Personal Digital Assistants etc.
2. **Computer Hardware:** Input Hardware, Processing Hardware, Storage Hardware, Output Hardware.
3. **Computer Software:** Applications Software, Systems Software.
4. **Information Management:** Management Information Systems, How does Management make decision?, Types of Information System, Developing and implementing a Management Information System.
5. **Purchasing and Maintaining a Microcomputer System:** Purchasing a System: What to Consider, Maintaining a System, The Environmentally Aware Computer User.
6. **Practical: Operating Systems:** Windows98, Word Processing: Microsoft Word, Spreadsheet Analysis: Microsoft Excel, Presentation: Microsoft Powerpoint, Basic Hardware & Troubleshooting, Internet & E-mail operation.

**Book Recommended :**

1. Sarah E. Hutchinson & Stacey C. Sawyer: *Computers and Information Systems*, McGraw Hill Companies Inc.

**Reference Book:**

1. Suresh K. Basandra : *Computer Systems Today*, Wheeler Publishing  
New- Delhi

<b>Paper Code:</b> 211501	<b>Marks:</b> 100	<b>Credits:</b> 4	<b>Class Hours:</b> 60
<b>Paper Title:</b>	<b>History of the Emergence of Independent Bangladesh</b>		

**^vaxb evsjv`ki Afy`qi BwZnvm**

**f~wgKv:** ^vaxb evsjv`ki Afy`qi BwZnvm-cwiwa I cwiwPwZ

**1| 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`ki  
^Kxq mËv

**2| ALÛ ^vaxb evsjv ivóª MVþbi cÖqvm I Dcgnv`ki wefw³, 1947**

- K) JcwbþewkK kvmb Avgþj mvæcÖ`vwqKZvi D™ çe I we—vi
- L) jvþnvi cÖ—ve, 1940
- M) ALÛ ^vaxb evsjv ivóª MVþbi Dþ`vM, 1947 I cwiYwZ
- N) cvwK—vb m,,wó, 1947

**3| cvwK—vb: ivóªxq KvVvþgv I ^elg"**

- K) þK>ªxq I cÖvþ`wkK KvVvþgv
- L) mvgwiK I þemvgwiK AvgjvZšži cÖfve
- M) A\_©%bwZK, mvgvwrK I mvs<...wZK ^elg"

**4| fvlv Avþ`vjb I evOvwji AvZçcwiPq cÖwZôv**

- K) gymwjg jxþMi kvmb I MYZvwšž;K ivRbxwZi msMÖvg
- L) Avlqvgx jxþMi cÖwZôv, 1949
- M) fvlv Avþ`vjb: cUf~wg I NUbv cÖevn
- N) nK-fvmvbX-þmVnvlqv`©xi hy³d«>U, 1954 mvþji wbe©vPb I cwiYwZ

**5| mvgwiK kvmb: AvBqye Lvþ I Bqwnqv Lvþbi kvmbvgj (1958-71)**

- K) mvgwiK kvmþbi msAv I ^ewkó"
- L) AvBqye Lvþbi ¶lgZv `Lj I kvmþbi ^ewkó" (ivR%bwZK wbcxob, tgšwjK  
MYZšž, aþg©i  
ivR%bwZK e"envi)



M) AvBqye Lvþbi cZb I Bqvwnqv Lvþbi kvmb, GK BDwbU wejywßKiY, mve©Rbxb þfvUvwaKvi, GjGdl (Legal Framework Order)

**6| RvZxqZvevþ`i weKvk I ^vwaKvi Avþ`vjb**

K) mvs`<...wZK AvMÖvmþbi wei`þx cÖwZþiva I evOvwj ms`<...wZi D<sup>3</sup>/<sub>4</sub>xeb

L) þkL gywReyi ingvþbi 6-`dv Avþ`vjb

M) 6-`dv Avþ`vjbþbi cÖwZwµqv, `i`Zi I Zvrch©

N) AvMiZjv gvgjv, 1968

**7| 1969-Gi MYAfy`ivb I 11-`dv Avþ`vjb**

K) cUf~wg

L) Avþ`vjbþbi Kg©m~Px, `i`Zi I cwiYwZ

**8| 1970 Gi wbe©vPb, AmnþhvM Avþ`vjb I e<sup>1</sup>/<sub>2</sub>eÜzi ^vaxbZv þNvIYv**

K) wbe©vPþbi djvdj Ges Zv tgþb wbþZ þKþ`<sup>a</sup>i A`^xK...wZ

L) AmnþhvM Avþ`vjb, e<sup>1</sup>/<sub>2</sub>eÜzi 7B gvþP©i fvIY, Acvþikb mvP©jvBU

M) e<sup>1</sup>/<sub>2</sub>eÜzi ^vaxbZv þNvIYv I þMÖdZvi

**9| gyw<sup>3</sup>hyx 1971**

K) MYnZ`v, bvix wbh©vZb, kiYv\_©x

L) evsjvþ`k miKvi MVb I ^vaxbZvi þNvIYvcÍ

M) ^Z:ù,Z© cÖv\_wgK cÖwZþiva I msMwVZ cÖwZþiva (gyw<sup>3</sup>þdŠR, gyw<sup>3</sup>evwnbx, þMwijv I mæšyL hyx)

N) gyw<sup>3</sup>hyþx cÖPvi gva`g (^vaxb evsjv teZvi þK>`<sup>a</sup>, weþ`kx cÖPvi gva`g I RbgZ MVb)

O) QvÍ, bvix I mvaviY gvbyþli Ae`vb (MYhyx)

P) gyw<sup>3</sup>hyþx e,,nrkw<sup>3</sup> mg~þni f~wgKv

Q) `Lj`vi evwnbx, kvwš—KwgvU, Avje`i, Avjkgm, ivRvKvi evwnbx, ivR %obwZK `j I þ`kxq

Ab`vb` mnþhvMxþ`i ^vaxbZvweþivax Kg©KvÛ I eyw×Rxex nZ`v

R) cvwK`lvþb ew>` Ae`vq e<sup>1</sup>/<sub>2</sub>eÜzi wePvi I wek;cÖwZwµqv

S) cÖevmx evOvwj I weþkþi wewfbæ þ`þki bvMwiK mgvþRi f~wgKv

T) gyw<sup>3</sup>hyþx fviþZi Ae`vb

U) þhŠ\_evwnbx MVb I weRq

V) ^vaxbZv msMÖvþg e<sup>1</sup>/<sub>2</sub>eÜzi þbZ...Zi

**10| e<sup>1</sup>/<sub>2</sub>eÜz þkL gywReyi ingvþbi kvmbKvj, 1972-1975**

K) ^þ`k cÖZ`veZ©b

L) msweavb cÖYqb

M) hyx weaY`— þ`k cybM©Vb

N) mcwievþi e<sup>1</sup>/<sub>2</sub>eÜz nZ`v I 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.**

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

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

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

**3. Pakistan: Structure of the state and disparity.**

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

**4. Language Movement and quest for Bengali identity**

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

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

- a. Definition of military rules and its characteristics.
- b. 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 7<sup>th</sup> 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 Bangabondhu 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 Bangabondhu in the Independence struggle.

#### 10. The Bangabondhu Regime 1972-1975

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

### **mnvqK MÖš'**

1. bxnvi iÄb ivq, *evOvjxi BwZnvm*, †`Ö R cvewjwks, KjKvZv 1402 mvj|
2. mvjvn& Dwİb Avn†g` I Ab`vb` (mæúvw`Z), *evsjv†`†ki gyw³ msMÖv†gi BwZnvm 1947-1971*, AvMvgx cÖKvkbx, XvKv 2002|
3. wmivRyj Bmjvg (mæúvw`Z), *evsjv†`†ki BwZnvm 1704-1971*, 3 LÛ, GwkqvWUK †mvmvBwU Ae evsjv†`k, XvKv 1992|
4. W. nvi`b-Ai-iwk`, *evsjv†`k: ivRbxwZ, miKvi I kvmbZvwš;K Dbæeqb 1757-2000*, wbD GR cvewj†KkÝ, XvKv 2001|
5. W. nvi`b-Ai-iwk`, *evOvwji ivó²wPš—v I ^vaxb evsjv†`†ki Af~`q*, AvMvgx cÖKvkbx, XvKv 2003|
6. W. nvi`b-Ai-iwk`, *e½eÜzi 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 mvsweavwbK BwZnvm 1773-1972*, m~eY© cÖKvkb, XvKv 2013|
8. gybZvwmi gvgyb I RqšÍ Kzgvi 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. tgv́t gvneyei ingvb, *evsjv#`#ki BwZnvm, 1905-47*, Zvg<sup>a</sup>wjwc, XvKv 2011|
11. W. tgv́t gvneyei ingvb, *evsjv#`#ki BwZnvm, 1947-1971*, mgq cÖKvkb, XvKv 2012|
12. %omq` Av#bvqvi tnv#mb, *evsjv#`#ki ~^vaxbZv hy#x civkw<sup>3</sup>i f~wgKv*, Wvbv cÖKvkbx, XvKv 1982|
13. Aveyj gvj Ave`yj gywnZ, *evsjv#`k: RvwZiv#ó<sup>ai</sup> D™#e*, mvwnZ` cÖKvk, XvKv 2000|
14. #kL gywReyi ingvb, *Amgvß AvZ#Rxebx*, w` BDwbfvwm©wU tcÖm wjwg#UW, XvKv 2012|
15. wmivR D`&`xb Avn#g`, *GKvË#ii gyw<sup>3</sup>hyx: ~^vaxb evsjv#`#ki Af~`q*, BmjvwgK dvD#Ûkb, XvKv 2011|
16. RqšÍ Kzghi 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. #gmevn Kvgvj I CkvbX P#eZx©, *bv#Pv#ji K...IK we#`avn*, mgKvjxb *ivRbxwZ I Bjv wgl*, DËiY, XvKv 2008|
21. #gmevn Kvgvj, *Avmv` I EbmË#ii MYAfy`ìvb*, weeZ©b, XvKv 1986|