

# 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

|                            |                                 |                    |                         |
|----------------------------|---------------------------------|--------------------|-------------------------|
| <b>Paper Code : 212601</b> | <b>Marks : 100</b>              | <b>Credits : 4</b> | <b>Class Hours : 60</b> |
| <b>Paper Title :</b>       | <b>INTRODUCTION TO BUSINESS</b> |                    |                         |

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

|                            |                                 |                    |                         |
|----------------------------|---------------------------------|--------------------|-------------------------|
| <b>Paper Code : 212603</b> | <b>Marks : 100</b>              | <b>Credits : 4</b> | <b>Class Hours : 60</b> |
| <b>Paper Title :</b>       | <b>PRINCIPLES OF MANAGEMENT</b> |                    |                         |

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 Wehrich, 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)

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| <b>Paper Code : 212605</b> | <b>Marks : 100</b>              | <b>Credits : 4</b> | <b>Class Hours : 60</b> |
| <b>Paper Title :</b>       | <b>PRINCIPLES OF ACCOUNTING</b> |                    |                         |

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).

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|----------------------------|--------------------------------|--------------------|-------------------------|
| <b>Paper Code : 212607</b> | <b>Marks : 100</b>             | <b>Credits : 4</b> | <b>Class Hours : 60</b> |
| <b>Paper Title :</b>       | <b>PRINCIPLES OF MARKETING</b> |                    |                         |

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)

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| <b>Paper Code : 212609</b> | <b>Marks : 100</b>     | <b>Credits : 4</b> | <b>Class Hours : 60</b> |
| <b>Paper Title :</b>       | <b>MICRO-ECONOMICS</b> |                    |                         |

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 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-Different 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).

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

**ঐতিহাসিক আর্থিক উন্নয়ন**

**বিঃদ্র:** ঐতিহাসিক আর্থিক উন্নয়ন-সম্বন্ধে নিচের প্রশ্নগুলি

**1) ঐতিহাসিক উন্নয়নের সূচক**

- K) ফলস্বরূপে 'ইকো' চিহ্ন
- L) বস্তুগত মূল্য
- M) ফল
- N) মূল্যের মাপকাঠি হিসেবে গ্রহণযোগ্য
- O) আর্থিক উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য

**2) ALU ঐতিহাসিক উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য, 1947**

- K) জটিল ক্রমবর্ধমান আর্থিক উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য
- L) জটিল ক্রমবর্ধমান, 1940
- M) ALU ঐতিহাসিক উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য, 1947
- N) ক্রমবর্ধমান, 1947

**3) ক্রমবর্ধমান: উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য**

- K) উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য
- L) উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য
- M) উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য

**4) ফলস্বরূপে উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য**

- K) উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য
- L) উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য, 1949
- M) ফলস্বরূপে উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য
- N) উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য, 1954

**5) উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য (1958-71)**

- K) উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য
- L) উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য (উন্নয়নের সূচক হিসেবে গ্রহণযোগ্য)

M) AvBqy Lvṭbi cZb I Bqwnqr Lvṭbi kvmb, GK BDwbU wej yBKiy, mveRbxb fivUwaKvi, Gj Gdl  
(Legal Framework Order)

**6) RiviqZvef`i veKik I`naKvi Avṭ`vj b**

- K) ms`wZK AvMmṭbi wei`tx cŁZṭiva I evOwj ms`wZi D<sup>3/4</sup>keb
- L) tkL gYRej ingvṭbi 6-`dv Avṭ`vj b
- M) 6-`dv Avṭ`vj ṭbi cŁZṭiqv, `i`Zi I Zirch`
- N) AvMi Zjv gvgjv, 1968

**7) 1969-Gi MYAfyṭb I 11-`dv Avṭ`vj b**

- K) cUfng
- L) Avṭ`vj ṭbi KgṆPx, `i`Zi I cwi YwZ

**8) 1970 Gi vbePb, AmnṭhM Avṭ`vj b I ezeUz`ṭaxbZv ṭNviYv**

- K) vbePṭbi djvdj Ges Zv tgṭb wṭZ ṭKṭ`f A`ṭKwZ.
- L) AmnṭhM Avṭ`vj b, ezeUz` 7B gvṭPP fviY, Acvṭi kb mvPṭvBU
- M) ezeUz` ṭaxbZv ṭNviYv I ṭMṭZvi

**9) gYhy 1971**

- K) MYnZ`v, bviX wṭhṭZb, kiYv`P
- L) evsj vṭ`k miKvi Mvb I`ṭaxbZvi ṭNviYvcṭ
- M) `Z:ÜZ`cÜ`igK cŁZṭiva I msMwZ cŁZṭiva (gYṭdšR, gYṭevnbnx, ṭMwi jv I m`šy hy)
- N) gYṭhṭx` cPvi gva`g (`ṭaxb evsjv teZvi ṭKṭ`ṭ, weṭ`kx cPvi gva`g I RbgZ Mvb)
- O) Qvṭ, bviX I mvariY gvṭṭi Ae`vb (MYhy)
- P) gYṭhṭx` eprkwx` mgṭni fngKv
- Q) `Lj`vi evnbnx, kvš-KigwU, Avj e`i, Avj kvgm, ivRivKvi evnbnx, ivR`wZK`j I ṭ`kxq  
Ab`vb` mnṭhMṭ`i` ṭaxbZveṭi vax KgRvÜ I evx`Rix nZ`v
- R) cvK`ṭṭb ew` Ae`vq ezeUz` vePvi I vekcŁZṭiqv
- S) cEvmx evOwj I weṭ`kji wevfbṭ`ṭki bMwi K mgvṭRi fngKv
- T) gYṭhṭx` fviṭZi Ae`vb
- U) thš` evnbnx Mvb I veRq
- V) ṭaxbZv msMṭg ezeUz` ṭbZZi;

**10) ezeUz`kL gYRej ingvṭbi kvmbKvj, 1972-1975**

- K) ṭ`k cŁZ`veZṭ
- L) msveavb cṭqb
- M) hy veaY`- ṭ`k cṭMṭb
- N) mcwi evṭi ezeUznZ`v I Av`kR` cUcwi eZṭ

## 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 Mš'**

- 1. *bnvi i Äb ivq, ev0vj xi BvZnm, t`ô R cvevj nks, Kj KvZv 1402 mij |*
- 2. *mij vn&Dw`b Avntg` I Ab`vb` (m=úw`Z), evsj v`tki gvy` mslMšgi BvZnm 1947-1971, AvMvgx cKvkbx, XvKv 2002|*
- 3. *mmi vRjy Bmj vg (m=úw`Z), evsj v`tki BvZnm 1704-1971, 3 LÜ, GvKqvmJK tmvmvBvU Ae evsj v`k, XvKv 1992|*
- 4. *W. nvi "b-Ai-iuk`, evsj v`k: ivRbmZ, miKvi I kumbZmšK Dbqb 1757-2000, vbD GR cvevj šKkY, XvKv 2001|*
- 5. *W. nvi "b-Ai-iuk`, ev0vj i ivóPš-v I `raxb evsj v`tki AF~q, AvMvgx cKvkbx, XvKv 2003|*
- 6. *W. nvi "b-Ai-iuk`, e½eÜž Amgvß AvZRxebx cgvv, v` BDvb fvmvU tçh vj vqšUW, XvKv 2013|*
- 7. *W. AvZdj` nvB vkejx I W.tgvt gvnevi ingvb, evsj v`tki mvsveambK BvZnm 1773-1972, meY© cKvkb, XvKv 2013|*
- 8. *gvZvmmi gvgy I RqšKgv i vq, evsj v`tki mmvfj mgvR cZövi mslMš, Aemi, XvKv 2006|*
- 9. *AvZDi ingvb, AmnthvM Av`vj žbi v` b, vj : gv`hšxi cÜvZ ce,mvnZ` cKvk, XvKv 1998|*

10. W. tgrt guneŕi ingvb, vsj v`tki BwZnm, 1905-47, Zigtij uc, XvKv 2011|
11. W. tgrt guneŕi ingvb, vsj v`tki BwZnm, 1947-1971, mgq cKvk, XvKv 2012|
12. %nq` Avbqv tntmb, vsj v`tki `faxZv h\* civku³i figKv, Wvbr cKvkb, XvKv 1982|
13. Avej gjj Ave`j gmnZ, vsj v`k: RmZi tóŕ D`e, mwnZ` cKvk, XvKv 2000|
14. kL gRej ingvb, Amgvß AvZRebx, w` BDvb fwmU tcn uj ugUW, XvKv 2012|
15. mivR D`&xb Avtg`, GKvÉti i gph: `fax vsj v`tki Af~q, Bmj wK dvDÚkb, XvKv 2011|
16. RqšKqvi ivq, vsj v`tki ivR%wZK BwZnm, mgYcKvk, 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. tgmevn Kvgj I Ckvx PpeZi, bvtPtj i KIK we`tn, mgKvj xb ivRbmZ I Bj v ugĪ, DEiY, XvKv 2008|
21. tgmevn Kvgj, Avmiv` I EbmÉti i MYAfj vb, weZ, XvKv 1986|