

DESCRIPTION OF ALL COURSES/SUBJECTS OF THE EMBA PROGRAM

Foundation Courses:

Course Code: EMB 500

Credits: 03

Course Name: Communication Skills for Managers

Course Description: Communication in general is incidental and hardly requires any superior cognitive capital and advanced training. Business communication, however, is intentional given that it happens within the parameters of context, client, and purpose. These parameters (e.g., context, client, and purpose) always shift and expand; as such, business communication presupposes expertise. The ability to speak and write well hardly predicts success in business communication, for communication is no longer linguistic. It is also critically technological. Effective business communication these days presupposes technology literacy. Computers, Internet, and cellphones are inseparably implicated in such genres of communication as emails, video conferencing, and hybrid memos with language and images. Under these circumstances, the challenges and possibilities of business communication abide by multiples restrictions as well as options. This course considers the complex landscape of business communication to provide students with the skills and strategies to draft and transmit messages in an informed and effective fashion. In the course, learners will be introduced to the latest ideas, theories, information, and assumptions, which underpin formal, engaging, and ethical business communication. As the course ends, learners will have linguistic, theoretical, and technological wherewithal so that they understand –and they are understood–in various modes, contexts, and audiences of communication in business.

Course Code: EMB 501

Credits: 03

Course Name: Quantitative Tools in Business

Course Description: This course gives an overview of the mathematical and statistical tools used in making business decisions. Business issues will be formulated in mathematical form and solve to inform better decisions. Significant topics include a preliminary discussion of mathematics and statistics, straight line and applications, simultaneous equations, linear programming and graphical approach, financial mathematics, differentiation and integration, exponential and logarithm functions, descriptive statistics, hypothesis testing, and simple and multiple regression. Emphasis will be given on computer application.

Course Code: EMB 502

Credits: 03

Course Name: Business Economics

Course Description: The course's main objective is to prepare students to learn the logic of how to interpret the economic and business conditions of an economy using the professional tools of Economics. After finishing this course, it is expected that students can independently understand budget speech and other business analyses of the economy both at the national and global levels.

Course Code: EMB 510

Credits: 03

Course Name: Principles of Accounting and Finance

Course Description: There two broad objectives of this course. The first objective of this course is to develop students' understanding and knowledge of accounting principles, accounting process, preparation of financial statements, analysis of financial statements and so on. Furthermore, the course also aims to develop students' knowledge on using accounting data in decision making process in different business organizations. The second objective is to develop students' theoretical knowledge of Finance and their application in business organizations and capital markets.

Course Code: EMB 520
Course Name: Principles of Management and Marketing

Credits: 03

Course Description: This is an introductory course which combines both Principles of Management and Principles of Marketing. **Principles of Management** will overview the basic managerial functions of planning, organizing, leading, and controlling resources to accomplish organizational goals. Special emphasis will be placed on skills necessary for a manager to be effective. The course will also involve an overview approach to covering the various concepts required for an overall understanding of management's role in the contemporary organization.

Principles of Marketing will focus on the role of marketing in our society and within the organization, the underlying principles of the "marketing concept" and integrating concepts in relation to consumer needs, marketing information, product development, pricing, distribution, selling, advertising, and promotions.

Functional Core Courses:

Course Code: EMB 601
Course Name: Organizational Behavior

Credits: 03

Course Description: This course integrates the study of management principles and practices with the study of human behavior within organizations. Topics include perception and decision making, conflict, organizational culture, motivation, leadership, communication and interpersonal relationships. The objective of this module is to enhance skill in perceiving different organizational relations, improving decision making ability, and resolving organizational conflicts and politics. Also, it will explain the complexity of motivation and provide its theoretical paradigm.

Course Code: EMB 602
Course Name: Human Resource Management

Credits: 03

Course Description: This course examines various essential functions, approaches, and the process of HRM through discussions and case studies. Topics include nature and scope of HRM, perspectives of HRM, differences with personnel management, job analysis, HR recruitment and selection, training and development, compensation management, employee safety and security, Employee relations, etc.

Course Code: EMB 620
Course Name: Strategic Marketing

Credits: 03

Course Description: Many people think of marketing only as selling and advertising. Today, marketing must be understood not in the old sense of making a sale but in the new sense of satisfying customer needs. If the marketer does a good job of understanding consumer needs; develops products that provide superior value; and prices, distributes, and promotes them effectively, these products will sell very easily. Therefore, marketing is managing profitable customer relationships. The aim of marketing is to create value for customers and to capture value in return. Furthermore, marketing managers must make major decisions such as what features to design into a new product, what prices to offer customers, where to sell products, and how much to spend on advertising. Thus, strategic marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goal. Thus, the purpose of this course is to provide the students with a usable understanding of the tools used in marketing. More specifically, this course will provide an advanced decision-oriented approach to strategic marketing planning.

Course Code: EMB 650
Course Name: Operations Management

Credits: 03

Course Description: This course covers a wide set of topics to enable students to develop skills and concepts required to manage a firm's operations. It provides an overview of the integrated activities and processes that are necessary to provide products and services which improve a firm's competitiveness. Topics include methods and models that assist managers to make better decisions over time, as well as technology and its management to ensure a firm's operations can contribute to its strategic objectives.

Course Code: EMB 660
Course Name: Corporate Finance

Credits: 03

Course description: This is a fast-paced class building on the topics of introductory managerial finance (BUS 635). We start with the basic tools of managerial finance such as time value of money, stock and bond valuation, and cost of capital. First three weeks will be review of Chapters 3, 4 and 5, after which I will presume that you have the necessary understanding of time value of money and the skills to solve problems involving time value and risk and return issues. You are expected to form 5-student groups and solve the problems and questions given on the Google Drive for you to practice. Try them first. I will provide the solutions later. **EXCEL skill will be very helpful. For in-class work, I expect you to use a laptop.** There will be in-depth discussions starting with cost of capital. Then, we extend the coverage of capital budgeting, cash flow analysis and deal with more complex issues of capital budgeting and risk in capital budgeting. We get into some details of capital structure decisions, financing requirement, and financing of short-term and long-term financing. Next, we spend some time on cash budgeting and financial forecasting. Forecasting additional funds need is part of this section. Financial planning discussions are integrated with Dividend Policies and Practices. After that, (time permitting) we cover working capital management. **It is important that I have your email addresses and phone number.**

Course Code: EMB 670
Course Name: International Business

Credits: 03

Course description: This course aims at providing a comprehensive understanding of the dynamics and challenges of international businesses in this age of globalization compounded by unprecedented uncertainties posed by the ongoing Russia-Ukraine war and just subsided Coronavirus Pandemic. Topics include major business actors (MNCs) and global business environment, drivers of globalization, theories of international trade and foreign direct investment (FDI), formulation of national trade policies, international monetary system and development institutions, impact of socio-cultural forces on business, international competitive strategy, organization design and control.

Course Code: EMB 690
Course Name: Strategic Management

Credits: 03

Course description: The course provides students with a comprehensive review of the concepts and principles of strategic management. This is a capstone subject, viewing the organization and its environment from the perspective of the Chief Executive and drawing together the management skills already studied to analyse the firm's competitive performance and focus the firm's resources to achieve long-run success. After completion the course students will be able to understand and apply the steps required to create and evaluate business from a strategic perspective. Strategy can be viewed as the art and science of continuously developing new advantages for the firm so that it effectively execute and competes within its chosen position in the marketplace and successfully achieves top management's identified objectives, including that of creating value of all stakeholders in the firm.

Course Code: EMB 700
Course Name: Seminar

Credits: 02

Course Description: Senior corporate executives from various industries will present seminar on current business topics of interest. The class is interactive and strong student participation is expected. It is intended that the class, at the end of the semester, develops an appreciation of the business and economic environment of Bangladesh and recognizes the various challenges different types of business organizations face for day to day management of the businesses.

Major Courses:

Finance Major Courses:

Course Code: FIN 635
Course Name: Financial Analysis and Control

Credits: 03

Course description: Company financial statements are the formal source of information provided by an organization. These statements are not always capable of providing an authentic standing of the firm in reality. Under the umbrella of accounting standard the management enjoys considerable freedom of reporting which is a source of noise. The value of the firm reported in the accounting statements often varies from the true value of the firm. A detailed analysis is needed to arrive at the true valuation of the firm. The present course aims to provide such skills of evaluating the valuation of firms. The course's specific objectives are:

- i. To increase your awareness of the risk and role of financial reporting in the valuation of the firm.
- ii. To identify the source and nature of noise in financial information, and to make the accounts noise free.
- iii. To introduce a comprehensive framework of techniques commonly used in the analysis of financial reports, and to allow students to practice these techniques in a variety of settings using actual accounting data.

Course Code: FIN 637
Course Name: Investment Theory

Credits: 03

Course description: The main purpose of the course is to provide a thorough understanding of the process that a rational investor in financial assets would follow to make investment decisions under uncertainty. Major topics include estimation of decision parameters, trade-off between risk and return, optimal portfolio construction and equilibrium asset pricing models. Investment decisions in fixed income securities and financial derivatives will also be considered. The emphasis will be on both intellectual stimulation and practical applications of the materials presented in class.

Course Code: FIN 639
Course Name: Corporate Finance

Credits: 03

Course description: This is a fast-paced class building on the topics of introductory managerial finance (BUS 635). We start with the basic tools of managerial finance such as time value of money, stock and bond valuation, and cost of capital. First three weeks will be review of Chapters 3, 4 and 5, after which I will presume that you have the necessary understanding of time value of money and the skills to solve problems involving time value and risk and return issues. You are expected to form 5-student groups

and solve the problems and questions given on the Google Drive for you to practice. Try them first. I will provide the solutions later. **EXCEL skill will be very helpful. For in-class work, I expect you to use a laptop.**

There will be in-depth discussions starting with cost of capital. Then, we extend the coverage of capital budgeting, cash flow analysis and deal with more complex issues of capital budgeting and risk in capital budgeting. We get into some details of capital structure decisions, financing requirement, and financing of short-term and long-term financing. Next, we spend some time on cash budgeting and financial forecasting. Forecasting additional funds need is part of this section. Financial planning discussions are integrated with Dividend Policies and Practices. After that, (time permitting) we cover working capital management. **It is important that I have your email addresses and phone number.**

Course Code: FIN 642

Credits: 03

Course Name: Financial Markets and Institutions

Course description: This is one of the elective courses in the MBA with Finance major program that focus on financial markets and institutions. The course intends to introduce financial sector of an economy and describes how financial market works particularly through the operations of financial Institutions. Topics covered include overall role of financial markets and institutions, interest rate determination and interest rate structure, central bank and monetary policy, working of different financial markets such as equity market, debt market etc., functioning of depository institutions and other financial intuitions. Basic understanding of the concepts and their application with analytical exposure is a central focus of the course.

Course Code: FIN 643

Credits: 03

Course Name: Capital Investment Decisions

Course Description: This course examines important issues in finance from the perspective of financial managers who are responsible for making significant investment and financing decisions. The course will develop the basic framework for decision-making and students will learn how to value investment projects and make investment decisions using a rigorous cost/benefit analysis and apply the theory to real life situations. In this context, this course will explore the relationship between the investment and financing decisions with particular emphasis on the objectives of choosing between investment alternatives, capital budgeting, risk and return and the weighted average cost of capital.

Course Code: FIN 644

Credits: 03

Course Name: Commercial Bank Management

Course description: This course is an advanced course on banking for students, who want to pursue careers in the banking sector as well as in the accounting and finance department of the corporate sector. The aim of this course is to provide overall knowledge on Commercial Bank Management including practices and customs followed by the banking sector in Bangladesh. The course will be helpful for students in (1) knowing financial system of Bangladesh including its regulators, (2) understanding commercial banks' functions and contributions to the economy (3) getting familiarity with risk management techniques of banks; and (4) finally, learning proper management system of banks.

Course Code: FIN 645

Credits: 03

Course Name: International Financial Management

Course description: This is an advanced finance course designed for student who are already familiar with the basic concepts of financial management. As such, the overall goal of this course is to broaden

your current understanding of financial management in an international environment. This will be achieved through the coverage of topics from the areas of international financial systems (market and institutions), international financial management (finance and investment), and international investment management (international portfolio diversifications and management). The major topics will include: international financial environment, foreign exchange markets including currency features, options and swaps, international parity relationships, foreign exchange forecasting and FOREX risk management, multinational capital budgeting and financial management, international working capital and tax management, and international portfolio diversifications.

Course Code: FIN 646

Credits: 03

Course Name: Theory of Finance

Course description: This is a required course for the prospective MBA/EMBA candidate with a major in finance. The three basic tenets of corporate finance – investment decision, financing decision, and dividend decision, are based on a number of theories that were developed in the last three decades. This course will review these theories. The main challenges that the corporate managers face in implementing these decisions will also be discussed with the help of case studies. At the end, the basic principle of maximizing profits will be highlighted with an emphasis on these theories.

Course Code: FIN 647

Credits: 03

Course Name: Financial Derivatives

Course description: This course will introduce a range of derivative contracts including futures, options, swaps and credit derivatives. We will learn how these contracts can be used or different strategies can be formulated for investment and risk management purposes. To provide a complete overview of different types of financial derivatives, including their basic characteristics and valuation methods.

Course Code: FIN 649

Credits: 03

Course Name: Special Topics in Finance

Course Description: As a special topics class, we will jump from topic to topic. We will discuss real market conditions and the roles of derivatives, more exotic options, options strategies, technical analysis and real options. We will also firm up our mathematical background by discussing martingales and more ways to solve Black Scholes equation.

Course Code: FIN 650

Credits: 03

Course Name: Project Appraisal

Course description: The course examines the art and science of project appraisal. It covers major aspects of project proposal development, proposal appraisal, and post implementation monitoring and evaluation. Proposal inputs such as project definition, preliminary planning and estimation, risk and uncertainty analysis, environmental impact studies, benefit-cost estimation and feasibility studies will be examined. Economic and social cost benefit analysis, traditional and contemporary appraisal techniques, particularly in the light of risk and uncertainty will also be examined.

Marketing Major Courses:

Course Code: MKT 621

Credits: 03

Course Name: Buyer Behavior

Course Description: Consumer Behavior or the Buyer Behavior is referred to the behavior that is displayed by the individual while they are buying, consuming or disposing any product or service. These behaviors can be affected by multiple factors. Moreover, it also involves search for a product, evaluation of product where the consumer evaluates different features, purchase and consumption of product. Later the post purchase behavior of product is studied which shows the consumer satisfaction or dissatisfaction where it involves disposal of product. The customers while buying a product goes through many steps. The study of consumer behavior helps to understand how the buying decision is made and how they look for a product. Moreover, the understanding consumer behavior also helps marketers to know the what, where, when, how and why of the consumption of any product or service. This course provides a conceptual understanding of Consumer Behavior integrating theories from psychology, targeting and then positioning using different communication mixes.

Course Code: MKT 623

Credits: 03

Course Name: Promotional Management

Course Description: This course explores the elements of promotional management theory and integrated marketing communications including advertising, direct marketing, social media, personal branding, personal selling, sales promotion, and publicity. It will be focusing on the blending of the marketing mix elements into a total enterprise marketing communications program. Additionally, this course will develop the ability of critical thinking skills and writing skills. Further skill development in the analysis, synthesis, and evaluation as a part of the higher order of Blooms' Taxonomy.

Course Code: MKT 624

Credits: 03

Course Name: Brand Management

Course Description: In the modern world, brands have become invaluable as well as most precious assets determining the success of most companies. In fact, brands have risen to the top in the hierarchy of assets that a firm may hold. One of the most effective tools to hedge against market risk and distance similar products or services from competitors is an organization's underlying brand identity. This course will provide you with the skills needed to successfully develop, manage and promote the core values of an organization's brand internally and in competitive markets. This course will look for solutions to the following three questions:

- How can brand equity be created?
- How can brand equity be measured?
- How can brand equity be used to expand business opportunities?

Course Code: MKT 625

Credits: 03

Course Name: Distribution Management

Course Description: Distribution Management is basically focusing on bridging the gaps between marketer and consumer. For this purpose, marketers are using internet to immediately deliver the product like e-book, real time movie streaming to traditional physical channels like superstore,

neighborhood retail outlets. Nowadays it is really difficult for marketer to create a competitive advantage on product, or price or promotion. Organizations are more inclining toward gaining competitive advantage on distribution. Distribution management is dynamic and it is not like that always we will follow what actually happening in big corporations. We will have to focus on our culture, infrastructure, and practices to design distribution channels.

Course Code: MKT 626

Credits: 03

Course Name: Retail Management and Merchandising

Course Description: Retailing is a high tech, global, growth industry that provides challenging and rewarding career opportunities for graduates. This course is designed to expose students to the excitement of retailing and prepare them for a career in retailing and related fields. Organizations are more inclining toward gaining competitive advantage on retailing. Retailing management is dynamic and it is not like that always we will follow what actually happening in big corporations. We will have to focus on our culture, infrastructure, and practices to design retail system. This course will provide an operational and strategic managerial understanding about retail management. For this purpose, different concepts, tools, cases will be discussed in the classroom in a participative way. So that student can integrate themselves with the class and learn Retail Management in a collaborative way.

Course Code: MKT 627

Credits: 03

Course Name: Services Marketing

Course Description: *Is it important to study services marketing? The answer is: yes!* Today's business world is getting more dependent on services signifying greater importance of services marketing. The competitive global market finds endless opportunities to offer charismatic services to consumers even with the pure tangible goods that earlier have not been accompanied by any service. Services marketing requires concentration on consumers, particularly about their expectations, perceptions and behavioral patterns regarding services; creation, retention and recovery of customer relationships; strategic, systematic approaches in developing and implementing customer focused services; and financial and economic effectiveness as well. After completing this course students are going to properly understand various interrelated topics of services marketing; and hence will be able to apply the knowledge with expertise.

Course Code: MKT 628

Credits: 03

Course Name: Digital Marketing

Course Description: This course aims to understand trends that may shape the future of digital marketing. This course will provide an opportunity to develop knowledge as to how to apply digital media such as the web, email, mobile and interactive TV in order to effectively market a firm's products and services and explore the realities and implications of e-business from a marketer's perspective.

Course Code: MKT 629

Credits: 03

Course Name: Product Planning and Development

Course Description: Product is the most significant component of the marketing mix. Marketer's success in product planning mainly depends on efficient identification of customer needs and establishing product specifications. This course examines these topics along with product

development process and organizations, concept generation, selection, and testing. After studying this course, students will learn the product development techniques to bring together marketing, product designing and manufacturing functions of an enterprise. Problem solving and decision making will be facilitated through gathered knowledge. Students would be able to understand, compare and apply the theories in practice by studying the product planning and development activities of MNCs and local organizations in Bangladesh.

Course Code: MKT 630

Credits: 03

Course Name: Business to Business Marketing

Course Description: In many industries an essential part of transaction is done between companies and organizational clients. This course is designed to provide an opportunity for students to develop an understanding of the process by which industrial and other institutional buyers' needs are identified and met. The goal of the course is to provide students with a state-of-the-art view of business marketing theory and practice. This course views interaction as relationship builders. At the end of the semester students will have developed the skills to understand the structure and development processes of business relationships and plan for its successful management. The course covers the most relevant topics in the business marketing area.

Course Code: MKT631

Credits: 03

Course Name: Marketing Research

Course Description: This course provides a solid understanding of the marketing research process, including the skills necessary to undertake both qualitative and quantitative research to gather insights to inform marketing processes. The emphasis is firmly on the practical application of the discipline, using research to solve real marketing problems. This course is designed to introduce students to the basic as well as advanced practices of marketing research. This course will provide an approach and framework so that students can understand how to identify, collect, analyze, and disseminate information for marketing decision making. Students will learn how to prepare and analyze data with the help of software package, such as SPSS. Students will also learn how to prepare and present a marketing research project.

Course Code: MKT 633

Credits: 03

Course Name: Global Marketing

Course Description: This course is designed to introduce students to the basic as well as advanced practices of global marketing and to gain a practical framework for understanding the trend of globalization. This course will address the global issues and describe international business procedures and concepts relevant to all global marketers, regardless of the extent of their international involvement. This course will also provide an approach and framework for identifying and analyzing the important cultural and environmental uniqueness of any nation or global region. Studying this course will help students understand the cultural and other barriers facing international marketers and prescribe pragmatic solutions to overcome these obstacles to business.

Course Code: MKT 635
Course Name: Special Topics in Marketing

Credits: 03

Course Description: Senior marketing professionals from various industries will talk on current practices in the fields of marketing and sales. The class is interactive and strong student participation is expected. It is intended that the class, at the end of the semester, develops an appreciation of the environment of Bangladesh and recognizes the various challenges marketing executives and managers face for day to day management of the operations.

Course Code: MKT 636
Course Name: Marketing Analytics

Credits: 03

Course Description: Marketing analytics is a practice of measuring, managing and analyzing marketing performance to maximize its effectiveness and optimize the return on investment. This course will enable our students to make data-driven decisions rather than decisions that are intuitive or based on observation alone. The students will, therefore, learn to turn their theoretical knowledge into actions.

Management Major Courses:

Course Code: MGT 601
Course Name: Management Thought

Credits: 03

Course description: There is a growing awareness that the success status of an organization is dependent upon the effective use of Management principle based on Management thought. This course focuses on the disciplinary foundations of management theory, as well as the impact of historical context upon the development of management theory. The course also focuses on the rise of the concept of management as a distinct profession. Topics include Management in Ancient Civilization, Management in Medieval Period, managerial awakening, scientific Management, Management in 20th century and so on.

Course Code: MGT 602
Course Name: Management Science

Credits: 03

Course description: Management Science is concerned with developing and applying models and concepts that help to illuminate management issues and solve managerial problems. The models used can often be represented mathematically, but sometimes computer-based, visual or verbal representations are used. In short, Management Science can be termed as applied Operations Research. This course is designed for the MBA/EMBA students in such a way that enables them appreciate the use of various research operations tools in decision making in organizations. At the end of the course, participants are expected to demonstrate a working knowledge of the various Management Science tools in making decisions as well as being able to formulate organizational problems for optimal solutions.

Course Code: MGT 604
Course Name: Organizational Development and Change

Credits: 03

Course description: Change is an inescapable part of life. To be a good leader or manager, one has to be conscious about organizational development in the midst of change. Student will learn how to be good stewards of change, as in planned change; how to respond to unexpected change; formulas for change;

and why most organization change efforts fail. This course will touch upon the social and human factors in organizational development and change.

Course Code: MGT 605

Credits: 03

Course Name: Industrial Relations

Course Description: The course is designed to acquaint students the structure, environment and functions of trade unions, employer associations. Throughout the course, students will be introduced to historical & theoretical dimension of employee employer relations and factors surrounding it. The course deals with law and policy in labor-management and union-member relations, unfair labor practices, and union internal affairs. Emphasis will be given on origin of development of trade union, trade unionism in the subcontinent, theories of union, safety of work premises, process of collective bargaining, industrial dispute, grievance handling, strike and lockout, arbitration and labor laws including factories act, minimum wages act, workmen's compensation etc. Practical case situations will be examined using game theory.

Course Code: MGT 607

Credits: 03

Course Name: Entrepreneurship

Course description: Entrepreneurship is a course fully designed to provide students with a solid foundation in understanding the rewards and risks of owning or operating a business enterprise. The course will give you the confidence to establish your own venture or design, manage and grow an entrepreneurial initiative within an existing company. Emphasis will be placed on the mastery of skills needed to plan, organize, manage, and finance a startup firm or a small business. Entrepreneurs in various forms of business situations will be examined, including building core competencies in achieving sustained competitive advantage, obtaining public sector support or private sector

Course Code: MGT 610

Credits: 03

Course Name: Management of Innovation and Technology

Course description: It is essential for any organization to sustain in business. Life cycle of product is becoming shorter than ever before. This is happening because of rapid development in technology. Almost every moment, a new technology is penetrating the market, and older technology is phasing out. That is why it is essential for the managers to decide about the right timings of introducing new technologies, determine level of use, estimate demand, and prepare plan for new technology. It is also necessary to decide about which technology to adopt, and which not. Companies have to concentrate on developing their own in-house capability to innovate technology. Thus, it is wise to strengthen Research and Development (R&D) capability as well. Without innovation and modern technological adoption, the chances of nation and firm to be competitive in the world arena are increasingly becoming difficult. Any missed chance would mean losing competitiveness, and ultimately going out of business. Thus, a thorough understanding on management of innovation and technology is very important.

Course Code: MGT 619

Credits: 03

Course Name: Service Management

Course description: This course examines the development and management of services packages, emphasizing relevant managerial topics such as yield management, queuing, quality measurement, service value and consistency. The course predominately focuses on management and growth of

professional services such as health care, tax consulting, travel and tourism, banking and transportation etc. It addresses leading services in the global as well South Asian context, emphasizing the key attributes of managing service excellence across a range of industries. Field surveys of service organizations and empirical project are integral components of the course.

Course Code: MGT 656

Credits: 03

Course Name: leadership Theory and Practice

Course description: In the age of globalization and competitive business environment appropriate leadership is the pivotal factor which makes the difference. This course examines the theories and models of leadership and followership. Environmental and contextual factors, organizational objectives and strategy, company culture, and individual and group ethical standards will be examined to integrate situational determinants of leadership effectiveness. This course will offer a new framework on what “leadership” entails, along with developing an understanding for the skills and knowledge to how best address leadership opportunities now and in the future. Students’ will be able to understand and apply diverse approaches to the leadership in organizations which will be emphasized by readings and case analyses of pertinent management and leadership materials. The emphasis is on building a sound and effective practice, and on improving the ability to apply such knowledge to actual business problems.

Course Code: MGT 670

Credits: 03

Course Name: Strategic Planning

Course description: In the competitive financial market in Bangladesh today, it is essential for every organization to have its game plan for growing the business, staking out a market position, attracting and pleasing customers, competing successfully, conducting operations and achieving targeted objectives. An organization must be able to craft its strategy to indicate the choices its managers have made about how to attract and please customers, how to respond to changing market conditions, how to compete, grow and manage its businesses.

Managers mainly face three questions: (1) Where are they now? (2) Where do they want to go? (3) How they will get there? Strategic planning course teaches the managers to find answers to all these questions. Against this backdrop, this course is design to train the managers to enable them to devise the strategic plan of an organization.

Course Code: MGT 675

Credits: 03

Course Name: Total Quality Management

Course description: The business world has witnessed “Quality” to become a common norm for success in business. The “Quality revolution” began in Japan after World War II, and has now spread to different parts of the world. “Quality” as a concept has gone through both revolutionary and evolutionary changes over time. The most modern idea of quality says – quality is not the responsibility of a few persons only, rather a responsibility of all in the organization. When the philosophy of ‘Customer satisfaction’ became the definition of quality, the organization-wide quality management got establishment. This is Total Quality Management (TQM), which advocates for end-less continuous improvement. This course intends to distribute knowledge on what and how to manage different aspects of quality management in the whole organization. This course would help the students to have a good view of different tools, techniques and philosophies of TQM, along with implementation approach.

Course Code: MGT 680
Course Name: Supply Chain Management

Credits: 03

Course Description: This course focuses on the network of companies that work together to design, produce, deliver, and service products. Major topics include material, information, and capital flows; challenges to effective supply chain management, including variability, organizational silos, the bullwhip effect, and tradeoffs; product design and metrics for supply chain management; B2B integration; supply chain strategies; and impact of internet on supply chain management. The objectives of this course are to-

- Introduce the fundamental concepts of Supply Chain Management (SCM) to better manage the logistics, demand and supply of goods, services, finance and information.
- Teach various methods to analyze strategic and operational decisions related to SCM such as facility location, inventory management, transportation and so on.
- Equip students with SCM tools to solve real world logistics problems and to take supply chain decisions.

Course Code: MGT 682
Course Name: Environmental management

Credits: 03

Course description: Environmental issues are becoming major global concerns in recent years, which have relation to not only the natural system but economy, business and Development processes. A country's Business and Economic processes are directly dependent on the availability of the natural resources, and degradation of nature will ultimately undermine it. On the contrary, a sustainable use of natural resources and conserving them properly can ensure their longevity and effectiveness. Increased environmental awareness and resulting pressure from mass people again putting huge pressure on business enterprises to comply with those environmental rules and regulation and sometimes even customize their products accordingly. Thus, sustainability is more than a threat, an obligation, a set of compliance strategies, or a niche market to be exploited. It is all of these things, but more importantly it represents a critical shift in mindset and a force for change. This course explores business strategy in response to (and anticipation of) the threats and opportunities created by persistent problems of environmental and social degradation and their related economic market failures.

The core classes will approach the topic of sustainability from the unique perspectives of seven core disciplines of business administration: economics, strategy, ethics, organizational behavior, operations, finance and accounting, and marketing. While risk management and compliance strategies will be addressed, emphasis will be placed on innovative business practices and entrepreneurial opportunities created by the sustainability "movement." By profiling cases of "sustainable venturing" in various markets and contexts – small and large, incremental and cutting edge, intrapreneurial (within-company) and new ventures – over the course of the semester we will consider together how sustainable business practices will change the way we work and live. Active class participation along with reading is necessary for a good understanding of the subject. Students are also advised to keep their eyes open on the surrounding environmental issues and try to relate them with their class knowledge.

Course Code: MGT 690
Course Name: Seminar on Advanced Management

Credits: 03

Course description: Management is an activity Process composed of some basic functions for getting the objectives of any organization accomplished through the efforts of its human resources whatever objectives are to be achieved though organized and co-operative endeavor, management becomes essential for directing and unifying the group efforts towards a common purpose. Management is the early activating element of any organization for getting things done through its personnel. This job of management is to provide dynamic leadership that combines the productive but passive resources into a

fruitful organization. Not only does it adapt itself to existing opportunities, restrictions and pressures, but it exercises a positive influence as well as to make the future events favorable for the organization. With a view to getting the expected results and seeing that things happen as they should, management has to become a creator of the economy. An activity process, management plans the future course of action, organizes peoples and their work directs the operation and controls the performance, and thus ensure the accomplishment of organize objectives. Adaptations and innovations permeate through each of these phases of the management process.

Human Resource Management (HRM) Major Courses:

Course Code: HRM 602

Credits: 03

Course Name: Human Resource Planning and Staffing

Course Description: Human resources planning is the process of analyzing an organization's human resources needs under changing conditions and developing the activities necessary to meet these needs. Such planning helps entities anticipate the impact of change and respond to such change in a systematic and integrated way. Human resources planning and strategic planning are intimately related. On the one hand, strategic planning provides the basis for the development of all human resources functions. On the other, human resources planning plays a key role in the strategic planning process as the organization defines its entities through it. Because organizations are made up of people and ultimately depend on people to be productive, managers must be adept at bringing together different kinds of people, with different skills, backgrounds, and experiences to successfully achieve a common purpose. This is the essence of human resource planning, and how this is done is the primary focus of this course.

Course Code: HRM 603

Credits: 03

Course Name: Training and Development

Course Description: Recognizing the increased competitive advantage of human resource competencies and renewed focus on organizational training all over the world this course integrates basic concepts, fundamentals and importance of training and development of human resource. The course helps students to understand the process of developing human resources, providing a thorough analysis of training as it relates to organizational objectives and strategies. Placing training activities in the context of organizational strategies, the course emphasizes the conceptual and practical value of developing training programs that effectively meet strategic and tactical needs, with practical examples provided for both large and small organizations. Comprehensive topical coverage includes Strategic planning; Training and OD; Learning, Motivation and performance; Training Design; Management Development etc.

Course Code: HRM 604

Credits: 03

Course Name: Performance Appraisal and Compensation Systems

Course Description: This course involves a detail study of various technique of performance appraisal and compensation technique and systems. It includes job analyses, job evaluation, wage surveys, pay structure design, individual and group incentive systems, appraisal methods, and salary and benefits administration. The course reviews economic, legal, and union influences and role of reward systems as a source of work motivation and perception and fairness.

Course Code: HRM 605
Course Name: Industrial Relations

Credits: 03

Course Description: The course is designed to acquaint students the structure, environment and functions of trade unions, employer associations. Throughout the course, students will be introduced to historical & theoretical dimension of employee employer relations and factors surrounding it. The course deals with law and policy in labor-management and union-member relations, unfair labor practices, and union internal affairs. Emphasis will be given on origin of development of trade union, trade unionism in the subcontinent, theories of union, safety of work premises, process of collective bargaining, industrial dispute, grievance handling, strike and lockout, arbitration and labor laws including factories act, minimum wages act, workmen's compensation etc. Practical case situations will be examined using game theory.

Course Code: HRM 610
Course Name: Employment and Labor Laws in Bangladesh

Credits: 03

Course Description: This course is designed to provide an understanding of the laws. That relates to employment of workers, relations between workers and employers, determination of minimum rates of wages, payment of wages, compensation for injuries to workers during working hours, formation of trade unions, raising and settlement of industrial disputes, health, safety, welfare and working conditions and environment of workers and apprenticeship and matters related to these issues.

Course Code: HRM 631
Course Name: Managerial Skills Development

Credits: 03

Course Description: The objective of this course is to move students beyond the theories of contemporary management principles to the practice of management skills in a highly participatory classroom environment. The course will help participants acquire practical management skills that are of immediate use in management or leadership positions. The early part of the course will focus on defining Management Skills and clarifying their importance in the workplace. Early work will also address self-awareness and the assessment of core management skills such as communication and providing effective feedback among the participants. As the course progresses, students will explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.

Course Code: HRM 645
Course Name: Interpersonal Relations and Group Dynamics

Credits: 03

Course Description: This course focuses on current topics affecting the management of individuals and groups. Studies have shown that the average manager spends about two-thirds of his or her time interacting with others. It should be no surprise that skill in interpersonal relationships is one of the most frequent determinants of managerial success or failure. This course is designed to help students learn some of the skills necessary for successfully navigating and leading in the face of fast-paced, complex human interaction. The central focus is to increase student ability to understand and diagnose interpersonal dynamics as well as to increase personal understanding of how they influence others. While readings and group exercises are used to begin discussion, the core learning material emerges in small group interaction. Major topics include the process of developing, sustaining and strengthening interpersonal relations; techniques of stimulating new insights and behaviors to improve interpersonal effectiveness; exploration of such issues as network building, leadership, impact of positive expectations, agenda setting, power and influence, mentoring, team building, innovation, and group process.

Course Code: HRM 650
Course Name: Managing High Performance

Credits: 03

Course Description: This course examines various advance functions, approaches, and process of HRM through discussions and case studies. Topics include application and technique of managing high performance and transformational management, basic processes of managing effectively human resources, managing organization change and innovation, designing organizations for flexibility and innovation, preventing and managing crisis and leading managerial changes.

Course Code: HRM 660
Course Name: Strategic Human Resource Management

Credits: 03

Course Description: This course introduces the strategic role of human resource management (HRM) in attaining competitive advantage of the organizations. HRM as an organizational strategy must have strategic contribution to the organizational achievements. In understanding this strategic role of HRM, this course will facilitate to develop the knowledge base of relating HRM strategies in relation to business strategies of the organization and employing organizational human resources for the success of the organization in a competitive business arena.

Course Code: HRM 675
Course Name: Advanced Wage and Employment Theory

Credits: 03

Course Description: The course is designed to provide the students to first walk through basic labor economic issues like labor demand and supply, various wage theories and nonwage labor cost. After that, various strategic components of compensation management, ranging from the analysis and evaluation of jobs, criteria and procedures for determining wage levels, individual wage determination, Forms of pay, Benefits and Incentive systems would be explored. In addition to theories and models of employee compensation from the sciences of economics, psychology and sociology will be examined, particularly as they relate to certain human resource activities and outcomes including labor force attraction (recruitment), retention, occupational choice, job performance, and job satisfaction.

Course Code: HRM 680
Course Name: Comparative Perspectives on Human Resource Management

Credits: 03

Course Description: The course examines development in international business and globalization and their implications for international and transnational corporations. It explores distinctive contextual issues in different countries with a particular reference to comparisons HRM practices between Asia, North America, and EU. The course explores issues such as working in international teams, international career development, overseas assignments and problems of relation and comparative analyses of HRM practices and values and the role of national culture in comparative perspective on human resources in a global context.

Course Code: HRM 690
Course Name: Special Topics in Human Resource Management

Credits: 03

Course Description: This course introduces the research and application of human resource management practices in competitive advantages for firms. The field of human resources is committed to a better

understanding of how organizations can perform more efficiently through better management of their people. Many HRM scholars specialize or focus on more specific area of work, such as researching the impact of specific HR practices (e.g., selection or training techniques) on individual-level measures of satisfaction or performance. Alternatively, broader areas of HR (i.e., “strategic HRM”) scholars study the effects of systems of HR policies and practices on organizational-level outcomes. Major topics include business strategy, HRM strategy, performance management, compensation, training and development and labor relations.

Management Information Systems (MIS) Major Courses:

Course Code: MIS 651

Credits: 03

Course Name: System Design and Development

Course Description: The systems approach is an organized way of dealing with a problem, Modern businesses need information systems to solve business problems and support their business processes, Whether one selects for custom application development, or off-the-shelf information systems, it is important to understand the particular needs of a business to deliver a solution tailored to its requirements. The systems development involves three major phases. It begins with preliminary and feasibility studies to make the decision to develop a system to solve a particular problem in a cost-effective and timely way. This is followed by a detailed system study, in which every aspect of the current system is analyzed and a new system is designed to meet the needs of the organization, Finally, the system design is brought to life through software engineering techniques including coding, testing, implementation and maintenance of the system, The major goal of this course is to learn the basics of systems analysis, design and development, It is intended to provide students a comprehensive idea of different components of the system & the applications of system approach in different areas, of businesses as well as the development procedure of system for various stakeholders of that system.

Course Code: MIS 652

Credits: 03

Course Name: Management Information Systems

Course Description: Information and Communication Technology (ICT) is continuously transforming the business world. The continuing stream of ICT innovations is enabling entrepreneurs and innovative traditional firms to create a new business model, destroy old business models and transform the day-to-day operations of businesses. Without understanding how IS is changing the organizations and personal life, the students will not be in a position to cope them up with the changes taking around the World. This course aims to introduce the students to the different parts and parcels of MIS with an emphasis on its use in business and management. The students will learn how different IS used in various organizations to enhance productivity and achieve sustainable competitive advantage. In addition to that, they will also learn how to solve practical business problems.

Course Code: MIS 653

Credits: 03

Course Name: E-Business Strategy

Course Description: There is no organization in any industry that has not been affected by the emergence and proliferation of new digital technologies. Today, all businesses should have a plan to carve out their unique places in the digital business domain. E-business strategies can help organizations to understand new market configurations, obtain competitive advantage, and reinvent themselves. Therefore, in this altered business environment, it is important for the students and executives to become familiar with the

strategies of e-business and this course aims to contribute to that necessary mindset transformation. This course will provide knowledge regarding evolution of e-business, critical success factors and risks of e-business, examples of successful e-business transformation and unpleasant failures, and ethical and legal issues in e-business. Special attention will be given to business situation in Bangladesh and possible e-business transformation.

Course Code: MIS 654

Credits: 03

Course Name: Database Management

Course Description: The course, Database Management Systems, provides an introduction to the management of database systems. The course emphasizes the understanding of the fundamentals of relational systems including data models, database architectures, and database manipulations. The course also provides an understanding of new developments and trends such as Internet database environment and data warehousing. The course uses a problem-based approach to learning.

Course Code: MIS 655

Credits: 03

Course Name: E-Government and Information Ethics

Course Description: Information technology and social policy factors have become intrinsically intertwined in recent times. Course content is divided into two themes, and begins with an overview E-Government and secondly the ethical issues in information activities toward developing e-government. So, one key purpose of this course is to provide students with tools to handle e-government projects and information policies with specific emphasis on the current context in Bangladesh. Interactions of humans, information artifacts and emergent social technologies give rise to ethical dilemmas which directly affects the applications of ICT and information activities in different working paradigm. With special focus on business environment, the second objective of the course is to provide a sound knowledge on the ethical issues of information and ICT usage. Students completing this course will be able to demonstrate increased understanding of how e-government initiatives influence stakeholders at multiple layers such as citizens, businesses and other governments. The topics include e-governance, strategic planning, change management, business process redesign, e-participation, digital divide, information accessibility, relevant technologies and knowledge management activities of government agencies. On the other hand approaching the ethical themes from a business organizational perspective, this course also emphasizes on areas of machine ethics, social media ethics, responsible innovations, intellectual property, privacy rights, confidentiality, authenticity, transparency, diversity, digital inclusion and accessibility, cyber security, accountability etc.

Course Code: MIS 657

Credits: 03

Course Name: Data Science and Business Analytics

Course Description: Data science can be viewed as a blend of mathematics, business acumen, tools, algorithms and machine learning techniques, all of which help us in finding out the hidden insights or patterns from raw data which can be of major use in the formation of big business decisions. This course aims at providing depth hands on skill on three major components of Data Science: Business Analytics: refers to the skills, technologies, practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning; Big Data- Everyday, humans are producing so much of data in the form of clicks, orders, videos, images, comments, articles, RSS Feeds etc. and Machine Learning- involves algorithms and mathematical models, chiefly employed to make machines learn and prepare them to adapt to everyday advancements.

Course Code: MIS 660
Course Name: IT Entrepreneurship

Credits: 03

Course Description: Digital technologies have potential to disrupt established industries and create unique value propositions for the consumers. Digital business models have also proved their worth during Covid-19 pandemic. Consequently, the world is never going back to the pre Covid-19 perception about the value of digital tools. Therefore, a unique opportunity has been opened to the new generation students to rethink what they can contribute to social welfare by introducing new digital products and services. To do that it is imperative to understand the intertwined nature of digital technologies and social environments where those technologies will be deployed. This course aims to provide students with a detail understanding about the IT entrepreneurship process, unique challenges associated with digital business models and new digital tools such as cloud computing, Artificial Intelligence (AI), Internet of Things (IoT) and the factors that contribute to the success of a digital business. The course will focus on the goal of Digital Bangladesh and a close connection with local industry leaders in digital innovation and entrepreneurship will be forged to expose students with practical, experiential knowledge.

Course Code: MIS 661
Course Name: Decision Support and Expert Systems

Credits: 03

Course Description: This course aims to provide students with the knowledge and skills necessary to successfully work on semi- structure decision supporting information systems. Lectures and practical provide coverage of the concepts, skills, methodologies, techniques, tools and perspectives considered useful for decision making in complex environment' Advanced. software straining on Excel Solver Decision Support Systems and SAS Enterprise Miner is also included in the course.

Course Code: MIS 662
Course Name: Advanced Database Management

Credits: 03

Course Description: The advanced database management course focuses on advanced database management. The topic reviewed are basics of database, relational database, file, record, field, primary key, foreign key, E-R diagram, database design for enterprise, basic operations on relational database such as: selection, joining and projection. This course elaborately discusses - database system architecture, physical data modeling, storage organization, RAID, file organization, data dictionary storage, indexing and hashing, information retrieval techniques, transaction processing and concurrency control, introduction to modern databases, object oriented database, parallel and distributed database management, data processing and visualization techniques, introduction to data warehousing, data mining and machine learning, etc. The course will introduce practical tools and data management platform to design and develop individual/group project.

Course Code: MIS 664
Course Name: Seminar on Advanced MIS

Credits: 03

Course Description: MIS professionals from various industries will talk on current applications and practices in the fields of MIS. The class is interactive and strong student participation is expected. It is intended that the class, at the end of the semester, will recognize the various challenges MIS executives and managers face for day to day management of the operations.

Course Code: MIS 665

Credits: 03

Course Name: Information Security and Policies

Course Description: This course provides students with an introduction to information security and policies. Students will be introduced to a comprehensive study of the principles and practices of computer system security including operating system security, network security, software security and web security. This course includes inspection and protection of information assets, detection of and reaction to threats to information assets, and examination of pre-and post-incident procedures, technical and managerial responses, and an overview of the information security planning and staffing functions. This course also focuses on the entire lifecycle of policy creation and enactment and presents the students with issue specific policies in different domains of security to assist them design and modify the structure of policies.

Course Code: MIS 666

Credits: 03

Course Name: IT Project Management

Course Description: Information systems projects are not 'simple' technology implementations. In reality, most IT projects involve entire organizations and often introduce disruptive and transformational change. This course will explore various managerial issues such as evaluation and selection of information systems, project organization, planning and budgeting, principles of control and auditing. The students will also gain understanding about how to identify and manage stakeholders and project scope, project teams and their education, project related risks, and project delivery modes. The course will introduce practical tools and project management software that can be used in managing project activities.

Course Code: MIS 667

Credits: 03

Course Name: Networking for Corporate Management

Course Description: This course will cover the theory, design, and installation of networks to connect the computers for corporate level management. The course will prepare students to plan and implement the network with special focus on information resource sharing among business organizations. This course first introduces the fundamental building blocks of a computer network, such as protocols, topologies, hardware, and network operating systems. It then provides in-depth coverage on different aspects of contemporary networking, such as TCP/IP, Ethernet, wireless transmission, security etc.

Course Code: MIS 668

Credits: 03

Course Name: Knowledge Management in Business Organization

Course Description: This course focuses on how knowledge is created, captured, represented, stored and reused so as to fully leverage the intellectual assets of a firm. The tools and techniques for knowledge acquisition, assessment, evaluation, management, organization and dissemination are applied to business situations. Topics include knowledge generation, knowledge coordination and codification, knowledge transfer and reuse, technologies and knowledge management and knowledge management strategies. The goal is to enable you to learn about this practice in the context of managing the design, development and operation of information technologies that can facilitate KM.

Supply Chain Management (SCM) Major Courses:

Course Code: SCM 601

Credits: 03

Course Name: Supply Chain Management

Course Description: This course focuses on the network of companies that work together to design, produce, deliver, and service products. Major topics include material, information, and capital flows; challenges to effective supply chain management, including variability, organizational silos, the bullwhip effect, and tradeoffs; product design and metrics for supply chain management; B2B integration; supply chain strategies; and impact of internet on supply chain management. The objectives of this course are to-

- Introduce the fundamental concepts of Supply Chain Management (SCM) to better manage the logistics, demand and supply of goods, services, finance and information.
- Teach various methods to analyze strategic and operational decisions related to SCM such as facility location, inventory management, transportation and so on.
- Equip students with SCM tools to solve real world logistics problems and to take supply chain decisions.

Course Code: SCM 602

Credits: 03

Course Name: Managing Global Supply Chain

Course Description: In the increasingly connected global economy, businesses are involved in supply chains that extend across national borders to enhance competitiveness, diversify risk, enable speculation, and create collaborative synergy in their efforts of value-creation. This course prepares students in the basics of global supply chain. Global supply chain management and relation has evolved from a transactional buying activity to a strategic business operation. The course includes knowledge of designing and managing global B2B relations, purchasing, ordering, planning, procurement, distribution, and logistics. The objectives of this course are to-

1. Outline the steps of global business
2. Develop idea about B2B relations
3. Learn composition of global supply chain
4. Learn about the latest thinking and business practices in global supply chain management
5. Get knowledge about supply chain risk, efficiency, and sustainability of global supply network

Course Code: SCM 603

Credits: 03

Course Name: Procurement and Sourcing

Course Description: Procurement management is the systematic approach used for buying all the goods and services needed for a company to run day-to-day business activities, and to stay sustainable in future. Sourcing is an important part of procurement. Managing procurement and sources of inputs well, and running the related activities efficiently is of prime importance to stay competitive in business. Thus, it is important to study the ins and outs of procurement and sourcing functions thoroughly. This course aim to-

1. Develop ideas on integrated value chain, focusing on procurement and sourcing.
2. Explore the functions of procurement policy, needs of the organization, nature of requirements of materials, products and services, and procurement strategies
3. Explore the relations among different stages of procurement across the value chain, and align individual sourcing functions with overall business strategies
4. Relate organizational requirements and balance through appropriate and effective design of buying methods

Course Code: SCM 604
Course Name: Supply Chain Management Strategies

Credits: 03

Course Description: The major functions involved in supply chain management are the procurement of raw materials, product development, management of inventory and storage, operations, distribution, finance, and customer services. Supply chain management operates at strategic, tactical, and operational level. At the strategic level, company management makes high-level strategic supply chain decisions that are relevant to whole organizations. A company should develop their supply chain strategy reflecting the overall corporate strategy.

Supply chains encompass the end-to-end flow of information, products, and money. For that reason, the way they are managed strongly affects an organization's competitiveness in such areas as product cost, working capital requirements, speed to market, and service perception, among others. This course of supply chain will address, conceptualize, and deliver this overall idea of developing strategy of supply chain to gain competitiveness.

The objectives of this course are to-

1. Getting general idea about different drivers of supply chain
2. Understanding competitiveness of supply chain
3. Analyzing different issues of competitive advantages of supply chain
4. Deciding supply chain structure and the activities
5. Choosing the modes of transportation

Course Code: SCM 605
Course Name: Supply Chain Analytics

Credits: 03

Course Description: Analytics plays a Pivotal role at the supply chain, and this course discusses the fundamentals and application of analytics in supply chain management to sharpen the accuracy of forecasting and planning, track business activities, and deliver dashboards, scorecards, strategic reporting, operational/real time reporting to enhance supply chain decision making. This course can help students to understand the techniques that are useful in building forecasting models with the help of predictive analytics and the trend of historical data. Students will learn how these models can be applied in SCM issues such as transportation, capacity allocation, network flow, network design, and so on. Case studies are used to highlight how firm manage big data internally for analytic and strategic insights.

The objectives of this course are to-

1. Understanding the information required for demand forecasting and how to deal with them.
2. Understanding the predictive variables in SCM.
3. Be able to use historical SCM data with other business variables and forces
4. Learn about reporting of real time SCM data and information.
5. Get knowledge about decision making based on big data in SCM.

Course Code: SCM 606
Course Name: Distribution and Logistics Management

Credits: 03

Course Description: The logistics management part of the module, helps students gain a comprehensive review of Logistics Management, how to drive business agility, scalability, innovation and much more. Upon completion of this module, students will learn the concepts of Logistics management in a workplace. Students will also have a good understanding of how to reduce cost, increase efficiency and enhance productivity in a firm. More specifically, business logistics is the subject that manages efficient, effective flow and storage goods, services, and related information in a supply chain. The key elements of business logistics covered in this course include logistics planning and strategy, customer service, procurement, transport, inventory, warehousing, and handling. This course addresses questions about logistics planning, transport modes selection, vehicle routing, inventory policies, purchasing quantity and

timing, and storage selection. Conversely, distribution is a very important function. Experts in this area have a very vital & important key role in meeting customer demands, ordering and managing inventory, controlling inbound and outbound shipments, cutting costs, saving time, and meeting company aims & targets. This Distribution Management tutorial will not only teach students how to create and operate a Distribution function, but it will also teach them how to achieve success through a combination of strategies and tactics. The objectives of this course are to-

1. Develop knowledge about the interconnectedness of business units and organizations (via the flow of products, money, and information) within the supply chain.
2. Develop knowledge about key elements of logistics processes, such as logistics planning and strategy, customer service, procurement, transport, inventory, warehousing, and handling.
3. Enhance analytical skills and capability to synthesize information from several perspectives.
4. Enhance communication, reflection, and teamwork skills.
5. Understand planning for distribution & logistics
6. Provide idea about distribution processes, outsourcing management, and purchasing & supply

Course Code: SCM 607

Credits: 03

Course Name: Demand Planning and Inventory Management

Course Description: This course prepares students in the basics of demand planning and the role of demand planning within an organization's overall supply chain. The course includes presentations of the key elements of demand planning including the interaction between demand and order management, demand planning principles, demand planning tools and techniques, communicating and managing demand and contemporary approaches to demand planning and metrics and roles associated with demand planning. Moreover, inventory management is a critical component of any company's supply chain management process. With the Inventory Management course, student will learn about the importance and value of inventory, the different types of technology used in inventory management, planning and replenishment concepts, and the differences between centralized control of inventory and decentralized control of inventory. Alternative inventory management strategies and the challenges of control will be explored as well.

Course Code: SCM 608

Credits: 03

Course Name: Green Supply Chain

Course Description: Environmental problems are increasingly affecting the supply chain performance. Increases in environmental problems require companies to be more aware towards the environment and take precautions regarding the problems. As a result, companies have started to embrace the concept of green supply chain, as a measure to ensure sustainable supply chain. A thorough life cycle assessment at various stages of supply chain will become a norm soon. This includes more sustainability issues. Green supply chain (GSC) has emerged as an important component of the environmental and supply chain strategies. In order to make a supply chain green, it is necessary to consider all activities in the supply chain such as raw material procurement, inbound logistics, transformation, outbound logistics, marketing, after-sales and appropriate product disposal. This is a multidisciplinary concept generated by constructing supply chain design framework in the context of environmental management practices, alongside environmental rules. This course aims to review different Green and sustainable SCM dimensions in the framework by explaining green supply chain concept and address the activities/practices that can be used to ensure these dimensions are green. The objectives of this course are to -

1. Getting general idea about different stages of supply chain
2. Assessing the life cycle of products
3. Analyzing different environmental issues affecting the product life cycle

4. Deciding supply chain structure such that all activities in the complete chain are environment-friendly
5. Selecting right materials, right processes, right warehousing infrastructure, etc. to ensure sustainable business operations
6. Assessing procurement system and inventory strategy for environmental compliance
7. Choosing the modes of transportation for environmental compliance