

**College Of Technology**  
**BACHELOR OF BUSINESS ADMISSION (BBA)**  
**FOURTH SEMESTER**  
Detailed Syllabus

Course Code	Course Title	Credit
520129	Risk Management & Insurance	3
520131	Business Statistics-II	3
520133	Human Resource Management	3
520135	Export-Import Management	3
520137	Supply Chain Management	3
	Total Credits in Fourth Semester	15



# **BACHELOR OF BUSINESS ADMISSION (BBA)**

Second Year (Fourth Semester)

Detailed Syllabus

Course Code: 520129

3 Credits

## **Course Title: Risk Management and Insurance**

- 1. Introduction to Insurance:** Understanding Risk, Risk Management and Control, Enterprise Risk Management, Principles of Insurance, Insurance Contracts and Provisions, Insurance and Economy.
- 2. Life Assurance:** Contract-Kinds of policies and annuities-Mortality Table-Claims and Settlement-Premium plans-Computation of net Premium-Calculations of reserve Surplus and its distribution.
- 3. Marine Insurance:** Contract-Types of Policies-Marine Losses-Claims and Settlement.
- 4. Fire Insurance:** Contract- Claims and Settlement-Reinsurance. Miscellaneous Insurance: Postal Life Insurance; Group Insurance; Accident Insurance; Automobile Insurance.
- 5. Risk Management:** Definition of Risk-Classification of Risk- Insurance as a Device for Handling Risk. Objectives of Risk Management. Fire Hazards, Physical and Moral Hazards, Approaches towards Risk Prevention. Peril. Claims Management.
- 6. Insurance Business in Bangladesh:** Present pattern of Insurance Business –Jiban Bima Corporation-Sadharan Bima Corporation-American Life Insurance Company and other Private Insurance Companies of Bangladesh,
- 7. Marketing of Insurance Products.**

### **Recommended Books:**

1. Misra,N.M. (2016). Insurance: Principles and Practice,22nd Edition, S. Chan & Co. Ltd., New Delhi.
2. C. Arthur Williams, Jr. & Richard M. Heins, (1989). Risk Management & Insurance,6th Edition, McGraw Hill

**Good luck**

# **BACHELOR OF BUSINESS ADMISSION (BBA)**

**Second Year (Fourth Semester)**

**Detailed Syllabus**

**Course Code: 520131**

**3 Credits**

## **Course Title: Business Statistics-II**

- 1. Test of Hypothesis:** Introduction- Procedure of Testing Hypothesis- Type I and Type II Errors – One-Tailed and Two –Tailed Tests- Tests of Hypothesis concerning Large Samples- Testing Hypothesis about Population Mean- Testing Hypothesis about the Difference between Two Means- Tests of Hypothesis concerning Attributes- Testing Hypothesis about Population Proportion- Testing Hypothesis about the Difference between Two Proportions- Miscellaneous illustrations-Problems.
- 2. Chi-Square Test:** Introduction- Chi-Square Distribution- Chi-Square Test-Yate's Corrections for Continuity- Grouping when Frequencies are Small- Sampling Distribution of the Sample Variance- Confidence Interval for Variance – Tests of Hypothesis Concerning Variance- Test of Independence- Test of Goodness of Fit- Test of Homogeneity- Cautions while Applying X<sup>2</sup> Test- Miscellaneous illustrations-Problems.
- 3. Correlation Analysis:** Meaning and concept; Significance of the Study of Correlation and Causation; Types of Correlation; Scatter Diagram Method; Karl Pearson's Co-efficient of Correlation; Rank Correlation Co-efficient.
- 4. Regression Analysis:** Concept; Difference between Correlation and Regression Analysis; Simple Regression Lines; Regression Equation; Regression Co-efficient.
- 5. Forecasting and time series analysis:** Understanding Forecasting-Forecasting Methods-Time series analysis-time series decomposition Models-Trend projection methods- Quantitative forecasting methods-Measurement of Seasonal effects-measurement of cyclical variations-Residual Method-Measurement of Irregular variations.
- 6. Analysis of Variance:** Assumption in Analysis of Variance; Computation of Analysis of Variance; One way and two ways Classification.
- 7. Index Number:** Understanding index number-types of Index numbers-Characteristics and Uses of index numbers-Methods for construction of Price indexes-unweighted price indexes-weighted price indexes-Quantity or Volume indexes-Value indexes-Tests of Adequacy of Indexes-Chain Index-Consumer Price indexes.

### **Recommended Books:**

1. L. Bowerman, Richard T.O. Connel, Michael L, Hand, (2002). Business Statistics in Practice, International Edition, McGraw Hill Higher Education
2. Islam, Md. Rafiqul, (2017). Business Statistics, 4th Edition, CBO Publications, Dhaka

**Good luck**

# **BACHELOR OF BUSINESS ADMISSION (BBA)**

Second Year (Fourth Semester)

Detailed Syllabus

Course Code: 520133

3 Credits

## **Course Title: Human Resource Management**

- 1. Introduction:** Definition–Nature–Components–Functions–Reasons for Growing Importance of Human Resource Management–Principles–Philosophies–Challenges. Organizational Factors- Organizational Performance Models – Internal and External Environment.
- 2. Human Resource Planning:** Concepts–Purposes–Processes–Description of the Factors of the Process.
- 3. Job Analysis and work study:** Concepts–Definition–Terminologies–Importance Information required–Steps–Methods–Writing job Descriptions and Specifications–Types–Contents–Drafts–Guidelines–job Analysis in a Jobless World and Reasons thereof – Techniques used to foster change.
- 4. Recruitment and Selections of Human Resources:** Concepts – Factors – Sources and their merits and demerits – Innovative sources of Recruitment – Recruitment Process – Selection Process – Standard Selection Conditions, Reliability and Validity – Concepts – Steps to validate a test – Guidelines to set a test program – sources of unreliability Interview – Concept – Purpose – Process – Techniques Administrative Mechanism – Problems of Interviewing – Detection of dishonesty – Techniques to Avoid Interview Mistakes.
- 5. Career Transition:** Orientation – Concepts – Reasons – Programs – Problems, Transfer – Concepts – Reasons – Types – Impacts, Promotion – Concepts – Rationale – Types – Basis – Objectives – Devises of Promotion, Demotion – Definition – Reasons – Impact Techniques, Separation – Layoff – Concepts – Purpose – Problems.
- 6. Skill Training:** Concepts – Steps – Methods – Effectiveness Evaluation – Principles of Learning Theory.
- 7. Performance Evaluation:** Concepts – Importance – Purposes – Process – Methods – Distortion Factors – Overcoming Pitfalls.
- 8. Wage and salary administration:** Concepts – Goals – Considerations – Process, job Evaluation– Concept – Steps – Methods – Current Issues.
- 9. Employee Benefits:** Concepts – Process Goals – Importance – Benefits to Management.

### **Recommended Books:**

1. Werther, B.William and Davis, Keith (1995). *Human Resources and Personnel Management*, 5th Edition, Irwin-McGraw Hill Co.
2. Wendell L French, (2006). *Human Resources Management*, 6th Edition, Houghton Mifflin Company.
3. De Cenzo, A. David & Robbins, P.Stephen, (2012). *Fundamentals of Human Resource Management*, 11th Edition, Wiley India Pvt. Ltd.

**Good luck**

# **BACHELOR OF BUSINESS ADMISSION (BBA)**

**Second Year (Fourth Semester)**

**Detailed Syllabus**

**Course Code: 520135**

**3 Credits**

## **Course Title: Export-Import Management**

- 1. Introduction:** Meaning, Objectives, Advantages and Risks of Exporting for the firms, Considering Factors before making the decision to Export; Name of the Various Service Institutions and Service Providing Business who can help for Exporting and Importing; Name of the Institutions who can assist the Exporters with Research and Planning; Use of Internet for Exporting and Importing. Selecting the Right Name and Obtaining Trade License for New Entrance; Obtaining ERC, IRC, VAT Registration, Membership Certificate and Renewals; Export-Import Business Plan and strategy; Incentives for the Exporters; Government Schemes in Importing for Export Production.
- 2. Finding Export Market & Foreign Suppliers for Import :** Selecting the Right Export Commodity – Sources of Specific Product Information, Market Factor Assessment; Consideration of Cultural Issues; Mode of Entry to Export Market ; Selecting Distribution Channel; Participation in the Trade Fair; Finding Ideas for Products to Import ; Selecting Foreign Suppliers.
- 3. Agents and Distributors:** Foreign Market Operation; Role of Sales Agents; Criteria for Selecting a Commission Agent or a Distributor; Contents of Commission Agency and Distribution ship Contracts; Termination of Commission Agent; Locating Foreign Representative, Essential Elements of an Export Contract.
- 4. Pricing :** Pricing – Aspects of Preparing Price Quotation, Way of Price Negotiation, Buyers Preferences for Price, Considering Factors for Preparing Accurate Quotation, Reply of Unsolicited Enquiry, Product Classification for Export Pricing; Evaluating Price Quotation, Elements of Export Costing, Specimen of Price Quotation.
- 5. Business Risk Management and Export Financing :** Risk Management in Export-Import Business; Type of Risks- Commercial Risk, Political Risk, Risk arising out of Foreign Laws, Cargo Risk, Foreign Exchange Risk, Transferring Risk to a Third Party; Quality and Pre-shipment Inspection-Methods and Procedure of Quality Control and Pre-shipment Inspection, Inspection Agencies. Financing – Identify specific Financial Needs, Financing for Raw Material Purchase, Selection of Bank for Finance, Documents Necessary when Seeking Financing, Security or Collateral.
- 6. Customs Clearance of Import and Export Cargo :** Clearance of Import Cargo-Stages of Processing Bill of Entry, Examination of Import Cargo, Special Provision; Clearance of Export Cargo-Registration Procedure, Processing of Shipping Bill, Customs Valuation-Methods and Factors of Valuation; Types of Customs Duty, The Harmonized System.
- 7. Export-Import Documentation :** Collecting Export L/C; Steps for Execution; Opening Back to Back Letter of Credit-Documents used in Back to Back L/C; Role of Bank for Execution of Back to Back L/C. Exporters Responsibility before Delivering the Goods; Common Documents involved in Transportation; Documents Required for Customs Clearance; Documents Required for Clearing Imported Goods; Facilitating Documents; Checking the Documents by the Exporter; Exporter's Steps in Case of Unacceptable Delivery; Documents Need to Claim Payment; Documents Issuing Authority.
- 8. Logistics and Modes of Transportation:** Marketing Logistics System-The Concept, Logistics Process, Elements of a Logistics System; Role of Freight Forwarder; Mode of Transportation, Importance and Technical Aspects of Packaging; Types of Labeling.
- 9. Export Order Processing:** Processing an Export Order-Pre-despatch Procedure, Excise Clearance of Export Goods, General Procedure for Excise Clearance, Sales Tax/VAT Clearance for Exports; Post despatch Procedure-Negotiation of Documents, Scrutiny of Documents, Problems with Documents, Negotiation of Discrepant Documents; Foreign Exchange Rate Risk; Realization of Payment; Evaluation of Credit Worthiness of a Foreign Buyer, Export Credit Insurance, Role of Bank in an Export Import Transaction.

### **Recommended Books:**

- 1.** Justin Paul And Rajiv Aserkar, (2012). Export Import Management, 2nd Edition, Oxford Press
- 2.** Verma M.M. & Agarwal K. R. (2015). Export Management, King Books Educational Publishers, Delhi, India

**Good luck**

# **BACHELOR OF BUSINESS ADMISSION (BBA)**

Second Year (Fourth Semester)

Detailed Syllabus

Course Code: 520137

3 Credits

## **Course Title: Supply Chain Management**

- 1. Understanding the Supply Chain:** What is a Supply Chain?-Historical Perspective-The objective of a Supply Chain-The Importance of a Supply Chain-Decision Phases in a Supply Chain-Process Views of a Supply Chain.
- 2. Designing Distribution Networks and Applications to e-Business:** The Role of Distribution in the Supply Chain-Factors Influencing Distribution Network Design-Design Options for a Distribution Network-e-Business and the Distribution Network. Distributions Channels of Agricultural Product, FMCG Sector and Commodities in Bangladesh-Distribution Networks in Practice.
- 3. Network Design in the Supply Chain:** The Role of Network Design in the Supply Chain- Factors influencing Network Design Decisions- Framework for Network Design Decisions- Models for Facility Location Design Decisions- Models for Facility Location and Capacity Allocation- The Role of IT in Network Design-Networking Tradition with Modernity- Making Network Design Decisions in Practice-The Impact of Uncertainty on Network Design.
- 4. Designing Global Supply Chain Networks:** The Impact of Globalization on supply Chain Networks- The Off shoring Decision: Total Cost- Risk Management in Global Supply Chains-The Basic Aspects of Evaluating Global Supply Chain Design- Evaluating Network Design Decision Using Decision Trees- AM Tires; Evaluation of Global Supply Chain design Decisions Under Uncertainty- Making Global Supply Chain Design Decisions Under Uncertainty in Practice- Uncertainty in Global Supply Chain Operations.
- 5. Demand Forecasting in a Supply Chain:** The Role of Forecasting in a Supply Chain- Characteristics of Forecasts- Components of a Forecast and Forecasting Methods- Basic Approach to Demand Forecasting-Time-Series Forecasting Methods- Measures of Forecast Error- Forecasting Demand. The Role of IT in Forecasting- Risk Management in Forecasting- Forecasting in Practice.
- 6. Aggregate Planning in a Supply Chain:** The Role of Aggregate Planning in a supply Chain- The Aggregate Planning Problem- Aggregate Planning Strategies- Aggregate Planning in Excel- The Role of IT in Aggregate Planning- Inventory Planning and Economic Theory Aberrations- Implementing Aggregate Planning in Practice.
- 7. Planning and Managing Inventories in a Supply Chain:** Managing Economics of Scale in a supply Chain- Cycle Inventory, Managing uncertainty in a Supply Chain- Safety Inventory, Determining the Optimal Level of Product Availability.
- 8. Logistics In Supply Chain:** Movement within a Facility-Incoming and Outgoing Shipments- Distribution Requirements Planning (DRP)- Electronic Data Interchange (EDI).
- 9. Supplier Management:** Choosing Suppliers- Supplier Audit- Supplier Certification, Supplier Relationships- Supplier Partnership, Evaluations Supplying Alternatives.

### **Recommended Books:**

1. Chopra, Sunil, Meindl, Peter & Kalra, V.D. (2010).*Supply Chain Management: Strategy, Planning and Operation*, 4th Edition, Pearson Education
2. Bowersox, J. D., Closs J. D. & Cooper, B. M. (2015), *Supply Chain Logistics Management*, 2nd Edition, The McGraw-Hill Companies.

**Good luck**