

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

Course Code	Course Title	Credit
542401	Corporate Finance	3
542403	Working Capital Management	3
542405	Bank Management	3
542407	E-Banking	3
542409	Fundamentals of Investments	3
	Total Credits in Seventh Semester	15



BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Seventh Semester)

Detailed Syllabus

Course Code: 542401

3 Credits

Course Title: Corporate Finance

- 1. Introduction:** An overview of corporate finance, The goals of Financial management; The agency problem and control of the corporation.
- 2. Risk and Return:** The Capital Asset Pricing Model (CAPM)-The Sharp-Linter and Black versions, Estimating and interpreting beta; the market model.
- 3. Capital investment Decisions:** Estimating project revenues and expenses, estimating after tax incremental operating cash flows, Capital budgeting techniques: Payback Period, Payback Period, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Multiple IRR, Incremental IRR, and Modified IRR; Elements of risk and uncertainties, Techniques of measuring risks, Approaches of risk evaluation in capital budgeting.
- 4. Cost of Capital, and Capital Structure:** Cost of equity capital, Cost of debt, and Cost of preferred stock, Weighted Average Cost of Capital (WACC), Flotation cost, Weighted Marginal Cost of Capital (WMCC) and Project Evaluation, The capital structure question and the pie theory, Financing choices to firm, The process of raising capital, MM Proposition I and II Without Tax, MM Proposition I and II With Tax, Financial distress costs, The Pecking Order Theory, The effect of personal Tax on Capital Structure.
- 5. Short-Term Finance and Planning:** Working Capital, Importance of Working Capital Management, Measuring & Estimating Working Capital Need, The Working Capital & Net Present Value, Estimating the Optimal Level of Inventory, Credit Management, Operating Cash, Reasons for Holding Operating Cash, Estimating Operating Cash Needs, Near-Cash Investment Choices, Cash versus Near-Cash Investment, Effect of Operating Cash & Near- Cash Investment on Value.
- 6. Dividend Decision:** Dividend, Factors Affecting Dividend Decision, Stock Dividend, Stock Repurchase, Stock Split, Reverse Stock Split, Right Share, Reasons for Stock Dividend, Stock Repurchase, Stock Split, Reverse Stock Split, Right Share, Dividend Irrelevance and Relevance Theory, Bird in the Hand Theory, Tax Effect Theory, Residual Dividend Policy, Dividend Signaling Theory.
- 7. Financial Distress:** Financial Distress, Bankruptcy, Technical Insolvency, Causes of Business Failure, Bankruptcy, Liquidation and Reorganization, Predicting Corporate Bankruptcy.
- 8. Merger, Acquisition, and Divestitures:** Merger, Types of Merger, Reasons of Merger, Acquisition, Different form of acquisition, Synergy, Value Calculation for merger and acquisition, Leverage buyout, and Divestitures.

Recommended Books:

1. Ross, Westerfield and Jordan, (2012). Fundamentals of Corporate Finance, 10th Edition, McGraw Hill
2. Brealey, Richard A.; Myers, Stewart C. & Franklin Allen (2013), Corporate Finance, 11th Edition, McGraw-Hill

Good luck

BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Seventh Semester)

Detailed Syllabus

Course Code: 542403

3 Credits

Course Title: Working Capital Management

- 1. Introduction:** Concept of Working Capital Management; Importance of Working Capital Management, Working Capital cycle, Risk and financial decision making.
- 2. Approaches to Working Capital Management:** Approaches, Relationship between Current Asset and current Liabilities, Determinants of Working Capital, Measuring Working Capital.
- 3. Managing Cash Inflows and Outflows:** Motives for holding cash and marketable securities, The money market, Flotation and check clearing, The lockbox location problem, Warnings about lockbox location decisions, Cash concentration strategies, Disbursement management.
- 4. Cash forecasting:** Why forecast cash flows, Type of cash forecast, Items to be forecast, Methods of financial forecasting, Forecasting collections from A/R, Sources of Uncertainty in cash forecasting, Problems with the certainty approach, Estimating uncertainty in cash forecast, Hedging cash balance uncertainties.
- 5. Models for the Management of Cash:** The Baumol-Tobin model, The Beranek model, The Miller-Orr model, The Stone Model, Optimization models for short term investment.
- 6. Term of Sale Decision:** Why grant credit? Costs, revenue and credit decision, Terms of sale Decision: Standard approach & Multi period approach, Assessing in terms of sale decisions, Strategic aspects in terms of sale policy.
- 7. Management of Account Receivables:** Why monitor accounts receivables? The management of accounts receivables, Monitoring bad debt losses, bias in simple measures of receivables turnover, Tools for monitoring accounts receivables.
- 8. Inventory Management:** Why carry inventory? Costs in inventory systems, The basic EOQ model, Safety stock strategies. The static inventory system, using option-pricing model, Using expected NPV and its coefficient of variation, NPV with risk-adjusted discount rates, The dynamic inventory problem, Monitoring inventory balances.
- 9. Management of A/P (Short term liabilities):** Why use short term financing, Sources of short term financing, calculating the cost of a source of short term financing, The sequential method of formulating a structure of current debt.

Recommended Books:

1. Scherr, Frederick C.(1990), Modern Working Capital Management, International Edition. Prentice Hall
2. Scherr, F.C, (1989). Modern Working Capital Management: Text and Cases, Latest Edition, Prentice Hall
3. John J. & Cecilia L. Wagner, (1989). Working Capital Management, Latest Edition, Willy.
4. Bhalla, V K, (2013). Working Capital Management, 1st Edition, S. Chand & Sons.

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BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Seventh Semester)

Detailed Syllabus

Course Code: 542405

3 Credits

Course Title: Bank Management

- 1. Introduction Chapter:** An overview of Banks and the Financial Services Sector; Understanding a Bank's Financial Statements; Evaluating a Bank's Returns, Risk and Overall Performance; Bank management guideline in Bangladesh.
- 2. Asset-Liability Management:** Determining and measuring interest rates and controlling interest-sensitive and duration gaps; Uses of Financial Future, Options, Swaps and Other Hedging Tools in Asset-Liability Management.
- 3. Deposit Management:** Managing and pricing of deposit services; Managing non-deposit liabilities and other sources of borrowed funds.
- 4. Capital Management:** Types of capital, Importance of bank capital, Functions of bank capital, The measures of capital adequacy of a bank, and Test of capital adequacy of bank.
- 5. Managing Loans and Loans Portfolio:** Lending policies and procedures; Lending to business firms and pricing business loans; Consumer loans, credit cards, and real estate lending.
- 6. Bank Risk Management:** Definition of risk, Management perspectives of risk, Rationales of risk management, Bank risk management system.
- 7. Liquidity Management:** Types of liquidity, Traditional measures of liquidity, Considerations in selecting the liquidity sources, Liquidity vs. Profitability, management of day – to – cash management in bank.

Recommended Books:

1. Khan, A. R. (2009). Bank Management, Ruby Publications.
2. Rose, P.S and S. C, Hudgins, (2012). Bank Management & Financial Services. 9th Edition, McGraw-Hill Ney York.
3. Shekhar & Shekhar, (2013). Banking Theory and Practice, 21st Edition, Vikas Publishing House, India

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BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Seventh Semester)

Detailed Syllabus

Course Code: 542407

3 Credits

Course Title: E-Banking

- 1. Introduction to Electronic Banking:** The Evolution of online Investment Banking, Guide to online Banking, Finding the right bank, Virtual Banking and the Bottom Line, Banking in the Future, Electronic Money, Electronic Cash, Electronic payment system, Are Banks making the most of it?, Net Banking benefits, Internet Banking in Bangladesh.
- 2. Electronic Banking:** Internet banking, Telephone banking, Desktop banking, Mobile Phone Banking, Automated Teller Machine (ATM) and EFTPOS, Credit cards, Administration features, Accounts balance, Transaction history, Taxes and interest, Ordering a statement, Online security, Data confidentiality and integrity, Authentication, Non-repudiation.
- 3. Electronic Banking in Practices:** Electronic Banking Developments, Home Banking without Breaking the Bank, Bringing Remote Banking into the mainstream, Transforming Consumer Banking through Internet Technology.
- 4. Electronic banking for the office:** Advantage, System requirements, Features, EFT to a third party, Exporting and copying data. Impact of electronic banking real time information, Quality of service, Time and cost saving, Business opportunities, Securities and privacy.
- 5. Online Banking:** Meaning of Online Banking, Origin of Online Banking, Virtual Banks, Brick – to-Click Bank, Advantages and Disadvantages of Online Banking, Automated Teller Machine (ATM), ATM access fee, ATM alliance, ATM card fee, Electronic funds transfer.
- 6. Secure Banking:** Security White Paper, A Closer Look, The Solution to Secure Worldwide Banking, Community Banks, Site Certain and Online Banking, Risk and Prevention of in Web Based Financial Applications.
- 7. Internet Banking Products:** Anytime, Anywhere Banking: Dream or Reality? Web-enabled ATMs, Remote Banking Solutions, SWIFT (Society for world wide–inter-bank financial telecommunication), Software and hardware requirements in electronic banking.

Recommended Books:

1. SCN Education B.V (Eds), (2001). Electronic Banking , 1st Edition, XHOTT Guide
2. Hillman, Richard J. & Kane Wong, (2000). Electronic Banking , Diane Pub Co.
3. Shah, Mahmood and Steve Clarke, (2009). E-Banking Management: Issues, Solutions, and Strategies, Information Science Reference.

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BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Seventh Semester)

Detailed Syllabus

Course Code: 542409

3 Credits

Course Title: Fundamentals of Investments

- 1. Understanding Investments:** Concept Of Investment, The Nature Of Investment, Types Of Financial Decisions, Sources Of Financial Information, Importance ,Investment Decision Process, Basis Of Investment Decision, Structuring The Decision Process, Important Consideration In The Investment Decision Process For Today's Investor. Investment Alternatives; Organizing Financial Assets, non-marketable financial assets and various securities.
- 2. An overview of securities market:** Concept, Investment Company, types of Investment Company, types of mutual funds, investment company performance, Primary market, secondary market, Money and capital market instruments, security trading process, Derivatives, options futures, bonds common stock & assets backed securities.
- 3. How securities are traded :** Types of underwriter, Market order, Limit order, How securities are traded, Bid price , ask price, Margin Trading , Short sale ,
- 4. Statistical concepts regarding investment decision:** Risk & Return from investing, portfolio and capital market theory, SML, CML, CAPM.
- 5. Common stock analysis, valuation and management:** Valuation & Strategy: The present value Approach, Dividend discount model: Zero growth, Constant growth, Supernormal growth, P/E ratio Approach, other approaches, Active & Passive Strategies, Market efficiency, Evidence and Implication of market efficiency.
- 6. Security Analysis:** a. **Economy /Market Aspect;** Economy and the stock market, Business cycle, Macro-economic factors of the economy, Understanding the stock market, determinants of stock market price, Valuing the market, Information about the economy.
b. **Industry Aspects:** Concepts, Types, Importance of industry analysis, Industry life cycle, Qualitative aspects of industry analysis, Evaluating Future industry prospects. c. **Company c. Aspects:** Fundamental analysis, Accounting aspects of earnings, problems with reported earnings, Analyzing Company's profitability, ROA, EPS, P/E Ratio, Information regarding estimates of earnings and common stock.
- 7. Bond Analysis:** Valuation & Strategy: Why buy bonds? Bond Market, Valuation and Management Strategy etc.
- 8. Investment in real assets:** Advantages and Disadvantages of Real Assets, Real Estate as an investment, financing of real estate Types of Mortgages; Fixed, Valuable & Adjustable rate mortgages, Forms of real estate ownership, Real estate financing companies in Bangladesh.

Recommended Books:

1. Jones, Charles P. (2003). Investment Analysis and Management, 9th Edition, Willy
2. Hirt & Block, (2002). Fundamentals of investment Management, 7th Edition, McGraw/Irwin
3. Kevin, S. (2013). Security analysis and Portfolio Management , 2nd Edition, Prentice-Hall of India.

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

Course Code	Course Title	Credit
542311	Selling and Salesmanship	3
542313	Integrated Marketing Communication	3
542315	SME Marketing	3
542317	International Economics	3
542319	Agricultural & Food Marketing	3
542320	Internship/Project Paper & Defense (2+1Credits)	3
	Total Credits in Eighth Semester	18



BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Eighth Semester)

Detailed Syllabus

Course Code: 542311

3 Credits

Course Title: Selling and Salesmanship

- 1. Personal Selling Basics:** The Role of Personal Selling- Attitude toward Selling-Benefits of Selling-Selling Links the Company to Its Customers-Selling Offers an Attractive Career Learning to Sell; The Job of Personal Selling: Traits and Tasks-The Professional Salesperson-Characteristics Obligation of Salespeople-Duties and Tasks Differ.
- 2. Special Types of Selling:** Selling to Organizational Buyers-Features of Buying and Selling Nature of Organizational Buyers-Value Analysis-Securing and Opening Organizational Sales Interviews-Selling to a Group.
- 3.** Selling to Ultimate Consumers, Duties of Retail Salespeople, Sales Personality, Information Needed by Retail Salespeople, Steps in Retail Selling, Post-Sale Behavior, Building Sound Customer Relationships, The Problem of Returned Goods, Techniques of Self-Management.
- 4. Knowledge about Product, Price and Distribution:** Company Background-the Industry Company Features, Product Knowledge-Product Research-Terms of Sale-Product Attributes Company Support of the Product-Distribution System-Wholesales-Retailers- Salespeople and the Distribution System-The Salesperson's Roles.
- 5. Propelling Activities:** Prospecting for Customers-Techniques for Prospecting-Buying Influences-Need and Use of Prospect Information-Types of Prospect Information-Sources Prospect Information Interns of groups' and entire territory.
- 6.** Planning the Sales Presentation-Steps in Selling-The Pre approach-Five Buying Decisions Adopting Prospects Point of View-Planning for First 'No'-Canned Presentation and Story Plan.
- 7. The Selling Process:** Securing and Opening the Sales Interview-Securing an Interview- The Approach-Selling is Solving Buyer's Problems-The First Moment of the Interview Common First Call Difficulties. Delivering the Sales Presentation-The Advantage-Proof-Action Technique-Mechanics of Delivering the Presentation-Difficulties in Sales Presentation-Selling Against Strong Competition. Demonstration-Psychological Value of Demonstrating-When and What to Demonstrate Necessity of Advance Preparation-Principles of Effective Demonstration-Demonstration Instructions- Showmanship in Demonstration. Answering Objectives-Art of Frictionless Disagreement- Coping with Prospect Hostility Why Prospects Offer Opposition-Attitude Toward Objections-Excuses Versus Objections Principles of Handling Objections-When to Handle Objections- Preventing Objections. Closing the Sale- Prospects Attitude Toward Close-When to Close the Sale-Techniques of Closing Sale- Post-Sale Activities.
- 8. Basic Selling Responsibilities:** Building Sound Customer Relationships-Importance and Scheduling Calls-Building Repeat Business-Increasing Volume of Accounts-Inactive Accounts-Securing Customer Support-Influencing Customer's Merchandising Policies Meeting with Customers-Dealing with Customer Complaints-Cancellation and Returned Goods-Regaining Lost Customers-Handling Credit and Collection Problems-Building goodwill. Self-Management-Essentials-Techniques for Routing Scheduling-Telephone as Time Saver Record Keeping-Self-Evaluation. Legal, Ethical and Social Responsibilities-Legal responsibilities -Law Affecting Salesperson-Applying the Laws; Ethical Responsibilities Improving the Ethics of Salespeople-Social Responsibilities.
- 9. Sales Promotion:** Managing Sales Promotion -Activities, Objectives, Relationship with Other Marketing Mix Elements, Factors Influencing the Use and Form of Sales Promotion, Evaluation; Sales Promotion to Consumers-POP, Coupons, Premiums, Sampling, Contests and Sweepstakes, Consumer Deals, Advertising Specialties, Packaging. Sales Promotion to Dealers and Sales Personnel - Trade Deals and Allowances, Cooperative Advertising, Contests, Sales Meeting, Sales Brochures, Trade Shows and Exhibits.

Recommended Books:

1. Kirkpatrick, Charles A. and Russ, Frederick A. (1981).Effective Selling, 7th Edition, South Western Publishing Co., Ohio.
2. Bholanath Dutta and Girish C., (2015). Salesmanship, 1st Himalaya Publishing House

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Fourth Year (Eighth Semester)

Detailed Syllabus

Course Code: 542313

3 Credits

Course Title: Integrated Marketing Communication

- 1. An Introduction to Integrated Marketing Communications (IMC):** The Growth of Advertising and Promotion, The Promotional Planning Process, Perspective and Organization
- 2. Role of IMC in the Marketing Process:** The Target Marketing Process, Developing the Marketing Planning Program, The Role of Advertising and Promotion
- 3. Organizing for Advertising and Promotion:** Role of AD Agencies and Other Marketing Participants in the Integrated, Organizing for Advertising and Promotion in the Firm, Advertising Agencies, Career Profile, Agency Compensation, Evaluating Agencies, Specialized Services, Collateral Services, and Integrated Marketing Communications.
- 4. Establishing Objectives and Budgeting for the Promotional Program:** The Value of Objectives, Determining Promotional Objects, Sales versus Communications Objectives, Problems in Setting Objectives, Establishing and Allocating the Promotional Budget.
- 5. Creative Strategy:** Planning and Development The Importance of Creativity in Advertising, Advertising Creativity, Planning Creative Strategy, The Creative Process, Director of Strategic Planning and Research, Creative Strategy Development.
- 6. Creative Strategy: Implementation & Evaluation** Appeals and Execution Styles, Creative Tactics, Career Profile, Client Evaluation and Approval of Creative Work,
- 7. Media Planning and Strategy:** Market Analysis and Target market Identification, Establishing Media Objectives Development and Implementing Media Strategies, Evaluation and Follow-up Computers in Media Planning, Characteristic of Media.
- 8. Evaluation Media:** Evaluation of Broadcast Media: Television, Buying Television Time, Career Profile, Radio, Evaluation of Print Media: The Role of Magazines and Newspapers Magazines, Newspaper.
- 9. Direct Marketing and Marketing on the Internet:** Direct Marketing, Defining the Internet, Developing an Internet Program, Audience Measurement on the Internet, Measuring the Effectiveness of Web Advertising, Advantages and Disadvantages of Internet, Combining internet Advertising with IMC Program Elements.
- 10. Sales Promotion:** The Scope and Role of Sales Promotions, The Growth of Sales Promotion, Consumer-Oriented Sales Promotion, Consumer-Oriented Sales Promotion Techniques, Career Profile, Trade-Oriented Sales Promotion, Coordinating Sales Promotion and Advertising, Sales Promotion Abuse.

Recommended Books:

1. Tuckwell , Keith J. (2013). Integrated Marketing Communications, 4thEdition, Pearson.
2. Belch, George & Belch, Michael (2014). Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition, McGraw Hill

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BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Eighth Semester)

Detailed Syllabus

Course Code: 542315

3 Credits

Course Title: SME Marketing

- 1. Introduction:** Meaning of SME & SME marketing- The Nature of the Small and Medium- Sized Enterprise, A taxonomy of small businesses, Factors affecting marketing in SMEs, The effect of size, Availability of resources, Market orientation and marketing intelligence, Marketing orientation and business life cycles.
- 2. Small Business Owners and Their Environment:** Two typologies of small business owners, Entrepreneurs and owner-managers, Entrepreneurial culture and personal characteristics, Entrepreneurial orientation. Environment and opportunities, The external environment: institutional factors affecting SMEs, Competitors, suppliers, intermediaries and consumers-
- 3. Entrepreneurial Cognition and Learning:** Entrepreneurial cognition and Kolb's experiential learning, Institutions and entrepreneurial behavior, Entrepreneurs' adaptation to the environment.
- 4. Growth Strategies within an SME Context:** Factors affecting SMEs' business growth-Owner-manager's culture -Available resources-Business-owner personal characteristics- Company size and life stage-Competition and other marketing constraints-The diversity of the drivers to growth, Differentiation versus 'me-too' strategies, Marketing decision-making and performance: measures available to SMEs, Marketing decision-making influencing factors, Measures to inform marketing decision-making and to monitor performance.
- 5. The Role of Structured Marketing Information in SMEs' Decision-Making:** The relationship between business growth and information use, Types, source and frequency of information use Marketing intelligence: SMEs' and owner-managers' characteristics.
- 6. Internationalization Strategies:** Internationalization: enablers, motives and models. Motives of internationalization-Models of internationalization- Internationalization strategies-Value Propositions-How to Build SMEs' Offering-Understanding the concept of 'Value'- Segmenting the market-Socio-geo-demographic segmentation- Demographic and geodemographic segmentation methodology-Classification features-Socio-geo-demographic segmentation strengths and weaknesses- Psychographic segmentation. Psychographic segmentation strengths and weaknesses, Behavioral segmentation- Considerations on variables selection and on segmentation use-Targeting and positioning-Targeting-Product concept design-Levels of product manipulation-Types of products.
- 7. Pricing and Distribution Decisions in a Context of Low Distribution Capacity:** Pricing strategies- Distribution strategies.
- 8. Building Brands in SMEs:** Brands functionality and the branding activity: Differentiating function- Communication function-Relational function-The 'Value' element of branding- Mission statements and consumers' experience-The importance of branding and branding success factors- Why branding is important-Success factors in branding.
- 9. Supply Chain Relationships Management:** SMEs' Partners-Different partners- different audiences- Supply chain flows- Creating value through relationships.

Recommended Books:

1. Ruzzier, Maja Konenik; Slovenia, Mitja Ruzzier and D. Hisrich, (2013).Marketing for Entrepreneurs and SMEs: A Global Perspective, Edward Elgar Publishing
2. Cacciolatti, Luca & SooHee Lee (2016), Entrepreneurial Marketing for SMEs, 1st Edition, Palgrave Macmillan, UK.

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BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Eighth Semester)

Detailed Syllabus

Course Code: 542317

3 Credits

Course Title: International Economics

- 1. Theory of International Trade:** The basis of international trade; The mercantilist theory; The trade theory of absolute and comparative advantage; Hecksher-Ohlin trade model; Factor-price equalization theorem; The gains from trade and income distribution; Leontief Paradox; Linder's thesis; Technological gap and product cycle theories; Some alternative theories of trade.
- 2. Trade Policy:** Instruments of trade policy; The theory of tariffs; The Stolper-Samuelson theorem on tariffs and income distribution; Relationship among tariffs; The terms of trade and domestic price; The optimum tariff; Quotas and quantitative restrictions; Equivalence of tariff and quota; Relative efficiency of tariff; Quota and subsidy; Distortions in the commodity and factor markets due to tariffs and subsidies; The infant industry argument; Effective rates of protection; Import-substitution versus export-push strategy; Tariff and world welfare.
- 3. Instruments of Commercial Policy:** Export taxes; Export subsidies; Quantitative restrictions; International cartels; OPEC, Voluntary export restraints; Dumping; Other nontariff barriers.
- 4. Theory of Terms of Trade:** Definition and Classification of Terms of Trade; Terms of Trade of Bangladesh; Optimum Terms of Trade; Terms of Trade and Economic Welfare.
- 5. Theory of Balance of Payments:** Foreign Trade and National Income; National Income Accounting; Balance of Payments and its Components; Balance of Payments Vs. Balance of Trade; Deficit of Balance of Payments and Methods to Balance the Balance of Payments; Balance of Payments is Always in Balance; Balance of Payments Situation of Bangladesh.
- 6. Foreign Exchange Market:** Exchange Rates and Foreign Exchange Market; Demand and Supply of Foreign Exchange; Fixed and Flexible Exchange Rates; Expectations and Equilibrium; Inflation and Exchange Rate Dynamics; Purchasing Power Parity and the Long run Exchange Rate Model; General Model of Long-run Exchange Rate; International Exchange Rate Differential and the Real Exchange Rate.
- 7. International Trading and Trade Organizations:** Characteristics, Means of Operation and execution of SAPTA, ASEAN, UNCTAD, European Common Market, GATT, TICFA; World Trade Organization (WTO); Role of WTO in Developing Countries; Ministerial Conferences of WTO and Outcomes; WTO and Bangladesh.
- 8. International Finance: Bangladesh Context:** Assessing Investment Climate in Bangladesh; Foreign Private Investment and Bangladesh.

Recommended Books:

1. Krugman, Paul R and Obstfeld, Maurice, (2014). International Economics: Theory and Policy, 10th Edition, Pearson Education.
2. Appleyard, Dennis & Field, Alfred (2016). International Economics, 9th Edition, McGraw Hill.

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BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Eighth Semester)

Detailed Syllabus

Course Code: 542319

3 Credits

Course Title: Agricultural & Food Marketing

- 1. Introduction:** Concepts of Agricultural and food Marketing, Agricultural Firm, Needs, Importance, Marketing of Agricultural Products, Forms of Marketing of Agricultural Products, Role of farmers in Agricultural Marketing, Major Problems confronting in Agricultural Marketing, Suggestions on the Improvement of Agricultural Marketing in Bangladesh.
- 2. Middlemen:** Meaning of Middlemen, Role of Middlemen in Agricultural Marketing, Functions, Importance and Classification of Middlemen.
- 3. Standardization:** Meaning, Importance, Standardization Institutions, Problems and Possible solutions of Standardization in Bangladesh.
- 4. Pricing and Policies and Strategies:** Meaning, Objectives, Policies, Legality of Pricing Policies, Pricing Strategy, Demand and Supply for Farm Product, Seasonal Pricing Movement, Paradox of Bumper harvest.
- 5. Transportation:** Meaning, Importance, Transportation system in Bangladesh, Pricing and Transportation Cost.
- 6. Storage:** Meaning, Kinds of Storage, Reasons for Storage, Storage system and facilities in Bangladesh.
- 7. Government and Agricultural Marketing** Government Price, Income and Marketing Programs, Food Marketing Regulation.
- 8. Marketing System of Agricultural Commodities in Bangladesh:** Rice, Tea, Mango, Poultry, Vegetables, Fish, Sugar, Salt, Milk, Wheat, Processing Foods.

Recommended Books:

1. Acharya, (2016), Agricultural Marketing In India, 5th Edition, Oxford & IBH Publishing Co. Pvt Ltd
2. Richard L. Kohls & Joseph N. Uhi (Latest). Marketing of Agricultural Products, Richard Irwin Inc.

Good luck