

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

Course Code	Course Title	Credit
542301	Customer Relationship Management	3
542303	Customer Behavior	3
542305	Brand Management	3
542307	E-Marketing	3
542309	Service Marketing	3
	Total Credits in Seventh Semester	15



BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Seventh Semester)

Detailed Syllabus

Course Code: 542301

3 Credits

Course Title: Customer Relationship Management

- 1. The Concept of Customer Relationship Management:** Customer Relationship Management-Explosion of CRM both in Marketing and IT. Enables for the growth of CRM, The Criticality of Customer Relationship, Why Business should Adopt CRM, Implementing CRM; Conceptual Foundations of CRM-Evolution of customer relationships, Benefits of CRM, Schools of thought on CRM; Building Customer Relationship-Relationship building as a process –Bonding for Customer Relationship, Zero Customer Defections, CRM Framework,; Economics of CRM-Market share vs. Share of Customer, Lifetime value of customers, Activity based Costing for CRM.
- 2. CRM Applications in Consumer and Business Markets:** CRM in B2C Market-CRM in Services, Service Recovery; CRM in B2B Markets-Characteristics of Business Markets, Importance of CRM in B2B Markets, Key Account Management, Customer Value Management in Business Markets.
- 3. Technological Tools for Customer Relationship Management:** Components of e-CRM Solutions,- Data Warehousing, Data Mining and CRM, Campaign Management, Sales Force Automation, Customer Service and Support, Role of Interactive Technologies. Product Offerings in the CRM Markets Space-Evaluation Technological Solution for CRM, Master ERP CRM Modules for Small and Medium Enterprises. Contact Centers for CRM-Role of a Contract Center in Building Relationships, Components of a Contact Centre, Economics of a Contract Centre.
- 4. Implementing CRM:** The CRM Road Map-CRM Implementation Road Map, Developing a Relationship Orientation, Customer Centric Marketing and Processes, Building Organizational Capabilities through Internal Marketing, Issues in Implementing a Technology Solution for CRM. Operational Issues in Implementing CRM: Process View of CRM, Budgeting for Attraction vs. Retention, Learning for Customer Defections, Customer Retention Plans, Evolution Retention Programs.

Recommended Books:

- Shainesh, G and Jagdish N Sheth (2007). Customer Relationship Management, 2nd Edition, Trinity Press, India
- Sugandhi, R. K. (2008). *Customer Relationship Management*, 1st Edition, New Age international (P) Limited, Publishers, New Delhi, India.
- Peppers, Don and Martha Rogers, (2011) *Managing Customer Relationship: A Strategic Framework*, 2nd Edition 2008, Wiley, USA.
- Gosney, John W. and Boehm, Thomas P. (2000). *Customer Relationship Management Essentials*, 6th Edition, Prentice – Hall.

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BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Seventh Semester)

Detailed Syllabus

Course Code: 542303

3 Credits

Course Title: Customer Behavior

1. **Introduction to Consumer Behavior:** Defining consumer behavior, why study consumer behavior, applying consumer behavior knowledge, consumer decision making, an overview of consumer behavior.
2. **Consumer Behavior Theories:** Psychological, sociological, anthropological and economic concept pertinent to consumption. Theories and models, theory building, theoretical origins of consumer behavior.
3. **Models of Consumer Behavior:** Using models in consumer behavior research, different models of consumer behavior.
4. **Culture and The Consumer Behavior:** Culture, components of culture, useful concepts of cultural analysis, cross-cultural research and multinational marketing, subcultures-nature of subculture, different types of subcultures and their marketing implications.
5. **Socialization, Reference Groups, and Social Change:** Social organizations and reference groups, socialization, reference groups norms and conformity, social change, how social trends affect consumption.
6. **Social Class and Buying Behavior:** Social class, social stratification, research models of social class, social class and buying behavior.
7. **Consumer Behavior and Family:** Family, influences on family decision making, using family concepts in marketing.
8. **An Individual Influence on Consumer Behavior:** Learning, learning theories, behavior modification in psychology and marketing, retention of advertising messages, habit formation and brand loyalty. Perception, theories of perception, modes of perception, factors determining perception, features of perception affecting consumer behavior.
9. **Motivation and Personality Aspects of Consumer Behavior:** Motivation and personality, motivation theories, motivation research methods the concept of personality, personality theories, personality in consumer behavior research.
10. **Consumer Decision Process:** Problem recognition, search and evaluation, purchasing processes, post purchase behavior.

Recommended Books:

- Islam Chowdury, Md. Asraful (2000). Consumer Behavior, Printing and Publication Department, Bangladesh Open University
- Berkman, Harold W. and Gilson, Christopher C. (1986). Consumer Behavior: Concepts and Strategies, Kent Publishing Company, Boston.
- London, David L. & Della Bitta, Albert J. (1993) Consumer Behavior, 4th Edition, McGraw-Hill International Editions, Marketing Series.
- Schiffman Leon G. and Kanuk, Leslie Lazar (1997). Consumer Behavior, 6th Edition, Prentice-Hall of India.

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BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Seventh Semester)

Detailed Syllabus

Course Code: 542305

3 Credits

Course Title: Brand Management

1. **Brands and Brand Management:** Overview about content and organization of the course, history of marketing and branding, why do brands matter, examples of strong brands, elements of strong brands, what can be branded?
2. **Customer-Based Brand Equity and Brand Positioning:** Customer-Based Brand Equity , Making a Brand Strong: Brand Knowledge , Sources of Brand Equity , Identifying and Establishing, Brand Positioning , Positioning Guidelines, Defining a Brand Mantra ,The Marketing Advantages of Strong Brands
3. **Brand Resonance and the Brand Value Chain :** Building a Strong Brand: The Four Steps of Brand Building, Brand Salience, Brand Performance, Brand Imagery Brand Judgments, Brand Feelings, Brand Resonance Brand-Building, Implications, The Brand Value Chain, Value Stages, Implications, Customer Equity
4. **Choosing Brand Elements to Build Brand Equity:** Criteria for Choosing Brand Elements: Memo ability, Meaningfulness, Likability, Transferability, Adaptability, Protect ability, Options and Tactics for Brand Elements: Brand Names, URLs, Logos and Symbols, Characters, Slogans, Jingles, Packaging, Legal Branding Consideration
5. **Designing Marketing Programs to Build Brand Equity:** The new marketing perspectives, The concept of perceived value and the value chain, managing the customer through the ownership cycle, pricing and price perceptions, value pricing, channel strategies, direct versus indirect Channels, private label strategies.
6. **Integrating Marketing Communications to Build Brand Equity:** The New Media Environment: Challenges in Designing Brand-Building Communications, Role of Multiple Communications, Overview of marketing communication, developing integrated marketing communication, criteria for integrated marketing communication, evaluation and choice of communication options.
7. **Leveraging Secondary Brand Associations to Build Brand Equity:** Effects on existing brand knowledge, country of origin effect, effect of distribution channels, co branding and ingredient branding, licensing, endorsement.
8. **Developing a Brand Equity Measurement and Management System:** Relevance of measurement in management, link to modern accounting concepts, developing a brand equity measurement system, components and scope of a brand equity measurement systems, reporting and organizational embeddedness.

Recommended Books:

- Keller, Kevin Lane (2012). Strategic Brand Management, Building Measuring & Managing Brand Equity, 4th Edition, Pearson Prentice Hall
- Lindemann, Jan (2010). The Economy of Brands, 1st Edition, Palgrave Publications.

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BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Seventh Semester)

Detailed Syllabus

Course Code: 542305

3 Credits

Course Title: E- Marketing

1. **Introduction:** Understanding marketing, Understanding digital marketing.
2. **Digital and Content Marketing Strategy:** Understanding marketing strategy, The building blocks of marketing strategy, Crafting a digital marketing strategy. *Content Marketing Strategy:* Content marketing, Strategic building blocks, Content creation, Content channel distribution, Tools of the trade, Advantages and challenges.
3. **User Experience Design:** Understanding UX design, Core principles of UX design , Mobile UX, Step-by-step guide to UX design, Tools of the trade,
4. **Web Development and Design:** Web design, Web development, Mobile development, Step by- step guide to building a website, *Writing for Digital:* Writing for your audience, Types of web copy, HTML for formatting, SEO copywriting, Best practices for online copywriting, *Search Engine Optimization (SEO):* Understanding SEO, Search engine friendly website structure, SEO and key phrases, Link popularity, User insights What not to do.
5. **Advertising:** Advertising in search, The elements of a search ad, Targeting options, Bidding and ranking for search ads, Tracking, Planning and setting up a search advertising campaign. *Online Advertising :* Online advertising objectives, The key differentiator, Types of display adverts, Payment models for display advertising, Getting your ads online, Targeting and optimizing, Tracking, Step-by-step guide to online advertising, The future of online.advertising, Advantages and challenges,
6. **Affiliate and Video Marketing:** The building blocks of affiliate marketing, Setting up a campaign. *Video Marketing:* Video content strategy, Video production step by step, Video promotion.
7. **Social Media Channels and Strategy:** Social media channels, Social networking, Content creation, Bookmarking and aggregating, Location and social media, Tracking social media campaigns, *Social media marketing:* Rules of engagement. *Social Media Strategy:* Using social media to solve business challenges, Step-by-step guide to creating a social media strategy, Documents and processes, Dealing with opportunities and threats, Step-by-step guide for recovering from an online brand attack, Social media risks and challenges,
8. **Email and Mobile Marketing:** Email strategy and planning, Step-by-step process. *Mobile Marketing:* The role of mobile in personal communication, Mobile messaging channels, Location and mobile, Mobile commerce, Integrating mobile into online marketing, Augmented reality, Mobile analytics, Advantages and challenges.

Recommended Books:

1. Chaffey, Dave and Others (2008). Internet Marketing, Third Edition, Pearson Education, India
2. Stokes, Rob, (2015). E-Marketing: The essential guide to marketing in a digital world 5th Edition
3. Zimmerman, Jan (2012). Marketing on the Internet, 4th Edition, Maximum Press, Canada

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BACHELOR OF BUSINESS ADMISSION (BBA)

Fourth Year (Seventh Semester)

Detailed Syllabus

Course Code: 542307

3 Credits

Course Title: Service Marketing

1. **Introduction to Services:** What are services?- Why Service marketing?- Service and Technology- Differences in Goods and services Marketing- Service Marketing mix- The Gaps Model of Service quality.
2. **Consumer Behavior in Service:** Search Versus Experience Versus Credence Properties- Decision Making Process- The Role of culture in service Marketing
3. **Customer Expectations of Service:** Meaning and Types of Service Expectations-Factors that influence customer Expectations of Service- A model of customer Service Expectations- Current Issues Involving Customer Service Expectation
4. **Customers Perceptions of Service:** Customer Perceptions- Customer Satisfaction-Service Quality- Service encounters- Strategies for Influencing Customer perceptions
5. **Building Customer Relationships:** Relationship Marketing- Relationship value of customers- Foundations for Relationship strategies- The customer is not always right- Customer Profitability segments- Level of relationship strategies
6. **Service Recovery:** The impact of service failure and Recovery- How customers respond to service failures? Why do (and don't) people complain? When they complain- what do customers expect- Switching vs. Staging following service recovery- Service recovery strategies- Service guarantees
7. **Service Development and Design:** Challenges for service design- Stages in new service development- Service blueprinting- Quality function deployment- High performance service innovations
8. **Employees' Role Service Delivery:** the critical importance of service employees-Boundary-Spanning Roles- Strategies for closing Gap 3- Service culture
9. **Customers' Role in Service Delivery:** the importance of customers in service delivery- Customers' roles- Self service technologies- Strategies for enhancing customer participation

Recommended Books:

1. Zeithaml, Valarie A. & Bitner, Mary Jo (2012). Services Marketing, 6th Edition, McGraw-Hill
2. Lovelock, Christopher H (2011). Services Marketing, 7th Edition, Prentice Hall, Inc.

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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+1 Credits)	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