



**Curriculum of
BBA in Port Management and Logistics Programme**

Department of Port and Shipping Management

**Bangabandhu Sheikh Mujibur Rahman Maritime University,
Bangladesh**

TABLE OF CONTENT

1. Introduction to the University
 - 1.1 Background
 - 1.2 Vision
 - 1.3 Mission
 - 1.4 Goals
 - 1.5 Faculties and Institutes
2. Introduction to Faculty
3. Introduction to Department
4. Introduction to Programme
5. Programme Outcome
6. Admission Information
 - 6.1 Admission Criteria
 - 6.2 Admission Procedure
 - 6.3 Registration in the Programme
7. Teaching Strategy
 - 7.1 Assignment of Credits
 - 7.2 Conduct of Courses
8. Assessment Strategy
 - 8.1 Grading Systems
 - 8.2 Performance Evaluation
 - 8.2.1 Theory Courses
 - 8.2.2 Lab Courses
 - 8.2.3 Presentation Skill Development
 - 8.2.4 Study Tour
 - 8.2.5 Internship
 - 8.2.6 Co-Curricular Course
 - 8.3 The requirements for promotion to the next semester
 - 8.4 The requirements for promotion to the next year
 - 8.5 The reexamination of failed subjects
 - 8.6 Credit Earned
 - 8.7 Degree Requirement
9. Course Designation System
10. Curriculum Structure
11. Course Schedule
 - 11.1 Core Courses
 - 11.1.1 PML 1101 Introduction to Maritime Industry
 - 11.1.2 PML 2101 Introduction to Port and Shipping Management
 - 11.1.3 PML 2201 Logistics Management
 - 11.1.4 PML 2202 Operations Management
 - 11.1.5 PML 2203 Human Resource Management
 - 11.1.6 PML 3101 Marine Insurance
 - 11.1.7 PML 3102 Cargo Operation and Fleet Management
 - 11.1.8 PML 3103 Port and Terminal Operation
 - 11.1.9 PML 3104 Maritime Economics
 - 11.1.10 PML 3105 Supply Chain Management
 - 11.1.11 PML 3106 International Trade and Commercial Law
 - 11.1.12 PML 3201 Port Planning and Design
 - 11.1.13 PML 3202 Maritime Law and Conventions
 - 11.1.14 PML 3203 Shipping and Port Finance
 - 11.1.15 PML 3204 Business Research Methodology

- 11.1.16 PML 3205 Marine Environment and Sustainability Management
- 11.1.17 PML 3206 Total Quality Management
- 11.1.18 PML 4101 Air Freight Management
- 11.1.19 PML 4102 Transport Security and Risk Management
- 11.1.20 PML 4103 Project Management
- 11.1.21 PML 4104 Ship Broking and Chartering Practices
- 11.1.22 PML 4105 Integrated Transportation Systems
- 11.1.23 PML 4201 Strategic Management and Corporate Maritime Strategies
- 11.2 Foundation Courses
 - 11.2.1 BUS 1101 Introduction to Business
 - 11.2.2 BUS 1201 Financial and Management Accounting
 - 11.2.3 BUS 1202 Business Communication
 - 11.2.4 BUS 2101 Economics
 - 11.2.5 BUS 2102 Management and Organizational Behaviour
 - 11.2.6 BUS 2103 Computer Application in Business
 - 11.2.7 BUS 2201 Marketing Management
 - 11.2.8 BUS 2202 Financial Management
- 11.3 Basis Science/Humanities/ Social Science Courses
 - 11.3.1 HUM 1101 Sociology
 - 11.3.2 HUM 1202 Bangladesh Studies
 - 11.3.3 HUM 1103 Functional English
 - 11.3.4 HUM 1201 Maritime Geography
 - 11.3.5 MATH 1201 Business Mathematics
 - 11.3.6 HUM 1203 বাংলাদেশের অভ্যুদয়ের ইতিহাস (History of the rise of Bangladesh)
 - 11.3.7 HUM 1102 বাংলা ভাষা ও সাহিত্য (Bangla Language & Literature)
 - 11.3.8 STAT 2101 Business Statistics
 - 11.3.9 HUM 4201 Professional Ethics and Corporate Social Responsibility
- 11.4 Laboratory Courses
 - 11.4.1 HUM 1104 Functional English Lab
 - 11.4.2 BUS 2104 Computer Application in Business Lab
- 11.5 Development Courses
 - 11.5.1 DEV 1201 Presentation Skill Development
 - 11.5.2 DEV 1202 Study Tour-1
 - 11.5.3 DEV 2201 Co-curricular
 - 11.5.4 DEV 2202 Study Tour-2
 - 11.5.5 DEV 3201 Study Tour-3
- 11.6 INT 4201 Internship
- 11.7 Degree++ Courses

1 Introduction to the University

1.1 Background

The victory over maritime boundary delimitation with neighbouring countries opened a new window in the maritime arena of Bangladesh. Vast sea area along with scarcity in land based resources has made it imperative to boost up our economy through effective exploration of sea resources. Keeping this in perspectives honourable Prime Minister Sheikh Hasina outlined the concept of blue economy and underscored the importance of effective manpower in the maritime sector.

In order to create effective human resources, the first ever specialized university Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh (BSMRMU) was established in 2013 after the name of the Father of the nation Sheikh Mujibur Rahman. Our motto is “We strive for Maritime Excellence”. The University aims at bringing all maritime professional to a common platform to share knowledge and carryout research for the advancement of maritime sector and developing effective human resources in this sector.

1.2 Vision

Vision of the University is to promote and create a learning environment for higher maritime education with excellence, through state-of-the-art facilities and gadgets, competent faculty and staff, expanded frontier of research based knowledge and international standards supportive of the new horizons in diverse fields by 2021.

1.3 Mission

BSMRMU is committed to provide quality education based on state of the art technological support responsive to the emerging challenges at home and abroad. The university is dedicated to nurture and develop world class professionals, who would serve the mankind with strong sense of ethical values and competence and ready to face the competitive world of maritime business, service and employment.

1.4 Goals

Goals of the University are as follows:

- Achieve sustainable development and progress of the university through mutual cooperation with other related universities/ institutions.
- Continue to upgrade educational services and facilities responsive to the demands and requirements of the nation.
- Bring all types of marine professionals on a common platform to share knowledge and perform research and development works for the advancement of country's maritime sector.
- Enhance research consciousness in the maritime sector in discovering new dimensions with the upcoming challenges.
- Accelerate the participation of alumni students and professionals with educational programs and development of projects designed to expand and improve academic standards.
- Teach students on marine science and technology and guide them towards research to enhance contribution to the maritime profession.
- Conduct various educational programmes and research works for sustainable development of the maritime service and industrial sector of the country.
- Educate students on different subjects of maritime management, law and security and strategy and conduct research on allied fields.
- Create conducive environment for students to prepare themselves to serve the nation as future planners/ policy makers/ leaders in maritime sectors in coordination with national and international organizations including International Maritime Organization (IMO).

15 Faculties and Institutes

The university aspires to have seven teaching faculties and four research institutes. The name of faculties and institutes is following:

- Faculty of Maritime Governance and Policy (FMGP)
- Faculty of Shipping Administration (FSA)
- Faculty of Earth and Ocean Science (FEOS)
- Faculty of Engineering and Technology (FET)
- Faculty of General Studies (FGS)
- Faculty of Computer Science & Informatics (FCSI)
- Faculty of Maritime Business Studies (FMBS)

Research institutes are: Institute of Professional Language, Institute of Bay of Bengal & Bangladesh Studies, Institute of Renewable Energy & Marine Resource and Institute of Disaster management.

2 Introduction to the Faculty

Faculty of Shipping Administration is one of the oldest faculties of the university. The faculty has special learning environment, innovative course curriculum, methods of teaching, and quality programs. The faculty has mainly three departments namely Port and Shipping Management, Nautical Science and Transportation and Logistics Management.

3 Introduction to the Department

The Department of Port and Shipping Management started its journey from the very inception of this University under the Faculty of Shipping Administration. The Department is committed to provide an excellent teaching and learning environment. Global standard curriculums are followed to impart quality education by the qualified and competent teachers. Graduates of this department will get a unique opportunity to develop their career in the different areas of job market like domestic and foreign port, terminals and ICDS, University Teaching, shipping companies, commercial organizations, freight forwarding companies etc.

4 Introduction to the Programme

BBA in Port Management and Logistics programme is a 4 year full time regular undergraduate programme. Graduates from this programme will be able to develop their career as port manager, executive in shipping companies, logistics and transportation companies, supply chain executive, planner and manager in different terminals, freight forwarding companies, stevedoring companies, different govt. maritime organizations etc. The programme is divided into 8 semesters of six months each (2 semesters in each year). Total credit hours of this programme is 129 including 3 credit hours for internship. Besides regular courses, workshops, seminars, guest lectures and certificate courses on contemporary issues are arranged frequently for the students. The programme also includes three study tours in the ending of three years. The duration of each semester is 26 weeks. Each semester is distributed as follows:

- | | |
|--------------------------|----------|
| a. Classes | 15 weeks |
| b. Mid Term Examinations | 02 weeks |
| c. Preparatory Leave | 02 weeks |
| d. Final Examination | 03 weeks |
| e. Recess | 04 weeks |

5 Programme Outcome

After the successful completion of the undergraduate programme, the students will be able to

- a. Plan, organize and control the port, terminal, depots etc.
- b. Manage shipping and shipping ancillary business
- c. Execute strategic maritime decision
- d. Design transportation routes and logistics
- e. Manage supply chain and logistics activities in different companies

6 Admission Information

6.1 Admission Criteria

Eligibility for admission in PML programme are as follows:

- a. Applicants who have passed HSC or equivalent examination in the current or previous year are eligible to apply.
- b. Applicants must have passed HSC/equivalent examination and SSC/equivalent examination from any group with total GPA 7.5 (HSC and SSC) but not less than 3.5 in any examination.
- c. Applicants with GCE must have passed minimum five subjects in O-Level including Mathematics and minimum two subjects in A-Level. However, an applicant having more than two 'C' grades in O-Level and/or more than one 'C' grade in A-Level will be ineligible for admission.

6.2 Admission Procedure

The procedure for admission in BBA in PML programme are as follows:

- a. **Admission Circular:** BSMRMU will invite applications from interested candidates for admission in BBA in PML programme by publishing advertisements in the national dailies and BSMRMU website.
- b. **Written Admission Test:** An eligible candidate will have to sit for a written admission test on English, Basic Mathematics, Analytical Ability and General Knowledge on Maritime Affairs.
- c. **Final Selection:** Candidates will be selected finally on the basis of their combined marks obtained in the written admission test, HSC/equivalent examination and SSC/equivalent examination. Weightage will be written test 50%, HSC/equivalent examination result 30% and SSC/equivalent examination result 20%. Final merit list along with waiting list will be published on BSMRMU notice board as well as on BSMRMU website.

6.3 Registration in the Programme

After final selection, the selected candidates will be registered under the programme in accordance with the procedures as laid down by BSMRMU. The candidates have to go through a medical checkup at BSMRMU designated Medical Centre to ascertain their medical fitness. The selected candidates have to collect Admission Form from the Admission Section, and complete admission and registration formalities within the given time frame by paying the required fees. The following rules will apply in this regard:

- a. If any candidate fails to complete admission formalities within the prescribed date and time, the candidate's selection will be cancelled automatically
- b. If any student does not attend the class within two weeks of commencement of classes, the student's admission will be cancelled automatically.

7 Teaching Strategy

The teaching strategy of the programme is mainly lecture based for theoretical courses and demonstration for lab courses. Other teaching strategy includes case study, group discussion, workshop, seminar and field work learning etc.

7.1 Assignment of Credits

- For theoretical courses, one lecture of 60 minutes per week per term is equivalent to one credit hour.
- For laboratory courses, 120 minutes per week per term is equivalent to one credit hour.
- Credit hours are also assigned to study tour co-curricular activities, presentation development skills and internship taken by the students. The amount of time assigned to such work may vary depending on the requirements.

7.2 Conduct of Courses

The following guidelines will be followed for conducting the courses:

- At the beginning of the term, the course teacher will prepare a course outline incorporating the course syllabus, performance evaluation and grading system (as laid down in the policy), list of suggested text books/references, and a tentative schedule of classes, examinations and events.
- Internship work will be assigned individually on any issue pertaining to the organization in which the students are engaged with.
- A number of individual and group assignments, presentations, etc. will be assigned to students as per the course requirements.

8 Assessment Strategy

8.1 Grading System

Letter grades and corresponding grade points will be awarded in accordance with the provisions (unified UGC grading system) shown below:

Letter Grade	Grade points	Numerical Markings
A+	4	80% and above
A	3.75	75% to below 80%
A-	3.5	70% to below 75%
B+	3.25	65% to below 70%
B	3	60% to below 65%
B-	2.75	55% to below 60%
C+	2.5	50% to below 55%
C	2.25	45% to below 50%
D	2	40% to below 45%
F	0	below 40%
X	Thesis/Project continuation	-

8.2 Performance Evaluations

8.2.1 Theory Courses

Forty percent (40%) marks of theoretical course will be allotted for continuous assessment, i.e. quizzes, class

tests, assignments, class evaluation, class participation, mid-term exam etc. Term Final Examination is conducted centrally by BSMRMU. Term Final Examination will be normally of 3-hour duration and comprise of 60% marks. Distribution of marks for a given course is as follows:

a. Class Attendance	:	05%
b. Class Participation/Observation	:	05%
c. Term Paper/Assignment	:	05%
d. Class Tests/Quiz	:	05%
e. Mid Term Examination (01 Exam)	:	20%
f. Term Final Examination	:	60%

The number of quizzes/class tests of a theory course will be $n+1$, where n is the number of credit hours of the course. Evaluation of performance in quizzes/class tests will be on the basis of the best n quizzes. The scheme of continuous assessment that a particular teacher wishes to follow for a course will be announced as course outline on the first day of the term. The performance of a student will be evaluated in terms of two indices, viz. Semester Grade Point Average (SGPA), and Cumulative Grade Point Average (CGPA).

8.2.2 Lab Courses

The distribution of marks for Lab courses is given below:

a. Attendance	:	10%
b. Class Performance / Observation	:	10%
c. Assignment / Report	:	20%
d. Viva/Presentation	:	20%
e. Quiz	:	40%

8.2.3 Presentation Skill Development

The distribution of marks for presentation skill development is given below:

a. Preparation and Planning	:	15%
b. Voice and Pronunciation	:	20%
c. Question & Answer Handling	:	20%
d. Body Language	:	10%
e. Knowledge Depth	:	20%
f. Appearance	:	15%

8.2.4 Study Tour

The distribution of marks for the performance evaluation of each student on the study tour is given below:

a. Attendance	:	20%
b. Participation	:	20%
c. Report Submission	:	30%
d. Presentation	:	30%

8.2.5 Internship

The distribution of marks for the performance evaluation of internship is given below:

a. Satisfactory Attendance	:	20%
b. Report Submission	:	30%
c. Presentation	:	20%
d. Oral Examination	:	30%

8.2.6 Co-curricular Course

Assessment for credited co-curricular course is carried out continuously and implemented by the course instructor or teacher. Aspects of the course evaluation is the attendance, participation, competence, and course work. Course assessment may also include a mix of in-course assignments and presentations depending on the type of co-curricular activities. Course teacher will decided and announce the marks distribution in different attributes at the beginning of the course.

83 The requirements for promotion to the next semester

The requirements for promotion to the next term are as follows:

- a. A student has to take the required courses for a particular semester as per the syllabus of the programme.
- b. A student will be promoted to the second semester of each year, irrespective of his/her results in the first term of the year.

84 The requirements for promotion to the next year

The requirements for promotion to the next term are as follows:

- a. A student has to take the required courses for a particular year as per the syllabus of the programme.
- b. A student will be promoted to the next year, provided he/she does not have 'F' grades in more than two subjects including backlog subjects (if any).

85 The reexamination of failed subjects

Normally the re-examination of the failed subjects (section 8.4b) will be conducted at the beginning of the following academic year. A short term may be conducted for them during year ending recesses. However, students may also opt to register the failed subjects and appear the examination with next batch.

86 Credit Earned

The courses in which a student has obtained 'D' or a higher grade will be counted as credits earned by him/her. Any course in which a student has obtained 'F' grade will not be counted towards his/her earned credits. 'F' grade must be cleared within the designated period.

87 Degree Requirements

Degree requirements are as follows:

- a. Completion of courses required for fulfilling the minimum credit hours of 129 in a maximum period of 6 (six) academic years.
- b. Appearing at the final examination in all the required courses as per curriculum of the programme.
- c. Successful completion of internship.
- d. Successful completion of 3 Degree ++ courses.
- e. Scoring a CGPA 2.20 or above.

9 Course Designation System

Each course is designated by a maximum of four letter code identifying the programme or department offering the course followed by a four-digit number having the following interpretation:

- The first digit corresponds to the year in which the course is normally taken by the students.
- The second digit corresponds to the semester in which the course is normally taken by the students.
- The last two digits denote a course, where an odd number is used for a theoretical course.

10 Curriculum Structure

BBA in Port Management and Logistics consists of total 46 courses excluding non-credit courses and divided into the following categories:

Category	No. of Theory Courses	No. of Lab Courses	No. of non-credit courses	Credit Hours	Percentage
Core Courses	23			67.5	52%
Foundation Courses	8	1		25.5	20%
Basic Science/ Humanities/Social Science	8	1		25.5	20%
Internship				3	2%
Development Courses				7.5	6%
Degree ++			3	-	
Total	39	2	3	129	100%

11 Course Schedule

Year-1: Semester-1		
Code	Course Name	Credit
Theoretical		
PML 1101	Introduction to Maritime Industry	3
BUS 1101	Introduction to Business	3
HUM 1101	Sociology	3
HUM 1102	বাংলা ভাষা ও সাহিত্য (Bangla Language & Literature)	3
HUM 1103	Functional English	3
Practical		
HUM 1104	Functional English Lab	1.5
Total		16.5

Year-1: Semester-2		
Code	Course Name	Credit
Theoretical		
HUM 1201	Maritime Geography	3
BUS 1201	Financial and Management Accounting	3
BUS 1202	Business Communication	3
MATH 1201	Business Mathematics	3
HUM 1202	Bangladesh Studies	2
HUM 1203	বাংলাদেশের অভ্যুদয়ের ইতিহাস	1
Development Courses		
DEV 1201	Presentation Skill Development	1.5
DEV 1202	Study Tour-1	1.5
Total		18

Year-2: Semester-1		
Code	Course Name	Credit
Theoretical		
PML 2101	Introduction to Port and Shipping Management	3
BUS 2101	Economics	3
BUS 2102	Management and Organization Behaviour	3
BUS 2103	Computer Application in Business	3
STAT 2101	Business Statistics	3
Practical		
BUS 2104	Computer Application in Business Lab	1.5
Total		16.5

Year-2: Semester-2		
Code	Course Name	Credit
Theoretical		
PML 2201	Logistics Management	3
BUS 2201	Marketing Management	3
BUS 2202	Financial Management	3
PML 2202	Operations Management	3
PML 2203	Human Resource Management	3
Development Courses		
DEV 2201	Co-curricular	1.5
DEV 2202	Study Tour- 2	1.5
Total		18

Year-3: Semester-1		
Code	Course Name	Credit
Theoretical		
PML 3101	Marine Insurance	3
PML 3102	Cargo Operation and Fleet Management	3
PML 3103	Port and Terminal Operation	3
PML 3104	Maritime Economics	3
PML 3105	Supply Chain Management	3
PML 3106	International Trade and Commercial Law	3
Total		18

Year-3: Semester-2		
Code	Course Name	Credit
Theoretical		
PML 3201	Port Planning and Design	3
PML 3202	Maritime Law and Conventions	3
PML 3203	Shipping and Port Finance	3
PML 3204	Business Research Methodology	1.5
PML 3205	Maritime Environment and Sustainability Management	3
PML 3206	Total Quality Management	3
Development Courses		
DEV 3201	Study Tour- 3	1.5
Total		18

Year-4: Semester-1		
Code	Course Name	Credit
Theoretical		
PML 4101	Air Freight Management	3
PML 4102	Transport Security and Risk Management	3
PML 4103	Project Management	3
PML 4104	Ship Broking and Chartering Practices	3
PML 4106	Integrated Transportation Systems	3
Total		15

Year-4: Semester-2		
Code	Course Name	Credit
Theoretical		
HUM 4201	Professional Ethics and Corporate Social Responsibility	3
PML 4201	Strategic Management and Corporate Maritime Strategies	3
Internship		
INT 4201	Internship	3
Total		9

Grand Total: 129 Credits

List of Degree++ Courses:

Each student shall have to register minimum 3 (Three) degree++ courses as a part of requirement of the degree. Such courses will be offered by the university time to time in coping with the requirement of contemporary maritime management and business world. A list of probable degree++ courses are given below:

- Freight Forwarding
- Future Trends of Shipping
- Dangerous Goods Handling and Transportation
- Export and Import
- Change Management
- E-procurement
- Entrepreneurship
- ERP
- Marine Technology
- Leadership
- Any other relevant courses.

12 Course Profile

121 Core Courses (PML)

INTRODUCTION TO MARITIME INDUSTRY

Course Code : PML 1101
Credits : 3.0
Contact Hours : 42

Aim:

The objective is to provide participants with the opportunity to gain a broad understanding of the maritime industry both in the domestic and international environment.

Learning Outcomes:

By the end of this course, the students will be able to:

- Explore the maritime industry in depth.
- Analyse ancillary activities of maritime i.e. shipping, ports etc.

- Identify the shipping company structure and its market.

Syllabus Contents:

1. The nature and extent of international trade including current and emerging trends and issues.
2. The organization of the international shipping industry in response to the global transport task.
3. Ship employment sectors and associated ship types.
4. International maritime logistics - moving the cargo to the destination and the options available. Assessing the total movement through the supply chain.
5. Port ownership and management. Identifying the port business environment, cargo handling and port development.
6. Policies, structure and relationships. The functions of the various organisations government and non-government both Bangladesh and international that support shipping
7. International conventions and the regulatory regime
8. Agency and Operations. The different types of agents and their respective responsibilities and the relationship with the principal.
9. Ship chartering operations. What chartering means and the different ways in which a ship can be chartered. Chartering terms, the charter party terms and clauses.
10. Documentation case studies for both a chartered shipment and liner shipment. Following the export and import process including regulatory procedures and the commercial and transport documents used.
11. The roles and functions of United Nations and other International Organizations (IMO, ILO, UNCTAD, WHO) in the maritime context. International conventions and national regulations: responsibilities of ship-owners and crews; reports, declaration and certification requirements.

Recommended Text(s):

1. Introduction to Maritime Industry Trainee Guide (1st Edition) by NCCER
2. Introduction to Maritime Logistics by Dong-Woo k Song and Photis M Panayi (Book Chapter)

INTRODUCTION TO PORT AND SHIPPING MANAGEMENT

Course Code : PML 2201
 Credits : 3.0
 Contact Hours 42

Aim:

- To orient the students with the basics of port, shipping and ancillary businesses of port and shipping.
- To have an understanding about how port, terminals, shipping companies and other adjuvant organizations perform its functions.

Learning Outcomes:

By the end of this course, the students will be able to:

- Describe the functions of port, shipping and maritime organizations.
- Analyse ancillary activities of shipping and ports
- Identify the shipping company structure and its market.
- Describe the flagging policy and decisions

Syllabus Contents:

1. Ports & Terminals: Port Development and Evolution, Port Management and Ownership Models, Economic impact of ports on the regional economy – Location Characteristics – Organization structure in Ports – Interface of Rail & Road infrastructure – Factors affecting the future ports & terminals.
2. Shipping Company Structure: Organization of a shipping company – Roles of Commercial, Technical & Crewing departments – In house vs outsourcing of Ship Management functions – Ship Registries, National vs Open Registries – Ship Classification societies

3. Port Operations: Managing Port Operations – Introduction to Vessel Traffic Systems (VTS) & Harbour Authority – Services rendered by Ports and performance indicators – Terminal operations – Factors affecting Terminal Productivity – Cargo handling equipment – intermodal connections
4. Flagging policy and decisions; flag state and ship registration practices, Shipping management practices and the uses of BIMCO SHIPMAN and CREWMAN. Design and development of safety management systems in maritime organizations using ISM Code.

Recommended Text(s):

1. H. Ligteringen , H. Velsink, Ports and Terminals (Book)
2. Downard, J. (1987), Managing Ships, London: Fairplay Publications Ltd.
3. Shipping Law Handbook – Bundock, 1997 Ed. (LLP)

LOGISTICS MANAGEMENT

Course Code : PML 2201
 Credits : 3.0
 Contact Hours : 42

Aim:

- To orient the students with the basics of logistics and its overall operation in an organization.
- To have an understanding about how port, terminals, shipping companies and other adjuvant organizations perform its functions.

Learning Outcomes:

By the end of this course, the students will be able to:

- Describe the logistics and its challenges
- Analyse networks for logistics
- Identify materials and manufacturing management

Syllabus Contents:

- a. Introduction to logistics: Introduction, Scope and definition, Historical perspective, Importance of logistics and distribution, Logistics and supply chain structure.
- b. Integrated logistics and the supply chain: The total logistics concept, planning for distribution and logistics, the financial impact of logistics, Globalization and integration, integrated systems, Competitive advantage through logistics, Logistics and supply chain management
- c. Customer service and logistics: The importance of customer service, The components of customer service, Two conceptual models of service quality, Developing a customer service policy, Measuring customer service
- d. Key issues and challenges for logistics
- e. Planning framework for logistics
- f. Logistics processes
- g. Logistics network planning
- h. Logistics management and organization
- i. Manufacturing and materials management
- j. Storage and handling systems (palletized): Introduction, Pallet movement, Pallet stacking, Palletized storage, Palletized storage – comparison of systems
- k. Storage and handling systems (non-palletized): Small item storage systems, Truck attachments, Long loads, Cranes, Conveyors, Automated guided vehicles, Hanging garment systems
- l. Order picking and replenishment: Order picking concepts, Order picking equipment, Sortation, Picking area layout, Slotting, Pick routes Information in order picking, E-fulfilment, Picking productivity, Replenishment
- m. Warehouse management and information: Operational management, Performance monitoring, Information technology, Data capture

Recommended Text(s):

1. The Handbook of Logistics and Distribution Management (4th Edition) by Alan Rushton, Phil Croucher.

OPERATIONS MANAGEMENT

Course Code : PML 2202
Credits : 3.0
Contact Hours : 42

Aim:

The aim of this course is to orient students the basics of operations management so that they can apply this knowledge in their respective field of business. i.e. production, operation, facility layout, forecasting demand etc.

Learning Outcomes:

The student will be able to describe/identify/explain/discuss/analyze:

- The process of production and operations management.
- The designing of product, services and process.
- The planning, control and work management of operations.
- The capacity planning, job design, demand forecasting

Syllabus Contents:

- 1. Introduction to Production and Operations Management:** Historical Evolution of Production and Operations Management, System's Concept, Systems Approach to Operations Management, Trends in Operations Management, Management Process, Responsibilities of Operations Management, The Problems of Production Management, Operations Strategy, Decision Making
- 2. Designing Products, Services and Processes:** Sources of New Product Ideas, Product Development, Role of Research and Development, Evaluation of Product Design, Design Specifications, Design of Services and Service Process, Manufacturing Process Technology, Process Analysis Aids
- 3. Quality, Planning and Control:** Product Quality, Importance of Quality to a Company, How to Determine and Improve Quality, Total Quality Manager, Quality Control Methods, Statistical Quality Control, Employees Involvement, Continuous Improvement, Improving Quality through TQM, Control Charts and Acceptance Inspection, Accepting Sampling
- 4. Job Design and Work Measurement:** Production and Operations Standards, Work Measurement, Methods Analysis, Motion study, Man-machine analysis, Flow process charting, Time Analysis, Considerations in Work Analysis
- 5. Capacity Planning and Facility Location:** Capacity Planning Environment, Defining and measuring capacity, Simulation, Location of Facility, Transportation Methods
- 6. Forecasting Demand:** What is Forecasting, Factors that Influence Demand, Types of Forecasting Techniques, Measures of Forecast Error, How Computers Assist in Forecasting
- 7. Inventory and Materials Management:** Inventory Concepts, Inventory Costs, Inventory Modeling, Classical Inventory Model , Production Order Quantity Model, ABC Inventory Model, Computation of Inventory Order Quantities, Reorder Points and Optimum Number of Orders, Aggregate Planning, Master bill of Materials
- 8. Managing Complex Projects:** Managing Projects, Network Methods (CPM), Probabilistic Time Estimate (PERT), Cost Consideration, Resource Limitation, Benefits and Limitations of PERT/CPM Systems

Recommended Text(s):

1. Everett E. Adam, Jr. Ronald J. Ebert, *Production & Operations Management: Concepts Models and Behaviour*, 5th Revised Ed. Prentice-Hall Inc. USA.

2. James D. Dilworth: *Production and Operations Management*, McGraw Hill, USA.
3. Elwood S. Buffa and Rakesh K. Sarin: *Modern Production/Operations Management*, 8th John Wiley, USA.
4. Principles of Operation Management by Raturi and Evans.
5. Production and Operation Management by S. Anil Kumar and N. Suresh.

HUMAN RESOURCE MANAGEMENT

Course Code : PML 2203
 Credits : 3.0
 Contact Hours : 42

Aim:

The course aims at developing a basic understanding in the students of the issues relating to procurement, development, appraisal, compensation, integration etc. of human resource for its optimum utilization and productivity in the organization in the context of dynamic maritime business environment.

Learning Outcomes:

Upon completion of the course, students should be able to:

- Understands the meaning of human resource management as well as maritime human resources, the concept of crew and manning a vessel, and the structure of the world maritime labor market.
- Understand and analyze the fundamental processes of managing human resources in general and more particularly in maritime environment.
- Compare and evaluate strategies for managing maritime human resources, both onboard and ashore.

Syllabus Contents:

1. **Human Resources Management** – Introduction and Importance-Evolution –difference between Personnel Management and HRM- Strategic HRM- role of a HR Manager. Introduction to Crew Management and Maritime HRM. World Maritime Labour Market.
2. **Human Resources Planning**-Objectives-Importance-HRP Process- Manpower Estimation-Job analysis-Job Description-Job Specification. Recruitment-Sources of Recruitment-Selection Process-Placement and Induction-Retention of Employees. Maritime Human Resource Planning. Recruitment of ship's and shore-based personnel. Selection and Placement of ship's and shore-based personnel.
3. **Training and Development**- Objectives and Needs-Training Process-Methods of Training – Tools and Aids-Evaluation of Training Programs. Training and development of ship's crew and shore-based personnel, education/training standards required for selection sea-going and shore-based positions.
4. **Career Planning**- Succession Planning, Marine employment opportunities, types of employment, entry requirements, assess personal characteristics and traits in relation to the requirements of prospective employers, maritime employment opportunities that are available in the marine and maritime fields, advantages and disadvantages of shore and sea-based careers, features prospective employers may require in applicants, scholarships and traineeships available in the marine and maritime fields
5. **Performance Management System**-Definition, Concepts and Ethics-Different methods of Performance Appraisal- Rating Errors-Competency management. Performance evaluation onboard and ashore.
6. **Compensation Management** –Concepts and Components-Job Evaluation- Incentives and Benefits. Compensation and rewards in the shipping industry.
7. **Productivity Management**-Concepts-TQM-Kaizen-Quality Circles
8. **Industrial relations**-Grievance Procedure-collective Bargaining-Settlement of Disputes.
9. **Retirement/Separation**-Superannuation-Voluntary Retirement Schemes- Resignation- Discharge-

Dismissal-Suspension-Layoff.

10. **HR in International Context** - Issues that change the context, differences between HRM Domestic and International perspectives, linking HR to international expansion, international recruitment at different levels, issues in staff selection and retention, Performance Management – Criteria's used, factors associated, evaluation systems. Training and Development, Expatriate Training, Developing International teams, managing virtual teams, Compensation Management, Objectives and Approaches, Repatriation Process, Labor Relations – Key Issues

11. Outsourcing of maritime HRM practices and the competitive advantage from maritime HRM systems

Recommended Text(s):

1. Human Resources Management- Gary Dessler
2. Human Resource Management in a Business Context - Thomson.
3. Managing Multicultural Human Resources: integrated management practices and strategies for competitive advantage – M. Progolaki
4. International HRM – Managing People in International Context, Author: Dowling, Welch Pub: Thompson Learning, South Western Publications
5. Personnel Management – C.B Mamoria

MARINE INSURANCE

Course Code : PML 3101
Credits : 3.0
Contact Hours : 42

Aims:

The aim of this course is to orient students the basics of marine insurance so that they can apply this knowledge in identifying obligation of the insurer and rights of the insured vessel under the legal provisions and practices globally.

Learning Outcome:

Students will be able to identify/discuss/describe/explain/analyse:

- Marine insurance and its classifications
- Marine accidents and cases
- Marine claims

Syllabus Contents:

1. Basic Concepts of Marine Insurance: Evolution and need for Marine Insurance, Nature of Marine Insurance, Types of Marine Insurance, Marine Insurance Market, Marine Insurance Act, Marine Insurance Policy, Premium, P&I Club, IG & Non-IG P&I Insurers, Arrest and P&I Letter of Guarantee.

2. Fundamental Principles of Marine Insurance: Fundamental Principles of Marine Insurance Contract, Insurable Interest, Assignment, Disclosure and representations, warranty, Voyage, Subrogation, Loss and Abandonment, Contribution, proximate cause.

3. Cargo Insurance: Proposal Form, factors for acceptance, type of vessel, the Voyage or Transit, Type of Cargo, Packing forms, Containerization, Conditions of Insurance, IncoTerms, Declaration Forms, Marine Cover Note, Policy Form, endorsements, Container Transport.

4. Hull & Machinery Insurance: Hull proposal form – details of the vessel –trade details – documents – Valuation of ship – Classification of vessels – Rating factors – Hull initial rating – Renewal rating – Risks with adverse underwriting features – Warranties – Insurance of Fishing vessels – conditions of Insurance – insurance of sailing vessels – Insurance of Inland Vessels – Damage Cargo – Salvage Loss – Insurance of

dredgers.

5. Protection & Indemnity (P&I) Insurance: Third party liabilities including death and personal injury claims and pollution damage. Protection in respect of the ship owner's liabilities arising out of the ownership of the ship, Indemnity liabilities incurred in respect of risks related directly to the operation of the ship.

6. Reinsurance: Reinsurance of Marine cargo and hull risks –Methods of Reinsurance– Proportional – Facultative – Quota share Treaty – Surplus Treaty – Non proportional – Excess of loss Stop loss – Pooling arrangements – Alternative risk transfer – Common Reinsurance Programme –

7. Marine Claims: Actual Total Loss – Constructive Total loss – Particular Average – Damage Cargo – Salvage Loss – General Average Loss – Sue and labour charge – Particular Charges – Salvage charges – Forwarding Charges – Extra Charges – Cargo Claims – Procedures – Intimation of Claim – Insurance Surveys – Claims Payable Abroad – Recoveries from third parties – Hull Insurance Claims –Total Loss – Partial loss – Particular Average – General Average – Salvage charges – Sue and labour Charges – Collision Liability – Claims of Ocean going vessels –fishing vessels –sailing vessels –inland vessels – General Average – Application of insurance to G.A Contribution and G.A Sacrifice- Adjustment of General Average – Salvage liability.

8. Marine Recoveries: Marine recoveries from third parties –Carriage of Goods by Sea Act – Shipowner's responsibility, liabilities/rights and immunities – Notice of loss or damage – Time limit for legal action – Carriage of goods by Rail – Rights /Liabilities of Railway Authorities Notice of Claim for Compensation – Carriage of goods by Road Act – Carriage by goods by Air – Multimodal transportation/responsibilities/liabilities/limits – Liabilities of Port Authorities – major and other ports – Postal Authority – Customs –Salvage Disposal.

9. Loss Prevention: Cargo Loss control and prevention – Theft, Pilferage and Non – Delivery – Handling and Stowage damage – Water damage – Multi Modal containerization –its inspection and packing and stowing of cargo.

10. Maritime Frauds: Maritime frauds – Scuttling frauds –Documentary frauds – Cargo thefts – Charter Party Fraud – Piracy – Maritime fraud – Scuttling Frauds – Documentary Frauds prevention in cargo and hull insurance.

Recommended Text(s):

1. Marine Insurance: Its Principles and Practice Paperback – August 23, 2017by William D. Winter (Author)

CARGO OPERATION AND FLEET MANAGEMENT

Course Code : PML 3102
Credits : 3.0
Contact Hours 42

Aim:

The aim of the course is to let the students know with the principle of fleet and cargo operation management. Understanding different aspects of registration of ships, its operation, and maintenance as well as managing the crews and others. The budgeting technique for ship operation and management

Learning Outcomes:

Students will be able to identify/discuss/describe/explain/analyze:

- Fleet management preliminaries
- Ship registry & the regulatory bodies
- Technical management
- Crew management
- Budgeting technique

Syllabus Contents:

Fleet Management:

1. General knowledge of Fleet Management in all its aspects; the role of a ship manager towards the owner and his place in the organization
2. Analyze the market to make judgments on the outsourcing criteria. “Flag of Convenience”
3. Recognize the various parties important for shipping and Fleet Management; the rules applicable for Fleet Management,
4. Recognize the repair and maintenance regime. plan and manage work which arises from planned and unplanned repair and maintenance. organize emergency work.
5. Importance of manning for the total management of a ship. fulfilling future requirements taking into account demand and supply, social, cultural and ethic aspects.
6. Management system, improvement of safety and operation of ships via self-regulation and developing a safety culture. the possible risks of running ships.
7. Make a long term budget for ship operations and to manage the cost incurred, relevance of each cost category towards the total cost.
8. Judge and analyze the performance of a ship in port and under operation; performance improvement or cost reductions.

Cargo Operation Management:

1. Forces acting on cargo during transport; consequences and responsibilities of cargo problems; Cargo handling, stowage, securing and ship stability;
2. Basic principles for correct cargo stowage, packing, securing and lashing;
3. Type and care of shipboard handling and securing equipment; Terminal arrangements, layout of quays and transit sheds;
4. Handling of solid bulk and liquid bulk cargo; loading and unloading equipment for bulk and liquid cargoes;
5. Handling of break bulk cargo; equipment for handling pallets and containers; choice of Cargo Transport Units (CTU) type;
6. Methods of packing and securing of cargoes; Packing, handling, stowage, segregation and securing of dangerous goods; Regulations for the transport of dangerous goods;
7. Marking, labeling and placarding; Handling and storage of packaged dangerous goods in port areas;
8. Safe packing and securing of cargo in freight containers and vehicles;
9. Vehicles on Ro-Ro vessels; Lashing and securing of deck cargoes; Survey, inspection and certification of cargo equipment.

Recommended text(s):

1. Ship Management, Drewry Shipping Consultants, September, 2006
2. Professional Ship Management Photis M. Panayides 2001
3. Analytical fleet maintenance management. John E.Dolce.
4. Debrett D.R. (1999), Ship Stability, London: Heinemann
5. IMO, Code of Safe Practice for Solid Bulk Cargoes, London: International Maritime Organization
6. IMO, International Maritime Dangerous Goods Code, London: International Maritime Organization

PORT AND TERMINAL OPERATION

Course Code : PML 3103
Credits : 3.0
Contact Hours : 42

Aim:

The overall aim of the course is to understand the port's operational and planning process through supply chain aspects as well as logistics management in port

Learning Outcomes:

After the completion of the course, students will be able to analyze/ express/ differentiate/ investigate:

- a. Port development and planning
- b. Port investment, financing and pricing
- c. Port productivity, marketing and competition
- d. Logistics management and related aspects of ports

Syllabus Contents:

- 1. Introduction of Port.** What is a port, the port system, Approaches to port operations and management
- 2. Port pricing.** Port charges vs. port dues. Tariff structures and surcharges. Marginal cost pricing. Strategic port pricing. Through transport pricing. Other pricing models. Regulatory mechanism for port pricing
- 3. Port operations.** Port operations and services. Nautical versus cargo handling services. Value added and logistics port services. Queuing system and congestion in port. Port layout and configuration. Port equipment and maintenance. Terminal and site operation. Terminal procedures. Functional modelling of port operations. Port automation
- 4. Port Performance and Productivity.** Multi-disciplinary approaches to port performance, Economic impact and port performance, Trade logistics and port productivity, Index methods for measuring port efficiency, Frontier methods for port benchmarking, Optimization tools in port operations,
- 5. ICT and Port Management.** Information management systems in port, Port community system, Terminal operation system, Port technology, ITS in ports
- 6. Port Marketing and Competition.** Analysis of Port Markets, Port Marketing tools, Techniques of port promotion, Market intelligence and research in ports, Economic analysis of port competition, Forms of port competition, Port selection and choice modelling, Port co-operation, Competition policy and regulation
- 7. Port Logistics.** The network structure of port operations, Freight logistics systems and ports, Intermodality and landside port logistics, Port centric logistics, Value added logistics services in ports, Port and trade logistics, and Integrating port in global supply chains.
- 8. Port Safety.** Safety regulations and procedure, Formal safety assessments in ports, HAZAMT and the handling of dangerous goods, Accident reporting and investigation, Occupational safety and health
- 9. Port Security,** Regulatory framework for port security, Security risk assessment and management, Economic and operational impact of security, Supply chain security and ports, Quality system of port security
- 10. Environmental Management and ports.** Coastal zone management and the port-city interface, Environmental port regulation, EIA in ports, Port operations and the climate change agenda, Contingency plans and environmental response
- 11. Port labour and HRM.** History and development of port labour. Labour reform and social issues,

Labour performance and Terminal operations, Port training and education, Port careers and HRD

12. Port Policy. Components and instruments of port policy, regulating port services. Subsidizing port services, Port governance and reform, Deregulation and institutional restructuring.

Recommended text(s):

1. Port Management and Operations – Patrick Alderton (2nd Edn, Informa Maritime & Transport Jun 2008)
2. Port security Handbook 2004 – Lloyds Register
3. Port Infrastructure & Economic Development – Pradeepta Kumar Samanta & Ashok Kumar Mohanty (Gyan Publications 2005)
4. Port State Control – Dr.Z.Ozcayir (2nd Edn, Informa Professional Jun 2004)
5. Port Development : A Handbook for Planners in developing countries – UNCTAD
6. Excellence in Warehouse Management : How to Minimize Costs & Maximize Value - Stewart Emmet (John Wiley & Sons Ltd Jul 2005)

MARITIME ECONOMICS

Course Code : PML 3104
Credits : 3.0
Contact Hours : 42

Aim:

The aim of the course is to provide an understanding of how the shipping market economic works. Students would be able to answer some basic questions about how the shipping market is organized, how it works, how the freight rate is determined, how the cycle works, how are ships financed and what influence the design as well as the economic principle behind these.

Learning Outcomes:

Students will be able to identify/discuss/describe/explain/analyse:

- Shipping and Shipping Market Economics
- Shipping Company Economics
- Seaborne Trade and Transport Systems
- The Merchant Fleet and Transport Supply
- Forecasting and Planning

Syllabus Contents:

1. The economic organization of the shipping market: Economic role of the shipping industry, demand for sea transport, world merchant fleet, supply of sea transport, role of ports in the transport system, Shipping cycles and shipping risk, Characteristics of shipping market cycles, The frequency of shipping cycles, Freight market cycles, 1869–1914, The return on investment in shipping, The prediction of shipping cycles.
2. Supply, demand and freight rates : The shipping market model , The demand for sea transport, The supply of sea transport , The freight rate mechanism .Costs, revenue and financial performance: Cash flow and the art of survival , The cost of running ships, The capital cost and financial performance , The revenue calculation , Computing the cash flow.
3. Financing ships and shipping companies: Ship finance and shipping economics, How ships have been financed in the past , The world financial system and types of finance, Financing ships with equity , Financing ships with debt , Finance for new buildings , Leasing ships.
4. The economic principles of maritime trade: study seaborne trade, The countries that trade by sea, An explanation of trade theory ,Theories about the pattern of trade, Economic growth and sea trade, Trade forecasting and the commodity trade model.

5. The global pattern of maritime trade: Introduction, The Westline theory, Geographical distribution of seaborne trade, Maritime trade of the Atlantic and East Pacific, Maritime trade of the Pacific and Indian Oceans, Eastern Europe and the former Soviet Union
6. Bulk cargo and the economics of bulk shipping :The commercial origins of bulk shipping , The bulk trades, The ‘transport system’ concept , Handling bulk cargoes , Liquid bulk cargoes , The five major dry bulks, The minor bulk trades , Refrigerated cargo, The vehicle trade
7. The general cargo and the economics of liner shipping: Introduction, The origins of the liner service, Economic principles of liner operation , Liner conferences and their regulation, The components of liner service costs , The liner service cash flow model, Liner prices , The demand for liner services , The liner shipping routes ,The liner fleet, The economics of ships and ship designs
8. The regulatory framework of maritime economics: How maritime regulation affects maritime economics, the institutions that regulate shipping, Self-regulation and the classification societies, the law of the sea, the regulatory role of the flag state,
9. The economics of shipbuilding and scrapping: Role of the merchant shipbuilding and scrapping industries, Regional structure of world shipbuilding , Shipbuilding market cycles, The economic principles , The shipbuilding production process , shipbuilding costs and competitiveness ,The ship breaking industry.
10. Marketing environment – customer oriented organization – marketing interface with other functional areas marketing in a globalized environment–The concept of global marketing –Importance, Growth and Benefits-Scope and challenge of international marketing.

Recommended Text(s):

1. Martin Stopford, Maritime Economics
2. E. Karakitkos, L. Varnabides, Maritime Economics: A Macroeconomic Approach
3. Kotler, Keller, Koshy, Jha, Principles of Marketing Management, Prentice Hall.
4. P.K.Vasudeva, International Marketing, Excel books, 2004.

SUPPLY CHAIN MANAGEMENT

Course Code : PML 3105
 Credits : 3.0
 Contact Hours : 42

Aim:

The aim of the course is to introduce the students with what is supply chain management and the principles belong to this area of study.

Learning Outcomes:

Student will know about logistics and supply chain management, the role of supply chain management in business as well as the role of port and shipping in the supply chain management.

Syllabus Contents:

1. Logistics Management: Origin and Definition – Types of Logistics – Logistics Management – Ware House Management – Automation and Outsourcing - Customer Service and Logistics Management – A Perspective - Concepts in Logistics and Physical Distribution - Distribution and Inventory
2. Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management - Some Commercial Aspects in Distribution Management – Codification - Distribution Channel Management -Distribution Resource Planning (DRP) - Logistics in 21st Century

3. Supply Chain Management: Introduction and Development- Nature and Concept -Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain – Global Applications

4. Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement-Systems and Values of Supply Chain

5. Aligning the Supply Chain with Business Strategy - SCOR Model – Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships – Conflict Resolution Strategies - Certifications

6. Concepts of Logistics- Evolution – Nature and Importance – Components of Logistics Management- Competitive Advantages of Logistics- functions of Logistics management- principles- Logistics Network- Integrated Logistics system. Supply chain management- Nature and Concepts- Value chain- Functions – Supply chain effectiveness- Outsourcing - 3PLs and 4PLs – Supply chain relationships- Customer services.

7. Elements of Logistics and Supply chain management – Inventory carrying – Ware housing – Material handling – Order Processing - Transportation - Demand Forecasting - Impact of Forecasts on Logistics and Supply chain management – Performance measurements.

8. Transportation- Position of Transportation in Logistics and Supply chain management- Road, Rail, Ocean, Air, Transport Multi model transport-Containerization – CFS- ICDS –Selection of transportation mode – Transportation Network and Decision- Insurance Aspects of logistics.

9. Logistical Information system (LIS) - Operations – Integrated IT solution for Logistics and Supply chain management – Emerging technologies in Logistics and

Supply Chain management. Components of a logistic system – transportation – inventory carrying – warehousing – order processing – Ocean transport – ships – types - measurement of capacity of ships – shipping information.

10. Plant location: Facility location and layout planning - Types of layouts - Material handling equipment's - Productivity: Factors Affecting Productivity - Job Design – Process Flow charts – Material Management - Costs associated with inventory - Economic Order Quantity - ABC Analysis - Just in-time Production - Total Quality Management.

Recommended Text(s):

1. Krishnaveni Muthiah, Logistics Management and Seaborne Trade' Himalaya Publishing House.
2. D.K.Agarwal. Textbook of Logistics and Supply Chain Management, Mc Millan India Ltd.
3. Martin Christoper, Logistics and Supply Chain Management, Pearson Education, 2003.

INTERNATIONAL TRADE AND COMMERCIAL LAW

Course Code : PML 3106
Credits : 3.0
Contact Hours : 42

Aims:

The objective of the course is to introduce the conceptual background of the subject along with existing and ongoing developments in the area of International Trade and World Trade Organisation's (WTO) Agreements.

Learning Outcomes:

Students who complete the course successfully will familiar with-

- the conceptual background of the International Trade
- Existing and ongoing developments in the area of International Trade and World Trade Organization's (WTO) Agreements.
- The legal framework for the settlement of International trade dispute.

Syllabus Contents:

International Trade and Commerce; Basic Idea on International Trade; Origin and Development of International Trade Law; Nature and Scope; International Trading System – liberalization of trade and Commerce; The globalization of the world economic, political and financial system; the role of international trade in the global development and international trade; the international trade and human rights; International legal framework for the International trade; Different principles, terms and issues; Sources of International Trade Law, Principle of MFN and corresponding legal regime of Trade; Discriminatory regimes in International Trade; GATT/WTO and the principles of free trade; Tariffs, trade measures, export/import duties in International Trade; Dispute Resolution in International Trade & Arbitration; Legal peculiarities of an International Commercial contract; International contracts of the sale of goods; Principles of International Commercial Contracts.

INCOTERMS

Carriage of Goods by Sea, The different documents of trade, Shipping documents, UPC, Letter of Credit.

Recommended Text(s):

2. A Guide to State Succession in International Investment Law by Patrick Dumberry
3. International Commercial Arbitration and the Brussels I Regulation by Louise Hauberg Wilhelmsen

PORT PLANNING AND DESIGN

Course Code : 3201
Credits : 3.0
Contact Hours : 42

Aim:

The overall aim of the course is to understand the port's operational and planning process through supply chain aspects as well as logistics management in port

Learning Outcomes:

After the completion of the course, students will be able to analyze/ express/ differentiate/ investigate:

- e. Port development and planning
- f. Port investment, financing and pricing
- g. Port productivity, marketing and competition
- h. Port design and construction

Syllabus Contents:

1. **Port development and organization.** History of port development. Port roles and function. Port users and stakeholders. Port administration and organizational structure. Traditional vs. emerging port management model. Recent trend in port development
2. **Port planning.** Infrastructure and capacity. Evaluation and management of port projects. Long term (master) port planning. Modelling port demand and supply. Port traffic forecasting. Strategic port planning. Operational port planning: Terminal planning module

3. **Port investment and financing.** Port costs and costing systems. Economic evaluation vs. financial appraisal of port projects. Financing mechanism of port projects. Contractual and legal arrangements. Private sector participation and emergence of global port operator. Public-private partnership (PPP) models in ports issues with public financing of port infrastructure
4. **Port pricing.** Port charges vs. port dues. Tariff structures and surcharges. Marginal cost pricing. Strategic port pricing. Through transport pricing. Other pricing models. Regulatory mechanism for port pricing
5. **Port operations.** Port operations and services. Nautical versus cargo handling services. Value added and logistics port services. Queuing system and congestion in port. Port layout and configuration. Port equipment and maintenance. Terminal and site operation. Terminal procedures. Functional modelling of port operations. Port automation
6. **Port Design and Construction:** Introduction to port and harbor structures; Harbor classifications; Port facilities - berthing and mooring structures and rendering system; Operational and environmental loads; Wave oscillations in harbor and its control; Maneuvering of ships within harbor; Cargo handling in ports; Offshore mooring - design of breakwaters, jetties, wharfs, quays, diaphragm walls, slipways and docks; Sediment transport and maintenance dredging in harbors. Control and marine pollution in ports.

Recommended text(s):

1. Port Management and Operations – Patrick Alderton (2nd Edn, Informa Maritime & Transport Jun 2008)
2. Port security Handbook 2004 – Lloyds Register
3. Port Infrastructure & Economic Development – Pradeepta Kumar Samanta & Ashok Kumar Mohanty (Gyan Publications 2005)
4. Port State Control – Dr.Z.Ozcayir (2nd Edn, Informa Professional Jun 2004)
5. Port Development : A Handbook for Planners in developing countries – UNCTAD
Excellence in Warehouse Management : How to Minimize Costs & Maximize Value - Stewart Emmet (John Wiley & Sons Ltd Jul 2005)

MARITIME LAW AND CONVENTIONS

Course Code : PML 3202
Credits : 3.0
Contact Hours : 42

Aim:

The course is designed with a view to enabling the students to develop their knowledge and understanding of legislative drafting and law making procedure in Bangladesh in general and in particular transforming international maritime legislations into municipal law of Bangladesh. It also aims to familiar the students with different modes of interpretation of maritime legislations and understanding the jurisdiction of the Admiralty court and its procedures under the legal framework of Bangladesh. The aim of this course is also to orient students with different international conventions on the Maritime Affairs.

Learning Outcomes:

By the end of this course students should be able to:

- understand law making procedure of Bangladesh;
- acquire basic legislative drafting skills;
- learn the procedure of incorporating international maritime legislations into municipal law of Bangladesh
- Understand admiralty jurisdiction and procedure of admiralty matters in Bangladesh.
- The different areas of maritime commercial laws

Syllabus Contents:

1. Third United Nations Conference on the Law of the Sea (UNCLOS III): baselines internal waters and territorial sea, straits used for international navigation, archipelagic states, contiguous zone, continental shelf,

exclusive economic zone, fisheries , land-locked and geographically disadvantaged states

2. The High Seas: Legal Status of the High Seas, High Seas Freedoms, nationality of Ships, Status of Ships on the High Seas International seabed area,

3. Settlement of disputes, The International Tribunal for the Law of the Sea (ITLOS), The International Court of Justice (ICJ), Arbitration and Other Forms of Alternative Dispute Resolutions (ADR)

4. Nationality, registration and ownership of ships: Nationality of Ships. Ship Registration, Registration and Ownership of Ships The Concept of ‘Genuine Link’, Types of Ship Registries.

5. International Convention for the Safety of Life at Sea, 1974 (SOLAS) and the 1978 and 1988 Protocols thereto as amended, International Safety Management Code (ISM Code) International Convention for the Prevention of Pollution from Ships, 1973; the 1978 and 1997 Protocols thereto (MARPOL), as amended, International Convention on the Prevention of Marine Pollution by Dumping of Wastes and Other Matter, 1972 and the 1996 Protocol thereto.

6. The law of contract and other relevant legal principles, carriage of goods by sea and the relevant conventions including INCOTERMS and the recent developments.

Recommended text(s):

1. The Law of the Sea by R R Churchill,
2. The International Law of the Sea by R Rothwell
3. Shipping and Environment Law (2nd Edition) by Charles
4. Marine Insurance: Its Principles And Practice by Templeman (Qureshi Press)
5. The Modern Law of Marine Insurance by D. Rhidian Thomas (Lloyd's List)
6. Simon Baughen “ Shipping Law” – Cavendish Publishing

SHIPPING AND PORT FINANCE

Course Code : 3203

Credits : 3.0

Contact Hours : 42

Aim:

The overall aim of the course is to understand the benefit from the exposure to the various facets making and financing investment decisions in shipping and port

Learning Outcomes:

After the completion of the course, students will be able to analyze/ express/ differentiate/ investigate:

1. A solid grounding on how to construct cash flows for shipping projects and how to evaluate them, taking into account the time value of money, as well as uncertainty
2. Learning advanced techniques to analyse and incorporate risk in project valuation
3. A broad overview of the various types of ship financing
4. A deeper understanding of the risk associated with shipping and how some of these risks can be managed with the use of derivative products

Syllabus Contents:

1. Introduction to shipping investment and operations: Shipping markets, freight, revenue and cost structures o Markets for ships, second-hand, new building, and scrap
2. Cash flow analysis of shipping projects o Cash flow components and projection o Time value of money, discounting and compounding

3. Project appraisal criteria and investment decisions – o NPV, IRR, Payback o Examples of shipping projects
4. Investment decision under uncertainty o Scenario and simulation analysis
5. Introduction to shipping finance o Types of financing – commercial bank loans, capital markets, equity vs. debt
6. Introduction to shipping risk o The risk management process o Volatility estimation o Freight market indices
7. Shipping risk management I – Revenue o FFAs and Options o Hedging examples
8. Shipping risk management II – Costs o Bunker risk management and derivative instruments o Interest rate and currency risk management
9. Port Pricing and Investment

Recommended text(s):

1. Shipping Finance by Stephenson Harwood
2. Port Infrastructure Finance by Hilde Meersman, Eddy Van de Voorde

BUSINESS RESEARCH METHODOLOGY

Course Code : PML 3204
 Credits : 1.5
 Contact Hours : 21

Aim:

The primary aim of this course is to introduce students to the majority of the quantitative as well as qualitative research methods used most frequently by management scholars, particularly within the domains of innovation and entrepreneurship studies.

Learning Outcomes:

The students might know how to design, implement and complete the research activities. It would include writing a proposal and academic writing.

Syllabus Contents:

1. **Introduction to Business Research:** Research in Business – Research Process- Research Need, formulating the problem, designing, sampling, pilot testing - Thinking like a Researcher and Proposals - Ethics in Business Research.
2. **Research Design:** Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool, Scaling methods and sampling techniques- Nature, simple probability and complex probability – Non- probability samples.
3. **Sources and Collection of Data:** Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules and Instruments – Coding, data entry, tabulation & cross tabulation-and Graphic presentation – Examining Data.
4. **Basic Quantitative Methods:** Reliability, Validity, Factor Analysis, Correlation, Regression, Moderated Regression, t-Test, ANOVA
5. **Analysis and Preparation:** Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- Types and selection of tests- Multivariate Analysis Techniques- Multivariate

Techniques – Variable in Multivariate Analysis -Important Methods of Factor Analysis.

6. **Presenting results and writing the report:** Written and Oral Reports, The written research report, preparatory items, introduction, methodology, findings and conclusions- writing the draft to presentation – Oral presentation – preparation, delivery and audiovisuals.
7. **Econometrics Analysis of Research:** Introduction, Aims of Econometric Analysis, Statement of Theory or Hypothesis, Specification of the Mathematical and Economic Model of Consumption, Estimation of Economic Model.
8. **Business Research Conducting:** Literature Review, Reference, Bibliography, Citation
9. **SPSS (Statistical Package for Social Sciences): Theoretical and Practical**

Recommended Text(s):

1. William C Emory, Business Research Methods, Richard D Irwin.
2. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill, 2001.
3. Krishnaswami, Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
4. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern.
5. Research Methodology by C.R. Kothari
6. BSMRMU Report Writing Manual

MARINE ENVIRONMENT AND SUSTAINABILITY MANAGEMENT

Course Code : PML 3205
Credits : 3.0
Contact Hours : 42

Aim:

The course is designed with a view to identify contemporary issues in port & shipping in the field of environment. How the sector is performing in terms of environmental protection and management. To analyze environmental protection standards and requirements, and to present how ports and shipping operators are implementing them. To examine cases of the best practices in the monitoring and control of ports activities and air pollution from ships. To provided economic explanations for maritime environmental regulations and to discuss the market instruments for the control of ship- originated pollution. To examine energy management onboard vessels and noise aspects in ports.

Learning Outcomes:

By the end of this course students should be able to:

- understand contemporary environmental issues in port & shipping;
- environmental protection and management, standard and requirements, and implementation;
- best practices in monitoring and control of port activities and air pollution;
- economics of marine environmental regulations;
- on-board energy management;
- noise and energy management in port.

Syllabus Contents:

3. Environmental issue in general and port reception facilities including the operational aspects, facilities,

equipment's.

4. Waste management, the administrative and operational aspects, types of waste, collection, treatment, transportation.
5. The investment and operational aspects of port reception facilities.
6. Related conventions including MARPOL.
7. Implementation of environmental standard the economic perspective.
8. Energy management aspects both in ship operation and port operations.

Recommended text(s):

1. Maritime Environmental Impacts (Book)

TOTAL QUALITY MANAGEMENT

Course Code : PML 3206

Credit Hour : 3

Contact Hour : 42

Aim:

Outcome:

After the completion of course, the student will be able to:

- a. know business excellence models and be able assess organization's
- b. performance making reference to their criteria;
- c. know the principles of total quality management and peculiarities of their
- d. implementation;
- e. be able to use quality management methods analyzing and solving
- f. problems of organization;
- g. know prerequisites of evolution of total quality management and significance
- h. of quality gurus' works to the management of modern organizations.

Course Content:

1. Quality basics and history
2. Cost of Quality
3. Introduction, total quality concept
4. Evolution of quality concepts and quality paradigms
5. Organization for total quality, process management
6. (Total) Quality management gurus:
 - a. Deming
 - b. Juran
 - c. Crosby and others....
7. Quality teams and teamwork processes
8. Basic problem solving tools for quality improvement
9. Leadership and empowerment
10. Quality standards and award models
11. TQM implementation and case studies
12. Quality through improvement: Six sigma, lean six sigma, kaizen, 5S, SPC
13. Quality through planning and design: QFD, policy deployment, design for six sigma
14. Quality through innovation: TRIZ
15. Quality through IT: CRM

AIR FREIGHT MANAGEMENT

Course Code : PML 4101
Credit Hour : 3
Contact Hour : 42

Aim:

Outcome:

Upon completion of this course the student will be able to:

- a. Improve competitive performance using practical management tools including revenue management and pricing
- b. Identify customers' changing needs to adjust business for immediate results
- c. Maintain optimum levels of customer service without increasing costs
- d. Analyze changes within the cargo industry and its stakeholders
- e. Stay current with the latest business and technological trends

Course Content:

1. The cargo industry and its stakeholders
2. Marketing and sales for cargo
3. Pricing and revenue management
4. Trends in technology
5. IATA's e-cargo initiatives
6. Optimizing the use of the internet and intranet within your organization
7. Operations and management
8. Cargo trends and forecasts
9. Business processes
10. Industry regulations and their impact

Text Recommended:

1. The Air Logistics Handbook: Air Freight and the Global Supply Chain 1st Edition by Michael Sales.

TRANSPORT SECURITY AND RISK MANAGEMENT

Course Code : PML 4202
Credits : 3.0
Contact Hours : 42

Aim:

The course highlights on related international legislations on various aspects of safety and security in sea. Moreover, the course covers the legal arena for liability in marine collision; salvages and wrecks; towage; pilotage; piracy, hijacking and armed robbery at sea.

Learning Outcomes:

On completion of this course, students are expected to be able to: Use the basic provisions of International conventions to establish national, regional and global individual and collective responsibility for maritime safety and security. Moreover, students would be able to act as attorney on behalf of client filing suit for the violation of the safety measures by the concerned authority and claiming compensation for suffering.

Syllabus Contents:

1. ISM Code. Key issues, Legal status of code. Practical aspects of the code. Company verification, review and evaluation. Case studies. Regulatory framework for maritime security: International ship and port facility security (ISPS) code.

2. Definitions of key terms and concepts (e.g. safety, risk, hazard etc)., Influencing factors on administrative decisions regarding risk and safety (social amplification of risk etc.) Risk assessment: Introduction of qualitative (failure mode and effect analysis, hazard and operability studies etc.) and quantitative (fault trees, event trees etc) methods of risk assessment.
3. Risk management: Introduction of risk control options (RCOs) with effects on likelihoods of unwanted events to occur and severity of consequences, Discussion of risk acceptance criteria, the as low as reasonably practicable (ALARP) principle. Formal Safety Assessment (FSA) as a tool in the IMO decision making process.
4. The need to investigate maritime casualties (Legal background): Overview about relevant regulations in different international and maritime legal instruments regarding casualty investigations, Reporting requirements to IMO about maritime casualties, Selected national approaches related to maritime casualty investigations
5. Accident investigation process: Initiation of maritime casualty investigations, Appointment of investigators, collecting of evidence, developing time lines, conducting interviews with witnesses
6. The General System Concept: Understanding the SAR system; legal basis of services, the global concept, national and regional systems, system component.
7. ISPS Code.

Recommended Text(s)

1. Maritime Safety, Security and Piracy by Wayne Kenneth Talley
2. Maritime Safety: The Human Factors by Sean M Trafford

PROJECT MANAGEMENT

Course Code : PML 4103
 Credits : 3.0
 Contact Hours : 42

Aim:

The course is structured with the aim to enable student to have knowledge about various project management and apply in their working field.

Learning Outcomes:

On completion of this course, the student will have knowledge on various project, preparation of project profile, costing, responsible as a project manager including controls and best practices.

Syllabus Contents:

1. Overview of Project Management

1. What is a project, what is a program? The role of a project manager
2. How is a project selected? Portfolio Management
3. Life Cycle of a Project
4. Steps in managing a Project
5. International Standards (PMI, IMA)
6. Different types of projects: industrial, telecommunication, research and more.
7. Project operations within a Company

2. Objectives and Planning the Project

1. Developing a Mission, Vision, Goals and Objectives of the Project
2. Stakeholders management
3. The importance of adequate Project Planning
4. The Work Breakdown Structure (WBS)
5. The Project Charter

3. Time and Cost Management

1. List of activities of a Project and estimation of duration
2. Links between activities
3. Network diagrams and critical path identification
4. Gantt charts
5. Resource allocation and cost estimations
6. Resource balancing and its effects
7. Planned cost curve
8. Cash flow plan. Difference between cash and cost. Time value of money
9. Monitoring and control
10. Earned Value Analysis
11. Taking corrective actions
12. Use of software tools for Project analysis and reporting (Microsoft Project or any)

4. The Project Risk Plan

1. What is a risk
2. Why a risk plan is needed?
3. Identification of Project Risks
4. Evaluation of probabilities and impact of risks
5. Risk matrix analysis
6. Strategies to manage risks

6. Communication Management

1. The importance of communication management
2. The role of the Project Manager
3. Stakeholder Management
4. Examples of project reporting: internal and external looking

7. Contract Management

1. Contract structures and contents.
2. Contract negotiation
3. Scope, requirements and interfaces
4. Phases of a contract
5. Contractual conflicts resolution
6. The change control process

8. Other knowledge areas required in Project management

1. Human resources
2. Quality assurance and quality control
3. Closing a project and lessons learnt
4. Specific challenges of International Projects
5. What is a PMO
6. Other PM techniques: Agile methodology, Scrum

SHIP BROKING AND CHARTERING

Course Code : PML 4104
Credits : 3.0
Contact Hours : 42

Aim:

The overall aim of the course is to educate the students with the principles of ship broking, chartering, sale and purchase management. Student will be able to understand the different market structure as well as the latest practices of ship broking and chartering and ship sale and purchase including different economical and legal aspects of the field.

Learning Outcomes:

Students will be able to identify/discuss/describe/explain/analyze:

- Principles of chartering
- Freight and hire calculation
- Standard Contracts
- Chartering practices
- Sale and purchase

Syllabus Contents:

1. Principles of Chartering-Introduction to Chartering –Chartering Terminology –Role of Broker –Types and Functions -forms and activities –charter parties
2. Types of Charter -voyage Ships –Vessel Descriptions -Vessel requirements - tramp chartering services -Passenger Ship Chartering –Cargoes -Freight Markets -Liner Operations – Tanker Charter –tanker trades -International Tanker Chartering Market
3. Purchase and Registration of Vessels -Exemptions and immunities -trading limits -dry-docking - protective clauses -stevedore damage
4. Freight and hire calculations –Voyage Estimation –Checks –Cargo Capacity –Time estimation in Port–Laytime Calculations -Vessel Negotiations –Statement of Facts –Time Count - Demurrage and Despatches -Classification Societies –Spares and Black lists –Delivery Methods – Auctions
5. Contracts -Individual rights, responsibilities and liabilities -Clauses in time charters Bill of lading-Chartering Market Practise -Ethical requirements -lien clause – Disputes -General Arbitrations.
6. Shipping markets, market development and influences on the market.Shipbuilding and sale & purchase markets and their interrelationship with freight markets
7. Cost/revenue and finance factors in chartering and ship acquisition. Information modes and channels. Freight and voyage calculations, case studies Build-up of pro-forma, agreements on terms, fixtures and charter parties.
8. Chartering routines and practices, standard terms, phrases and abbreviations used. Case studies on chartering negotiations. The concept of lay days, lay time, demurrage and dispatch.
9. Notice of readiness, “arrived ship” and time counting, Case studies on laytime, dispatch and demurrage. The reasons for buying and selling existing vessels. The advantages and disadvantages of second-hand vessels.
10. Standard contracts for sale and purchase of vessels: Norwegian Saleform 1993 and 1987 and Nipponsale 1999.Deposit and payment procedures, inspections, dry docking and delivery procedures

Recommended text(s):

1. Ship Sale and Purchase By Iain Goldrein, Matt Hannaford,
2. The Law of Shipbuilding Contracts, By Simon Curtis
3. The economics of tramp shipping / (by) B.N. Metaxas. (Athlone Press)
4. Shipbroking and Chartering Practice: Seventh Edition (Business of Shipping) by Lars Gorton (Lloyd's List)
5. Shipbroking and Chartering Practice, 6th Edition Gorton, Ihre, Sandervarn and Hillenius
6. Tanker Chartering (Shipping Business Series) by Philip Wood (Wetherby & Co Ltd)
7. Ocean Freights and Chartering by Cyril Frederick Hardy Cufley (Adlard Coles Nautical)

INTEGRATED TRANSPORTATION SYSTEMS

Course Code : PML 4106
Credits : 3.0
Contact Hours : 42

Aim:

The overall aim of the course is to educate the students to understand the role of multimodal transportation system. The economics of short sea shipping and different managerial, operational, institutional and infrastructure of multimodal transportation system.

Learning Outcomes:

Students will be able to identify/discuss/describe/explain/analyze:

- Multimodal transportation network
- Multimodal transportation Characteristics
- Division of Waterways and Navigation technologies

Syllabus Contents:

1. Multimodal Transport Network: Historical Development of Multimodal Transport Network, Present Role of Multimodal Transport in Asia and Europe, The Importance of Multimodal Transport
2. International Distribution: Importance of distribution in international trade, Basic distribution structures which meet international and national needs, the supply-chain concept and how the different transport modes may be combined, Understand the importance of modal interfaces and the basic function of ports, airports, inland depots, railheads etc.
3. Physical Operation: Characteristics of the main types of primary vehicles and equipment used: ships, trucks, trains and aircraft, special equipment and facilities used to enhance through transport including swap bodies, double stacks, trailer types, container types, structural needs and layout of modal interfaces and terminals: depots, warehouses and cargo-handling equipment

4. Trade Routes: Importance of main trade routes including the main container shipping routes, railway routes and land bridges, Relationship between commodities, value and transit time and transport mode, the economic, Political and environmental factors arising in respect of road/rail/barge competition and the role of short sea shipping, The role of airfreight and its advantages and limitations, the role of road haulage and the difference between international, domestic trunk and local delivery.

5. Transport Pricing: The nature of price competition between transport modes, namely sea versus road/rail versus air, Understand price measurements: tonne-kilometre, and cost-transit time benefit, the relationship between price and demand, The importance of revenue and cash flow, different pricing strategies, contribution or volume (market share) led, the calculation of through transport pricing, the component price/cost components and the concept of price transparency

Recommended text(s):

1. UNECE Resolutions
2. CCNR Regulations
3. Inland Shipping Ordinance, 1976 (Ordinance No. LXXII of 1976)
4. European Policy for the Promotion of Inland Waterway Transport – A Case Study of the Danube River : By Svetlana Dj. Mihic and Aleksandar Andrejevic

STRATEGIC MANAGEMENT AND CORPORATE MARITIME STRATEGIES

Code : PML 4201
Credits : 3.0
Contact Hours : 42

Aim:

The aim of the course is how to identify and choose a superior competitive position, how to analyze a strategic situation, and finally how to create the organizational context to make the chosen strategy work.

The objectives of this course are twofold: 1) to explore conceptual frameworks and models which will assist you to analyze competitive situation and strategic dilemmas and gain insight into strategic management; 2) to help you acquire practical experience in dealing with strategic issues with a focus in the different Maritime Arena.

Learning Outcomes:

Student might know how to formulate, implement and evaluate a strategy. What are the current strategies in the maritime field is under implementation now and the implication of strategic management theories on it.

Syllabus Contents:

1. **Strategy and Strategic Management:** What is a “Strategy”? What is Strategic Management? Why you need Strategic Management? Importance & Significance of Strategic Management in Maritime. Strategic Management usefulness as a precise & handy tool for any
2. **Mission, Vision, Goals and Objectives:** Definition, Analysis, Mission, Vision, Goals and Objectives of different Corporation Specially on Maritime Field.
3. **Corporate Management and Maritime Business:** Corporate Management to decide next course of action in near future & long term considering global competitiveness in Maritime Business.
4. **Strategic Analysis and Models: Perspective Maritime Segment:** “Strategy” at a SEA-PORT? Study & understand each of the following Methods to derive Strategy, SWOT Analysis, TOWS Analysis, BCG Matrix, and Porter’s FIVE FORCE Analysis.
5. **Strategic Management Approach:** How “Strategic Management Approach” can offer better solutions

for long term in Maritime Business looking to complexity & security issues involved. To understand how a dynamic Strategy Analysis can lead to Improvisation & Competitive Advantage to any Port / Logistic Company / Maritime Business.

6. **Formulation of Strategy:** Selection of Strategy, Levels of Strategy: a. Corporate Strategy, b. Business Strategy, c. Functional Strategy.
7. **Analysis of Strategy & Effectiveness:** Measurement of Strategy Industry Attractiveness & Strategic Opportunity, Resources, Capabilities, Core Competence & Strategic Holistic Approach.
8. **Case Analysis:** Corporate Strategies and Strategic Management Case Discussion mainly on Maritime Field.

Recommended Texts:

1. Essentials of Strategic Management Hunger, J. David, Wheelen, Thomas L.
2. Strategic Management by Trehan, Wiley India.
3. Strategic Management Creating Value in a Turbulent World by Fitzroy, Wiley India.
4. Integrated Coastal and Ocean Management: Concepts and Practices (Constraints Management) by Biliiana Cicin-Sain and Robert W. Knecht.
5. Blue Ocean Strategy by W. Chan Kim and Renée Mauborgne

12.1 Foundation Course

INTRODUCTION TO BUSINESS

Course Code : BUS 1101
Credits : 3.0
Contact Hours : 42

Aim:

The purpose of this course is to describe the scope of business enterprise in the nation and the world today; identify major business functions; describe the relationships of social responsibility and ethics; and provide a broad understanding of international and maritime business. It is suitable for anyone who is new to the shipping industry or has some knowledge of the industry.

Learning Outcome

By the end of this course you should be able to:

- Describe the various business resources including land and material resources, physical and mental labor, financial resources, and informational resources.
- Compare the legal forms of business ownership.
- Explain the functional areas of business including: management, operations, marketing, accounting, and finance.
- Examine the global context of business.
- Understand the principles of the maritime business.
- Understand and put into practice the fundamentals in the maritime trade.
- Get introduced with information systems and how business can get benefits out of information system.
- Demonstrate proficiency in the use of software applications to solve business problems.

Syllabus Contents:

1. Motives and Functions of Business The Nature and Goal of a Business, The people and activities of business, Resources used to produce products or services, Key Stakeholders in a business, The Business Environment, Key types of Business Decisions

2. International Business Environment: Definition, nature, approaches and theories of International business, Globalization – Forces, Meaning, dimensions and stages in Globalization, Role of International Business, How firms conduct international business, International trade policy, Tariffs, Subsidies, Restraints and administrative Policies, Model and Theories of International Trade, Trading Environment of International Trade, International Trade Barriers, Tariff and Non-tariff Barriers, how barriers to international business have been reduced, how foreign characteristics can influence a firm's international business Trade Agreements, Alliances, and Organizations, International Business Strategies, Trade Blocks

3. Selecting a form of Business Ownership: How to categorize a company by industry sector, Sole Proprietorship, Partnership, Corporation, Comparing Forms of Business Ownership, How Business Ownership can Change, How Ownership can affect Return and Risk, Cross Functional Teamwork: Sources of Risk across Business Functions, Obtaining Ownership of an Existing Business, Global Business: Ownership of Foreign Businesses. Modes of International Business - Mergers and other forms of Restructuring

4. Marketing Aspect of Business: Marketing fundamentals, Strategic marketing planning, Buying behavior, Market research, Products: the basis of commerce, Product development and the product life cycle, Product mix and line decisions, Pricing

5. Foundations of Bangladeshi Business and Economics: Success in a free market system, Economic forces affecting business, Role of government, Shifts in the economic climate

6. World Trade Organization and Trade Blocks: The dynamics of international business, Government actions relating to international business, The global corporation, The World Trade Organization (WTO). The Economic Integration Forms: Free Trade Zone, Tariff & Customs Union, Political-Economic Union. EEC, ASEAN, SAARC, SAFTA. Customs role in the International trade. Some hints on contracts for the international sales of goods. Major actors. Financial Transactions: The Letter of Credit. Top traded commodities. Largest countries by total international trade. International Contracts, Terms of Trade, Term of Payment, International Currency, INCO terms

7. Introduction to Maritime Trade and Transportation: Maritime History, Evolution of International Trade & growth of Ports of the World, Role of Ports, Shipping, Coastal and Inland Water Transport in Maritime trading network, Type of ships and type of cargo they carry, Port & Shipping Terminology, Key Customers and Players of the Maritime Industry, Role of the Maritime Administration in Port Operations, IMO, Present Scenario of Port and Shipping, Types of Ports and their roles in the shipping industry, Structure of World Fleet, Vessels/Ship – Its specification / Particulars, Coastal Shipping, Inland Water Ways & Canals, Maritime business in developed and developing countries.

8. The Global Pattern of Maritime Trade: Introduction, The West Line Theory, World Seaborne Trade, Geographical Distribution of seaborne trade, Maritime trade of the Atlantic and East pacific, Maritime trade of the Pacific and Indian oceans, Eastern Europe and the former Soviet union

9. Commercial Relationships, Communication Skills & Public Relations in Shipping Business - Prevailing communications type in the seaborne trade. Local & International Meetings. International Exhibitions. Information Sources (International Press). Business Development Opportunities & Negotiations in the Maritime Business.

10. ICT in Business Environment: Computers in today's business environment, Information – processing technology , Introduction to mostly used data processing software in business and research, Different types of information systems - Use and importance of information, MIS, DSS. Privacy and security in the information age, Attack and Threat, System Security and Control

Recommended text(s):

1. Jeff Madura, Introduction to Business, 4th edition.
2. [William M. Pride](#) and Robert J. Hughes, [Business, 12th Edition](#)
3. Introduction to Business by Mc-Graw Hill Education.
4. Better Business, 2nd edition by Pearson's Publication
5. Robert T. Kiyosaki, The Business of 21st Century

6. O.Brian, J.A. : MIS ,
7. Ships & Shipping – M. Palmer, 1st ED. (BTB)
8. Geography of Sea Transport – A. D. Couper, 1st ED. (HUL)
9. Review of Maritime Transport 2011
10. International Business – Charles Hill

FINANCIAL AND MANAGEMENT ACCOUNTING

Course Code : BUS 1201
 Credits : 3.0
 Contact Hours : 42

Aim

The aim of this course is to orient students the basics of accounting so that they can apply this knowledge in their respective field.

Learning Outcomes:

The student will be able to describe/identify/explain/discuss/analyze:

- Accounting and its environment, recording process, preparation of balance sheet, income statement and accounting of inventories, plant assets and temporary investments.
- Financial environment, risk and returns, managing current assets and time value of money.
- Preparation of Final accounts; Analysis of financial statement; Funds flow statement; Cash flow statement; Management accounting; Marginal costing; Budgeting; Responsibility accounting & transfer pricing.

Syllabus Contents:

1. **Accounting and its environment:** introduction, definition, activities use and users of accounting information; and generally accepted accounting principles, accounting system, challenges of accounting, principles of accounting: Transaction, accounts and its classification.
2. **Financial Accounting:** Meaning, nature and importance. Accounting cycle, accounting equation. Journal, Ledger and Trial Balance.
3. Different types of journal and process of recording these journals in the journal book.
4. **Preparation of Final Accounts:** Trading Account, Profit and Loss Account, Profit and Loss appropriation Account, Balance Sheet (with adjustments). Depreciation Accounting.
5. **Analysis of Financial Statement:** Meaning and importance of Ratio analysis, Profitability ratios, Activity ratios, Liquidity ratios, Long-term solvency ratios, Common size statement, Comparative statements and Trend analysis.
6. **Cash Flow Statement:** Meaning and importance- various cash and non-cash transactions, Flow of cash, Preparation of cash flow statement and its analysis.
7. **Management Accounting:** nature, scope and tools of Management Accounting; Management Accounting vs. Financial accounting and Cost Accounting. Cost Accounting- Meaning, Scope and Classification of costs, full costing, overhead allocations, and preparation of cost sheet.
8. **Marginal Costing:** Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis for various types of decision-making like single product pricing, multi product pricing, replacement, sales etc. Differential Costing and Incremental Costing: Concept, uses and applications, Methods of calculation of these costs and their role in management decision making like sales, replacement, buying etc.

9. **Budgeting:** Concept of Budget, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Advantages and Limitations of Budgetary Control. Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications.

10. **Responsibility Accounting & Transfer Pricing:** Concept and various approaches to Responsibility Accounting, concept of investment center, cost center, profit center and responsibility centres and its managerial implications, Transfer Pricing : concept, types & importance ; Neo Concepts for Decision Making: Activity Based Costing, Cost Management, Value Chain Analysis, Target Costing, Decision involving alternative choices.

Recommended Text(s):

1. Weygandt, Kieso, Kimmel, Principles of Accounting, 13th Edition.
2. R. Garrison, E. Noreen, P. Brewer; Management Accounting, 14th Edition.
3. Pandey, I. M, Management Accounting, Vikas Publishing House, New Delhi.
4. Arora M N, Cost and Management Accounting, Vikas Publishing House, New Delhi.
5. Horngreen, C.T. Sundem G.L., Stratton W.O., Introduction to Management Accounting, PHI India, New Delhi
6. Bhattacharya S.K. & John Dearden, Accounting for management, Vikas Publication, 2006,
7. Jain S.P. & Narang K.L., Advanced Accounting, Kalyani Publication, Revised edition.

BUSINESS COMMUNICATION

Course Code : BUS 1202
Credits : 3.0
Contact Hours : 42

Aims:

To develop the ability to communicate well in any corporation or Organization banking so that they can apply this knowledge in their respective field.

Learning Outcomes:

By the end of the course, you should be able to: understand the fundamental principles of effective business communication; apply the critical and creative thinking abilities necessary for effective communication in today's business world; organize and express ideas in writing and speaking to produce messages suitably tailored for the topic, objective, audience, communication medium and context; and demonstrate clarity, precision, conciseness and coherence in your use of language.

Syllabus Contents:

The course will cover a number of key business communication topics, each of which aims to develop specific skills and competencies as set out below:

1. **The communication process, problems and principles:** To gain a general understanding of communication as a process.
2. **Meeting/group discussion skills:** To become more effective meeting participants and to ensure more productive meetings.
3. **Letter writing skills:** To produce successful letters, memos or emails in any given situation, paying attention to the writer's objectives, the reader's needs, the reader-writer relationship and the context.
4. **Report writing skills:** To understand the fundamentals of the report writing process and develop the critical skills necessary to produce convincing written reports characterized by a

sound and an interesting discussion of data, logical conclusions and feasible recommendations.

5. **Intercultural communication skills:** To become aware of important factors at play when communicating across cultures for improved communication with audiences of diverse backgrounds in the global business environment.
6. **Interpersonal skills:** To develop greater awareness and sensitivity to some important considerations in interpersonal communication and learn techniques to ensure smoother interpersonal relations.
7. **Oral presentation skills:** To become more effective confident speakers and deliver persuasive presentations.

Recommended Text(s):

1. Business Communication Today by Courtland L. Bovee, John V. Thill, Barbara E. Schatzman, Hardcover: 730 pages, Publisher: Prentice Hall
2. Excellence In Business Communication (6th Edition) by John Thill, Courtland L. Bovee, Paperback: 656 pages, Publisher: Prentice Hall
3. Essentials of Business Communication with Student CD-ROM by Mary Ellen Guffey, Paperback: 511 pages, Publisher: South-Western Educational
4. Business Communication: Building Critical Skills by Kitty O. Locker, Stephen Kyo Kaczmarek, Hardcover: 637 pages, Publisher: Irwin/McGraw-Hill.
5. Business Communication for Managers : An Advanced Approach by John M. Penrose, Robert W. Rasberry, Robert J. Myers, Hardcover: 480 pages, Publisher: South-Western College
6. Guide to Managerial Communication (6th Edition) by Mary Munter, Paperback: 198 pages, Publisher: Prentice Hall
7. Communicating for Managerial Effectiveness by Phillip G. Clampitt, Paperback: 304 pages, Publisher: SAGE Publications.
8. Trenkner P., *IMO-Standard Marine Communication Phrases Audio Course for Upgrading VTS Operators*.
9. SMCP - Distress Urgency and Safety - Part 1 CBT#145. (Seagull, 2005)
10. Spincic A., *English Textbook for Marine Engineers I*. (Rijeka: Faculty of Maritime Studies, University of Rijeka, 2002)

ECONOMICS

Course Code : BUS 2101
Credits : 3.0
Contact Hours : 42

Aim:

This course provides an introduction to the theory and practice of contemporary economics. The course will begin with a discussion on how agents deal with the fundamental problem of scarcity. The discussion will then turn to the basic concepts and tools used in economic analysis.

Learning Outcomes:

On successful completion of this course students will be able to:

- On successful completion of this course students will be able to:
- Understand the more important concepts, tools and language of economics
- issues Relate basic economic theory and principles to current microeconomic and macroeconomic and evaluate related public policy
- Apply economic principles and reasoning to solving business problems
- Interpret charts, graphs, and tables and use the information to make informed judgments
- Communicate their knowledge and understanding of economic issues using written, verbal and visual expression
- Understand the broader social consequences of economic decision making

Syllabus Contents:

1. **Fundamental of Economics:** Basic Economic Concepts, The Nature and Function of Market, Measuring Economic Performance, The Trade Theory.
2. **Micro Economic Theory:** Introduction / The Economic Problem, Law of Demand & Supply, Elasticity / Economic Efficiency, The Opportunity Cost, Total Cost, Average Total Cost and Average Cost, Economic Profit, The Economies and Diseconomies of Scale, Marginal Product and Diminishing Return, The Role of Government, Firms, Production and Costs, Perfect Competition and Monopoly, Monopolistic Competition and Oligopoly, GDP, Unemployment and Inflation, The Monetary and Fiscal Combination of Fiscal Policy
3. **Macro Economic Theory:** Aggregate Demand and Aggregate Supply, Money and Monetary Policy, Fiscal Policy, The Exchange Rate and International Trade, The Theory of Firm, The Factor Market.
4. **Inflation and Unemployment:** Definition of Inflation, Types of Inflation, Demand-Pull and Cost-Push Inflation, Impact of Inflation, Unemployment vs Full Employment, Philip Curve, The Political Economy of Inflation and Unemployment
5. **Bangladesh Economy & Development Theory:** Economic Scenario of Bangladesh, Analysis of Bangladesh Economic Review (Latest), Meaning of Development, Common Characteristics of Development Studies, Classic Theories of Development, Theories of Growth, Foreign Aid, Private Philanthropy.
6. **Open Economy: International Trades and Finance:** Economic Base of International Trade, Heckscher-Ohlin Model, Tariff, Preferential Trading Agreements, Growth and Trade, Trade Policy of Bangladesh, Multilateral and Regional Trade, Hands of Exercise, Globalization.

Recommended Text(s):

1. Hubbard, R.G., Garnett, A.M., Lewis, P., and O'Brien, A.P. '*Essentials of Economics*' 3rd Edition, Pearson.
2. Principles of Microeconomics, James D. Miller
3. Principles of Economics by Alfred Marshall
4. Principles of Economics by Greg Mankiw
5. International Economic: Trade and Finance by Dominick Salvatore

MANAGEMENT AND ORGANIZATIONAL BEHAVIOR

Course Code : BUS 2102
Credits : 3.0
Contact Hours : 42

Aims:

The aims of this syllabus are to enable candidates

- To develop knowledge and understanding of the principles, purposes, processes and practices of management and the ability to relate and apply this knowledge within roles and organizations.
- To have an understanding about how people interact in an organization and also to help an individual to have a better understanding about one's own self.
- Understand human behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.
- Understand the organizational system, including organizational structures, culture, human resources, and change.

Learning Outcomes:

By the end of this course students should be able to:

- The student will explain the various theories and processes of management including its functions, identify roles of leadership in business and recognize elements of the communication process and the guidelines for organizational design.
- The student will interpret interpersonal roles related to work groups and demonstrate knowledge of the basic language of management.
- Demonstrate a thorough knowledge and understanding of organizational behaviour. Collaboratively and autonomously research, analyse and evaluate information from a wide variety of sources.
- Apply relevant contemporary theories, concepts and models in order to analyse organizational environments, cases and issues.
- Communicate their findings clearly and effectively using a variety of media.

Syllabus Contents:

Section-I : Management

1. **Basic concepts of management:** Definition – Need and Scope – Different schools of management thought – Behavioural, Scientific, Systems, and Contingency.
2. **Contribution of Management Thinkers:** Taylor, Fayol, Elton Mayo
3. **Functions of Management:** Planning – Concept, Nature, Importance, Steps, Limitations, Management by objectives. Organizing - Concept, Nature, Importance, Principles, Centralization, Decentralization, Organization Structures- Line and Staff Authority, Functional, Product, Matrix, Geographical, Customer, New Forms of Organization – Virtual, Organizations as Networks - Types of Network Organizations/Clusters - Self- Organizing Systems. Organizational Designs for Change and Innovation -Designing Principles for New Forms of Organizations. Staffing - Concept, Nature, Importance, Steps. Concept of knowledge worker. Directing – Concept, Nature, Importance. Controlling - Concept, Nature, Importance, Process of controlling, Control Techniques.
4. **Leadership:** Concept, Nature, Importance, Attributes of a leader, developing leaders across the organization, Leadership Grid.
5. **Decision making:** Concept, Nature, Importance, and Process. Types of decisions. Problems in decision making.

Section-II : Organizational Behaviour

1. **Introduction to Organizational Behaviour:** Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB - autocratic, custodial, supportive, collegial and SOBC.
2. **Personality & Attitudes:** Meaning of personality, attitude - Development of personality – Attributes of personality- Transactional Analysis – Ego states – Johari window - Nature and dimensions of attitude – Developing the right attitude.
3. **Motivation:** Definition, Importance, Motives – Characteristics, Classification of motives - Primary & Secondary motives. Theories of Motivation - Maslow's Theory of need hierarchy - Herzberg's theory. Morale - Definition and relationship with productivity - Morale Indicators.
4. **Group Dynamics and Team building:** Concept of Group & Team. Theories of Group Formation - Formal and Informal Groups. Importance of Team building.
5. **Conflict Management:** Definition. Traditional vis-à-vis Modern view of conflict – Types of conflict

– Intrapersonal, Interpersonal, Organizational. Constructive and Destructive conflict. Conflict management.

6. **Stress Management:** Definition, Causes, Managing stress, Stress as a motivator. Work life balance.
7. **Change Management:** Concept of change, change as a natural process, Importance & Causes of change – social, economic, technological, organizational. Learning – unlearning, Concept of learning organizations.

Recommended Text(s):

1. Organizational Behaviour, 9th Ed. - Stephen Robbins
2. Human Behaviour at work - Davis and Newstorm
3. Organizational Behaviour - Uma Sekaran
4. Organizational Behaviour - Fred Luthans
5. Organizational Behaviour - K.Aswathappa
6. Human Behaviour at Work - Keith Davis
7. Organizational Behaviour - Jit S.Chandran
8. Human Relations & Organizational Behaviour - R.S.Dwivedi
9. Organizational Behaviour - McShane
10. Organizational Behaviour - Sharma
11. Essentials of Management – Koontz – TMGH -
12. Principles & Practices of Management - Saxena
13. Principles and Practices of Management - Shejwalkar and Ghanekar
14. Management Concepts & Practices - Hannagan

COMPUTER APPLICATION IN BUSINESS

Course Code : BUS 2103
Credits : 3.0
Contact Hours : 42

Aims:

Course Content:

- a. **Basic Concepts Characteristics of a Computer;** Advantages of Computers; Limitation of Computers; Types of Computers; Applications of computers, Hardware, Firmware, Liveware;
- b. Software; System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, function of operating system; Application software: General Purpose Packaged Software and tailor made software.
- c. **Internet** Meaning of Internet; Growth of internet, Owner of Internet, Anatomy of Internet, Net Etiquette ; World Wide Web; Internet Protocols, Usage of Internet to society, Search Engines.
- d. **Word Processing** Introduction to word Processing; Word processing concepts, Working with word document, Opening an existing document/creating a new document; Saving, Selecting text, Editing text, Finding and replacing text, Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup
- e. **Spreadsheet and its Business Applications** Spreadsheet concepts; Creating a work book, saving a work book, editing a work book, inserting, deleting work sheets, entering data in a cell, formula Copying, Moving data from selected cells, Handling operators in formulae: Inserting Charts- LINE, PIE, BAR, Mathematical ROUND ALL, SUM, SUMIF, COUNT, COUNTIF ; Statistical – AVERAGE, MAX, MIN, STDEV, FREQUENCY, INTERCEPT, SLOPE.; Financial - PMT, PPMT, IPMT; Logical - IF, AND, OR

- f. **Presentation Software** Creating a presentation; Editing, Sorting, Layout, Set-up row, Rehears timing
- g. **Practical applications** Loan & Lease statement; Ratio Analysis, Graphical representation of data Payroll statements: Frequency distribution. Cumulative and calculation of Means, Mode and Median; Regression

Books Recommended:

1. Sanjay Saxena, A First Course in Computers, Vikas Publishing House, New Delhi
2. Pradeep K. Sinha and Preeti Sinha, Foundation of Computing, , BPB, Publication.
3. Deepak Bharihoka, Fundamentals of Information Technology, Excel Book, New Delhi
4. V. Rajaraman, Introduction to Information Technology, PHI. New Delhi
5. R. Hunt, J. Shelley, Computers and Commonsense, Prentice Hall of India New Delhi
6. Leon, M. Leon, Fundamentals of Information Technology, Leon Vikas, (4) Software manuals

বাংলাদেশের অভ্যুদয়ের ইতিহাস

Course Code : HUM 1203
Credits : 1.0
Contact Hours : 14

Rationale	To develop basic knowledge on the social, political and economic context of liberation war of Bangladesh.
Objectives	To introduce the students with social, political and economic context of liberation war of Bangladesh
Learning Outcomes	On successful completion of this course the students shall be able to demonstrate an understanding of the emergence of Bangladesh

Syllabus Contents:

১. -দশ ও জন-গাষ্ঠীর পরিচয়।
২. সাম্প্রদায়িক রাজনীতি ও দ্বিজাতিতত্ত্ব উদ্ভব ও বিকাশ।
৩. পাকিস্তান রাষ্ট্রীয় কাঠামো ও বৈষম্য।
৪. গণতান্ত্রিক রাজনীতির প্রয়াস ও ভাষা আন্দোলন।
৫. গণতান্ত্রিক সরকার প্রতিষ্ঠার প্রচেষ্টা।
৬. সামরিক শাসন: আইয়ুব খান-নরশাসনামল।
৭. জাতীয়তাবাদ-এর বিকাশ ও স্বাধিকার আন্দোলন।
৮. ১৯৬৯-এর গণঅভ্যুত্থান ও ১১ দফা আন্দোলন।
৯. ১৯৭০-এর নির্বাচন ও বঙ্গবন্ধুর স্বাধীনতা ঘোষণা।
১০. মুক্তিযুদ্ধ ১৯৭১।

Recommended Text(s):

1. স্বাধীন বাংলাদেশের অভ্যুদয়ের ইতিহাস - মুনতাসীর মামুন, ড. মো. মাহবুবুর রহমান.

MARKETING MANAGEMENT

Course Code : BUS 2201
Credits : 3.0
Contact Hours : 42

Aims:

The overall objective of the course is to provide students with the basic understanding of marketing concepts and theories as Marketing Management course aims to give students the basic knowledge of the marketing discipline.

Outcome:

After the course the students should be able to:

- Understand the key marketing concepts and fields of their application
- Develop marketing mix for different markets (b2b, b2c, services)
- Apply marketing theories and approaches during class discussions and work on group projects

Course Content:

Topic 1. The role and understanding of marketing Key

points:

Course introduction. Presentation of main course topics. Explanation of learning outcomes.

Defining marketing. What is marketing / marketing process?

Marketing principles

Topic 2. Different types of markets (consumer markets – b2c, industrial markets – b2b, service markets).

Market analysis.

Key points:

The marketing environment and markets

B2c markets and consumer buying behavior. B2B markets and services

Marketing research and marketing information systems

Topic 3. Strategic marketing: Segmentation, Targeting and Positioning (STP) Key

points:

Marketing strategy

Segmentation, Targeting and Positioning

Topic 4. Operational marketing: Marketing Mix

4.1 The product mix

4.2 The price mix

4.3 The distribution mix

4.4. The communication mix

Key points:

The Marketing mix principle

Products, services and branding decisions

Price decisions

Channel management and retailing

Marketing communications: tools and techniques. Managing marketing communications

Topic 5. Marketing organization and controlling

Key points:

Marketing implementation and control

Marketing Metrics

Topic 6. Marketing management in Emerging markets Key

points:

The impact of Emerging markets on marketing development Contemporary marketing practices. Principles of relational marketing.

Recommended Texts

1) Marketing Management (14th Edition) Philip Kotler and Kevin Keller, 2012

Additional reading:

- 1) Marketing. Paul Baines, Chris Fill, and Kelly Page. 704 pages, Oxford University Press
- 2) Piercy, N. F. (2009). Market-led strategic change: Transforming the process of going to market. ELSEVIER Ltd.

FINANCIAL MANAGEMENT

Course Code : BUS 2202
Credits : 3.0
Contact Hours : 42

Aim:

The aim of this course is to orient students the basics of finance and banking so that they can apply this knowledge in their respective field.

Learning Outcomes:

The student will be able to describe/identify/explain/discuss/analyze:

- The work of financial institutions and intermediaries.
- Evolution and structure the banking system in Bangladesh
- Financial environment, risk and returns, managing current assets and time value of money.
- The capital budgeting techniques and capital structures

Syllabus Contents:

1. **The Significance and Function of Money:** Understanding the functions of money, the significance of money, Money in circulation in Bangladesh
2. **The Financial Institutions:** An introduction to financial markets, the commercial banks, the savings industry, Investment banking, Central Bank-Bangladesh Bank.
3. Role, structure and functions of capital market and BSEC.
4. **The Role of Money and Bangladesh Bank:** banking system in domestic and international trade and finance.
5. **Analysis of Financial Statement:** Meaning and importance Ratio analysis, Profitability ratios, Activity ratios, Liquidity ratios, Long-term solvency ratios, Common size statement, Comparative statements and Trend analysis.
6. **Banking Act and Regulation:** Why do banks need regulations? Arguments against regulation, free banking, Banking supervision and inspection (on-sight and off-sight regulation), Capital adequacy ratio, The Basel accords on risk-based capital requirement (Basel I, II & III). Liquidity ratios, Open currency positions, CAMEL, Disclosure requirements. Government safety nets, Deposit insurance.
7. **Goals and Functions of Finance:** Meaning of Financial Management; Financial Goal: Maximize Shareholder Wealth; Maximization of EPS; Corporate decisions, Importance of Financial Management, Factors influencing financial decisions. Agency Problems, Dealing with Agency Problems; Principle of Financial Management; Social Responsibility; Corporate governance
8. **Time Value of Money:** Calculation of money based on present value and future value factor, Annuity immediate, annuity due
9. **Capital Budgeting and Valuation:** Methods of project's valuation. Cash Flows. The concept of Discount rate. NPV, IRR, PBP, DPBP and ARR, Valuation of securities: bonds and stocks.
10. **Risk and return:** Mathematical characteristics of risk and return, Risk-adjusted return, Risk-free instruments, Utility maximization, Risk-return trade-off, Individual risk-aversion, Risk-averse, risk- neutral and risk-seeking investors, Risk premium, The risk and return of a single financial security and of a portfolio,

Correlation of returns, Benefits of diversification, Systematic and non-systematic risks, Mean- variance portfolio theory.

Recommended Text(s):

1. P. N. Varshney, Banking Law and Practice
2. A. R. Khan, Bank Management.
3. S. Bresley, E. Brigham, Principles of Finance
2. I. M. Pandey, Financial Management
3. [L. Ritter](#), [W. Silber](#), [G. Udell](#), Principles of Money, Banking & Financial Markets, 12th edition

12.3 Science/ Humanities/ Social Science Course

SOCIOLOGY

Course Code : HUM 1101
Credits : 3.0
Contact Hours : 42

Aim:

The objectives of this course is to teach the students basic concepts of the real world e.g., culture, civilization, socialization, social institutions such as marriage and family, religion, political economy, social change, social stratification, social problems like deviance, crime & mechanisms of social control, population & environment

Learning outcomes:

On successful completion of this unit, students should be able to:

- analyze everyday social processes and current events;
- demonstrate an understanding of the interplay between social context and individual factors underlying human diversity;
- identify the values and social structures that organize human societies;
- demonstrate an understanding of the dynamics of social power in contemporary society;
- know how to conduct social scientific research; and
- employ competing sociological theories to explain social phenomena.

Contents:

Introduction to Sociology; Sociological Imagination; Background & Development of Sociology; Research Methods in Sociology; Culture & Civilization; Social Interaction & Socialization; Deviance & Social Control. Social Organizations; Associations & Institutions; Social Structure of Bangladesh; Social Stratification & Inequality; Dynamics of Social Life; Sociology of Population; Sociology of Development; Environment & Risk, Health; Illness and Disability; Poverty, Social Exclusion & Welfare; Politics; Government; Terrorism; Sociology of Economic Life & Work Organization; Sociology of Education, Social Problems & Contemporary; Sociological Contribution.

FUNCTIONAL ENGLISH

Course Code : HUM 1103
Credits : 3.0
Contact Hours : 42

Aim:

The course will develop students' writing skills necessary for their academic and professional success. It will also help the students to learn and follow the conventions of standard written English in sentence structure, punctuation, grammar usage and spelling.

Learning Outcomes:

On successful completion of this unit, students will be able to:

- improve academic writing in English
- enhance students' reading skills and understanding of short passages
- enrich students' vocabulary
- develop grammatical accuracy
- write coherent, well-organized and argumentative essays
- learn the phases of writing: draft, revision, final copy

Contents:

Reading: Reading and thinking critically; Reading Comprehension and answering questions; Reading short stories and poems; Learning different reading strategies (skimming, scanning, predicting, guessing etc); Active reading (highlighting, getting information from texts quickly, following main arguments, interacting with the text and summarizing); Reading to improve linguistic skills and expand vocabulary.

Writing: Paragraph Writing; Organizing a paragraph: topic sentence, detailed sentences, logical orders and conclusions; Writing different types of essays: narrative/descriptive, argumentative, cause effect; Paraphrase and summary writing; Writing strategies: free-writing, brainstorming, mind mapping/clustering, narrowing the focus etc.; Reading to write: reading critical essays, obtaining information and note taking; Mechanics of writing: grammar, punctuation and spelling.

Advanced Grammar: Common mistakes in English; Use of tenses; Problem Verbs; Appropriate preposition; Subject verb agreement; Error corrections; Affirmative and Negative Agreement; Conditional Sentences; Comparisons of Adjectives; Right forms of verbs; Causative Verbs; Subjunctive; Redundancy; Parallel Structure; Learning when to use passive voice; Commonly Misused Words; Confusingly Related Words; Use of Prepositions; Use of Linkers.

BANGLADESH STUDIES

Course Code : HUM 1202
Credits : 2.0
Contact Hours : 28

Rationale	This course has designed to learn different aspects of Bangladesh. Besides learning oceanography, it is important to know about the country.
Objectives	The objectives of this course is to introduce the students with the key concepts like socio-economic, geo-political, institutional, social organizational, context of origin and development of Bangladesh and the importance of Bay of Bengal.
Learning Outcomes	On successful completion of this unit, students should be able to: <ul style="list-style-type: none"> • Address different contemporary issues of modernization in context of Bangladesh. • Demonstrate an understanding of the key concepts like socio-economic, geo-political, institutional, social organizational, context of origin and development of Bangladesh. • Identify the role of foreign investors and development partners in private sector development. • Demonstrate an understanding of the importance of Bay of Bengal.

Syllabus Contents:

1. The major Socio-Economic and Cultural Features of Bangladesh.

2. Agricultural Development and the contribution of agricultural sector to the national economy and society of Bangladesh; An overview of agricultural policies of Bangladesh.
3. The Process of Industrialization in Bangladesh: The evolution of industrial growth in Bangladesh; sector wise development of industries; the role of private and public sectors in industrial development; An overview of industrial policies of Bangladesh
4. Private Sector Development in Bangladesh: The contribution of Private Sector in the economy of Bangladesh; An overview of private sector development policy in Bangladesh; The opportunities and Challenges of private sector development; The role of Foreign Investors and Development Partners in Private Sector Development
5. The Health and Demographic Features of Bangladesh: An overview of Fertility, Mortality, Marriage, Migration, Primary Health Care Services, Family Planning, Reproductive Health, Youth and Development etc.
6. Culture, Tradition and Heritage of Bangladesh: An overview of the development of Art, Literature, Folk Culture, Music, Traditional Food Habit, Dresses, Architecture, Monument, Objects of Civilization, Song, Paintings, Classic, Traditional and Modern Songs and integration of Western Culture
7. Rural Development: The notion and evolution of Rural development; BARD as a Model of Rural Development; Challenges and Constraints of Rural Development; The Role of NGOs, Government and Development Partners in Rural Development
8. The Political and Governmental system in Bangladesh: The forms of Government; Bureaucracy as a system of Administration; The role of Political parties in sustaining modern democracy
9. Bay of Bengal and Riverine Bangladesh: Introduction to Bay of Bengal and Riverine Bangladesh; Geostrategic and economic importance of Bay of Bengal.

MARITIME GEOGRAPHY

Course Code : HUM 1201
 Credits : 3.0
 Contact Hours : 42

Aim:

The aim of this course is to orient students the basics maritime geography

Learning Outcomes:

The student will be able to describe/identify/explain/discuss/analyze:

Course Content

- a. Planet Earth
- b. Earth Surface Processes
- c. Dangerous Earth
- d. Geographical Information Systems
- e. Marine Geography Field Skills
- f. Chemistry of the Environment
- g. Biological Environments
- h. Geographical Data Analysis
- i. Science and Policy for Geographers
- j. Exploring the Oceans
- k. Maritime Trade Routes, the origin and destination of Cargo

BUSINESS MATHEMATICS

Course Code : MATH 1201
Credits : 3.0
Contact Hours : 42

Aims:

The course is supposed to develop our students' analytic and creative thinking. It will help to learn concepts and methods that are essential to analyze and understand random processes in economy banking so that they can apply this knowledge in their respective field.

Learning Outcomes:

On completion of this module, students are expected to be able to: Use the basic principles of algebra and apply mathematical skills to finance decisions, Summarize and analyse data diagrams, distributions and index numbers, Use forecasting techniques including time-series analysis and other mathematics for Business.

Syllabus Contents:

1. **Algebra:** Inequalities, Theory of Equations: relations between roots and Co-efficient; Sums of the power of the roots; Descartes' rule of signs; increasing or decreasing all roots of the equation by the same number, Determinants: Determinants up to the third order; Elementary properties., Matrices: Different kind of matrices; elementary properties; solution of systems of equations., Summation of series, Eigen value and Eigen vectors.
2. **Trigonometry:** De Moivres' Theorem, Deduction from De-Moivres' Theorem, Trigonometrically and exponential functions of complex arguments.
3. **Differential Equations:** Ordinary differential equations of first order and first degree: Variables separable, Homogenous equations, Equation reducible to homogeneous form, exact differential equations, the linear equations, Linear differential equations with constant co-efficient, and Inverse Operator.
4. **Combinatorics:** Permutation, variation, combination etc.
5. **Introduction and Concept of Derivatives:** Derivatives of constant function, logarithmic functions, polynomial and exponential function. Rules of derivatives: addition, multiplication, quotient.
6. **Application of Derivatives:** Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand.
7. **Numerical Analysis [Interpolation]:** Introduction and concept: Finite differences, forward difference operator, Newton's forward difference formula with simple examples Backward Difference Operator. Newton's backward interpolation formula with simple examples.

Recommended Text(s):

1. Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge lowprice editions, 2000.
2. Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.
3. Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.
4. Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd
5. Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
6. Mathematics for Economics and Business, RS Bhardwaj, 2010, Excel Books

বাংলা ভাষা ও সাহিত্য (Banga Language & Literature)

Course Code : HUM 1102
Credits : 3.0
Contact Hours : 42

শিক্ষার যুক্তি	উচ্চ শিক্ষা গ্রহণকারী শিক্ষার্থীদের বাংলা ব্যাকরণ, বাংলা সাহিত্য এবং বাংলাদেশের ইতিহাস, সংস্কৃতি, কৃষ্টি ও মূল্যবোধের উপর মৌলিক জ্ঞান অর্জন এবং প্রাত্যহিক জীবনে সে জ্ঞান নির্ভুলভাবে প্রয়োগে সহায়তা করা।
শিক্ষার উদ্দেশ্য	<ul style="list-style-type: none">বাংলা ভাষা শেখার ও বাংলা সাহিত্যকে জানার ইতিবাচক মনোভাব তৈরি।বাংলাদেশ এবং বাঙালির ইতিহাস ও সংস্কৃতি সম্পর্কে সম্যক ধারণা প্রদান।বাংলা ব্যাকরণ ও নির্মিত সম্পর্কে সামগ্রিক ধারণা প্রদান।দৈনন্দিন জীবনে শুদ্ধরূপে বাংলা ভাষার প্রয়োগ।
শিক্ষার ফল	কোর্সটি সফলভাবে সম্পন্ন করার মাধ্যমে শিক্ষার্থীরা যা শিখতে পারবেঃ <ul style="list-style-type: none">বাংলাদেশের সামাজিক, ঐতিহাসিক ও সাংস্কৃতিক অনুষ্ণের সঙ্গে বাংলা সাহিত্যের সংযোগ স্থাপন করতে পারবে।বাংলাদেশ এবং বাঙালির ইতিহাস ও সংস্কৃতি সম্পর্কে সামগ্রিক ধারণা তৈরি হবে।দৈনন্দিন জীবনে শুদ্ধরূপে বাংলা প্রয়োগ করতে সক্ষম হবে।প্রমিত বাংলা উচ্চারণে কথা বলার দক্ষতা বৃদ্ধি পাবে।বাংলা ব্যাকরণ ও নির্মিত সম্পর্কে সামগ্রিক ধারণা তৈরি হবে।উপস্থিত বক্তব্য এবং যেকোনো বিষয়ে যৌক্তিক বিশ্লেষণধর্মী লেখা লিখতে সক্ষম হবে।

Syllabus Contents:

প্রথম খণ্ড

• ভাষা ও নির্মিত

- বাংলা উচ্চারণ
- সাধু ও চলিত (প্রমিত) ভাষা
- বাংলা বানানের নিয়ম

নির্মিত

- বক্তব্য লেখন
- প্রতিবেদন বা রিপোর্ট
- পত্রাদি লেখন
- ক্ষুদেগল্প লেখা
- ব্যবহারিক বাংলা: সংক্ষিপ্ত আলোচনা
- ক. একুশে ফেব্রুয়ারি; খ. মুক্তিযুদ্ধ; গ. বাংলা নববর্ষ; ঘ. বাংলা উৎসব; ঙ. ষড়ঋতু; চ. বাংলা ভাষা; ছ. বাংলার লোকসংস্কৃতি; জ. মানবতা ও নৈতিকতা; ঝ. বিশ্বায়ন; ঞ. আধুনিক তথ্যপ্রযুক্তি।

দ্বিতীয় খণ্ড

• সাহিত্য

কবিতা [নির্বাচিত ০৫ টি]

- আবদুল হাকিম ♦ বঙ্গবাণী
- মাইকেল মধুসূদন দত্ত ♦ বঙ্গভাষা
- লালন সঐ ♦ খাঁচার ভিতর অচিন পাখি
- রবীন্দ্রনাথ ঠাকুর ♦ নির্বরের স্বপ্নভঙ্গ
- কাজী নজরুল ইসলাম ♦ আজ সৃষ্টি সুখের উল্লাসে
- জীবনানন্দ দাশ ♦ বাংলার মুখ আমি

- হাসান হাফিজুর রহমান ♦ অমর একুশে
- আলাউদ্দিন আল আজাদ ♦ স্মৃতিস্তম্ভ
- শামসুর রাহমান ♦ তোমাকে পাওয়ার জন্যে হে স্বাধীনতা
- সৈয়দ শামসুল হক ♦ আমার পরিচয়

ছোটগল্প ও অন্যান্য রচনা [নির্বাচিত ০৪ টি]

- রবীন্দ্রনাথ ঠাকুর ♦ পোস্টমাস্টার
- রোকেয়া সাখাওয়াত হোসেন ♦ বায়ুযানে পঞ্চাশ মাইল
- বিভূতিভূষণ বন্দ্যোপাধ্যায় ♦ পুঁইমাচা
- শওকত ওসমান ♦ মৌন নয়
- সৈয়দ ওয়ালীউল্লাহ ♦ নয়নচারী
- জাহানারা ইমাম ♦ একাত্তরের দিনগুলি
- হাসান আজিজুল হক ♦ খাঁচা
- আখতারুজ্জামান ইলিয়াস ♦ অপঘাত

প্রবন্ধ [নির্বাচিত ০৪টি]

- বঙ্কিম চট্টোপাধ্যায় ♦ বাঙ্গালা ভাষা
- রবীন্দ্রনাথ ঠাকুর ♦ সভ্যতার সংকট
- হরপ্রসাদ শাস্ত্রী ♦ তৈল
- প্রমথ চৌধুরী ♦ যৌবনে দাও রাজটিকা
- কাজী নজরুল ইসলাম ♦ বর্তমান বিশ্বসাহিত্য
- মুহম্মদ আবদুল হাই ♦ আমাদের বাংলা উচ্চারণ
- কবীর চৌধুরী ♦ আমাদের আত্মপরিচয়

নাটক

- মুনীর চৌধুরী ♦ কবর

Recommended Text(s):

- | | |
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| ১. বাংলা ভাষা ও সাহিত্য | -রফিকুল ইসলাম, সৌমিত্র শেখর |
| ২. নীহাররঞ্জন রায় | -রবীন্দ্র সহিত্যের ভূমিকা |
| ৩. জীনাত ইমতিয়াজ আলী | -ঋণবিজ্ঞানের ভূমিকা |
| ৪. মোহাম্মদ মনিরুজ্জামান | -নজরুল সমীক্ষণ |
| ৫. আবদুল মান্নান সৈয়দ | -শুদ্ধতম কবি |
| ৬. মোহাম্মদ জয়নুদ্দীন | -মুনীর চৌধুরীর সাহিত্যকর্ম |
| ৭. হুমায়ূন আজাদ | -শামসুর রাহমান/নিঃসঙ্গ শেরপা |
| ৮. অধীর দে | -আধুনিক বাংলা প্রবন্ধ সাহিত্যের ধারা |
| ৯. অরবিন্দ পোদ্দার | -বঙ্কিম-মানস |
| ১০. রফিকউল্লাহ খান | -বাংলাদেশের কবিতাঃ সমবায়ী স্বতন্ত্রস্বর |
| ১১. সাঈদ-উর রহমান | -পূর্ব বাংলার রাজনীতি-সংস্কৃতি ও কবিতা |
| ১২. সুভাষ ভট্টাচার্য | -আধুনিক বাংলা প্রয়োগ অভিধান |
| ১৩. আহমদ শরীফ, আনিসুজ্জামান ও অন্যান্য | -বাংলা ভাষার প্রয়োগ ও অপপ্রয়োগ |
| ১৪. বাংলা একাডেমি | -প্রমিত বাংলা বানানের নিয়ম |
| ১৫. মাহবুবুল হক | -বাংলা বানানের নিয়ম |
| ১৬. আনন্দ পাবলিশার্স | -তিষ্ঠা ঋণকাল |
| ১৭. যতীন সরকার | -গল্পে গল্পে ব্যাকরণ |
| ১৮. সুবল দাস বণিক | -ছড়ায় ছড়ায় শব্দ বানান |
| ১৯. বাংলা একাডেমি | -ব্যবহারিক বাংলা অভিধান |
| ২০. যতীন সরকার | -ভাষাজ্যোতি |

BUSINESS STATISTICS

Course Code : STAT 2101
Credits : 3.0
Contact Hours : 42

Aim:

Aim of the course is to introduce the students the fundamental principles of statistics and its application in business and maritime field.

Learning Outcomes:

At the end of this course, students should be able to:

- Demonstrate essential familiarity with the measurement of data and the vocabulary of probability and statistics.
- Apply probability rules, ideas and tools used for analysis and decision-making in a management context.
- Calculate and interpret measures of statistical inference and apply these measures to decision-making in a management context.
- Demonstrate an understanding and ability to interpret the results of statistical analysis.

Syllabus Contents:

1. **Introduction to Statistics:** General Ideas, Data Collection Percentiles, Data Display Measures of Skewness, Frequency Distributions.
2. **Descriptive Statistics:** Measures of Central Tendency, Measures of Dispersion, Shape Probability, Permutations and Combinations, Sample Spaces and Events Bayes' Formula Union, Intersection and Markov Chains, Compliments of Events Decision Theory, Conditional Probability and Independence Decision Tables and Trees.
3. **Probability Distributions:** Discrete & Continuous Bernoulli Distribution, Probability Distributions Exponential Distribution, Uniform Distribution Hypergeometric Distribution, Binomial Distribution, Normal Distribution, Poisson
4. **Sampling Theory:** Sampling Distribution - Variables Sampling Distribution - Sampling Distribution - Proportions difference between 2 means, Student t Distribution Sampling Distribution - difference between 2 proportions
5. **Sampling Applied:** Simple Random Cluster Sampling, Stratified Sampling Non random Sampling Inference, Interval Estimate - Variables Interval Estimate - Interval Estimate - Proportions difference between 2 means.
6. **Hypothesis Testing:** Variables Interval Estimate - 1 sample, 2 sample, >2 samples difference between 2 proportions Hypothesis Testing - Proportions Power Curves 1 sample, 2 sample, >2 samples, Analysis of Variance
7. **Regression and Correlation:** Simple Linear, Correlation Coefficient Stepwise Multiple, Multiple Linear
8. **Introduction to Design of Sample Survey and Experiments:** Introduction, General Ideas, Simple Random Sampling with and without Replacement, Principles of Experimental Design, Standard Design and their Analysis.

Recommended Text(s):

1. Statistics for Business and Economics, Marcelo Fernandez.
2. Principles of Statistics, by M. G. Bulmer
3. Elementary Statistics, by Allan G. Bluman

4. Mathematical methods of statistics by Harald Cramér

PROFESSIONAL ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Course Code : HUM 4201
Credits : 3.0
Contact Hours : 42

Aims:

The aims of this course are to gather knowledge about ethical issues in business matters; demonstrate comprehension on ethical concepts, principles, and abstractions beyond simply remembering material; and understand the application of issues and challenges in business ethics.

Learning Outcomes:

After completing the requirements of this course, students should be able to:

- Understand the techniques of moral reasoning and argumentation that are needed to analyze moral issues in business;
- Analyze the presuppositions of business—both moral presuppositions and the presuppositions from a moral point of view;
- Evaluate the individual actions in economic and business transactions within a variety of moral frameworks;
- Apply general ethical principles to particular cases or practices in business;
- Critically evaluate the comparative morality of various different types of economic systems;

Syllabus Contents:

- 1. Introduction to the Study of Ethics:** Definition and nature of ethics, relation between ethics and business, importance of business ethics.
- 2. Issues & Institutionalism:** Emerging Business Ethics Issues, the Institutionalization of Business Ethics.
- 3. Theories of Duties and Rights:** Traditional Tools for Making Decisions in Business When the Means Justify the Ends, the Means Justify the Ends versus the Ends Justify the Means, Perennial Duties, Immanuel Kant: The Duties of the Categorical Imperative, Rights, Case Studies.
- 4. Theories of Consequence Ethics:** Traditional Tools for Making Decisions in Business when the Ends Justify the Means, Definition of Consequentialism, Utilitarianism: The Greater Good, Altruism: Everyone Else, Egoism: Just Me, Case Studies.
- 5. Theories Responding to the Challenge of Cultural Relativism:** What Is Cultural Relativism? Nietzsche's Eternal Return of the Same, Cultural Ethics, Virtue Theory, Discourse Ethics, Ethics of Care, the Cheat Sheet: Rules of Thumb in Applied Ethics, Case Studies.
- 6. Employee's Ethics:** Finding Jobs, Getting a Job, Working for Ethically Complicated Organizations, Getting a Promotion, Leaving, Looking for a Better Job Outside the Company, Taking Advantage of the Advantages: Gifts, Bribes, and Kickbacks, Company Loyalty, Stress, Sex, Status, and Slacking, Case Studie.
- 7. Manager's Ethics:** Hiring and Firing Workers, Wages, Promoting Employees, Case Studies.
- 8. Corporate Culture:** What Is Corporate Culture? the Relation between Organizational Culture and Knowing the Right Thing to Do, two Ethically Knotted Scenes of Corporate Culture: Clothes and Grooming, what Culture Should a Leader Choose to Instill?, Styles and Values of Management, Case Studies.
- 9. The Tense Office:** Discrimination, Victimization, and Affirmative Action, Racial Discrimination, Gender Discrimination and Occupational Segregation, Discrimination: Inferiority versus Aptness, the

Diversity of Discrimination and Victimization, the Prevention and Rectification of Discrimination: Affirmative Action, Case Studies.

10. The Aroused Office: Sex and Drugs at Work, Is There Anything Special about Sex?, Bad Sex: Harassment, The Organization Wants You to Use Drugs?, Case Studies.

11. The Selling Office: Advertising and Consumer Protection, Consumerism and Advertising, Consumers and Their Protections, Case Studies.

12. The Responsible Office: Corporations and Social Responsibility, Theories of Corporate Social Responsibility, The Arguments in Favor Social Responsibility, The Arguments Against Social Responsibility, Case Studies.

13. The Green Office: Economics and the Environment, Ethical Approaches to Environmental Protection, Models of Environmental Protection for Businesses, Case Studies.

14. The Decision-Making Process: Ethical Decision-Making and Ethical Leadership, Individual Factors: Moral Philosophies, Organizational Factors: The Role of Ethical Culture and Relationships.

15. Implementing Business Ethics in a Global Economy: Developing an Effective Ethics Program, Implementing and Auditing an Ethics Program, Business Ethics in a Global Economy.

Book reference:

1. Business Ethics, Ethical Decision Making & Cases by Ferrell, O.C., Fraedrich, John, and Ferrell, Linda , 8th Edition. Boston, MA: Prentice Hall, 2010
2. [The Search for Meaning in Organizations: Seven Practical Questions for Ethical Managers](#) By Moses L. Pava Quorum Books, 1999
3. [The Ethical Executive: Becoming Aware of the Root Causes of Unethical Behavior: 45 Psychological Traps That Every One of Us Falls Prey To](#) By Robert Hoyk; Paul HerseyStanford University Press, 2008
4. [A Better Way to Think about Business: How Personal Integrity Leads to Corporate Success](#) By Robert C. Solomon Oxford University Press, 1999

12.4 Co-curricular

Credit 1.5

Objectives:

This course will help students on developing their confidence as a participant in various co-curricular activities. It will also enhance their personal position independently or within the organization and understand the right behaviour during public and private interactions.

Learning outcomes:

On successful completion of this unit, students should be able to:

- Successfully confront personal and professional challenges
- Engage in appropriate business/social conduct
- Determine what constitutes right behaviour in a given situation
- Enhance your personal position independently or within the organization
- Set realistic goals to help you reach your full potential in life

Contents:

Students are required to take and pass one of the co-curricular courses. A list of probable co-curricular courses are given below:

- Theater and Music
- Graphic Arts
- Table Tennis

- Badminton
- Swimming
- Photography
- Leadership
- Social Ethics
- Debate

12.5 Study Tour (ST)

Objectives:

This course will help the students relate theoretical knowledge in practical fields.

Learning outcomes:

On successful completion of this unit, students should be able to:

- demonstrate an understanding of the maritime and offshore industries of Bangladesh;
- describe the importance of development of the shipbuilding and offshore sectors of Bangladesh

Contents:

Study tour to various maritime and offshore industries for example marine design firms, shipyards, dry-docks, ports, oil and gas companies, etc.

12.6 Lab Courses:

12.6.1 BUS 2103: English Lab

1.50 Credit, 3 hrs. /wk.

Objectives:

This course will help students enhance their communication skills through interactive participation in the class. It will also enable them to speak fluently for academic as well as professional purposes.

Learning Outcomes:

On successful completion of this unit, students will be able to:

- engage in pre-writing activities, including narrowing a topic, generating ideas, determining the audience and the relationship between audience and content and setting an appropriate tone
- demonstrate the phases of writing: draft, revision, final copy
- demonstrate ability to write in various modes: personal narrative, expository, analytical, descriptive, argument
- improve critical thinking skills, especially those of analysis and argument
- develop fluency in delivering speech
- speak more accurately and confidently
- develop listening skills

Contents:

Speaking: Guided conversations (greetings, requesting, apologizing); Two- minute impromptu talks; Role-plays and simulations; Preparing and presenting talks on a given theme; Informal debates and group discussion; Public Speaking; Oral presentation; Responding to audio/video clips.

Listening: Listening for main ideas/key information; Listening for specific details; Listening and responding to texts (i.e. following instructions, answering questions, reacting to texts, etc.); Listening and note-taking; Listening to news, broadcasts and songs; Listening and watching short video clips.

Writing: Generating ideas, drafting, revising, and editing; Gathering, evaluating, documenting and using sources; Writing and organizing different types of essay; Writing different types of essays: narrative/descriptive, argumentative, cause effect; Developing a thesis statement; Paraphrasing, summarizing, and quoting; Using rhetorical modes including exposition; Writing formal and informal letters; Writing business letters; Resume and Job application letter writing; Report Writing; Amplification writing; MLA and APA Citation Style Guide; Avoiding plagiarism.

12.7 Degree ++

The department/faculty shall offer Certificate Courses in the relevant field. Each student shall have to complete minimum 3 (Three) courses from the approved list in section 11 as a part of requirement of the degree. These courses will be conducted according to the regulations for conducting short (certificate) course of BSMRMU. Registration fees will be applicable for these certificate courses.