



**Master of
Business
Administration
(MBA)**

Regular & Executive

**Master of
Bank
Management
(MBM)**

An institution that promotes eastern culture and values, and meaningfully blends eastern and western thought and innovation.

BROCHURE 2008-2009

Master of Business Administration (MBA)

Regular & Executive



Master of Bank Management (MBM)

Disclaimer

The content of this catalog is subject to change without notice. Every student accepted for registration in the University shall be deemed to have agreed to such deletions, revisions or addition whether made before or after his/her acceptance.

East West University does not accept any responsibility for loss or damage suffered or incurred by any student as a result of suspension or termination of services owing to strikes, lockouts, riots, weather, or any other cause beyond reasonable control of the University.

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Non-Discrimination: East West University believes that every type of discrimination, whether social or cultural, whether based on race, gender, color, social condition, language or religion, is to be overcome and eradicated.



East West University: A Profile

Mission Statement

Rated among the top private universities of Bangladesh, East West University is an institution that promotes eastern culture and values, and meaningfully blends eastern and western thought and innovation. As an institution of higher learning that promotes and inculcates ethical standards, values and norms, East West University (EWU) is committed to the ideals of equal opportunity, transparency, and non-discrimination.

The primary mission of EWU is to provide, at a reasonable cost, tertiary education characterized by academic excellence in a range of subjects that are particularly relevant to current and anticipated societal needs. Central to the university's mission is its intention to provide students with opportunities, resources and expertise to achieve academic, personal and career goals within a stimulating and supportive environment. EWU is not only striving to maintain high quality in both instruction and research, it is also rendering community service through dissemination of information, organization of training programs and other activities. Sensitive to the needs of its students and staff, EWU is committed to providing a humane, responsive and invigorating atmosphere for productive learning and innovative thinking.

History

The idea of establishing a private university to provide quality education at an affordable cost in Bangladesh was first mooted by a group of prominent academics, business leaders, professionals and education enthusiasts led by Dr. Mohammed Farashuddin. With this end in view, this group formed a non-profit, non-political, charitable organization called Progoti Foundation for Education and Development (PFED). East West University is its first major project. Members of the Board of Directors of the University are: Mr. Jalaluddin Ahmed, Mr. S.M. Nousher Ali, Mr. Farooque B. Chaudhury, Dr. Rafiqul Huda Chaudhury, Mr. Syed Manzur Elahi, Dr. Mohammed Farashuddin, Mr. Mohammed Zahidul Haque R.Ph., Dr. Saidur Rahman Lasker, Dr. Muhammad A. Mannan, Professor M. Mosleh-Uddin, Mr. Shelley A. Muddi, Mr. M.A. Mumin, Dr. Khalil Rahman, Mr. H.N. Ashfaqur Rahman and Mrs. Razia Samad.

After being accorded permission by the Government under the Private University Act (Act

34) of 1992, East West University was launched in 1996. Classes started in September 1996 with 6 faculty members and 20 students in the present campus located at 45, Mohakhali Commercial Area, Dhaka. Currently, there are over 200 faculty members and approximately 5000 students enrolled through a process of selection.

Accreditation and Collaboration

East West University is accredited by the Government of the People's Republic of Bangladesh, and its curricula and programs have been approved by the Bangladesh University Grants Commission. The President of the People's Republic of Bangladesh is the Chancellor of EWU. The Vice Chancellor, the Pro-Vice Chancellor, and the Treasurer are appointees of the President of the country in his capacity as the Chancellor of the University.

East West University has formal collaboration agreements with some leading universities in the USA, the most prominent among those are: Pace University (New York), Suffolk University, (Boston), Southern Illinois University at Carbondale, USA, University of Luton, Bedfordshire, England, UK, University of Fukui, Fukui City, Japan. EWU has also entered into collaboration agreements with a number of other well-known universities in the USA, UK and Australia.

Location

The temporary campus is located at 41, 43, 44, 46 and 49 Mohakhali C/A, Dhaka. It consists of 5 (five) buildings-3 (three) twelve-storied, 1 (one) fifteen-storied and 1 (one) six-storied-with approximately 1,64,000 (one lakh and sixty-four thousand) sq.ft. of space. The campus is situated in the heart of the city and can be easily accessed by all modes of public transport.

With a view to building its own campus, EWU has purchased 555.75 decimals of land at Mouja Vadham, P.S. Tongi, District Gazipur. It has also received an allotment of 1 (one) bigha of land in Uttara from RAJUK. The university has purchased a total of 7.4 bigha land at Aftabnagar, Rampura of the Progoti Sarani adjacent to BTV. Design of the new campus at Aftabnagar is underway and construction work will commence this year. The University intends to move to its own campus by Fall 2010.

Faculties

There are currently three academic faculties:

- * Faculty of Business & Economics
- * Faculty of Sciences & Engineering
- * Faculty of Liberal Arts and Social Sciences

There are 8 (eight) separate Departments operating under these three faculties.

English is the medium of instruction and of examinations for all programs.

Degrees Offered

Currently, EWU offers the following four-year Bachelor's Degrees:

- * BBA (Majors in Accounting, Marketing, Finance, Management, International Business, Human Resource Management (HRM) & Management Information System (MIS)
- * B.S.S. in Economics
- * B.A. in English
- * B.Sc. in Computer Science
- * B.Sc. in Computer Science and Engineering
- * B.Sc. in Electrical and Electronic Engineering
- * B.Sc. in Information and Communications Engineering
- * B.Sc. in Electronics and Telecommunications Engineering
- * B. Pharm (Bachelor of Pharmacy)

EWU plans to offer the following Bachelor's Degree programs in the near future:

- * Nursing
- * Law
- * Journalism
- * Health Management
- * Management Information System (MIS)
- * Population Sciences
- * Applied Physics and Electronics
- * Biomedical Engineering

EWU also offers the following Graduate (Master's) Degrees:

- * Master of Business Administration (MBA)
- * Master of Business Administration (Executive MBA)
- * Master of Bank Management (MBM)
- * Master of Arts in English (MA in English)
- * Master in Development Studies (MDS)
- * Master of Laws (LLM)
- * Master of Computer Applications (MCA)
- * Master of Science in Computer Science and Engineering (MS in CSE)
- * Master of Science in Telecommunications Engineering (MS in TE)
- * Master of Population Reproductive Health, Gender and Development (MPRHGD)
- * M. Pharm. (Under process of approval)

English is the medium of instruction and examination for all programs offered by EWU. The University is run on semester system; it has three full semesters in a calendar year:

Spring (January - April), Summer (May - August), Fall (September - December).

Library

East West University library has a collection of over 20,000 volumes of books and the full-text of more than 145 journals can be freely accessed by faculty members, teaching assistants, researchers, students and the staff of EWU. The EWU library has also access to more than 3873 online journals of the Oxford University Press.

Features

- * Students and faculty members have full access to the library.
- * Faculty members can borrow a good number of related text and reference books for a full semester.
- * Students can borrow two books at a time for a period of four days.
- * Members of the Academic Council enjoy facilities similar to faculty members.
- * The Library offers open access to its shelves. Books have a classified shelf arrangement.
- * The library utilizes CDS/ISIS, a software developed by UNESCO, to provide information about the collections of the library.

Facts and Figures up to September 2008

Current Students

Undergraduate	:	3930
Graduate	:	1201
Total	:	5131

Faculty Members

Full-time	:	122
Part-time	:	90
Total	:	212

Officers and Supporting Staff

Administrative Staff	:	108
Supporting staff	:	89
Total	:	197



Convocation 2008

Labs and Amenities

EWU provides its students with a clean, spacious and fully air-conditioned campus with modern facilities. All classrooms have overhead projectors for the benefit of both teachers and students. EWU also has seven state-of-the-art Computer Laboratories a Digital System Laboratory and a Physics Laboratory. In addition, the English Department has a Language Laboratory to facilitate the learning of English. EWU has its own VSAT enabling unlimited internet access to faculty, staff and students.

A Software Development Center, catering particularly for the students of the Computer Science and Engineering Department, helps students in software development and in finding on and off campus jobs. A number of leading Multinational Banks, NGOs and a Ministry of the Government are already using software developed by the students of East West University.

Medical Center, attended by full-time doctors, provides health services for everyone in the university.

EWU Center for Research and Training (EWUCRT)

Recently, East West University Center for Research and Training (EWUCRT) has been set up to create knowledge through academic and applied research and disseminate the acquired knowledge through training & publication. The major functions of EWUCRT are to conduct: academic research, training programs, consulting research, publication seminars, symposium and workshop.

Career Counseling Center

The Career Counseling Center provides proper guidance to students about their career plans. The center liaisons with prospective employers and arranges internships and jobs for students and graduates.

The Career Counseling Center works to place students with leading business organizations of the nation who can expand their activities by utilizing fresh mind imbued with modern skills and expertise. As a forerunner among private universities in Bangladesh it is the center endeavors not only to ensure excellence in education but also to help students find suitable careers. The centre organizes job fair, workshops and seminars on regular basis for both career-seeking individuals, participating companies and potential bodies who are employers to make them interact of and to get to know each

other's needs and priorities. Besides, the largest job portal in Bangladesh, BDJobs.com, has established a linkage with Career Counseling Center to extend job services to East West graduates.

Scholarships

East West University offers merit scholarships and need-based financial assistance to deserving students. Every semester the university distributes at least 10.40% of its total earnings among 21.73% or more of its students. In the year 2007 an estimated amount of Taka three crore twenty four lacs are being awarded as merit scholarships and need-based financial assistance to about 1168 students.

Co-curricular Activities

In addition to academic activities, opportunities for different co-curricular activities keep going round the year. The university has a number of clubs to promote various extra-curricular activities.

These include: Business Club, Computer Club, Cultural Club, Cine & Photography Club, Debating Club, English Poetry & Drama Club, Electronics Club, English Conversation Club, Environmental & Social Club, Financial Analysis & Research Club, MBA Club, Natural Science Club, Programming Club, Pharmacy Club, Rotaract Club, Sports Club, Telecommunications Club, Creative Marketing Club.



EWU Management

EWU Administration

President	: Mr. Jalaluddin Ahmed
Vice Chancellor	: Professor Dr. Mohammed Sharif
Pro-Vice Chancellor	: Professor Dr. Md. Kamrul Hasan
Treasurer	: Dr. Md. Entazul Huque
Registrar	: Colonel Shah Murtaza Ali (Retd.)
Controller of Finance & Accounts	: Mr. S A Satter
Head, Career Counseling Center	: Mr. S I Nusrat A Chaudhury
Proctor	: Ms. Anindita Paul
Systems Manager	: Mr. Md. Samdad Tanveer

EWU Academia

Advisor	: Professor Dr. Nurul Islam
Advisor	: Professor Dr. Fakrul Alam
Dean of Faculty of Business & Economics	: Professor Dr. Tanbir Ahmed Chowdhury
Dean of Faculty of Sciences & Engineering	: Professor Dr. Anisul Haque
Dean (Acting) of Faculty of Liberal Arts & Social Sciences	: Professor Dr. Tanbir Ahmed Chowdhury

Chairperson of Departments/Programs

Business Administration	: Professor Dr. Tanbir Ahmed Chowdhury
Coordinator (MBA, EMBA & MBM Programs)	: Professor Dr. Nazrul Islam
Economics	: Professor Dr. Muhammad Sirajul Haque
Electrical and Electronic Engineering	: Professor Dr. Anisul Haque
Electronics and Communications Engineering	: Professor Dr. Mohamed Ruhul Amin
Pharmacy	: Professor Dr. Muniruddin Ahmed
Computer Science & Engineering	: Dr. Mohammad Ghulam Rahman
English	: Mr. Harunur Rashid Khan
Social Sciences	: Dr. Bijoy P. Barua



Class of 2008 with the Hon'ble President Professor Dr. Jalaluddin Ahmed

MASTER OF BUSINESS
ADMINISTRATION
MBA

The MBA Program

The MBA Program is a regular program of East West University. The Program is designed according to the guidelines of the American Assembly of Collegiate Schools of Business (AACSB). The contemporary and innovative curriculum of MBA is based upon a compelling philosophy of teaching that allows students achieve an excellence in performance. The curriculum encourages students to sharpen their analytical and communication skills placing a balanced emphasis on quantitative and qualitative approaches. Specialized and interdisciplinary courses are designed to focus on building leadership abilities, which will allow the future managers to strategically manage in a growing global and technologically advanced environment.

Program Mission

The mission of the MBA program of East West University Business School is to enhance the capabilities of the learners, and train them to become efficient and effective managers. The program intends to provide students with an integrated understanding of how to manage organizations more effectively and in a socially responsible manner.

Objective

The program intends to develop managers by enhancing their technical competence. They will also be able to have a broader understanding of their roles as agents of change in solving the problems of society and improving social justice. The program thus seeks to:

1. Develop learners' understanding of the functional areas of business and a general perspective of their interrelationship.
2. Enhance critical thinking and develop interpersonal communication and leadership skills of learners to work effectively with others and lead teams to accomplish objectives.
3. Enhance the ability of learners to identify business opportunities and resolve managerial problems.
4. Help learners understand the dynamics of business operations in an increasingly complex global environment and respond to the management challenges and choices of that environment.

Length of Program

Students will normally complete the requirements for the MBA degree within two years of their admission. The time limit may be extended up to five years. Students may complete the degree earlier by enrolling more than four courses each semester.

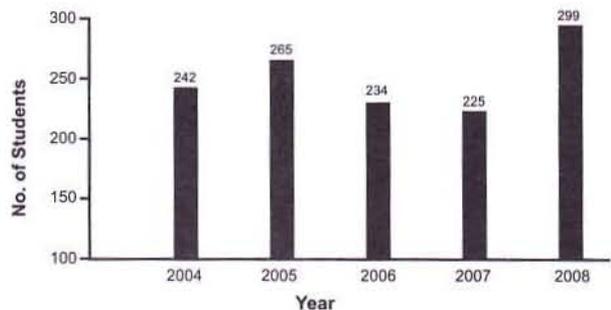
Course Load

The minimum and the maximum course load during a semester will be 8 (eight) credits or 3 courses and 15 (fifteen) credits or five courses, respectively. For special cases, permission from the office of the MBA/EMBA/MBM programs will be required.

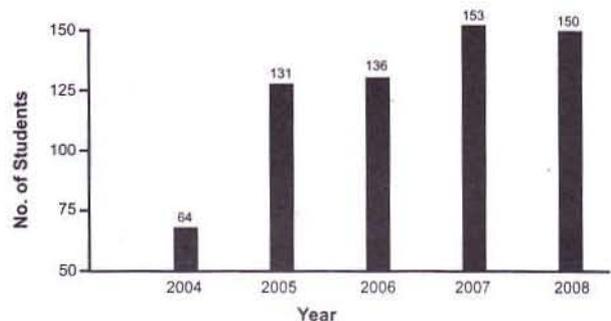
Academic Schedule

The academic year is divided into three semesters: Spring (January-April), Summer (May-August) and Fall (September-December). The duration of the semesters is 14 weeks. The university follows the government schedule for holidays.

MBA Student Enrollment: Year-wise



MBA Graduation: Year-wise



Admission Requirements

Students are admitted in each of the three semesters in a year. Admission to the MBA program is selective. Admission forms are available in the admission office. All prospective students should submit completed application forms within the deadline for submission. To apply for admission, students must fulfill the requirements outlined below.

1. Successful completion of at least a Bachelor degree from a reputed university.
2. CGPA of at least 2.50 at undergraduate or graduate level or seven points calculated on the basis of the following criteria:

SSC/HSC*		Bachelor		Masters	
Div/GPA	Point	Div/GPA	Point	Div/GPA	Point
1st /GPA \geq 3.5	3	1st /GPA \geq 3.0	5	1st /GPA \geq 3.0	1
2nd /GPA \geq 2.5	2	2nd /GPA \geq 2.5	3	2nd /GPA \geq 2.5	1
3rd /GPA \geq 2.0	1	3rd /GPA \geq 2.0	1	3rd /GPA \geq 2.0	0

* Or minimum GPA of 2.5 (A=5, B=4, C=3, D=2, E=1) in four subjects in O-Level and minimum GPA of 2.5 (A=5, B=4, C=3, D=2, E=1) in two subjects in A-Level of University of London or Cambridge GCE or American High School Diploma or equivalent.

3. Qualifying in EWU admission tests or minimum score of 550 in TOEFL and 500 in GMAT.
4. Work experience after graduation in an executive position is preferred but not essential.

Faculty

The MBA courses are taught by a group of highly qualified teachers educated from the renowned universities of the world. Courses are also taught by highly qualified visiting professors from North America, Australia and UK.

Graduation Requirements

To graduate, students must earn a minimum Cumulative Grade Point Average (CGPA) of 2.5 on a 4.0 point scale on all the required courses completed at EWU. MBA, EMBA & MBM students can complete their degrees within the maximum time period of five years.

Residency Requirement

Students must complete a minimum of 30 credits in EWU MBA Program to obtain the MBA degree.

Transfer of Credits & Course Waivers

Both waiver and transfer may be allowed for courses completed in other university. Waiver is allowed only for foundation courses and transfer may be allowed for courses which are similar to EWU courses. Detail principles for waiver and transfer are as follows:

Waiver can be requested for

- * The undergraduate and graduate level courses that are equivalent to EWU MBA/EMBA courses.
- * The grades earned in the courses were at least 'B-' or equivalent.

Transfer can be requested for

- * The graduate level courses that are equivalent to the EWU MBA/EMBA courses; and
- * The grades earned were at least 'B' or equivalent.

Final decision on waiver/transfer will be made by the equivalence committee. All applications for transfers/waivers must be tendered within 3 days from the beginning of the first semester. The students will be required to deposit taka two hundred (200 Taka) only for each credit of waiver/transfer as processing fee (non refundable).

Grading Philosophy

EWU is committed to high academic standard keeping with real world demands for excellence. Academic performance is evaluated using a full range of grades from 'A' through 'F'.

Academic progress is reported using the following grades:

- A Excellent
- B Good
- C Satisfactory
- D Pass
- F Failed to meet minimum standard.

Pluses "+" or Minuses "-" may be used at the instructor's discretion however grades 'D-' 'F+' and 'F-' are not used.

The following designators are used when the above letter grades do not apply:

- I Incomplete
- WV Waived Course Requirement
- TR Transfer Credit
- AU Audit
- W Withdraw

Cumulative Grade Point Averages (CGPA) are calculated for all students and are based on a 4.00 point scale. The numerical equivalents of the grades are as follows:

Numerical Scores	Letter Grade	Grade Point
97 - 100	A+	4.00
90 - below 97	A	4.00
87 - below 90	A-	3.70
83 - below 87	B+	3.30
80 - below 83	B	3.00
77 - below 80	B-	2.70
73 - below 77	C+	2.30
70 - below 73	C	2.00
67 - below 70	C-	1.70
63 - below 67	D+	1.30
60 - below 63	D	1.00
below 60	F	0.00
	F* Failure	0.0
	I** Incomplete	0.0
	W** Withdrawal	0.0
	R** Repeat	0.0

* Credits for courses with this grade do not apply towards graduation.

** Credits for courses with these grades do not apply towards graduation and are not used for the calculation of the grade point average.

Retake Policy

A student can retake a course only once if the grade she/he earned in the first attempt was a "C+" or below.

Audit

Audit status is reserved for East West University alumni or students currently enrolled in an East West University program. Prerequisites for audited courses must be completed. Audit students are required to pay the regular course tuition. Students who audit a course receive a grade of AU. Audit courses may not be converted to credit. Audits are allowed if space is available with priority given to full credit registrations. Audit may also apply to the non-degree-seeking students.

Incomplete Grade

Incomplete (I) grade is granted only in exceptional cases, such as, when illness or work-related travel is documented and when substantial course requirements have already been completed. Students must seek approval from both the instructor and the MBA Program Coordinator prior to the regularly scheduled final examination. If remaining course work has not been completed by the end of week 1 of the next semester, grade 'I' automatically becomes grade 'F'.

Withdrawals

Students may withdraw from a course within first five weeks, and receive the designator 'W'. Withdrawals are not allowed after this time. All withdrawal notices must be communicated to both the Instructor, and the MBA Program Office. The amount of refund is related to the date of withdrawal as indicated in the Academic Calendar.

Probation

Students must maintain a minimum CGPA of 2.5 to remain in good standing. If the CGPA of a student falls below 2.5, she/he will be put on probation.

Dismissal

Students are dismissed from the program for failure to make satisfactory academic progress. Students failing to raise their CGPA to 2.5 in two consecutive semesters after they were on probation will be dismissed from the program. Students dismissed from their program may apply to the MBA/EMBA/MBM Program Coordinator for re-admission. Readmission will not be granted without strong evidence of significant change in student's ability to satisfactorily complete program requirements.

Time Limitations

Students are allowed up to five years from the date of initial enrolment to complete their degree requirements.

Financial Information

Students are required to pay initial admission fee, tuition and computer lab fee. The current fees are as follows:

Item	Amount in Taka
Admission Fee (onetime non-refundable)	11,000
Tuition Fee (per credit)	3,960
Computer Laboratory Fee (per semester)	1,000
Library Fee (per semester)	500
Student Activities Fee (per semester)	500
Estimated total cost*	2,60,600

* For waiver/transfer deduction will be made accordingly

Course Summary

The EWU MBA Program requires successful completion of 22 courses (60 Credits). The program consists of 12 foundation, five core, four concentration & one capstone courses. The courses are divided into 4 categories:

1. Foundation Courses (30 Credits)
2. Core Courses (15 Credits)
3. Concentration Courses (12 Credits)
4. Capstone Course (3 Credits)

Foundation Courses

EWU MBA student must complete all courses from foundation unless waived. It can be noted that waiver is given only on foundation courses.

WBA 501	Principles of Accounting	: 2 Credits
WBA 502	Business Math	: 3 Credits
WBA 503	Principles of Management	: 3 Credits
WBA 504	Business Statistics	: 3 Credits
WBA 505	Managerial Application of Information Technology	: 2 Credits
WBA 506	Business Communication	: 2 Credits
WBA 507	Organizational Behavior	: 2 Credits
WBA 508	Management Accounting	: 3 Credits
WBA 509	Micro Economics	: 3 Credits
WBA 510	Macro Economics	: 3 Credits
WBA 512	Legal Environment of Business	: 2 Credits
WBA 513	Business Ethics	: 2 Credits

Core Courses

The Core Courses are those that cover all the functional areas of a business organization. The Core Courses for the EWU MBA degree are:

FIN 501	Financial Management	: 3 Credits
HRM 501	Human Resource Management	: 3 Credits
MIS 501	Management Information System	: 3 Credits
MKT 501	Marketing Management	: 3 Credits
OPM 501	Operations Management	: 3 Credits

Concentration Courses

Concentration courses (four courses) in bank management, finance, human resources, information technology, marketing, management, operations management, risk management & insurance will enable students to develop specialization in specific fields. Students are required to complete minimum three courses from one of the concentrations as a major area and the fourth one from any other concentration.

A list of concentration courses in different major areas are as follows:

Bank Management

BMG 504	Management of Commercial Banks	: 3 Credits
BMG 506	Central Banking	: 3 Credits
BMG 508	Banking Theory & Practice	: 3 Credits
BMG 509	International Trade Payment and Finance	: 3 Credits
BMG 511	International Finance and Banking	: 3 Credits
BMG 512	Investment Banking and Merchant Banking	: 3 Credits
FIN 504	Financial Institutions and Markets	: 3 Credits

Finance

FIN 502	Investment Theory	: 3 Credits
FIN 503	Intermediate Financial Management	: 3 Credits
FIN 504	Financial Institutions & Markets	: 3 Credits
FIN 505	International Financial Management	: 3 Credits
FIN 506	Options, Futures, and Other Derivatives	: 3 Credits
FIN 507	Corporate Finance	: 3 Credits
BMG 504	Management of Commercial Banks	: 3 Credits

Human Resources Management

HRM 502	Manpower Planning & Personnel Policy	: 3 Credits
HRM 503	Leadership	: 3 Credits
HRM 504	Industrial Relations	: 3 Credits
HRM 505	Entrepreneurship	: 3 Credits
HRM 506	Training and Development	: 3 Credits
HRM 507	Strategic Human Resources Management	: 3 Credits
HRM 508	Compensation Management	: 3 Credits
HRM 509	Organization and Conflict Management	: 3 Credits

Information Technology

MIS 502	Advanced Programming	: 3 Credits
MIS 503	Electronic Commerce	: 3 Credits
MIS 504	Computer Networking	: 3 Credits
MIS 505	Systems Analysis and Design	: 3 Credits
MIS 506	Networking and Operating System	: 3 Credits
MIS 507	Database Design and Application Development	: 3 Credits
MIS 508	Decision Support system	: 3 Credits

Management

MGT 503	Organization Theory & Design	: 3 Credits
MGT 504	The Management of Innovation & Change	: 3 Credits
MGT 505	Power and Influence	: 3 Credits
MGT 506	Negotiation, Mediation & Conflict Resolution	: 3 Credits
MGT 507	Research Methodology	: 3 Credits
HRM 503	Leadership	: 3 Credits
HRM 505	Entrepreneurship	: 3 Credits

Marketing

MKT 502	International Business	: 3 Credits
MKT 503	International Marketing	: 3 Credits
MKT 504	Consumer Behavior	: 3 Credits
MKT 506	Services Marketing	: 3 Credits
MKT 507	Channels of Distribution	: 3 Credits
MKT 508	Market Planning and Strategy	: 3 Credits
MKT 509	Export Management	: 3 Credits
MKT 510	Personal Selling and Sales Force Management	: 3 Credits
MKT 511	Brand Management	: 3 Credits
MKT 512	Marketing Research	: 3 Credits
MKT 513	Integrated Marketing Communication	: 3 Credits

Operations Management

OPM 502	Applied Management Science	: 3 Credits
OPM 503	Technology and Change	: 3 Credits
OPM 504	Total Quality Management	: 3 Credits
OPM 505	Operations Research	: 3 Credits
OPM 506	Logistics Management	: 3 Credits
OPM 507	Inventory Management	: 3 Credits
OPM 508	Supply Chain Management	: 3 Credits
OPM 509	Project Management	: 3 Credits

Risk Management & Insurance

INS 501	Risk Management & Insurance	: 3 Credits
INS 502	Property Pecuniary, Liability & Insurance of the Person	: 3 Credits
INS 503	Principles of Reinsurance	: 3 Credits
INS 504	Underwriting Management	: 3 Credits
INS 505	Claims Management	: 3 Credits

Capstone Course

After successful completion of all functional area (Core) courses students integrate the acquired concepts by a process of synthesis accomplished through Strategic Management. This final course carries 3 credits.

MBA 600 : Strategic Management : 3 Credits

Optional Offerings

The students are allowed to do double major or 'a major & a minor'. Students may take two additional courses from a second area, which will be considered as a minor. The students may pursue an internship semester after completion of all requirements. The internship program will be essentially project based.

Students already graduated may also be allowed to do relevant courses for concentration for which a separate certificate will be issued by the Department Chair/Coordinator, MBA, EMBA & MBM Programs.

Prerequisites

Before taking a course, student must take all its prerequisites courses. The courses and their prerequisites are given below:

Name of the course	Prerequisite
FIN 501 : Financial Management	MBA 503, MBA 508
FIN 505 : International Financial Management	FIN 501, MBA 510
HRM 501 : Human Resource Management	MBA 507
MBA 504 : Business Statistics	MBA 502
MBA 507 : Organizational Behavior	MBA 503
MBA 508 : Management Accounting	MBA 501
MBA 510 : Macro Economics	MBA 509
MBA 600 : Strategic Management	All Foundation and Core Courses
MKT 501 : Marketing Management	MBA 503, MBA 504, MBA 509
MKT 502 : International Business	MBA 503, MBA 510
MKT 512 : Marketing Research	MBA 504
MIS 501 : Management Information System	MBA 505
OPM 501 : Operations Management	MBA 503, MBA 504, MBA 510
All Concentration Courses	Relevant Core Courses



An EMBA Class in Progress

List of Courses with Description

BMG 504: Management of Commercial Banks

This course is designed to provide the students with tools and techniques to manage commercial banks. The content of the course includes: performance evaluation of a bank, asset-liability management, management of various kinds of risks, such as interest rate risks, and also fund management and investment management.

Credits: 3; Prerequisite: Relevant core courses

BMG 505: Management of Insurance Companies

The course is designed familiarize students with the importance of insurance in the minds of the future business executives. The course will cover issues related to life insurance, general insurance, marine insurance, comprehensive insurance and the like. It will also highlight the special place the subject holds as part of the financial institutions.

Credits: 3; Prerequisite: Relevant core courses

BMG 506: Central Banking

The course is designed to help students understand both the monitoring and controlling authority of the central bank as well as the management operation of the central bank of Bangladesh.

Credits: 3; Prerequisite: Relevant core courses

BMG 508: Banking Theory and Practice

The course is designed to provide an exposure to the theories of banking and familiarize the students with the tools and techniques applied in various banking operations. It will cover the various theories of banking such as unit, branch and chain banking, liquidity-profitability combination, etc., general banking, operational procedures viz. accepting deposits under different types of deposit accounts, providing credit in the form of cash credit (pledge and hypothecation), overdraft and loans, remittances facilities, various types of ancillary services, banker-customer relationships, relationships and transactional banking, retail and wholesale banking, internet banking, central banking, comparative banking

system and Islamic banking.

Credits: 3; Prerequisite: Relevant core courses

BMG 509: International Trade Payment and Finance

This course has been designed to acquaint the students with theory and practice international trade payment and its financing by the banks. Keeping the aim in mind, topics related to international trade reasoning and theories, institutions and policies, their impact of balance of payment, foreign exchange market, trade financing techniques and procedures adopted by banks for making trade payments have been covered in this course.

Credits: 3; Prerequisite: Relevant core courses

BMG 511: International Finance and Banking

The aim of this course is to impart knowledge regarding techniques, laws, principles, documents and procedures followed in international payments and different foreign exchange market operations, such as forward, swap, arbitrage, covered interest arbitrage, etc., exchange rate policy, managing foreign exchange risks and foreign exchange products like futures, options, etc. Various types of international banking activities are also covered in the course.

Credits: 3; Prerequisite: Relevant core courses

BMG 512: Investment Theory and Merchant Banking

This course will cover the structural, legal and operational procedures of investment and merchant banking, techniques of process and product innovation in investment banking and explore the possibility of integrating these with the traditional banking practices. Portfolio management, security valuation, fundamental and technical analysis, primary and secondary market operation will also be discussed in this course.

Credits: 3; Prerequisite: Relevant core courses



FIN 501: Financial Management

This course teaches students the basic financial concepts and tools needed for managing finance departments of big business. Major topics to be covered include financial statement analysis, time value of money, cost of capital, security valuation, risk and return, capital budgeting decisions, and the cost of capital.

Credits: 3; Prerequisite: MBA 503, MBA 508

FIN 502: Investment Theory

Investment in financial assets (securities) is the focus of this course. Investment decisions require thorough analysis of risk and return. An understanding of the trade off between risk and return is at the heart of investment decision making process. Topics that will be covered in this course include bond valuation, equity valuation, portfolio diversification, market efficiency and its implications, and Capital Asset Pricing Model (CAPM).

Credits: 3; Prerequisite: Relevant core courses

FIN 503: Intermediate Financial Management

The course is designed to orientate students with tools and techniques that managers use for efficient running of the finance department of a corporation. After completing the course, the students are expected to learn how to manage working capital, cash & marketable securities and inventory of a corporation. The students will also learn about managing of short term financing, financial planning & control, capital structure, merger, common stock financing & investment banking.

Credits: 3; Prerequisite: Relevant core courses

FIN 504: Financial Institutions & Markets

An overview of Bangladeshi and US financial systems and the role of the various markets and institutions is presented. Topics include introduction to various financial systems, supply of and demand for loan-able funds, levels and structures of interest rates, government and corporate securities and obligations, and transmission of macro financial policy actions to various sectors of the economy.

Credits: 3; Prerequisite: Relevant core courses

FIN 505: International Financial Management

This course is designed to acquaint students with tools and techniques used to manage the finance function of a multinational corporation (MNC). Topics included in this course are: financial environment in which an MNC operates, exchange rate determination, measurement and management of various exchange rate exposure, international capital budgeting, management of short-term assets and liabilities of an MNC.

Credits: 3; Prerequisite: Relevant core course, MBA 510

FIN 506: Options, Futures and other Derivatives

The course focuses on derivative securities, such as, options, futures and swaps. Topics included in this course are: an introduction to various types of derivative securities, an understanding of the markets in which derivative securities are traded, different pricing models of options and futures, and the use derivative securities in managing portfolio risk.

Credits: 3; Prerequisite: Relevant core courses

FIN 507: Corporate Finance

This course explores the creative decisions facing financial managers in the modern corporate environment. It deals with the role financial decisions play in optimizing industry performance. Topics include making strategic acquisition, structuring of financial contracts, evaluation of merger candidates, leveraged buyouts, competitive bidding, corporate restructuring and other methods of shareholder value enhancement. The course also discusses issues related to corporate capital structure, dividend policy and leasing.

Credits: 3; Prerequisite: Relevant core courses

HRM 501: Human Resource Management

This course provides understanding of personnel and human resource management. It introduces the best practices for attracting, developing, motivating and retaining a workforce. It considers human resource issues such as recruitment and selection, diversity, performance evaluation, compensation and reward systems, teams, worker participation programs.

Credits: 3; Prerequisite: MBA 507

HRM 502: Manpower Planning and Personnel Policy

This course is designed to equip the students with the techniques of developing personnel policy and implementation. It includes a detailed study of environmental trend analysis, manpower planning models, manpower needs and personnel information system to forecast manpower needs and considerations of some indicators of manpower effectiveness. Policy issues considered include work force composition, wage and salary administration in the context of developing countries.

Credits: 3; Prerequisite: Relevant core courses

HRM 503: Leadership

This course deals with theoretical concepts and practical issues of leadership and management. It examines the complementary qualities of leadership and management factors and their impact on organizational effectiveness and corporate success through case studies.

Credits: 3; Prerequisite: Relevant core courses

HRM 504: Industrial Relations

The course deals with worker-employer conflicts, origin of the development of trade union, trade unionism in the subcontinent, theories of union, process of collective bargaining, industrial dispute, grievance handling, strike and lockout, arbitration and labor laws. These are discussed in the context of socio-political and economic situation of Bangladesh. Labor laws of Bangladesh are to be studied in the course.

Credits: 3; Prerequisite: Relevant core courses

HRM 505: Entrepreneurship

This course examines the talents, experience, knowledge, and other resources needed to start a successful growing enterprise, looks into the ways in which businesses are started and the ways they grow.

Credits: 3; Prerequisite: Relevant core courses

HRM 506: Training and Development

Training and development function; Strategy and training; Organizations of the training department; Training needs assessment; Learning and behavior; Designing of training programs; Evaluation of training programs; Training techniques; Technical training; Training and development of managers; Training in organization development; Theory and practice of career development; Developing career structures; Identifying organizational needs; Institutionalizing the career development system; Evaluating the system.

Credits: 3; Prerequisite: Relevant core courses

HRM 507: Strategic Human Resources Management

The basis of any success of an organization depends on the corporate outlook and the long term human resource planning. This course is exclusively designed to address the issues related to strategic decisions in human resource planning.

Credits: 3; Prerequisite: Relevant core courses.

HRM 508: Compensation Management

This course covers the definition, methods and issues associated with performance appraisals, historical legal aspects of compensation, job evaluation and comparisons, professional development, maintenance and administration of a formal compensation system, incentives and benefits and the inter-relation among all of these considerations.

Credits: 3; Prerequisite: Relevant core courses

HRM 509: Organization and Conflict Management

The strategies and methods of managing conflict will be studied against social structures. Management of group and inter group processes will be covered from an organizational context. It will also explore the use of power and politics in the management process and analyze the decision making process of different organizations.

Credits: 3; Prerequisite: Relevant core courses

INS 501: Risk Management & Insurance

To provide an understanding and an appreciation of the principles and practices of risk management in order to enable production of the optimum strategy for the handling of risk in an organization. Also to develop a sound appreciation of the nature of risk, its assessment and management, to acquire a knowledge of the nature and function of insurance and a knowledge of basic statistical concepts relating to the insurance environment.

Credits: 3; Prerequisite: Relevant core courses

INS 502: Property Pecuniary, Liability & Insurance of the Person

This course seeks to provide a knowledge and understanding of liability insurance practice, particularly relating to risk assessment and control, policy coverage, underwriting and statutory regulation and to enable candidates to construct solutions to practical problems. The course will also cover. Basic Principles of Insurance of the Person, Common Forms of Life insurance contract, Personal Accident and Health Insurance, Claims Procedure.

Credits: 3, Prerequisite: INS 501

INS 503: Principles of Reinsurance

To provide a knowledge and understanding of the principles of reinsurance, their general application to the different methods of reinsurance, the law relating to reinsurance, and the contract wordings in current use.

Credits: 3, Prerequisite: INS 501

INS 504: Underwriting Management

This course will provide an understanding of and the ability to apply the requirements for managing a general insurance underwriting account through, selection of class of business and design of products, setting the underwriting policy for those products, establishing the price, management of exposures, the implementation of operational controls, budgeting and monitoring results.

Credits: 3, Prerequisite: INS 501

INS 505: Claims Management

This course provides an understanding of the development of claims philosophies, the implementation of claims systems, the management of claims functions, the management of the claims services and the application of claims practice to transacting insurance business on an industry wide basis.

Credits: 3, Prerequisite: INS 501

MBA 501: Principles of Accounting

This is an introductory course. The students are acquainted with basic accounting concepts. Topics of the course include, basic concepts, principles and techniques used in the generation of accounting data for financial statements preparation. Asset, liability, equity, valuation and income determinations are emphasized.

Credits: 2; Prerequisite: None

MBA 502: Business Math

The course includes elements of algebra, number fields, linear and non-linear inequalities, functions set analytical geometry, logarithm limit, differential and integral calculus, matrix and linear programming. The purpose of the course is to help the students learn mathematical tools, which are used in management studies.

Credits: 3; Prerequisite: None

MBA 503: Principles of Management

The course is designed to develop a fundamental understanding of the management principles and provide the foundation for planning, decision making, organizing, motivation progress, leadership and control techniques in business and non-business organizations. This course emphasizes on the management case application in business decisions that enable students to be effecting & operate efficiently.

Credits: 3; Prerequisite: None



An MBA Class in Progress

MBA 504: Business Statistics

The course is designed to equip the students with statistical tools and concepts to be used in the business decision making processes. Methods of descriptive and Inferential statistics are covered that include measures of central tendency and dispersion, probability distributions, hypothesis testing and their application in the management decision process, testing hypothesis, correlation and regression analysis.

Credits: 3; Prerequisite: MBA 502

MBA 505: Managerial Applications of Information Technology

This course introduces students to the structure and nature of technology in the work place. It also investigates how technology is changing the way we communicate and make decisions. This course also provides an overview of planning and managing technology and information flow in organization.

Credits: 2; Prerequisite: None

MBA 506: Business Communication

This course provides students opportunity to further enhance their communication skills. Course topics include written, oral, visual and nonverbal forms of communication, as well as listening skills. Also focuses on the audience as customers.

Credits: 2; Prerequisite: None

MBA 507: Organizational Behavior

This course provides an analysis of work behavior from the viewpoint of both behavioral research and managerial practice. It enables students to understand basic issues such as motivation, individual differences and leadership. Students also gain adequate knowledge of how to perform better, improve quality, and operate efficiently.

Credits: 2; Prerequisite: MBA 503

MBA 508: Management Accounting

This course approaches accounting from a managerial and decision making perspective. Topics of this course include: use of cost data in decision-making, planning & controlling; evaluating performance; budget process, and behavioral implications of budgeting; inter-corporate investments; understanding,

interpretation and implementation of financial accounting; internal uses of cost information for managerial decisions and operations.

Credits: 3; Prerequisite: MBA 501

MBA 509: Micro Economics

The purpose of Micro Economics is to develop the student's skill in the systematic analysis of the economic aspects of business decisions and to acquaint them with some relevant analytical methods and concepts. The course covers concepts related to analysis of market as seen by producers and consumers and relate them to production pattern, distribution of income and allocation of resource in the context of a market economy.

Credits: 3; Prerequisite: None

MBA 510: Macro Economics

The main focus of this course is to relate macro-economic theories to business decision making. The course starts with concepts of national income accounting, investigates economic aggregates and leads to development of forecasts for business condition analysis.

Credits: 3; Prerequisite: MBA 509

MBA 512: Legal Environment of Business

The course is designed to help the students learn the application of law to business transactions and develop their legal responsibility as managers. The course includes aspects of law that are related to business e.g., contract, agency sale of goods, negotiable instruments, insolvency, partnership and labor. Beginning with the nature and sources of business law the students will be required to conceptualize the legal system and relationship in the context of Bangladesh.

Credits: 2; Prerequisite: None

MBA 513: Business Ethics

The course is designed to help future managers understand the importance of ethics in business as an element extremely important for operating in the global market. The course will include all the aspects of business ethics centering on both the local and as international perspectives.

Credits: 2; Prerequisite: None

MBA 600: Strategic Management

This is a capstone course for the MBA Program. This course discusses functions and responsibilities of senior management, the critical problems that affect success in the total enterprise, and the decisions that determine the direction of the organization and shape its future. The approach of the course is practical and problem oriented. A major part of the course involves applying concepts, frameworks, analytical techniques, and managerial insights to the strategic issues which real world companies face. Cases will be discussed and analyzed from various perspectives. Strategy is the unifying theme in case discussions.

Credits: 3; Prerequisite: All Courses

MGT 503: Organization Theory and Design

A course designed to explore the theoretical foundations of organizations, as well as the pragmatic consequences of various theories. The course deals primarily with individual and group research followed by regular student presentations as an approach to experiencing the implications and consequences of a number of fundamental types of organizations. Special focus is placed upon the relationship between individuals and organizations.

Credits 3, Prerequisite: HRM 501

MGT 504: The Management of Innovation and Change

This course will examine the paradox of stability and change for which all organizations appear to strive. Implications of this paradox for decision-making and risk-taking will be examined. In addition, principles and procedures which have proven to be effective methods for innovation in organizations will be explored.

Credits: 3, Prerequisite: HRM 501

MGT 505: Power and Influence

This course addresses the following topics: the basic dynamics of power in organizations, with particular attention to sources of power, causes of political instability and the effective management of conflict; the effective use of influence tactics in the context of situational and personal factors; an understanding of the range of behaviors that comprise people's influence styles as well as identifying one's own influence style profile; and the effective development of competencies, influence skills, and sources of power in early and mid career.

Credits 3, Prerequisite: HRM 501

MGT 506: Negotiation, Meditation and Conflict Resolution

The course draws from the experiential workshops on Negotiation conducted at the Program on Negotiation at Harvard Law School & Mediation programs by Leader in Australia and also the work on "difficult conversations" by the Harvard Negotiations Project. The theory of negotiation and conflict resolution will be introduced through short lecture, discussions and papers. Participants are then expected to apply and demonstrate the acquired knowledge through practice negotiations, meditations and one-on-one difficult conversations.

Credits: 3, Prerequisite: HRM 501

MGT 507: Research Methodology

This course is designed to provide an overview of the social & business research process. This unit will familiarize students with fundamental concepts of social & business research and frequently encountered research topics and techniques used in business practice. This course is directed at students interested in quantitative methods of social and business research. The subject provides an introduction to many of the techniques currently used in modern business practice. Topics may include formulation of business & social research problems, data collection, and techniques of data analysis, research design, hypothesis testing, correlation, regression and analysis of variance.

Credits: 3, Prerequisite: MBA 504

MIS 501: Management Information System

This course will provide a managerial perspective on the use, design, and evaluation of information systems. It presents an organizational view of how to use information technology to support planning and decision making. Topics include hardware, software, databases, telecommunication systems, the strategic use of information systems, the development of information systems, and social and ethical issues involved in information systems.

Credits: 3; Prerequisite: MBA 505

MIS 502: Advanced Programming

The course is designed to teach at least one advanced programming language to the students who are likely to associate themselves with the management of information technology.

Credits: 3; Prerequisite: Relevant core courses

MIS 503: Electronic Commerce

The course aims at providing students with an understanding of on-line business in the context of today's global business environment. As most businesses compete in a global environment today, a sound business strategy for on-line business is essential to facilitate this. The course will cover key areas of on-line business, including business to business, business to consumer, Internet commerce, EDI, standards, regulation and policy, principles and practices of on-line business security and social and economic issues.
Credits: 3; Prerequisite: Relevant core courses

MIS 504: Computer Networking

The main focus of this course is on the logical and physical design and implementation of computer network. The framework of layered architecture, different protocols, cable types and connectors, network naming and security, wide area networks, network trouble shooting, file systems are major topics studied in this course.
Credits: 3; Prerequisite: Relevant core courses

MIS 505: Systems Analysis and Design

The course is designed to train the students in the methodology and techniques of system analysis including critical path methods, search techniques, waiting lines, linear programming, dynamic programming and Simulation.
Credits: 3; Prerequisite: Relevant core courses

MIS 506: Networking and Operating System

This course focuses on the logical and physical design and implementation of computer network. The framework of layered architecture, different protocols, cable types and connectors, network naming and security, wide area networks, network trouble shooting, file systems of Microsoft NT, installing, fault tolerance, WINNT resources, remote Access, performance monitor, file systems of UNIX, basic commands, editors and shell scripts are studied in this course.
Credits: 3; Prerequisite: Functional Area Courses

MIS 507: Database Design and Application Development

This course covers fundamental concepts of database, file organization, file structure, different types of data structure, entity relationship, data normalization, database design, concurrency control, data dictionary, data security, distributed and client/server database, SQL implementation, database development using 4GL tools e.g. Microsoft Access, Visual Basic etc.
Credits: 3; Prerequisite: Relevant core courses

MIS 508: Decision Support System

This is a specialized course in information systems and information technology (IS/IT) for undergraduate MIS majors. This course will examine the design, development and implementation of information technology based systems that support managerial and professional work, including Communications-Driven and Group Decision Support Systems (GDSS), Data-Driven DSS, Model-Driven DSS, Document-Driven DSS, and Knowledge-Driven DSS. The course will also explore the role of DSS in supporting organization goals and the impact of information systems on organizations. Topics include: Decision Support Systems and Business Intelligence, Computerized Decision Support, Decision Support Systems Concepts, Methodologies, and Technologies, Modeling and Analysis, Data Warehousing, Knowledge Management, Implementing Decision Support Systems.
Credits: 3; Prerequisite: MIS 501

MKT 501: Marketing Management

This course presents a structured approach to understanding and managing marketing function. Topics include market segmentation, targeting and positioning, market research, product decisions, pricing, placing, sales management, advertising, new product development, and marketing budgets.
Credits: 3; Prerequisite: MBA 503, MBA 504, MBA 509

MKT 502: International Business

The main focus of this course is on the analysis of the major business management functions of international business environment, organizational policies and strategies of multi-national companies, industrial relations and control policies. Topics include Trade and Investment theories, various environment of international business, Foreign Exchange, Finance and Accounting, Operations Management, Marketing, Human Resource Management and Information Technology in the context of international business.
Credits: 3; Prerequisite: MBA 503, MBA 510

MKT 503: International Marketing

This course provides an understanding of the problems and perspectives of marketing across national boundaries, and develops the analytical ability for structuring and controlling marketing programs related to overseas business. It focuses on study and analysis of global market and its influence on domestic as well as international marketing.
Credits: 3; Prerequisite: Relevant core courses

MKT 504: Consumer Behavior

This course examines consumer behavior processes using cross-cultural, social and psychological theories and concepts. Questions regarding how consumers are motivated in their consumption and decisions are examined using practical examples and models of behavior. Also addressed are mass communication effects and the role of media and institutions in influencing consumer behavior.

Credits: 3; Prerequisite: Relevant core courses

MKT 506: Services Marketing

Examines how services organizations differ in many important respects from other business requiring a distinctive approach to marketing strategy, development, and execution. Considers private, public, and not for profit service organizations in Bangladeshi context.

Credits: 3; Prerequisite: Relevant core courses

MKT 507: Channels of Distribution

This course teaches the students how to make decision regarding physical distributions of products to consumers. It addresses channel structures including retail, wholesale and other agency relationships. Emphasis is placed on understanding how to design, implement, manage and evaluate a channel strategy.

Credits: 3; Prerequisite: Relevant core courses

MKT 508: Market Planning and Strategy

This course develops skills in the application of marketing strategy and implementation at the senior management level. It includes strategies to develop sustainable competitive advantages based on analysis of customer decision making and competitor behavior; development of comprehensive marketing plan and implementation of marketing tactics.

Credits: 3; Prerequisite: Relevant core courses

MKT 509: Export Management

This course has been designed to assist the students in understanding the local environment of export business and to be able to deal with the export regulations as well as the overall marketing perspective of exports. To make it more practical the course will be case dependent.

Credits: 3; Prerequisite: Relevant core courses

MKT 510: Personal Selling and Sales Force Management

The course deals with both the management of sales force and the techniques involved in effective personal selling.

Credits: 3; Prerequisite: Relevant core courses

MKT 511: Brand Management

The course is designed to help student design and develop new products and to be able to address the issue of branding. The course deals with the overall product mix including packaging and stresses more the issue of branding and its position in the overall product mix.

Credits: 3; Prerequisite: Relevant core courses

MKT 512: Marketing Research

This course is designed to provide students with knowledge and skills of conducting research with special emphasis on business market research. Topics include preparing a research proposal, problem formulation, research design, data collection methods and analysis, hypothesis testing (including non-parametric methods), correlation and regression analysis, and analysis of variance.

Credits: 3; Prerequisite: MBA 504, and relevant core course

MKT 513: Integrated Marketing Communication

The main focus of this course is the integration of various marketing communication options to build a strong brand. It also covers the 360 degree marketing communication approach which includes advertising, public relation, direct marketing, event, ambient media, internet, interactive media etc.

Credits: 3; Prerequisite: Relevant core course

OPM 501: Operations Management

This course provides introduction to philosophy and techniques of production and operations Management. Topics include project planning, risk evaluation, and decisions with regard to resource allocation, materials and inventory, service, scheduling, distribution and facilities.

Credits: 3; Prerequisite: MBA 503, MBA 504, MBA 510

OPM 502: Applied Management Science

This course deals with the contemporary methods of management science. Topics include linear programming, EOQ models, break-even analysis, queuing models, PERT, quality control and transportation models. Case studies and computer analysis may also be used to solve complex problems.

Credits: 3; Prerequisite: Relevant core courses

OPM 503: Technology and Change

One of the characteristics of contemporary society has been the increasing rate of technological change and its impact on the world of work. This course examines those significant mileposts in the recent history of technology, which have shaped the modern work place. From this historical basis the possible impact on workers and the society of current and projected technological changes is assessed.

Credits: 3; Prerequisite: Relevant core courses

OPM 504: Total Quality Management

This course focuses on the quality function, its implementation; and cost and management in both manufacturing and service industries. The course provides students with a set of quality concepts and tools and the knowledge required for their application in quality planning quality improvement and quality control.

Credits: 3; Prerequisite: Relevant core courses

OPM 505: Operations Research

The course is designed to train the students in analytical, experimental and quantitative approaches to solution of business problems. Emphasis is placed upon development of techniques which enable decision-makers to arrive at optimum solutions. Students develop skill in formulating and solving mathematical models dealing with inventory, waiting lines, game theory, linear programming, transportation, dynamic programming simulation and other decision tools.

Credits: 3; Prerequisite: Relevant core courses

OPM 506: Logistics Management

The course is designed to address issues related to transportation and shipment of goods and also maintenance and supervision of logistics required for the overall smooth operation of the day to day activity of the organization.

Credits: 3; Prerequisite: Relevant core courses

OPM 507: Inventory Management

The course teaches the students to manage inventories in the most efficient manner. The raw material, work in process, and the finished goods inventory management in entirety are dealt with. The course is designed to teach the students the science and arts of efficient and cost-effective inventory management.

Credits: 3; Prerequisite: Relevant core courses

OPM 508: Supply Chain Management

This course discusses strategic design of supply chains and provides a comprehensive view of supply chain management. Management of sourcing, operations, and logistics are presented as an integrated process. Modeling approaches such as optimization, and decision analysis are covered. The course also describes techniques for acquiring, storing, processing, and moving material inventory.

Credits: 3; Prerequisite: Relevant core courses

OPM 509: Project Management

By completing the project management course, students will understand how to improve productivity, effectively organize projects, understand the project life cycle, master the basic project management skills, link realistic objectives to stakeholders needs, establish dependable monitoring techniques, estimate project costs, and agree on realistic time schedules.

Credits: 3; Prerequisite: Relevant core courses



Recipients of Merit Scholarships with the Hon'ble Vice Chancellor, EWU



East West University Stall at US Trade Show 2007

MASTER OF BUSINESS
ADMINISTRATION (EXECUTIVE)
EMBA



The EMBA Program

The Executive MBA Program of East West University is designed according to the guidelines of the American Assembly of Collegiate Schools of Business (AACSB). The contemporary and innovative EWU curriculum of EMBA program is based upon a compelling philosophy of teaching that allows students achieve an excellence in performance. The curriculum encourages students to sharpen both their analytical and communication skills-placing a balanced emphasis on quantitative and qualitative approaches. A range of specialized and interdisciplinary courses focus on building leadership abilities and training managers to manage strategically in a growing global and technologically advanced environment.

Program Mission

Enhancing a manager's capabilities across functional areas is the primary mission of the Executive MBA program of East West University Business School. The program intends to provide students with an integrated understanding of how to manage organizations more effectively and in a socially responsible manner. This program also provides relevant and rigorous academic experiences, which serve the professional needs of its adult learners through an integration of practical, professional, and ethical components in an innovative, very conducive and caring environment.

Objective

The program intends to develop managers who will not only be technically competent but will have a broader understanding of their roles as agents of change in solving the problems of society and improving social justice. It seeks to:

- * Enhance the ability of students to identify business opportunities and resolve managerial problems.
- * Help students understand the dynamics of business operations in an increasingly complex global environment and in responding to the management challenges and choices of that environment.
- * Develop students' understanding of the functional areas of business and a general perspective of their interrelationship.
- * Enhance critical thinking and develop interpersonal communication and leadership skills of students to work effectively with others and lead teams to accomplish objectives.
- * Upgrade their practical experience with the new knowledge.

Length of Program

Students will normally complete the requirements for the Executive MBA degree within a maximum of two years and four months from the date of their admission. Students may complete the degree in one year and four months by enrolling in four consecutive semesters taking maximum course load. The time limit may be extended up to five years.

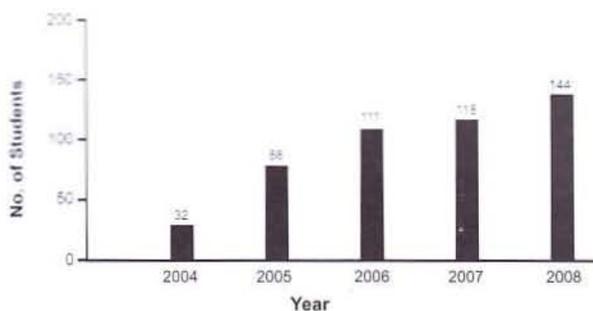
Course Load

An EMBA student is required to register for a minimum six credits (or two courses); maximum fifteen credits (or five courses) per semester. Permission of the MBA (Executive) program office is required for exceptions.

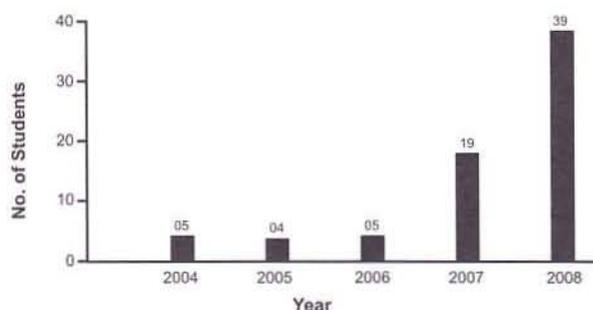
Academic Schedule

The academic year is divided into three 14 weeks semesters: Spring (January-April), Summer (May-August) and Fall (September-December). Executive MBA Program is offered every semester. Classes are conducted during evening hours and during weekends. Classes start from 6:00 p.m. on weekdays and 8:30 a.m. on weekends. The university follows the government schedule for holidays.

EMBA Student Enrollment: Year-wise



EMBA Graduation: Year-wise



Admission Requirements

Students are admitted throughout the year. Admission to the EMBA program is selective. Admission forms are available in the admission office. All prospective students should submit completed application forms within the deadline for submission. To apply for admission, students must fulfill the following requirements:

1. Successful completion of at least a Bachelor degree from a reputed university.
2. CGPA of at least 2.50 at undergraduate or graduate level or seven points calculated on the basis of the following criteria:

SSC/HSC*		Bachelor		Masters	
Div/GPA	Point	Div/GPA	Point	Div/GPA	Point
1st /GPA \geq 3.5	3	1st /GPA \geq 3.0	5	1st /GPA \geq 3.0	1
2nd /GPA \geq 2.5	2	2nd /GPA \geq 2.5	3	2nd /GPA \geq 2.5	1
3rd /GPA \geq 2.0	1	3rd /GPA \geq 2.0	1	3rd /GPA \geq 2.0	0

*Or minimum GPA of 2.5 (A=5, B=4, C=3, D=2, E=1) in four subjects in O-Level and minimum GPA of 2.5 (A=5, B=4, C=3, D=2, E=1) in two subjects in A-Level of University of London or Cambridge GCE or American High School Diploma or equivalent.

3. Qualifying in EWU admission tests or minimum score of 550 in TOEFL and 500 in GMAT.
4. Must have at least two years work experience in an executive position after graduation.

Faculty

The faculty members teaching in the Executive MBA Program are among the best in the country. Almost all of them have Ph.D. from overseas universities. Courses are also taught by highly qualified visiting professors from reputed local & overseas universities and professionals working in relevant fields.

Graduation Requirements

To graduate, students must receive credit for at least 16 courses (42 credit hours) with a minimum Cumulative Grade Point Average (CGPA) of 2.5 on a 4.0 point scale.

Transfer Credits

Credit for up to one-third of the program requirement may be transferred from other recognized academic institutions provided the following criteria are met:

- * The courses taken were from graduate level
- * The courses taken were equivalent to the EWU EMBA Courses.
- * The grades earned were at least 'B' or equivalent

However, the concentration and Capstone courses must be by taken at EWU Business School. Transfer credits will not be counted to calculate CGPA.

Course Waivers

Students with extensive academic or professional experience may apply for course waiver by completing a 'Request for Course Waiver' form. The form must be submitted to the coordinator of MBA/EMBA Program with the relevant academic transcripts, a detailed job description or evidence of an appropriate certification.

Students having completed a 3/4 year Bachelor's degree are eligible for waiver provided that the obtained grade is at least a 'B-' or equivalent in that specific course. Waiver is given to foundation courses only. Course waiver requires approval from Equivalence Committee.

Residency Requirement

Students must complete a minimum of 24 credits at EWU to earn EWU EMBA degree.

Grading Philosophy

EWU is committed to high academic standards that reflect real world demands for excellence. Academic performance is evaluated using a full range of grades 'A' through 'F'.

Academic progress is reported using the following grades:

- A Excellent
- B Good
- C Satisfactory
- D Pass
- F Failed to meet minimum standard.

Pluses '+' or Minuses '-' may be used at the instructor's discretion however grades 'D-' 'F+' and 'F-' are not used.

The following designators are used when the above letter grades do not apply:

- I Incomplete
- WV Waived Course Requirement
- TR Transfer Credit
- AU Audit
- W Withdraw

Cumulative Grade Point Averages (CGPA) are calculated for all students and are based on a 4.00 point scale. The numerical equivalents of the grades are as follows:

Numerical Scores	Letter Grade	Grade Point
97 - 100	A+	4.00
90 - below 97	A	4.00
87 - below 90	A-	3.70
83 - below 87	B+	3.30
80 - below 83	B	3.00
77 - below 80	B-	2.70
73 - below 77	C+	2.30
70 - below 73	C	2.00
67 - below 70	C-	1.70
63 - below 67	D+	1.30
60 - below 63	D	1.00
below 60	F	0.00
	F* Failure	0.0
	I** Incomplete	0.0
	W** Withdrawal	0.0
	R** Repeat	0.0

* Credits for courses with this grade do not apply towards graduation.

** Credits for courses with these grades do not apply towards graduation and are not used for the calculation of the grade point average.

Retake Policy

Students with a grade of 'C+' and below will be allowed to retake a course only once.

Audit

Audit status is reserved for East West University alumni or students currently enrolled on an East West University program. Prerequisites for audited courses must be completed. Audit students pay fees of the regular course tuition. Students who audit a course receive a grade "AU". Audit courses may not be converted to credit. Audits are allowed if space is available with priority given to full credit registrations. Audit may also apply to the non-degree-seeking students.

Incomplete Grade

Incomplete (I) grade is granted only in exceptions, such as, when illness or work-related travel is documented and when substantial course requirements have already been completed. Students must seek approval from both the instructor and the EMBA Program Coordinator prior to the regularly scheduled final examination. If remaining course work has not been completed by the end of week 2 of the next semester, grade 'I' automatically becomes grade 'F'.

Withdrawals

Students may withdraw from a course within first five weeks, and receive the designator 'W'. Withdrawals are not allowed after this time. All withdrawal notices must be communicated to both the Instructor, and the EMBA Program Coordinator. The amount of refund is related to the date of withdrawal as indicated in the university policy.

Probation

Students are required to maintain a minimum CGPA of 2.5 at the end of a semester. If students fail to maintain their CGPA to 2.5, they will be put on probation status. If they fail to raise their CGPA to 2.5 within the following two consecutive semesters, they will not be allowed to continue with the EMBA program.

Dismissal

Students are dismissed from the program for failure to make satisfactory academic progress. Students failing to maintain the required CGPA (2.5) in two consecutive semesters, after she/he was put on probation, will be dismissed. Students dismissed from their program may appeal to the MBA/EMBA Coordinator for re-admission. Readmission will not be granted without strong evidence of significant change in student's ability to satisfactorily complete program requirements.

Time Limitations

Students are allowed up to five years from the date of initial enrollment to complete their degree requirements.

Financial Information

Students are required to pay initial admission fee, tuition and computer lab fee. The current fees are as follows:

Item	Amount in Taka
Admission Fee (onetime non-refundable)	11,000
Tuition Fee (per credit)	3,960
Computer Laboratory Fee (per semester)	1,000
Library Fee (per semester)	500
Student Activities Fee (per semester)	500
Estimated total cost*	1,89,320

* For waiver/transfer deduction will be made accordingly

Course Summary

The EWU EMBA Program requires successful completion of 16 courses (42 Credits). The program consists of seven foundation, five core, three concentration & one capstone courses. These courses are divided into 4 categories:

1. Foundation Courses (15 Credits)
2. Core Courses (15 Credits)
3. Concentration Courses (9 Credits)
4. Capstone Course (3 Credits)

Foundation Courses

These foundation courses will familiarize the students with the principals of accounting, management, organization, information systems, economics, law, etc. The students may get waiver depending on their relevant education and job experience from these courses.

EMBA_501	Accounting for Management Planning and Control	: 2 Credits
EMBA_502	Analytical Techniques in Management	: 2 Credits
EMBA_503	Organization and Management	: 2 Credits
EMBA_504	Economics Analysis for Managers	: 2 Credits
EMBA_505	Management of Information System	: 3 Credits
EMBA_506	Effective Business Communication for Managers	: 2 Credits

Optional Foundation Courses

Any one course from the following courses:

EMBA_507	Legal Environment of Business	: 2 Credits
EMBA_509	Business Ethics	: 2 Credits

Core Courses

Students are required to complete their area specific core courses before taking concentration courses. These five different courses will cover all aspects of business management and provide students with managerial perspective and vision. Students must complete all courses.

EMBA_521	Human Resource Planning & Policy	: 3 Credits
EMBA_541	Marketing Strategy and Practices	: 3 Credits
EMBA_561	Financial Analysis for Managers	: 3 Credits
EMBA_571	Management of Operations and Quality	: 3 Credits
EMBA_591	Business in the Global Environment	: 3 Credits

Concentration Courses

Concentration courses in bank management, finance, human resources, information technology, marketing, operations management, risk management & insurance and management will enable students to develop specialization in specific fields. Students are required to complete three courses from one of the concentration. Each course carries 3 (three) credits.

Bank Management

EMBA_531	Central Banking	: 3 Credits
EMBA_532	Banking Theory and Practice	: 3 Credits
EMBA_533	International Trade Payment and Finance	: 3 Credits
EMBA_535	International Finance and Banking	: 3 Credits
EMBA_536	Investment Theory and Merchant Banking	: 3 Credits
EMBA_564	Financial Institutions & Markets	: 3 Credits
EMBA_568	Management of Commercial Banks	: 3 Credits

Finance

EMBA_563	Investment Theory	: 3 Credits
EMBA_564	Financial Institutions & Markets	: 3 Credits
EMBA_565	International Financial Management	: 3 Credits
EMBA_566	Options, Futures, and Other Derivatives	: 3 Credits
EMBA_567	Corporate Finance	: 3 Credits
EMBA_568	Management of Commercial Banks	: 3 Credits

Human Resources Management

EMBA_523	Leadership	: 3 Credits
EMBA_524	Industrial Relations	: 3 Credits
EMBA_525	Entrepreneurship	: 3 Credits
EMBA_526	Training and Development	: 3 Credits
EMBA_527	Strategic Human Resources Management	: 3 Credits
EMBA_528	Compensation Management	: 3 Credits
EMBA_529	Organization and Conflict Management	: 3 Credits

Information Technology

EMBA_581	Database Design and Application Development	: 3 Credits
EMBA_582	Electronic Commerce	: 3 Credits
EMBA_583	Networking and Operating System	: 3 Credits
EMBA_584	Computer Networking	: 3 Credits
EMBA_585	Systems Analysis and Design	: 3 Credits
EMBA_586	Advanced Programming	: 3 Credits

Management

EMBA_592	International Business	: 3 Credits
EMBA_593	Organization Theory & Design	: 3 Credits
EMBA_594	The Management of Innovation & Change	: 3 Credits
EMBA_595	Power and Influence	: 3 Credits
EMBA_596	Negotiation, Mediation & Conflict Resolution	: 3 Credits
EMBA_597	Research Methodology	: 3 Credits
EMBA_523	Leadership	: 3 Credits
EMBA_525	Entrepreneurship	: 3 Credits

Marketing

EMBA_543	Consumer Behavior	: 3 Credits
EMBA_545	Services Marketing	: 3 Credits
EMBA_546	Marketing Research	: 3 Credits
EMBA_547	Market Planning and Strategy	: 3 Credits
EMBA_548	Integrated Marketing Communication	: 3 Credits
EMBA_549	Personal Selling & Sales Force Management	: 3 Credits
EMBA_550	Brand Management	: 3 Credits

Operations Management

EMBA_572	Applied Management Science	: 3 Credits
EMBA_573	Technology and Change	: 3 Credits
EMBA_575	Operations Research	: 3 Credits
EMBA_576	Logistics Management	: 3 Credits
EMBA_577	Inventory Management	: 3 Credits
EMBA_578	Supply Chain Management	: 3 Credits
EMBA_579	Project Management	: 3 Credits

Risk Management & Insurance

EMBA_551	Risk Management & Insurance	: 3 Credits
EMBA_552	Property Pecuniary, Liability & Insurance of the Person	: 3 Credits
EMBA_553	Principles of Reinsurance	: 3 Credits
EMBA_554	Underwriting Management	: 3 Credits
EMBA_555	Claims Management	: 3 Credits

Capstone Course

After successful completion of all functional area students integrate the acquired concepts through a strategic executive management course. This final course as follows carries 3 credits of course load.

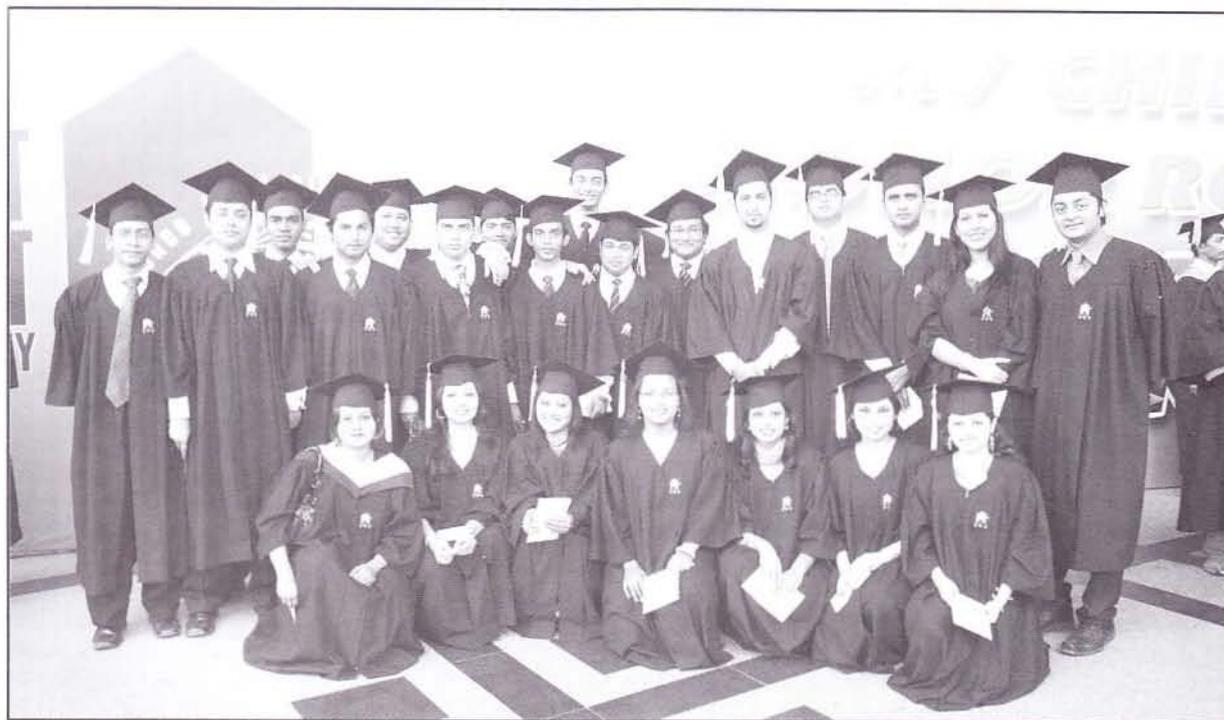
EMBA_600	Strategic Management	: 3 Credits
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Optional Offerings

The students are allowed to do double major. Students already graduated may also be allowed to do relevant courses for concentration for which a separate certificate will be issued by the Department Chair.

Prerequisites

Name of the course	Credits	Prerequisite
EMBA 521 : Human Resource Planning & Policy	3 Credits	EMBA 503
EMBA 541 : Marketing Strategy and Practices	3 Credits	EMBA 502
EMBA 561 : Financial Analysis for Managers	3 Credits	EMBA 501
EMBA 571 : Management of Operations and Quality	3 Credits	EMBA 502, EMBA 504
EMBA 600 : Strategic Management	3 Credits	All Foundation and Core Courses



My Child is an Honor Roll Graduate of East West University

List of Courses with Description

EMBA_501: Accounting for Management Planning and Control

This course approaches accounting from a managerial and decision making perspective. The students are acquainted with basic accounting concepts. Topics of the course include, basic concepts, principles and techniques used in the generation of accounting data for financial statements preparation. Asset, liability, equity, valuation and income determinations are emphasized. The students will also learn: use of cost data in decision-making, planning & controlling; evaluating performance; budget process and behavioral implications of budgeting.

Credits: 2; Prerequisite: None

EMBA_502: Analytical Techniques in Management

The objective of this course is to expose students with basic knowledge in mathematics and statistics. Emphasis is given more in statistics than on mathematics. Topics of this course include: basic mathematical operations, equations, introductory differential and integral calculus, basic statistical concepts, such as, data collection, presentation and analysis, probability theory and most commonly used probability distributions and sampling distributions, etc.

Credits: 2; Prerequisite: None

EMBA_503: Organization and Management

This course provides a general analysis of various aspects of management and organization. The course is designed to include topics, such as, basics of organization, employee perception, conflict management, organization power and politics, motivating workforce and leadership in business and non-business organizations. Topics, application cases, examples of this course enable students to be effective in decision making and behavioral management.

Credits: 2; Prerequisite: None

EMBA_504: Economics Analysis for Managers

This course provides students with basic understanding of managerial economics and the impact of the economic environment of business decision making. The course emphasizes on the application of macro and microeconomic theories in business decision making. Specifically, the objectives of the course is to develop a reasonable understanding of the concepts, principles and methods of micro and macro economics, develop

the ability to judge its relevance in the context of Bangladesh & generate the interest to pursue and apply economics in every sphere of life.

Credits: 2; Prerequisite: EMBA 502

EMBA_505: Management of Information System

This course introduces students to the structure and nature of technology in the work place. Topics include systems concepts, systems analysis and design, database management, software and hardware concepts, decision support systems, expert systems, distributed processing and telecommunications and information systems planning. Applications of information technology will be emphasized.

Credits: 3; Prerequisite: None

EMBA_506: Effective Business Communication for Managers

This course provides students opportunity to further enhance their communication skills. Topics of the course include: written, oral, visual and nonverbal forms of communication as well as listening skills. Also taught is the focusing on the audience as customers.

Credits: 2; Prerequisite: None

EMBA_507: Legal Environment of Business

The course is designed to help the students in learning the application of law to business transactions and their legal responsibility as managers. The course includes those aspects of law as related to business e.g., contract, agency sale of goods, negotiable instruments, insolvency, partnership and labor. Beginning with the nature and sources of business law the students will be required to conceptualize the legal system and relationship in the context of Bangladesh.

Credits: 2; Prerequisite: None

EMBA_509: Business Ethics

The course is designed to help future managers understand the importance of ethics in business as an element extremely important for operating in the global market. The course will include all the aspects of business ethics centering on both the local as well as international perspective.

Credits: 2; Prerequisite: None

EMBA_521: Human Resource Planning and Policy

This course provides understanding of human resource policy and management. It introduces the best practices for analyze and forecast manpower needs, attracting, recruitment and selection of workforce, retaining, developing and motivating workforce and considerations of some indicators of manpower effectiveness. Policy issues considered include work force composition, wage and salary administration in the context of developing countries.

Credits: 3

EMBA_523: Leadership

This course deals with theoretical and practical concepts of leadership and management. It examines the complementary qualities of leadership and management factors and their impact on organizational effectiveness and corporate success. Case studies are extensively used as instruction materials.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_524: Industrial Relations

The course deals with worker-employer conflicts, origin of development of trade union, trade unionism in the subcontinent, theories of union, process of collective bargaining, industrial dispute, grievance handling, strike and lockout, arbitration and labor laws. These are discussed in the context of socio-political and economic situation in Bangladesh. Labor laws of Bangladesh are to be studied in the course.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_525: Entrepreneurship

This course examines the talents, experience, knowledge and other resources needed to start a successful growing enterprise. Looks into the ways in which businesses are started and the ways they grow.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_526: Training and Development

Training and development function; Strategy and training; Organizations of the training department; Training needs assessment; Learning and behavior; Designing of training programs; Evaluation of training programs; Training techniques; Technical training; Training and development of managers; Training in organization development; Theory and practice of career development; Developing career structures; Identifying organizational needs; Institutionalizing the career development system;

Evaluating the system.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_527: Strategic Human Resources Management

The basis of any success of an organization depends on the corporate outlook and the long term human resource planning. This course is exclusively designed to address the issues related to strategic decisions in human resource planning.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_528: Compensation Management

This course covers the definition, methods and issues associated with performance appraisals, historical legal aspects of compensation, job evaluation and comparisons, professional development, maintenance and administration of a formal compensation system, incentives and benefits and the inter-relation among all of these considerations.

Credits: 3; Prerequisite: Relevant core courses

EMBA_529: Organization and Conflict Management

The strategies and methods of managing conflict will be studied against social structures. Management of group and inter group processes will be covered from an organizational context. It will also explore the use of power and politics in the management process and analyze the decision making process of different organizations.

Credits: 3; Prerequisite: Relevant core courses

EMBA_532: Banking Theory and Practice

The course is designed to provide an exposure to the theories of banking and familiarize the students with the tools and techniques applied in various banking operations. It will cover the various theories of banking such as unit, branch and chain banking, liquidity-profitability combination, etc., general banking, operational procedures viz. accepting deposits under different types of deposit accounts, providing credit in the form of cash credit (pledge and hypothecation), overdraft and loans, remittances facilities, various types of ancillary services, banker-customer relationships, relationships and transactional banking, retail and wholesale banking, internet banking, central banking, comparative banking system and Islamic banking.

Credits: 3; Prerequisite: Relevant core courses

EMBA_533: International Trade Payment and Finance

This course has been designed to acquaint the students with theory and practice international trade payment and its financing by the banks. Keeping the aim in mind, topics related to international trade reasoning and theories, institutions and policies, their impact of balance of payment, foreign exchange market, trade financing techniques and procedures adopted by banks for making trade payments have been covered in this course.

Credits: 3; Prerequisite: Relevant core courses

EMBA_535: International Finance and Banking

The aim of this course is to impart knowledge regarding techniques, laws, principles, documents and procedures followed in international payments and different foreign exchange market operations, such as forward, swap, arbitrage, covered interest arbitrage, etc., exchange rate policy, managing foreign exchange risks and foreign exchange products like futures, options, etc. Various types of international banking activities are also covered in the course.

Credits: 3; Prerequisite: Relevant core courses

EMBA_536: Investment Theory and Merchant Banking

This course will cover the structural, legal and operational procedures of investment and merchant banking, techniques of process and product innovation in investment banking and explore the possibility of integrating these with the traditional banking practices. Portfolio management, security valuation, fundamental and technical analysis, primary and secondary market operation will also be discussed in this course.

Credits: 3; Prerequisite: Relevant core courses

EMBA_564: Financial Institutions & Markets

An overview of Bangladeshi and US financial systems and the role of the various markets and institutions is presented. Topics include introduction to various financial systems, supply of and demand for loan-able funds, levels and structures of interest rates, government and corporate securities and obligations, and transmission of macro financial policy actions to various sectors of the economy.

Credits: 3; Prerequisite: Relevant core courses

EMBA_568: Management of Commercial Banks

This course is designed to provide the students with tools and techniques to manage commercial banks. The content of the course included: performance evaluation of a bank, asset-liability management, management of various kinds of risks, such as interest rate risks, and also fund management and investment management.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_531: Central Banking

The course is designed to help students understand both the monitoring and controlling authority of the central bank as well as to understand the management operation of the central bank with respect to Bangladesh.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_541: Marketing Strategic and Practices

This course presents a structured approach to understanding and managing marketing function. Topics include market segmentation; targeting and positioning; market research, product decisions, pricing, placing, sales management, advertising, new product development, and marketing budgets.

Credits: 3; Prerequisite: EMBA 503

EMBA_546: Marketing Research

This course is designed to provide students with basic elements of conducting a marketing research. Emphasis is given on business market research. Topics include: preparing research proposal, problem formulation, research design, data collection-methods and analysis, hypothesis testing (including non-parametric methods), correlation and regression analysis, and analysis of variance.

Credits: 3; Prerequisite: EMBA_502

EMBA_543: Consumer Behavior

This course examines consumer behavior processes using cross-cultural, social and psychological theories and concepts. Questions regarding how consumers are motivated in their consumption decisions are examined using practical examples and models of behavior. Also addressed are mass communication effects and the role of media and institutions in influencing consumer behavior.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_545: Services Marketing

Examines how services organizations differ in many important respects from other business requiring a distinctive approach to marketing strategy, development, and execution. Considers private, public, and not for profit service organizations in Bangladeshi context.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_547: Market Planning and Strategy

This course develops skills in the application of marketing strategy and implementation at the senior management level. It includes: strategies to develop sustainable competitive advantages based on analysis of customer decision making and competitor behavior; development of comprehensive marketing plan and implementation of marketing tactics.

Credits: 3; Prerequisite: Prerequisite: EMBA 503 & Functional Area Courses

EMBA_548: Integrated Marketing Communication

The main focus of this course is the integration of various marketing communication options to build a strong brand. It also covers the 360 degree marketing communication approach which includes advertising, public relation, direct marketing, event, ambient media, internet, interactive media etc.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_549: Personal Selling and Sales Force Management

The course deals with both the management of sales force as well as the techniques involved in effective personal selling.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_550: Brand Management

The course is designed to help student design and develop new products and to be able to address the issue of branding. The course deals with the overall product mix including packaging and stress more the issue of branding and its position in the overall product mix.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_551: Risk Management & Insurance

To provide an understanding and an appreciation of the principles and practices of risk management in order to enable production of the optimum strategy for the handling of risk in an organization. To develop a sound appreciation of the nature of risk, its assessment and management, to acquire a knowledge of the nature and function of

insurance and a knowledge of basic statistical concepts relating to the insurance environment.

Credits: 3

EMBA_552: Property Pecuniary, Liability & Insurance of the Person

To provide a knowledge and understanding of liability insurance practice, particularly relating to risk assessment and control, policy coverage, underwriting and statutory regulation and to enable candidates to construct solutions to practical problems. The course will also cover. Basic principles of Insurance of the person, Common forms of life assurance contract, Personal accident and health Insurance, Claims procedure.

Credits: 3

EMBA_553: Principles of Reinsurance

To provide a knowledge and understanding of the principles of reinsurance, their general application to the different methods of reinsurance, the law relating to reinsurance, and the contract wordings in current use.

Credits: 3

EMBA_554: Underwriting Management

To provide and understanding of and the ability to apply the requirements for managing a general insurance underwriting account through, selection of class of business and design of products, setting the underwriting policy for those products, establishing the price, management of exposures, the implementation of operational controls, budgeting and monitoring results.

Credits: 3

EMBA_555: Claims Management

To provide an understanding of the development of claims philosophies, the implementation of claims systems, the management of claims functions, the management of the claims services and the application of claims practice to transacting insurance business on an industry wide basis.

Credits: 3



EMBA_561: Financial Analysis for Managers

The course is designed to orientate students with tools and techniques that managers use for efficient running of the finance department of a corporation. After completing the course, the students are expected to learn how to manage a working capital, cash & marketable securities and inventory of short term financing, financial planning & control. The students will also learn about time value of money, cost of capital, security valuation, risk and return, capital budgeting decisions, and cost of capital.

Credits: 3; Prerequisite: EMBA 501

EMBA_563: Investment Theory

Investment in financial assets (securities) is the focus of this course. Investment decisions require thorough Analysis of risk and return. An understanding of the tradeoff between risk and return is at the heart of investment decision making process. Topics that will be covered in this course include bond valuation, equity valuation, portfolio diversification, market efficiency and its implications, and capital Asset Pricing Model (CAPM).

Credits: 3; Prerequisite: Functional area courses

EMBA_564: Financial Institutions and Markets

An overview of Bangladeshi and US financial systems and the role of the various markets and institutions is presented as well as the role monetary authorities play in the economy. Topics include introduction to various financial systems, supply of and demand for loanable funds, levels and structures of interest rates, government and corporate securities and obligations, and transmission of macro financial policy actions to various sectors of the economy.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_565: International Financial Management

This course is designed to acquaint students with tools and techniques used to manage the finance function of a multinational Corporation (MNC). Topics included in this course are: financial environment in which an MNC operates, exchange rate determination, measurement and management of various exchange rate exposure, international capital budgeting, management of short-term assets and liabilities of an MNC.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_566: Options, Futures and other Derivatives

The course focuses on derivative securities, such

as, options futures and swaps. Topics included in this course are: an introduction to various types of derivative securities, an understanding of the markets in which derivative securities are traded, different pricing models of options and futures, and the use derivative securities in managing portfolio risk.

Credits: 3; Prerequisite: Functional area courses

EMBA_567: Corporate Finance

This course explores the creative decisions facing financial managers in the modern corporate environment. Deals with the role financial decisions play in optimizing industry performance. Topics include making strategic acquisition, structuring of financial contracts, evaluation of merger candidates, leveraged buyouts, competitive bidding, corporate restructuring and other methods of shareholder value enhancement. Also discusses issues related to corporate capital structure, dividend policy and leasing.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_571: Management of Operations and Quality

Provides an understanding of the management and planning of service and manufacturing operations and their roles in organizations. The operations function comprises all of the diverse activities involved in the delivery of services and the production of goods. The major theme of the course is the vital role that process quality and product quality play in determining a company's global competitiveness. Total Quality Management (TQM) is a major factor in determining the competitiveness and survivability of an organization. Other topics essential to the effective management of operations are: forecasting, technology management, capacity planning and materials management. The computer will be used throughout the course to facilitate analysis.

Credits: 3; Prerequisite: EMBA 502

EMBA_572: Applied Management Science

This course deals with the contemporary methods of management science. Topics include linear programming, EOQ models, break-even analysis, queuing models, PERT, quality control and transportation models. Case studies and computer analysis may also be used to solve complex problems.

Credits: 3; Prerequisite: EMBA 502

EMBA_573: Technology and Change

One of the characteristics of contemporary society has been the increasing rate of technological change and its impact on the world of work. This course examines those significant mileposts in the recent history of technology, which have shaped the modern work place. From this historical basis the possible impact on workers and the society of current and projected technological changes is assessed.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_575: Operations Research

The course is designed to train the students in analytical, experimental and quantitative approaches to solution of business problems. Emphasis is placed upon development of techniques, which enable decision-makers to arrive at optimum solutions. Students develop skill in formulating and solving mathematical models dealing with inventory, waiting lines, game theory, linear programming, transportation, dynamic programming simulation and other decision tools.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_576: Logistics Management

The course is designed to address issues related to transportation and shipment of goods and also maintenance and supervision of logistics required for the overall smooth operation of the day to day activity of the organization.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_577: Inventory Management

The course teaches the students to manage inventories in the most efficient manner. The raw material, work in process, and the finished goods inventory management in entirety are dealt with. The course is designed to teach the students the science and arts of efficient and cost-effective inventory management.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_578: Supply Chain Management

This course discusses strategic design of supply chains and provides a comprehensive view of supply chain management. Management of sourcing, operations, and logistics are presented as an integrated process. Modeling approaches such as optimization, and decision analysis are covered. The course also describes techniques for acquiring, storing, processing, and moving material inventory.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_579: Project Management

By completing the project management course, students will understand how to improve productivity, effectively organize projects, understand the project life cycle, master the basic project management skills, link realistic objectives to stakeholders needs, establish dependable monitoring techniques, estimate project costs, and agree on realistic time schedules.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_581: Database Design and Application Development

Fundamental concepts of database, file organization, file structure, different types of data structure, entity relationship, data normalization, database design, concurrency control, data dictionary, data security, distributed and client/server database, SQL implementation, database development using 4GL tools e.g. Microsoft access, Visual Basic etc. are studied in this course.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_582: Electronic Commerce

The course aims at providing students with an understanding of on-line business in the context of today's global business environment. As most businesses compete in a global environment today, a sound business strategy for on-line business is essential to facilitate this. The course will cover key areas of on-line business, including business to business, business to consumer, internet commerce, EDI, standards, regulation and policy, principles and practices of on-line business security and social and economic issues.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_583: Networking and Operating System

This course focuses on the logical and physical design and implementation of computer network. The framework of layered architecture, different protocols, cable types and connectors, network naming and security, wide area networks, network trouble shooting, file systems of Microsoft NT, installing, fault tolerance, WINNT resources, remote Access, performance monitor, file systems of UNIX, basic commands, editors and shell scripts are studied in this course.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_584: Computer Networking

The main focus of this course is on the logical and physical design and implementation of computer network. The framework of layered architecture, different protocols, cable types and connectors, network naming and security, wide area networks, network trouble shooting, file systems are major topics studied in this course.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_585: Systems Analysis and Design

The course is designed to train the students in the methodology and techniques of system analysis including critical path methods, search techniques, waiting lines, linear programming, dynamic programming and Simulation.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_586: Advanced Programming

The course is designed to teach at least one advanced programming language to the students who are likely to associate themselves with the management of information technology.

Credits: 3; Prerequisite: Functional Area Courses

EMBA_591: Business in the Global Environment

Discusses the interrelationships of the various functions of the business enterprise in different environmental settings. Contextual analysis focuses on: global economic institutions, systems and mechanisms, business government relations and cultural diversity. The course also addresses such issues as ethics, social responsibility and the physical environment from a regulatory, as well as a corporate governance perspective.

Credits: 3; Prerequisite: EMBA 541

EMBA_592: International Business

This course focuses on the globalization of business and its impact on the management of the dominant organization in this area. An in-depth study of the strategy, organization of company operations that cross national boundaries will be conducted. The challenges presented will be addressed employing the case method and completing selected readings.

Credits : 3, Prerequisite: EMBA_521

EMBA_593: Organization Theory and Design

A course designed to explore the theoretical foundations of organizations, as well as the pragmatic consequences of various theories. The course deals primarily with individual and group research followed by regular student presentations as an approach to experiencing the implications and consequences of a number of fundamental types of organizations. Special focus is placed upon the relationship between individuals and organizations.

Credits 3, Prerequisite: EMBA_521

EMBA_594: The Management of Innovation and Change

This course will examine the paradox of stability and change for which all organizations appear to strive. Implications of this paradox for decision-making and risk-taking will be examined. In addition, principles and procedures which have proven to be effective methods for innovation in organizations will be explored.

Credits: 3, Prerequisite: EMBA_521

EMBA_595: Power and Influence

This course addresses the following topics: the basic dynamics of power in organizations, with particular attention to sources of power, causes of political instability and the effective management of conflict; the effective use of influence tactics in the context of situational and personal factors; an understanding of the range of behaviors that comprise people's influence styles as well as identifying one's own influence style profile; and the effective development of competencies, influence skills, and sources of power in early and mid career.

Credits 3, Prerequisite: EMBA_521

EMBA_596: Negotiation, Meditation and Conflict Resolution

The course draws from the experiential workshops on Negotiation conducted at the Program on Negotiation at Harvard Law School & Mediation programs by Leader in Australia and also the work on "difficult conversations" by the Harvard Negotiations Project. The theory of negotiation and conflict resolution will be introduced through short lecture, discussions and papers. Participants are then expected to apply and demonstrate the acquired knowledge through practice negotiations, meditations and one-on-one difficult conversations.

Credits: 3, Prerequisite: EMBA_521

EMBA_597: Research Methodology

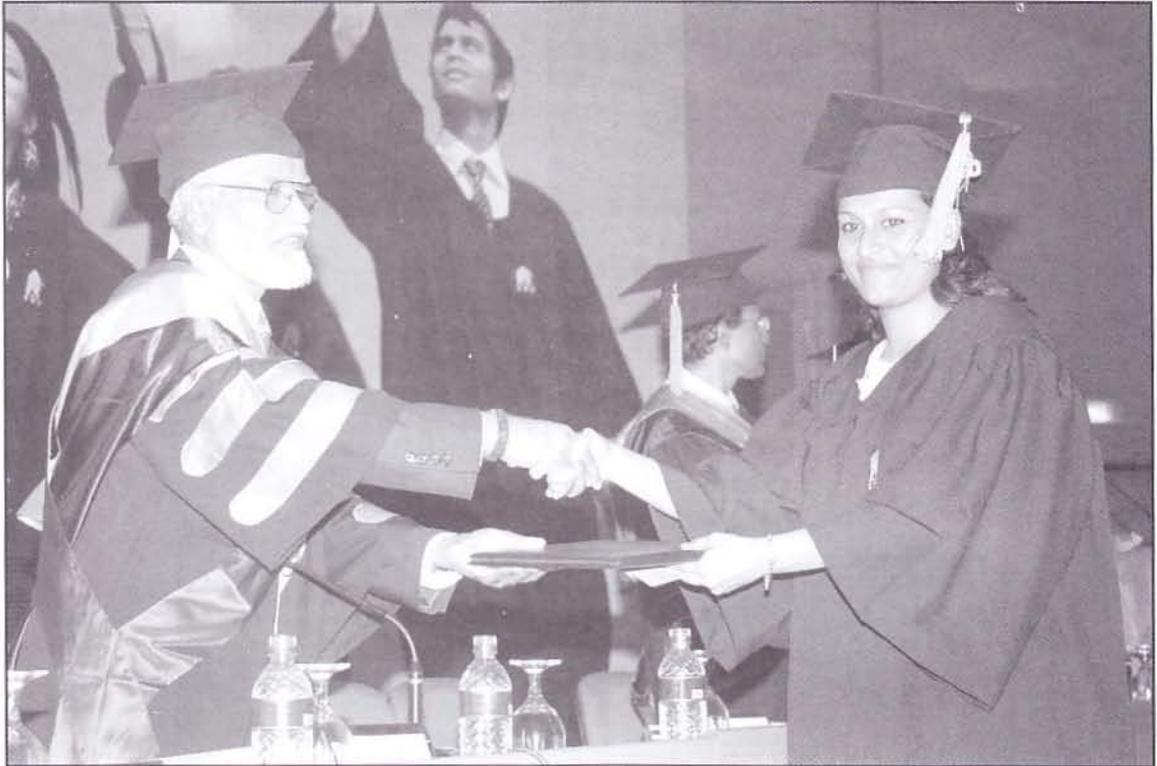
This course is designed to provide an overview of the social & business research process. This unit will familiarize students with fundamental concepts of social & business research and frequently encountered research topics and techniques used in business practice. This course is directed at students interested in quantitative methods of social and business research. The subject provides an introduction to many of the techniques currently used in modern business practice. Topics may include: formulation of business & social research problems, data collection, and techniques of data analysis, research design, hypothesis testing, correlation, regression and analysis of variance.

Credits: 3, Prerequisite: EMBA_502

EMBA_600: Strategic Management

This is the capstone course for the EMBA Program. This course discusses functions and responsibilities of senior management, the critical problems that affect success in the total enterprise, and the decisions that determine the direction of the organization and shape its future. The approach of the course is practical and problem oriented. A major part of the course involves applying concepts, frameworks, analytical techniques, and managerial insights to the strategic issues which real world companies face. Cases will be discussed and analyzed from various perspectives. Strategy is the unifying theme is case discussions.

Credits: 3; Prerequisite: All Courses



Convocation 2008: Presentation of Degree Certificate



Graduating Class of 2008

MASTER OF
BANK MANAGEMENT
MBM

The MBM Program

The Department of Economics is one of the finest academic departments of East West University. It quests for academic excellence in the field of economics and related disciplines. The Master of Bank Management (MBM) Program is a new program designed by the Department of Economics with a view to supply effective and efficient manpower for the entire banking sector of Bangladesh. The program is designed to develop professional skills to satisfy the needs of a modern and a challenging banking sector. With this end in view, the program ventures into the field of study to increase knowledge on financial and other related services relevant for an effective credit operations keeping in view the economic, social and legal environment for a banker.

The MBM Program is specially designed for bankers, insurance executives, professionals in non-banking financial institutions and for micro-financial institutions, NGO functionaries as well as for individuals seeking a rewarding career path to develop the knowledge and technical competence for managing financial institutions of tomorrow. Students will be able to have a broader understanding of the economy to successfully mediating the need of the economy with skills of the entrepreneurs through productive investments. Students are also expected to appreciate their roles as financial agents in solving the problems of the corporate sector and thus contributing to improvement in social justice.

East West University has, therefore, developed an innovative curriculum for the graduates in MBM program. It is based on the philosophy of learning, which allows students achieve excellence in knowledge with an applied orientation. The curriculum encourages students to sharpen their assimilative, analytical and communication skills through a balanced mix of both quantitative and qualitative approaches. Specialized, general and interdisciplinary courses are designed to focus on building leadership abilities, which will allow the future bankers and professionals to strategically attract and manage client customers in a growing, competitive, global and technologically advanced environment.

Objective

The objectives of the program are: a) to provide an in-depth knowledge on financial transactions based on sound economic thinking, b) to develop appropriate analytical skills and c) to build an effective breadth of judgment for effective decision

maker as a financial executive and a bank professional. The program is, therefore, intended to help the students develop abilities (a) in understanding the conceptual aspects of economics including that of money demand and supply, and institutions related to banking, (b) in apprising loan projects, (c) in evaluating banking and financial transactions of enterprises (development enterprises, micro enterprises, Small and Medium Enterprises, and the corporate sectors), (d) in apprehending the regulatory framework for Banks, and other allied institutions including the role of the central bank and (e) in making informed and creative judgments. East West University believes that professional development is essential for an efficient and a vibrant banking system.

Program Mission

Enhancing the capabilities of the learners and training them as productive, articulate, efficient and effective professionals/managers is the primary mission of the MBM Program of East West University. The program intends to provide students with an integrated understanding of policy, operation, execution and evaluation of the banking rules, regulations, traditions, culture and approach to manage financial organizations more effectively and in a socially responsible manner.

Length of Program

Students will normally complete the requirements for the MBM degree within two years of their admission. The time limit may be extended up to five years. Students may complete the degree earlier by enrolling more than four courses each semester.

Course Load

Minimum eight credits (or three courses); maximum fifteen credits (or five courses) per semester. Permission of the Coordinator of MBA/EMBA/MBM Programs is required for exceptions.

Academic Schedule

The academic year is divided into three semesters: Spring (May-August), Summer (September-December) and Fall (January-April). The duration of each semester is 14 weeks. The university follows the government schedule for holidays.

Admission Eligibility

Students are admitted in each of the three semesters in a year. Admission to the MBM program is selective. Admission forms are available in the admission office. All prospective students should submit completed application forms within the deadline for submission. To apply for admission, students must fulfill the requirements outlined below.

1. Successful completion of at least a Bachelor degree from a reputed university.
2. CGPA of at least 2.50 at undergraduate or graduate level or seven points calculated on the basis of the following criteria:

SSC/HSC*		Bachelor		Masters	
Div/GPA	Point	Div/GPA	Point	Div/GPA	Point
1st /GPA ≥3.5	3	1st /GPA ≥3.0	5	1st /GPA ≥3.0	1
2nd /GPA ≥2.5	2	2nd /GPA ≥2.5	3	2nd /GPA ≥2.5	1
3rd /GPA ≥2.0	1	3rd /GPA ≥2.0	1	3rd /GPA ≥2.0	0

* Or minimum GPA of 2.5 (A=5, B=4, C=3, D=2, E=1) in four subjects in O-Level and minimum GPA of 2.5 (A=5, B=4, C=3, D=2, E=1) in two subjects in A-Level of University of London or Cambridge GCE or American High School Diploma or equivalent.

3. Qualifying in EWU admission tests or minimum score of 550 in TOEFL and 500 in GMAT.
4. Professional experience after graduation in a banking institution is preferred but not essential.

Faculty

The faculty members teaching in the MBM Program are amongst the best in the country. Almost all of them have Ph.D. from reputed universities of home and abroad. Courses are also taught by highly qualified adjunct faculty from the central bank, banking sector and related fields.

Graduation Requirement

To graduate, students must earn a minimum Cumulative Grade Point Average (CGPA) of 2.5 on a 4.0 point scale on all the required courses completed at EWU.

Residency Requirement

Students must complete a minimum of 30 credits in EWU MBM Program to obtain the MBM degree.

Transfer of Credits & Course Waivers

Both waiver and transfer may be allowed for courses completed in other university. Waiver is allowed only for foundation courses and transfer may be allowed for courses which are similar to EWU courses. Detail principles for waiver and transfer are as follows:

Waiver can be requested for

- * The undergraduate and graduate level courses that are equivalent to EWU MBM courses.
- * The grades earned in the courses were at least 'B-' or equivalent.

Transfer can be requested for

- * The graduate level courses that are equivalent to the EWU MBM courses; and
- * The grades earned were at least 'B' or equivalent.

Final decision on waiver/transfer will be made by the equivalence committee. All applications for transfers/waivers must be tendered within 3 days from the beginning of the first semester. The students will be required to deposit Tk. 200.00 (two hundred) only for each credit of waiver/transfer as processing fee (non-refundable). Grades earned in these courses are not counted towards calculation of GPA at EWU or for awarding merit scholarships/need-based financial assistance and award of Honor Rolls.

Residency Requirement

In order to receive an MBM degree, a student must complete a minimum of 30 credits as full-time student at East West University.

Grading Philosophy

EWU is committed to high academic standards keeping with real world demands for excellence. Academic performance is evaluated using a full range of grades from 'A' through 'F'.

Academic progress is reported using the following grades:

- A Excellent
- B Good
- C Satisfactory
- D Pass
- F Failed to meet minimum standard.

Pluses '+' or Minuses '-' may be used at the instructor's discretion however grades 'D-' 'F+' and 'F-' are not used.

The following designators are used when the above letter grades do not apply:

- I Incomplete
- WV Waived Course Requirement
- TR Transfer Credit
- AU Audit
- W Withdraw

Cumulative Grade Point Averages (CGPA) are calculated for all students and are based on a 4.00 point scale. The numerical equivalents of the grades are as follows:

Numerical Scores	Letter Grade	Grade Point
97 - 100	A+	4.00
90 - below 97	A	4.00
87 - below 90	A-	3.70
83 - below 87	B+	3.30
80 - below 83	B	3.00
77 - below 80	B-	2.70
73 - below 77	C+	2.30
70 - below 73	C	2.00
67 - below 70	C-	1.70
63 - below 67	D+	1.30
60 - below 63	D	1.00
below 60	F	0.00
	F* Failure	0.0
	I** Incomplete	0.0
	W** Withdrawal	0.0
	R** Repeat	0.0

* Credits for courses with this grade do not apply towards graduation.

** Credits for courses with these grades do not apply towards graduation and are not used for the calculation of the grade point average.

Retake Policy

A Student can retake a course only once if the grade she/he earned in the first attempt was a "C+" or below.

Audit

Audit status is reserved for East West University alumni or students currently enrolled in an East West University program. Prerequisites for audited courses must be completed. Audit students are required to pay the regular course tuition. Students who audit a course receive a grade of "AU". Audit courses may not be converted to credit. Audits are allowed if space is available with priority given to full credit registrations. Audit may also apply to the non-degree-seeking students.

Incomplete Grade

Incomplete ("I") grade is granted only in exceptional cases, such as, when illness or work-related travel is documented and when substantial course requirements have already been completed. Students must seek approval from both the instructor and the MBM Program Coordinator prior to the regularly scheduled final examination. If remaining course work has not been completed by the end of week 1 of the next semester, grade "I" automatically becomes grade 'F'.

Withdrawal

Students may withdraw from a course within first five weeks, and receive the designator "W". Withdrawals are not allowed after this time. All withdrawal notices must be communicated to both the Instructor, and the MBM Program Coordinator. The amount of refund is related to the date of withdrawal as indicated in the Academic Calendar.

Probation

Students must maintain a minimum CGPA of 2.5 to remain in good standing. If the CGPA of a student falls below 2.5, she/he will be put on probation.

Dismissal

Students are dismissed from the program for failure to make satisfactory academic progress. Students failing to raise their CGPA to 2.5 in two consecutive semesters after they were on probation will be dismissed from the program. Students dismissed from their program may apply to the MBM Program Advisor for re-admission. Readmission will not be granted without strong evidence of significant change in student's ability to satisfactorily complete program requirements.

Time Limitation

Students are allowed up to five years from the date of initial enrolment to complete their degree requirements.



Financial Information

Students are required to pay the admission fee, tuition for the incoming semester, computer lab fee, library fee and student activity fee at the time of initial admission. The current fee structure for the MBM program is as under:

Item	Amount in Taka
Admission Fee (onetime non-refundable)	11,000
Tuition Fee (per credit)	2,420
Computer Laboratory Fee (per semester)	1,000
Library Fee (per semester)	500
Student Activities Fee (per semester)	500
Estimated total cost*	1,68,200

* For waiver/transfer deduction will be made accordingly

The MBM Curriculum

The MBM Program of East West University requires successful completion of 20 courses with a minimum GPA of 2.5. The courses are grouped into 4 (four) categories:

	Type of Courses	Credit	Course
A.	Foundation Courses	30	10
B.	Core Courses	21	7
C.	Elective Courses	6	2
D.	Capstone Course	3	1
	Total	60	20

A. Foundation Courses: 30 Credits

Code	Title	Credit
MBM 501	Principles of Accounting	3
MBM 502	Management & Organization	3
MBM 503	Bank Marketing	3
MBM 504	Business Communication	3
MBM 505	Economics for Bankers	3
MBM 506	Economic Condition Analysis	3
MBM 507	Financial Management	3
MBM 508	Human Resources Management in Banks	3
MBM 509	Quantitative Techniques	3
MBM 510	Application of Information Technology in Banks	3

B. Core Courses: 21 Credits

Code	Title	Credit
MBM 521	Principles and Practices of Banking	3
MBM 522	Banking Ethics and Legal Issues	3
MBM 523	Central Banking: Supervision and Monetary Policy	3
MBM 524	Financial Institutions and Markets	3
MBM 525	Credit Management in Banks	3
MBM 526	International Trade Payment and Finance	3
MBM 527	Fund Management in Banks	3

C. Elective Courses: 6 Credits

Code	Title	Credit
International Banking		
MBM 541	International Finance and Banking	3
MBM 542	Financial Engineering and Derivatives	3
Electronic Banking		
MBM 551	E-Commerce and E-Banking	3
MBM 552	MIS in Banks and Financial Institutions	3
Investment Banking		
MBM 561	Project Financing and Management	3
MBM 562	Investment and Merchant Banking	3
Corporate Management		
MBM 571	Corporate Planning and Governance in Banks	3
MBM 572	Risk Management in Banks	3
Development Banking		
MBM 581	Micro Credit and Micro Finance	3
MBM 582	Development Banking	3
Islamic Banking		
MBM 591	Islamic Economics and Finance	3
MBM 592	Islamic Banking and Non-Banking Operations	3

D. Capstone Course: 3 Credits

Code	Title	Credit
MBM 600	Strategies in Banking	3

List of Courses with Description

Foundation Courses : 30 Credits

MBM 501: Principles of Accounting

The aim of this course is to provide knowledge of financial accounting and reporting. It covers the basic accounting concepts, double-entry system of book-keeping, recording of transaction, preparation of trial balance, preparation of financial statements, balance sheet, profit and loss accounts, accounting system, procedure and practices in different types of organization including banks and financial institutions.

Credits: 3

MBM 502: Management & Organization

This course provides a general analysis of various aspects of management and organization. The course is designed to include topics such as basics of organization, employee perception, conflict management, organization power and politics, motivating workforce and leadership in business and non-business organizations. Topics, application cases and examples of this course enable students to be effective in decision making and behavioral management.

Credits: 3

MBM 503: Bank Marketing

The course is designed to present an integrated approach to market from a managerial (including bank managers) point of view. It includes identification of market structure, analysis of consumer behavior, factors influencing the efficiencies of deposit mobilization and other forms of marketing and the process of an advanced planning for marketing.

Credits: 3

MBM 504: Business Communication

The course is designed to enhance the skills of the students in learning the techniques needed to communicate effectively. The course deals with basic English in the practices of banking communication. Different aspects of report writing related to banking are also covered in the course.

Credits: 3

MBM 505: Economics for Bankers

The course intends to provide basic foundation of economics so as to enable the students to analyze business conditions in general and banking business in particular. It covers theories of demand, supply, elasticity, production, cost, different forms of market (such as perfect competition, monopoly, oligopoly, monopolistic competition) and overview of general equilibrium and welfare economics.

Credits: 3

MBM 506: Economic Condition Analysis

This course explores macroeconomic environment of banking and business and examines how bank as well as NBFIs work and affect an economy. It covers role of money, interest rate determination, different macroeconomic accounts (as such N.I. account, Fiscal account, BOP account and Monetary account) and their interactions, aggregated Demand (AD) and aggregated Supply (AS) and interactions of macroeconomic policies.

Credits: 3

MBM 507: Financial Management

The course covers the objects, nature and scope of financial management, sources of financing, financial statement analysis, current asset and working capital management, time value of money, cost of capital, capital structure and leverage, capital budgeting techniques, profit distribution and dividend policy, CAPM and overview of security analysis and portfolio management. The course will additionally cover some corporate finance topics such as strategic acquisition, structuring of financial contracts, evaluation of acquisition and merger, buyouts and competitive bidding.

Credits: 3

MBM 508: Human Resource Management in Banks

This course provides understanding of personnel and human resource management in Banks. It introduces the best practices for attracting, developing, motivating and retaining a workforce. It considers human resource issues such as recruitment and selection, diversity, performance evaluation, compensation and reward systems, teams, worker participation programs.

Credits: 3

MBM 509: Quantitative Techniques

The purpose of the course is to acquaint and equip the students with the basic mathematical tools and techniques which are commonly used in the field of economics, finance, banking and other corporate activities. The course topics include elements of arithmetic, algebra, linear and non-linear equations, function, sets, geometry, logarithm, calculus and matrix. The course is also designed to equip students with statistical tools and concepts used in the decision making process in banks, financial institutions and other corporate entities. Methods of descriptive and inferential statistics are covered with specific reference to measures of central tendency and dispersion, probability distribution, hypothesis testing and their application in the management decision making process, correlation, regression analysis, time series analysis, survey methods and other statistical analysis for banking decisions.

Credits: 3

MBM 510: Application of Information Technology in Banks

The course will equip students with the general features of computer technology and its practical use in data processing and decision making. It helps the students in learning computer systems operation, system development and programming. The course introduces project management, data processing, systems analysis and design, different types of computer languages and useful software packages.

Credits: 3

Core Courses : 21 Credits

MBM 521: Principles and Practices of Banking

The course is designed to provide an exposure to the theories of banking and familiarize the students with the tools and techniques applied in various banking operations. It will cover the various theories of banking such as unit, branch and chain banking, liquidity-profitability combination, etc., general banking, operational procedures viz. accepting deposits under different types of deposit accounts, providing credit in the form of cash credit (pledge and hypothecation), overdraft and loans, remittances facilities, various types of ancillary services, banker-customer relationships, relationships and transactional banking, retail and wholesale banking, internet banking, central banking, comparative banking system and Islamic banking.

Credits: 3

MBM 522: Banking Ethics and Legal Issues

The course aims at familiarizing the students with the various facets of business environment in the banking context. Its focus is on an inculcation of a spirit of awareness and responsibility amongst bank managers towards application of and adherence to the legal framework. It also helps to understand the relationship between social, cultural, technological, economical and banking development in a corporate culture cognizance of legal compliance. The various commercial, banking, corporate, money laundering and foreign exchange laws concerned with the banking decision making process are covered. The course also includes ethical standards and code of conduct for avoidance of moral hazards in the banking decision making. It covers the provisions of Contract Act, Companies Act, Partnership Act, Banking company Laws, Negotiable instrument Act and other relevant laws.

Credits: 3

MBM 523: Central Banking: Supervision and Monetary Policy

This course will explore the whole range of central banking functions and their implementation. The course emphasizes all concepts and types of bank supervision with a view to ensuring financial discipline and protection of depositor's interests. The regulations and supervisory functions of the central bank are detailed in the special context of Bangladesh including on-site and off-site supervision, CAMEL rating, credit information analysis, problems of bank management etc.

Credits: 3

MBM 524: Financial Institutions and Markets

An overview of Bangladeshi and US financial systems and the role of the various markets and institutions are presented. Topics include introduction to various financial systems, supply of and demand for loanable funds, levels and structures of interest rates, stock exchange, mutual funds, government and corporate securities and obligations, and transmission of macro financial policy actions to various sectors of the economy.

Credits: 3

MBM 525: Credit Management in Banks

This is an applied course dealing with the credit planning in the overall context of bank management. It also covers discussion on various tools and techniques of credit appraisal, credit rating, cross checking of information, selection of borrowers and criteria of credit disbursement, supervision, monitoring and follow-up of credit.

Credits: 3

MBM 526: International Trade Payment and Finance

This course has been designed to acquaint the students with theory and practice international trade payment and its financing by the banks. Keeping the aim in mind, topics related to international trade reasoning and theories, institutions and policies, their impact of balance of payment, foreign exchange market, trade financing techniques and procedures adopted by banks for making trade payments have been covered in this course.

Credits: 3

MBM 527: Fund Management in Banks

The course has been designed to acquaint the student with the knowledge of asset and liability management, cost and profitability management and risk management of the banks and financial institutions.

Credits: 3

Elective Courses : 6 Credits

MBM 541: International Finance and Banking

The aim of this course is to impart knowledge regarding techniques, laws, principles, documents and procedures followed in international payments and different foreign exchange market operations, such as forward, swap, arbitrage, covered interest arbitrage, etc., exchange rate policy, managing foreign exchange risks and foreign exchange products like futures, options, etc. Various types of international banking activities are also covered in the course.

Credits: 3

MBM 542: Financial Engineering and Derivatives

This course has focused on the application of financial economic knowledge for solving the problems of financial market participants including risk management of financial and analytical framework of financial engineering and financial derivative products like forward contract, options, futures, swap, FRA, etc.

Credits: 3

MBM 551: E-Commerce and E-Banking

This elective course has been designed to expose the students to the concepts of electronic business transaction, e-commerce policy and e-commerce models, e-commerce strategy and business development, e-commerce technology, transaction through internet, e-security, legal framework and surveillance, and copyright legislation. E-banking will cover on-line banking, electronic payment systems, electronic money and electronic delivery channels like ATM, Telebanking, Readycash, POST, SWIFT, etc. and audit of electronic banking activities.

Credits: 3

MBM 552: MIS in Banks Financial Institutions

This elective course covers information system resources and technologies, role of MIS and banking information system including operation support system, management support system, credit information system, fund management and personnel management system, etc. It also includes system approach to problem solving, operations and transactions, database management, integration of information, models and decision, complex decisions and artificial intelligence, strategic analysis, system development and information system implementation activities.

Credits: 3

MBM 561: Project Financing and Management

This course has been designed to acquaint the students with the concept of project, project identification, project formulation, project financing, various techniques of project appraisal and social cost benefit analysis, etc. It also covers project management aspects including project organization, project planning, processing and sanctioning procedures, cost and time overrun problems, term lending, working capital finance, loan syndication etc.

Credits: 3

MBM 562: Investment and Merchant Banking

This course will cover the structural, legal and operational procedures of investment and merchant banking, techniques of process and product innovation in investment banking and explore the possibility of integrating these with the traditional banking practices. Portfolio management, security valuation, fundamental and technical analysis, primary and secondary market operation will also be discussed in this course.

Credits: 3

MBM 571: Corporate Planning and Governance in Banks

This course has been designed to equip the students to formulate long-range planning (vision) for the banks. It covers micro and macro business environment analysis, setting sustainable goals/targets for different aspects of banking at different performance levels, formulating appropriate techniques for monitoring planned performance, etc. Corporate governance structure of banks such as Board and its Committees, their responsibilities and relationship with management will be covered this course.

Credits: 3

MBM 572: Risk Management in Banks

Various types of banking risks and key players in the risk management process will be incorporated in the course. Risk identification, measuring and covering three aspects of banking risks management will be equally emphasized in the course. Role of regulators, board and management in the risk management process will also be covered.

Credits: 3

MBM 581: Micro Credit and Micro Finance

This course has emphasized the evolution of micro-credit and micro-finance, policy and legal framework of micro-finance, and the role of MFIs in poverty alleviation. Different MFIs and instruments, their nature and effectiveness in playing social and financial intermediation for the poor people has been covered. Performance assessment criteria of MFIs and case studies of successful MFIs such as Grameen Bank, BRAC, ASA, Proshika will be discussed in the course.

Credits: 3

MBM 582: Development Banking

Role of development banking in economic development, conceptual framework and evolution of development banking concepts, its similarities, differences and relation with the traditional commercial banking structure, growth and performance of development banking in Bangladesh, innovation in development banking, role of international development financial institutions like World Bank, ADB, IDB, etc., will be discussed in the course.

Credits: 3

MBM 591: Islamic Economics and Finance

This course will cover the foundations of Islamic economic outlook and the problems of conventional economics, guiding principles of an Islamic economy, features of an Islamic economic system, institutional setting of Islamic money and financial system and monetary and fiscal policies in an Islamic economy.

Credits: 3

MBM 592: Islamic Banking and Non-Banking Operations

This elective course will focus on the basic framework of Islamic finance covering banking and non-banking operations according to Islamic Shariah. Theoretical and conceptual aspects of Islamic banking, principles of Shariah, Islamic financial markets, central banking in Islamic framework, Islamic insurance and specialized financial institutions will be elaborately discussed in the course.

Credits: 3

MBM 600: Strategies in Banking

This elective course has been designed to cover various strategies in bank management, implementing and executing the strategy, evaluating performance, monitoring new developments, analysis of macro environment, strategic group map, SWOT analysis, generic strategy, vertical integration strategy, unbundling and outsourcing strategies, offensive and defensive strategies, strategies for competing in global market, measuring strategic performance and strategic management in banks.

Credits: 3



Scholarships and Financial Aid

Since its inception, East West University has been awarding merit scholarships and need-based financial assistance to deserving students. Every year the university distributes at least 9% of its total earnings among 20% or more of its regular students. Such scholarships/financial assistance are not available to those students who have already spent the normal study time required for the programs for which they are enrolled (e.g. Bachelor's degree program students are not eligible for any scholarship/financial aid beyond the four years that are required to complete the course as a regular student). No student of the university is entitled to benefit from more than one scholarship/financial aid facility at any point of time.

According to the provision of the Private University Act, 1992, private universities are required to provide scholarships to 5 (five) percent of its enrolled poor but meritorious students. Since its inception, the founders of East West University have adopted a policy of not paying any profit or dividend to themselves but to use a good part of its operating surplus towards nurturing merit and providing financial support to those in need. In the last eight years, the scholarship and financial aid policy adopted by East West University has become a source of great encouragement to meritorious but financially constrained students. The academic world has greeted this policy pursued by East West University enthusiastically.

Benefits to students are awarded in the following forms:

1. Merit Scholarships

EWU has generous merit scholarships/financial aid programs. Taka three crore twenty-four lakhs was awarded to 1,168 students in 2007. Full-year tuition waiver merit scholarships (for a maximum of one-fourth of the total credit requirement of the program for undergraduate students) are awarded to:

(i) Top scorers in the undergraduate admission test with a minimum score of 75% marks: 2 from the Faculty of Business and Economics, and one each from the Faculty of Sciences & Engineering and the Faculty of Liberal Arts and Social Sciences. Top scorers in the graduate admission test with a minimum score of 75% marks: one each in MBA and Telecommunication Engineering, provided that at least 20 students get admitted to the program.

(ii) Students securing GPA of 5.0 in the most recent HSC Examination (excluding 4th subject marks);

(iii) Students securing GPA 5.00 in the most recent HSC Examination (this will be applicable only for six students from six divisions who are from poor financial background);

(iv) Students securing 6 (six) A's in "O" levels and 2 (two) A's in "A" levels;

(v) A committee will assess and recommend for Scholarship/Financial Aid etc. for foreign students and the students from other systems.

(vi) Top 10% students of each batch of each department of graduate and undergraduate programs who have completed at least one-fourth of the total credit requirement of the program during the immediate past year with a CGPA of 3.97 and above will get full-tuition free Merit Scholarship for equal number of credits to be adjusted in the next three consecutive semesters and those with CGPA of 3.90 to CGPA 3.96 will get half-tuition free Merit Scholarship for equal number of credits to be adjusted in the next three consecutive semesters.

In cases of batches with 6 or less students fulfilling the Scholarship requirement (i.e., completed at least one-fourth of the degree requirement with GCPA 3.90 or better), are entitled to receive one scholarship. The award will go to the best performer among students securing CGPA 3.90 or better. For calculation of the number of scholarships in each batch, the number will be rounded up if the fraction is 0.5 or above. Merit Scholarships are extendable,

subject to fulfillment of requirement (vi) above. To avail Merit Scholarships undergraduate students must register for at least three courses (9 credits) in each semester. (For the students of B.Pharm. this requirement is at least five courses) The Merit Scholarship will be discontinued if any student of the undergraduate or graduate program violates the East West University Disciplinary Code for Students, 2008 and/or if his/her CGPA falls below 3.50.

2. Directors Scholarships

Each of the fifteen Founder Directors of the university, at a point of time, awards two full-tuition scholarships to two students or splits the scholarships into half or quarter tuition waiver/scholarships. This is renewable at the discretion of the Founder Director concerned unless the recipient scholar performs poorly.

3. Financial Aid

(a) General

At the beginning of each semester, the university considers applications on prescribed forms for the granting of financial aid to deserving students on a need-cum-merit basis. Undergraduate applicants who have completed at least one-fourth of the total credit requirement of the program during the immediate past year with a minimum prescribed CGPA of 2.70 and with demonstrated financial need are offered financial assistance to cover part of the tuition fees. The actual amount depends on the number of applicants and the availability of funds. This is by far the largest component of the funding support both in terms of the amount of money as well as the number of recipients. Financial assistance is also extendable on fulfillment of the above requirements.

(b) Family Concession

When two siblings (brother/sister with the same parents) study simultaneously at East West University, the second sibling is entitled to a half-tuition waiver. However, both must be admitted full-time into regular programs. The benefit commences on the date of admission of the second sibling and ceases on the discontinuation of the study of any one of them, after his/her graduation or for any other reason. This benefit may extend up to the third sibling under the above-mentioned conditions. A merit scholarship awardee cannot qualify to get the benefit for siblings or other similar benefits.(c) Freedom Fighters' Scholarship

As a mark of respect to the valiant freedom fighters of the War of Independence, the university considers 50% tuition waiver scholarship to the wards of financially needy freedom fighters subject to the fulfillment of the following requirements:

The candidate must qualify in the EWU admission test; the average GPA of the candidate in SSC & HSC must not be below 4.0; the candidate must provide proof that his/her parent was a freedom fighter. 50% Tuition Fee waiver will then be continued provided that the CGPA in each semester remains 2.70 or above.

To avail Financial Aid, students must register for at least three courses (9 credits) in each semester. Financial Aid is discontinued if any student of undergraduate or graduate program violates the East West University Disciplinary Code for Students, 2008 and/or if his/her CGPA falls below 2.70. The same is applicable for the beneficiaries of siblings and other similar cases and for Freedom Fighters' Scholarship.

If either of the siblings maintains a minimum CGPA of 2.70, while the other maintains a minimum passing CGPA (2.00 for Undergraduate Programs, 2.50 for Graduate Programs, 2.30 for MA in English) the sibling benefit will be awarded and continued for the one who maintains the CGPA of 2.70.

In case of the newly admitted students, if the first sibling could maintain the minimum CGPA of 2.70 the sibling benefit would be awarded to the second sibling provided the first sibling is not currently receiving any merit scholarship/financial aid from the EWU.

4. The Medha Lalon Fund

In order to be able to extend further support towards nurturing merit, particularly to students from middle-class background, to female students, and to students from outside the metropolis, the Board of Directors of East West University set up in 2002 a scheme called the East West University Medha Lalon Fund with an initial endowment of Taka one and a half crore. The Board has also sanctioned an amount of Taka one crore thirty lakhs from the operating surplus of the university for the Fund. This is in addition to the disbursement each year on regular components such as the merit scholarships and financial aid. Several philanthropic persons/organizations have contributed a combined amount of Taka twenty-seven and a half

lakh to the Medha Lalon Fund. This need-cum-merit based financial aid is awarded from the annual earnings of the East West University Medha Lalon Fund deposited in a lucrative five-year interest earning Scholarship Deposit Account of Mercantile Bank,.

The following scholarships are currently being offered under the Medha Lalon Fund scheme:

1. Sujat Ali Mazumder Scholarship	Tk. 35,000 a year
2. Anjuman Ara Begum Scholarship	Tk. 35,000 a year
3. S.M. Sahiruddin Scholarship	Tk. 35,000 a year
4. Rowshan Ara Begum Scholarship	Tk. 35,000 a year
5. Sanuwar Bakht Chaudhury Scholarship	Tk. 35,000 a year
6. Sofia Khatun Scholarship	Tk. 35,000 a year
7. Lutful Bari Md. Munsur Chaudhury Scholarship	Tk. 35,000 a year
8. Shamsunnessa Begum Scholarship	Tk. 35,000 a year
9. Sherifa Chowdhury Scholarship	Tk. 35,000 a year
10. Sherifunnesa Begum Scholarship	Tk. 35,000 a year
11. M. Mahtabuddin Scholarship	Tk. 35,000 a year
12. Chamak Chand Scholarship	Tk. 35,000 a year
13. M. Sujat Ali Scholarship	Tk. 35,000 a year
14. Shakina Khatun Scholarship	Tk. 35,000 a year
15. Mujibur Rahman Lasker Scholarship	Tk. 35,000 a year
16. Khodeza Abu Taher Scholarship	Tk. 35,000 a year
17. Moulvi Muhammad Shamsheer Ali Scholarship	Tk. 35,000 a year
18. Momena Khatun Scholarship	Tk. 35,000 a year
19. Hajee Shabuddin Scholarship	Tk. 35,000 a year
20. A.B.M. Ghulam Mohiuddin Scholarship	Tk. 35,000 a year
21. Abu Ahmed Abdul Hafiz Scholarship	Tk. 35,000 a year
22. Syeda Shaheer Banu Chaudhurani Scholarship	Tk. 35,000 a year
23. Abdul Kaher Scholarship	Tk. 35,000 a year
24. Habiba Khatun Scholarship	Tk. 35,000 a year
25. Alhaji Abdur Rahman-Begum Walida Rahman Scholarship	Tk. 35,000 a year
26. Justice Nurul Huda-Begum Sufia Huda Scholarship	Tk. 35,000 a year
27. M.A. Haque Scholarship	Tk. 35,000 a year
28. Abdur Rahman Scholarship	Tk. 35,000 a year
29. Abdul Jabbar Scholarship	Tk. 35,000 a year
30. Abdus Samad Scholarship	Tk. 35,000 a year
31. Dutch Bangla Bank Scholarship	Tk. 27,000 a year
32. Dutch Bangla Bank Scholarship	Tk. 27,000 a year
33. Dutch Bangla Bank Scholarship	Tk. 27,000 a year
34. Suraiya Farashuddin Scholarship	Tk. 27,000 a year
35. Suraiya Farashuddin Scholarship	Tk. 27,000 a year

36. Standard Chartered Bank Scholarship	Tk. 27,000 a year
37. Standard Chartered Bank Scholarship	Tk. 27,000 a year
38. Eakub H. Chowdhury Scholarship	Tk. 27,000 a year
39. Eakub H. Chowdhury Scholarship	Tk. 27,000 a year
40. Mercantile Bank Scholarship	Tk. 27,000 a year
41. Mercantile Bank Scholarship	Tk. 27,000 a year
42. East West University Scholarship	Tk. 35,000 a year
43. East West University Scholarship	Tk. 35,000 a year
44. East West University Scholarship	Tk. 35,000 a year
45. East West University Scholarship	Tk. 35,000 a year
46. East West University Scholarship	Tk. 35,000 a year
47. East West University Scholarship	Tk. 35,000 a year
48. East West University Scholarship	Tk. 35,000 a year
49. East West University Scholarship	Tk. 35,000 a year
50. East West University Scholarship	Tk. 35,000 a year
51. East West University Scholarship	Tk. 35,000 a year
52. Naushaba-Kalim Sharafi Scholarship	Tk. 30,000 a year
53. Mutual Trust Bank Ltd. Scholarship	Tk. 22,000 a year
54. Mutual Trust Bank Ltd. Scholarship	Tk. 22,000 a year
55. Prime Bank Ltd. Scholarship	Tk. 27,000 a year
56. Prime Bank Ltd. Scholarship	Tk. 27,000 a year
57. Eastern Bank Ltd. Scholarship	Tk. 27,000 a year
58. Eastern Bank Ltd. Scholarship	Tk. 27,000 a year

The East West University Medha Lalon Fund is administered by the Financial Aid Committee of the university. To procure such aid, students must apply on a prescribed form. Applications are processed based on information provided by the applicants and according to the criteria set by the university and is subject to change at its discretion. Selection of scholars and financial aid beneficiaries is done through a computerized system that ensures full transparency.

The university charges a minimum amount (less than one percent) as administration costs from the earnings of the East West University Medha Lalon Fund. It ensures maintenance of regular accounts of the Medha Lalon Fund and has the accounts audited externally every year.

The Financial Aid Committee keeps Medha Lalon Fund donors informed about the operation of the funds on a regular basis. The Committee arranges meetings with East West University Medha Lalon Fund donors to apprise them of operating procedures, scholarship awards and performance of scholarship awardees as well as to seek guidance from them.

As is evident from the table below, the university policy is rather generous in nurturing merit since an increasing percentage of tuition revenue gets ploughed back and goes to deserving students. It is worth noting that the university, as a matter of policy, encourages enrolment of mofussil and rural students who are also, therefore, beneficiaries of the scholarship and financial aid awards.

Furthermore, the university has also been consciously endeavoring to increase the proportion of female students who benefit from scholarship & financial aid programs.

The table below shows the number of recipients/beneficiaries of various scholarships and financial aid programs during the last six years:

Sl.	Name of Scholarship/ Financial Assistance	2002		2003		2004		2005		2006		2007	
		No. of Students	Amount Taka										
1	Merit Scholarship (Place Holders + Merit Scholarship Awardees)	50	2,660,650	82	4,439,500	104	6,056,400	153	8,413,900	192	10,607,285	133	98,91,600
2	Medha Lalon Fund	-	-	30	720,600	59	1,324,200	59	1,618,602	68	1,553,548	54	17,54,000
3	Financial Aid	70	1,673,800	127	2,033,900	343	6,604,826	517	9,538,360	681	12,982,400	523	1,39,30,000
4	Half-Tuition Family Assistance	60	1,543,800	90	2,282,975	133	3,425,475	153	4,042,200	190	5,031,905	321	45,34,320
5	Director's Quota	16	923,600	22	1,099,400	33	1,363,050	52	1,995,525	59	1,802,905	63	18,78,637
6	Special Assistance	15	205,100	15	285,800	21	309,350	26	243,450	37	491,140	74	4,39,855
	Total	211	7,006,950	366	10,962,225	693	19,083,301	960	25,852,037	1,227	3,25,00,000	1,168	3,24,28,412
	Percentage (%) of net Tuition Receipts	5.92%		6.75%		8.02%		8.94%		10.08%		10.40%	
	Percentage (%) of net Student Enrollment	11.25%		14.00%		18.03%		23.33%		26.29%		21.73%	

* Percentage has been calculated excluding Medha Lalon Fund



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A Field Trip to Masafi Group by MBA, EMBA & MBM Students



MBA Evening 2007 at Bangladesh-China Friendship Conference Centre



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