

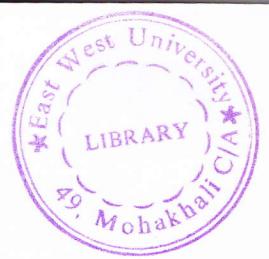
**EAST  
WEST  
UNIVERSITY**



# Master of Business Administration MBA

Regular  
Executive

**"A meaningful synthesis  
of eastern culture and  
values with western  
thought and innovation"**



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Regular  
Executive

Catalog 2003 - 2004

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*East West University reserves the right to change the policies, fees, curricula, or any other matter in this publication without prior notice and to cancel programs and courses. This publication is to be read neither as part of a contractual agreement nor as a guarantee of the classes, courses, or programs described herein.*



# East West University: A Profile

## Mission Statement

In keeping with its name, East West University, rated among the top private universities, endeavors to synthesize eastern culture and values with western thought and innovations. 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, post-secondary education characterized by academic excellence in a range of subjects that are particularly relevant to the current and anticipated societal needs. Central to the university's mission is providing students with opportunities, resources and expertise to achieve academic, personal and career goals within a stimulating and supportive environment. EWU is striving not only 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. Syed Manzur Elahi, former Advisor to the Caretaker Governments in 1996 and 2001 has been the Chairperson of the Foundation since its inception. Members of the Board of Directors of East West 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. Mubdi, Mr. M.A. Mumin, Dr. Khalil Rahman, Mr. H.N. Ashequr Rahman and Mrs. Razia Samad.

With Government approval 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 of 45, Mohakhali Commercial Area, Dhaka.

## Accreditation and Collaboration

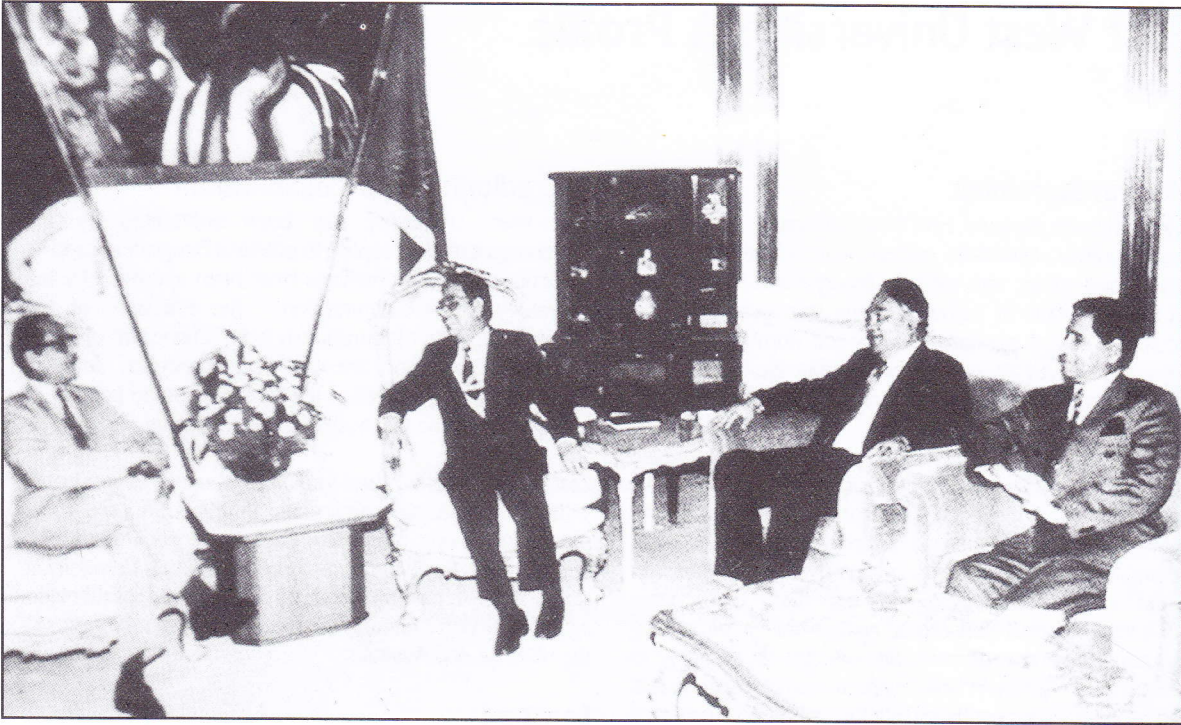
East West University has been accredited by the Government of the People's Republic of Bangladesh, and its curricula as well as programs have been approved by the University Grants Commission. The President of the People's Republic of Bangladesh is the Chancellor of EWU. The Vice Chancellor, the Pro-Vice 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), and Southern Illinois University at Carbondale. It has also entered into formal collaboration agreements with a number of other well-known universities in the USA, UK and Australia.

## Location

The temporary campus of the university is located at 43,45, 46 & 49 Mohakhali C/A., Dhaka. It consists of 2 (two) ten-storied and two six-storied buildings. EWU now has approximately ninety one thousand (90,000) sft. of space in the four adjacent buildings. The campus is situated at the heart of the city and can be easily accessed by all modes of public transportation.

With a view to shifting to its own campus, EWU has purchased 555.75 decimals of land at Mouja Vadham, P.S. Tongi, District - Gazipur. It has also received allotment of 1 (one) bigha of land at Uttara from RAJUK. The plan is to move to its own campus within the time frame provided for in the Private University Act 1992. At present the plan is to have the campus within Dhaka city limit; the other pieces of land will be used as playground and for extracurricular activities.



From left Dr. Mohammed Farashuddin, Syed Manzur Elahi and H.N. Ashequr Rahman with former President Shahabuddin Ahmed



Class of 2003 with The Honorable President Pr

## Degrees Offered

EWU offers the following **Graduate Degrees:**

- M.B.A. Regular and Executive
- The university is also offering Master degree in Computer Applications (MCA) and MA in English from Fall 2002.

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

- B.B.A. (Majors in Accounting, Marketing, Finance, Management, International Business, and MIS)
- B.Sc. in Computer Science
- B.Sc. in Computer Science and Engineering
- B.Sc. in Communication & Information Technology
- B.A. in English
- B.S.S. in Economics
- Bachelor of Science in Pharmacy (Honors)

In future, four-year Bachelor's degrees will be offered in the following areas :

- Environmental Studies
- Gender Issues
- Health Management
- Law
- Management Information System (MIS)
- Nursing
- Population Sciences

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:

Fall (Sept.- Dec), Spring (Jan.- April), Summer (May- Aug.).

## Library

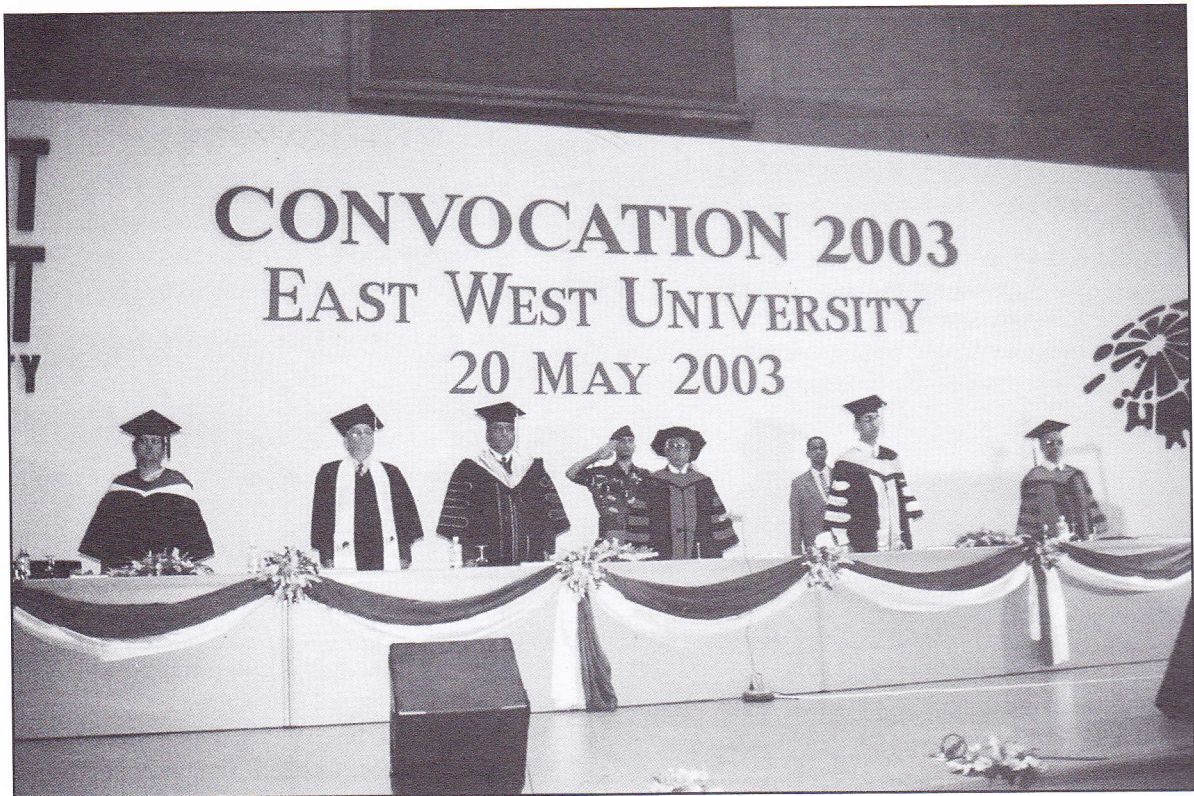
East West University library has a collection of over 9500 volumes of books and subscribes for 30 different journals, magazines and newsletters.

## Features

- Students and faculty members have full access to the library.
- A member of the faculty can borrow a good number of related text and reference books for a full semester.
- A student 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.
- Current Awareness Services (CAS) is also provided from time to time to Faculty members and students.



President Professor Dr. Iajuddin Ahmed



Convocation 2003



Convocation 2003: Degree Conferment

- Currently in the process of automation.
- The library also has air conditioned and modern study rooms.

## Facts and Figures upto October 2003

### Number of Students

Undergraduate	:	2807
Graduate	:	551
Total	:	3358

### Number of Faculty Members:

Full-time	:	76
Part-time	:	38
Total	:	114

### Number of Officers and Supporting Staff:

Administrative Staff	:	62
Supporting staff	:	46
Total	:	108

## 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 four state-of-the-art computer labs, a Digital System Lab and a Physics Lab. In addition, the English Department has a Language Laboratory to facilitate the learning of English.

EWU now has its own VSAT enabling unlimited internet access to faculty and students.

A Career Counseling Center provides proper guidance to students about their career plans. The center maintains liaison with prospective employers and arranges internships and part-time jobs for 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.

### 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.*

### 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.*

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

Recently, Center for Research in Business, Economics and Technology (CERBET) has been set up to facilitate research by faculty members of the university. CERBET is currently doing research work for the university as well as for a number of other clients such as DFID, World Bank and SEDF.

## Scholarships

East West University offers merit scholarships and need-based financial assistance to deserving students. Every semester the university distributes at least 5% of its total earnings among 10% or more of its students. In the year 2003 an estimated amount of Taka one crore ten lacs are being awarded as merit scholarships and need based financial assistance to about 300 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: The Business Club, The Computer Club, The Cultural Club, The Debating Club, The English Conversation Club, The Environmental and Social Club, The Film Appreciation Club, The MBA Club, The Photography Club, and The Sports Club.



# EWU Management

## EWU Administration

President	:	Mohammed Farashuddin
Treasurer	:	Syed Manzur Elahi
Pro-Vice Chancellor	:	Syed Ferhat Anwar
Registrar	:	Firdaus Ali
Joint Registrar	:	Suraiya Ahmad
Deputy Registrar	:	Sk. Ruhul Amin
Controller of Finance & Accounts	:	Amal Krishna Das
Deputy Librarian	:	Shamsul Alam

## EWU Academia

Advisor	:	Professor Nurul Islam
Dean of Faculties	:	Abdul Mannan
Advisor, MBA & EMBA Program	:	Muhammad Z. Mamun

## Chairperson of Departments

Business Administration	:	Md. Saleh Uddin
Computer Science & Engineering	:	Syed Akhter Hossain
English	:	Md. Shahidullah
Information & Communications Engineering	:	Mohamed Ruhul Amin
Mathematics and Physics	:	Abu Saleh Abdun Noor
Bachelor of Pharmacy	:	M Tariqur Rahman
Proctor	:	Kazi Khaled Shams Chisty



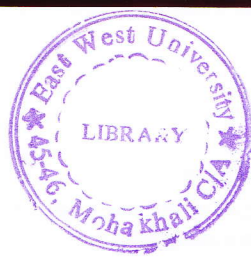
**Master of  
Business  
Administration  
MBA**



An MBA Class in Progress



An MBA Class in Progress



# 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.

## 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. Students may complete the degree earlier by enrolling in 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 coordinator will be required.

## Academic Schedule

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

## Program Mission

Enhancing the capabilities of the learners, and training them as efficient and effective managers is the primary mission of the 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.

## 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 criteria outlined below.

1. Successful completion of a Bachelors degree from a reputed university.
2. A CGPA of at least 2.5 at undergraduate or graduate level or seven points calculated on the basis of following calculation:

Degree	Div/Class	Points	
SSC	1st	3	or University of London GCE "O" level in five subjects with at least 10 points (point equivalence will be done by EWU equivalence committee)
	2nd	2	
	3rd	1	
HSC	1st	3	or University of London GCE "A" level in two subjects with at least "C" grade (point equivalence will be done by EWU equivalence committee)
	2nd	2	
	3rd	1	
Bachelors	1st	5	
	2nd	3	
	3rd	1	
Masters	1st/2nd	1	
	3rd	0	

3. Work experience after graduation in an executive position is preferred.

Applications are evaluated on the basis of:

- Prior academic achievements
  - Admission test scores
- Admission test is waived for candidates who have 550 in TOEFL and 500 in GMAT.



An MBA Class in Progress

## Faculty

The MBA courses are taught by competent teachers. Courses are also taught by highly qualified visiting professors from North America, Australia and UK.

## Remedial Program

Remedial courses in English and Quantitative Skills must be taken by the candidates who fail to achieve satisfactory results in any one of the admission test areas. The course will be of one semester and the students must secure at least a "C-grade equivalent" to pass (P) in these courses. The courses are equivalent to two credits but will not be considered while calculating the CGPA.

## Graduation Requirements

To graduate, students must receive credit for at least 22 courses (60 credit hours) with a minimum Cumulative Grade Point Average (CGPA) of 2.5 on a 4.0 point scale.

## Residency Requirement

Students must complete a minimum of 30 credits at 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

- The courses taken were for undergraduate (BBA) or graduate level.
- The courses taken were equivalent to EWU MBA/EMBA courses.
- The grades earned in the courses were at least 'C' or equivalent.
- The equivalence committee considers the application satisfactory after evaluation. In case of confusion it may ask the student to sit for a written or oral test.

### Transfer

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

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 as processing fee an amount of Taka 100.00 (one hundred only) non-refundable for each credit applied for. Transfer/waiver credits will not be counted to calculate CGPA.

## 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 (CGPAs) are calculated for all students and are based on a 4.00 scale. Points equivalent to grades are as follows.

- |         |         |         |
|---------|---------|---------|
| A 4.00  | A- 3.70 |         |
| B+ 3.30 | B 3.00  | B- 2.70 |
| C+ 2.30 | C 2.00  | C- 1.70 |
| D+ 1.30 | D 1.00  |         |
| F 0.00  |         |         |

## 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 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 Coordinator. The amount of refund is related to the date of withdrawal as indicated in the Academic Calendar.

## Probation

Students are required to maintain a CGPA of 2.5 throughout the academic period. 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 next two consecutive semesters, they will not be allowed to continue with the MBA program.

## 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 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. Under certain circumstances, the time limit may be extended upon request to the MBA/EMBA Program Coordinator.

## Financial Information

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

Item	Amount
Admission Fee (non-refundable)	Tk. 10,000
Tuition per credit hour	Tk. 3,500
Computer Lab fee (per semester)	Tk. 1,000
Library fee (per semester)	Tk. 500
Student Activities fee (per semester)	Tk. 500

## Course Summary

The EWU MBA Program requires successful completion of 22 courses (60 credit hours). The courses are divided into 4 categories:

1. Foundation courses (30 credits)
2. Core area courses (15 credits)
3. Concentration courses (12 credits)
4. Capstone course (3 credits)

### Foundation Courses

Required Courses:

MBA501	Principles of Accounting	: 2 credits
MBA502	Business Math	: 3 credits
MBA503	Principles of Management	: 3 credits
MBA504	Business Statistics	: 3 credits
MBA505	Managerial Application of Information Technology	: 3 credits
MBA506	Business Communication	: 2 credits
MBA507	Organizational Behavior	: 2 credits
MBA508	Management Accounting	: 2 credits
MBA509	Micro Economics	: 3 credits
MBA510	Macro Economics	: 3 credits

Optional Courses

Any two from the following courses

MBA511	Research Methodology	: 2 credits
MBA512	Legal Environment of Business	: 2 credits
MBA513	Business Ethics	: 2 credits
MBA516	Management Information System	: 2 credits

### Core Courses

The courses will cover all aspects of functional area of business management and provide students with managerial perspective and vision. A total of 5 courses each having 3 credit hours will have to be completed. The following subject areas will be covered.

FIN501	Financial Management
HRM501	Human Resource Management
MKT501	Marketing Management
MKT502	International Business
OPM501	Operations Management

### Concentration Courses

Concentration courses in bank management, finance, human resources, information technology, marketing, operations management & risk management & insurance, will enable students to develop specialization in specific fields. Students are required to complete four courses from one of the concentrations as a major area. Each course carries 3 credits.

#### Bank Management

FIN502	Investment Theory
BMG503	Financial Institutions
BMG504	Management of Commercial Banks
BMG505	Management of Insurance Companies
BMG506	Central Banking
BMG507	Bank Accounts

#### Finance

FIN502	Investment Theory
FIN503	Intermediate Financial Management
FIN504	Financial Institutions & Markets
FIN505	International Financial Management
FIN506	Options, Futures, and Other Derivatives
FIN507	Corporate Finance
BMG504	Management of Commercial Banks

#### Human Resources Management

HRM502	Manpower Planning & Personnel Policy
HRM503	Leadership
HRM504	Industrial Relations
HRM505	Entrepreneurship
HRM506	Human Resources Management System
HRM507	Strategic Human Resources Management

#### Information Technology

MIS501	Database Design and Application Development
MIS502	Advanced Programming
MIS503	Electronic Commerce
MIS504	Computer Networking
MIS505	Systems Analysis and Design
MIS506	Networking and Operating System

#### Marketing

MKT503	International Marketing
MKT504	Consumer Behavior
MKT505	Advertising and Promotion Management
MKT506	Services Marketing
MKT507	Channels of Distribution
MKT508	Market Planning and Strategy
MKT509	Export Management
MKT510	Personal Selling and Sales Force Management
MKT511	Brand Management



**Operations Management**

- OPM502 Applied Management Science
- OPM503 Technology and Change
- OPM504 Total Quality Management
- OPM505 Operations Research
- OPM506 Logistics Management
- OPM507 Inventory Management

**Risk Management & Insurance**

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

Besides, we have plan to introduce MBA majoring in Media Management.

**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.

MBA600 Strategic Management

**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.

**Prerequisites**

**Name of the course**

- MBA 511 : Research Methodology
- MBA 508 : Management Accounting
- MBA 510 : Macro Economics
- MBA 504 : Business Statistics
- HRM 501 : Human Resource Management
- MKT 502 : International Business
- MKT 501 : Marketing Management
- FIN 501 : Financial Management
- OPM 501 : Operations Management
- All Concentration Courses
- Capstone Course

**Prerequisite**

- MBA 502, MBA 504
- MBA 501
- MBA 509
- MBA 502
- MBA 503, MBA 507
- MBA 503, MBA 510
- MBA 503, MBA 504, MBA 509
- MBA 503, MBA 508
- MBA 503, MBA 504
- Relevant Core Courses
- All courses



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# List of Courses with Description

## **BMG 503: Financial Institutions**

The course is a detailed study of money and capital markets with special emphasis on the study of institutions supplying funds of various categories. Focus will be on the financial institutions, with a view to acquainting the students with potential source of funds of various types, fund utilization and the terms and conditions under which institutions make funds available. It deals with the management of funds of major financial intermediaries like commercial banks, BSB, ICB and others including regional financial institutions like world Bank, IMF, ADB etc. Stock Markets, ICB and other secondary markets are extensively covered.

Credits: 3; Prerequisite: Relevant core courses

## **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 507: Bank Accounts**

Preparation of bank's financial accounts following IAS # 30. Any other related issues concerning Bank Accounts resulting from introduction of IAS # 30 will be covered

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, leverage buyouts & divestiture.

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 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: 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 courses

**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 503, 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: 2

**HRM 506: Human Resources Management System**

With the growth in the information technology the dependence on information technology in all spheres of management including human resources has increased substantially. This course aims at modernizing and increasing the efficiency of human resources managers through proper use of computer based information.

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

**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.

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.

**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 assurance contract, Personal Accident and Health Insurance, Claims Procedure.

**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.

**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.

**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.

**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

**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: 3; 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: 2; 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 511: Research Methodology**

This course is designed to provide students with basic knowledge and skills of conducting research with special emphasis on business 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: 2; Prerequisite: MBA 502, MBA 504

**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 516: Management Information System**

This course will provide a managerial prospective 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: 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

**MIS 501: 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 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

**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, organisational policies and strategies of multinational 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 505: Advertising and Promotion Management**

Explores the important issues in making marketing communication decisions. Discusses advertising, reseller stimulation, personal selling, publicity and other tools as a part of an overall promotional mix. Emphasis is placed on understanding psychological principles in consumer behavior that facilitate the development of marketing communication programs.

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

**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

**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



**Master of  
Business  
Administration (Executive)  
EMBA**





Opening of East West University Job Fair 2002



East West University Stall at US Trade Show

# 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.

## 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.

## Course Load

An EMBA student is required to register for at least 6 (six) credits (or two courses) and at most 12 (twelve) credits (or 4 courses) in a semester. For special cases (exceeding maximum or less than minimum course load), permission from the office of the coordinator will be required.

## Academic Schedule

The academic year is divided into three 14 weeks semesters: (September-December) Fall, (January-April) Spring and (May-August) Summer. Executive MBA Program is offered every semester. Classes are conducted during evening hours and during weekends. Classes start from 6 p.m. on weekdays and 3:00 p.m. on weekends. The university follows the government schedule for holidays.

## Mission

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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.

## 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 criteria:

- Successful completion of at least a Bachelors degree from a reputed university
- Must have at least 2nd division/class in all public exams or CGPA 2.5 in Bachelor degree.
- Must have at least 2 years work experience after graduation in an executive position.

Applications are evaluated on the basis of:

- Prior academic achievements
- Admission test scores

Admission test is waived for candidates who have 550 in TOEFL and 500 in GMAT.

## 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 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'.

<p>Academic progress is reported using the following grades:</p> <ul style="list-style-type: none"><li>A Excellent</li><li>B Good</li><li>C Satisfactory</li><li>D Pass</li><li>F Failed to meet minimum standard.</li></ul> <p>Pluses '+' or Minuses '-' may be used at the instructor's discretion however grades 'D-' 'F+' and 'F-' are not used.</p>	<p>The following designators are used when the above letter grades do not apply:</p> <ul style="list-style-type: none"><li>I Incomplete</li><li>WV Waived Course Requirement</li><li>TR Transfer Credit</li><li>AU Audit</li><li>W Withdraw</li></ul>	<p>Cumulative Grade Point Averages (CGPAs) are calculated for all students and are based on a 4.00 scale. Points equivalent of grades are as follows.</p> <table><tr><td>A 4.00</td><td>A- 3.70</td></tr><tr><td>B+ 3.30</td><td>B 3.00</td><td>B- 2.70</td></tr><tr><td>C+ 2.30</td><td>C 2.00</td><td>C- 1.70</td></tr><tr><td>D+ 1.30</td><td>D 1.00</td><td></td></tr><tr><td>F 0.00</td><td></td><td></td></tr></table>	A 4.00	A- 3.70	B+ 3.30	B 3.00	B- 2.70	C+ 2.30	C 2.00	C- 1.70	D+ 1.30	D 1.00		F 0.00		
A 4.00	A- 3.70															
B+ 3.30	B 3.00	B- 2.70														
C+ 2.30	C 2.00	C- 1.70														
D+ 1.30	D 1.00															
F 0.00																

## 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 a 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

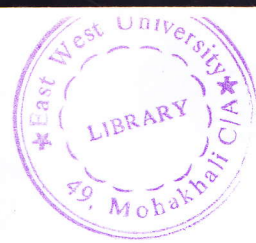
Students are allowed up to five (5) years from the date of initial enrollment to complete their degree requirements. Under certain circumstances, the time limit may be extended upon request to the MBA/EMBA Program Co-ordinator.

### Financial Information

Item	Amount
Admission Fee (non-refundable)	Tk. 10,000
Tuition per credit hour	Tk. 4,000
Computer Lab fee (per semester)	Tk. 1,000
Library fee (per semester)	Tk. 500
Student Activities fee (per semester)	Tk. 500



An MBA Student Receives Merit Scholarship Certificate from UGC Chairman



## Course Summary

The EWU EMBA Program requires successful completion of 16 courses (42 credit hours). These courses are divided into 4 components:

1. Foundation course (15 credits)
2. Functional area (15 credits)
3. Concentration (9 Credits)
4. Capstone (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	Organizational Behavior	: 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:

EMBA507	Legal Environment of Business	: 2 Credits
EMBA508	Research Methodology	: 2 Credits
EMBA509	Business Ethics	: 2 Credits

### Functional Areas

Students are required to complete the functional area 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 542	Business in the Global Environment	: 3 Credits
EMBA 561	Financial Analysis for Managers	: 3 Credits
EMBA 571	Management of Operations and Quality	: 3 Credits

### Concentration Courses

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

#### Bank Management

EMBA532	Financial Institutions	: 2 Credits
EMBA533	Management of Commercial Banks	: 2 Credits
EMBA534	Management of Insurance Companies	: 2 Credits
EMBA535	Central Banking	: 2 Credits
EMBA536	Bank Accounts	: 2 Credits
EMBA563	Investment Theory	: 2 Credits

#### Finance

EMBA563	Investment Theory	: 2 Credits
EMBA564	Financial Institutions & Markets	: 2 Credits
EMBA565	International Financial Management	: 2 Credits
EMBA566	Options, Futures, and Other Derivatives	: 2 Credits
EMBA567	Corporate Finance	: 2 Credits
EMBA568	Management of Commercial Banks	: 2 Credits

#### Human Resources Management

EMBA523	Leadership	: 2 Credits
EMBA524	Industrial Relations	: 2 Credits
EMBA525	Entrepreneurship	: 2 Credits

- EMBA526 Human Resources Management System : 2 Credits  
 EMBA527 Strategic Human Resources Management : 2 Credits

**Information Technology**

- EMBA581 Database Design and Application Development : 2 Credits  
 EMBA582 Electronic Commerce : 2 Credits  
 EMBA583 Networking and Operating System : 2 Credits  
 EMBA584 Computer Networking : 2 Credits  
 EMBA585 Systems Analysis and Design : 2 Credits  
 EMBA586 Advanced Programming : 2 Credits

**Marketing**

- EMBA543 Consumer Behavior : 2 Credits  
 EMBA544 Advertising and Promotion Management : 2 Credits  
 EMBA545 Services Marketing : 2 Credits  
 EMBA546 Channels of Distribution : 2 Credits  
 EMBA547 Market Planning and Strategy : 2 Credits  
 EMBA548 Export Management : 2 Credits  
 EMBA549 Personal Selling & Sales Force Management : 2 Credits  
 EMBA550 Brand Management : 2 Credits

**Operations Management**

- EMBA572 Applied Management Science : 2 Credits  
 EMBA573 Technology and Change : 2 Credits  
 EMBA575 Operations Research : 2 Credits  
 EMBA576 Logistics Management : 2 Credits  
 EMBA577 Inventory Management : 2 Credits

**Risk Management & Insurance**

- EMBA 551: Risk Management & Insurance : 2 Credits  
 EMBA 552: Property Pecuniary, Liability & Insurance of the Person : 2 Credits  
 EMBA 553: Principles of Reinsurance : 2 Credits  
 EMBA 554: Underwriting Management : 2 Credits  
 EMBA 555: Claims Management : 2 Credits

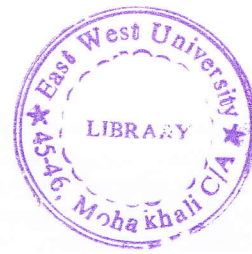
**Capstone Course**

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.

- EMBA600 Strategic Management : 3 Credits

**Prerequisites**

Name of the course	Credit hours	Prerequisite
EMBA 508 Research Methodology	2 Credits	EMBA 502
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 600 Strategic Management	3 Credits	All Foundation and Functional Area Courses



# 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 508: Research Methodology**

This course is designed to provide students with basic elements of conducting a research. Emphasis is given on business 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. Prerequisite : EMBA 502 Credits: 2; Prerequisite: EMBA 502



**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 analyse 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.

**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: 2; 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: 2; 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: 2; Prerequisite: Functional Area Courses

**EMBA 526: Human Resources Management System**

With the growth in the information technology the dependence on information technology in all sphere of management including human resources has increased substantially. This course aims at modernizing and increasing the efficiency of human resources managers through proper use of computer based information. Credits: 2; 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: 2; Prerequisite: Functional Area Courses

**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: 2; Prerequisite: Functional Area Courses

**EMBA 532: Financial Institutions**

The course is a detailed study of money and capital markets with special emphasis on the study of institutions supplying funds of various categories. Focus will be on the financial institutions, with a view to acquaint the students with potential source of funds of various types, fund utilization and the terms and conditions under which institutions make funds available. It deals with the management of funds of major financial intermediaries like commercial banks, BSB, ICB and other including regional financial institutions like world Bank, IMF, ADB etc. Stock Markets, ICB and other secondary markets are extensively covered. Credits: 2; Prerequisite: Functional Area Courses

**EMBA 533: 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: 2; Prerequisite: Functional Area Courses

**EMBA 534: Management of Insurance Companies**

The course is designed to inculcate 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: 2; Prerequisite: Functional Area Courses

**EMBA 535: 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: 2; Prerequisite: Functional Area Courses

**EMBA 536: Bank Accounts**

Preparation of bank's financial accounts following IAS # 30. Any other related issues concerning Bank Accounts resulting from introduction of IAS # 30.

Credits: 2; Prerequisite: Functional Area Courses

**EMBA 541: Marketing Management 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: 2; Prerequisite: EMBA 503

**EMBA 542: 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: 2; Prerequisite: EMBA 541

**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: 2; Prerequisite: Functional Area Courses

**EMBA 544: Advertising and Promotion Management**

Explores the important issues in making marketing communication decisions. Discusses advertising, reseller stimulation, personal selling, publicity and other tools as a part of an overall promotional mix. Emphasis is placed on understanding psychological principles in consumer behavior that facilitate the development of marketing communication programs.

Credits: 2; 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: 2; Prerequisite: Functional Area Courses

**EMBA 546: Channels of Distribution**

This course teaches the students how to make decision regarding physical distributions of products to consumers. It addresses channel structures including retailing whole selling and other agency relationships. Emphasis is placed on understanding how to design, implement, manage and evaluate a channel strategy. Credits: 2; 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: 2; Prerequisite: Prerequisite: EMBA 503 & Functional Area Courses

**EMBA 548: 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 both the export regulations as well as the overall marketing perspective of exports. To make it more practical the course will be case dependent.

Credits: 2; 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: 2; 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 stresses more the issue of branding and its position in the overall product mix.

Credits: 2; 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.

**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.

**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.

**EMBA 554: Underwriting Management**

To 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.

**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.

**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: 2; 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: 2; 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: 2; 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: 2; 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: 2; 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: 2; 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. 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. Casestudies and computer analysis may also be used to solve complex problems. Credits: 2; 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: 2; 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: 2; 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: 2; 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: 2; 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: 2; 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: 2; 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: 2; 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: 2; 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: 2; Prerequisite: Functional Area Courses

**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

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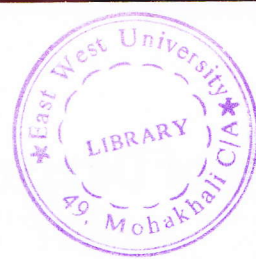
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