



AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH (AIUB)

FACULTY OF BUSINESS ADMINISTRATION (FBA)

Course Descriptions - MBA Program



**AMERICAN INTERNATIONAL
UNIVERSITY-BANGLADESH (AIUB)
DHAKA, BANGLADESH**

*Course Descriptions -
Master of Business Administration (MBA)
Program*

CURRICULUM - SPRING 2022-2023

COURSE DESCRIPTIONS OF FUNDAMENTAL COURSES OR COMMON CORE COURSES (MBA PROGRAM)

MBA 5101: Business Communication

Pre-requisite: None

This course introduces the principles of practical communication skills to students who wish to advance professionally. It provides an opportunity to study and practice the writing forms essential for mid to higher-level administrators and managers. This course prepares the students in three areas: (1) principles of business communication, (2) application of those principles, and (3) proper skills needed to develop communication strategies. Students must analyze various professional situations and prepare appropriate business documents or materials. A wide range of topics will be discussed, including intercultural communication, formal language, and formats of business documents, meetings, and job interviews.

MBA 5102: Mathematics for Business

Pre-requisite: None

This course provides an opportunity to study and practice the forms of mathematics that students will need for a successful professional career and to receive the fundamental concept of Business Mathematics. This includes linear, quadratic, exponential, and logarithmic functions. In addition, students need to understand some advanced mathematical tools such as matrix algebra and calculus. Therefore, this course prepares the students in three categorical areas: (a) fundamental knowledge (cognitive knowledge) of Business Mathematics, (b) psychomotor skills for the application of that knowledge, and (c) affective (attitudes) skills for developing appropriate business strategies using qualitative tools. The course, therefore, meets the students' needs for all types of conceptual and analytical skills for the current professional domain. This course lets the students analyze various business-related word problems and develop mathematical models from a business perspective. Classroom tasks and assignments are completed both individually and in groups. At the end of the course, students also integrate mathematical principles to deal with diverse academic and industry needs.

MBA 5103: Business Law and CSR

Pre-requisite: None

Students who enroll in the Business Law and Corporate Social Responsibility course will gain foundational knowledge of business law and corporate social responsibility. This course is designed to help the students learn the application of law in business transactions and their legal responsibilities as managers. The course is structured into 13 weeks, each with a focused and advanced study assignment. A test would be required of the students at the middle and end of the course. Mid-term and final exam question paper includes multiple choice questions (MCQ), broad and short questions, and case studies for student assessment. Therefore, ensuring students have read their textbooks carefully, done additional research, and have the necessary knowledge and abilities is crucial.

MBA 5104: Computing and Business Applications

Pre-requisite: None

Students will explore coping with a professional environment where technology plays a huge role in completing each function. Moreover, the course will help them learn that combining better understanding, filtering, and application of data can help students solve their problems faster - leading to more innovative and more effective decision-making. Students will learn the advanced use of MS Word, MS Excel, MS PowerPoint, and other standard data analysis and communication tools. They will help present data to others to engage them in their story and motivate them to act. This course has full laboratory sessions where the necessary practical learnings will be demonstrated.

MBA 5105: Principles of Accounting

Pre-requisite: None

This course provides the essentials of financial accounting, such as the definition of accounting, users of accounting information, accounting concepts and principles, accounting equations, measuring and recording of business transactions, adjusting entries, completing the accounting cycle, classified financial statements, accounting for merchandising operation, inventories, and accounting for receivables, plant assets, natural resources & intangible assets. In addition, the students are exposed to various practical exercises for mastery of accounting knowledge and skills.

MBA 5206: Human Resource Management

Pre-requisite: MBA 5101

People or human resource is the most critical of all the inputs required to run an organization. Two organizations, precisely similar in all respects, other than the set of people, are most likely to perform differently because of the differences in "men behind the machines." An organization does not move on itself; it requires skilled, dedicated, and motivated people. Organizations are as successful as the quality of their human resource is.

Human resources is required in all organizations, i.e., small or large, irrespective of the purpose and nature of an organization. Therefore, understanding the basic principles, functions, and processes of managing people at work is essential to improve the efficiency and effectiveness of any organization and also necessary to develop the mindset of managers or entrepreneurs.

MBA 5207: Business Statistics and Decision Analysis

Pre-requisite: MBA 5102

This course provides an opportunity to study and practice statistics to aid business decision-making in different business settings students need for a prosperous professional career. The course is designed to introduce statistical tools used extensively in the business decision-making process. The statistical techniques this course covers are used in functional areas, including operations, supply chain, production, marketing, economics, human resources, finance, accounting, information systems, and international business. Topics include frequency distribution, charts, graphs, central tendency, measures of dispersion, probability & probability distributions, sampling and sampling distribution, theory of estimation & test of hypothesis, and correlation and regression analysis. Furthermore, the course will focus on accurate data analysis, statistical thinking, and the use of statistical software. In addition, students need to complete several assignments and case studies based on actual data, which helps them better understand the use of statistical tools in real-life situations. Therefore, this course prepares the students in the following categorical areas: (i) cognitive knowledge of statistics and a broad overview of the subject and its applications in different business settings, (ii) psychomotor skills to analyze actual data in different business settings and (iii) develop statistical thinking (behavior).

MBA 5208: Accounting for Managers

Pre-requisite: MBA 5105

This course introduces management accounting as an interactive discipline among young learners and covers a wide range of issues leading to managerial decision-making, such as the definition and features of managerial accounting; cost terms, concepts, and classifications; cost behavior analysis and use; cost-volume-profit analysis; variable costing; job-order costing; profit planning; standard costing; relevant costing and segment reporting.

MBA 5209: Economics for Managers

Pre-requisite: MBA 5102

This course shows how econometrics can be combined with economic theory to enhance the explanatory powers of economics. In addition, the course demonstrates how economic theories can be converted into a simple mathematical form suitable for estimation.

MBA 5210: Marketing Management and Practices

Pre-requisite: MBA 5101

This module considers how marketing management's conceptual elements and analytical methodologies can be applied to marketing practice. The conceptual elements part of the module is designed to help the students develop a critical approach to marketing problems, going beyond the 'hype' and using empirical research evidence to support their decisions.

The course focuses on formulating and implementing marketing management tasks, activities, strategies, and policies undertaken in most companies at different management levels. The course deals primarily with an in-depth analysis of various concepts, theories, facts, analytical procedures, techniques, and models. It is designed to help the students understand the managerial orientation, the analytical aspects, and the essential discipline perspectives of marketing through theoretical and practical approaches.

MBA 5311: Financial Management and Practices

Pre-requisite: MBA 5207

The primary focus of this course revolves around a central inquiry, namely, the way decisions are made that contribute to the enhancement of value inside an organization. This study aims to demonstrate to

managers how to engage with accounting and finance departments effectively. It seeks to enhance their comprehension of how organizations achieve their financial goals through informed financial decision-making. This course will additionally elucidate financial methods and strategies that can enhance organizations' value optimization by improving decision-making processes about capital budgeting, capital structure, and working capital management. This course will encompass various interconnected subjects, such as international financial management, risk management, and mergers & acquisitions. This study investigates organizations' financing mechanisms encompassing external and internal funding sources. The course additionally includes the assessment of an organization's worth and the appraisal of its assets.

MBA 5312: Managing Operations and Quality

Pre-requisite: MBA 5207

This course provides an opportunity to explore Operations and Quality Management features, including up-to-date coverage of current topics and industry trends. Students will be able to understand the essential operations and quality management concepts and apply tools and methods emphasizing problem-solving. It allows the student to understand productivity, forecasting, capacity planning, scheduling, managing inventories, deciding where to locate facilities, supply chain management, quality management, and more. It will also provide the opportunity to analyze and evaluate cases regarding productivity, forecasting, inventory, capacity planning, transportation mode, scheduling, quality issues of products and services, etc. Students will gain valuable insights into the industry's operations and supply chain management, emphasizing current business models, positioning for future trends, and employment opportunities.

MBA 5313: Research Methodology

Pre-requisite: MBA 5207

Information and knowledge are indispensable tools for helping and ensuring the continuity and sustainability of any organization. However, they should be acquired and assessed before they can be used in decision-making. This is where the usefulness of research methodology lies. With the application of careful scientific research methods, and by using proven analytical and evaluative tools and techniques, corporate managers can acquire insights into issues that they can use to help them accomplish their organizational goals and objects, set up priorities, adopt prudent strategies and approaches, effectively and efficiently manage their resources. This course gives a comprehensive introduction to the subject of business research methods. Acquainting participants with all modern and universally applied research concepts, tools, and techniques, which encourage students to apply their acquired theoretical knowledge to practical life situations, are paramount course objectives.

MBA 5314: Entrepreneurship Development

Pre-requisite: MBA 5206

The twenty-first century has dawned with entrepreneurship as a significant force shaping the global economy. This economy's future growth lies in the hands of men and women committed to achieving success through innovative, customer-focused new products and services. Entrepreneurs willing to assume the risks associated with creating a new business venture are at the heart of this global movement. Therefore, the course's main objective Moreover, at the edge of every chapter, case studies are made obligatory for the students to observe the practical implications of entrepreneurial tools in various business complexities.

MBA 5415: Strategic Management

Pre-requisite: All Core Courses

This course introduces the fundamental concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries, and maximize long-term profits in the face of uncertainty and competition.

MBA 5416: Internship

Pre-requisite: After Completion of 57 Credits

Under the supervision of a faculty, the student is assigned or placed in a business Firm/Institution/Organization for a semester's practicum. The student prepares a Research Report and submits the report to evaluate the supervisor's endorsement. This report is then presented for oral defense before a panel.