



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

**FACULTY OF BUSINESS ADMINISTRATION (FBA)**

**Course Descriptions - EMBA Program**



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

*Course Descriptions -  
Executive Master of Business Administration  
(EMBA) Program*

**CURRICULUM - SPRING 2022-2023**

## **COURSE DESCRIPTIONS OF FUNDAMENTAL COURSES OR COMMON CORE COURSES (EMBA PROGRAM)**

### **E-6101: Accounting for Managers**

This course introduces students to how the Management Accountant contributes to management decision-making. Topic coverage includes the following: budgeting techniques, the behavioral side of budgeting, relationship accounting, case analysis, standard costing, the comparison and reconciliation of direct and absorption costing systems and relevant costing as it applies to making non-routine decisions, decision models, uncertainty, cost behavior, variance investigation, analyzing revenue variances, variable cost mix and yield variances and introductory transfer pricing. Contemporary methods of costing and recording under CQI (Continuous Quality Improvement) or TQM (Total Quality Management) aspects of the JIT (Just in Time) processes will be studied. Students will extend their business literacy and computational skills and develop problem-solving and financial management skills that will be valuable in their personal, social, and business lives.

### **E-6102: Corporate Communication**

This course familiarizes the students with the fundamental concept of some essential communication that concerns business directly and a fair knowledge of which is necessary for today's business leaders. The study of this course would provide the students with an insight into the communication environment in which present-day businesses operate and equip them with the knowledge, skill, and confidence to address business communication issues that may arise in their future roles as business leaders. The course focuses on topics such as Communication Foundations, Expanding communications power, The writing process, Direct letters, Direct memos, Negative news, Persuasive and Sales messages, Goodwill and particular messages, Reports and Proposals, Typical business reports, Presentation skills, including Speaking skills and Employment communication. The course also includes Communication workshops and individual presentations.

### **E-6103: Analytical Techniques for Decision Making**

This course includes integers, elements of algebra, number fields, linear and non-linear inequalities, functions, sets, analytical geometry, logarithm limit, differential & integral calculus, matrix and linear programming, etc. This course will also cover a comprehensive introduction to the essential statistical tools and techniques. The purpose of this course is to help the students learn mathematical and statistical tools that are used in management decision-making.

### **E-6104: Leadership and Management Skills**

This course is primarily geared toward essential management functions, e.g., planning, organizing, staffing, directing, motivating, and controlling. It also covers problems of organizational goal attainment in different organizations with differing managerial environments and challenges. Basic management principles, tenets, and functions are included in this course.

### **E-6205: Economic Analysis for Managers**

This course focuses on microeconomics and macroeconomics for developing managerial skills in systematically analyzing the economic aspects of business decisions. It will acquaint the students with relevant analytical methods, mathematical techniques, and concepts. It will cover concepts related to market analysis as seen by producers and consumers and relate them to production patterns, distribution of income, and allocation of resources in the context of the market economy. It also covers macroeconomic issues such as national income accounting, and economic aggregates and leads to developing forecasts for business condition analysis.

### **E-6206: MIS and Decision Making Techniques**

The course introduces concepts of information systems as used in the management of organizations. It diagnoses and identifies different management hierarchies to develop information and control systems. The theories of organization structure and management control are analyzed. This course also focuses on database management methods, computer hardware, and peripherals such as communication and networking. Information models of various types are introduced, from data processing environments to decision support systems to knowledge-based systems.

### **E-6207: Business Law and Ethics**

This course is designed to help the students learn the application of law in business transactions and their legal responsibilities as managers. The course includes business law aspects, e.g., contract,

agency, sale of goods, negotiable instruments, insolvency, mergers and acquisitions, partnership, and labor. It also focuses on the ethical aspects of doing business. The course will require the students to develop creative project plans. The plan will involve project identification, preparation, appraisal, implementation management, and past evaluation. Case studies of significant projects for ongoing as well as completed are covered.

#### **E-6208: Marketing Strategy and Policy**

This course is designed to present an integrated approach to marketing from a managerial point of view. Economic, quantitative, and behavioral concepts are used in analyzing & developing a framework for decision-making, leading to formulating an organization's goals and implementing its marketing program. The course includes the identification of market structure, analysis of consumer behavior, factors affecting marketing efficiency, and the process of planning marketing operations.

#### **E-6309: Corporate Financial Strategy**

This course is specifically tailored for company leaders seeking a foundational comprehension of corporate finance principles. Its primary focus is on the development and practical application of core concepts and tools in finance for making informed decisions within real-world corporate settings. The objective is to enhance and expand upon established tools and methodologies used in financial analysis, valuation, and financial modeling. We will then employ these approaches across a diverse set of scenarios. The course will prioritize the significance of financial analysis, valuation, and modeling in guiding optimal decision-making across various applications.

#### **E-6310: Corporate Entrepreneurship**

This course is to develop entrepreneurial skills among students. Topics include environmental conditions, scanning and evaluating investment opportunities, forms of business ownership, government regulations, sources, assistance procedures, a market study of the production process, organization and staff planning, project appraisal, and management information systems. The course's emphasis is improving the skills of the innovative individual who identifies a market opportunity and mobilizes factors of production.

#### **E-6311: Logistics and Operations Management**

This course acquaints the students with a broad range of strategic, tactical design, and operating (day-to-day) decisions within the operations function in both services-providing and goods-producing businesses. Emphasis will be on the new paradigms of Operations Management, focusing on current technologies, concepts, philosophies, and managerial practices. Students will gain comprehensive insight into various topics, including quality management, productivity, technology, inventory, product and process design, facility location and layout, project management, and service and manufacturing management.

#### **E-6312: Strategic Human Resource Management**

This course is designed to give the students a comprehensive idea of how an organization's most critical assets, i.e., strategic human resources, are managed. The primary concentration of the course is to explain the recruiting, retention, utilization, and development of an organization's human resources. The course discusses how to raise the efficiency and productivity of human resources by applying effective human resources, strategies, policies, and practices.

#### **E-6413: Global Business Strategy**

This course introduces the students to the roles and tasks of general managers, business-unit strategy formulation in functional areas, and policy integration, strategy, and structure for the best performance of the organization. Concepts of the value chain and its impact on an organization will be discussed thoroughly in this course.

#### **E-6414: Business Project**

This course provides a comprehensive treatment of the critical planning and control aspects of project management common to many different areas of applications. Emphasis will be placed on modern techniques and tools. The managerial implications of the increasingly popular project-based organizations will be examined with contemporary cases.