



**North Bengal International University**

**Faculty of Business Studies  
Department of Business Studies**

**ACADEMIC CURRICULUM  
OF  
MASTER OF BUSINESS ADMINISTRATION (MBA)  
(EXECUTIVE)**

**[MBA (Executive) Program]**

## SPECIALIZATION IN MBA (EXECUTIVE) PROGRAM

- Specialization in Finance
- Specialization in Banking and Insurance
- Specialization in Management
- Specialization in Human Resource Management
- Specialization in Global Business
- Specialization in Marketing
- Specialization in Accounting
- Specialization in Tourism and Hospitality Management

### COURSE AND CREDIT STRUCTURE

	COURSES		CREDITS
<b>Foundation Courses</b>	<b>11</b>	<b>11 x 3</b>	<b>= 33</b>
<b>Specialization Courses</b>	<b>4</b>	<b>4 x 3</b>	<b>= 12</b>
<b>Project &amp; Viva-Voce</b>	<b>1</b>	<b>1 x 3</b>	<b>= 03</b>
<b>Total</b>	<b>16</b>		<b>= 48</b>

### Course-Wise Marks distribution

Course (Final Term)	:	50%
Course (Mid Term)	:	20%
Class Test/Tutorial/Presentation:		10%
Class Attendance	:	10%
Assignment	:	<u>10%</u>
		Total=100%

## A. List of Foundation Courses

Sl	Course Code	Course Title	Credits
1	ACT 5001	Accounting Principles and Practices	3
2	BUS 5001	Legal Environment of Business in Bangladesh	3
3	BUS 5002	Business Communication	3
4	BUS 5004	Global Business Environment	3
5	BUS 5007	Managing Social Enterprise	3
6	ECO 5001	Managerial Economics	3
7	FIN 5001	Principles of Finance	3
8	HRM 5001	Human Resources Management	3
9	MGT 5001	Fundamentals of Management	3
10	MKT 5001	Principles of Marketing	3
11	STA 5001	Statistics for Business	3

## B. List of Specialization Courses

### Specialization in FINANCE (any four)

Course Code	Course Title	Credit Hours
FIN 6001	Financial Management	3
FIN 6002	Financial Institutions and Markets	3
FIN 6003	Working Capital Management	3
FIN 6004	Real Estate and Lease Financing	3
FIN 6005	Corporate Finance	3
FIN 6006	Investment and Portfolio Management	3
FIN 6007	Financial Derivatives	3
FIN 6008	International Finance	3

### Specialization in BANKING AND INSURANCE (any four)

Course Code	Course Title	Credit Hours
BI 6001	Bank Funds Management	3
BI 6002	Islamic Banking	3
BI 6003	Practices of Life Insurance	3
BI 6004	Practices of General Insurance	3
BI 6005	Banking in the Digital Age	3
BI 6006	International Banking	3
BI 6007	Insurance Claims Management	3
BI 6008	Risk Management	3

**Specialization in MANAGEMENT (any four)**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
MGT 6001	Management Theory	3
MGT 6002	Total Quality Management	3
MGT 6003	Organizational Behavior	3
MGT 6004	Strategic Management	3
MGT 6005	Project Management	3
MGT 6006	Management Consultancy	3
MGT 6007	Small Business Management	3
MGT 6008	Industrial Relations	3
MGT 6009	Conflict Management and Negotiations Skills	3
MGT 6010	Supply Chain Management	3

**Specialization in HUMAN RESOURCE MANAGEMENT (any four)**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
HRM 6001	Human Resource Planning	3
HRM 6002	Compensation Management	3
HRM 6003	Industrial Relations	3
HRM 6004	Training and Development	3
HRM 6005	Conflict Management and Negotiation Skills	3
HRM 6006	Strategic Human Resource Management	3
HRM 6007	Leadership and Teamwork	3
HRM 6008	Performance Appraisal Systems	3
HRM 6009	Human Resources Management Systems	3
HRM 6010	Corporate Governance	3

**Specialization in GLOBAL BUSINESS (any four)**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
IB 6001	International Trade Operations	3
IB 6002	International Business Law	3
IB 6003	Cross Cultural Issues and International Business Negotiations	3
IB 6004	International Financial Management	3
IB 6005	International Competitiveness	3
IB 6006	International Marketing and Strategic Issues in Global Marketing	3
IB 6007	International Financial Markets and Investment Banking	3
IB 6008	Value Chain Management	3
IB 6009	Nation Branding	3
IB 6010	Global Politics	3

**Specialization in MARKETING (any four)**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
MKT 6001	Consumer Behavior	3
MKT 6002	Value Chain Management	3
MKT 6003	Brand Management	3
MKT 6004	Marketing Management	3
MKT 6005	Strategic Marketing	3
MKT 6006	Marketing in the Digital Age	3
MKT 6007	Global Marketing	3
MKT 6008	Marketing Research	3
MKT 6009	Societal Marketing	3
MKT 6010	Integrated Marketing Communication	3

**Specialization in ACCOUNTING (any four)**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
ACT 6001	Financial Accounting	3
ACT 6002	Cost and Management Accounting	3
ACT 6003	Auditing	3
ACT 6004	Taxation	3
ACT 6005	Accounting Information Systems	3
ACT 6006	Multinational Accounting	3
ACT 6007	Accounting Theory	3

**Specialization in TOURISM AND HOSPITALITY MANAGEMENT (any four)**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
THM 6001	Tourism Planning and Development	3
THM 6002	Hospitality Sales and Management	3
THM 6003	Tourists Behavior	3
THM 6004	Destination Marketing	3
THM 6005	Tourism Impact and Sustainability	3
THM 6006	Tourism Research	3
THM 6007	Introduction to Tourism Industry	3

## SEMESTER-WISE DISTRIBUTION OF COURSES

### First Semester

Course Code	Course Title	Credit Hours
BUS 5001	Legal Environment of Business in Bangladesh	3
BUS 5002	Business Communication	3
ECO 5001	Managerial Economics	3
STA 5001	Statistics for Business	3
<b>Total Credits</b>		<b>12</b>

### Second Semester

Course Code	Course Title	Credit Hours
MGT 5001	Fundamentals of Management	3
MKT 5001	Principles of Marketing	3
FIN 5001	Principles of Finance	3
ACT 5001	Accounting Principles and Practices	3
<b>Total Credits</b>		<b>12</b>

### Third Semester

Course Code	Course Title	Credit Hours
BUS 5007	Managing Social Enterprise	3
HRM 5001	Human Resources Management	3
BUS 5004	Global Business Environment	3
	Specialization Course -1	3
<b>Total Credits</b>		<b>12</b>

### Fourth Semester

Course Code	Course Title	Credit Hours
	Specialization Course -2	3
	Specialization Course -3	3
	Specialization Course -4	3
	Project & Viva-Voce	3
<b>Total Credits</b>		<b>12</b>