

# THE GRADUATE HANDBOOK

A Compilation of Information for MBA, EMBA & MBM Programs



**MBA**

**EMBA**

**MBM**

**EAST WEST UNIVERSITY**



# **COURSE CATALOG**

**Master of Business Administration (MBA)**

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

**Master of Bank Management (MBM)**



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

# COURSE CATALOG – 2015

Published By

**Office of the Coordinator**

Graduate Studies (MBA, EMBA & MBM Programs)  
Department of Business Administration  
East West University  
Plot No-A/2, Main Road, Jahurul Islam City,  
Aftabnagar, Dhaka-1212, Bangladesh  
Tel: 09666775577 (Ext 146 & 240),  
Fax: +880-2-8812336, E-mail: info@ewubd.edu  
URL: <http://www.ewubd.edu>

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# East West University: A Profile

## Mission Statement

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

## History

The idea of establishing a private university to provide quality education at an affordable cost in Bangladesh was first mooted by a group of prominent academics, business leaders, professionals and education enthusiasts led by Dr. Mohammed Farashuddin. With this end in view, this group formed a non-profit, non-political, charitable organization called Progoti Foundation for Education and Development (PFED). East West University is its first major project. Members of the Board of Directors of the University are: Mr. Jalaluddin Ahmed, Mr. Nowshad Shamsul Arefin (in place of Marhum 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 Dr. M. Moslehuddin, Mr. Shelley A. Mubdi, Mr. M.A. Mumin, Dr. Khalil Rahman, Mr. H.N. Ashequr Rahman and Mrs. Razia Samad.

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

## Accreditation and Collaboration

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

- Pace University, New York, USA
- Suffolk University, Boston, USA
- Southern Illinois University at Carbondale, USA
- University of Luton, Bedfordshire, England, UK
- University of Fukui, Fukui City, Japan

EWU has also entered into collaboration agreements with a number of other well-known universities in the USA, UK and Australia.

## Location

The permanent campus of East West University is located in Aftabnagar, Rampura on the Progoti Sarani close to BTV Bhaban on 7.4 bighas of land. Total floor area of the 9 storied university complex is 4,58,957.04 sft. with modern facilities.

East West University has also bought 594.75 decimals (5.95 acres) of land at Mouja Vadham, P.S. Tongi, District Gazipur. In addition, it has received an allotment of one bigha of land at Uttara from Rajuk.

## Faculties

There are currently three academic faculties:

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

There are 11 (eleven) separate Departments operating under these three faculties.



English is the medium of instruction and examination for all programs offered by EWU. The University is run on semester system; it has three full semesters in a calendar year: Spring (January - April), Summer (May - August), Fall (September - December).

## Library

East West University library has a collection of over 25,487 volumes of books and the full-text of more than 132 journals can be freely accessed by faculty members, teaching assistants, researchers, students and the staff of EWU. The EWU library has also access to more than 10,000 online journals.

## Features

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

## Labs and Amenities

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

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

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

## EWU Center for Research and Training (EWUCRT)

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

## Career Counseling Center

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

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

## Scholarships

East West University offers merit scholarships and need-based financial assistance to deserving students. Every semester the university distributes at least 8.20% of its total earnings among 20.58% or more of its students. In the year 2012-13 an estimated amount of Taka Four crore Forty two lacs are being awarded as merit scholarships and need-based financial assistance to about 1,050 students.



## Co-curricular Activities

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

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

## EWU Management

Chairperson, Board of Trustees, EWU

Dr. Mohammed Farashuddin  
 Founder Vice Chancellor, East West University and  
 Former Governor, Bangladesh Bank

Vice Chancellor

Professor Dr. Ahmed Shafee

Pro-Vice Chancellor

Professor Dr. M. Sekander Hayat Khan

Treasurer

Mr. A.Z.M. Shafiqul Alam

## Deans

Dean of the Faculty of Business and Economics

Professor Dr. Tanbir Ahmed Chowdhury

Dean of the Faculty of Sciences and Engineering

Professor Dr. Abdus Sattar

Dean of the Faculty of Liberal Arts & Social Sciences

Dr. Lutfun Nahar

## Chairpersons

Department of Business Administration

Professor Dr. Tanbir Ahmed Chowdhury

Advisor - MBA, EMBA & MBM Programs

Professor Dr. Mahfuzul Hoque

Department of Economics

Professor Dr. Mudabber Ahmed

Department of English

Dr. Moriam Quadir

Department of Social Relations

Ms. Touhida Tasnima

Department of Applied Statistics

Professor Dr. Ataharul Islam

Dept. of Electronics & Communications Engineering

Professor Dr. Gurudas Mandal

Department of Computer Science & Engineering

Dr. Shamim H. Ripon

Department of Electrical and Electronic Engineering

Dr. Halima Begum

Department of Pharmacy

Professor Dr. Chowdhury Faiz Hossain

Department of Genetic Engineering and Biotechnology

Dr. Edward Lee Organ

Department of Law

Dr. Mahfuz

Coordinator (Acting)- MBA, EMBA & MBM Programs

Mr. Omar Faruq

## Administrative Heads

Proctor

Ms. Anindita Paul

Registrar

Air Commodore Ishfaq Ilahi Choudhury, ndc, psc (Retd.)

Adviser, Students' Welfare

Mr. Nahid Hasan Khan

Chief, HR & Logistics

Mr. Mohammad Nurul Islam

Director of Finance & Accounts

Mr. Mohammad Eklas Uddin

Chief, Internal Audit Unit

Mr. Pyari Mohan Mondal

Systems Manager

Mr. Md. Ataul Islam

Librarian

Dr. Dilara Begum

Deputy Controller of Examinations

Ms. Farida Yasmin

University Engineer

Mr. M. A. Monayem

Medical Officers

Dr. Arshad Hossain

Dr. Farida Begum



# Academic Rules and Regulations

## Grading Philosophy

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

Academic progress is reported using the following grades:

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

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

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

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

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

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

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

## Grade Report

Grade reports are recorded and prepared by the Registrar's Office and mailed to guardians soon after the end of each semester. Students are solely responsible for their academic progress and should contact their academic advisors as soon as possible if their performance is unsatisfactory. Failure to maintain satisfactory progress can lead to the cancellation of financial aid, academic probation, dismissal, or other equally serious consequences.

## CGPA (Cumulative Grade Point Average)

EWU students are evaluated on CGPA (Cumulative Grade Point Average). Cumulative Grade Point Average earned by a student is the numerical value obtained by dividing the total grade points earned in a semester by the credits attempted for the semester. Only courses graded A+, A, A-, B+, B, B-, C+, C, C-, D+, D, and F are used to determine credits attempted.



In case students repeat courses, GPA and CGPA will be calculated on the basis of the grades obtained in the last attempt of the course(s) only. Grades obtained in course(s) in all examinations will be shown in the grade report.

Moreover, students who complete courses in addition to their normal credit requirements for graduation will inform the Registrar in writing about the courses, which s/he intends to declare for consideration towards the requirements for the degree.

## **Retake Policy**

A student will be allowed to retake as many courses as he/she wants, but students will be allowed to retake a particular course only once with any grade he/she earned previously.

## **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'.

The student has the sole responsibility to take the initiative in making up the requirements for the Incomplete grade as specified by the instructor. If action is not taken within one week of the commencement of the next semester, the "I" grade will automatically be converted to "F", otherwise, the "I" grade will revert to the tentative final grade (the final grade becomes an "F" if no tentative grade was assigned). In the event where the instructor from whom a student received an incomplete grade is not available, the disposition of the case involving an incomplete grade resides with the respective Dean of Faculty.

## **Withdrawals**

The grade "Withdrawal" (W) is assigned when a student officially drops a course within the date mentioned in the Academic Calendar for the semester. The amount of refund is related to the date of withdrawal as indicated in the Academic Calendar.

## **Probation**

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

## **Dismissal**

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

## **Time Limitations**

Students are allowed up to five years from the date of initial enrolment to complete their degree requirements. Under certain circumstances, the time limit may be extended upon request to the Coordinator of MBA, EMBA & MBM Programs.

## **Academic Honesty**

There is a policy of zero tolerance on cheating. Any form of cheating such as copying any document or another person's work, seeking or providing help to other students during tests, or adopting any other form of unfair means during exams, will constitute grounds for disciplinary action. Instructors are expected to use reasonably practical means of preventing and detecting cheating. Any student found to be cheating will be reported to the Dean of concerned faculty by the relevant faculty member for disciplinary action.

## **Leave of Absence**

Leave of absence or dropping a semester may be granted for up to three semesters to a student in good academic standing (not to those on academic probation or subject to dismissal). A student applying for a leave of absence must give a definite semester for re-registration and must register in the following semester, immediate after the leave period. A leave of absence is granted through the Dean of Concerned Faculty.

However, if a student after completing the first semester of probation (1 out of 2 semesters), asks for leave/drop, on extreme compassionate ground he/she may be granted leave/drop for the 2nd semester of probation considering his/her improved result achieved in the first semester of probation. Attending and completing the first semester of probation is mandatory for any student whatever may be the case.

A student who does not return for re-registration at the specified semester will be classified as "Officially Withdrawn" and must apply for re-admission to the Registrar.

Students who are on probation and remain absent without prior permission, may, in some special cases, be allowed leave by the Vice Chancellor maximum for one semester with his discretion with 20% penalty of 9 credits tuition fees.

Students, who are in good academic standing (CGPA 2.00 or above in Undergraduate Programs and CGPA 2.50 or above in Graduate programs), but remain absent without prior permission, may, on compassionate ground, be approved leave of absence by the Vice Chancellor with penalty as follows:

- a. Leave of absence for one semester with penalty of 20% of the 9 credits tuition;
- b. Leave of absence for two consecutive semesters with penalty of 30% of the 9 credits tuition; and
- c. Leave of absence for three consecutive semesters with penalty of 40% of the 9 credits tuition;

If the span of the unauthorized absence exceeds three consecutive semesters no permission shall be accorded and the student will be "Officially Withdrawn" from the university.

A newly admitted student, on compassionate ground, might be granted leave of absence for the first semester with a deferment fee of Tk.3,000/- (or as fixed time to time) whether he/she has applied for leave, deferment or drop/withdrawal of the first semester. Such leave of absence for the first semester would be granted by the Pro-Vice Chancellor and if the student concerned does not continue from the 2nd semester his/her admission shall be cancelled and he/she shall be dismissed from the university. Application for deferred admission will be accepted upto the last day of dropping a course/semester with 85% refund.

## Absence from Examinations

In the case where a student has been absent from the examination of any subject due to medical or humanitarian reasons, the student must notify the respective faculty member within 48 hours of the conduct of the examinations on his/her standings. The faculty member may decide to record the grade as Incomplete (I) based on the support documents provided by the student along with the application for incomplete and take a supplementary examination within the stipulated time frame given by the university. In case the reason for the absence is found unacceptable, the respective faculty member would follow the university guideline to assess the student's case and act accordingly.

## Corporate Discount

Corporate discount (20% of tuition fees waiver) will be given to the MBA, EMBA & MBM students based on the following criteria:

1. Minimum three students from a same organization enrolled in same program in same semester are eligible to apply for corporate discount.
2. At least two years of job experience (permanent jobs preferred) with the same organization.

## Charges for Certificates/Services

Sl.	Certificate/Services	Taka
1.	Migration Certificate	200.00
2.	Studentship Certificate	200.00
3.	Certificate on Medium of Instruction	200.00
4.	Duplicate Copy of Degree Certificate (In case of loss/damage)	1,000.00
5.	Change of Name (On submission of appropriate legal documents)	300.00
6.	Official Transcript	500.00
7.	Official Transcript(Urgent)	700.00
8.	Provisional Certificate	500.00
9.	Credit Transfer/Waiver (Per Credit)	500.00

# STATUTE

## THE EAST WEST UNIVERSITY DISCIPLINARY CODE FOR STUDENTS, 2011

### STATUTE

THE EAST WEST UNIVERSITY DISCIPLINARY CODE FOR STUDENTS, 2011

### PREAMBLE

Whereas, the East West University is a public Institution having special responsibility for providing higher education for advancing knowledge and for providing other related services to the community;

And, whereas, as a center of learning, the East West University also has obligation to maintain conditions conducive to freedom of inquiry and expression to the maximum degree with the orderly conduct of its functions;

And whereas, admission to the East West University carries with it the presumption that students will conduct themselves as responsible members of the Academic Community and as a condition of enrollment all students assume responsibility to observe standards of conduct that will contribute to the pursuit of academic goals and to the welfare of the academic community;

And whereas it is expedient to frame Code of conduct for maintaining and upholding the standards of conduct of students of the East West University;

And, now therefore, under the strength of section 37 of the Private University Act, 2010 the East West University makes the following **Statute**:

#### 1. TITLE

This statute shall be called "The East West University Disciplinary Code for Students, 2011".

#### 2. DEFINITIONS

- 2.1 **'University'** means East West University.
- 2.2 **'Code'** means the East West University Disciplinary Code for Students, 2010.
- 2.3 **'Vice Chancellor'** means the Vice chancellor of East West University including Acting Vice Chancellor.
- 2.4 **'Registrar'** means the Registrar of East West University.
- 2.5 **'Proctor'** means the Proctor of East West University.
- 2.6 **'Prosecutor'** means an employee of the University appointed by the Proctor to conduct the case for and present the evidence on behalf of the University at the Student Disciplinary Committee.
- 2.7 **'Board of Trustees'** means the Board of Trustees of East West University.
- 2.8 **'Syndicate'** means the Syndicate of East West University.
- 2.9 **'Teacher'** includes any person of any grade or status providing teaching or is employed to teach by the university or under the authority of the university whether remunerated or not, and/or any other person who is recognised as teacher by the university.
- 2.10 **'Officer'** means any officer of the university.
- 2.11 **'Employee'** means a permanent or temporary employee of the University.
- 2.12 **'Student'** means any person, who at the time of the alleged misconduct is or was.
  - (i) registered for a qualification listed in the University's calendars, or
  - (ii) taught or evaluated on any University premises by an employee or someone contracted by the University for that purpose, or
  - (iii) any other person who is deemed to be student of the University for the purpose of this Code as per notification of the University.



- 2.13 **'Disciplinary Committee (DC)'** means a committee of East West University constituted under Section-28 of the Private University Act, 2010, to adjudicate charges of misconduct relating to students.
- 2.14 **'Disciplinary Appellate Authority'** means the Syndicate to consider appeals from decisions of the Disciplinary Committee.
- 2.15 **'University premises'** includes any premises or building which is the property of the University or is controlled and/or occupied on rented basis or otherwise for hour(s) or day(s) by the University for University activities including regional offices, centers and examination venues.
- 2.16 **'Unfair or Illegal means'** includes
- i) Communicating or attempting to communicate verbally or otherwise any information relating to an examination by a student with any other examinee or examinees in the examination hall.
  - ii) Possession of any written unauthorized cheat/paper/ book(s)/materials/means and/or any unauthorized aid(s) related to the subject of examination, at anytime during the examination.
  - iii) Copying or attempt to copy from other examinee(s) or resorting to any other unfair means.
  - iv) Arrogant behaviour or use of insolent or indecent language to any person in the exam hall.
  - v) Unauthorized possession of or attempt to possess examination script or question(s) anytime before the specified time of a particular examination.
  - vi) Influencing or attempting to influence any person(s) involved with the examination to allow/give undue advantages or benefits to self or any other person(s).
  - vii) Appearing in the examination through a proxy or becoming a proxy for any examinee
  - viii) Collecting or attempting to collect from outside, any exam related materials.
  - ix) Any use of cell-phone or any other unauthorized electronic device(s) or Code/sign/symbol etc. related to the examination, anytime during the examination.
  - x) Intentionally or negligently assisting another student during the examination.
  - xi) The removal or attempted removal from an examination room of any examination book or writing paper supplied by the University for the purposes of answering an examination.
  - xii) The use of a false name, identity number or student number in an examination.
  - xiii) The commission of any other fraudulent or dishonest practice whereby a student, whilst being examined by the University, seeks to mislead or deceive the examiner or the examination officer.
  - xiv) submission for examination as own work any matter that has been copied, reproduced or exacted in whole or in part from the work of another student or any other person, or which is substantially the same in whole or in part as the work of another student or any other person, or otherwise committing an act of plagiarism.
  - xv) Aiding, abetting or assisting any other student in 'adopting unfair means' in any examination.
- 2.17 **'Examination'** includes all assessments, whether written, oral or practical, unseen or assignment or research based, of a student's performance organized and/or conducted in the name of the University.
- 2.18 **'Duration of Examination'** means the time when the answer book or the question paper or the assignment whichever is earlier has been made available to the student till it is declared the end.
- 2.19 **'Sexual Harassment'** means sexual harassment as defined in para-4 of the High Court's Directives given against Writ Petition No.5916 of 2008 (Please see Annexure-A for the said Directives). These Directives, hereinafter, will be referred to as the High Court's Directives.

### 3. GENERAL PRINCIPLES AND RULES

- 3.1 The Student Disciplinary Code is aimed at

- 3.1.1 upholding the name and reputation of the University
- 3.1.2 maintaining order, discipline, safety and security at the University
- 3.1.3 ensuring the integrity of the academic processes of the University
- 3.1.4 assuring the quality of the assessment processes at the University
- 3.2 The general supervision and control of students' discipline at the University vests with the Proctor and are administered in terms of this Disciplinary Code of the University.

### 3.3 **Applicability**

This Code will be applicable to conducts and discipline of the students of East West University provided that if a student is accused of 'sexual harassment', without prejudice to amenability of the said student to the High Court's Directive/enactment the said student shall, for the purpose of inflicting punishment under this Code, be deemed to be guilty of misconduct under this Code on being determined to have committed 'sexual harassment' under the High Court's Directives or any policy/guidelines/order for the time being in force or any law in this regard that may be in place.

## 4. **MISCONDUCT**

- 4.1 Misconduct: Any conduct of a student that contravenes the Disciplinary Code and/or negatively impacts on the goals of the Code may be regarded as misconduct and subject to disciplinary measures.
- 4.2 A student is guilty of misconduct if she/he:
  - 4.2.1 With specific regard to assessments, takes recourse to adopting illegal means as defined in para 2.16.
  - 4.2.2 intentionally or negligently contravenes or subverts, or attempts to contravene or subvert, or assists, encourages or persuades any other person to contravene or subvert this Code, any regulation or rule or instruction of the University;
  - 4.2.3 refuses or fails to comply with a lawful instruction or request of an employee of the University authorized to give such instruction or make such request, or acts contrary to such instruction or request;
  - 4.2.4 conducts in a manner that intentionally and substantially obstructs or disrupts teaching or freedom of movement or other lawful activities on university premises or in connection with any university- sponsored event or activity and is not constitutionally and/or legally protected.
  - 4.2.5 commits any crime whilst on University premises (for the purpose of this clause no adjudication order of the court of law in respect of the alleged crime in question is required);
  - 4.2.6 intentionally or negligently misuses, damages, defaces, destroys or alienates, or without authorization uses any space, building, furniture or equipment, computer, vehicle, notes, documents or any other thing owned or controlled by the University or by any employee of the University, or by any registered student of the University;
  - 4.2.7 intentionally or negligently mismanages and/or misappropriates University funds;
  - 4.2.8 brings intoxicating liquor or substance into the premises of the University and/or consumes or abuses intoxicating liquor or substance and/or is under the influence of such liquor while on University premises;
  - 4.2.9 brings an illegal dependence-producing drug and/or controlled substances under the Narcotics Control Act, 1990 (Act No. XX of 1990) onto the premises of the University, or is found to be in exclusive possession of such illegal substance or is under the influence of such substance whilst on the premises of the University;
  - 4.2.10 smokes anywhere within the university premises.
  - 4.2.11 brings into or stores on university premises a firearm, other dangerous weapon of any kind, and/or any kind of harmful chemicals and/or explosives.
  - 4.2.12 brings onto or stores on University premises any kind of fuel that cannot reasonably be shown to be required for the operation of a motor vehicle or any device allowed to bring by the University.



- 4.2.13 sexually (as defined in para-4 of the High Court's Directives shown in Annexure -A to this code) or otherwise harasses any person whilst on University premises.
- 4.2.14 commits any sexual and/or indecent activities, whether voluntarily or involuntarily, or whether forcible or nonforcible, or whether with consent or without consent of the counterpart, within the university premises.
- 4.2.15 commits any other act on University premises, which is indecent and/or racist and/or endangers or is likely to endanger health, welfare or safety of other person and/or prejudices or is likely to prejudice honour, dignity, rights, privileges or property of other members of the academic community, staff/employee of the university and visitors to the campus.
- 4.2.16 initiates or associates or assembles or engages in any student organization or living group, or any pastime or amusement engaged in with respect to an organization or living group, that causes or is likely to cause bodily danger or physical harm, or serious mental or emotional harm, or humiliation by ritual act, or sleep deprivation, or forcible participation in any philosophical or religious or cultural or political activities, to any student or any other person attending the university, and/or that causes or is likely to cause voluntary participation in any political activities resulting in division in the unity, amity or tranquility of the academic community.
- 4.2.17 unlawfully expresses, publishes or disseminates in speech, writing, print or other medium on University premises any views, beliefs or ideology that would infringe upon the dignity or other human rights of any student or groups of students, or any employee of the University, or person invited by the University as a guest of the University.
  - 4.2.18 commits any act(s) bullying other student(s).
- 4.2.19 without the written permission of the Vice Chancellor uses the name of the University, or uses or displays the logo of the University
- 4.2.20 convenes an assembly on University premises without obtaining the prior consent of the Vice Chancellor (or the person duly authorized by her/him) or the management of the regional center, or attends a gathering prohibited by the Principal and Vice Chancellor or the management of the regional center
- 4.2.21 knowingly makes a false statement about the University in any media or anywhere or otherwise intentionally provides materially false information to anyone in or outside the University about the University or any matter thereof
- 4.2.22 intentionally or negligently tenders or presents to any teacher/employee of the University any document, record or evidence which she/he knows or ought reasonably to know to be false or forged and which causes or has the potential to cause prejudice to the administrative, financial or academic interests of the University
- 4.2.23 accepts or offers a bribe from/to students, employees or any other official of the University
- 4.2.24 reproduces or transmits in any form or manner, whether electronically or mechanically (including photocopying and faxing), any study guide, book, thesis, dissertation, article, examination paper, lecture, printed tutorial matter or any other study aids in respect of which copyright exists, unless the copyright owner's permission for the reproduction or transmission is obtained
- 4.2.25 contravenes the provisions of the Copyright Infringement and Plagiarism Policy of the University
- 4.2.26 neglects or refuses to return library material borrowed from the University library
- 4.2.27 behaves in any way that leads or may lead to the consequences, which were or should reasonably have been foreseen at the time when such behavior occurred, impairing and/or prejudicing and/or impeding the good name and reputation of the University or the maintenance of order, discipline and security at the University or the process of tuition, research and administration and general University activities.
- 4.2.28 creates or causes to create any forged/false certificate or any other forged/false documents/papers and or possesses, use, deals with or submit the same with the university or resorts to any fraudulent means.



- 4.2.29 is convicted by any competent court of law for committing any criminal offence off-campus against the law of the People's Republic of Bangladesh, which in judgment of the university significantly affects the interest of the university.
- 4.2.30 commits or causes to commit physical or sexual harm/abuse or harassment or sexual/indecent assault to any student, staff or employee of the university outside university premises.
- 4.2.31 commits or causes to commit physical or sexual harm/abuse or harassment or sexual/indecent assault to any 3rd party while the said student is on tour or act as a representative of the university, whether in abroad or inside the country.
- 4.2.32 violates any instructions of any teacher, officer or employee under whose command the said student is sent on duty, assignment or tour for academic purpose or otherwise, in abroad or inside the country.
- 4.2.33 commits or causes to commit any private or public nuisance, disturbance or sound pollution, or raving, or raging within university premises including hostel(s) of the university.

## 5. COMPOSITION AND TERMS OF REFERENCE OF THE DISCIPLINARY COMMITTEE (DC)

5.1 **Composition:** As per section 28(1) of the Private University Act, 2010 there shall be a Disciplinary Committee comprising as follows:

- a. **Chairperson :** One member of the Board of Trustees nominated by the Board
- b. **Members :**
  1. Vice Chancellor
  2. All Deans
  3. One Chairperson nominated by the Syndicate
  4. Registrar
  5. Proctor - Member - Secretary

### 5.2 Terms of Reference:

- 5.2.1 **Jurisdiction:** The Disciplinary Committee is authorized to deal with and adjudicate any offence(s) of misconduct under this code; but implementation of its disposal/recommendation is subject to the approval of the Syndicate.
- 5.2.2 **Assembly:** The Disciplinary Committee may assemble any time as and when required and be convened under para-9, but in exceptional circumstances to be recorded in writing, the Vice Chancellor may convene its meeting by a 6 hours notice.
- 5.2.3 **Quorum:** Presence of 5 (five) members of the Disciplinary Committee shall constitute the Quorum of a meeting of the Disciplinary Committee.
- 5.2.4 **Hearing:** The Disciplinary Committee will hear the case as per the General Procedure laid down in para- 12 of this code.
- 5.2.5 **Arriving at Decision/Disposal:** The Disciplinary Committee shall follow the steps laid down in para-11.5 of this code.
- 5.2.6 **Award of Punishment:** Where applicable the Disciplinary Committee is authorized to award any or combination of the Punishments within the Scale of Punishments mentioned in para-13 of this code.

### 5.3 Absence of Disciplinary Committee Members

- 5.3.1 If at any stage during the sitting of the Disciplinary Committee a member of the Committee is no longer able to participate in the proceedings or is absent for any reason, the hearing will continue, provided that the Committee has the quorum.
- 5.3.2 In all other cases, the hearing should be terminated and will commence de novo.

### 5.4 Chairperson to Determine Procedures

Subject to the provisions of this Code, the procedure adopted at the Disciplinary Committee is determined by the Chairman of the Disciplinary Committee.

## 6. LODGING COMPLAINT

- 6.1 Any person may lodge a complaint against a student for committing misconduct/misconducts, with the Proctor within three months from the last date of commission of the said misconduct/misconducts or from the date of knowledge thereof, whichever is later.

- 6.2 In proper cases, the registrar may direct his subordinate to lodge a complaint with the Registrar in respect of a misconduct as to which the Registrar has information and in such case the Registrar may send the complaint to the Proctor for investigation and report.
- 6.3 The said person lodging complaint must state the facts as to misconduct(s) of the accused student with clarity enclosing therewith all documents available at the relevant time. Any document reasonably available at the relevant time shall not be accepted in the proceeding subsequent to lodging the said complaint.
- 6.4 After receiving a complaint the Proctor shall forthwith verbally report the matter to the Vice Chancellor and shall conduct an immediate investigation of the complaint except the offence(s) of sexual harassment, in the manner specified in para 7.1 and 7.2.
- 6.5 In case of Sexual Harassment the Proctor shall refer the complaint without investigation, to the Complaint Committee on Sexual Harassment for action under para-8 and 10 of the High Court's Directives (Copy enclosed as Annexure-A).
- 6.6 The Prosecutor  
The Registrar in consultation with the Vice Chancellor shall appoint any assistant proctor or an officer as a prosecutor to present the case for the University before Disciplinary Committee.

## **7. PROCEDURE IN THE CASE OF A COMPLAINT OF MISCONDUCT NOT RELATED WITH SEXUAL HARASSMENT**

- 7.1 Notification of the Complaint
  - 7.1.1 In case of any offence(s) other than that of sexual harassment the Proctor shall, by registered post, formally serve a written notice containing an accusation/complaint or allegation in the form of charge(s), to the accused student or a person authorized by her/him to receive such complaint asking for a written reply of the accused student within 10 days of the issue of the notice.
- 7.2 **Investigation**
  - 7.2.1 The Proctor thereafter, shall conduct an investigation into the accusation, complaint or allegation.
  - 7.2.2 For investigation purpose the Proctor will take the written evidence of all probable eye witnesses, take into consideration the documentary and circumstantial evidence as and when applicable and may also examine the witness(s) or relevant person(s) to elicit the truth.
  - 7.2.3 After completion of the investigation the proctor must submit the investigation report to the Vice Chancellor within 21 days of the receipt of the complaint by the Proctor.
  - 7.2.4 The report must contain the written statements of all the witnesses duly signed by each, the documentary and circumstantial evidence/proof followed by '**Findings**' and '**Recommendations**' based thereon.
  - 7.2.5 If the report finds anybody guilty the Proctor must submit with the report, a **Charge Sheet** against him/them briefly giving the particulars of offence(s) or act(s) of misconduct committed (alongwith the place, date and time of commission).

## **8. PROCEDURE IN CASE OF COMPLAINT RELATED WITH SEXUAL HARASSMENT**

The 'Complaint Committee' will deal with and investigate any complaint related with Sexual Harassment in the manner described in para-8 and 10 of the High Court's Directives (enclosed as Annexure-A) and submit its report with specific recommendation(s) to the Vice Chancellor within the time stipulated in the Directives.

## **9. SUBMISSION OF INVESTIGATION REPORT TO THE VICE CHANCELLOR AND ACTION BY THE VICE CHANCELLOR**

After receiving the investigation report from the Proctor or the Complaint Committee on Sexual Harassment, as the case may be, the Vice Chancellor will endorse his remarks on it and send the same within 3 days of the receipt, to the Proctor for subsequent necessary action accordingly.

## 10. CONVENING OF THE MEETING OF THE DISCIPLINARY COMMITTEE

If the Vice Chancellor's endorsement is in favour of proceeding the case against the student(s), the Proctor (as Member Secretary), in consultation with Chair, Disciplinary Committee, shall convene meeting of the Disciplinary Committee for disposal of the case giving at least 7 days Notice generally.

## 11. NOTICE TO THE ACCUSED STUDENT(S)

11.1 When proceedings against a student/students are instituted in terms of 9 above, the Proctor on behalf of Disciplinary Committee will give the student concerned not less than 7 days notice in writing of the date, time and place of the hearing by the Disciplinary Committee along with full description of the charges and the provision of the Code regarding misconduct for breach of which the proceeding has been initiated.

### 11.2 **The Notice under this rule will inform the student:**

11.2.1 that proceedings under the Disciplinary Code are to be instituted against her/him and that a copy of the Code is available for inspection in the Office of the Registrar,

11.2.2 of the Rule that the student is alleged to have breached and/or the act(s) of misconduct that the student is alleged to have committed. The Notice must set out the charge with sufficient particularity to enable the student to prepare for her/his defense,

11.2.3 of her/his right to answer the charge in writing before the hearing,

11.2.4 of her/his right to attend the hearing to present her/his case, or to be represented at the hearing by another student member or an employee of the University, and

11.2.5 of her/his right if she/he is a minor or insane, to be assisted by her/his parent or guardian or, at the discretion of the Disciplinary Committee, to be assisted by any other person appointed by such parent or guardian, provided that nothing contained in this Rule renders the conduct of the Disciplinary Committee void if the student is not so assisted on the date set for the hearing.

### 11.3 **Service of Notice**

11.3.1 Service of any written notice and the furnishing of particulars in terms of this Code will be by registered post to the residential address given either on the application form completed by the student for the purpose of admission or registration or on any later written notice submitted by the student to the University of a change of address.

### 11.4 **Suspension**

11.4.1 Generally, no student will be suspended from the University before a hearing is held. However, in appropriate cases, the Registrar in consultation with the Vice Chancellor, may, by service of Notice to the student(s), prohibit such student from:

- (i) entering into the premises of the University, or any part thereof, and/or
- (ii) exercising a right or privilege resulting from her/his enrolment as a student.

11.4.2 A temporary suspension in terms of paragraph 6.6.1 remains in force until the disciplinary proceedings in terms of this Code have been completed.

11.4.3 The suspended student may make written representations to the Vice Chancellor within five days of receipt of written notice of her/his suspension, advancing reasons why she/he should not be suspended.

11.4.3.1 The Vice Chancellor may at her/his discretion revoke a suspension at any time, provided that, notwithstanding such revocation, further steps may be taken to proceed with the disciplinary hearing on the charge of misconduct against the student.

11.4.3.2 The Vice Chancellor may, at her/his discretion, also confirm the suspension.

### 11.5 **Decisions of the Disciplinary Committee**

11.5.1 At the conclusion of the evidence, the Committee decides, in light of all the evidence available, whether or not the student is guilty of the misconduct, as charged.



11.5.2 A finding of guilty will only be returned if:

11.5.2.1 The misconduct charged has, in the opinion of the Committee, been proved on a balance of probabilities; or

11.5.2.2 the student has freely and voluntarily admitted guilt and the Committee is satisfied that there is evidence from the accused or from another source to substantiate the admission. Should the Committee not be satisfied with the evidence presented, it may of its own accord call for further evidence to be led in respect of the charge.

11.5.3 If the Committee does not find the student guilty as provided for under para-11.5.1, the student is acquitted of the charge.

11.5.4 The decision of the Disciplinary Committee is determined by a majority vote of the members present.

11.5.5 In the event of an equality of votes, the Chairman of the Disciplinary Committee has a casting vote in addition to her/his ordinary vote.

### **11.6 Student's Absence from Hearing before the Disciplinary Committee**

If a student charged with misconduct does not attend her/his disciplinary hearing before the Disciplinary Committee, such hearing proceeds in her/his absence and the proceedings of the Disciplinary Committee are not invalid as a result thereof.

### **11.7 Obstruction of Proceedings**

If a student charged with misconduct interferes with or obstructs any proceedings of the Disciplinary Committee or refuses to carry out an instruction of the Chairperson of such Committee, such student may be ordered by the Chairperson to withdraw from the proceedings, which may then continue in her/his absence.

### **11.8 Record of Proceedings**

The Registrar appoints a person as a prosecutor to record, by means of tape recording or in writing, the proceedings of the Disciplinary Committee and all the evidence tendered. Such a person is not a member of the Disciplinary Committee.

### **11.9 Safekeeping of the Record of Proceedings**

11.9.1 All documents and tape recordings, pertaining to a disciplinary matter, will be kept in safe custody by the Registrar. A student is, however, entitled to receive copies of such documents and tape recordings at her/his own expense.

11.9.2 Such documents and tape recordings will be held by the University for a period of three years after a matter has been finalized.

## **12. GENERAL PROCEDURES AT THE HEARING OF A CHARGE OF MISCONDUCT**

12.1 In the interest of transparency, all hearings are open meetings unless the Chairperson of the Disciplinary Committee is persuaded by the circumstances of the case to direct that the hearing be closed to the University community/public.

12.2 The prosecutor leads evidence against the accused student and generally conducts the case for the University.

12.3 The Disciplinary Committee allows the student(s) or such person representing the student(s) a reasonable opportunity to present a defence and to answer the charges.

12.4 Both the prosecutor and the accused student(s) are allowed to adduce all relevant evidence and call witnesses and to examine and cross-examine witnesses, as appropriate.

12.5 The Disciplinary Committee may also ask the witnesses questions for clarity or eliciting the truth.

- 12.6 The Disciplinary Committee may further, of its own accord, call for evidence that it may deem relevant to a determination of the issue(s) before it.
- 12.7 The hearing of the Disciplinary Committee is conducted in an informal manner, according to the principles of natural justice and with due regard for the rights of the accused student. No accused student will be prejudiced by reason of a failure to comply with the rules of procedure or rules of evidence as applied in the ordinary courts.
- 12.8 If the student is a minor or insane, no disciplinary action(s) will be taken against that student before her/his parent or guardian has also been informed in writing of her/his alleged misconduct and has been given a proper opportunity to make a written statement and, if she/he so wishes, to appear before the Disciplinary Committee in person.

### **13. PUNISHMENT**

- 13.1 If a student is found to be guilty of misconduct/misconducts, the Disciplinary Committee may, given consideration to the gravity of the misconduct/misconducts, award any or combination of punishments set out below:
- (i) A written reprimand and/or warning;
  - (ii) Expulsion from the examination hall;
  - (iii) Expulsion from the examination of that course/paper/ subject concerned;
  - (iv) Expulsion from the examination hall and debarring from sitting in the examinations of the remaining papers/ courses/subjects;
  - (v) Cancellation of the examination of that paper/course/ subject;
  - (vi) Cancellation of examination(s) of all papers/courses/ subjects;
  - (vii) Expulsion from the university for a term from one semester to forever depending on the gravity of the offence committed;
  - (viii) Seizure of cell-phone or electronic devices concerned or unauthorized material;
  - (ix) Revocation of a degree, diploma or other qualification of a student(s) obtained from the University in an improper manner;
  - (x) Cancellation of admission or denial of a right or privilege resulting from enrolment as a student at the University;
  - (xi) A fine to the extent twice the tuition fee for three semesters of study of the qualification for which the student is registered;
  - (xii) Payment of compensation or requiring the accused student to repair the damage caused by her/his misconduct;
  - (xiii) Denial of the right or privilege to register for a particular study module or course or program offered by the University.

### **14. IMPLEMENTATION OF DECISION(S) OF THE DISCIPLINARY COMMITTEE**

- 14.1 **If the Disciplinary Committee finds an accused student:**
- 14.1.1 guilty, the student is notified by the Registrar in writing of the finding and the punishment(s) imposed by the Disciplinary Committee. In the Notice, the student is further informed of her/his right to appeal against the finding(s) and/or the punishment(s) imposed;
  - 14.1.2 not guilty, the student is notified in writing of the finding of the Disciplinary Committee.
  - 14.1.3 if the student is a minor or insane, no disciplinary measure(s) will be taken against that student before her/his parent or guardian has also been informed in writing of her/his alleged misconduct and has been given a proper opportunity to make a written statement and, if she/he so wishes, to appear before the Disciplinary Committee in person.



## 15. DISCIPLINARY APPEAL

- 15.1 If the accused student found guilty is aggrieved by the order of the Disciplinary Committee he may file appeal before the Syndicate against the finding of guilt or punishment or both.
- 15.2 If the victim of the accused student is aggrieved by the order of the Disciplinary Committee he may file appeal before the Syndicate against the order passed by Disciplinary Committee, for enhancement of punishment. The victim shall not have right to appeal against the order of acquittal of the accused student. The victim neither shall have right to appeal for securing expulsion of student from the university forever.

## 16. POWERS OF THE DISCIPLINARY APPELLATE AUTHORITY (SYNDICATE)

- 16.1 The Syndicate is responsible for the hearing of appeals in respect of the decisions of the Disciplinary Committee whether based on factual findings, matters relating to procedure and/or the sanctions imposed.
- 16.2 The Syndicate has the powers to approve, review, reverse, nullify or replace decisions of the Disciplinary Committee in all respects, and can also order that hearings be held de novo except expulsion of a student forever and reversing the order of acquittal.
- 16.3 Presence of 7 members of the Syndicate will form the Quorum of the Appellate authority.

## 17. RESTRICTIONS ON APPELLATE AUTHORITY

A member of the Disciplinary Committee shall not be eligible to sit on appeal before Syndicate against the order of the Disciplinary Committee in which the said member of the Disciplinary Committee was party either in favour of university or accused student(s).

## 18. PROCEDURE OF APPEAL

### 18.1 Initiation of Appeal

A person intending to file an appeal must submit a memorandum of appeal along with order of the Disciplinary Committee setting out the grounds upon which she/he challenges the order of the Disciplinary Committee. The said person shall submit the said memorandum of appeal with Registrar within seven days from the date of receipt of the order. On receipt of the memorandum of appeal the Registrar shall place it in the next meeting of the Syndicate.

### 18.2 Functioning

The relevant provisions of paragraph Nos. 5 to 7 shall apply mutatis mutandis to the Appellate Authority.

### 18.3 General Procedures

The provisions of paragraph No.12 shall apply mutatis mutandis to the Appellate Authority.

## 19. INVIGILATOR'S POWER TO TAKE ACTION FORTHWITH IN EXAMINATION HALL

If an Invigilator finds or believes or has reasonable grounds to believe that a student has obtained unfair means or is likely to obtain unfair means in the examination hall, the Invigilator may, during the examination, expel the said student from the examination hall forthwith or may allow the said student to continue the examination on reporting the fact of unfair means adopted by the said student, to the Registrar at once. On being so reported, the Registrar in consultation with Vice Chancellor, shall expel/bar the said student promptly in writing and or initiate legal proceeding under this Code. If the said student is expelled forthwith under this paragraph, a fresh examination on the said subject immediately be arranged for the said student on his acquittal, if any, by Disciplinary Committee. If the said student is allowed to continue the examination on spot, the result of the student shall be subject to the order of Disciplinary Committee or Syndicate, as the case may be.



## **20. EDUCATING THE STUDENTS ON THIS CODE**

The university shall arrange an educational session for newcomers and fresh students to enlighten them on this Code. On completion of such session, a declaration shall be obtained from the said student to the effect that she/he participated in the said session and understood the importance of the Code in letter and spirit.

## **21. REPEAL AND SAVINGS**

The East West University Disciplinary Code for Students, 2010 is hereby repealed. However, the proceeding initiated under the East West University Disciplinary Code for Students, 2010 shall continue, wherein this Code shall apply so far it is applicable. Any order, instruction (specifically Annexure A of the East West University Disciplinary Code for Students, 2010), punishment or sanction passed under the East West University Disciplinary Code for Students, 2010 shall have force notwithstanding repeal of the East West University Disciplinary Code for Students, 2010.

## **22. COMMENCEMENT OF THIS CODE**

This Code comes into effect immediately after, under the strength of section 37 of the Private University Act, 2010 it is approved by the Chancellor of East West University.



Students studying at EWU Library



## ANNEXURE - A

In the Supreme Court of Bangladesh

High Court Division

(Special Original Jurisdiction)

Writ Petition No. 5916 of 2008.

In the matter of

An application under Article 102(2) (a) (ii) of the Constitution of the People's Republic of Bangladesh.

And

In the matter of

Bangladesh National Women Lawyers

Association (BNWLA)

..... the petitioner

Versus

Government of Bangladesh and Others.

..... the respondents

Mrs. Fawzia Karim Firoze with Mrs. Seema Zahur, Ms. Rebeka Sultana and Ms. Sathi Shahjahan

..... for the petitioner.

Mr. Razik Al-Jail, DAG

.....for respondent No. 3.

Dr. Rafiqur Rahman

..... for respondent No. 7.

Mr. Mahmudul Islam

..... Amicus Curiae

Ms. Sara Hossain and Mr. Propir Neogi.

..... Intervenors

Present:

Mr. Justice Syed Mahmud Hossain

And

Mr. Justice Quamrul Islam Siddiqui

Heard on 16.10.2008, 13.11.2008, 9.3.2009, 11.3.2009. Judgment on 14.5.2009.

### Directives in the form of Guidelines:

In the backdrop of our discussion and observations made above, and in view of the inadequacy of safeguards against sexual abuse and harassment of women at work places and educational institutions whereby noble pledges of our Constitution made in so many articles to build up a society free from gender discrimination and characterized by gender equality are being undermined everyday in every sphere of life, we are inclined to issue certain directives in the form of guidelines as detailed below to be followed and observed at all work places and educational institutions till adequate and effective legislation is made in this field. These directives are aimed at filling up the legislative vacuum in the nature of law declared by the High Court Division under the mandate and within the meaning of article 111 of the Constitution.

**1. Extent. These guidelines shall apply to all work places and educational institutions in both public and private sectors within the territory of Bangladesh.**

**2. Aims and objectives.**

The aims and objectives of these guidelines include-

- (a) to create awareness about sexual harassments;
- (b) to create awareness about the consequences of sexual offences;
- (c) to create awareness that sexual harassment is punishable offence.

**3. Duties of employers and authorities.**

Since it is the duty of all citizens and public servants to observe the Constitution and the laws, and since the Constitution of the Republic in several articles ensures gender equality and the State's firm and consistent stand against all sorts of discrimination on the ground of sex, and since the Constitution ensures equal rights of women with men in all spheres of the State and public life and contemplates equality before law and right to equal protection of law, it shall be the duty of the employers and other responsible persons in work places, and the authorities of all educational institutions to maintain an effective mechanism to prevent or deter the commission of offences of sexual abuse and harassment, and to provide effective measures for prosecution of the offences of sexual harassment resorting to all available legal and possible institutional steps.

**4. Definition.**

i) **Sexual Harassment includes-**

- a. Unwelcome sexually determined behaviour (whether directly or by implication) as physical contact and advances;
- b. Attempts or efforts to establish physical relation having sexual implication by abuse of administrative, authoritative or professional powers;
- c. Sexually coloured verbal representation;
- d. Demand or request for sexual favours;
- e. Showing pornography;
- f. Sexually coloured remark or gesture;
- g. Indecent gesture, teasing through abusive language, stalking, joking having sexual implication.
- h. Insult through letters, telephone calls, cell phone calls, SMS, pottering, notice, cartoon, writing on bench, chair, table, notice boards, walls of office, factory, classroom, washroom having sexual implication.
- i. Taking still or video photographs for the purpose of blackmailing and character assassination;
- j. Preventing participation in sports, cultural, organizational and academic activities on the ground of sex and/or for the purpose of sexual harassment;
- k. Making love proposal and exerting pressure or posing threats in case of refusal to love proposal;
- l. Attempt to establish sexual relation by intimidation, deception or false assurance.
- m. Stalking as defined below (Added vide High Court's Directive Number-2 given in the Writ Petition Case No.8769 of 2010). Definition of Stalking: A male individual stalks a female if the male engages in a course of conduct:
  - (a) with the intention of causing sexual harassment or of arousing apprehension of sexual harassment in the female and
  - (b) that includes any of the following:
    - (i) following the females;



- (ii) contacting the female by post, telephone, fax, text message (SMS/ MMS/bloggging/ twitting), email or other electronic communication or by any other means whatsoever;
- (iii) causing an unauthorized computer function in a computer owned or used by the female or her family members;
- (iv) entering or loitering outside or near the female's place of residence or place of business or work or any other place frequented by the female;
- (v) keeping the female under surveillance;
- (vi) acting in any other way that could reasonably be expected to arouse apprehension or fear in the female for her own safety or the safety of her family members.

Exceptions:

The following lawful acts are excluded from the above definition of stalking:

- (a) the enforcement of the criminal law;
- (b) the administration of any Act of Parliament;
- (c) the enforcement of a law imposing a pecuniary penalty;
- (d) the execution of warrant;
- (e) the protection of the public revenue.

Such conduct mentioned in clauses (a) to (m) can be humiliating and may constitute a health and safety problem at workplaces or educational institutions; it is discriminatory when the woman has reasonable grounds to believe that her objection would disadvantage her in connection with her education or employment in various ways or when it creates a hostile environment at workplaces or educational institutions.

- ii) **Concerned Authority** means an authority of any educational institution or work place in both public and private sectors, which is authorised under the relevant disciplinary rules to take action in case of misconduct.
- iii) **Disciplinary Rules** mean rules prescribed by any Act or Ordinance or any other sub-ordinate legislations and include any rules framed for maintenance of discipline in any public or private institutions, organisations and work places.

## 5. Creating awareness and public opinion.

- a. In order to deter and eliminate sexual harassment and torture, and to create a safe environment for work and education, the employers/ management of all workplaces and authorities of all educational institutions will attach prime importance to the publicity and publication against sexual harassment and gender discrimination. There must be sufficient orientation before the formal classes start for a new session in educational institutions, and monthly, half yearly orientation in all workplaces and institutions;
- b. There must be arrangement for proper counselling for the concerned persons, if necessary;
- c. Awareness of the rights of female students and employees guaranteed and conferred by the Constitution and the statutes should be created by notifying in simple words the relevant provisions of the Constitution and the statutes;
- d. The educational institutions and the employers will maintain regular communication and effective consultation with the administrative authorities to create awareness among the personnel in law enforcing agencies in this regard;
- e. To prepare and publish booklets containing these guidelines and provisions of the Constitution and statutes regarding gender equality and sexual offences;
- f. To create awareness regarding fundamental rights guaranteed in the Constitution;

## 6. Preventive steps.

All employers and persons in charge of work places and authorities of all educational institutions shall take effective measures for prevention of sexual harassment. To discharge these obligations, they shall take, amongst others, the following steps:

- a. Prohibition of sexual harassment and sexual torture as defined in clause 4 above should be notified, published and circulated widely and in an effective manner;
- b. Constitutional and statutory provisions against gender discriminations and sexual harassment and punishment for the offences of sexual harassment and torture should be widely circulated;
- c. To ensure that there is no hostile environment towards women at workplaces and educational institutions, and to engender confidence and trust in women workers and students that they are not placed in a disadvantaged position in comparison to their male colleagues and fellow students.

## 7. Disciplinary Action:

Appropriate disciplinary action must be initiated in case of any falling within the definition of sexual harassment and torture in clause 4 of these guidelines.

## 8. Complaints:

Where such acts do not constitute misconduct under the disciplinary rules, an appropriate and effective mechanism must be evolved at the workplaces, and educational institutions, in both public and private sectors for record and redress of the complaint made by the victim. The following measures must be included in the complaint mechanism.

- (a) It must be ensured that the identity of the complainant and also that of the accused will not be disclosed until the allegation is proved;
- (b) Security of complainant will be ensured by the Concerned Authority;
- (c) Complaint can be lodged by the victim or through her relatives, friends or lawyers, and it can be sent by mail also;
- (d) A complainant can file the complaint with a female member of the Complaint Committee separately;
- (e) The complaint will be lodged with the Complaint Committee to be constituted as provided in clause 9 below.

## 9. Complaint Committee.

- (a) In all work places and educational institutions in both public and private sectors, the Concerned Authority will constitute a Complaint Committee in order to receive complaints, and to conduct investigation and make recommendations.
- (b) The Complaint Committee will have minimum five members and majority of the members will be women. The head of the Complaint Committee should be a woman, if available.
- (c) The Complaint Committee should have at least two members from outside the organization concerned, preferably from organizations working on gender issues and sexual abuse.
- (d) The Complaint Committees will submit annual reports to the Government on the compliance of these guidelines.

## 10. Procedure of the Complaint Committee. Normally the complaint has to be lodged with the Complaint Committee within 30 working days of the occurrence. To verify the complaint the Complaint Committee will:

- i) In case of minor harassment, if it is possible, the Complaint Committee shall dispose of the complaint with the consent of the parties involved and shall report to the Concerned Authority of the educational institution or work place in public or private sector, as the case may be.
- ii) In all other cases the Complaint Committee shall investigate the matter.





iii)

The Complaint Committee will have the power to send registered notice by mail to the parties and the witnesses, conduct hearing, gather evidence, and examine all relevant papers. In this type of complaint, apart from oral evidence emphasis should be placed on circumstantial evidence. To conduct the work of the Complaint Committee effectively the related office of the educational institutions and workplaces in both public and private sectors will be bound to extend any cooperation which is requested from them. The Complaint Committee will keep the identities of the complainant/s confidential. While recording the testimony of the complainant/s any question or behaviour which is intentionally base, insulting or harassing should be avoided. The testimony must be recorded in camera. If the complainant wants to withdraw the complaint or stop the investigation then the reason behind this has to be investigated and mentioned in the report.

The Complaint Committee shall submit the investigation report with recommendation within 30 working days to the Concerned Authority of the educational institution or work place, as the case may be. The period of 30 days may be extended up to 60 days where it is found necessary.

If it is proved that a false complaint has been filed intentionally then a report will be submitted to the Concerned Authority recommending appropriate action for the complainant/s. The Complaint Committee will take decisions on the basis of the view expressed by the majority of its members.

#### 11 **Punishment:**

The Concerned Authority may suspend temporarily the accused person (other than students) and in case of students, may prevent them from attending their classes on the receipt of the recommendation of the Complaint Committee. If the accused is found guilty of sexual harassment, the Concerned Authority shall treat it as misconduct and take proper action according to the disciplinary rules of all work places and the educational institutions in both public and private sectors within 30 (thirty) days and/or shall refer the matter to the appropriate Court or tribunal if the act complained of constitutes an offence under any penal law.

We direct that the above guidelines will be strictly followed and observed in all educational institutions and work places in both public and private sectors until adequate and appropriate legislation is made in this field.

In this judgment the expression, "woman" has been used to include a female of any age as defined in the Nari-O-Shisu Nirjaton Daman Ain, 2000.

In the result, the Rule and the supplementary Rule are made absolute with the directives in the form of guidelines described hereinbefore.

We would like to record our note of appreciation to Mr. Mahmudul Islam who assisted the Court as amicus curiae by rendering valuable assistance in the performance of the difficult task in public interest.

There is no order as to costs.

**Quamrul Islam Siddiqui, J**

I agree.



## Scholarships and Financial Aids

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

According to the provision of the Private University Act, 2010, private universities are required to provide scholarships to 6 (six) percent of their enrolled poor but meritorious students (of which 3 percent is reserved for the wards of freedom fighters). Since its inception, the founders of East West University have adopted a policy of not only not paying any profit or dividend to themselves but to use a good proportion of its operating surplus towards nurturing merit and providing financial support to students in need. In the last twelve years, the scholarships and financial aid policy adopted by East West University have become sources of great encouragement to meritorious but financially constrained students. The academic world has greeted this policy pursued by East West University enthusiastically.

Benefits to students are awarded in the following forms:

### 1. Merit Scholarships

EWU has generous merit scholarships/financial aid programs. A sum of Taka 4,42,34,142 (four crore forty two lakh thirty four thousand one hundred and forty two) only was awarded to 1050 students in 2012-2013 along. Full-year tuition waiver merit scholarships (for a maximum of one-fourth of the total credit requirement of the program for undergraduate students) were awarded to:

- (i) Top scorers in graduate admission tests with a minimum score of 75% marks: one each in MBA and Telecommunication Engineering, provided that at least 20 students get admitted to the program. The continuation of this scholarship is contingent upon maintaining a minimum CGPA of 3.50 and abiding by the rules and regulations and the University's Code of Conduct for students at all time.
- (ii) 100% free merit scholarship to the students who receive Undergraduate degree from EWU with CGPA 4.00 for maximum of two years for study in Graduate programs at EWU subject to maintenance of CGPA 3.50 at all time as a regular student, to continue the scholarship. EWU provides the same benefits under same terms and conditions to the students having first classes in both Honors and Masters from public Universities who get admission to Graduate programs on a case by case basis.
- (iii) A committee has been formed to assess and recommend for scholarship/financial aid who are from overseas and students who come from other systems.
- (iv) Top 10% students (10% of the actual number of students of each batch of each department enrolled during the immediate past year or two semesters for one year programs, whichever is applicable) of each batch of each department of undergraduate programs who have completed at least one-fourth of the total credit requirement of the program during the immediate past year with a CGPA of 3.90 and above will get full-tuition free Merit Scholarship for equal number of credits to be adjusted in the next three consecutive semesters.

On the basis of the above principle, students of graduate programs also get Merit Scholarship but requirements of credit for the scholarships vary depending on the total credits of the program and the length of the program.

In case of a batch where 6 or less students fulfill the scholarship requirement (i.e., completed at least one-fourth of the degree requirement with a CGPA of 3.90 or better), only the top student will be entitled to receive one scholarship. The award will go to the best performer among students securing CGPA 3.90 or better. For calculation of the number of scholarships in each batch, the number will be rounded up if the fraction is 0.5 or above.

Merit Scholarships are extendable, subject to fulfillment of requirement (iv) above. The Merit Scholarship will be discontinued if any student of the graduate program violates 'the East West University Disciplinary Code for students' and/or if his/her CGPA falls below 3.50. To be eligible for Merit Scholarship/Financial Aid a student of Graduate Program must earn credits as mentioned in the table below in the last three/two consecutive semesters (whichever is applicable for whom):

<b>Graduate Programs</b>	<b>Credits</b>
MBA	29
EMBA	24
MBM	29

## 2. Directors' Scholarships

A Board member may award 200% tuition fee waiver to two students (100% each) or more than two students distributing this 200% at his/her discretion in each semester or A Board member may award maximum upto 18 credits tuition fee waiver in each semester or higher as per requirement under his/her discretionary quota. The unutilized credits of any semester can be carried forward to other semester(s) within the same academic calendar year.

## 3. Financial Aid

### (a) General

At the beginning of each semester, the university considers applications on prescribed forms for the granting of financial aid to deserving students on a need-cum-merit basis.

Undergraduate applicants who have completed at least one-fourth of the total credit requirement of the program during the immediate past year with a minimum prescribed CGPA of 2.70 and with demonstrated financial need are offered financial assistance to cover part of the tuition fees.

The actual amount depends on the number of applicants and the availability of funds. This is by far the largest component of the funding support both in terms of the amount of money as well as the number of recipients. Financial assistance is also extendable on fulfillment of the above requirements.

### (b) Family Concession

When two siblings (sons and/or daughters of the same parents)/husband-wife study simultaneously at East West University, the second sibling/spouse is entitled to a half-tuition waiver. However, both must be admitted full-time into regular programs and both the sibling/husband-wife must study within the normal study time (the stipulated time for completing degree) required for the programs for which they are enrolled. The benefit commences on the date of admission of the second sibling/spouse and ceases on the discontinuation of the study of any one of them in EWU, after his/her Graduation/Dismissal/Suspension/Voluntary Withdrawal etc. or for any other reason. This benefit may extend up to the third sibling under the above-mentioned conditions.

Any one out of two siblings/spouse will be entitled to get either merit scholarship (if eligible) or half tuition fee waiver or financial aid (if eligible) whichever they prefer.

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

In case of the newly admitted students, if the first sibling/spouse can maintain the minimum CGPA of 2.70 the sibling/spouse benefit would be awarded to the second sibling/spouse provided the first sibling/spouse is not currently receiving any merit scholarship/ financial aid from EWU. When both the siblings/husband-wife (both are newly admitted students) are admitted in the first semester at a time, sibling/spouse benefit will be awarded to the second sibling/spouse without applying the credit and CGPA requirement for them in the first semester. Credit and CGPA requirement will be applicable for them from the second semester. Scholarship/Financial Aid/Sibling/spouse benefit or any other financial benefits at EWU are not awarded simultaneously. However, a winner of Merit Scholarship, may enjoy the Scholarship by surrendering the sibling/spouse or other benefit. i.e. Any one out of two siblings/husband-wife will be entitled to get either merit scholarship (if eligible) or half tuition fee waiver or financial aid (if eligible) whichever they prefer. The benefit will be awarded at the time of Registration of Courses of both the siblings/husband-wife.

### (c) Freedom Fighters' Scholarship

As a mark of respect to the valiant freedom fighters of the War of Liberation and Independence, the university reserves 3% admission quota for the wards

of freedom fighters of all categories, subject to their fulfillments of the minimum admission requirement at East West University. The university also considers maximum 100% tuition waiver scholarship to the wards of wounded, deceased and financially needy freedom fighters, subject to the fulfillment of the following requirements:

The candidate must qualify in the EWU admission test; the candidate must provide proof that his/her parent was a freedom fighter. The Tuition Fee waiver

as above will then be continued provided that the CGPA in each semester remains 2.70 or more.

To avail financial aid, undergraduate students must register for at least three courses (9 credits) in each semester. (For the students of B.Pharm. this requirement is at least four courses) Financial Aid is discontinued if any student of undergraduate or graduate program violates the East West University Disciplinary Code for students and/or if his/her CGPA falls below 2.70.

This is applicable for the beneficiaries of siblings/spouse/Freedom Fighters' Scholarship.

#### 4. Benefit for EWU Employees

If the children of the employees study at EWU, only one child of an employee will be granted 50% tuition fee waiver during the entire tenure of the employee's service at EWU subject to fulfillment of admission and all other criteria for study at EWU. Granting of this tuition fee waiver will be effective on admission of the student but its continuation will be subject to fulfillment of Financial Aid requirements.

#### 5. The Medha Lalon Fund

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

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

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

1	Sujat Ali Mazumder Scholarship	Tk. 35,000 a year
2	Anjuman Ara Begum Scholarship	Tk. 35,000 a year
3	S.M. Sahiruddin Scholarship	Tk. 35,000 a year
4	Rowshan Ara Begum Scholarship	Tk. 35,000 a year
5	Sanuwar Bakht Chaudhury Scholarship	Tk. 35,000 a year
6	Sofia Khatun Scholarship	Tk. 35,000 a year
7	Lutful Bari Md. Munsur Chaudhury Scholarship	Tk. 35,000 a year
8	Shamsunnessa Begum Scholarship	Tk. 35,000 a year
9	Sherifa Chowdhury Scholarship	Tk. 35,000 a year
10	Sherifunnesa Begum Scholarship	Tk. 35,000 a year
11	M. Mahtabuddin Scholarship	Tk. 35,000 a year
12	Chamak Chand Scholarship	Tk. 35,000 a year
13	M. Sujat Ali Scholarship	Tk. 35,000 a year
14	Shakina Khatun Scholarship	Tk. 35,000 a year
15	Mujibur Rahman Lasker Scholarship	Tk. 35,000 a year
16	Khodeza Abu Taher Scholarship	Tk. 35,000 a year
17	Moulvi Muhammad Shamsher Ali Scholarship	Tk. 35,000 a year

18	Momena Khatun Scholarship	Tk. 35,000 a year
19	Hajee Shabuddin Scholarship	Tk. 35,000 a year
20	A.B.M. Ghulam Mohiuddin Scholarship	Tk. 35,000 a year
21	Abu Ahmed Abdul Hafiz Scholarship	Tk. 35,000 a year
22	Syeda Shafer Banu Chaudhurani Scholarship	Tk. 35,000 a year
23	Abdul Kafer Scholarship	Tk. 35,000 a year
24	Habiba Khatun Scholarship	Tk. 35,000 a year
25	Alhajj Abdur Rahman-Begum Walida Rahman Scholarship	Tk. 35,000 a year
26	Justice Nurul Huda-Begum Sufia Huda Scholarship	Tk. 35,000 a year
27	M.A. Haque Scholarship	Tk. 35,000 a year
28	Abdur Rahman Scholarship	Tk. 35,000 a year
29	Abdul Jabbar Scholarship	Tk. 35,000 a year
30	Abdus Samad Scholarship	Tk. 35,000 a year
31	Dutch Bangla Bank Scholarship	Tk.27,000 a year
32	Dutch Bangla Bank Scholarshi	Tk.27,000 a year
33	Dutch Bangla Bank Scholarship	Tk.27,000 a year
34	Suraiya Farashuddin Scholarship	Tk.27,000 a year
35	Suraiya Farashuddin Scholarship	Tk.27,000 a year
36	Standard Chartered Bank Scholarship	Tk.27,000 a year
37	Standard Chartered Bank Scholarship	Tk.27,000 a year
38	Eakub H. Chowdhury Scholarship	Tk.27,000 a year
39	Eakub H. Chowdhury Scholarship	Tk.27,000 a year
40	Mercantile Bank Scholarship	Tk.27,000 a year
41	Mercantile Bank Scholarship	Tk.27,000 a year
42	East West University Scholarship	Tk.35,000 a year
43	East West University Scholarship	Tk.35,000 a year
44	East West University Scholarship	Tk.35,000 a year
45	East West University Scholarship	Tk.35,000 a year
46	East West University Scholarship	Tk.35,000 a year
47	East West University Scholarship	Tk.35,000 a year
48	East West University Scholarship	Tk.35,000 a year
49	East West University Scholarship	Tk.35,000 a year
50	East West University Scholarship	Tk.35,000 a year
51	East West University Scholarship	Tk.35,000 a year
52	Naushaba-Kalim Sharafi Scholarship	Tk.30,000 a year
53	Mutual Trust Bank Ltd. Scholarship	Tk.22,000 a year
54	Mutual Trust Bank Ltd. Scholarship	Tk.22,000 a year
55	Prime Bank Ltd. Scholarship	Tk.27,000 a year
56	Prime Bank Ltd. Scholarship	Tk.27,000 a year
57	Eastern Bank Ltd. Scholarship	Tk.27,000 a year
58	Eastern Bank Ltd. Scholarship	Tk.27,000 a year
59	TM International Bangladesh Ltd. (AKTEL)	Tk. 27,000 a year
60	Rakibur Raza Education Scholarship	Tk. 27,000 a year

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

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

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

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

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

SL	Name of Scholarship/ Financial Assistance	2008-2009		2009-2010		2010-2011		2011-2012		2012-2013	
		No. of Students	Amount Taka	No. of Students	Amount Taka	No. of Students	Amount Taka	No. of Students	Amount Taka	No. of Students	Amount Taka
1	Merit Scholarship (Place Holders + Merit Scholarship Awardees)	183	8,787,268	177	8,626,770	154	8,897,640	290	12,988,699	396	16,835,466
2	Medha Lalon Fund	62	1,605,000	65	1,692,100	59	1,734,300	84	2,525,600	88	2,736,300
3	Financial Aid	523	11,790,870	370	8,458,720	284	5,151,430	195	3,219,700	151	3,028,966
4	Half-Tuition Family Assistance	170	4,389,455	148	4,164,280	144	4,251,569	141	4,524,400	147	4,836,979
5	Director's Quota	53	2,381,797	58	2,908,186	55	2,857,710	60	2,798,304	71	3,089,298
6	Special Assistance	66	2,435,526	87	1,182,659	71	932,439	57	958,472	54	791,228
7	Freedom Fighters' scholarship	8	271,845	9	385,515	19	1,138,183	72	6,561,338	138	12,628,805
8	Divisional Quota	8	872,020	9	1,537,550	8	1,322,310	9	1,034,185	5	287,100
	<b>Total</b>	<b>1073</b>	<b>32,533,781</b>	<b>923</b>	<b>28,955,780</b>	<b>794</b>	<b>26,286,581</b>	<b>908</b>	<b>34,610,698</b>	<b>1050</b>	<b>44,234,142</b>
	Percentage (%) of net Tuition Receipts	6.30%		4.63%		3.44%		4.03%		4.70%	

\* Percentage has been calculated excluding Medha Lalon Fund

Data in table show a declining trend in terms of both the number of recipients and the amount of scholarship disbursed. This is mostly due to declining number of students meeting the criteria for such Scholarships and Financial Aid. However, these figures (i.e. number of scholarship recipients and amount of scholarship) have been increased significantly from the academic year 2011-2012 with the introduction of 100% Scholarship for the wards of Freedom Fighters, relaxation of Merit Scholarship criteria and various other pro-scholarship schemes.

# Master of Business Administration (MBA)

## The MBA Program

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

## Program Mission

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

## Objective

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

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

## Length of Program

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

## Course Load

The minimum and the maximum course load during a semester will be 6 (six) credits or 2 courses and 15 (fifteen) credits or five courses, respectively. For special cases, permission from the office of the MBA, EMBA & MBM programs will be required.

## Academic Schedule

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

## Admission Requirements

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

1. Successful completion of at least a Bachelor degree from a reputed university.
2. Minimum GPA of 2.50 in both SSC and HSC Examinations. Or, At least one first division either in SSC or in HSC. No third division is allowed. or
3. GCE "O" Level in 5 subjects and "A" Level in 2 subjects with at least 4 B's and 3 C's; or GPA 3.5 or
4. CGPA of at least 2.50 at undergraduate or graduate levels or seven points calculated on the basis of the following criteria:



5. Qualifying in a EWU admission tests or a minimum score of 550 in TOEFL and 500 in GMAT.
6. Work experience after graduation in an executive position is preferred but not essential.
7. MBA, EMBA & MBM written test will be waived to the graduates of EWU with CGPA of 3.80 and above in undergraduate level.

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

## Faculty

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

## Graduation Requirements

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

## Residency Requirement

Students must complete a minimum of 45 credits in EWU MBA Program to obtain the MBA degree.

## Transfer of Credits & Course Waivers

Both waiver and transfer may be allowed for courses completed in other university. Waiver is allowed only for foundation courses and transfer (maximum 15 Credits) may be allowed for courses which are similar to EWU courses. Detail principles for waiver and transfer are as follows:

### Waiver can be requested for

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

### Transfer can be requested for

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

Final decision on waiver/transfer will be made by the equivalence committee. All applications for transfers/waivers must be tendered within 3 days from the beginning of the first semester. The students will be required to deposit taka five hundred (Tk. 500) only for each credit of waiver/transfer as processing fee (non refundable).

## Financial Information

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

Item	Amount ( Tk.)
Admission Fee (one time nonrefundable)	15,000
Tuition Fee (per credit)	5,100
Laboratory Fee (per semester)	1,000
Library Fee (per semester)	500
Student Activities Fee (per semester)	510
<b>Estimated Total Cost* (for 60 credits)</b>	<b>3,33,060</b>

\*For waiver/transfer deduction will be made accordingly. The University preserves the right to make any change when necessary.



## Course Summary

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

Foundation Courses	: 30 Credits
Core Courses	: 15 Credits
Concentration Courses	: 12 Credits
Capstone Course	: 3 Credits

## Foundation Courses

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

MBA 501	Principles of Accounting	: 2 Credits
MBA 502	Business Math	: 3 Credits
MBA 503	Principles of Management	: 3 Credits
MBA 504	Business Statistics	: 3 Credits
MBA_505	Managerial Application of Information Technology	: 2 Credits
MBA 506	Business Communication	: 2 Credits
MBA 507	Organizational Behavior	: 2 Credits
MBA_508	Management Accounting	: 3 Credits
MBA 509	Micro Economics	: 3 Credits
MBA 510	Macro Economics	: 3 Credits
MBA 512	Legal Environment of Business	: 2 Credits
MBA 513	Business Ethics	: 2 Credits

## Core Courses

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

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

## Concentration Courses

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

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

### Bank Management

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

## Finance

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

## Human Resources Management

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

## Information Technology

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

## Management

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

## Marketing

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



## Operations Management

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

MBA 600	Strategic Management
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## Optional Offerings

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

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

## Prerequisites

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

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

## List of Courses with Description

### **BMG 504: Management of Commercial Banks**

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

Credits: 3; Prerequisite: Relevant core courses

### **BMG 505: Management of Insurance Companies**

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

Credits: 3; Prerequisite: Relevant core courses

### **BMG 506: Central Banking**

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

Credits: 3; Prerequisite: Relevant core courses

### **BMG 508: Banking Theory and Practice**

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

Credits: 3; Prerequisite: Relevant core courses

### **BMG 509: International Trade Payment and Finance**

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

Credits: 3; Prerequisite: Relevant core courses

### **BMG 511: International Finance and Banking**

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

Credits: 3; Prerequisite: Relevant core courses

### **BMG 512: Investment Theory and Merchant Banking**

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

Credits: 3; Prerequisite: Relevant core courses

### **FIN 501: Financial Management**

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

Credits: 3; Prerequisite: MBA 503, MBA 508



### **FIN 502: Investment Theory**

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

Credits: 3; Prerequisite: Relevant core courses

### **FIN 503: Intermediate Financial Management**

The course is designed to orientate students with tools and techniques that managers use for efficient running of the finance department of a corporation. After completing the course, the students are expected to learn how to manage working capital, cash & marketable securities and inventory of a corporation. The students will also learn about managing of short term financing, financial planning & control, capital structure, merger, common stock financing & investment banking. Credits: 3; Prerequisite: Relevant core courses

### **FIN 504: Financial Institutions & Markets**

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

Credits: 3; Prerequisite: Relevant core courses

### **FIN 505: International Financial Management**

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

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

### **FIN 506: Options, Futures and other Derivatives**

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

Credits: 3; Prerequisite: Relevant core courses

### **FIN 507: Corporate Finance**

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

Credits: 3; Prerequisite: Relevant core courses

### **HRM 501: Human Resource Management**

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

Credits: 3; Prerequisite: MBA 507

### **HRM 502: Manpower Planning and Personnel Policy**

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

Credits: 3; Prerequisite: Relevant core courses

**HRM 503: Leadership**

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

Credits: 3; Prerequisite: Relevant core courses

**HRM 504: Industrial Relations**

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

Credits: 3; Prerequisite: Relevant core courses

**HRM 505: Entrepreneurship**

This course examines the talents, experience, knowledge, and other resources needed to start a successful growing enterprise, looks into the ways in which businesses are started and the ways they grow. Credits: 3

**HRM 506: Training and Development**

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

Credits: 3; Prerequisite: Relevant core courses

**HRM 507: Strategic Human Resources Management**

The basis of any success of an organization depends on the corporate outlook and the long term human resource planning. This course is exclusively designed to address the issues related to strategic decisions in human resource planning. Credits: 3; Prerequisite: Relevant core courses.

**HRM 508: Compensation Management**

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

Credits: 3; Prerequisite: Relevant core courses

**HRM 509: Organization and Conflict Management**

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

Credits: 3; Prerequisite: Relevant core courses

**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: 2; Prerequisite: None

### **MBA 506: Business Communication**

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

Credits: 2; Prerequisite: None

### **MBA 507: Organizational Behavior**

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

Credits: 2; Prerequisite: MBA 503

### **MBA 508: Management Accounting**

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

Credits: 3; Prerequisite: MBA 501

### **MBA 509: Micro Economics**

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

Credits: 3; Prerequisite: None

### **MBA 510: Macro Economics**

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

Credits: 3; Prerequisite: MBA 509

### **MBA 512: Legal Environment of Business**

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

Credits: 2; Prerequisite: None

**MBA 513: Business Ethics**

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

Credits: 2; Prerequisite: None

**MBA 600: Strategic Management**

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

Credits: 3; Prerequisite: All Courses

**MGT 503: Organization Theory and Design**

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

Credits 3, Prerequisite: HRM 501

**MGT 504: The Management of Innovation and Change**

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

Credits: 3, Prerequisite: HRM 501

**MGT 505: Power and Influence**

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

Credits 3, Prerequisite: HRM 501

**MGT 506: Negotiation, Meditation and Conflict Resolution**

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

Credits: 3, Prerequisite: HRM 501

**MGT 507: Research Methodology**

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

Credits: 3, Prerequisite: MBA 504

**MIS 501: Management Information System**

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

Credits: 3; Prerequisite: MBA 505



### **MIS 502: Advanced Programming**

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

Credits: 3; Prerequisite: Relevant core courses

### **MIS 503: Electronic Commerce**

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

Credits: 3; Prerequisite: Relevant core courses

### **MIS 504: Computer Networking**

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

Credits: 3; Prerequisite: Relevant core courses

### **MIS 505: Systems Analysis and Design**

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

Credits: 3; Prerequisite: Relevant core courses

### **MIS 506: Networking and Operating System**

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

Credits: 3; Prerequisite: Functional Area Courses

### **MIS 507: Database Design and Application Development**

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

Credits: 3; Prerequisite: Relevant core courses

### **MIS 508: Decision Support System**

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

### **MKT 501: Marketing Management**

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

### **MKT 502: International Business**

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

Credits: 3; Prerequisite: MBA 503, MBA 510



### **MKT 503: International Marketing**

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

Credits: 3; Prerequisite: Relevant core courses

### **MKT 504: Consumer Behavior**

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

Credits: 3; Prerequisite: Relevant core courses

### **MKT 506: Services Marketing**

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

Credits: 3; Prerequisite: Relevant core courses

### **MKT 507: Channels of Distribution**

This course teaches the students how to make decision regarding physical distributions of products to consumers. It addresses channel structures including retail, wholesale and other agency relationships. Emphasis is placed on understanding how to design, implement, manage and evaluate a channel strategy. Credits: 3; Prerequisite: Relevant core courses

### **MKT 508: Market Planning and Strategy**

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

Credits: 3; Prerequisite: Relevant core courses

### **MKT 509: Export Management**

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

Credits: 3; Prerequisite: Relevant core courses

### **MKT 510: Personal Selling and Sales Force Management**

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

Credits: 3; Prerequisite: Relevant core courses

### **MKT 511: Brand Management**

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

Credits: 3; Prerequisite: Relevant core courses

### **MKT 512: Marketing Research**

This course is designed to provide students with knowledge and skills of conducting research with special emphasis on business market research. Topics include preparing a research proposal, problem formulation, research design, data collection methods and analysis, hypothesis testing (including non-parametric methods), correlation and regression analysis, and analysis of variance. Credits: 3; Prerequisite: MBA 504, and relevant core course

### **MKT 513: Integrated Marketing Communication**

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

Credits: 3; Prerequisite: Relevant core course



### **OPM 501: Operations Management**

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

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

### **OPM 502: Applied Management Science**

This course deals with the contemporary methods of management science. Topics include linear programming, EOQ models, break-even analysis, queuing models, PERT, quality control and transportation models. Case studies and computer analysis may also be used to solve complex problems. Credits: 3; Prerequisite: Relevant core courses

### **OPM 503: Technology and Change**

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

Credits: 3; Prerequisite: Relevant core courses

### **OPM 504: Total Quality Management**

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

Credits: 3; Prerequisite: Relevant core courses

### **OPM 505: Operations Research**

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

Credits: 3; Prerequisite: Relevant core courses

### **OPM 506: Logistics Management**

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

Credits: 3; Prerequisite: Relevant core courses

### **OPM 507: Inventory Management**

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

Credits: 3; Prerequisite: Relevant core courses

### **OPM 508: Supply Chain Management**

This course discusses strategic design of supply chains and provides a comprehensive view of supply chain management. Management of sourcing, operations, and logistics are presented as an integrated process. Modeling approaches such as optimization, and decision analysis are covered. The course also describes techniques for acquiring, storing, processing, and moving material inventory. Credits: 3; Prerequisite: Relevant core courses

### **OPM 509: Project Management**

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

Credits: 3; Prerequisite: Relevant core courses

## Master of Business Administration (Executive MBA)

### The EMBA Program

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

### Program Mission

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

### Objective

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

1. Enhance the ability of students to identify business opportunities and resolve managerial problems.
2. 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.
3. Develop students' understanding of the functional areas of business and a general perspective of their interrelationship.
4. Enhance critical thinking and develop interpersonal communication and leadership skills of students to work effectively with others and lead teams to accomplish objectives.
5. Upgrade their practical experience with the new knowledge.

### Length of Program

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

### Course Load

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

### Academic Schedule

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

### Admission Requirements

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

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

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

- Must have at least two years work experience in an executive position after graduation.
- Minimum GPA of 2.50 in both SSC and HSC Examinations. Or, At least one first division either in SSC or in HSC. No third division is allowed. or
- GCE "O" Level in 5 subjects and "A" Level in 2 subjects with at least 4 B's and 3 C's; or GPA 3.5
- MBA, EMBA & MBM written test will be waived to the graduates of EWU with CGPA of 3.80 and above in undergraduate level.

## 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.

## Residency Requirement

Students must complete a minimum of 32 credits at EWU to earn EWU EMBA 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 (waiver/transfer maximum 10 Credits) may be allowed for courses which are similar to EWU courses. Detail principles for waiver and transfer are as follows:

### Waiver can be requested for

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

### Transfer can be requested for

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

Final decision on waiver/transfer will be made by the equivalence committee. All applications for transfers/waivers must be tendered within 3 days from the beginning of the first semester. The students will be required to deposit taka five hundred (Tk. 500) only for each credit of waiver/transfer as processing fee (non refundable).

## Financial Information

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

Item	Amount (Tk.)
Admission Fee (one time nonrefundable)	15,000
Tuition Fee (per credit)	5,100
Laboratory Fee (per semester)	1,000
Library Fee (per semester)	500
Student Activities Fee (per semester)	510
Estimated Total Cost* (for 42 credits)	2,41,260

\*For waiver/transfer deduction will be made accordingly. The University preserves the right to make any change when necessary.

## Course Summary

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

Foundation Courses	: 15 Credits
Core Courses	: 15 Credits
Concentration Courses	: 9 Credits
Capstone Course	: 3 Credits

### Foundation Courses

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

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

### Optional Foundation Courses

Any one course from the following courses:

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

### Core Courses

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

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

### Concentration Courses

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

#### Bank Management

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





## Finance

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

## Human Resources Management

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

## Information Technology

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

## Management

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

## Marketing

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

## Operations Management

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

### Capstone Course

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

EMBA\_600 Strategic Management : 3 Credits

### Optional Offerings

The students are allowed to do double major.

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

### Prerequisites

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

## List of Courses with Description

### EMBA\_501: Accounting for Management Planning and Control

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

Credits: 2; Prerequisite: None

### EMBA\_502: Analytical Techniques in Management

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

Credits: 2; Prerequisite: None

### EMBA\_503: Organization and Management

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

Credits: 2; Prerequisite: None

### EMBA\_504: Economics Analysis for Managers

This course provides students with basic understanding of managerial economics and the impact of the economic environment of business decision making. The course emphasizes on the application of macro and microeconomic theories in business decision making. Specifically, the objectives of the course is to develop a reasonable understanding of the concepts, principles and methods of micro and macro economics, develop the ability to judge its relevance in the context of Bangladesh & generate the interest to pursue and apply economics in every sphere of life.

Credits: 2; Prerequisite: EMBA 502



### **EMBA\_505: Management of Information System**

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

Credits: 3; Prerequisite: None

### **EMBA\_506: Effective Business Communication for Managers**

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

Credits: 2; Prerequisite: None

### **EMBA\_507: Legal Environment of Business**

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

Credits: 2; Prerequisite: None

### **EMBA\_509: Business Ethics**

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

Credits: 2; Prerequisite: None

### **EMBA\_521: Human Resource Planning and Policy**

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

Credits: 3

### **EMBA\_523: Leadership**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_524: Industrial Relations**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_525: Entrepreneurship**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_526: Training and Development**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_527: Strategic Human Resources Management**

The basis of any success of an organization depends on the corporate outlook and the long term human resource planning. This course is exclusively designed to address the issues related to strategic decisions in human resource planning.  
Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_528: Compensation Management**

This course covers the definition, methods and issues associated with performance appraisals, historical legal aspects of compensation, job evaluation and comparisons, professional development, maintenance and administration of a formal compensation system, incentives and benefits and the inter-relation among all of these considerations.  
Credits: 3; Prerequisite: Relevant core courses

### **EMBA\_529: Organization and Conflict Management**

The strategies and methods of managing conflict will be studied against social structures. Management of group and inter group processes will be covered from an organizational context. It will also explore the use of power and politics in the management process and analyze the decision making process of different organizations.  
Credits: 3; Prerequisite: Relevant core courses

### **EMBA\_532: Banking Theory and Practice**

The course is designed to provide an exposure to the theories of banking and familiarize the students with the tools and techniques applied in various banking operations. It will cover the various theories of banking such as unit, branch and chain banking, liquidity-profitability combination, etc., general banking, operational procedures viz. accepting deposits under different types of deposit accounts, providing credit in the form of cash credit (pledge and hypothecation), overdraft and loans, remittances facilities, various types of ancillary services, banker-customer relationships, relationships and transactional banking, retail and wholesale banking, internet banking, central banking, comparative banking system and Islamic banking.  
Credits: 3; Prerequisite: Relevant core courses

### **EMBA\_533: International Trade Payment and Finance**

This course has been designed to acquaint the students with theory and practice international trade payment and its financing by the banks. Keeping the aim in mind, topics related to international trade reasoning and theories, institutions and policies, their impact of balance of payment, foreign exchange market, trade financing techniques and procedures adopted by banks for making trade payments have been covered in this course.  
Credits: 3; Prerequisite: Relevant core courses

### **EMBA\_535: International Finance and Banking**

The aim of this course is to impart knowledge regarding techniques, laws, principles, documents and procedures followed in international payments and different foreign exchange market operations, such as forward, swap, arbitrage, covered interest arbitrage, etc., exchange rate policy, managing foreign exchange risks and foreign exchange products like futures, options, etc. Various types of international banking activities are also covered in the course.  
Credits: 3; Prerequisite: Relevant core courses

### **EMBA\_536: Investment Theory and Merchant Banking**

This course will cover the structural, legal and operational procedures of investment and merchant banking, techniques of process and product innovation in investment banking and explore the possibility of integrating these with the traditional banking practices. Portfolio management, security valuation, fundamental and technical analysis, primary and secondary market operation will also be discussed in this course.  
Credits: 3; Prerequisite: Relevant core courses

### **EMBA\_564: Financial Institutions & Markets**

An overview of Bangladeshi and US financial systems and the role of the various markets and institutions is presented. Topics include introduction to various financial systems, supply of and demand for loan-able funds, levels and structures of interest rates, government and corporate securities and obligations, and transmission of macro financial policy actions to various sectors of the economy.  
Credits: 3; Prerequisite: Relevant core courses





### **EMBA\_568: Management of Commercial Banks**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_531: Central Banking**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_541: Marketing Strategic and Practices**

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

Credits: 3; Prerequisite: EMBA 503

### **EMBA\_546: Marketing Research**

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

Credits: 3; Prerequisite: EMBA\_502

### **EMBA\_543: Consumer Behavior**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_545: Services Marketing**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_547: Market Planning and Strategy**

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

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

### **EMBA\_548: Integrated Marketing Communication**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_549: Personal Selling and Sales Force Management**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_550: Brand Management**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_561: Financial Analysis for Managers**

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

Credits: 3; Prerequisite: EMBA 501

### **EMBA\_563: Investment Theory**

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

Credits: 3; Prerequisite: Functional area courses

### **EMBA\_564: Financial Institutions and Markets**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_565: International Financial Management**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_566: Options, Futures and other Derivatives**

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

Credits: 3; Prerequisite: Functional area courses

### **EMBA\_567: Corporate Finance**

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

Credits: 3; Prerequisite: Functional Area Courses

### **EMBA\_571: Management of Operations and Quality**

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

Credits: 3; Prerequisite: EMBA 502



**EMBA\_572: Applied Management Science**

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

Credits: 3; Prerequisite: EMBA 502

**EMBA\_573: Technology and Change**

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

Credits: 3; Prerequisite: Functional Area Courses

**EMBA\_575: Operations Research**

The course is designed to train the students in analytical, experimental and quantitative approaches to solution of business problems. Emphasis is placed upon development of techniques, which enable decision-makers to arrive at optimum solutions. Students develop skill in formulating and solving mathematical models dealing with inventory, waiting lines, game theory, linear programming, transportation, dynamic programming simulation and other decision tools. Credits: 3; Prerequisite: Functional Area Courses

**EMBA\_576: Logistics Management**

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

Credits: 3; Prerequisite: Functional Area Courses

**EMBA\_577: Inventory Management**

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

Credits: 3; Prerequisite: Functional Area Courses

**EMBA\_578: Supply Chain Management**

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

Credits: 3; Prerequisite: Functional Area Courses

**EMBA\_579: Project Management**

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

Credits: 3; Prerequisite: Functional Area Courses

**EMBA\_581: Database Design and Application Development**

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

Credits: 3; Prerequisite: Functional Area Courses

**EMBA\_582: Electronic Commerce**

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

Credits: 3; Prerequisite: Functional Area Courses

**EMBA\_583: Networking and Operating System**

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

Credits: 3; Prerequisite: Functional Area Courses

**EMBA\_584: Computer Networking**

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

Credits: 3; Prerequisite: Functional Area Courses

**EMBA\_585: Systems Analysis and Design**

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

Credits: 3; Prerequisite: Functional Area Courses

**EMBA\_586: Advanced Programming**

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

Credits: 3; Prerequisite: Functional Area Courses

**EMBA\_591: Business in the Global Environment**

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

Credits: 3; Prerequisite: EMBA 541

**EMBA\_592: International Business**

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

Credits: 3, Prerequisite: EMBA\_521

**EMBA\_593: Organization Theory and Design**

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

Credits 3, Prerequisite: EMBA\_521

**EMBA\_594: The Management of Innovation and Change**

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

Credits: 3, Prerequisite: EMBA\_521

**EMBA\_595: Power and Influence**

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

Credits 3, Prerequisite: EMBA\_521

**EMBA\_596: Negotiation, Meditation and Conflict Resolution**

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

Credits: 3, Prerequisite: EMBA\_521

**EMBA\_597: Research Methodology**

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

Credits: 3, Prerequisite: EMBA\_502

**EMBA\_600: Strategic Management**

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

Credits: 3; Prerequisite: All Courses

# Master of Bank Management (MBM)

## The MBM Program

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

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

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

## Objective

The objectives of the program are: a) to provide an in-depth knowledge on financial transactions based on sound economic thinking, b) to develop appropriate analytical skills and c) to build an effective breadth of judgment for effective decision maker as a financial executive and a bank professional. The program is, therefore, intended to help the students develop abilities (a) in understanding the conceptual aspects of economics including that of money demand and supply, and institutions related to banking, (b) in apprising loan projects, (c) in evaluating banking and financial transactions of enterprises (development enterprises, micro enterprises, Small and Medium Enterprises, and the corporate sectors), (d) in apprehending the regulatory framework for Banks, and other allied institutions including the role of the central bank and (e) in making informed and creative judgments. East West University believes that professional development is essential for an efficient and a vibrant banking system.

## Program Mission

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

## Length of Program

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

## Course Load

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

## Academic Schedule

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

## Admission Eligibility

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

1. Successful completion of at least a Bachelor degree from a reputed university.
2. Seven points calculated on the basis of the following criteria:

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

3. Qualifying in EWU admission viva voce.
4. Professional experience in a banking institution is preferred but not essential.
5. Minimum GPA of 2.50 in both SSC and HSC Examinations. Or, At least one first division either in SSC or in HSC. No third division is allowed. or
6. GCE "O" Level in 5 subjects and "A" Level in 2 subjects with at least 4 B's and 3 C's; or GPA 3.5
7. MBA, EMBA & MBM written test will be waived to the graduates of EWU with CGPA of 3.80 and above in undergraduate level.

## Faculty

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

## Graduation Requirement

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

## Residency Requirement

In order to receive an MBM degree, a student must complete a minimum of 45 credits as full-time student at East West University.

## 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 (maximum 15 Credits) may be allowed for courses which are similar to EWU courses. Detail principles for waiver and transfer are as follows:

### Waiver can be requested for

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

Transfer can be requested for

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

Final decision on waiver/transfer will be made by the equivalence committee. All applications for transfers/waivers must be tendered within 3 days from the beginning of the first semester. The students will be required to deposit taka five hundred (Tk. 500) only for each credit of waiver/transfer as processing fee (non refundable). Grades earned in these courses are not counted towards calculation of GPA at EWU or for awarding merit scholarships/need-based financial assistance and award of Honor Rolls.



## Financial Information

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

Item	Amount (Tk.)
Admission Fee (one time nonrefundable)	15,000
Tuition Fee (per credit)	3,100
Computer Laboratory Fee (per semester)	1,000
Library Fee (per semester)	500
Student Activities Fee (per semester)	510
Estimated Total Cost* (for 60 credits)	2, 13, 060

\*For waiver/transfer deduction will be made accordingly. The University preserves the right to make any change when necessary

## The MBM Curriculum

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

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

### A. Foundation Courses: 30 Credits

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

### B. Core Courses: 21 Credits

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

### C. Elective Courses: 6 Credits

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

### D. Capstone Course: 3 Credits

Code	Title	Credit
MBM 600	Strategies in Banking	3

# List of Courses with Description

## Foundation Courses – 30 Credits

### **MBM 501: Principles of Accounting**

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

**3 Credits**

### **MBM 502: Management & Organization**

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

**3 Credits**

### **MBM 503: Bank Marketing**

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

**3 Credits**

### **MBM 504: Business Communication**

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

**3 Credits**

### **MBM 505: Economics for Bankers**

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

**3 Credits**

### **MBM 506: Economic Condition Analysis**

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

**3 Credits**

### **MBM 507: Financial Management**

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

**3 Credits**

### **MBM 508: Human Resource Management in Banks**

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

**3 Credits**

### **MBM 509: Quantitative Techniques**

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

**3 Credits**

### **MBM 510: Application of Information Technology in Banks**

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

**3 Credits**

## **Core Courses - 21 Credits**

### **MBM 521: Principles and Practices of Banking**

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

**3 Credits**

### **MBM 522: Banking Ethics and Legal Issues**

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

**3 Credits**

### **MBM 523: Central Banking: Supervision and Monetary Policy**

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

**3 Credits**

### **MBM 524: Financial Institutions and Markets**

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

**3 Credits**

### **MBM 525: Credit Management in Banks**

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

**3 Credits**

### **MBM 526: International Trade Payment and Finance**

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

**3 Credits**

### **MBM 527: Fund Management in Banks**

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

**3 Credits**

## **Elective Courses - 6 Credits**

### **MBM 541: International Finance and Banking**

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

**3 Credits**

### **MBM 542: Financial Engineering and Derivatives**

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

**3 Credits**

### **MBM 551: E-Commerce and E-Banking**

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

**3 Credits**

### **MBM 552: MIS in Banks Financial Institutions**

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

**3 Credits**

### **MBM 561: Project Financing and Management**

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

**3 Credits**



### **MBM 562: Investment and Merchant Banking**

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

**3 Credits**

### **MBM 571: Corporate Planning and Governance in Banks**

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

**3 Credits**

### **MBM 572: Risk Management in Banks**

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

**3 Credits**

### **MBM 581: Micro Credit and Micro Finance**

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

**3 Credits**

### **MBM 582: Development Banking**

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

**3 Credits**

### **MBM 591: Islamic Economics and Finance**

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

**3 Credits**

### **MBM 592: Islamic Banking and Non-Banking Operations**

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

**3 Credits**

### **MBM 600: Strategies in Banking**

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

**3 Credits**

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Department of English, East West University
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Department of Economics, East West University
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Director, Institute of Business Administration (IBA) University of Dhaka
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Department of English, University of Dhaka

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Former UNFPA/ILO Regional Advisor  
Research Director, Bangladesh Institute of Development Studies
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Government of the People's Republic of Bangladesh
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8. **Dr. Saidur Rahman Lasker**  
Former Economist, Food & Agriculture Organization of the United Nations,  
Via Guglielmo, Ciamarra-8, Rome, 00154, Italy
9. **Dr. Muhammad A. Mannan**  
Former Director, South East Asia Department, Asian Development Bank  
Manila, The Philippines
10. **Professor Dr. M. Mosleh-Uddin**  
Former Professor & Chairperson, Department of Statistics, University of Dhaka  
Former Faculty Member, UN Statistical Institute for Asia & the Pacific, Tokyo and  
Former UNFPA Representative
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Secretary of United Nations Secretary  
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Policy Development and Coordination for the Least Developed Countries  
at the United Nations Office of High Representative in New York, USA
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Member of Parliament  
Chairman, Parliamentary Standing Committee on Public Administration  
Chairman, Megna Bank Ltd. and Former State Minister
15. **Mrs. Razia Samad**  
Director, Sea Resources Group of Companies, Bangladesh

# Faculty Members

## Professor

### **Tanbir Ahmed Chowdhury**

Ph.D. in Financial Management & Quantitative, Techniques (University of Pune, India)  
 M.Com in Finance and Banking (University of Dhaka)  
 B.Com (Hons) in Finance (University of Dhaka)  
 Trained in Higher Education Leadership Professional Development Program (The Pennsylvania State University, USA)

### **Professor Mahfuzul Hoque**

Ph.D. in Management Science and Engineering (University of Tsukuba, Japan)  
 M.Sc. in Management Science and Engineering (University of Tsukuba, Japan)  
 M.Com in Accounting, (University of Dhaka) Professor Department of Accounting and Information Systems University of Dhaka

### **Abdus Sattar**

Ph.D in Statistics (Kiev Institute of National Economy, Kiev, USSR)  
 MS in Economics (Odessa Institute of National Economy, Odessa, USSR)

### **Nargis Akhter**

Ph.D. in Human Resource Management (University of Dhaka)  
 M.Com in Management (University of Dhaka)  
 B.Com (Hons) in Management (University of Dhaka)

## Assistant Professor

### **S S M Sadrul Huda**

M.Sc. in Environmental Management (Wageninjen University)  
 BBA in Marketing & International Business (North South University)  
 Post Graduate Diploma in Human Resource Management (Institute of Personnel Management)

### **Kamrul Hassan**

MBA in Finance (IBA, University of Dhaka)  
 B.Tech. in Aeronautical Engineering (IIT, Kharagpur, India)  
 PGT in Industrial Management (UK)

## Assistant Professor

### **Omar Faruq**

MBA in Management (University of Hull, UK)  
 BA in Economics (London Guildhall University, UK)

### **Mahmud Zubayer**

MBA in International Business & Marketing (Florida Metropolitan University, USA)  
 BBA in Business Administration (Florida Metropolitan University, USA)

### **M. Sayeed Alam**

MBA in Marketing (North South University)  
 B.Sc. in Mechanical Engineering (Bangladesh University of Engineering & Technology)  
 Post Graduate Diploma in Personnel Management (Bangladesh Institute of Management)

### **Jashim Uddin**

MBA in Strategic & International Management (University of Dhaka)  
 BBA in Management (University of Dhaka)

### **Kohinoor Biswas**

MBA in Marketing (IBA, University of Dhaka)  
 M.Pharm (University of Dhaka)

### **Quazi Sagota Samina**

MBA in Banking (University of Dhaka)  
 BBA in Finance & Banking (University of Dhaka)

### **Sardana Islam Khan**

Ph.D. in Human Resource Management (La Trobe University, Australia)  
 M.Com in Management (University of Dhaka)  
 B.Com (Hons) in Management (University of Dhaka)

### **Nikhil Chandra Shil, ACMA**

MBA in AIS (University of Dhaka)  
 BBA in Accounting (University of Dhaka)

## **Adjunct Faculty Members**

### **Professor M. A. Mannan**

Post-Doctoral in Business Administration  
(Western Kentucky University, USA)  
Postdoctoral in Business Administration  
(University of Manchester, UK)  
Ph.D. in Business Administration  
(University of Delhi, India)  
Professor, Department of Management Studies University  
of Dhaka  
Vice Chancellor, Bangladesh Open University

### **Professor Md. Abu Taher**

Post Doctorate  
(Texas A&M University, USA)  
Ph.D. in Industrial Relation  
(University of Chittagong-University of Leeds, UK)  
M.Com in Management  
(University of Chittagong)  
B.Com (Hons) in Management  
(University of Chittagong)  
Professor, Department of Management Studies University  
of Chittagong  
Former Dean, Faculty of Business Administration University  
of Chittagong  
Treasurer, Bangladesh Open University

### **Professor Abdul Bayes**

Masters in Economics  
(University of New England, Australia)  
MA in Economics  
(University of Dhaka)  
Professor, Department of Economics Jahangirnagar  
University, and  
Former Vice Chancellor, Jahangirnagar University

### **Professor Muhammad Ahsan Akhtar Hasin**

Ph.D. in Industrial & Production Systems Engineering  
(Asian Institute of Technology, Thailand)  
Masters in Industrial Engineering  
(Asian Institute of Technology, Thailand)  
B.Sc. Engineering in Electrical & Electronic Engineering  
(Bangladesh University of Engineering and Technology)  
Professor, Department of Industrial and Production  
Engineering Bangladesh University of Engineering and  
Technology

### **Professor A. K. M. Masud**

Ph.D. (MIE University, Japan)  
Master of Engineering  
(Mechanical Engineering)  
(MIE University, Japan)  
B.Sc. in Mechanical Engineering  
(Bangladesh University of Engineering and Technology)  
Professor, Department of Industrial and Production Engineering  
Bangladesh University of Engineering and Technology

### **Professor Abdullahil Azeem**

Ph.D. (The University of Western Ontario, Canada)  
M.Eng. (Asian Institute of Technology, Thailand)  
B.Sc. in Mechanical Engineering  
(Bangladesh University of Engineering and Technology) Professor,  
Department of Industrial and Production Engineering  
Bangladesh University of Engineering and Technology

### **Professor Jafar Ahmed Khan**

Ph.D. in Statistics  
(University of British Columbia, Canada)  
M.Sc. in Statistics  
(University of British Columbia, Canada)  
M.Sc. (Thesis Group) in Statistics (University of Dhaka)  
B.Sc. (Hons) in Statistics, (University of Dhaka)  
Professor, Department of Statistics Biostatistics &  
Informatics, University of Dhaka

### **Professor M. Amir Hossain**

Ph.D. in Environmental Statistics  
(Jadavpur University, India)  
M.Sc. in Statistics, (University of Dhaka)  
B.Sc. in Statistics, (University of Dhaka)  
Professor, Institute of Statistical Research and Training  
University of Dhaka

### **Professor Serajullslam**

Ph.D. in Management  
(Free University of Brussels, Belgium)  
MBA (University of Leuven, Belgium)  
MA in Economics  
(Free University of Brussels, Belgium)  
M.Com in Management  
(University of Dhaka)  
B.Com (Hans) in Management  
(University of Dhaka)  
Professor, Department of Management Studies University  
of Dhaka  
Former Dean, Faculty of Business Studies University of Dhaka

### **Professor Mojib Uddin Ahamed**

Ph.D. (Old Dominion University, Virginia, USA)  
M.Acc.Sc (University of Illinois, USA)  
M.Acc. (University of Glasgow, UK)  
M.Com (University of Dhaka)  
Professor and Chairman  
Dept. of Tourism and Hospitality Management University  
of Dhaka

### **Professor Mahmuda Akter**

Ph.D. in Management Science and Engineering  
(University of Tsukuba, Japan)  
M.Sc. in Management Science and Engineering  
(University of Tsukuba, Japan)  
M.Com in Accounting, (University of Dhaka)  
Professor, Department of Accounting and Information  
Systems, University of Dhaka



**Professor Md. Abdul Hannan Mia**

Ph.D. in Micro Finance (University of Dhaka)  
 MBA in Finance  
 (Management Institute of Canada, Canada)  
 M.Sc. (Hertfordshire Business School, UK)  
 PGD (Durham University Business School, UK)  
 FCMA (Institute of Cost and Management Accountants of Bangladesh)  
 M.Com in Management, (University of Dhaka)  
 B.Com (Hans) in Management, (University of Dhaka)  
 Professor, Department of Management Information Systems, University of Dhaka

**Professor Zakir Hossain Bhuiyan**

Ph.D. in Business Administration (Aligarh Muslim University, India)  
 Masters of Commerce in Marketing (University of Dhaka)  
 Bachelor of Commerce in Marketing (University of Dhaka)  
 Professor and Chairperson, Department of Marketing University of Dhaka

**Professor Mohammad Ashrafullislam Chowdhury**

Ph.D. in Marketing (Tourism) (University of Dhaka)  
 Masters of Science in Tourism Marketing (University of Surrey, UK)  
 Bachelor of Commerce in Marketing (University of Dhaka)  
 Professor, Department of Marketing University of Dhaka

**Professor M. Shahjahan Mina**

MBA (Indiana University of Pennsylvania, USA)  
 M.Com in Finance, (University of Dhaka)  
 B.Com (Hans) in Accounting (University of Rajshahi)  
 Professor, Department of Finance University of Dhaka

**Professor H. M. Mosarof Hossain**

Ph.D in Finance, (University of Dhaka)  
 M.Com, (University of Dhaka)  
 B.Com (Hans), (University of Dhaka)  
 Professor, Department of Finance University of Dhaka  
 Professor ABM ShahidulIslam  
 Ph.D. in Business to Business Marketing (University of Dhaka)  
 M.Phil in Relationship Marketing (University of, Strathclyde, UK)  
 Professor, Department of Marketing University of Dhaka

**Professor Serajul Hoque**

Ph.D. in Marketing (University of Osnabrueck, Germany)  
 M.Com in Marketing, (University of Dhaka)  
 B.Com (Hans.) in Marketing (University of Dhaka)  
 Professor, Department of Marketing University of Dhaka

**Professor Md. Masudur Rahman**

Ph.D. in Marketing, (University of Wales, UK)  
 MBA in Marketing, (University of Salford, UK)  
 M.Com in Marketing, (University of Dhaka)  
 B.Com in Marketing, (University of Dhaka)  
 Professor, Department of Marketing University of Dhaka

**Professor Md. Abul Kalam Azad**

Ph.D. (University of Pune, India)  
 M.Phil (University of Dhaka)  
 M.Com (University of Dhaka)  
 B.Com (Hons), (University of Dhaka)  
 Professor, Department of Marketing University of Dhaka

**Professor Sujit R Saha**

Ph.D. in Finance (University of Rajshahi)  
 M.Com in Accounting (University of Chittagong)  
 B.Com (Hons) in Accounting (University of Chittagong)  
 Professor and Former Director (Training) Bangladesh Institute of Bank Management

**Professor Shah Md. Ahsan Habib**

Post Doctoral Fellowship (Green Banking) (USA)  
 Ph.D. in International Finance (Banaras Hindu University, India)  
 M.Com in Economics (Banaras Hindu University, India)  
 B.Com (Hons).in Economics (Banaras Hindu University, India)  
 Professor and Director (Training) Bangladesh Institute of Bank Management

**Professor Ali Noor**

Ph.D. in Business (University of Dhaka)  
 Masters of Commerce in Accounting (University of Dhaka)  
 Bachelor of Commerce in Accounting (University of Dhaka)  
 Professor and Chairman Department of Accounting & Information System Jagannath University

**Professor Ajit Kumar Majumder**

Ph.D. in Statistics (Monash University, Australia)  
 MS in Statistics (University of Victoria, Canada)  
 M.Sc. in Statistics (Jahangirnagar University)  
 B.Sc. in Statistics (Jahangirnagar University)  
 Professor, Department of Statistics Jahangirnagar University

**Professor Abu Saleh Abdun Noor**

Post Doctorate (University of St. Andrews, UK)  
Ph.D. (Flinders University of South Australia, Australia)  
Masters in Mathematics, (University of Rajshahi)  
Bachelor in Mathematics, (University of Rajshahi)  
Former Dean of Science, University of Rajshahi  
Former Dean, Faculty of Science and Engineering  
East West University  
Former Professor and Chairperson  
Dept. of Electrical and Communication Engineering East  
West University

**Nasiruddin Ahmed**

Ph.D. in Economics (University of Sydney, Australia)  
MS in Development Economics  
(The American University, Washington DC, USA)  
Commissioner, Durniti Domon Commission Former  
Chairman, National Board of Revenue

**S. M. Aminur Rahman**

Masters of Business Administration  
(IBA, University of Dhaka)  
DAIBB (Diplomaed Associate of Institute of Bankers)  
Advisor, Union Bank Ltd.  
Former CEO & MD, Janata Bank Ltd.  
Former Managing Director, Sonali Bank Ltd.

**Habibullah Bahar**

MA in Development Economics (Williams College, USA)  
MA in Economics, (University of Dhaka)  
BA (Hons.) in Economics, (University of Dhaka)  
Former Economic Advisor, Bangladesh Bank  
Former Chairman, Professor, BIBM, Agrani Bank.

**Khurshid- Ul- Alam**

Masters of Economics  
(University of New Eflgland; NSW, Australia)  
Masters of Economics, (University of Dhaka)  
Bachelor of Economics, (University of Dhaka)  
Former Executive Director, Bangladesh Bank

**Nazir Ahmed Khan**

MA in Banking and Finance  
(University of Wales, UK)  
DAIBB (Diplomaed Associate of Institute of Bankers)  
M.Com in Marketing, (University of Dhaka)  
B.Com (Hons) in Commerce, (University of Dhaka)  
Former Director, Bangladesh Bank Training Academy

**Md. Rafiqul Matin**

MBA in Finance (North South University)  
M.Sc. in Electrical and Electronic Engineering  
(Bangladesh University of Engineering and Technology)  
B.Sc. in Electrical and Electronic Engineering  
(Bangladesh University of Engineering and Technology)  
Director, Bangladesh Telecommunications Company  
Limited

**Md. Moktar Ali**

Masters of Business Administration  
(University of Wales, United Kingdom)  
M.Sc. in Computer Science  
(University of Dhaka)  
B.Sc. in Applied Physics and Electronics  
(University of Dhaka)  
Associate Professor  
Department of Marketing, University of Dhaka

**Md. Helal Uddin Ahmed**

Ph.D. in Computer Engineering  
(Kyung Hee Univeristy, South Korea),  
MBA (University of Abertay Dundee, Scotland)  
M.Sc. in Applied Physics and Electronics  
(University of Dhaka)  
B.Sc. in Applied Physics and Electronics  
(University of Dhaka)  
Associate Professor  
Department of Management Information System  
University of Dhaka

**Mohammad Nazmuzzaman Bhuian**

Ph.D. in Media Law  
(University of London)  
LL.M (University of Dhaka)  
LL.B (Hons), (University of Dhaka)  
Associate Professor  
Department of Law, University of Dhaka

**Ashok Kumar Saha**

Ph.D. in Organizational Psychology  
(Allahabad University, India)  
M.Sc. in Social Psychology  
(University of Rajshahi)  
B.Sc. (Hons), (University of Rajshahi)  
Associate Professor  
Department of Psychology, Jagannath University

**Sk. Najibullslam**

M.Com in Management  
(University of Dhaka)  
B.Com (Hons) in Management  
(University of Dhaka)  
Associate Professor  
Bangladesh Institute of Bank Management

**Hasan Shirazi**

MA in Human Resource Management  
(University of Bradford, United Kingdom)  
EMBA in Human Resource Management  
(East West University)  
M.Sc. in Physics, (Jahangirnagar University)  
Associate Professor and Chairperson  
Department of Business Administration  
Central Women's University

**Md. Moniruzzaman**

Ph.D. in International Economics  
(IBS, University of Rajshahi)  
Masters in Economics of Development  
(The Australian National University, Australia)  
MSS in Economics, (University of Dhaka)  
BSS in Economics, (University of Dhaka)  
Director (Deputy Secretary)  
World Trade Organization (WTO)  
Cell Ministry of Commerce

**Kabir Ahmed Chowdhury**

MA in Sociology, (University of Dhaka)  
BA in Sociology, (University of Dhaka)  
Former Director of Labour, Ministry of Labour Government  
of People's Republic of Bangladesh

**Kaniz Fatema**

M.Phil in Economic Planning  
(Glasgow University, UK)  
Post Graduation Diploma in Development Studies  
(Glasgow University, UK)  
MA in Economics, (University of Dhaka)  
BA (Hons) in Economics, (University of Dhaka)  
Former Director (Training)  
National Academy for Planning and Development

**Muhammad Shakhawat Hossain**

EMBA in International Business  
(Asian Institute of Technology, Thailand)  
EMBA in Human Resources Management & Marketing  
(East West University)  
Head of Human Resources and Administration  
Bay Consolidation Ltd.  
Former Associate Professor  
University of Liberal Arts Bangladesh and  
Former GM, HR & Admin, Runner Group

**Javed Tariq**

Master in Public Administration  
(Arkansas State University, USA)  
BS in Marketing  
(Arkansas State University, USA)  
Principal, Mercantile Bank Training Institute

**Mohammad Samiullah**

ACBA (IBA, University of Dhaka)  
MBA in Finance, (East West University)  
B.Sc. in CIS, (London Metropolitan University)  
Head of Cluster & Branch, Bank Alfalah Ltd.

**Mohammed Sami-Al Hafiz**

Masters of Business Administration  
(Southwest Texas State University, USA)  
Bachelor of Arts, (Lakeland College, USA)  
Group Chief Communication Officer Mutual Trust Bank Ltd.

**Rahat Masood**

MBA in Marketing  
(IBA, University of Dhaka)  
BBA in General Management  
(Assumption University, Thailand)  
First Vice President, Retail Banking Midland Bank Ltd.

**Barrister Taufiqur Rahman**

Barrister-at-Law  
(Honorable Society of Lincoln's Inn. UK)  
Bar Vocational Course  
(The Inns of Court School of Law, UK)  
Post Graduate Diploma in Law  
(The City University, UK)  
LL.B (Hons), (Thames Valley University, UK)

**Mohammed Mehedi Masud Mazumder**

Ph.D. in Management  
(Tohoku University, Japan)  
MBA in AIS  
(University of Dhaka)  
Assistant Professor  
Department of Accounting and Information University of  
Dhaka

**Md. Safayat Hossain**

Masters of Science in Finance (USA)  
Masters of Business Administration  
(University of Dhaka)  
Bachelor of Business Administration  
(University of Dhaka)  
Assistant Professor  
Department of Accounting and Information University of  
Dhaka

**Md. Miraj Hossen**

Masters of Business Administration  
(University of Dhaka)  
Bachelor of Business Administration  
(University of Dhaka)  
Assistant Professor  
Department of Management Studies Jagannath University

**Sayedul Karim**

Masters in Industrial Engineering  
(University of Houston, Texas, USA)  
Bachelors in Business Administration  
(University of Houston, Texas, USA)