



Master of Business Administration MBA

Regular
Executive

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

**Master of
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Administration
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Catalog 2005



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Disclaimer

The content of this catalog is subject to change without notice. Every student accepted for registration in the University shall be deemed to have agreed to such deletions, revisions or addition whether made before or after his/her acceptance.

East West University does not accept any responsibility for loss or damage suffered or incurred by any student as a result of suspension or termination of services owing to strikes, lockouts, riots, weather, or any other cause beyond reasonable control of the University.

East West University: A Profile

Mission Statement

In keeping with its name, East West University, rated among the top private universities, 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.

The primary mission of EWU is to provide, at a reasonable cost, post-secondary education characterized by academic excellence in a range of subjects that are particularly relevant to the current and anticipated societal needs. Central to the university's mission is providing students with opportunities, resources and expertise to achieve academic, personal and career goals within a stimulating and supportive environment. EWU is striving not only to maintain high quality in both instruction and research, but also to render community service through dissemination of information, organization of training programs and other activities. Sensitive to the needs of its students and staff, EWU is committed to providing a humane, responsive and invigorating atmosphere for productive learning and innovative thinking.

History

The idea of establishing a private university to provide quality education at an affordable cost in Bangladesh was first mooted by a group of prominent academics, business leaders, professionals and education enthusiasts led by Dr. Mohammed Farashuddin. With this end in view, this group formed a non-profit, non-political, charitable organization called Progoti Foundation for Education and Development (PFED); East West University is its first major project. Syed Manzur Elahi, former Advisor to the Caretaker Governments in 1996 and 2001 has been the Chairperson of the Foundation since its inception. Members of the Board of Directors of East West University are: Mr. Jalaluddin Ahmed, Mr. S.M. Nousher Ali, Mr. Farooque B. Chaudhury, Dr. Rafiqul Huda Chaudhury, Mr. Syed Manzur Elahi, Dr. Mohammed Farashuddin, Mr. Mohammed Zahidul Haque R.Ph., Dr. Saidur Rahman Lasker, Dr. Muhammad A. Mannan, Professor M. Mosleh-Uddin, Mr. Shelley A. Mubdi, Mr. M.A. Mumin, Dr. Khalil Rahman, Mr. H.N. Ashequr Rahman and Mrs. Razia Samad.

With Government approval under the Private University Act (Act 34) of 1992, East West University was launched in

1996. Classes started in September, 1996 with 6 faculty members and 20 students in the present campus of 45, Mohakhali Commercial Area, Dhaka.

Accreditation and Collaboration

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

East West University has formal collaboration agreements with some leading universities in the USA, the most prominent among those are: Pace University (New York), Suffolk University (Boston), and Southern Illinois University at Carbondale. It has also entered into formal collaboration agreements with a number of other well-known universities in the USA, UK and Australia.

Location

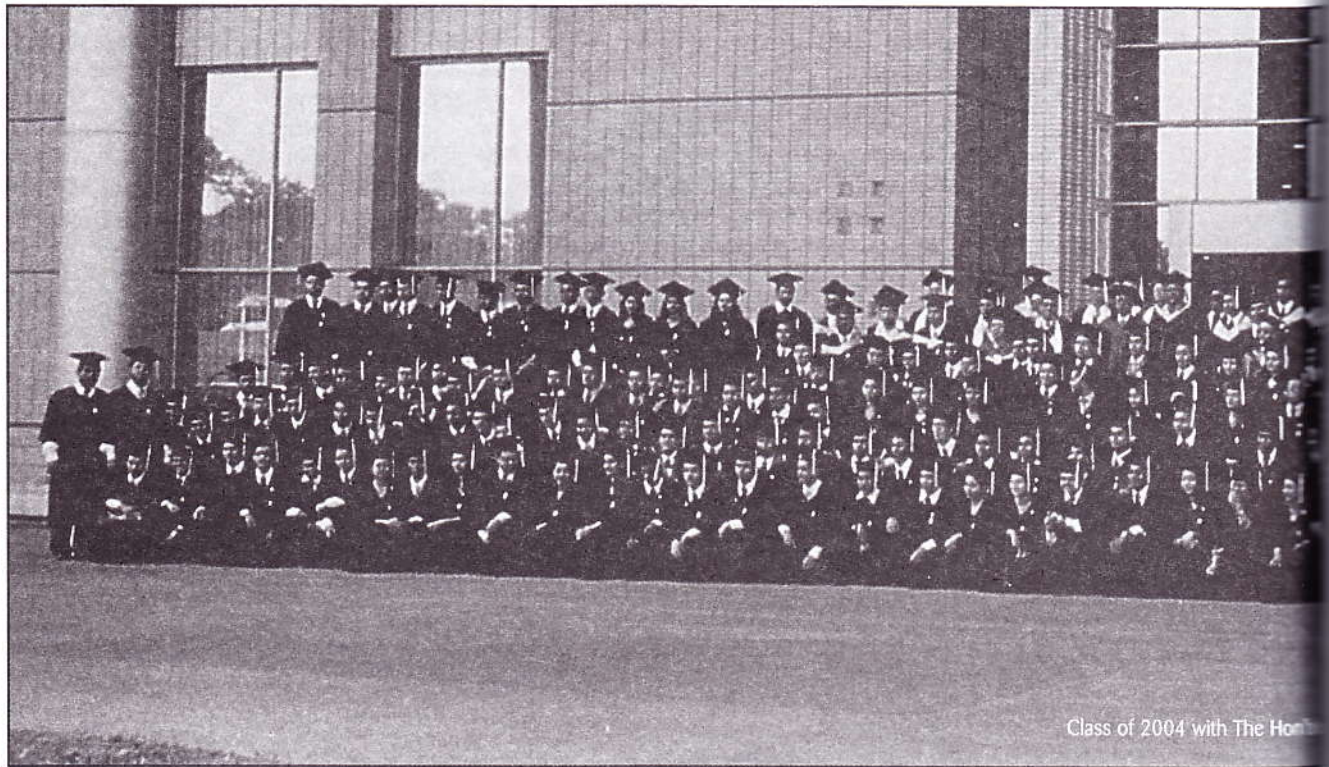
The temporary campus of the university is located at 41, 43, 45, 46 & 49 Mohakhali C/A., Dhaka. It consists of 3 (three) twelve-storied and two six-storied buildings. EWU now has approximately one lakh thirty thousand (1,30,000) sft. of space in the five adjacent buildings. The campus is situated at the heart of the city and can be easily accessed by all modes of public transportation.

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

Most recently, university has purchased a total of 9.6 bigha land at Aftabnagar, on the Progoti Sarani adjacent to BTV. The stipulation is to commence construction of the first EWU Campus in Aftabnagar in the first half of 2005. East West University intends to move to its own campus by the end of 2006.



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



Class of 2004 with The Hon

Degrees Offered

EWU offers the following Graduate Degrees:

- M.B.A. Regular and Executive
- Master degree in Computer Applications (MCA)
- LL.M
- MA in English
- Master of Bank Management (MBM)
- Master of Science in Computer Science and Engineering (MS in CSE)

EWU also offers the following four-year Bachelor Degrees:

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

EWU plans to offer the following four-year Bachelor's degrees in near future :

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

English is the medium of instruction and examination for all programs offered by EWU. The university is run on semester system; it has three full semesters in a calendar year:

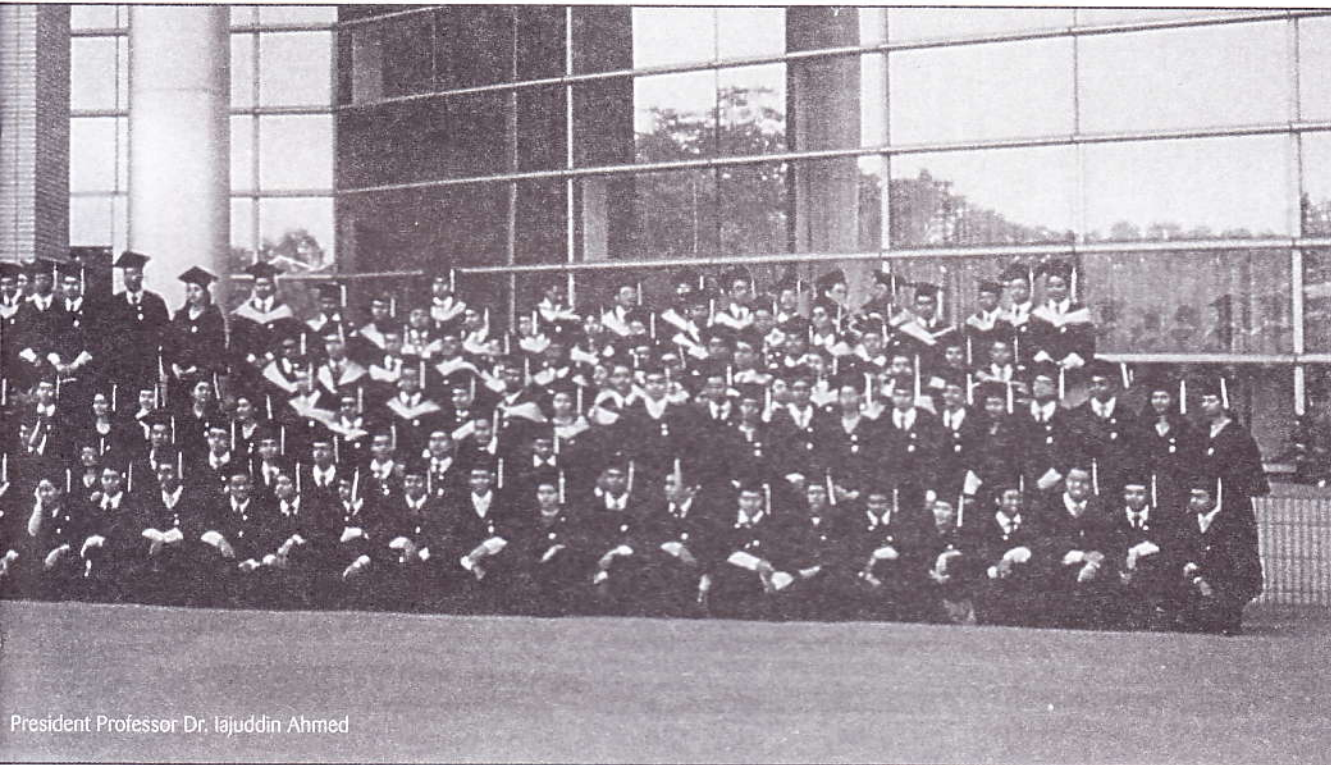
Fall (Sept.- Dec), Spring (Jan.- April), Summer (May- Aug.).

Library

East West University library has a collection of over 10,500 volumes of books and the full-text of more than 100 journals articles can be freely accessed by faculty members, teaching assistants, researchers, and students of EWU and the staff of EWU, provided that they are connected to the university LAN. The EWU Library has also access to more than 150 online journals of the Oxford University Press.

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.



President Professor Dr. Iajuddin Ahmed



Convocation 2004



Convocation 2004: Presentation of Degree Certificate

Facts and Figures upto February 2005

Number of Students

Undergraduate	:	4017
Graduate	:	898
Total	:	4915

Number of Faculty Members:

Full-time	:	102
Part-time	:	44
Total	:	146

Number of Officers and Supporting Staff:

Administrative Staff	:	73
Supporting staff	:	61
Total	:	134

Labs and Amenities

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

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

A 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)

Recently, 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, and seminars, symposium & workshop.

Non-Discrimination

East West University believes that every type of discrimination, whether social or cultural, whether based on race, gender, color, social condition, language or religion, is to be overcome and eradicated.

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 part-time 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 5% of its total earnings among 10% or more of its students. In the year 2004 an estimated amount of Taka one crore ninety lacs are being awarded as merit scholarships and need based financial assistance to about 690 students.

Co-curricular Activities

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

These include: The Business Club, The Computer Club, The Cultural Club, The Debating Club, The English Conversation Club, The Environmental and Social Club, The Film Appreciation Club, The MBA Club, The Photography Club, and The Sports Club, Electronics Club.

EWU Management

EWU Administration

President	:	Mohammed Farashuddin
Treasurer	:	Syed Manzur Elahi
Pro-Vice Chancellor (Acting Vice Chancellor)	:	Mohammad Musa
Registrar	:	Firdaus Ali
Joint Librarian	:	Md. Nazim Uddin
Controller of Finance & Accounts	:	Amal Krishna Das
Head, Career Counseling Center	:	SI Nusrat A Chaudhury
Proctor	:	Kazi Khaled Shams Chisty
Systems Manager	:	Md. Mahabub Alam

EWU Academia

Advisor	:	Nurul Islam
Dean of Faculty of Business & Economics	:	Abdul Mannan
Dean of Faculty of Liberal Arts & Social Sciences	:	Fakrul Alam
Dean of Faculty of Sciences & Engineering	:	Md. Mozammel Huq Azad Khan
Advisor, MBA & EMBA Program	:	Muhammad Z. Mamun

Chairperson of Departments/Programs

Business Administration	:	Md. Saleh Uddin
Computer Science & Engineering	:	Syed Akhter Hossain
Economics	:	Mohammed Farashuddin
English	:	Fakrul Alam
Physics, Mathematics & Statistics	:	Mohamed Ruhul Amin
Electrical and Electronic Engineering	:	Md. Mozammel Huq Azad Khan
Pharmacy	:	Bidyut Kanti Datta
MBA & EMBA Program (Deputy Coordinator)	:	Tanbir Ahmed Chowdhury

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An MBA Class in Progress



Opening Ceremony of MBA/EMBA Program Office

The MBA Program

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

Objective

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

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

Length of Program

Students will normally complete the requirements for the MBA degree within two years of their admission. Students may complete the degree earlier by enrolling in more than four courses each semester

Course Load

The minimum and the maximum course load during a semester will be 8 (eight) credits or 3 courses and 15 (fifteen) credits or five courses, respectively. For special cases, permission from the office of the MBA/EMBA will be required.

Academic Schedule

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

Program Mission

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.

Admission Requirements

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

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

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

3. Applications are evaluated on the basis of:
 - Prior academic achievements
 - Admission test scores
 Admission test is waived for candidates who have 550 in TOEFL and 500 in GMAT.



Hand on Session in Business Communication

Faculty

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

Remedial Program

Remedial course in English (Quantitative Skills) must be taken by the candidates who are evaluated to be weak in English (Math) but strong in quantitative skills (English). At least a "C" grade equivalent must be earned to pass (P) in a remedial courses.

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.

Residency Requirement

Students must complete a minimum of 30 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 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 'C' 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 two hundred (200 Taka) only for each credit of waiver/transfer as processing fee (non refundable).

Grading Philosophy

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

Academic progress is reported using the following grades:

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

Pluses '+' or Minuses '-' may be used at the instructor's discretion however grades 'D-', 'F+' and 'F-' are not used.

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

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

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

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

Retake Policy

A Student can retake a course only once if the grade she/he earned in the first attempt was a "C+" or below.

Audit

Audit status is reserved for East West University alumni or students currently enrolled in an East West University program. Prerequisites for audited courses must be completed. Audit students are required to pay the regular course tuition. Students who audit a course receive a grade of AU. Audit courses may not be converted to credit. Audits are allowed if space is available with priority given to full credit registrations. Audit may also apply to the non-degree-seeking students.

Incomplete Grade

Incomplete (I) grade is granted only in exceptional cases, such as, when illness or work-related travel is documented and when substantial course requirements have already been completed. Students must seek approval from both the instructor and the MBA Program Coordinator prior to the regularly scheduled final examination. If remaining course work has not been completed by the end of week 1 of the next semester, grade 'I' automatically becomes grade 'F'.

Withdrawals

Students may withdraw from a course within first five weeks, and receive the designator 'W'. Withdrawals are not allowed after this time. All withdrawal notices must be communicated to both the Instructor, and the MBA Program Advisor. 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 Program Advisor 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 Advisor of MBA/EMBA Program.

Financial Information

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

Item	Amount
Admission Fee (non-refundable)	Tk. 11,000
Tuition per credit hour	Tk. 3,000
Computer Lab fee (per semester)	Tk. 1,000
Library fee (per semester)	Tk. 500
Student Activities fee (per semester)	Tk. 500
Estimated Total cost:	Taka = 2,03,000
	(waivers not deducted)

Course Summary

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

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

Foundation Courses

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
MKT 501	Marketing Management
MIS 501	Management Information System
OPM 501	Operations Management

Concentration Courses

Concentration courses (four 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 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 follow:

Bank Management

FIN 502	Investment Theory
BMG 503	Financial Institutions
BMG 504	Management of Commercial Banks
BMG 505	Management of Insurance Companies
BMG 506	Central Banking
BMG 507	Bank Accounts

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	Human Resources Management System
HRM 507	Strategic Human Resources 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 502	International Business
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 505	Advertising and Promotion Management
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

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

Risk Management & Insurance

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

Capstone Course

After successful completion of all functional area (Core) courses students integrate the acquired concepts by a process of synthesis accomplished through Strategic Management. This final course carries 3 credits.

MBA600 Strategic Management

Optional Offerings

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

The students who have already been graduated may also be allowed to do double major which would be shown in their grade reports/transcripts only and no separate certificate will be issued to them.

Prerequisites

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

Name of the course

- FIN 501 : Financial Management
- FIN 505 : International Financial Management
- HRM 501 : Human Resource Management
- MBA 504 : Business Statistics
- MBA 507 : Organizational Behavior
- MBA 508 : Management Accounting
- MBA 510 : Macro Economics
- MBA 600 : Strategic Management
- MKT 501 : Marketing Management
- MKT 502 : International Business
- MKT 512 : Marketing Research
- MIS 501 : Management Information System
- OPM 501 : Operations Management
- All Concentration Courses

Prerequisite

- MBA 503, MBA 508
- FIN 501, MBA 510
- MBA 507
- MBA 502
- MBA 503
- MBA 501
- MBA 509
- All foundation and core courses
- MBA 503, MBA 504, MBA 509
- MBA 503, MBA 510
- MBA 504
- MBA 505
- MBA 503, MBA 504, MBA 510
- Relevant Core Courses



An MBA Class in Progress

List of Courses with Description

BMG 503: Financial Institutions

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

Credits: 3; Prerequisite: Relevant core courses

BMG 504: Management of Commercial Banks

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

Credits: 3; Prerequisite: Relevant core courses

BMG 505: Management of Insurance Companies

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

Credits: 3; Prerequisite: Relevant core courses

BMG 506: Central Banking

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

Credits: 3; Prerequisite: Relevant core courses

BMG 507: Bank Accounts

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

Credits: 3; Prerequisite: Relevant core courses

FIN 501: Financial Management

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

Credits: 3; Prerequisite: MBA 503, MBA 508

FIN 502: Investment Theory

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

Credits: 3; Prerequisite: Relevant core courses

FIN 503: Intermediate Financial Management

The course is designed to orientate students with tools and techniques that managers use for efficient running of the finance department of a corporation. After completing the course, the students are expected to learn how to manage working capital, cash & marketable securities and inventory of a corporation. The students will also learn about managing of short term financing, financial planning & control, capital structure, merger, 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 loanable funds, levels and structures of interest rates, government and corporate securities and obligations, and transmission of macro financial policy actions to various sectors of the economy.

Credits: 3; Prerequisite: Relevant core courses

FIN 505: International Financial Management

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

Credits: 3; Prerequisite: Relevant core 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: 2

HRM 506: Human Resources Management System

With the growth in the information technology the dependence on information technology in all spheres of management including human resources has increased substantially. This course aims at modernizing and increasing the efficiency of human resources managers through proper use of computer based information.
 Credits: 3; Prerequisite: Relevant core courses

HRM 507: Strategic Human Resources Management

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

INS 501: Risk Management & Insurance

To provide an understanding and an appreciation of the principles and practices of risk management in order to enable production of the optimum strategy for the handling of risk in an organization. Also to develop a sound appreciation of the nature of risk, its assessment and management, to acquire a knowledge of the nature and function of insurance and a knowledge of basic statistical concepts relating to the insurance environment.
 Credits: 3

INS 502: Property Pecuniary, Liability & Insurance of the Person

This course seeks to provide a knowledge and understanding of liability insurance practice, particularly relating to risk assessment and control, policy coverage, underwriting and statutory regulation and to enable candidates to construct solutions to practical problems. The course will also cover: Basic Principles of Insurance of the Person, Common Forms of Life assurance contract, Personal Accident and Health Insurance, Claims Procedure.
 Credits: 3, Prerequisite: INS 501

INS 503: Principles of Reinsurance

To provide a knowledge and understanding of the principles of reinsurance, their general application to the different methods of reinsurance, the law relating to reinsurance, and the contract wordings in current use.
 Credits: 3, Prerequisite: INS 501

INS 504: Underwriting Management

This course will provide an understanding of and the ability to apply the requirements for managing a general insurance underwriting account through, selection of class of business and design of products, setting the underwriting policy for those products, establishing the price, management of exposures, the implementation of operational controls, budgeting and monitoring results.
 Credits: 3, Prerequisite: INS 501

INS 505: Claims Management

This course provides an understanding of the development of claims philosophies, the implementation of claims systems, the management of claims functions, the management of the claims services and the application of claims practice to transacting insurance business on an industry wide basis.

Credits: 3; Prerequisite: INS 501

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: 2; Prerequisite: MBA 501

MBA 509: Micro Economics

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

Credits: 3; Prerequisite: None

MBA 510: Macro Economics

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

Credits: 3; Prerequisite: MBA 509

MBA 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 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 502: 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: HRM 501

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 507: Database Design and Application Development

This course covers fundamental concepts of database, file organization, file structure, different types of data structure, entity relationship, data normalization, database design, concurrency control, data dictionary, data security, distributed and client/server database, SQL implementation, database development using 4GL tools e.g. Microsoft access, Visual Basic etc.
Credits: 3; Prerequisite: Relevant core courses

MKT 501: Marketing Management

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

MKT 502: International Business

The main focus of this course is on the analysis of the major business management functions of international business environment, organisational policies and strategies of 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 505: Advertising and Promotion Management

Explores the important issues in making marketing communication decisions. Discusses advertising, reseller stimulation, personal selling, publicity and other tools as a part of an overall promotional mix. Emphasis is placed on understanding psychological principles in consumer behavior that facilitate the development of marketing communication programs.
Credits: 3; Prerequisite: Relevant core courses

MKT 506: Services Marketing

Examines how services organizations differ in many important respects from other business requiring a distinctive approach to marketing strategy, development, and execution. Considers private, public, and not for profit service organizations in Bangladeshi context.
Credits: 3; Prerequisite: Relevant core courses

MKT 507: Channels of Distribution

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

MKT 508: Market Planning and Strategy

This course develops skills in the application of marketing strategy and implementation at the senior management level. It includes strategies to develop sustainable competitive advantages based on analysis of customer decision making and competitor behavior; development of comprehensive marketing plan and implementation of marketing tactics.
Credits: 3; Prerequisite: Relevant core courses

MKT 509: Export Management

This course has been designed to assist the students in understanding the local environment of export business and to be able to deal with the export regulations as well as the overall marketing perspective of exports. To make it more practical the course will be case dependent.
Credits: 3; Prerequisite: Relevant core courses

MKT 510: Personal Selling and Sales Force Management

The course deals with both the management of sales force and the techniques involved in effective personal selling.
Credits: 3; Prerequisite: Relevant core courses

MKT 511: Brand Management

The course is designed to help student design and develop new products and to be able to address the issue of branding. The course deals with the overall product mix including packaging and stresses more the issue of branding and its position in the overall product mix.
 Credits: 3; Prerequisite: Relevant core courses

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

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

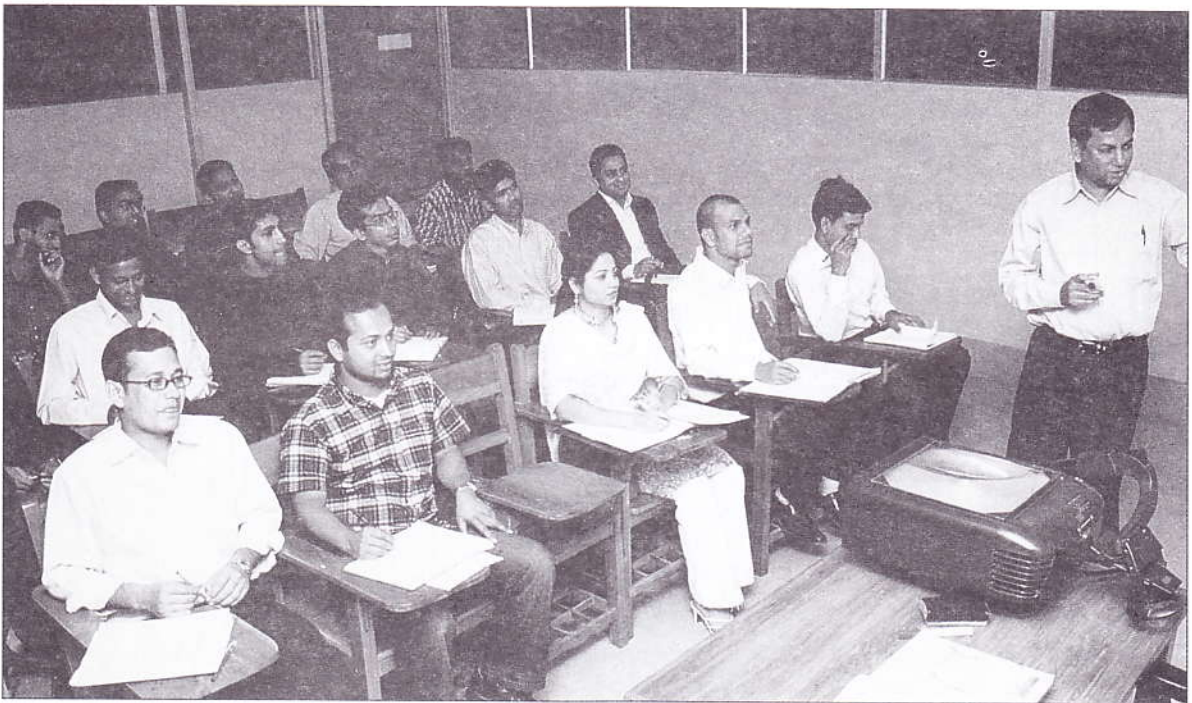


An MBA Class in Progress

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



A Round Table Discussion



An MBA Class in Progress

The EMBA Program

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

Objective

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

- Enhance the ability of students to identify business opportunities and resolve managerial problems.
- Help students understand the dynamics of business operations in an increasingly complex global environment and in responding to the management challenges and choices of that environment.
- Develop students' understanding of the functional areas of business and a general perspective of their interrelationship.
- Enhance critical thinking and develop interpersonal communication and leadership skills of students to work effectively with others and lead teams to accomplish objectives.
- Upgrade their practical experience with the new knowledge.

Length of Program

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

Course Load

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

Academic Schedule

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

Mission

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

Admission Requirements

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

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

Applications are evaluated on the basis of:

- Prior academic achievements
- Admission test scores

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

Faculty

The faculty members teaching in the Executive MBA Program are among the best in the country. Almost all of them have Ph.D. from overseas universities. Courses are also taught by highly qualified visiting professors from reputed local & overseas universities and professionals working in relevant fields.

Graduation Requirements

To graduate, students must receive credit for at least 16 courses (42 credit hours) with a minimum Cumulative Grade Point Average (CGPA) of 2.5 on a 4.0 point scale.

Transfer Credits

Credit for up to one-third of the program requirement may be transferred from other recognized academic institutions provided the following criteria are met:

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

However, the concentration and Capstone courses must be taken at EWU Business School. Transfer credits will not be counted to calculate CGPA.



Prize winners of East West University-Prothom Alo-Mutual Trust Bank Students' Quiz Competition with the Hon'ble Health & Family Welfare Minister Dr. Khandaker Mosharraf Hossain, MP

Course Waivers

Students with extensive academic or professional experience may apply for course waiver by completing a 'Request for Course Waiver' form. The form must be submitted to the coordinator of MBA/EMBA Program with the relevant academic transcripts, a detailed job description or evidence of an appropriate certification.

Students having completed a 3/4 year Bachelor's degree are eligible for waiver provided that the obtained grade is at least a 'B' or equivalent in that specific course. Waiver is given to foundation courses only. Course waiver requires approval from Equivalence Committee.

Residency Requirement

Students must complete a minimum of 24 credits at EWU to earn EWU EMBA degree.

Grading Philosophy

EWU is committed to high academic standards that reflect real world demands for excellence. Academic performance is evaluated using a full range of grades 'A' through 'F'.

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

Retake Policy

Students with a grade of C+ and below will be allowed to retake a course only once.

Audit

Audit status is reserved for East West University alumni or students currently enrolled on a East West University program. Prerequisites for audited courses must be completed. Audit students pay fees of the regular course tuition. Students who audit a course receive a grade "AU". Audit courses may not be converted to credit. Audits are allowed if space is available with priority given to full credit registrations. Audit may also apply to the non-degree-seeking students.

Incomplete Grade

Incomplete (I) grade is granted only in exceptions, such as, when illness or work-related travel is documented and when substantial course requirements have already been completed. Students must seek approval from both the instructor and the EMBA Program Coordinator prior to the regularly scheduled final examination. If remaining course work has not been completed by the end of week 2 of the next semester, grade 'I' automatically becomes grade 'F'.

Withdrawals

Students may withdraw from a course within first five weeks, and receive the designator 'W'. Withdrawals are not allowed after this time. All withdrawal notices must be communicated to both the Instructor, and the EMBA Program Coordinator. The amount of refund is related to the date of withdrawal as indicated in the university policy.

Probation

Students are required to maintain a minimum CGPA of 2.5 at the end of a semester. If students fail to maintain their CGPA to 2.5, they will be put on probation status. If they fail to raise their CGPA to 2.5 within the following two consecutive semesters, they will not be allowed to continue with the EMBA program.

Dismissal

Students are dismissed from the program for failure to make satisfactory academic progress. Students failing to maintain the required CGPA (2.5) in two consecutive semesters, after she/he was put on probation, will be dismissed. Students dismissed from their program may appeal to the MBA/EMBA Coordinator for re-admission. Readmission will not be granted without strong evidence of significant change in student's ability to satisfactorily complete program requirements.

Time Limitations

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

Financial Information

Item	Amount
Admission Fee (non-refundable)	Tk. 11,000
Tuition per credit hour	Tk. 3,000
Computer Lab fee (per semester)	Tk. 1,000
Library fee (per semester)	Tk. 500
Student Activities fee (per semester)	Tk. 500
Estimated total cost:	Tk. 1,49,000
	(waivers not deducted)



An EMBA Class in Progress

Course Summary

The EWU EMBA Program requires successful completion of 16 courses (42 credit hours).

These courses are divided into 4 components:

1. Foundation course (15 credits)
2. Core area (15 credits)
3. Concentration (9 Credits)
4. Capstone (3 credits)

Foundation Courses

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

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

Optional Foundation courses

Any one course from the following courses:

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 (three) 3 credits.

Bank Management

EMBA_532	Financial Institutions	: 3 Credits
EMBA_533	Management of Commercial Banks	: 3 Credits
EMBA_534	Management of Insurance Companies	: 3 Credits
EMBA_535	Central Banking	: 3 Credits
EMBA_536	Bank Accounts	: 3 Credits
EMBA_563	Investment Theory	: 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	Human Resources Management System	: 3 Credits
EMBA_527	Strategic Human Resources 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_523	Leadership	: 3 Credits
EMBA_525	Entrepreneurship	: 3 Credits
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

Marketing

EMBA_542	Marketing Research	: 3 Credits
EMBA_543	Consumer Behavior	: 3 Credits
EMBA_544	Advertising and Promotion Management	: 3 Credits
EMBA_545	Services Marketing	: 3 Credits
EMBA_546	Channels of Distribution	: 3 Credits
EMBA_547	Market Planning and Strategy	: 3 Credits
EMBA_548	Export Management	: 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

Risk Management & Insurance

EMBA_551:	Risk Management & Insurance	: 3 Credits
EMBA_552:	Property Pecuniary, Liability & Insurance of the Person	: 3 Credits
EMBA_553:	Principles of Reinsurance	: 3 Credits
EMBA_554:	Underwriting Management	: 3 Credits
EMBA_555:	Claims 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
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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 who have already been graduated may also be allowed to do double major which would be shown in their grade reports/transcripts only and no separate certificate will be issued to them.

Prerequisites

Name of the course	Credit hours	Prerequisite
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 analyse and forecast manpower needs, attracting, recruitment and selection of workforce, retaining, developing and motivating workforce and considerations of some indicators of manpower effectiveness. Policy issues considered include work force composition, wage and salary administration in the context of developing countries.

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: Human Resources Management System

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

Credits: 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_532: Financial Institutions

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

Credits: 3; Prerequisite: Functional Area Courses

EMBA_533: Management of Commercial Banks

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

Credits: 3; Prerequisite: Functional Area Courses

EMBA_534: Management of Insurance Companies

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

Credits: 3; Prerequisite: Functional Area Courses

EMBA_535: Central Banking

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

Credits: 3; Prerequisite: Functional Area Courses

EMBA_536: Bank Accounts

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

Credits: 3; Prerequisite: Functional Area Courses

EMBA_541: Marketing Management and Practices

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

Credits: 3; Prerequisite: EMBA 503

EMBA_542: 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. Prerequisite : EMBA 502

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_544: Advertising and Promotion Management

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

Credits: 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_546: Channels of Distribution

This course teaches the students how to make decision regarding physical distributions of products to consumers. It addresses channel structures including retailing whole selling and other agency relationships. Emphasis is placed on understanding how to design, implement, manage and evaluate a channel strategy.

Credits: 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: Export Management

This course has been designed to assist the students in understanding the local environment of export business and to be able to deal with both the export regulations as well as the overall marketing perspective of exports. To make it more practical the course will be case dependent.
Credits: 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 stresses more the issue of branding and its position in the overall product mix.
Credits: 3; Prerequisite: Functional Area Courses

EMBA_551: Risk Management & Insurance

To provide an understanding and an appreciation of the principles and practices of risk management in order to enable production of the optimum strategy for the handing of risk in an organization. To develop a sound appreciation of the nature of risk, its assessment and management, to acquire a knowledge of the nature and function of insurance and a knowledge of basic statistical concepts relating to the insurance environment.
Credits: 3

EMBA_552: Property Pecuniary, Liability & Insurance of the Person

To provide a knowledge and understanding of liability insurance practice, particularly relating to risk assessment and control, policy coverage, underwriting and statutory regulation and to enable candidates to construct solutions to practical problems. The course will also cover. Basic principles of Insurance of the person, Common forms of life assurance contract, Personal accident and health Insurance, Claims procedure.
Credits: 3

EMBA_553: Principles of Reinsurance

To provide a knowledge and understanding of the principles of reinsurance, their general application to the different methods of reinsurance, the law relating to reinsurance, and the contract wordings in current use.
Credits: 3

EMBA_554: Underwriting Management

To provide an understanding of and the ability to apply the requirements for managing a general insurance underwriting account through, selection of class of business and design of products, setting the underwriting policy for those products, establishing the price, management of exposures, the implementation of operational controls, budgeting and monitoring results.
Credits: 3;

EMBA_555: Claims Management

To provide an understanding of the development of claims philosophies, the implementation of claims systems, the management of claims functions, the management of the claims services and the application of claims practice to transacting insurance business on an industry wide basis.
Credits: 3;

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, 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: 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. Casestudies 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_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, Mediation 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 in case discussions.

Credits: 3; Prerequisite: All Courses

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