Curriculum of
BBA in Port Management and Logistics Programme

Department of Port and Shipping Management

Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh
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<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>11.1.16</td>
<td>PML 3205 Marine Environment and Sustainability Management</td>
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11.2 Foundation Courses

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<tr>
<td>11.2.1</td>
<td>BUS 1101 Introduction to Business</td>
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<td>11.2.2</td>
<td>BUS 1201 Financial and Management Accounting</td>
</tr>
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<td>11.2.3</td>
<td>BUS 1202 Business Communication</td>
</tr>
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<td>11.2.4</td>
<td>BUS 2101 Economics</td>
</tr>
<tr>
<td>11.2.5</td>
<td>BUS 2102 Management and Organizational Behaviour</td>
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<td>11.2.6</td>
<td>BUS 2103 Computer Application in Business</td>
</tr>
<tr>
<td>11.2.7</td>
<td>BUS 2201 Marketing Management</td>
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<td>11.2.8</td>
<td>BUS 2202 Financial Management</td>
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11.3 Basis Science/Humanities/ Social Science Courses

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<tr>
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<td>11.3.2</td>
<td>HUM 1102 Bangladesh Studies</td>
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<tr>
<td>11.3.3</td>
<td>HUM 1103 Functional English</td>
</tr>
<tr>
<td>11.3.4</td>
<td>HUM 1201 Maritime Geography</td>
</tr>
<tr>
<td>11.3.5</td>
<td>MATH 1201 Business Mathematics</td>
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<tr>
<td>11.3.6</td>
<td>HUM 1202 বাংলা ভাষা (Bangla Language)</td>
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<td>11.3.7</td>
<td>STAT 2101 Business Statistics</td>
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<td>HUM 4201 Professional Ethics and Corporate Social Responsibility</td>
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11.4 Laboratory Courses

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11.5 Development Courses

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<td>DEV 1202 Study Tour-1</td>
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<td>11.5.3</td>
<td>DEV 2201 Co-curricular</td>
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<td>11.5.4</td>
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<tr>
<td>11.5.5</td>
<td>DEV 3201 Study Tour-3</td>
</tr>
</tbody>
</table>

11.6 INT 4201 Internship

11.7 Degree++ Courses
1 Introduction to the University

1.1 Background

The victory over maritime boundary delimitation with neighbouring countries opened a new window in the maritime arena of Bangladesh. Vast sea area along with scarcity in land based resources has made it imperative to boost up our economy through effective exploration of sea resources. Keeping this in perspectives honourable Prime Minister Sheikh Hasina outlined the concept of blue economy and underscored the importance of effective manpower in the maritime sector.

In order to create effective human resources, the first ever specialized university Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh (BSMRMU) was established in 2013 after the name of the Father of the nation Sheikh Mujibur Rahman. Our motto is “We strive for Maritime Excellence”. The University aims at bringing all maritime professional to a common platform to share knowledge and carryout research for the advancement of maritime sector and developing effective human resources in this sector.

1.2 Vision

Vision of the University is to promote and create a learning environment for higher maritime education with excellence, through state-of-the-art facilities and gadgets, competent faculty and staff, expanded frontier of research based knowledge and international standards supportive of the new horizons in diverse fields by 2021.

1.3 Mission

BSMRMU is committed to provide quality education based on state of the art technological support responsive to the emerging challenges at home and abroad. The university is dedicated to nurture and develop world class professionals, who would serve the mankind with strong sense of ethical values and competence and ready to face the competitive world of maritime business, service and employment.

1.4 Goals

Goals of the University are as follows:

- Achieve sustainable development and progress of the university through mutual cooperation with other related universities/ institutions.
- Continue to upgrade educational services and facilities responsive to the demands and requirements of the nation.
- Bring all types of marine professionals on a common platform to share knowledge and perform research and development works for the advancement of country's maritime sector.
- Enhance research consciousness in the maritime sector in discovering new dimensions with the upcoming challenges.
- Accelerate the participation of alumni students and professionals with educational programs and development of projects designed to expand and improve academic standards.
- Teach students on marine science and technology and guide them towards research to enhance contribution to the maritime profession.
- Conduct various educational programmes and research works for sustainable development of the maritime service and industrial sector of the country.
- Educate students on different subjects of maritime management, law and security and strategy and conduct research on allied fields.
- Create conducive environment for students to prepare themselves to serve the nation as future planners/ policy makers/ leaders in maritime sectors in coordination with national and international organizations including International Maritime Organization (IMO).
1.5 Faculties and Institutes

The university aspires to have seven teaching faculties and four research institutes. The name of faculties and institutes is following:

- Faculty of Maritime Governance and Policy (FMGP)
- Faculty of Shipping Administration (FSA)
- Faculty of Earth and Ocean Science (FEOS)
- Faculty of Engineering and Technology (FET)
- Faculty of General Studies (FGS)
- Faculty of Computer Science & Informatics (FCSI)
- Faculty of Maritime Business Studies (FMBS)

Research institutes are: Institute of Professional Language, Institute of Bay of Bengal & Bangladesh Studies, Institute of Renewable Energy & Marine Resource and Institute of Disaster Management.

2 Introduction to the Faculty

Faculty of Shipping Administration is one of the oldest faculties of the university. The faculty has special learning environment, innovative course curriculum, methods of teaching, and quality programs. The faculty has mainly three departments namely Port and Shipping Management, Nautical Science and Transportation and Logistics Management.

3 Introduction to the Department

The Department of Port and Shipping Management started its journey from the very inception of this University under the Faculty of Shipping Administration. The Department is committed to provide an excellent teaching and learning environment. Global standard curriculums are followed to impart quality education by the qualified and competent teachers. Graduates of this department will get a unique opportunity to develop their career in the different areas of job market like domestic and foreign port, terminals and ICDS, University Teaching, shipping companies, commercial organizations, freight forwarding companies etc.

4 Introduction to the Programme

BBA in Port Management and Logistics programme is a 4 year full time regular undergraduate programme. Graduates from this programme will be able to develop their career as port manager, executive in shipping companies, logistics and transportation companies, supply chain executive, planner and manager in different terminals, freight forwarding companies, stevedoring companies, different govt. maritime organizations etc. The programme is divided into 8 semesters of six months each (2 semesters in each year). Total credit hours of this programme is 129 including 3 credit hours for internship. Besides regular courses, workshops, seminars, guest lectures and certificate courses on contemporary issues are arranged frequently for the students. The programme also includes three study tours in the ending of three years. The duration of each semester is 26 weeks. Each semester is distributed as follows:

a. Classes 15 weeks
b. Mid Term Examinations 02 weeks
c. Preparatory Leave 02 weeks
d. Final Examination 03 weeks
e. Recess 04 weeks
5 Programme Outcome
After the successful completion of the undergraduate programme, the students will be able to
a. Plan, organize and control the port, terminal, depots etc.
b. Manage shipping and shipping ancillary business
c. Execute strategic maritime decision
d. Design transportation routes and logistics
e. Manage supply chain and logistics activities in different companies

6 Admission Information

6.1 Admission Criteria
Eligibility for admission in PML programme are as follows:

a. Applicants who have passed HSC or equivalent examination in the current or previous year are eligible to apply.

b. Applicants must have passed HSC/equivalent examination and SSC/equivalent examination from any group with total GPA 7.5 (HSC and SSC) but not less than 3.5 in any examination.

c. Applicants with GCE must have passed minimum five subjects in O-Level including Mathematics and minimum two subjects in A-Level. However, an applicant having more than two ‘C’ grades in O-Level and/or more than one ‘C’ grade in A-Level will be ineligible for admission.

6.2 Admission Procedure
The procedure for admission in BBA in PML programme are as follows:

a. Admission Circular: BSMRMU will invite applications from interested candidates for admission in BBA in PML programme by publishing advertisements in the national dailies and BSMRMU website.

b. Written Admission Test: An eligible candidate will have to sit for a written admission test on English, Basic Mathematics, Analytical Ability and General Knowledge on Maritime Affairs.

c. Final Selection: Candidates will be selected finally on the basis of their combined marks obtained in the written admission test, HSC/equivalent examination and SSC/equivalent examination. Weightage will be written test 50%, HSC/equivalent examination result 30% and SSC/equivalent examination result 20%. Final merit list along with waiting list will be published on BSMRMU notice board as well as on BSMRMU website.

6.3 Registration in the Programme
After final selection, the selected candidates will be registered under the programme in accordance with the procedures as laid down by BSMRMU. The candidates have to go through a medical checkup at BSMRMU designated Medical Centre to ascertain their medical fitness. The selected candidates have to collect Admission Form from the Admission Section, and complete admission and registration formalities within the given time frame by paying the required fees. The following rules will apply in this regard:

a. If any candidate fails to complete admission formalities within the prescribed date and time, the candidate’s selection will be cancelled automatically
b. If any student does not attend the class within two weeks of commencement of classes, the student’s admission will be cancelled automatically.
7 Teaching Strategy
The teaching strategy of the programme is mainly lecture based for theoretical courses and demonstration for lab courses. Other teaching strategy includes case study, group discussion, workshop, seminar and field work learning etc.

7.1 Assignment of Credits

a. For theoretical courses, one lecture of 60 minutes per week per term is equivalent to one credit hour.

b. For laboratory courses, 120 minutes per week per term is equivalent to one credit hour.

c. Credit hours are also assigned to study tour co-curricular activities, presentation development skills and internship taken by the students. The amount of time assigned to such work may vary depending on the requirements.

7.2 Conduct of Courses
The following guidelines will be followed for conducting the courses:

a. At the beginning of the term, the course teacher will prepare a course outline incorporating the course syllabus, performance evaluation and grading system (as laid down in the policy), list of suggested text books/references, and a tentative schedule of classes, examinations and events.

b. Internship work will be assigned individually on any issue pertaining to the organization in which the students are engaged with.

c. A number of individual and group assignments, presentations, etc. will be assigned to students as per the course requirements.

8 Assessment Strategy

8.1 Grading System

Letter grades and corresponding grade points will be awarded in accordance with the provisions (unified UGC grading system) shown below:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade points</th>
<th>Numerical Markings</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>4</td>
<td>80% and above</td>
</tr>
<tr>
<td>A</td>
<td>3.75</td>
<td>75% to below 80%</td>
</tr>
<tr>
<td>A-</td>
<td>3.5</td>
<td>70% to below 75%</td>
</tr>
<tr>
<td>B+</td>
<td>3.25</td>
<td>65% to below 70%</td>
</tr>
<tr>
<td>B</td>
<td>3</td>
<td>60% to below 65%</td>
</tr>
<tr>
<td>B-</td>
<td>2.75</td>
<td>55% to below 60%</td>
</tr>
<tr>
<td>C+</td>
<td>2.5</td>
<td>50% to below 55%</td>
</tr>
<tr>
<td>C</td>
<td>2.25</td>
<td>45% to below 50%</td>
</tr>
<tr>
<td>D</td>
<td>2</td>
<td>40% to below 45%</td>
</tr>
<tr>
<td>F</td>
<td>0</td>
<td>below 40%</td>
</tr>
<tr>
<td>X</td>
<td>Thesis/Project continuation</td>
<td>-</td>
</tr>
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</table>
8.2 Performance Evaluations

8.2.1 Theory Courses
Forty percent (40%) marks of theoretical course will be allotted for continuous assessment, i.e. quizzes, class tests, assignments, class evaluation, class participation, mid-term exam etc. Term Final Examination is conducted centrally by BSMRMU. Term Final Examination will be normally of 3-hour duration and comprise of 60% marks. Distribution of marks for a given course is as follows:

- a. Class Attendance : 05%
- b. Class Participation/Observation : 05%
- c. Term Paper/Assignment : 05%
- d. Class Tests/Quiz : 05%
- e. Mid Term Examination (01 Exam) : 20%
- f. Term Final Examination : 60%

The number of quizzes/class tests of a theory course will be n+1, where n is the number of credit hours of the course. Evaluation of performance in quizzes/class tests will be on the basis of the best n quizzes. The scheme of continuous assessment that a particular teacher wishes to follow for a course will be announced as course outline on the first day of the term. The performance of a student will be evaluated in terms of two indices, viz. Semester Grade Point Average (SGPA), and Cumulative Grade Point Average (CGPA).

8.2.2 Lab Courses
The distribution of marks for Lab courses is given below:

- a. Attendance : 10%
- b. Class Performance / Observation : 10%
- c. Assignment / Report : 20%
- d. Viva/Presentation : 20%
- e. Quiz : 40%

8.2.3 Presentation Skill Development
The distribution of marks for presentation skill development is given below:

- a. Preparation and Planning : 15%
- b. Voice and Pronunciation : 20%
- c. Question & Answer Handling : 20%
- d. Body Language : 10%
- e. Knowledge Depth : 20%
- f. Appearance : 15%
8.2.4 Study Tour
The distribution of marks for the performance evaluation of each student on the study tour is given below:

a. Attendance : 20%
b. Participation : 20%
c. Report Submission : 30%
d. Presentation : 30%

8.2.5 Internship
The distribution of marks for the performance evaluation of internship is given below:

a. Satisfactory Attendance : 20%
b. Report Submission : 30%
c. Presentation : 20%
d. Oral Examination : 30%

8.2.6 Co-curricular Course
Assessment for credited co-curricular course is carried out continuously and implemented by the course instructor or teacher. Aspects of the course evaluation is the attendance, participation, competence, and course work. Course assessment may also include a mix of in-course assignments and presentations depending on the type of co-curricular activities. Course teacher will decided and announce the marks distribution in different attributes at the beginning of the course.

8.3 The requirements for promotion to the next semester
The requirements for promotion to the next term are as follows:

a. A student has to take the required courses for a particular semester as per the syllabus of the programme.
b. A student will be promoted to the second semester of each year, irrespective of his/her results in the first term of the year.

8.4 The requirements for promotion to the next year
The requirements for promotion to the next term are as follows:

a. A student has to take the required courses for a particular year as per the syllabus of the programme.
b. A student will be promoted to the next year, provided he/she does not have ‘F’ grades in more than two subjects including backlog subjects (if any).

8.5 The reexamination of failed subjects
Normally the re-examination of the failed subjects (section 8.4b) will be conducted at the beginning of the following academic year. A short term may be conducted for them during year ending recesses. However, students may also opt to register the failed subjects and appear the examination with next batch.
8.6 Credit Earned

The courses in which a student has obtained ‘D’ or a higher grade will be counted as credits earned by him/her. Any course in which a student has obtained ‘F’ grade will not be counted towards his/her earned credits. ‘F’ grade must be cleared within the designated period.

8.7 Degree Requirements

Degree requirements are as follows:

a. Completion of courses required for fulfilling the minimum credit hours of 129 in a maximum period of 6 (six) academic years.

b. Appearing at the final examination in all the required courses as per curriculum of the programme.

c. Successful completion of internship.

d. Successful completion of 3 Degree ++ courses.

e. Scoring a CGPA 2.20 or above.

9 Course Designation System

Each course is designated by a maximum of four letter code identifying the programme or department offering the course followed by a four-digit number having the following interpretation:

a. The first digit corresponds to the year in which the course is normally taken by the students.

b. The second digit corresponds to the semester in which the course is normally taken by the students.

c. The last two digits denote a course, where an odd number is used for a theoretical course.

10 Curriculum Structure

BBA in Port Management and Logistics consists of total 46 courses excluding non-credit courses and divided into the following categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>No. of Theory Courses</th>
<th>No. of Lab Courses</th>
<th>No. of non-credit courses</th>
<th>Credit Hours</th>
<th>Perchantage</th>
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<tbody>
<tr>
<td>Core Courses</td>
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<td></td>
<td>67.5</td>
<td>52%</td>
</tr>
<tr>
<td>Foundation Courses</td>
<td>8</td>
<td>1</td>
<td></td>
<td>25.5</td>
<td>20%</td>
</tr>
<tr>
<td>Basic Science/ Humanities/ Social Science</td>
<td>8</td>
<td>1</td>
<td></td>
<td>25.5</td>
<td>20%</td>
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<tr>
<td>Internship</td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td>2%</td>
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<tr>
<td>Development Courses</td>
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<td>7.5</td>
<td>6%</td>
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<tr>
<td>Degree ++</td>
<td></td>
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<td>3</td>
<td>-</td>
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<tr>
<td>Total</td>
<td>39</td>
<td>2</td>
<td>3</td>
<td>129</td>
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### 11 Course Schedule

#### Year-1: Semester-1

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<tr>
<td>PML 1101</td>
<td>Introduction to Maritime Industry</td>
<td>3</td>
</tr>
<tr>
<td>BUS 1101</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>HUM 1101</td>
<td>Sociology</td>
<td>3</td>
</tr>
<tr>
<td>HUM 1102</td>
<td>Bangladesh Studies</td>
<td>3</td>
</tr>
<tr>
<td>HUM 1103</td>
<td>Functional English</td>
<td>3</td>
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<tr>
<td><strong>Practical</strong></td>
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<tr>
<td>HUM 1104</td>
<td>Functional English Lab</td>
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<td></td>
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<tr>
<td><strong>Theoretical</strong></td>
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</tr>
<tr>
<td>HUM 1201</td>
<td>Maritime Geography</td>
<td>3</td>
</tr>
<tr>
<td>BUS 1201</td>
<td>Financial and Management Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS 1202</td>
<td>Business Communication</td>
<td>3</td>
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<td>MATH 1201</td>
<td>Business Mathematics</td>
<td>3</td>
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<tr>
<td>HUM 1201</td>
<td>বাংলা ভাষা (Bangla Language)</td>
<td>3</td>
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<td><strong>Development Courses</strong></td>
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<td>DEV 1201</td>
<td>Presentation Skill Development</td>
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<td>DEV 1202</td>
<td>Study Tour-1</td>
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#### Year-2: Semester-1

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<td><strong>Theoretical</strong></td>
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</tr>
<tr>
<td>PML 2101</td>
<td>Introduction to Port and Shipping Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 2101</td>
<td>Economics</td>
<td>3</td>
</tr>
<tr>
<td>BUS 2102</td>
<td>Management and Organization Behaviour</td>
<td>3</td>
</tr>
<tr>
<td>BUS 2103</td>
<td>Computer Application in Business</td>
<td>3</td>
</tr>
<tr>
<td>STAT 2101</td>
<td>Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td><strong>Practical</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUS 2104</td>
<td>Computer Application in Business Lab</td>
<td>1.5</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>16.5</strong></td>
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#### Year-2: Semester-2

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<td>Port Planning and Design</td>
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<td>PML 4103</td>
<td>Project Management</td>
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<td>PML 4104</td>
<td>Ship Broking and Chartering Practices</td>
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<td>PML 4106</td>
<td>Integrated Transportation Systems</td>
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Grand Total: 129 Credits

**List of Degree++ Courses:**

Each student shall have to register minimum 3 (Three) degree++ courses as a part of requirement of the degree. Such courses will be offered by the university time to time in coping with the requirement of contemporary maritime management and business world. A list of probable degree++ courses are given below:

- Freight Forwarding
- Future Trends of Shipping
- Dangerous Goods Handling and Transportation
- Export and Import
- Change Management
- E-procurement
- Entrepreneurship
- ERP
- Marine Technology
- Leadership
- Any other relevant courses.
12 Course Profile

12.1 Core Courses (PML)

INTRODUCTION TO MARITIME INDUSTRY

Course Code : PML 1101
Credits : 3.0
Contact Hours : 42

Aim:
The objective is to provide participants with the opportunity to gain a broad understanding of the maritime industry both in the domestic and international environment.

Learning Outcomes:
By the end of this course, the students will be able to:

• Explore the maritime industry in depth.
• Analyse ancillary activities of maritime i.e. shipping, ports etc.
• Identify the shipping company structure and its market.

Syllabus Contents:

1. The nature and extent of international trade including current and emerging trends and issues.
2. The organization of the international shipping industry in response to the global transport task.
4. International maritime logistics - moving the cargo to the destination and the options available. Assessing the total movement through the supply chain.
5. Port ownership and management. Identifying the port business environment, cargo handling and port development.
6. Policies, structure and relationships. The functions of the various organisations government and non-government both Bangladesh and international that support shipping
7. International conventions and the regulatory regime
8. Agency and Operations. The different types of agents and their respective responsibilities and the relationship with the principal.
9. Ship chartering operations. What chartering means and the different ways in which a ship can be chartered. Chartering terms, the charter party terms and clauses.
10. Documentation case studies for both a chartered shipment and liner shipment. Following the export and import process including regulatory procedures and the commercial and transport documents used.
INTRODUCTION TO PORT AND SHIPPING MANAGEMENT

Course Code : PML 2201
Credits : 3.0
Contact Hours : 42

Aim:
• To orient the students with the basics of port, shipping and ancillary businesses of port and shipping.
• To have an understanding about how port, terminals, shipping companies and other adjuvant organizations perform its functions.

Learning Outcomes:
By the end of this course, the students will be able to:
• Describe the functions of port, shipping and maritime organizations.
• Analyse ancillary activities of shipping and ports
• Identify the shipping company structure and its market.
• Describe the flagging policy and decisions

Syllabus Contents:
4. Flagging policy and decisions; flag state and ship registration practices, Shipping management practices and the uses of BIMCO SHIPMAN and CREWMAN. Design and development of safety management systems in maritime organizations using ISM Code.

Recommended Text(s):
1. H. Ligteringen , H. Velsink, Ports and Terminals (Book)
LOGISTICS MANAGEMENT

Course Code : PML 2201
Credits : 3.0
Contact Hours : 42

Aim:
• To orient the students with the basics of logistics and its overall operation in an organization.
• To have an understanding about how port, terminals, shipping companies and other adjuvant organizations perform its functions.

Learning Outcomes:
By the end of this course, the students will be able to:
• Describe the logistics and its challenges
• Analyse networks for logistics
• Identify materials and manufacturing management

Syllabus Contents:
a. Introduction to logistics: Introduction, Scope and definition, Historical perspective, Importance of logistics and distribution, Logistics and supply chain structure.
b. Integrated logistics and the supply chain: The total logistics concept, planning for distribution and logistics, the financial impact of logistics, Globalization and integration, integrated systems, Competitive advantage through logistics, Logistics and supply chain management
c. Customer service and logistics: The importance of customer service, The components of customer service, Two conceptual models of service quality, Developing a customer service policy, Measuring customer service
d. Key issues and challenges for logistics
e. Planning framework for logistics
f. Logistics processes
g. Logistics network planning
h. Logistics management and organization
i. Manufacturing and materials management
j. Storage and handling systems (palletized): Introduction, Pallet movement, Pallet stacking, Palletized storage, Palletized storage – comparison of systems
k. Storage and handling systems (non-palletized): Small item storage systems, Truck attachments, Long loads, Cranes, Conveyors, Automated guided vehicles, Hanging garment systems
l. Order picking and replenishment: Order picking concepts, Order picking equipment, Sortation, Picking area layout, Slotting, Pick routes Information in order picking, E-fulfilment, Picking productivity, Replenishment
m. Warehouse management and information: Operational management, Performance monitoring, Information technology, Data capture
Recommended Text(s):

**OPERATIONS MANAGEMENT**

Course Code: PML 2202
Credits: 3.0
Contact Hours: 42

**Aim:**

The aim of this course is to orient students the basics of operations management so that they can apply this knowledge in their respective field of business. i.e. production, operation, facility layout, forecasting demand etc.

**Learning Outcomes:**

The student will be able to describe/identify/explain/discuss/analyze:

- The process of production and operations management.
- The designing of product, services and process.
- The planning, control and work management of operations.
- The capacity planning, job design, demand forecasting

**Syllabus Contents:**


3. **Quality, Planning and Control:** Product Quality, Importance of Quality to a Company, How to Determine and Improve Quality, Total Quality Manager, Quality Control Methods, Statistical Quality Control, Employees Involvement, Continuous Improvement, Improving Quality through TQM, Control Charts and Acceptance Inspection, Accepting Sampling

4. **Job Design and Work Measurement:** Production and Operations Standards, Work Measurement, Methods Analysis, Motion study, Man-machine analysis, Flow process charting, Time Analysis, Considerations in Work Analysis

5. **Capacity Planning and Facility Location:** Capacity Planning Environment, Defining and measuring capacity, Simulation, Location of Facility, Transportation Methods

6. **Forecasting Demand:** What is Forecasting, Factors that Influence Demand, Types of Forecasting Techniques, Measures of Forecast Error, How Computers Assist in Forecasting
7. **Inventory and Materials Management:** Inventory Concepts, Inventory Costs, Inventory Modeling, Classical Inventory Model, Production Order Quantity Model, ABC Inventory Model, Computation of Inventory Order Quantities, Reorder Points and Optimum Number of Orders, Aggregate Planning, Master bill of Materials

8. **Managing Complex Projects:** Managing Projects, Network Methods (CPM), Probabilistic Time Estimate (PERT), Cost Consideration, Resource Limitation, Benefits and Limitations of PERT/CPM Systems

**Recommended Text(s):**

5. Production and Operation Management by S. Anil Kumar and N. Suresh.

**HUMAN RESOURCE MANAGEMENT**

Course Code : PML 2203  
Credits : 3.0  
Contact Hours : 42

**Aim:**

The course aims at developing a basic understanding in the students of the issues relating to procurement, development, appraisal, compensation, integration etc. of human resource for its optimum utilization and productivity in the organization in the context of dynamic maritime business environment.

**Learning Outcomes:**

Upon completion of the course, students should be able to:

- Understands the meaning of human resource management as well as maritime human resources, the concept of crew and manning a vessel, and the structure of the world maritime labor market.
- Understand and analyze the fundamental processes of managing human resources in general and more particularly in maritime environment.
- Compare and evaluate strategies for managing maritime human resources, both onboard and ashore.

**Syllabus Contents:**


2. **Human Resources Planning**-Objectives-Importance-HRP Process- Manpower Estimation-


4. **Career Planning**- Succession Planning, Marine employment opportunities, types of employment, entry requirements, assess personal characteristics and traits in relation to the requirements of prospective employers, maritime employment opportunities that are available in the marine and maritime fields, advantages and disadvantages of shore and sea-based careers, features prospective employers may require in applicants, scholarships and traineeships available in the marine and maritime fields


7. **Productivity Management**-Concepts-TQM-Kaizen-Quality Circles


10. **HR in International Context** - Issues that change the context, differences between HRM Domestic and International perspectives, linking HR to international expansion, international recruitment at different levels, issues in staff selection and retention, Performance Management – Criteria’s used, factors associated, evaluation systems. Training and Development, Expatriate Training, Developing International teams, managing virtual teams, Compensation Management, Objectives and Approaches, Repatriation Process, Labor Relations – Key Issues

11. Outsourcing of maritime HRM practices and the competitive advantage from maritime HRM systems

**Recommended Text(s):**

1. Human Resources Management- Gary Dessler
5. Personnel Management – C.B Mamoria

**MARINE INSURANCE**
Course Code : PML 3101  
Credits : 3.0  
Contact Hours : 42

Aims:
The aim of this course is to orient students the basics of marine insurance so that they can apply this knowledge in identifying obligation of the insurer and rights of the insured vessel under the legal provisions and practices globally.

Learning Outcome:
Students will be able to identify/discuss/describe/explain/analyse:

- Maine insurance and its classifications
- Marine accidents and cases
- Marine claims

Syllabus Contents:
3. Cargo Insurance: Proposal Form, factors for acceptance, type of vessel, the Voyage or Transit, Type of Cargo, Packing forms, Containerization, Conditions of Insurance, IncoTerms, Declaration Forms, Marine Cover Note, Policy Form, endorsements, Container Transport.
5. Protection & Indemnity (P&I) Insurance: Third party liabilities including death and personal injury claims and pollution damage. Protection in respect of the ship owner’s liabilities arising out of the ownership of the ship, Indemnity liabilities incurred in respect of risks related directly to the operation of the ship.
– Stop loss – Pooling arrangements – Alternative risk transfer – Common Reinsurance Programme –


Recommended Text(s):

**CARGO OPERATION AND FLEET MANAGEMENT**

Course Code : PML 3102
Credits : 3.0
Contact Hours : 42

**Aim:**
The aim of the course is to let the students know with the principle of fleet and cargo operation management. Understanding different aspects of registration of ships, its operation, and maintenance as well as managing the crews and others. The budgeting technique for ship operation and management
Learning Outcomes:
Students will be able to identify/discuss/describe/explain/analyze:

- Fleet management preliminaries
- Ship registry & the regulatory bodies
- Technical management
- Crew management
- Budgeting technique

Syllabus Contents:

Fleet Management:
1. General knowledge of Fleet Management in all its aspects; the role of a ship manager towards the owner and his place in the organization
2. Analyze the market to make judgments on the outsourcing criteria. “Flag of Convenience”
3. Recognize the various parties important for shipping and Fleet Management; the rules applicable for Fleet Management,
4. Recognize the repair and maintenance regime. plan and manage work which arises from planned and unplanned repair and maintenance. organize emergency work.
5. Importance of manning for the total management of a ship. fulfilling future requirements taking into account demand and supply, social, cultural and ethic aspects.
6. Management system, improvement of safety and operation of ships via self-regulation and developing a safety culture. the possible risks of running ships.
7. Make a long term budget for ship operations and to manage the cost incurred, relevance of each cost category towards the total cost.
8. Judge and analyze the performance of a ship in port and under operation; performance improvement or cost reductions.

Cargo Operation Management:
1. Forces acting on cargo during transport; consequences and responsibilities of cargo problems; Cargo handling, stowage, securing and ship stability;
2. Basic principles for correct cargo stowage, packing, securing and lashing;
3. Type and care of shipboard handling and securing equipment; Terminal arrangements, layout of quays and transit sheds;
4. Handling of solid bulk and liquid bulk cargo; loading and unloading equipment for bulk and liquid
cargoes;
5. Handling of break bulk cargo; equipment for handling pallets and containers; choice of Cargo
Transport Units (CTU) type;
6. Methods of packing and securing of cargoes; Packing, handling, stowage, segregation and
securing of dangerous goods; Regulations for the transport of dangerous goods;
7. Marking, labeling and placarding; Handling and storage of packaged dangerous goods in port
areas;
8. Safe packing and securing of cargo in freight containers and vehicles;
9. Vehicles on Ro-Ro vessels; Lashing and securing of deck cargoes; Survey, inspection and
certification of cargo equipment.

**Recommended text(s):**
1. Ship Management, Drewry Shipping Consultants, September, 2006
5. IMO, Code of Safe Practice for Solid Bulk Cargoes, London: International Maritime Organization
Organization

**PORT AND TERMINAL OPERATION**

Course Code : PML 3103
Credits     : 3.0
Contact Hours : 42

**Aim:**
The overall aim of the course is to understand the port’s operational and planning process through
supply chain aspects as well as logistics management in port

**Learning Outcomes:**

After the completion of the course, students will be able to analyze/ express/ differentiate/ investigate:

a. Port development and planning
b. Port investment, financing and pricing
c. Port productivity, marketing and competition
d. Logistics management and related aspects of ports

**Syllabus Contents:**

1. **Introduction of Port.** What is a port, the port system, Approaches to port operations and management

2. **Port pricing.** Port charges vs. port dues. Tariff structures and surcharges. Marginal cost pricing. Strategic port pricing. Through transport pricing. Other pricing models. Regulatory mechanism for port pricing

3. **Port operations.** Port operations and services. Nautical versus cargo handling services. Value added and logistics port services. Queuing system and congestion in port. Port layout and configuration. Port equipment and maintenance. Terminal and site operation. Terminal procedures. Functional modelling of port operations. Port automation

4. **Port Performance and Productivity.** Multi-disciplinary approaches to port performance, Economic impact and port performance, Trade logistics and port productivity, Index methods for measuring port efficiency, Frontier methods for port benchmarking, Optimization tools in port operations,

5. **ICT and Port Management.** Information management systems in port, Port community system, Terminal operation system, Port technology, ITS in ports

6. **Port Marketing and Competition.** Analysis of Port Markets, Port Marketing tools, Techniques of port promotion, Market intelligence and research in ports, Economic analysis of port competition, Forms of port competition, Port selection and choice modelling, Port co-operation, Competition policy and regulation

7. **Port Logistics.** The network structure of port operations, Freight logistics systems and ports, Intermodality and landside port logistics, Port centric logistics, Value added logistics services in ports, Port and trade logistics, and Integrating port in global supply chains

8. **Port Safety.** Safety regulations and procedure, Formal safety assessments in ports, HAZAMT and the handling of dangerous goods, Accident reporting and investigation, Occupational safety and health

10. **Environmental Management and ports.** Coastal zone management and the port-city interface, Environmental port regulation, EIA in ports, Port operations and the climate change agenda, Contingency plans and environmental response

11. **Port labour and HRM.** History and development of port labour. Labour reform and social issues, Labour performance and Terminal operations, Port training and education, Port careers and HRD

12. **Port Policy.** Components and instruments of port policy, regulating port services. Subsidizing port services, Port governance and reform, Deregulation and institutional restructuring.

**Recommended text(s):**
2. Port security Handbook 2004 – Lloyds Register
5. Port Development : A Handbook for Planners in developing countries – UNCTAD

**MARITIME ECONOMICS**

Course Code : PML 3104
Credits : 3.0
Contact Hours : 42

**Aim:**
The aim of the course is to provide an understanding of how the shipping market economic works. Students would be able to answer some basic questions about how the shipping market is organized, how it works, how the freight rate is determined, how the cycle works, how are ships financed and
what influence the design as well as the economic principle behind these.

**Learning Outcomes:**

Students will be able to identify/discuss/describe/explain/analyse:

- Shipping and Shipping Market Economics
- Shipping Company Economics
- Seaborne Trade and Transport Systems
- The Merchant Fleet and Transport Supply
- Forecasting and Planning

**Syllabus Contents:**


3. Financing ships and shipping companies: Ship finance and shipping economics, How ships have been financed in the past, The world financial system and types of finance, Financing ships with equity, Financing ships with debt, Finance for new buildings, Leasing ships.

4. The economic principles of maritime trade: study seaborne trade, The countries that trade by sea, An explanation of trade theory, Theories about the pattern of trade, Economic growth and sea trade, Trade forecasting and the commodity trade model.


8. The regulatory framework of maritime economics: How maritime regulation affects maritime economics, the institutions that regulate shipping, Self-regulation and the classification societies, the law of the sea, the regulatory role of the flag state.


10. Marketing environment – customer oriented organization – marketing interface with other functional
areas marketing in a globalized environment–The concept of global marketing –Importance, Growth and Benefits-Scope and challenge of international marketing.

**Recommended Text(s):**
1. Martin Stopford, Maritime Economics
2. E. Karakitkos, L. Varnabides, Maritime Economics: A Macroeconomic Approach

**SUPPLY CHAIN MANAGEMENT**

Course Code: PML 3105
Credits: 3.0
Contact Hours: 42

**Aim:**

The aim of the course is to introduce the students with what is supply chain management and the principles belong to this area of study.

**Learning Outcomes:**

Student will know about logistics and supply chain management, the role of supply chain management in business as well as the role of port and shipping in the supply chain management.

**Syllabus Contents:**


3. Supply Chain Management: Introduction and Development- Nature and Concept -Importance of
Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain – Global Applications

4. Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement - Systems and Values of Supply Chain


- Just in-time Production - Total Quality Management.

**Recommended Text(s):**


**INTERNATIONAL TRADE AND COMMERCIAL LAW**

Course Code : PML 3106
Credits : 3.0
Contact Hours : 42

**Aims:**

The objective of the course is to introduce the conceptual background of the subject along with existing and ongoing developments in the area of International Trade and World Trade Organisation’s (WTO) Agreements.

**Learning Outcomes:**

Students who complete the course successfully will familiar with-
- the conceptual background of the International Trade
- Existing and ongoing developments in the area of International Trade and World Trade Organization’s (WTO) Agreements.
- The legal framework for the settlement of International trade dispute.

**Syllabus Contents:**

International Trade and Commerce; Basic Idea on International Trade; Origin and Development of International Trade Law; Nature and Scope; International Trading System – liberalization of trade and Commerce; The globalization of the world economic, political and financial system; the role of international trade in the global development and international trade; the international trade and human rights; International legal framework for the international trade; Different principles, terms and issues; Sources of International Trade Law, Principle of MFN and corresponding legal regime of Trade; Discriminatory regimes in International Trade; GATT/WTO and the principles of free trade; Tariffs, trade measures, export/import duties in International Trade; Dispute Resolution in International Trade & Arbitration; Legal peculiarities of an International Commercial contract; International contracts of the sale of goods; Principles of International Commercial Contracts.

**INCOTERMS**

**Recommended Text(s):**

2. A Guide to State Succession in International Investment Law by Patrick Dumberry
3. International Commercial Arbitration and the Brussels I Regulation by Louise Hauberg Wilhelmsen

**PORT PLANNING AND DESIGN**

Course Code : 3201  
Credits : 3.0  
Contact Hours : 42

**Aim:**  
The overall aim of the course is to understand the port’s operational and planning process through supply chain aspects as well as logistics management in port

**Learning Outcomes:**

After the completion of the course, students will be able to analyze/ express/ differentiate/ investigate:

- e. Port development and planning
- f. Port investment, financing and pricing
- g. Port productivity, marketing and competition
- h. Port design and construction

**Syllabus Contents:**

1. **Port development and organization.** History of port development. Port roles and function. Port users and stakeholders. Port administration and organizational structure. Traditional vs. emerging port management model. Recent trend in port development

2. **Port planning.** Infrastructure and capacity. Evaluation and management of port projects. Long term (master) port planning. Modelling port demand and supply. Port traffic forecasting. Strategic port planning. Operational port planning: Terminal planning module

3. **Port investment and financing.** Port costs and costing systems. Economic evaluation vs. financial appraisal of port projects. Financing mechanism of port projects. Contractual and legal arrangements. Private sector participation and emergence of global port operator. Public-private partnership (PPP) models in ports issues with public financing of port infrastructure

4. **Port pricing.** Port charges vs. port dues. Tariff structures and surcharges. Marginal cost pricing. Strategic port pricing. Through transport pricing. Other pricing models. Regulatory mechanism for port pricing
5. **Port operations.** Port operations and services. Nautical versus cargo handling services. Value added and logistics port services. Queuing system and congestion in port. Port layout and configuration. Port equipment and maintenance. Terminal and site operation. Terminal procedures. Functional modelling of port operations. Port automation

6. **Port Design and Construction:** Introduction to port and harbor structures; Harbor classifications; Port facilities - berthing and mooring structures and rendering system; Operational and environmental loads; Wave oscillations in harbor and its control; Maneuvering of ships within harbor; Cargo handling in ports; Offshore mooring - design of breakwaters, jetties, wharfs, quays, diaphragm walls, slipways and docks; Sediment transport and maintenance dredging in harbors. Control and marine pollution in ports.

**Recommended text(s):**

2. Port security Handbook 2004 – Lloyds Register

**MARITIME LAW AND CONVENTIONS**

Course Code : PML 3202  
Credits : 3.0  
Contact Hours : 42

**Aim:**  
The course is designed with a view to enabling the students to develop their knowledge and understanding of legislative drafting and law making procedure in Bangladesh in general and in particular transforming international maritime legislations into municipal law of Bangladesh. It also aims to familiar the students with different modes of interpretation of maritime legislations and understanding the jurisdiction of the Admiralty court and its procedures under the legal framework of Bangladesh. The aim of this course is also to orient students with different international conventions
on the Maritime Affairs.

**Learning Outcomes:**
By the end of this course students should be able to:

- understand law making procedure of Bangladesh;
- acquire basic legislative drafting skills;
- learn the procedure of incorporating international maritime legislations into municipal law of Bangladesh
- Understand admiralty jurisdiction and procedure of admiralty matters in Bangladesh.
- The different areas of maritime commercial laws

**Syllabus Contents:**
1. Third United Nations Conference on the Law of the Sea (UNCLOS III): baselines internal waters and territorial sea, straits used for international navigation, archipelagic states, contiguous zone, continental shelf, exclusive economic zone, fisheries, land-locked and geographically disadvantaged states

2. The High Seas: Legal Status of the High Seas, High Seas Freedoms, nationality of Ships, Status of Ships on the High Seas International seabed area,

3. Settlement of disputes, The International Tribunal for the Law of the Sea (ITLOS), The International Court of Justice (ICJ), Arbitration and Other Forms of Alternative Dispute Resolutions (ADR)


6. The law of contract and other relevant legal principles, carriage of goods by sea and the relevant conventions including INCOTERMS and the recent developments.
Recommended text(s):

1. The Law of the Sea by R R Churcill,
2. The International Law of the Sea by R Rothwell
3. Shipping and Environment Law (2nd Edition) by Charles
5. The Modern Law of Marine Insurance by D. Rhidian Thomas (Lloyd's List)
6. Simon Baughen “Shipping Law” – Cavendish Publishing

**SHIPPING AND PORT FINANCE**

Course Code : 3203
Credits : 3.0
Contact Hours : 42

**Aim:**
The overall aim of the course is to understand the benefit from the exposure to the various facets making and financing investment decisions in shipping and port

**Learning Outcomes:**

After the completion of the course, students will be able to analyze/ express/ differentiate/ investigate:

1. A solid grounding on how to construct cash flows for shipping projects and how to evaluate them, taking into account the time value of money, as well as uncertainty
2. Learning advanced techniques to analyse and incorporate risk in project valuation
3. A broad overview of the various types of ship financing
4. A deeper understanding of the risk associated with shipping and how some of these risks can be managed with the use of derivative products

**Syllabus Contents:**

1. Introduction to shipping investment and operations: Shipping markets, freight, revenue and cost structures o Markets for ships, second-hand, new building, and scrap
2. Cash flow analysis of shipping projects o Cash flow components and projection o Time value of money, discounting and compounding
3. Project appraisal criteria and investment decisions – o NPV, IRR, Payback o Examples of shipping projects
4. Investment decision under uncertainty o Scenario and simulation analysis
5. Introduction to shipping finance o Types of financing – commercial bank loans, capital markets, equity vs. debt
6. Introduction to shipping risk o The risk management process o Volatility estimation o Freight market indices
7. Shipping risk management I – Revenue o FFAs and Options o Hedging examples
8. Shipping risk management II – Costs o Bunker risk management and derivative instruments o Interest rate and currency risk management
9. Port Pricing and Investment

**Recommended text(s):**
1. Shipping Finance by Stephenson Harwood
2. Port Infrastructure Finance by Hilde Meersman, Eddy Van de Voorde

**BUSINESS RESEARCH METHODOLOGY**

Course Code : PML 3204
Credits : 1.5
Contact Hours : 21

**Aim:**
The primary aim of this course is to introduce students to the majority of the quantitative as well as qualitative research methods used most frequently by management scholars, particularly within the domains of innovation and entrepreneurship studies.

**Learning Outcomes:**
The students might know how to design, implement and complete the research activities. It would include writing a proposal and academic writing.

**Syllabus Contents:**
2. **Research Design:** Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques- Nature, simple probability and complex probability – Non- probability samples.

4. Basic Quantitative Methods: Reliability, Validity, Factor Analysis, Correlation, Regression, Moderated Regression, t-Test, ANOVA


6. Presenting results and writing the report: Written and Oral Reports, The written research report, preparatory items, introduction, methodology, findings and conclusions- writing the draft to presentation – Oral presentation – preparation, delivery and audiovisuals.


8. Business Research Conducting: Literature Review, Reference, Bibliography, Citation

9. SPSS (Statistical Package for Social Sciences): Theoretical and Practical

Recommended Text(s):

5. Research Methodology by C.R. Kothari

MARINE ENVIRONMENT AND SUSTAINABILITY MANAGEMENT

Course Code : PML 3205
Credits : 3.0
Contact Hours : 42

Aim:
The course is designed with a view to identify contemporary issues in port & shipping in the field of environment. How the sector is performing in terms of environmental protection and management. To analyze environmental protection standards and requirements, and to present how ports and shipping operators are implementing them. To examine cases of the best practices in the monitoring
and control of ports activities and air pollution from ships. To provided economic explanations for maritime environmental regulations and to discuss the market instruments for the control of ship-originated pollution. To examine energy management onboard vessels and noise aspects in ports.

**Learning Outcomes:**
By the end of this course students should be able to:
- understand contemporary environmental issues in port & shipping;
- environmental protection and management, standard and requirements, and implementation;
- best practices in monitoring and control of port activities and air pollution;
- economics of marine environmental regulations;
- on-board energy management;
- noise and energy management in port.

**Syllabus Contents:**
3. Environmental issue in general and port reception facilities including the operational aspects, facilities, equipment’s.
4. Waste management, the administrative and operational aspects, types of waste, collection, treatment, transportation.
5. The investment and operational aspects of port reception facilities.
6. Related conventions including MARPOL.
7. Implementation of environmental standard the economic perspective.
8. Energy management aspects both in ship operation and port operations.

**Recommended text(s):**
1. Maritime Environmental Impacts (Book)

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**TOTAL QUALITY MANAGEMENT**

Course Code: PML 3206
Credit Hour: 3
Contact Hour: 42
Aim:

**Outcome:**
After the completion of course, the student will be able to:
- know business excellence models and be able assess organization’s
- performance making reference to their criteria;
c. know the principles of total quality management and peculiarities of their implementation;

d. be able to use quality management methods analyzing and solving problems of organization;

e. know prerequisites of evolution of total quality management and significance of quality gurus’ works to the management of modern organizations.

Course Content:
1. Quality basics and history
2. Cost of Quality
3. Introduction, total quality concept
4. Evolution of quality concepts and quality paradigms
5. Organization for total quality, process management
6. (Total) Quality management gurus:
   a. Deming
   b. Juran
   c. Crosby and others….
7. Quality teams and teamwork processes
8. Basic problem solving tools for quality improvement
9. Leadership and empowerment
10. Quality standards and award models
11. TQM implementation and case studies
12. Quality through improvement: Six sigma, lean six sigma, kaizen, 5S, SPC
13. Quality through planning and design: QFD, policy deployment, design for six sigma
14. Quality through innovation: TRIZ
15. Quality through IT: CRM

AIR FREIGHT MANAGEMENT

Course Code: PML 4101
Credit Hour: 3
Contact Hour: 42
Aim:

Outcome:
Upon completion of this course the student will be able to:
  a. Improve competitive performance using practical management tools including revenue management and pricing
  b. Identify customers’ changing needs to adjust business for immediate results
  c. Maintain optimum levels of customer service without increasing costs
  d. Analyze changes within the cargo industry and its stakeholders
  e. Stay current with the latest business and technological trends

Course Content:
1. The cargo industry and its stakeholders
2. Marketing and sales for cargo
3. Pricing and revenue management
4. Trends in technology
5. IATA’s e-cargo initiatives
6. Optimizing the use of the internet and intranet within your organization
7. Operations and management
8. Cargo trends and forecasts
9. Business processes
10. Industry regulations and their impact

Text Recommended:

TRANSPORT SECURITY AND RISK MANAGEMENT

Course Code : PML 4202
Credits : 3.0
Contact Hours : 42

Aim:
The course highlights on related international legislations on various aspects of safety and security in sea. Moreover, the course covers the legal arena for liability in marine collision; salvages and wrecks; towage; pilotage; piracy, hijacking and armed robbery at sea.

Learning Outcomes:
On completion of this course, students are expected to be able to: Use the basic provisions of International conventions to establish national, regional and global individual and collective responsibility for maritime safety and security. Moreover, students would be able to act as attorney on behalf of client filing suit for the violation of the safety measures by the concerned authority and claiming compensation for suffering.

Syllabus Contents:

2. Definitions of key terms and concepts (e.g. safety, risk, hazard etc.), Influencing factors on administrative decisions regarding risk and safety (social amplification of risk etc.) Risk assessment: Introduction of qualitative (failure mode and effect analysis, hazard and operability studies etc.) and quantitative (fault trees, event trees etc) methods of risk assessment.

3. Risk management: Introduction of risk control options (RCOs) with effects on likelihoods of
unwanted events to occur and severity of consequences, Discussion of risk acceptance criteria, the as low as reasonably practicable (ALARP) principle. Formal Safety Assessment (FSA) as a tool in the IMO decision making process.

4. The need to investigate maritime casualties (Legal background): Overview about relevant regulations in different international and maritime legal instruments regarding casualty investigations, Reporting requirements to IMO about maritime casualties, Selected national approaches related to maritime casualty investigations

5. Accident investigation process: Initiation of maritime casualty investigations, Appointment of investigators, collecting of evidence, developing time lines, conducting interviews with witnesses

6. The General System Concept: Understanding the SAR system; legal basis of services, the global concept, national and regional systems, system component.

7. ISPS Code.

**Recommended Text(s)**
1. Maritime Safety, Security and Piracy by Wayne Kenneth Talley
2. Maritime Safety: The Human Factors by Sean M Trafford

**PROJECT MANAGEMENT**

Course Code : PML 4103
Credits : 3.0
Contact Hours : 42

**Aim:**
The course highlights on related international legislations on various aspects of ..........................................................................

**Learning Outcomes:**
On completion of this course, students are expected to be able to: ..................................................................................

**Syllabus Contents:**
a. Project Management Overview
b. Projects in the business environment
c. Projects Definition
SHIP BROKING AND CHARTERING

Course Code : PML 4104
Credits : 3.0
Contact Hours : 42

Aim:
The overall aim of the course is to educate the students with the principles of ship broking, chartering, sale and purchase management. Student will be able to understand the different market structure as well as the latest practices of ship broking and chartering and ship sale and purchase including different economical and legal aspects of the field.

Learning Outcomes:
Students will be able to identify/discuss/describe/explain/analyze:

- Principles of chartering
- Freight and hire calculation
- Standard Contracts
- Chartering practices
- Sale and purchase

Syllabus Contents:
1. Principles of Chartering-Introduction to Chartering –Chartering Terminology –Role of Broker –Types and Functions -forms and activities –charter parties


3. Purchase and Registration of Vessels -Exemptions and immunities -trading limits -dry-
docking -protective clauses -stevedore damage


6. Shipping markets, market development and influences on the market. Shipbuilding and sale & purchase markets and their interrelationship with freight markets

7. Cost/revenue and finance factors in chartering and ship acquisition. Information modes and channels. Freight and voyage calculations, case studies Build-up of pro-forma, agreements on terms, fixtures and charter parties.

8. Chartering routines and practices, standard terms, phrases and abbreviations used. Case studies on chartering negotiations. The concept of lay days, lay time, demurrage and dispatch.

9. Notice of readiness, “arrived ship” and time counting, Case studies on laytime, dispatch and demurrage. The reasons for buying and selling existing vessels. The advantages and disadvantages of second-hand vessels.


**Recommended text(s):**

1. Ship Sale and Purchase By Iain Goldrein, Matt Hannaford,
2. The Law of Shipbuilding Contracts, By Simon Curtis
3. The economics of tramp shipping / (by) B.N. Metaxas. (Athlone Press)
4. Shipbroking and Chartering Practice: Seventh Edition (Business of Shipping) by Lars Gorton (Lloyd's List)
6. Tanker Chartering (Shipping Business Series) by Philip Wood (Witherby & Co Ltd)
Aim:
The overall aim of the course is to educate the students to understand the role of multimodal transportation system. The economics of short sea shipping and different managerial, operational, institutional and infrastructure of multimodal transportation system.

Learning Outcomes:
Students will be able to identify/discuss/describe/explain/analyze:

- Multimodal transportation network
- Multimodal transportation Characteristics
- Division of Waterways and Navigation technologies

Syllabus Contents:

1. Multimodal Transport Network: Historical Development of Multimodal Transport Network, Present Role of Multimodal Transport in Asia and Europe, The Importance of Multimodal Transport

2. International Distribution: Importance of distribution in international trade, Basic distribution structures which meet international and national needs, the supply-chain concept and how the different transport modes may be combined, Understand the importance of modal interfaces and the basic function of ports, airports, inland depots, railheads etc.

3. Physical Operation: Characteristics of the main types of primary vehicles and equipment used: ships, trucks, trains and aircraft, special equipment and facilities used to enhance through transport including swap bodies, double stacks, trailer types, container types, structural needs and layout of modal interfaces and terminals: depots, warehouses and cargo-handling equipment
4. Trade Routes: Importance of main trade routes including the main container shipping routes, railway routes and land bridges. Relationship between commodities, value and transit time and transport mode, the economic, Political and environmental factors arising in respect of road/rail/barge competition and the role of short sea shipping. The role of airfreight and its advantages and limitations, the role of road haulage and the difference between international, domestic trunkand local delivery.

5. Transport Pricing: The nature of price competition between transport modes, namely sea versus road/rail versus air. Understand price measurements: tonne-kilometre, and cost-transit time benefit, the relationship between price and demand, The importance of revenue and cash flow, different pricing strategies, contribution or volume (market share) led, the calculation of through transport pricing, the component price/cost components and the concept of price transparency.

**Recommended text(s):**
1. UNECE Resolutions
2. CCNR Regulations
3. Inland Shipping Ordinance, 1976 (Ordinance No. LXXII of 1976)

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**STRATEGIC MANAGEMENT AND CORPORATE MARITIME STRATEGIES**

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**Aim:**

The aim of the course is how to identify and choose a superior competitive position, how to analyze a strategic situation, and finally how to create the organizational context to make the chosen strategy work. 

The objectives of this course are twofold: 1) to explore conceptual frameworks and models which will assist you to analyze competitive situation and strategic dilemmas and gain insight into strategic management; 2) to help you acquire practical experience in dealing with strategic issues with a focus in the different Maritime Arena.

**Learning Outcomes:**

Student might know how to formulate, implement and evaluate a strategy. What are the current strategies in the maritime field is under implementation now and the implication of strategic
management theories on it.

**Syllabus Contents:**

1. **Strategy and Strategic Management:** What is a “Strategy”? What is Strategic Management? Why you need Strategic Management? Importance & Significance of Strategic Management in Maritime. Strategic Management usefulness as a precise & handy tool for any

2. **Mission, Vision, Goals and Objectives:** Definition, Analysis, Mission, Vision, Goals and Objectives of different Corporation Specially on Maritime Field.

3. **Corporate Management and Maritime Business:** Corporate Management to decide next course of action in near future & long term considering global competitiveness in Maritime Business.

4. **Strategic Analysis and Models: Perspective Maritime Segment:** “Strategy” at a SEA-PORT? Study & understand each of the following Methods to derive Strategy, SWOT Analysis, TOWS Analysis, BCG Matrix, and Porter’s FIVE FORCE Analysis.

5. **Strategic Management Approach:** How “Strategic Management Approach” can offer better solutions for long term in Maritime Business looking to complexity & security issues involved. To understand how a dynamic Strategy Analysis can lead to Improvisation & Competitive Advantage to any Port / Logistic Company / Maritime Business.


8. **Case Analysis:** Corporate Strategies and Strategic Management Case Discussion mainly on Maritime Field.

**Recommended Texts:**

1. Essentials of Strategic Management Hunger, J. David, Wheelen, Thomas L.
2. Strategic Management by Trehan, Wiley India.
3. Strategic Management Creating Value in a Turbulent World by Fitzroy, Wiley India.
5. Blue Ocean Strategy by W. Chan Kim and Renée Mauborgne

**12.1 Foundation Course**

**INTRODUCTION TO BUSINESS**

Course Code : BUS 1101
Aim:
The purpose of this course is to describe the scope of business enterprise in the nation and the world today; identify major business functions; describe the relationships of social responsibility and ethics; and provide a broad understanding of international and maritime business. It is suitable for anyone who is new to the shipping industry or has some knowledge of the industry.

Learning Outcome
By the end of this course you should be able to:

- Describe the various business resources including land and material resources, physical and mental labor, financial resources, and informational resources.
- Compare the legal forms of business ownership.
- Explain the functional areas of business including: management, operations, marketing, accounting, and finance.
- Examine the global context of business.
- Understand the principles of the maritime business.
- Understand and put into practice the fundamentals in the maritime trade.
- Get introduced with information systems and how business can get benefits out of information system.
- Demonstrate proficiency in the use of software applications to solve business problems.

Syllabus Contents:
1. **Motives and Functions of Business** The Nature and Goal of a Business, The people and activities of business, Resources used to produce products or services, Key Stakeholders in a business, The Business Environment, Key types of Business Decisions
2. **International Business Environment**: Definition, nature, approaches and theories of International business, Globalization – Forces, Meaning, dimensions and stages in Globalization, Role of International Business, How firms conduct international business, International trade policy, Tariffs, Subsidies, Restraints and administrative Policies, Model and Theories of International Trade, Trading Environment of International Trade, International Trade Barriers, Tariff and Non-tariff Barriers, how barriers to international business have been reduced, how foreign characteristics can influence a firm’s international business Trade Agreements, Alliances, and Organizations, International Business Strategies, Trade Blocks
4. **Marketing Aspect of Business**: Marketing fundamentals, Strategic marketing planning, Buying behavior, Market research, Products: the basis of commerce, Product development and the product life cycle, Product mix and line decisions, Pricing
5. **Foundations of Bangladeshi Business and Economics**: Success in a free market system, Economic forces affecting business, Role of government, Shifts in the economic climate
7. **Introduction to Maritime Trade and Transportation:** Maritime History, Evolution of International Trade & growth of Ports of the World, Role of Ports, Shipping, Coastal and Inland Water Transport in Maritime trading network, Type of ships and type of cargo they carry, Port & Shipping Terminology, Key Customers and Players of the Maritime Industry, Role of the Maritime Administration in Port Operations, IMO, Present Scenario of Port and Shipping, Types of Ports and their roles in the shipping industry, Structure of World Fleet, Vessels/Ship – Its specification / Particulars, Coastal Shipping, Inland Water Ways & Canals, Maritime business in developed and developing countries.

8. **The Global Pattern of Maritime Trade:** Introduction, The West Line Theory, World Seaborne Trade, Geographical Distribution of seaborne trade, Maritime trade of the Atlantic and East pacific, Maritime trade of the Pacific and Indian oceans, Eastern Europe and the former Soviet union


10. **ICT in Business Environment:** Computers in today’s business environment, Information – processing technology, Introduction to mostly used data processing software in business and research, Different types of information systems - Use and importance of information, MIS, DSS. Privacy and security in the information age, Attack and Threat, System Security and Control

**Recommended text(s):**
2. William M. Pride and Robert J. Hughes, Business, 12th Edition
3. Introduction to Business by Mc-Graw Hill Education.
6. O.Brian, J.A. : MIS ,
7. Ships & Shipping – M. Palmer, 1st ED. (BTB)
8. Geography of Sea Transport – A. D. Couper, 1st ED. (HUL)
10. International Business – Charles Hill

**FINANCIAL AND MANAGEMENT ACCOUNTING**

Course Code : BUS 1201  
Credits : 3.0  
Contact Hours : 42

**Aim**

The aim of this course is to orient students the basics of accounting so that they can apply this knowledge in their respective field.

**Learning Outcomes:**

The student will be able to describe/identify/explain/discuss/analyze:
• Accounting and its environment, recording process, preparation of balance sheet, income statement and accounting of inventories, plant assets and temporary investments.

• Financial environment, risk and returns, managing current assets and time value of money.
• Preparation of Final accounts; Analysis of financial statement; Funds flow statement; Cash flow statement; Management accounting; Marginal costing; Budgeting; Responsibility accounting & transfer pricing.

**Syllabus Contents:**

1. **Accounting and its environment:** introduction, definition, activities use and users of accounting information; and generally accepted accounting principles, accounting system, challenges of accounting, principles of accounting: Transaction, accounts and its classification.


3. Different types of journal and process of recording these journals in the journal book.

4. **Preparation of Final Accounts:** Trading Account, Profit and Loss Account, Profit and Loss appropriation Account, Balance Sheet (with adjustments). Depreciation Accounting.

5. **Analysis of Financial Statement:** Meaning and importance of Ratio analysis, Profitability ratios, Activity ratios, Liquidity ratios, Long-term solvency ratios, Common size statement, Comparative statements and Trend analysis.


7. **Management Accounting:** nature, scope and tools of Management Accounting; Management Accounting vs. Financial accounting and Cost Accounting. Cost Accounting- Meaning, Scope and Classification of costs, full costing, overhead allocations, and preparation of cost sheet.

8. **Marginal Costing:** Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis for various types of decision-making like single product pricing, multi product pricing, replacement, sales etc. Differential Costing and Incremental Costing: Concept, uses and applications, Methods of calculation of these costs and their role in management decision making like sales, replacement, buying etc.

9. **Budgeting:** Concept of Budget, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Advantages and Limitations of Budgetary Control. Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications.

10. **Responsibility Accounting & Transfer Pricing:** Concept and various approaches to Responsibility Accounting, concept of investment center, cost center, profit center and responsibility

**Recommended Text(s):**


**BUSINESS COMMUNICATION**

**Course Code**: BUS 1202  
**Credits**: 3.0  
**Contact Hours**: 42

**Aims:**

To develop the ability to communicate well in any corporation or Organization banking so that they can apply this knowledge in their respective field.

**Learning Outcomes:**

By the end of the course, you should be able to: understand the fundamental principles of effective business communication; apply the critical and creative thinking abilities necessary for effective communication in today's business world; organize and express ideas in writing and speaking to produce messages suitably tailored for the topic, objective, audience, communication medium and context; and demonstrate clarity, precision, conciseness and coherence in your use of language.

**Syllabus Contents:**

The course will cover a number of key business communication topics, each of which aims to develop specific skills and competencies as set out below:

1. **The communication process, problems and principles:** To gain a general understanding of communication as a process.
2. **Meeting/group discussion skills:** To become more effective meeting participants and to ensure more productive meetings.
3. **Letter writing skills:** To produce successful letters, memos or emails in any given situation, paying attention to the writer's objectives, the reader's needs, the reader-writer relationship and the context.
4. **Report writing skills:** To understand the fundamentals of the report writing process and develop the critical skills necessary to produce convincing written reports characterized by a
sound and an interesting discussion of data, logical conclusions and feasible recommendations.

5. **Intercultural communication skills**: To become aware of important factors at play when communicating across cultures for improved communication with audiences of diverse backgrounds in the global business environment.

6. **Interpersonal skills**: To develop greater awareness and sensitivity to some important considerations in interpersonal communication and learn techniques to ensure smoother interpersonal relations.

7. **Oral presentation skills**: To become more effective confident speakers and deliver persuasive presentations.

**Recommended Text(s):**

3. Essentials of Business Communication with Student CD-ROM by Mary Ellen Guffey, Paperback: 511 pages, Publisher: South-Western Educational
9. SMCP - Distress Urgency and Safety - Part 1 CBT#145. (Seagull, 2005)

**ECONOMICS**

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**Aim:**

This course provides an introduction to the theory and practice of contemporary economics. The course will begin with a discussion on how agents deal with the fundamental problem of scarcity. The discussion will then turn to the basic concepts and tools used in economic analysis.

**Learning Outcomes:**

On successful completion of this course students will be able to:
• On successful completion of this course students will be able to:
  • Understand the more important concepts, tools and language of economics
  • issues Relate basic economic theory and principles to current microeconomic and macroeconomic and evaluate related public policy
  • Apply economic principles and reasoning to solving business problems
  • Interpret charts, graphs, and tables and use the information to make informed judgments
  • Communicate their knowledge and understanding of economic issues using written, verbal and visual expression
  • Understand the broader social consequences of economic decision making

**Syllabus Contents:**


4. **Inflation and Unemployment:** Definition of Inflation, Types of Inflation, Demand-Pull and Cost-Push Inflation, Impact of Inflation, Unemployment vs Full Employment, Philip Curve, The Political Economy of Inflation and Unemployment


**Recommended Text(s):**

2. Principles of Microeconomics, James D. Miller
4. Principles of Economics by Greg Mankiw
5. International Economic: Trade and Finance by Dominick Salvatore

**MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**
Course Code: BUS 2102
Credits: 3.0
Contact Hours: 42

Aims:

The aims of this syllabus are to enable candidates
- To develop knowledge and understanding of the principles, purposes, processes and practices of management and the ability to relate and apply this knowledge within roles and organizations.
- To have an understanding about how people interact in an organization and also to help an individual to have a better understanding about one’s own self.
- Understand human behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.
- Understand the organizational system, including organizational structures, culture, human resources, and change.

Learning Outcomes:

By the end of this course students should be able to:
- The student will explain the various theories and processes of management including its functions, identify roles of leadership in business and recognize elements of the communication process and the guidelines for organizational design.
- The student will interpret interpersonal roles related to work groups and demonstrate knowledge of the basic language of management.
- Demonstrate a thorough knowledge and understanding of organizational behaviour. Collaboratively and autonomously research, analyse and evaluate information from a wide variety of sources.
- Apply relevant contemporary theories, concepts and models in order to analyse organizational environments, cases and issues.
- Communicate their findings clearly and effectively using a variety of media.

Syllabus Contents:

Section-I : Management


2. Contribution of Management Thinkers: Taylor, Fayol, Elton Mayo


**Section-II : Organizational Behaviour**

1. **Introduction to Organizational Behaviour**: Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB - autocratic, custodial, supportive, collegial and SOBC.


3. **Motivation**: Definition, Importance, Motives – Characteristics, Classification of motives - Primary & Secondary motives. Theories of Motivation - Maslow’s Theory of need hierarchy - Herzberg’s theory. Morale - Definition and relationship with productivity - Morale Indicators.

4. **Group Dynamics and Team building**: Concept of Group & Team. Theories of Group Formation - Formal and Informal Groups. Importance of Team building.


**Recommended Text(s):**

1. Organizational Behaviour, 9th Ed. - Stephen Robbins
2. Human Behaviour at work - Davis and Newstorm
3. Organizational Behaviour - Uma Sekaran
4. Organizational Behaviour - Fred Luthans
5. Organizational Behaviour - K.Aswathappa
6. Human Behaviour at Work - Keith Davis
7. Organizational Behaviour - Jit S.Chandran
8. Human Relations & Organizational Behaviour - R.S.Dwivedi
9. Organizational Behaviour - McShane
10. Organizational Behaviour - Sharma
11. Essentials of Management – Koontz – TMGH -
COMPUTER APPLICATION IN BUSINESS

Course Code : BUS 2103
Credits : 3.0
Contact Hours : 42

Aims:

Course Content:

a. **Basic Concepts Characteristics of a Computer**: Advantages of Computers; Limitation of Computers; Types of Computers; Applications of computers, Hardware, Firmware, Liveware;

b. **Software**: System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, function of operating system; Application software: General Purpose Packaged Software and tailor made software.

c. **Internet**: Meaning of Internet; Growth of internet, Owner of Internet, Anatomy of Internet, Net Etiquette ; World Wide Web; Internet Protocols, Usage of Internet to society, Search Engines.

d. **Word Processing**: Introduction to word Processing; Word processing concepts, Working with word document, Opening an existing document/creating a new document; Saving, Selecting text, Editing text, Finding and replacing text, Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup

e. **Spreadsheet and its Business Applications**: Spreadsheet concepts; Creating a work book, saving a work book, editing a work book, inserting, deleting work sheets, entering data in a cell, formula Copying, Moving data from selected cells, Handling operators in formulae: Inserting Charts-LINE, PIE, BAR, Mathematical ROUND ALL, SUM, SUMIF, COUNT, COUNTIF ; Statistical – AVERAGE, MAX, MIN, STDEV, FREQUENCY, INTERCEPT, SLOPE.; Financial - PMT, PPMT, IPMT; Logical - IF, AND, OR

f. **Presentation Software**: Creating a presentation; Editing, Sorting, Layout, Set-up row, Rehears timing

g. **Practical applications**: Loan & Lease statement; Ratio Analysis, Graphical representation of data Payroll statements: Frequency distribution. Cumulative and calculation of Means, Mode and Median; Regression

Books Recommended:

3. Deepak Bharihoka, Fundaments of Information Technology, Excel Book,New Delhi
4. V. Rajaraman, Introduction to Information Technology, PHI. New Delhi
MARKETING MANAGEMENT

Course Code : BUS 2201
Credits : 3.0
Contact Hours : 42

Aims:
The overall objective of the course is to provide students with the basic understanding of marketing concepts and theories as Marketing Management course aims to give students the basic knowledge of the marketing discipline.

Outcome:
After the course the students should be able to:

• Understand the key marketing concepts and fields of their application
• Develop marketing mix for different markets (b2b, b2c, services)
• Apply marketing theories and approaches during class discussions and work on group projects

Course Content:

Topic 1. The role and understanding of marketing
Key points:
Course introduction. Presentation of main course topics. Explanation of learning outcomes.
Defining marketing. What is marketing / marketing process?
Marketing principles

Key points:
The marketing environment and markets
B2c markets and consumer buying behavior. B2B markets and services
Marketing research and marketing information systems

Topic 3. Strategic marketing: Segmentation, Targeting and Positioning (STP)
Key points:
Marketing strategy
Segmentation, Targeting and Positioning

Topic 4. Operational marketing: Marketing Mix
4.1 The product mix
4.2 The price mix
4.3 The distribution mix
4.4. The communication mix

Key points:
The Marketing mix principle
Products, services and branding decisions
Price decisions
Channel management and retailing
Marketing communications: tools and techniques. Managing marketing communications

**Topic 5.** Marketing organization and controlling

Key points:
Marketing implementation and control
Marketing Metrics

**Topic 6.** Marketing management in Emerging markets

Key points:
The impact of Emerging markets on marketing development
Contemporary marketing practices. Principles of relational marketing.

**Recommended Texts**
Additional reading:

**FINANCIAL MANAGEMENT**

Course Code : BUS 2202
Credits : 3.0
Contact Hours : 42

**Aim:**
The aim of this course is to orient students the basics of finance and banking so that they can apply this knowledge in their respective field.

**Learning Outcomes:**
The student will be able to describe/identify/explain/discuss/analyze:
• The work of financial institutions and intermediaries.
• Evolution and structure the banking system in Bangladesh
• Financial environment, risk and returns, managing current assets and time value of money.
• The capital budgeting techniques and capital structures

Syllabus Contents:

1. **The Significance and Function of Money**: Understanding the functions of money, the significance of money, Money in circulation in Bangladesh

2. **The Financial Institutions**: An introduction to financial markets, the commercial banks, the savings industry, Investment banking, Central Bank-Bangladesh Bank.

3. Role, structure and functions of capital market and BSEC.

4. **The Role of Money and Bangladesh Bank**: banking system in domestic and international trade and finance.


7. **Goals and Functions of Finance**: Meaning of Financial Management; Financial Goal: Maximize Shareholder Wealth; Maximization of EPS; Corporate decisions, Importance of Financial Management, Factors influencing financial decisions. Agency Problems, Dealing with Agency Problems; Principle of Financial Management; Social Responsibility; Corporate governance

1. **Time Value of Money**: Calculation of money based on present value and future value factor, Annuity immediate, annuity due


**Recommended Text(s):**

1. P. N. Varshney, Banking Law and Practice
2. A. R. Khan, Bank Management.
3. S. Bresley, E. Brigham, Principles of Finance
2. I. M. Pandey, Financial Management

12.3 Science/ Humanities/ Social Science Course

**SOCIOMETRY**

**Course Code**: HUM 1101  
**Credits**: 3.0  
**Contact Hours**: 42

**Aim:**

The objectives of this course is to teach the students basic concepts of the real world e.g., culture, civilization, socialization, social institutions such as marriage and family, religion, political economy, social change, social stratification, social problems like deviance, crime & mechanisms of social control, population & environment

**Learning outcomes:**

On successful completion of this unit, students should be able to:

- analyze everyday social processes and current events;
- demonstrate an understanding of the interplay between social context and individual factors underlying human diversity;
- identify the values and social structures that organize human societies;
- demonstrate an understanding of the dynamics of social power in contemporary society;
- know how to conduct social scientific research; and
- employ competing sociological theories to explain social phenomena.

**Contents:**

Introduction to Sociology; Sociological Imagination; Background & Development of Sociology; Research Methods in Sociology; Culture & Civilization; Social Interaction & Socialization; Deviance & Social Control. Social Organizations; Associations & Institutions; Social Structure of Bangladesh; Social Stratification & Inequality; Dynamics of Social Life; Sociology of Population; Sociology of Development; Environment & Risk, Health; Illness and Disability; Poverty, Social Exclusion & Welfare; Politics; Government; Terrorism; Sociology of Economic Life & Work Organization; Sociology of Education, Social Problems & Contemporary; Sociological Contribution.

**FUNCTIONAL ENGLISH**

**Course Code**: HUM 1103  
**Credits**: 3.0  
**Contact Hours**: 42

**Aim:**

The course will develop students’ writing skills necessary for their academic and professional success. It will also help the students to learn and follow the conventions of standard written English in sentence structure,
punctuation, grammar usage and spelling.

Learning Outcomes:
On successful completion of this unit, students will be able to:

- improve academic writing in English
- enhance students’ reading skills and understanding of short passages
- enrich students’ vocabulary
- develop grammatical accuracy
- write coherent, well-organized and argumentative essays
- learn the phases of writing: draft, revision, final copy

Contents:
Reading: Reading and thinking critically; Reading Comprehension and answering questions; Reading short stories and poems; Learning different reading strategies (skimming, scanning, predicting, guessing etc); Active reading (highlighting, getting information from texts quickly, following main arguments, interacting with the text and summarizing); Reading to improve linguistic skills and expand vocabulary.

Writing: Paragraph Writing; Organizing a paragraph: topic sentence, detailed sentences, logical orders and conclusions; Writing different types of essays: narrative/descriptive, argumentative, cause effect; Paraphrase and summary writing; Writing strategies: free-writing, brainstorming, mind mapping/clustering, narrowing the focus etc.; Reading to write: reading critical essays, obtaining information and note taking; Mechanics of writing: grammar, punctuation and spelling.

Advanced Grammar: Common mistakes in English; Use of tenses; Problem Verbs; Appropriate preposition; Subject verb agreement; Error corrections; Affirmative and Negative Agreement; Conditional Sentences; Comparisons of Adjectives; Right forms of verbs; Causative Verbs; Subjunctive; Redundancy; Parallel Structure; Learning when to use passive voice; Commonly Misused Words; Confusingly Related Words; Use of Prepositions; Use of Linkers.

BANGLADESH STUDIES
Course Code : HUM 1102
Credits : 3.0
Contact Hours : 42

Aim:
The objectives of this course is to introduce the students with the key concepts like socio-economic, geopolitical, institutional, social organizational, context of origin and development of Bangladesh. Socio-political and economic context of Liberation War of Bangladesh and the importance of Bay of Bengal will also be introduced here.

Learning outcomes:
On successful completion of this unit, students should be able to:
• address different contemporary issues of modernization in context of Bangladesh ;
• demonstrate an understanding of the key concepts like socio-economic, geo-political, institutional, social organizational, context of origin and development of Bangladesh
• identify the role of foreign investors and development partners in private sector development
• demonstrate an understanding of the importance of Bay of Bengal

Contents:

Brief geo-political and socio-economic history of Ancient Bengal

The nature of origin and development of Bengal Civilization

The socio-political and economic context of Liberation War of Bangladesh and the background of the emergence of Bangladesh as an Independent Country.

The major Socio-Economic and Cultural Features of Bangladesh

Agricultural Development and the contribution of agricultural sector to the national economy and society of Bangladesh; An overview of agricultural policies of Bangladesh

The Process of Industrialization in Bangladesh: The evolution of industrial growth in Bangladesh; sector wise development of industries; the role of private and public sectors in industrial development; An overview of industrial policies of Bangladesh

Private Sector Development in Bangladesh: The contribution of Private Sector in the economy of Bangladesh; An overview of private sector development policy in Bangladesh; The opportunities and Challenges of private sector development; The role of Foreign Investors and Development Partners in Private Sector Development

The Health and Demographic Features of Bangladesh: An overview of Fertility, Mortality, Marriage, Migration, Primary Health Care Services, Family Planning, Reproductive Health, Youth and Development etc.

Culture, Tradition and Heritage of Bangladesh: An overview of the development of Art, Literature, Folk Culture, Music, Traditional Food Habit, Dresses, Architecture, Monument, Objects of Civilization, Song, Paintings, Classic, Traditional and Modern Songs and integration of Western Culture

Rural Development: The notion and evolution of Rural development; BARD as a Model of Rural Development; Challenges and Constraints of Rural Development; The Role of NGOs, Go and Development Partners in Rural Development

The Political and Governmental system in Bangladesh: The forms of Government; Bureaucracy as a system of Administration; The role of Political parties in sustaining modern democracy

Bay of Bengal: Introduction to Bay of Bengal; Geostrategic and economic importance of Bay of Bengal.

MARITIME GEOGRAPHY

Course Code : HUM 1201
Credits : 3.0
Contact Hours : 42

Aim:
The aim of this course is to orient students the basics maritime geography

**Learning Outcomes:**

The student will be able to describe/identify/explain/discuss/analyze:

**Course Content**

a. Planet Earth  
b. Earth Surface Processes  
c. Dangerous Earth  
d. Geographical Information Systems  
e. Marine Geography Field Skills  
f. Chemistry of the Environment  
g. Biological Environments  
h. Geographical Data Analysis  
i. Science and Policy for Geographers  
j. Exploring the Oceans  
k. Maritime Trade Routes, the origin and destination of Cargo

**BUSINESS MATHEMATICS**

Course Code : MATH 1201  
Credits : 3.0  
Contact Hours : 42

**Aims:**

The course is supposed to develop our students’ analytic and creative thinking. It will help to learn concepts and methods that are essential to analyze and understand random processes in economy banking so that they can apply this knowledge in their respective field.

**Learning Outcomes:**

On completion of this module, students are expected to be able to: Use the basic principles of algebra and apply mathematical skills to finance decisions, Summarize and analyse data diagrams, distributions and index numbers, Use forecasting techniques including time-series analysis and other mathematics for Business.

**Syllabus Contents:**

3. **Algebra:** Inequalities, Theory of Equations: relations between roots and Co-efficient; Sums of the power of the roots; Descartes’ rule of signs; increasing or decreasing all roots of the equation by the same number, Determinants: Determinants up to the third order; Elementary properties,
Matrices: Different kind of matrices; elementary properties; solution of systems of equations., Summation of series, Eigen value and Eigen vectors.

4. **Trigonometry**: De Moivres’ Theorem, Deduction from De-Moivres’ Theorem, Trigonometrically and exponential functions of complex arguments.

5. **Differential Equations**: Ordinary differential equations of first order and first degree: Variables separable, Homogenous equations, Equation reducible to homogeneous form, exact differential equations, the linear equations, Linear differential equations with constant co-efficient, and Inverse Operator.

6. **Combinatorics**: Permutation, variation, combination etc.


**Recommended Text(s):**

5. Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.

**Course Code**: HUM 1202
**Credits**: 3.0
**Contact Hours**: 42

**Aim:**
The objectives of this course is to increase the knowledge of the students related to grammar and literature of Bangla language and its use.

**Learning Outcomes:**
- বাংলাদেশের সামাজিক, ঐতিহাসিক ও সাংস্কৃতিক অনুষদের সঙ্গে বাংলা সাহিত্যের সংযোগ স্থাপন করতে পারবে।
- বাংলাদেশ এবং বাঙালির ইতিহাস ও সাংস্কৃতি সম্পর্কে চর্চাতে সক্ষম হবে।
- দৈনন্দিন জীবনে শুদ্ধরূপে বাংলা প্রয়োগ করতে সক্ষম হবে।
- প্রথমবারের উদ্যানে কথা বলার ক্ষমতা বৃদ্ধি পাবে।
- শিক্ষার্থীদের মধ্যে বাংলা ভাষা সম্পর্কে আত্মীয় সংযোজিত হবে।

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Aim:
Aim of the course is to introduce the students the fundamental principles of statistics and its application in business and maritime field.

Learning Outcomes:
At the end of this course, students should be able to:

- Demonstrate essential familiarity with the measurement of data and the vocabulary of probability and statistics.
- Apply probability rules, ideas and tools used for analysis and decision-making in a management context.
- Calculate and interpret measures of statistical inference and apply these measures to decision-making in a management context.
- Demonstrate an understanding and ability to interpret the results of statistical analysis.

Syllabus Contents:
1. Introduction to Statistics: General Ideas, Data Collection Percentiles, Data Display Measures of Skewness, Frequency Distributions.


4. **Sampling Theory:** Sampling Distribution - Variables Sampling Distribution - Sampling Distribution - Proportions difference between 2 means, Student t Distribution Sampling Distribution - difference between 2 proportions


6. **Hypothesis Testing:** Variables Interval Estimate - 1 sample, 2 sample, >2 samples difference between 2 proportions Hypothesis Testing - Proportions Power Curves 1 sample, 2 sample, >2 samples, Analysis of Variance

7. **Regression and Correlation:** Simple Linear, Correlation Coefficient Stepwise Multiple, Multiple Linear


**Recommended Text(s):**

1. Statistics for Business and Economics, Marcelo Fernandez.
2. Principles of Statistics, by M. G. Bulmer
3. Elementary Statistics, by Allan G. Bluman
4. Mathematical methods of statistics by Harald Cramér

**PROFESSIONAL ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**

Course Code : HUM 4201
Credits : 3.0
Contact Hours : 42

**Aims:**
The aims of this course are to gather knowledge about ethical issues in business matters; demonstrate comprehension on ethical concepts, principles, and abstractions beyond simply remembering material; and understand the application of issues and challenges in business ethics.

**Learning Outcomes:**
After completing the requirements of this course, students should be able to:

- Understand the techniques of moral reasoning and argumentation that are needed to analyze moral issues in business;
- Analyze the presuppositions of business—both moral presuppositions and the presuppositions from a moral point of view;
- Evaluate the individual actions in economic and business transactions within a variety of moral frameworks;
- Apply general ethical principles to particular cases or practices in business;
- Critically evaluate the comparative morality of various different types of economic systems;
Syllabus Contents:
1. **Introduction to the Study of Ethics**: Definition and nature of ethics, relation between ethics and business, importance of business ethics.
2. **Issues & Institutionalism**: Emerging Business Ethics Issues, the Institutionalization of Business Ethics.
7. **Manager’s Ethics**: Hiring and Firing Workers, Wages, Promoting Employees, Case Studies.
8. **Corporate Culture**: What Is Corporate Culture? the Relation between Organizational Culture and Knowing the Right Thing to Do, two Ethically Knotted Scenes of Corporate Culture: Clothes and Grooming, what Culture Should a Leader Choose to Instill?, Styles and Values of Management, Case Studies.
13. **The Green Office**: Economics and the Environment, Ethical Approaches to Environmental Protection, Models of Environmental Protection for Businesses, Case Studies.
15. **Implementing Business Ethics in a Global Economy**: Developing an Effective Ethics...
Program, Implementing and Auditing an Ethics Program, Business Ethics in a Global Economy.

**Book reference:**
2. *The Search for Meaning in Organizations: Seven Practical Questions for Ethical Managers* by Moses L. Pava Quorum Books, 1999

### 12.4 Co-curricular
**Credit 1.5**

**Objectives:**
This course will help students on developing their confidence as a participant in various co-curricular activities. It will also enhance their personal position independently or within the organization and understand the right behaviour during public and private interactions.

**Learning outcomes:**
On successful completion of this unit, students should be able to:
- Successfully confront personal and professional challenges
- Engage in appropriate business/social conduct
- Determine what constitutes right behaviour in a given situation
- Enhance your personal position independently or within the organization
- Set realistic goals to help you reach your full potential in life

**Contents:**
Students are required to take and pass one of the co-curricular courses. A list of probable co-curricular courses are given below:
- Theater and Music
- Graphic Arts
- Table Tennis
- Badminton
- Swimming
- Photography
- Leadership
- Social Ethics
- Debate

### 12.5 Study Tour (ST)

**Objectives:**
This course will help the students relate theoretical knowledge in practical fields.
Learning outcomes:
On successful completion of this unit, students should be able to:

- demonstrate an understanding of the maritime and offshore industries of Bangladesh;
- describe the importance of development of the shipbuilding and offshore sectors of Bangladesh

Contents:
Study tour to various maritime and offshore industries for example marine design firms, shipyards, dry-docks, ports, oil and gas companies, etc.

12.6 Lab Courses:

12.6.1 BUS 2103: English Lab
1.50 Credit, 3 hrs./wk.

Objectives:
This course will help students enhance their communication skills through interactive participation in the class. It will also enable them to speak fluently for academic as well as professional purposes.

Learning Outcomes:
On successful completion of this unit, students will be able to:

- engage in pre-writing activities, including narrowing a topic, generating ideas, determining the audience and the relationship between audience and content and setting an appropriate tone
- demonstrate the phases of writing: draft, revision, final copy
- demonstrate ability to write in various modes: personal narrative, expository, analytical, descriptive, argument
- improve critical thinking skills, especially those of analysis and argument
- develop fluency in delivering speech
- speak more accurately and confidently
- develop listening skills

Contents:
Speaking: Guided conversations (greetings, requesting, apologizing); Two- minute impromptu talks; Role-plays and simulations; Preparing and presenting talks on a given theme; Informal debates and group discussion; Public Speaking; Oral presentation; Responding to audio/video clips.

Listening: Listening for main ideas/key information; Listening for specific details; Listening and responding to texts (i.e. following instructions, answering questions, reacting to texts, etc.); Listening and note-taking; Listening to news, broadcasts and songs; Listening and watching short video clips.

Writing: Generating ideas, drafting, revising, and editing; Gathering, evaluating, documenting and using sources; Writing and organizing different types of essay; Writing different types of essays: narrative/descriptive, argumentative, cause effect; Developing a thesis statement; Paraphrasing, summarizing, and quoting; Using rhetorical modes including exposition; Writing formal and informal letters; Writing business letters; Resume and Job application letter writing; Report Writing; Amplification writing; MLA and APA Citation Style Guide; Avoiding plagiarism.

12.7 Degree ++

The department/faculty shall offer Certificate Courses in the relevant field. Each student shall have to
complete minimum 3 (Three) courses from the approved list in section 11 as a part of requirement of the degree. These courses will be conducted according to the regulations for conducting short (certificate) course of BSMRMU. Registration fees will be applicable for these certificate courses.