NATIONAL UNIVERSITY

Second Year Syllabus
Department of Marketing

Four-Year B.B.A. (Honours) Course
Effective from the Session : 2013–2014

National University

Subject: Marketing

Syllabus for Four Year BBA Honours Course
Effective from the Session: 2013-2014

Year wise Papers and marks distribution.

Second Year

Paper Code	Paper Title	Marks	Credits
222301	Business Communication (In English)	100	4
222303	Fundamentals of Finance	100	4
222305	Business Statistics-I (In English)	100	4
222307	Business Mathmetics	100	4
222309	Insurance and Risk Management	100	4
222311	Micro Economics	100	4
222313	Agricultural Marketing	100	4
	Total =	700	28

Detailed Syllabus

Paper Code : 222301	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	Business Communication (In English)		

1. **Fundamentals of Business Writings:** Basic Introductory Words; Adaptation and the Selection of Words; Construction of Clear Sentences and Paragraphs;Writing for Effect.

2. **Pattern of Business Letters:** Directness in Initiating Routine Letters; Answering Routine Letters; Indirectness for Bad News and Persuasion; Memorandums.

3. **Applications to Specific Letter Situations:** Persuasion in Sales Writing; Pattern Variations in Collections; Strategy in Job Application.

4. **Fundamentals of Report Writing:** Basics of Report Writing; Report Structure, the Shorter Form; Long Formal Reports.

5. **Standards and Physical Aspects of Communication:** Graphic Aids to Communication; Physical Presentation of Reports & Letters; Correctness of Communication.

6. **Other Forms of Business Communication:** Public Speaking and Oral Reporting; Different Forms of Oral Communication; Documentation and Bibliography.

Book Recommended :

1. Raymond V. Lesiker   :   *Basic Business Communication,* Tata McGraw Hill Education Private Ltd, New Delhi.

Reference Book:

1. Betty R. Ricks & K. F. Gow   :   *Business Communication*, John Wiley & Sons, Inc, N.Y.

Paper Code : 222303	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	Fundamentals of Finance		

1. **Introduction:** Definition of Finance- Functions of Finance- Goal of a firm- Profit Maximization vs. Value Creation- Management vs. Shareholders.

2. **Financial Environments:** Sole Proprietorship- Partnership- Corporation- Income tax- Corporate tax- Capital gain tax- Sales tax- VAT- Import duties- Purpose of financial market- Money and capital market- Primary and Secondary market- Financial intermediaries and brokers.

3. **Time value of Money:** Simple and compound interest- Future value (FVn) and Present value (PVo) – Discount rate- Annuities, Ordinary Annuity and Annuity Due, Compounding more than once a year.

4. **Valuation of Long Term Securities:** Book Value vs. Market Value- Bond, Face value, Coupon rate, bond with finite maturity- Sem-iannual compounding of interest- Preferred stock, and Common stock valuation- Constant growth, yield to maturity (YTM) on bonds.

5. **Risk and Return:** Defining risk and return- Probability distribution to measure risk- Attributes towards risk- Diversification- Capital – asset pricing model (CAPM) – Efficient financial market.

6. **Capital Budgeting:** Capital budgeting and its process- Generating investment- Project Proposals- Estimating project after tax incremental operating cash flow- Sunk cost and opportunity cost- Alternative methods for evaluation and selection of project- Payback period (PBP)- Internal Rate of Return (IRR) under interpolation- Net Present value (NPV) – Profitability Index (PI).

7. **Cost of Capital:** Value creation- Cost of debt- Preferred stock and equity – CAPM approach, Beta- Risk free rate &Market Return- WACC.

8. **Short Term Financing:** COD-CBD- Credit with or without Discount- Seasonal dating under spontaneous source- Trade acceptance – Commercial paper- Factoring – Bank loan under negotiated source.

9. **Long Term Financing:** Project financing – Debenture- Bond- Equipment trust Certificate- Income bond under borrowed funds and their features- Features and rights of common & Preferred stock under equity funds.

10. **Mid Term Financing:** Term loan and its major sources- Chattel mortgage, conditional sale- Lease and its different ways of classifications- Traditional lease- Sale and lease back system- Leveraged lease.

Book Recommended :

1. Horne, James C. Van & Wachowicz   : *Fundamentals of Financial Management,*
   John M. Jr.   Pearson Education Inc. (Aisa), New Delhi

Reference Book:

1. Charles P. Jones,   : *Introduction to Financial Management*, Richard
                                                               D.Irwin Inc. USA

Paper Code : 222305	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	Business Statistics-I (In English)		

1. **What and Why**
   Introduction- Statistics Defined- Statistical Data- Statistical Methods- Statistics: Science or Art- Functions of Statistics- Scope of Statistics- Statistics and the Computer- Limitations of Statistics- Distrust of Statistics- Problems.

2. **Collection of Data**
   Secondary Data- Internal Data- Primary Data- Designing a Questionnaire- Pretestign the Questionnaire- Specimen Questionnaire- Editing Primary Data- Problems.

3. **Presentation of Data**
   Classification of Data- Formation of a Frequency Distribution- Classification according to Class Intervals- Principles of Classification- Tabulation of Data- Review of the Table- Types of Tables- Parts of a Table- Charting Data- General Rules for Constructing Diagrams- Types of Diagrams- One-Dimensional or Bar Diagrams- Two- Dimensional Diagrams- Pictograms and Cartograms- Choice of a Suitable Diagram- Graphs- Graphs of Time Series or Line Graphs- Graphs of Frequency Distributions- Limitations of Charts- Problems.

4. **Measures of Central Tendency**
   Objectives of Averaging- Characteristics of a Good Average-Arithmetic Mean- Weighted Arithmetic Mean- Median- Mode- Geometric Mean- Harmonic Mean- Progressive Average- Which Average to Use? – General Limitations of an Average- Miscellaneous Illustrations- Problems.

5. **Measures of Variation**
   Introduction- Significance of Measuring Variation- Properties of a Good Measure of Variation- Methods of Studying Variation- Range- The Interquartile Range or Quartile Deviation- The Average Deviation- The Standard Deviation- Lorenz Curve- Which Measure of Variation to Use? – Miscellaneous Illustrations- Problems.

6. **Skewness, Moments and Kurtosis**
   Measures of Skewness- Moments- Kurtosis- Miscellaneous Illustrations- Problems.

7. **Correlation Analysis**
   Significance of the Study of Correlation- Correlation and Causation- Types of Correlation- Methods of Studying Correlation- Scatter Diagram Method- Karl Pearson's Co-efficient of Correlation – Rank Correlation Co-efficient- Method of Least Spuares- Lag and Lead in Correlation- Miscellaneous Illustrations- Problems.

8. **Regression Analysis**
   Introduction- Difference between Correlation and Regression- The Linear Bivariate Regression Model- Regression Lines- Regression Equations of Y on X- Regression Co-

efficients- Regression Equations in Bivariate – Grouped Frequency Distributions- Standard Error of Estimate- Miscellaneous Illustrations- Problems.

9. **Index Numbers:** Concepts and Applications
Uses of Index Numbers- Problems in the Construction of Index Numbers- Methods of Constructing Index Numbers- Unweighted Index Numbers- Weighted Index Numbers- Quantity Index Numbers- Volume Index Numbers- Tests for Perfection- The Chain Index Numbers- Base Shifting, **Splieing** and Deflating the Index Numbers- Consumer Price Index Numbers- Index Numbers of Industrial Production- Limitations of Index Numbers- Miscellaneous Illustrations- Problems.

10. **Business Forecasting and Time Series Analysis:**
Introduction- Steps in Forecasting- Methods of Forecasting – Business Forecasting and Time Series Analysis- Components of Time Series- Straight Line Trend- Methods of Measurement- Free Hand or Graphic Method- Method of Semi- Averages- Method of Least Squares- Non- Linear Trend- Method of Moving Averages- Second Degree Parabola – Measuring Trends by Logarithms- Growth Curves- Conversion of Annual Trend Values to Monthly Trend Values- Selecting Type of Trend- Measurement of Seasonal Variations- Method of Simple Averages- Ratio- to- Trend Method- Ratio- to – Moving Average Method- Link Relative Method- Which Method to Use- Measurement of Cyclical Variations- Measurement of Irregular Variations- Cautions While using Forecasting Techniques- Miscellaneous illustrations- Problems.

Book Recommended :

1. S.P. Gupta and M.P. Gupta	:	*Business Statistics,* S. Chand & Sons, New Delhi.

Reference Book:

1. R.I. Levin & D.S. Rubin	:	*Statistics for Management*, Prentice Hall Inc. New Delhi.

Paper Code : 222307	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	Business Mathematics		

1. **Theory of Sets**
A Set- Elements of a Set- Methods of Describing a Set- Types of Sets- Venn Diagrams- Operations on Sets- Intersection of Sets- Union of Sets- Complement of a Set- De- Morgan's Law- Difference of two Sets- Symmetric Difference- Algebra of Sets- Duality- Partition of a Set- Regrouping of the Sets- Number of Elements in a Finite Set- Ordered Pair- Cartesian Product- Set Relations- Properties of Relations- Binary Relations- Functions or Mapping – Types of Mapping.

2. **Real Number System**
Number System- The Natural Numbers (N)- Addition on N- Multiplication on N- Order Relations on N- The Integers (I) – Prime Numbers (P) – Modulo (m)- Rational Numbers (Q)- Properties of (Q) – Irrational Numbers (Ri)- Real Numbers (R)- Properties of (R)- Modulus of Real Number-Imaginary Numbers- Complex Numbers.

3. **Indices and Surds**
Indices- Positive Indices- Fractional Indices- Operation with Power Functions- Surds- Operations on Surd- Rationalising Factor- Root of Mixed Surd.

4. **Logarithms**
Introduction- Laws of Operations- Logarithmic Tables- Operations with Logarithms- Compound Interest- Depreciation- Annuties.

5. **Equations: Linear, Quadratic, Cublic and Higher Order**
Equations- Identities- Inequalities-Grouping Symbols- General Solution-Degree of an Equation- Simultaneous Linear Equations-Quadratic Equations- Solution of Quadratic Equations- Reciprocal Equations- Nature of the Roots- Symmetrical Expressions- Formation of an Equation-Solution of Simultaneous Equations- Cublic and Bi-quadratic Equations.

6. **Permutations and Combinations**
Fundamental Rule of Counting- Permutations- Factorial Notation-Permutation of Different Things- Circular Permutations- Permutations of Things not all Different- Restricted Permutaions- Combinations- Complementary Theorems- Restricted Combinations- Combinations of Things not All Different.

7. **Circular Functions and Trigonometry**
Introduction- Measurement of Angles- Trigonometric Ratios- Relations between Trigonometric Functions- Signs of Trigonometric Function- Trigonometric Functions of Standard Angles- Use of Printed Tables- T-Ratios of Allied Angles- T-Ratios of Sum and Difference of Angles- T-Ratios of Multiple Angles- Transformation of Products and Sums- Trigonometric Indentities- Properties of a Triangle- Solutions for a Triangle.

8. **Differential Calculus**
Introduction- Differentiation- Derivative of a Function of one Variable- Derivative of a Power – Function- Derivative of a Constant with a Function- Derivative of the Sum of Functions- Derivative of the Product of Two Functions- Derivative of the Quotient of Two Functions- Derivative of the Function of a Function- Derivative of Trigonometric Functions- Derivative of Logarithmic Function- Differentiation by the Method of Substitution – Logarithmic Differentiation- Differentiation of Implicit Functions- Derivative as a Rate Measure- Successive Differentiation- Maclaurin's Series- Points of Inflexion- Maxima and Minima- Partial Differentiation- Total Differentiaation.

9. **Integral Calculus**
Introduction- Indefinite Integral- Rules of Integration- Some Standard Results- Integration by Substitution- Integration of Trigonometric Functions- Some Standard Integrals- Integrals Reducible to Standard Form- Integration by Parts- Integration by Partial Fractions- Definite Integral – Properties.

10. **Matrix Algebra**

   Introduction- Definition- Types of Matrices- Scalar Multiplication of a Matrix- Equality of Matrices- Matrix Operations- Addition and Subtraction- Multiplication- Properties-Transpose of a Matrix- Determinants of a Spuare Matrix- Determinants of Order Two-Cramer's Rule- Determinants of Order Three- Sarrus Diagram- Properties of Determinants-Expansion of the Determinants- Minors of a Matrix- Adjoint of A Square Matrix- Inverse of a Matrix- Simultancous Equations- Gauss Elimination Method- Rank of Matrix.

Book Recommended :

1. D.C. Sancheti & V.K. Kapoor   :   *Business Mathematics,* S. Chand & Sons, New Delhi, India.

Reference Book:

1. Gordon D. Prichett & John C. Saber   :   *Mathematics*, Richard D. Irwin Inc. Boston

Paper Code : 222309	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	Insurance And Risk Management		

1. **Introduction of Insurance:** Origin and History- Definition-Nature- Scope- Role- Social and Economic values of Insurance. Fundamental Principles- Insurance Contract.

2. **Life Assurance:** Contract-Kinds of policies and annuities-Mortality Table-Claims and Settlement-Premium plans-Computation of net Premium-Calculations of reserve Surplus and its distribution.

3. **Marine Insurance:** Contract-Types of Policies-Marine Losses-Claims and Settlement.

4. **Fire Insurance:** Contract- Claims and Settlement-Reinsurance. Miscellaneous Insurance: Postal Life Insurance; Group Insurance; Accident Insurance; Automobile Insurance .

5. **Risk Management:** Definition of Risk-Classification of Risk- Insurance as a Device for Handling Risk. Objectives of Risk Management. Fire Hazards, Physical and Moral Hazards, Approaches Towards Risk Prevention. Peril.

6. **Insurance Business in Bangladesh:** Present pattern of Insurance Business –Jiban Bima Corporation-Sadharan Bima Corporation-American Life Insurance Company and other Private Insurance Companies of Bangladesh.

Book Recommended :

1. M.N. Misra   :   Insurance: Principles and Practice*,* S. Chan & Co. Ltd., New Delhi.

Reference Book:

1. C. Arthur Williams, Jr. & Richard M. Heins: *Risk Management & Insurance*, McGraw Hill Book Company, New York.

Paper Code : 222311	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	**Micro-Economics**		

1. **Nature and Methodology of Economics:**
   a) Nature of Economics: Definition
   b) Nature of Economics: Scope and Methods
   c) Partial Equilibrium and General Equilibrium Analysis

2. **Theory of Demand:**
   a) Utility Analysis of Demand
   b) Indifference Curve Technique
   c) Indifference Curve Analysis of Demand
   d) Elasticity of Demand
   e) Consumer's Surplus

3. **Theory of Production:**
   a) Factors of Production
   b) Scale of Production
   c) Laws of Returns
   d) Cost and Cost Curves
   e) Supply

4. **Product Pricing:**
   a) Market and Market Structures
   b) Revenue and Revenue Curves
   c) Equilibrium of the Firm and Industry: General
   d) Equilibrium of the Firm under Perfect, Monopoly and Monopolistic Competition

5. **Factor Pricing:**
   a) General Theory of Factor Pricing
   b) Wages, Rent, Interest and Profit

Book Recommended:

1. K. K. Dewett, M.H. Navalur and J. Khuntia : *Modern Economic Theory* Shyam Lal Cheritable Trust, New Delhi.

Reference Book:

1. Paul A. Samuelson & William D. Nordhaus: *Economics*, McGraw Hill Book Company, New York.

Paper Code : 222313	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	**Agricultural Marketing**		

1. **The Analytical Approach:** The Agricultural Marketing System, A Framework of Theory for Market Analysis, Agricultural product and Marketing.

2. **Food Market and Institutions:** Food Consumption and Marketing, Food Processing and Manufacturing, Food Wholesaling and Retailing, The International Markets for Food.

3. **Prices and Marketing Costs :**Price Analysis and the Exchange Function, Demand and Supply for Farm Product, Cyclic Movement in Production and Prices, Seasonal Price Movement, Hedging in Future Contracts, Effects of Speculation in Future Contracts.

4. **Functional and Organizational Issues** The Changing Organization of Food Markets, Cooperative Marketing, Market Information, Standardization and Grading, Transportation, Storage.

5. **Government and Agricultural Marketing** Government Price, Income and Marketing Programs, Food Marketing Regulation.

6. **Marketing System of Some Agricultural Commodities:** Jute, Rice, Tea, Mango, Leather, Paultry, Shrimp, Sugar, Salt, Vegetables etc.

Book Recommended :

1. Geoffrey S, Shepherd & Gene A. Futrell : *Marketing Farm Products*, The lowa State University Press/Ames

Reference Book:

1. Richard L. Kohls & Joseph N. Uhi   : *Marketing of Agricultural Products*, Richard Irwin Inc.