

EMBA Program

SCHOOL OF BUSINESS

NORTH SOUTH UNIVERSITY

NSU at a Glance

North South University, the premier private university in Bangladesh was established by the NSU Foundation with the initiative of a group of philanthropists, industrialists, bureaucrats and academics. The government of Bangladesh approved the establishment of North South University in 1992 under Private University Act (PUA) 1992. The university follows American system- semesters, credit hours, letter grades, one examiner system etc. Its curriculum when first introduced, were reviewed by relevant departments of University of Illinois, Urbana-Champaign, and University of California at Berkeley, USA and duly approved by UGC. The academic programs are continually updated and adapted to meet the local needs.

Why NSU EMBA?

The EMBA program of the School of Business, North South University aims at developing managers and leaders of the 21st century. It is flexible, career oriented and designed to meet the needs of the professionals in various fields, viz., business, engineering, social science, medicine, and others. It has been designed following the guidelines of the American Assembly of Collegiate Schools of Business (AACSB), the highest accreditation body of business schools in USA. It is global, computer oriented, fast track, and competitively priced. Professors trained in North American or equivalent universities, and top-level corporate executives with long industry experience teach in the EMBA program. The key features of the NSU EMBA are given below.

Global: Curriculum recognizes and incorporates emerging trends, concepts, and issues of globalization. This is reflected in course design and pedagogy. Interdisciplinary integration with globalization is attained through a global capstone course.

Computer Oriented: Development of analytical skill with the help of computer is emphasized. Curriculum requires the learning of SAS/SPSS and other packages in accounting, finance, and marketing. There is a computer lab for the EMBA students exclusively.

Fast Track: The program can be completed in about three to four semesters (about 1 – 1¹/₄ years). Students who have completed relevant coursework at their undergraduate or graduate levels may apply for a waiver up to 12 credit hours. If a student can take the full advantage of course waiver, he/she can complete the EMBA Program in about three semesters.

Quality Teaching: Faculty members teaching in the EMBA program have Ph.D. from North America or equivalent universities, and top-level corporate executives with long industry experience.

Convenient Timing:

Classes are offered from 7:00 PM to 10:30 PM on Thursday, 9:00 AM to 12:30 PM, 3:00 PM to 6:30 PM & 7:00 PM to 10:30 PM on Friday and 3:00 PM to 6:30 PM & 7:00 PM to 10:30 PM on Saturday. There is a break of 30 minutes in the middle of the class. Refreshments are served to students during the break. The timing helps working professionals attend the program.

Program Description*

NSU EMBA is a 50-credit program (16 courses of 3 credits and one course of 2 credits) with three major components - foundation courses (15 credits), functional core courses (23 credits), and concentration courses (12 credits). Foundation courses prepare students with a broad base in quantitative areas, economics, management marketing and research methodology. They must be completed before taking the functional core courses. The functional core courses comprise of a course in international business (global stone) and four courses in the functional areas of management. Concentration courses in finance, human resource management, management, and marketing develop specialization in specific areas. It is attained through a strategy/policy course (functional capstone). Students are required to take courses in a predetermined sequence (see flow chart) offered throughout the year. The EMBA Yearly Schedule helps students make advance planning in taking the courses. A list of the courses is given below:

* The information provided here is subject to change.

Foundation Courses	
Course Number	Course Title
EMB-500	<i>Communication Skills for Managers:</i> This course examines communication tools and techniques in different business settings.
EMB-501	<i>Quantitative Tools in Business:</i> This course gives an overview of the mathematical and statistical tools used in making business decisions.
EMB-502	<i>Business Economics:</i> This course combines micro and macro economics.
EMB-510	<i>Principles of Accounting and Finance:</i> This course combines basic principles of accounting and finance.
EMB-520	<i>Principles of Management and Marketing:</i> This course combines basic principles of management and marketing.

Functional Core Courses	
Course Number	Course Title
EMB-601	<i>Organizational Behavior:</i> This course focuses on the foundations of human behavior at work.
EMB-602	<i>Human Resource Management:</i> Provides an understanding of personnel management issues such as hiring, training, selection and grievance handling.
EMB-620	<i>Strategic Marketing:</i> This course is designed to be a capstone course addressing the tasks and responsibilities of a marketing manager.
EMB-650	<i>Operations Management:</i> This course investigates the quantitative and analytical tools and techniques used by modern operations managers.
EMB-660	<i>Corporate Finance:</i> This course covers technical topics that have a significant impact on financial statements and their analysis.
EMB-670	<i>International Business:</i> This course aims at providing an understanding of international business from a global/multinational perspective.
EMB-690	<i>Strategic Management:</i> This is an integrative capstone course for MBA students.
BUS-700	<i>Seminar</i>

Finance [FIN] Concentration	
Course Number	Course Title
FIN 635	<i>Financial Analysis and Control:</i> This course focuses on demand and supply forces underlying the data and information in financial statements and the key aspects of decisions based on financial statement information.
FIN 637	<i>Investment Theory:</i> Investment in financial assets and securities is the focus of this course.
FIN 640	<i>Real Estate Finance:</i> Focuses on theories and practices of financing real estates and social, legal and economic implications of real estate finance.
FIN 642	<i>Financial Markets and Institutions:</i> Provides an advanced understanding of money and capital markets and financial instruments traded in these markets.
FIN 643	<i>Capital Investment Decisions:</i> This course focuses on how to optimize sources and uses of funds and manage corporate assets while taking long-term investment decisions.
FIN 644	<i>Commercial Bank Management:</i> Examines tools and techniques to manage commercial banks effectively.
FIN 645	<i>International Financial Management:</i> Deals with the aspects of international corporate finance and investment.
FIN 646	<i>Theory of Finance:</i> This course integrates theories in different areas of Finance.
FIN 647	<i>Financial Derivatives:</i> Discusses various aspects of derivative securities such as options, futures and forward contracts.
FIN 649	<i>Special Topics in Finance:</i> Topics are chosen through mutual agreement of the student and a finance faculty.
FIN 650	<i>Project Appraisal:</i> A specialized course on appraising financial and capital projects.
FIN 680	<i>Case Studies in Finance:</i> An in-depth analysis of cases focusing on real world problems faced by financial managers.

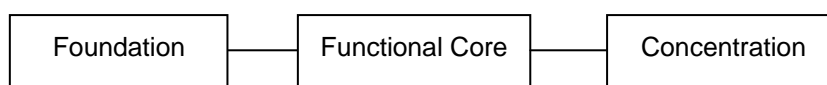
Marketing [MKT] Concentration	
Course Number	Course Title
MKT 621	<i>Buyer Behavior:</i> This course aims at providing an overview of consumer behavior concepts, theories, research, and applications in marketing.
MKT 623	<i>Promotional Management:</i> Examines marketing promotions from a communications standpoint.
MKT 625	<i>Distribution Management:</i> Examines physical distribution concepts from a cost-saving, customer satisfaction and competitive effectiveness point of view.
MKT 626	<i>Retail Management and Merchandising:</i> This course examines the role of merchandising at the retail level including the many dimensions of the buyer's job, such as: inventory management, merchandise flow, assortment planning and the use of IT in merchandising.
MKT 627	<i>Services Marketing:</i> Focuses on the vital role of services in the economy and the marketing issues related to services.
MKT 629	<i>Product Planning and Development:</i> Examines concepts, theories, and processes of product planning and development.
MKT 630	<i>Business-to-Business Marketing:</i> Integrated approach to product marketing management in the business-to-business marketplace.
MKT 631	<i>Marketing Research:</i> Building upon foundation in statistics, this course develops an understanding of market research methodology as applied to national and international markets.
MKT 633	<i>Global Marketing:</i> The course is designed to review the basic concepts, theories, and strategies of global marketing.
MKT 635	<i>Special Topics in Marketing:</i> Topics are selected through mutual agreement of the student and a Marketing faculty.

Management [MGT] Concentration	
Course Number	Course Title
MGT 601	<i>Management Thought:</i> This course focuses on the historical evolution of management thought.
MGT 602	<i>Management Science:</i> Survey of the current literature in Management Science, examines principles and practices of scientific management.
MGT 604	<i>Organizational Development & Change:</i> Provides an understanding of the basics of organizational development, organizational renewal and change, development process, intervention process, OD: the challenge of the future.
MGT 605	<i>Industrial Relations:</i> This course studies the scope and nature of industrial management particularly in Bangladesh.
MGT 607	<i>Entrepreneurship:</i> This course deals with the procedure of establish of new business ventures, and covers topics, such as characteristics of an entrepreneur, pooling of resources, networking, site development, market analysis, staffing, inventory control, human relations, funding etc.
MGT 610	<i>Management of Innovation and Technology:</i> This course examines how innovation and technology created by scientists and engineers can be strategically managed and integrated with the organizational needs to achieve competitive advantage.
MGT 619	<i>Services Management:</i> Examines the development of service packages, yield management, scheduling, queuing, quality measurement, management of professional services such as health care, tax consulting services, travels and tourism, banking and transports, particularly in South Asian region.
MGT 656	<i>Leadership Theory and Practice:</i> This course deals with the analysis of individual behavior and influence in organization.
MGT 660	<i>Comparative Management:</i> Comparative study of various management practices, the role of management theories and principles in different management practices; Special emphasis is given on US, European and Japanese management in contrast to management practices in Bangladesh.

Management [MGT] Concentration (Contd.....)	
Course Number	Course Title
MGT 670	<i>Strategic Planning:</i> The Strategy concept, five Ps for strategy, strategy analysis, forecasting and strategy formation, 7-S framework, strategy and organization planning, the structuring of organization, study on different organizations such as entrepreneurial, mature, diversified, professional, innovative etc.
MGT 675	<i>Total Quality Management (TQM):</i> Examines major issues of TQM, principles and theories. Evolution of TQM as a separate body of management theory is addressed.
MGT 680	<i>Supply Chain Management:</i> This course focuses on the network of companies that work together to design, produce, deliver, and service products.
MGT 682	<i>Environmental Management:</i> This course presents the basic concepts and principles of environmental management, areas of global environmental concerns, strategies and tools for effective environmental management for managers of business and development organizations.
MGT 690	<i>Seminar on Advanced Management:</i> To be arranged and announced before the semester starts.

Human Resource Management [HRM] Concentration	
Course Number	Course Title
HRM 602	<i>Human Resource Planning and Staffing:</i> This course focuses on human resource planning and recruitment, selection and placement of employees.
HRM 603	<i>Training and Development:</i> This course examines the tools and techniques of training and developing managers and employees.
HRM 604	<i>Performance Appraisal and Compensation Systems:</i> This course involves a detailed study of various techniques of performance appraisal and compensation systems.
HRM 605	<i>Industrial Relations:</i> This course studies the scope and nature of industrial management particularly in Bangladesh.
HRM 610	<i>Employment and Labor Laws in Bangladesh:</i> This course analyzes employment practices law and its impact on employment decision-making.
HRM 631	<i>Managerial Skills Development:</i> This course involves in-depth analysis of various aspects of managing in which specific behavioral skills can be developed.
HRM 645	<i>Interpersonal Relations and Group Dynamics:</i> This course focuses on current topics affecting the management of individuals and groups.
HRM 650	<i>Managing High Performance:</i> This course explores links between motivation, performance and employee well-being and related theoretical perspectives.
HRM 660	<i>Strategic Human Resource Management:</i> This course focuses on the strategic role of human resource functions such as HR planning, recruitment, selection, compensation, performance appraisal and human resource development.
HRM 675	<i>Advanced Wage and Employment Theory:</i> This course covers advanced issues on wages and employment.
HRM 680	<i>Comparative Perspectives on Human Resource Management:</i> This course examines developments in international business and globalization and their implications for international and transnational corporations.
HRM 690	<i>Special Topics in Human Resource Management:</i> Seminar on any current topic in HRM. Permission of MBA Director required.

Flow Chart Showing Course Sequence



Degree Requirement

A student must complete required number of credits with 'B-' average (i.e., with a minimum CGPA of 2.7 on a 4 point scale) to earn the degree. To continue in the program a student must be in good standing, i.e., he/she must maintain a minimum CGPA of 2.5 at all levels of academic advancement. If in any semester the CGPA drops below 2.5 the student is put on academic probation. If a student remains on probation for two consecutive semesters, he/she is dismissed from the Program.

Students who have completed similar courses at their undergraduate or graduate levels from recognized institutions are eligible for waiver of a maximum of 15 credit hours from the foundation level courses. A waiver decision will be made upon a student's admission to the program. At least 33 credits must be completed at NSU for the degree (residency requirement). Decision of the university is final on the issue of waiver of credit.

Academic Calendar

The academic programs are offered throughout the year in three semesters: Spring, Summer and Fall. Each semester consists of 13 weeks. A few courses may be offered in two 6½ - week sessions in Summer. Spring semester begins in January, Summer begins in May, and Fall semester begins in September.

Admissions Information

New students are admitted to the program three times a year, in Spring, Summer and Fall. Check for the LAST DATE of submitting application in a particular semester. All admission queries should be directed to the **EMBA Program Office**, School of Business. To be ELIGIBLE to apply for admission to the program one must have the following.

1. A four-year Bachelor's or a three-year Honor's degree or a Master's degree in any discipline.
2. At least Second Class in all exams or a minimum CGPA of 2.5 on a 4-point scale.
3. At least three years of continuous work experience as executive.
4. Candidates with a two-year Bachelor's degree will require five years of executive experience to be eligible for admission.
5. Candidates will not require a written test but **must pass** an oral test for admission.

The final decision on admission is taken on the basis of the following:

- Academic performance at high school, college, and university level.
- Scores of interview administered by NSU.
- Interview with the Admission Committee.
- Work experience in managerial positions.

Application package can be purchased by paying Taka 1000 from the United Commercial Bank Limited, Bashundhara Branch, Dhaka. Only completed applications will be processed. A complete application will contain the following:

- Completed and signed EMBA application form.
- Three-passport size signed photographs.
- One set photocopies of all certificates and transcripts/mark sheets must be duly notarized or attested before submission. Incomplete or improper attestation will be void.
- One set of appointment letter and experience certificate.
- Visiting cards of the candidate and his/her supervisor.

Financial Information

Total cost of the program is about Taka 242,000 to Taka 336,000 depending on the standing of the student at the time of admission. All fees are subject to change. Check with the EMBA Program Office for the most recent fee structure.

Cost/Fee Structure	Amount
Tuition Fee per credit	Tk. 6,000
Student Activity Fee per semester	Tk. 2,000
Computer Lab Fee per semester	Tk. 1,500
Library Fee per semester	Tk. 500

Please note that all students must pay a non-refundable, one time only, admission fee of Tk. 20,000.

International Academic Collaboration

NSU has agreements for academic cooperation and exchange with:

- The University of California, Berkeley.
- The University of Illinois at Urbana-Champaign.
- George Washington University.
- Pennsylvania State University.
- Colorado State University.
- The University of Southern Indiana.
- St. Xavier University, Chicago.
- International Islamic University, Malaysia.
- Yarmouk University, Jordan.
- Witswatersrand University, South Africa.

*North South University
School of Business*

*Full-time Faculty Members
(In Alphabetical Order)*

Dr. Jashim Uddin Ahmed
Ph.D. (Manchester University, UK)

Dr. Amin Muhammad Ali
D.Phil. (University of Sussex Brighton, UK)

Dr. Salma Begum
Ph.D. (University of Kentucky, USA)

Dr. Tamgid Ahmed Chowdhury
Ph.D. (Macquarie University, Australia)

Dr. Gour Gobinda Goswami
Ph.D. (University of Wisconsin, USA)

Dr. Mohammad Alamgir Hossain
Ph.D. (Curtin University, Australia)

M. Ismail Hossain
Chairman, Department of Economics
Ph.D. (University of Toronto, Canada)

Mr. Junaid Khan
MBA (University of San Francisco, USA)

Dr. M. Khasro Miah
Ph.D. (Nagoya University, Japan)

Visiting/Part-time Faculty Members

Dr. Kamal Uddin Ahmed
Ph.D. (Victoria University of Wellington, NZ)

Mr. Quazi M. Ahmed
MA (International University of Japan, Japan)

Mr. Md. Mahbubul Alam
MBA (Ryerson University, Canada)

Dr. S.M. Ikhtiar Alam
Ph.D. (Institute of Business Administration, Dhaka)

Dr. A.K. Mohammad Ali
Ph.D. (University of Manchester, UK)

Dr. Mahmudul Anam
Ph.D. (Carleton University, Ontario)

Dr. Abdullahil Azeem
Ph.D. (The University of Western Ontario, Canada)

Dr. Zaid Bakht
Ph.D. (Cornell University, USA)

Dr. A. A. Mahboob Uddin Chowdhury
Ph.D (University of Dhaka, Dhaka)

Dr. Farah Hasin
Ph.D. (University of London, UK)

Dr. H. M. Mosarof Hossain
Ph.D. (University of Dhaka)

Dr. Sheikh Mohammed Rafiul Huque
Ph.D. (Yokohama National University, Japan)

Dr. A.F.M. Aatur Rahman
Ph.D. (American University, Washington DC, USA)

Dr. A.K.M. Atiqur Rahman
Ph.D. (Houston, USA)

Dr. Mohammad Mahboob Rahman
Dean, School of Business and
Director, MBA & EMBA Programs
Ph.D. (The University of Kansas, USA)

Dr. Mustafa Abdur Rahman
Ph.D. (University of Western Sydney, Australia)

Dr. M Ali Rashid
Ph. D. (New Castle, Australia)

Dr. Mahmud A. Shareef
Ph.D. (Carleton University, Canada)

Dr. Nazlee Siddiqui
Ph.D. (University of Western Sydney, Australia)

Dr. ABM Shahidul Islam
Ph.D. (University of Dhaka, Dhaka)

Mr. Ameer Khan
MBA (University of Waikato, New Zealand)

Dr. Md. Abbas Ali Khan
Ph. D. (Glasgow, UK)

Ms. Nusrat Khan
MS (St. John's University, NY, USA)

Dr. Mubina Khondkar
Ph.D. (University of Manchester, UK)

Mr. M. Rafiqul Matin
MBA (North South University, Dhaka)

Dr. M. Masud Rahman
Ph.D. (Aligarh Muslim University, India)

Dr. Md. Mizanur Rahman
Ph.D. (University of Dhaka)

Dr. Md. Baktiar Rana
Ph.D. (Yokohama National University, Japan)

Dr. Ferdous Sarwar
Ph.D. (North Dakota State University, USA)

Dr. Md. Main Uddin
Ph.D. (Tohoku University, Japan)

Dr. Shima Zaman
Ph.D. (Jacquarie University, Australia)