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ULAB
UNIVERSITY OF LIBERAL ARTS BANGLADESH

COURSE CATALOGUE

Graduate Program

Welcome to the Semester Course Catalogue

Dear Students,

We are pleased to present the official Course Catalogue, which will serve as a comprehensive resource designed to support you in navigating your academic journey. Here, you will find detailed descriptions of each course offered this semester, which includes all forms of essential information.

The Course Catalogue is a vital tool in planning your academic path and ensuring you meet program requirements effectively. Each course listing has been carefully structured to provide you with the insight you need to make informed decisions regarding your registration and course selection. We encourage you to explore the catalogue thoroughly, taking time to review courses that align with your academic and career goals, as well as those that may broaden your knowledge and skills beyond your primary field of study.

Our goal is to make this resource as clear and accessible as possible, serving as a guide to help you achieve success throughout your academic pursuits. Should you have any questions or need further assistance, please do not hesitate to reach out to your respective departments.

We look forward to supporting your growth and accomplishments this semester.

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MASTER OF BUSINESS ADMINISTRATION

MBA Course Summary

The MBA program consists of seven foundation courses, three workshops, five core courses, four concentration courses & one capstone course. The details are given below.

Types of Courses	Courses	Credits
Foundation Courses	7	21
Workshops	3	6
Core Courses	5	15
Concentration Courses	4	12
Capstone Courses	1	3
Total	**20**	**57**

Foundation Courses and Workshops

These courses and workshops will allow the students to understand the basics of business & management and fills in any lacking that they have before moving to core courses. The students may get waiver, depending on their relevant education and level of attainments, from these courses. ULAB MBA student must complete all foundation courses/ workshops from foundation unless waived.

Foundation Courses (7 Courses: 21 Credits)

Course Code	Course Title	Credits
MBA 511	Financial Accounting	3
MBA 512	Management & Organization	3
MBA 513	Analytical Techniques	3
MBA 514	Micro Economics	3
MBA 515	Macro Economics	3
MBA 516	Management Accounting	3
MBA 517	Legal Issues in Business	3

Workshops (3 workshops: 6 Credits)

Course Code	Course Title	Credits
MBA 518	Communication Workshop	2
MBA 519	IT Workshop	2
MBA 520	Career Planning	2

Core (Functional) Courses (5 Courses: 15 Credits)

These five core courses (3 credits each) will cover all aspects of business management and provide students with managerial perspective and vision. Students are required to complete each of the area specific core course before taking concentration courses.

Course Code	Course Title	Credits
HRM 501	Human Resource Management	3
MKT 501	Marketing Management	3
BGE 501	Business in the Global Environment	3
FIN 501	Financial Management	3
SCM 501	Operations Management	3

Concentration (Major) Courses (4 Courses: 12 Credits)

Concentration courses in bank management, finance, human resources management, information technology, marketing, management, communication, operations management or risk management & insurance will enable students to develop specialization in any of the specific fields. Students are required to complete minimum four graduate level Concentration courses (3 credits each) from one of the specialization areas.

1. Finance

Course Code	Course Title	Credits
FIN 601	Investment Theory & Portfolio Management	3
FIN 602	Financial Institutions, Markets & Derivatives	3
FIN 603	International Financial Management	3
FIN 604	Corporate Finance	3
FIN 605	Financial Information Analysis	3

2. Marketing

Course Code	Course Title	Credits
MKT 601	Consumer Behavior	3
MKT 602	Integrated Marketing Communication	3
MKT 603	Personal Selling and Sales Force Management	3
MKT 604	Brand Management	3
MKT 605	Digital Marketing	3
MKT 606	Marketing Research	3
MKT 607	International Business	3
MKT 608	International Marketing	3
MKT 609	Services Marketing	3

MKT 610	Channels of Distribution	3
MKT 611	Market Planning and Strategy	3
MKT 612	Export Management	3

3. Human Resources Management

Course Code	Course Title	Credits
HRM 601	Manpower Planning & Personnel Policy	3
HRM 602	Training and Development	3
HRM 603	Compensation Management	3
HRM 604	Performance Management	3
HRM 605	Leadership	3
HRM 606	Industrial Relations	3
HRM 607	Entrepreneurship	3
HRM 608	Strategic Human Resources Management	3
HRM 609	Organization and Conflict Management	3

4. Supply Chain Management

Course Code	Course Title	Credits
SCM 601	Total Quality Management	
SCM 602	Logistics Management	3
SCM 603	Project Management	3
SCM 604	Principles of Supply Chain Management	3
SCM 605	Procurement & Inventory Management	3

5. Bank Management

Course Code	Course Title	Credits
BMG 601	Management of Commercial Banks	3
BMG 602	Central Banking	3
BMG 603	Banking Theory & Practice	3
BMG 604	International Trade Payment and Finance	3
BMG 605	International Finance and Banking	3
BMG 606	Investment Banking and Merchant Banking	3

6. Communication

Course Code	Course Title	Credits
MSJ 5212	Strategic Communication	3
MSJ 6126	Public Relations Quality Management	3
MSJ 6121	New Media and Management	3
MSJ 6125	Communication Policy-making and Planning	3
MSJ 5223	Communication Campaigns	3
MSJ 6115	Broadcast Management	3
MSJ 5235	International Communication	3

7. Operations Management

Course Code	Course Title	Credits
OPM 601	Applied Management Science	3
OPM 602	Technology and Change	3
OPM 603	Total Quality Management	3
OPM 604	Operations Research	3
OPM 605	Logistics Management	3
OPM 606	Inventory Management	3
OPM 607	Supply Chain Management	3
OPM 608	Project Management	3

Capstone Course (3 credits)

On successful completion of all foundation and core courses, students integrate the acquired concepts by a process of synthesis accomplished through the course Strategic Management (MBA 700 Strategic Management)

Pre-requisites

Some courses have prerequisites or advisories included with the course description. These are designated by the instructional departments to assist students in selection of courses for their maximum success.

Prerequisite: A course or other requirements must be completed and verified prior to enrollment in the advanced level course.

Important: To ensure proper placement, pre-requisites of all courses will be checked at the time of registration.

Course Code	Name of the Courses	Credits	Prerequisite
MBA 098	Basic English	0	
MBA 099	Basic Math	0	
MBA 511	Financial Accounting	3	

MBA 512	Management & Organization	3	
MBA 513	Analytical Techniques	3	MBA 099
MBA 514	Micro Economics	3	
MBA 515	Macro Economics	3	
MBA 516	Management Accounting	3	MBA 511
MBA 517	Legal Issues in Bangladesh	3	
MBA 518	Communication Workshop	2	
MBA 519	IT Workshop	2	
MBA 520	Career Planning	2	
HRM 501	Human Resource Management	3	MBA 512, MBA 517
MKT 501	Marketing Management	3	MBA 514, MBA 517
BGE 501	Business in the Global Environment	3	
FIN 501	Financial Management	3	MBA 511, MBA 513
SCM 501	Operations Management	3	MBA 516
FIN 6XX	Finance Concentration Courses	3/course	FIN 501
HRM 6XX	Human Resource Management Concentration Courses	3/course	HRM 501
MKT 6XX	Marketing Concentration Courses	3/course	MKT 501
SCM 6XX	Supply Chain Management	3/course	SCM 501
	Other Concentration Area		Relevant Core Course
MBA 700	Strategic Management	3	All Core Course

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

EMBA Course Summary

The EMBA program consists of four foundation courses, three workshops, four core courses, one elective core course and three concentration courses along with one capstone course. The details are given below.

Types of Courses	Courses	Credits
Foundation Courses	4	12
Core Courses	7	21
Capstone Courses	1	3
Workshops for Professional Development		4
Total	**12**	**40**

Foundation Courses and Workshops

These courses and workshops will allow the students to understand the basics of business and management and fill in any lacking they might have before moving to the core courses. EMBA students must complete all foundation courses, core & capstone courses, and workshops.

Foundation Courses (4 Courses: 12 Credits)

SL No	Course Type	Course Code	Course Title	Credit	Semester
1	Foundation Courses	EMBA 6001	Managerial Communication	3	1st
2		EMBA 6002	Accounting for Managers	3	
3		EMBA 6003	Organizational Behavior	3	
4		EMBA 6004	Managerial Economics	3	

Workshops (3 workshops: 3 Credits; 1 Field Study: 1 credit)

SL No	Course Type	Course Code	Course Title	Credit	Semester
1	Foundation Courses	EMBA 6050	Rise to Shine: Essential Professional Skills	1	1st, 2nd & 3rd
2		EMBA 6060	Elevate 360: Mastering Modern Professional Skill	1	
3		EMBA 6070	Excel & Lead: Amplifying Organizational Impact	1	
4	Field Study	EMBA 6100	Field Study	1	3rd

Core Courses & Capstone Course (8 Courses: 24 Credits)

SL No	Course Type	Course Code	Course Title	Credit	Semester
1	Core Courses	EMBA 6011	Human Resource Management	3	2nd
2		EMBA 6012	Financial management	3	
3		EMBA 6013	Quantitative Analysis for Business	3	
4		EMBA 6014	Marketing Management	3	
5		EMBA 6015	Operations & Supply Chain Management	3	3rd
6		EMBA 6016	Entrepreneurship	3	
7		EMBA 6017	Business Leadership	3	
8	Capstone Course	EMBA 7000	Strategic Management	3	

MASTERS IN COMMUNICATION

Course Summary

The Masters in Communication program consists of eight knowledge courses, eight communication management courses and two elective courses. The details are given below.

Types of Courses	Credits
Foundation Courses	12
Research/Knowledge Courses	15
Area Courses (Area 1. Communication for Development and Area 2. Communication Management)	18
Capstone Courses	9
Total	54

Knowledge Courses

Knowledge courses are aimed at improving students' ability in knowledge creation, dissemination and management in reference to the present knowledge-based societies of South Asia. Students produce an independent study on a communication and/or management issue.

Foundation Courses (4 Courses: 12 Credits)

Course Code	Course Title	Credits
MSJ 5101	Introduction to Communication for Development	3
MSJ 5102	Ethics in Media and Communication	3
MSJ 5103	Technical Writing	3
MSJ 5104	Data and Statistics for Social Sciences	3

Research/Knowledge Courses (5 Courses: 15 Credits)

Course Code	Course Title	Credits
MSJ 5111	Communication Research	3
MJS 5221	Communication Theories	3
MSJ 5223	Knowledge Creation and Management	3
MSJ 5231	Research Methodology	3
MSJ 6111	Thesis Proposal Preparation	3

Area Courses (6 Courses: 18 Credits)

Area courses are devoted to develop the students' knowledge and skills in different areas of communication. The curriculum includes 6 courses in two major areas: (i) Communication for Development (C4D), and (ii) Communication Management.

C4D area course address the need for new and enhanced communication competencies to meet the contemporary social and humanitarian development challenges and leverage opportunities for innovation to achieve sustainable behavior change in both development and humanitarian context.

Communication management courses are aimed at ensuring the recognition of students as leaders in their

organizations given communication competence and dexterity in management. Students learn to deal with real life situations usually encountered by middle to top management.

Area 1. Communication for Development (3 Courses: 09 Credits)

Course Code	Course Title	Credits
MSJ 5212	Strategic Communication	3
MSJ 5235	Project Management	3
MSJ 6115	Organizing Communities: Advocacy, Activism and Social Justice	3

Area 1. Communication Management (3 Courses: 09 Credits)

Course Code	Course Title	Credits
MSJ 6121	Communication Policy making and Planning	3
MSJ 6125	Crisis Communication	3
MSJ 6126	Social Media Management	3

Capstone Courses (3 Courses: 09 Credits)

The Masters in Communication capstone courses aim to showcase comprehensively the students' knowledge and competence in different areas of the field. Alongside, they help students enrich their professional portfolio. To cater to the needs of the students with different backgrounds and aspirations, the program has different sets of capstone courses.

Course Code	Course Title	Credits
MSJ 6231	Thesis Writing/Production Project 1	3
MSJ 6232	Thesis Writing/Production Project 2	3
MSJ 6233	Thesis Writing/Production Project 3	3
OR		
MSJ 6234	Professional Development 1	3
MSJ 6235	Professional Development 2	3
MSJ 6236	Professional Development 3	3
OR		
MSJ 6237	Comprehensive Exam 1	3
MSJ 6238	Comprehensive Exam 2	3
MSJ 6239	Comprehensive Exam 3	3

Pre requisite: A course or other requirement that must be completed and verified prior to the enrollment in a more advanced level course.

Advisory: A course that is recommended, prior to enrollment in another course. The recommended course is useful as an indication of the desired level of proficiency needed to successfully complete the next course level.

Important: To ensure proper placement, prerequisites for all classes will be checked at the time of registration. If you have taken a prerequisite course at an institution other than ULAB, you should request to have an official transcript sent to the ULAB Admissions & Graduate Program Office prior to registration or bring a transcript with you for purposes of verification.

Course Code	Name of the Course	Credits	Pre Requisite	Advisory
MSJ 5111	Communication Research	3		
MSJ 5221	Communication Theories	3		MSJ 5111
MSJ 5223	Knowledge Creation and Management	3		
MSJ 5231	Research Methodology	3		MSJ 5221
MSJ 6111	Thesis Proposal Preparation	3		MSJ 5231
MSJ 6231	Thesis /Project Writing 1	3	MSJ 6111	
MSJ 6232	Thesis /Project Writing 2	3	MSJ 6111	
MSJ 6233	Thesis / Project Writing 3	3	MSJ 6111	
MSJ 5212	Strategic Communication	3		
MSJ 5235	Project Management	3		
MSJ 6115	Organizing Communities: Advocacy, Activism and Social Justice	3		
MSJ 6121	Communication Policy making and Planning	3		
MSJ 6125	Crisis Communication	3		
MSJ 6126	Social Media Management	3		
MSJ 5101	Introduction to Communication for Development	3		
MSJ 5102	Ethics in Media and Communication	3		
MSJ 5103	Technical Writing	3		
MSJ 5104	Data and Statistics for Social Sciences	3		

MASTERS IN ENGLISH

Course Summary

The MA in English is a 1-year program which offers students a choice from three tracks: Literature and Cultural Studies, Applied Linguistics and TESOL, Literature and Creative Writing.
A 2-year MA in English program with the same three tracks is offered for students from other disciplines or with a 3-year BA degree.

The Literature and Cultural Studies Track focuses on providing students with a global understanding of issues in literature and culture angling from power, economics, media, and identity in contemporary and historical contexts in relation to our own society. The syllabus consists of 6 core courses which are mandatory for all students in this Track. From the list of electives, students in the 1-year MA program will choose 4 and those in the 2-year program will choose 8 (of which 4 must be the pre-requisites). Students in both programs are required to complete a dissertation or 2 non-thesis courses (subject to fulfilling eligibility requirements) in their final term.

The Applied Linguistics and TESOL Track gives students a thorough background in linguistic knowledge in the context of application to TESOL. Theoretical and practical information are combined to prepare students for a future in successful classroom instruction. The syllabus consists of 6 core courses which are mandatory for all students in this Track. From the list of electives, students in the 1-year MA program will choose 4 and those in the 2-year program will choose 8 (of which 4 must be the pre-requisites). Students in both programs are required to complete a dissertation or 2 non-thesis courses (subject to fulfilling eligibility requirements) in their final term.

The Literature and Creative Writing Track seeks to examine diverse approaches to creative writing. Students can expect to gain theoretical and practical knowledge in their chosen forms of fiction, non-fiction, poetry, drama, and screen writing. The syllabus consists of 6 core courses which are mandatory for all students in this Track. From the list of electives, students in the 1-year MA program will choose 4 and those in the 2-year program will choose 8 (of which 1 must be the pre-requisite for the workshop of choice). Students in both programs are required to complete a dissertation or 2 non-thesis courses (subject to fulfilling eligibility requirements) in their final term.

Course Requirements

The total course requirements for the 1-year degree program in all Tracks are as follows:

Types of Courses	Number of Courses	Credits
Core	6	18
Electives	4	12
Dissertation / Non-thesis	1 / 2	06
Total	11 / 12	36

The total course requirements for the 2-year degree program in all Tracks are as follows:

Types of Courses	Number of Courses	Credits
Core	6	18
Electives	8	24
Dissertation / Non- thesis	1 / 2	06
Total	15 / 16	48

Literature and Cultural Studies

(1 YEAR MA: 10 courses / 30 credits + dissertation / non-thesis for 6 credits)
(2 YEAR MA: (14 courses / 42 credits + dissertation / non-thesis for 6 credits)

Core Courses (6 courses/18 credits + Dissertation/Non-thesis)

Course Code	Course Title	Credits
ENG 501	Research and Study Methods	3
ENG 502	Advanced Literary Theory	3
ENG 503	The Cultural Construction of Shakespeare	3
ENG 504	Literature and Media	3
ENG 505	Approaches to Cultural Theory	3
ENG 506	Reading Contemporary Transnational Literature	3
ENG 599 / Non-thesis	Dissertation / 2 courses from the Electives list	6

Electives (4/8 courses or 12/24 credits)

Students in the 1-year program choose any four of the courses from the list of electives and students in the 2-year program choose any eight of which 4 must be the prerequisite courses.

Course Code	Course Title	Credits
ENG 513	Advanced Critical Reading I: Fiction and Creative Nonfiction	3
ENG 514	Advanced Critical Reading II: Poetry and Drama	3
ENG 515	Colonial and Postcolonial Discourse	3
ENG 516	Translation Studies	3
ENG 517	Reading Cultures	3
ENG 518	Writing for the Media	3
ENG 519	Studies in Popular Culture	3
ENG 520	Introduction to Creative Writing	3
ENG 523	Modern Poetry and Theory	3
ENG 524	Contemporary Literatures in English	3
ENG 525	Representing Gender: Women Writers	3
ENG 526	Old and Middle English Studies	3
ENG 527	The American Renaissance	3
ENG 528	Readings in 17th Century Literature	3
ENG 529	Literature and Ideas	3
ENG 530	Graphic Novels and Graphic Cultures	3

ENG 531	History of Ideas	3
ENG 532	Special Author Study and Literary Project/ Linguistics Project	3
ENG 538	World Englishes	3
ENG 544	Discourse Analysis and Pragmatics	3
ENG 545	Comparative Linguistics	3
ENG 547	Writing Poetry	3
ENG 548	Fiction Writing	3
ENG 549	Writing Creative Nonfiction	3
ENG 550	Playwriting	3
ENG 551	Screen Writing for Play and TV	3
ENG 552	Experiments in Fiction (Modernism and Postmodernism)	3
ENG 553	Technology and the Writer	3
ENG 554	Readings in Literary Translation	3
ENG 555	Advanced Readings in South Asian Fiction and Nonfiction in English	3
ENG 556	Advanced Readings in South Asian Poetry and Drama in English	3
ENG 557	Gender Politics	3
ENG 567	Digital Humanities	3
ENG 568	Language, Power and Gender	3
ENG 573	Language and Education: Policies and Practices	3
ENG 576	Teacher Development and Education	3
ENG 597	Independent Study/Colloquium	3

Students in the 2-year program take 4 courses as prerequisites:

Course Code	Course Title	Credits
Compulsory Prerequisite Coursesw		
ENG 1201	Introduction to Literature: Poetry and Drama	3
ENG 1202	Introduction to Literature: Fiction and Nonfiction	3
Any two of the following courses		
ENG 2102	Writing About Literature	3
ENG 2108	Shakespeare	3
ENG 2203	Literary Criticism (Sidney to Leavis)	3

ENG 2204	Romantic Poetry	3
ENG 3101	Victorian Literature	3
ENG 3103	Ancient Greek Literature	3
ENG 3202	Modernism in Literature	3
ENG 4103	Digital Humanities	3
ENG 4218	Transnational Literature	3

Applied Linguistics and TESOL

(1 YEAR MA: 10 courses / 30 credits + dissertation / non-thesis for 6 credits)
(2 YEAR MA: (14 courses / 42 credits + dissertation / non-thesis for 6 credits)

Core Courses (6 courses/18 credits + Dissertation/Non-thesis)

Course Code	Course Title	Credits
ENG 507	Research Methods	3
ENG 509	Theories on First and Second Language Acquisition	3
ENG 511	English Language Learning and Teaching	3
ENG 512	Linguistics for English Language Teaching	3
ENG 539	Advanced Sociolinguistics	3
ENG 546	Teaching Practicum and Classroom Management	3
ENG 599 / Non-thesis	Dissertation / 2 courses from the Electives list	6

Electives (4/8 courses or 12/24 credits)

Students in the 1-year program choose any four of the courses from the list of electives and students in the 2-year program choose any eight of which 4 must be prerequisite courses.

Course Code	Course Title	Credits
ENG 510	Critical Approaches to Syllabus Design	3
ENG 516	Translation Studies	3
ENG 532	Special Author Study and Literary Project/ Linguistics Project	3
ENG 535	Testing and Assessment for English Language Teaching	3
ENG 537	Teaching Listening and Speaking	3
ENG 538	World Englishes	3
ENG 540	Materials Development for English Language Teaching	3
ENG 542	Contexts and Strategies for English Language Teaching	3
ENG 543	Statistics for Educational Research	3

ENG 544	Discourse Analysis and Pragmatics	3
ENG 545	Comparative Linguistics	3
ENG 567	Digital Humanities	3
ENG 568	Language, Power and Gender	3
ENG 597	Independent Study/Colloquium	3

Prerequisites (4 courses or 12 credits for 2-year students)

Students in the 2-year program take 4 courses as prerequisites:

Course Code	Course Title	Credits
Compulsory Prerequisite Courses		
ENG 1203	Pronunciation: Phonetics and Phonology	3
ENG 2201	Sociolinguistics	3
Any two of the following courses		
ENG 2103	Morphology and Syntax	3
ENG 2205	Semantics and Pragmatics	3
ENG 3102	Psycholinguistics	3
ENG 3212	Methodology of English Language Teaching	3
ENG 4107	Syllabus Design and Materials Development	3

Literature and Creative Writing

(1 YEAR MA: 10 courses / 30 credits + dissertation / non-thesis for 6 credits)
(2 YEAR MA: (14 courses / 42 credits + dissertation / non-thesis for 6 credits)

Core Courses (6 courses/18 credits + Dissertation/Non-thesis)

Course Code	Course Title	Credits
ENG 513	Advanced Critical Reading I: Fiction & Creative Nonfiction	3
ENG 514	Advanced Critical Reading II: Poetry & Drama	3
ENG 547	Writing Poetry	3
ENG 548	Fiction Writing	3
ENG 549	Writing Creative Nonfiction	3
ENG 550	Playwriting	3
ENG 599 / Non-thesis	Dissertation / 2 courses from the Electives list	6

Electives (4/8 courses or 12/24 credits)

Students in the 1-year program choose any four of the courses from the list of electives and students in the 2-year program choose any eight of which 4 must be prerequisites courses.

Course Code	Course Title	Credits
ENG 502	Advanced Literary Theory	3
ENG 503	Cultural Construction of Shakespeare	3
ENG 504	Literature and Media	3
ENG 505	Approaches to Cultural Theory	3
ENG 506	Reading Contemporary Transnational Literature	3
ENG 515	Colonial and Postcolonial Discourse	3
ENG 516	Translation Studies	3
ENG 525	Representing Gender: Women Writers	3
ENG 524	Contemporary Literatures in English	3
ENG 529	Literature and Ideas	3
ENG 531	History of Ideas	3
ENG 532	Special Author Study and Literary Project/ Linguistics Project	3
ENG 538	World Englishes	3
ENG 545	Comparative Linguistics	3
ENG 551	Screenwriting for Film and TV	3
ENG 552	Experiments in Fiction (Modernist & Postmodernist)	3
ENG 553	Technology and the Writer	3
ENG 554	Readings in Literary Translation	3
ENG 555	Advanced Readings in South Asian Fiction & Nonfiction in English	3
ENG 556	Advanced Readings in South Asian Poetry & Drama in English	3
ENG 567	Digital Humanities	3
ENG 568	Language, Power and Gender	3
ENG 597	Independent Study/Colloquium	3

Prerequisites (4 courses or 12 credits for 2-year students)

Students in the 2-year program take 4 courses as prerequisites:

Course Code	Course Title	Credits
Compulsory Prerequisite Courses		
ENG 1201	Introduction to Literature: Poetry and Drama	3
ENG 1202	Introduction to Literature: Fiction and Nonfiction	3
Any two of the following courses		
ENG 2102	Writing About Literature	3
ENG 2108	Shakespeare	3
ENG 2203	Literary Criticism (Sidney to Leavis)	3
ENG 2204	Romantic Poetry	3
ENG 3101	Victorian Literature	3
ENG 3103	Ancient Greek Literature	3
ENG 3202	Modernism in Literature	3
ENG 4103	Digital Humanities	3
ENG 4218	Transnational Literature	3

Rank 6

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