



# মার্কেটিং বিভাগ

## Department of Marketing

Estd: 2009

# ADMISSION GOING ON

## MBA (PROFESSIONAL)

### 15th Batch, Session: Spring 2025

### Program Features

- Major in Marketing
- Trimester system: Total six trimesters; Two-year duration
- Weekend Class/Exam: Every Friday and Saturday evening

### Admission Eligibility

- Candidates with degree (pass)/Honors/Master's in any discipline with no more than one 3rd division/class or equivalent GPA/CGPA
- Professionals such as Doctors, Engineers, Government officials, Bankers, Executives from Marketing and other corporate sectors, and Business persons are highly encouraged to apply
- Fresh graduates from any discipline are also encouraged to apply

**Application Form open**  
**17 March, 2025 to 25 April, 2025**

### Application Form Available

- Office days: From 10:00 am to 04:00 pm
- Friday from 03:00 pm to 08:00 pm
- The application form is also available online
- Application fee 1000 TK. (One Thousand Taka Only)

For more information

**Program Coordinator 01717524868, Program Officer 01313-013343**

Department of Marketing, 1st floor, Academic Building-03, Begum Rokeya University, Rangpur.

[www.brur.ac.bd](http://www.brur.ac.bd)

[dept.marketing@brur.ac.bd](mailto:dept.marketing@brur.ac.bd)

Facebook Page: [www.facebook.com/Marketing.BRUR](https://www.facebook.com/Marketing.BRUR)

# MBA (Professional) Program, Spring- 2025 (15<sup>th</sup> Batch)

Department of Marketing  
Begum Rokeya University, Rangpur



## Prospectus

- Preamble:** The business environment is getting competitive day to day. The Market place and Market space both are turning into the toughest battle ground from tough one. Winning the battle doesn't happen automatically. It requires business intelligence and leadership to dominate the battle ground. Obtaining an MBA Degree is the right course of action to develop the business intelligence and leadership skills among the business warriors. In today's competitive business environment, Marketing has become an exciting and challenging profession. Marketing Department (Estd. 2009) of BRUR is offering MBA (Professional) Program aiming to developing managers and leaders of the 21<sup>st</sup> century. It is flexible, career oriented, competitively priced program which is designed to meet the needs of the professionals. In global competitive workplace, the advancing businessperson needs an edge. MBA (Professional) has become the state-of-the-art stuff to give that edge to the business executives. The MBA (Professional) curriculum places emphasis on strategic thinking, leadership skills, and management decision-making. In other words, it is designed to make more effective manager through bridging the gap between practical needs and theoretical orientation. But the executives, especially of northern region of the country, are not getting that edge from the academic institutions of the region. Department of Marketing, Begum Rokeya University, Rangpur has come forward to assist them in this aspect.
- Title of the program:** The title of the degree would be MBA (Professional) in Marketing. A student subject to the fulfillment of the rules and regulations as described in the ordinance and other relevant rules and regulations formulated by the department would be entitled to get the degree.
- Objectives of MBA (Professional) Program:** The specific objectives of the program are:
  - Developing Marketing knowledge and skill among students.
  - Improving students' of Knowledge about various functional areas of business and developing their understanding of interrelationships among these functional areas.
  - Developing students' understanding about the dynamics of business operation in an increasingly competitive global environment and developing the skills to competently deal with the management problems there in.
  - Developing critical thinking, interpersonal communication skills and leadership qualities of the students to make them work efficiently and effectively in their business and profession.
- Application Eligibility:** Bachelor Degree in any discipline with not more than one third division/class (or equivalent GPA/ CGPA). The minimum qualifying points for application is 5 (five) and can be calculated as follows:

Name of the Degree	GPA/Division		
	Above 3.50 /1 <sup>st</sup>	2.25 to below 3.50/2 <sup>nd</sup>	Below 2.25/3 <sup>rd</sup>
SSC or Equivalent	3	2	1
HSC or Equivalent	3	2	1

Name of the Degree	CGPA/Class/Division		
	3.50 or above/1 <sup>st</sup>	2.25 to below 3.50/2 <sup>nd</sup>	below 2.25/ 3 <sup>rd</sup>
Bachelor Degree (2 Years)	3	2	1
Bachelor Degree (3 Years)	4	3	2
Bachelor Degree (4/5 Years)	5	4	2
Master Degree	5	4	2

\* GPAs for S.S.C. or equivalent and H.S.C. or equivalent are calculated on a 5-point scale. Other GPAs are calculated on 4-point scale.

- Application Procedure:** Prescribed application forms for admission to MBA (Professional) Program will be available at the office of the Department. The following documents are to be submitted along with the application form:
  - Photocopies of all academic Certificates/ mark sheets.
  - Two copies of PP size color Photo (attached with application form).
  - Photocopies of Money Receipt.

## 6. Important Dates:

Application Opens	17 March, 2025
Application closes	25 April, 2025
Admission Test/ Viva voce	To be Published later

7. **Selection for Admission:** Students for admission will be selected on the basis of the marks obtained in admission test or viva-voce.

8. **Seat Capacity:** 50 (fifty) students will be admitted in the department in each intake.

9. **Academic Year:** The academic year is divided into three Trimesters as under:

Semester	Session	Duration
Spring	January	January to April
Summer	May	May to August
Fall	September	September to December

## 10. Duration of the program

The normal duration of the program will be twenty four (24) months. There will be six (6) Trimesters; each consists of four (4) months. The last semester consist of a project paper/dissertation/thesis program.

Heads	Credits	Total Credits
Theoretical Course	20 X 3 Credits	60
Final Viva voce	1 X 3 Credits	3
Dissertation/Project/Thesis	1 X 3 Credits	3
Total Credit		66

## 11. General Fees and other charges

Total fee is Tk. 1, 20,000/- payable throughout six (6) trimesters. In addition, departmental development and other fees is Tk. 10,000/- payable as per following:

SL	Installments Number	Amount to be paid		Payment time
		Tuition Fees	For Departmental Development and other purposes	
1.	1 <sup>st</sup> Installment	Tk. 26,000/-	3000	Payable at the beginning of 1st Trimester (admission)
2.	2 <sup>nd</sup> Installment	Tk. 25,000/-	3000	Payable at the beginning of 2nd Trimester
3.	3 <sup>rd</sup> Installment	Tk.22,000/-	2000	Payable at the beginning of 3rd Trimester
4.	4 <sup>th</sup> Installment	Tk. 18, 000/-	2000	Payable at the beginning of 4th Trimester
5	5 <sup>th</sup> Installment	Tk. 15, 000/-		Payable at the beginning of 5th Trimester
6	6 <sup>th</sup> Installment	Tk. 14,000/-		Payable at the beginning of 6 <sup>th</sup> Trimester
Total		Tk. 1,20,000/-	Tk. 10,000/-	
Total Payable Tk. 1,20,000+10,000= 1,30,000/- (One Lac Thirty Thousand Taka Only)				
<b>In addition, a student is required to pay TK. 1,000 for PMBA Club at the time of admission.</b>				

12. **Class Schedule:** The MBA (Professional) Class will be held on every Friday (3pm-9pm) and Saturday (6pm-9pm) in the afternoon.

13. **Teaching Method and Academic Environment:** Normally class Lecture method is followed. To make the class interactive, lecture is supplemented by project work, case presentation, group presentation, business game and seminars. The medium of instruction is English. It has well furnished and well equipped class rooms with modern facilities for multimedia presentation. Well and friendly academic environment is prevailing in Dept. of Marketing, BRUR. It is completely free from session jam.

14. **MBA (Professional) Program Rules & Regulations and Syllabus** will be supplied at the beginning of the program.

<b>Please Contact for further Information</b>	<b>For Details:</b> Contact the office of the Department of Marketing, Faculty of Business Studies, Academic Building- 3 (1 <sup>st</sup> Floor), Begum Rokeya University, Rangpur. <b>Batch Coordinator</b> : 01717-524868 <b>Administrative Officer</b> : 01313-013343 <b>Email</b> : <a href="mailto:dept.marketing@brur.ac.bd">dept.marketing@brur.ac.bd</a> <b>Website</b> : <a href="http://www.brur.ac.bd">www.brur.ac.bd</a> <b>Facebook Page</b> : <a href="http://www.facebook.com/Marketing.BRUR">www.facebook.com/Marketing.BRUR</a>
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