

MBA (Professional) Program, Summer- 2024 (14th Batch)



Department of Marketing
Begum Rokeya University, Rangpur

Prospectus

- Preamble:** The business environment is getting competitive day to day. The Marketplace and Market Space are turning into the toughest battleground from the toughest one. Winning the battle doesn't happen automatically. It requires business intelligence and leadership to dominate the battleground. Obtaining an MBA Degree is the right course of action to develop business intelligence and leadership skills among business warriors. Marketing has become an exciting and challenging profession in today's competitive business environment. The Marketing Department (Estd. 2009) of BRUR is offering an MBA (Professional) Program to develop managers and leaders of the 21st century. It is a flexible, career-oriented, competitively priced program which is designed to meet the needs of professionals. In a globally 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 a more effective manager by bridging the gap between practical needs and theoretical orientation. But the executives, especially of the northern region of the country, are not getting that edge from the region's academic institutions. Department of Marketing, Begum Rokeya University, Rangpur has come forward to assist them in this aspect.
- Title of the program:** The degree title would be MBA (Professional) in Marketing. A student subject to the fulfillment of the rules and regulations described in the ordinance and other relevant rules and regulations formulated by the department would be entitled to the degree.
- Objectives of MBA (Professional) Program:** The specific objectives of the program are:
 - Developing Marketing knowledge and skills among students.
 - Improving students' knowledge about various functional business areas and developing their understanding of interrelationships among these functional areas.
 - Developing students' understanding of the dynamics of business operations in an increasingly competitive global environment and developing the skills to deal competently with management problems in that environment.
 - Developing the student's critical thinking, interpersonal communication skills, and leadership qualities will help 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 point for application is 5 (five) and can be calculated as follows:

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

Name of the Degree	CGPA/Class/Division		
	3.50 or above/1 st	2.25 to below 3.50/2 nd	below 2.25/ 3 rd
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 a 4-point scale.

- Application Procedure:** Prescribed application forms for admission to the 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	26 June, 2024
Application Closes	31 October, 2024*
Admission Test/ Viva voce	02 August, 2024
Admission:	03-07 November, 2024
Class starts:	15 November, 2024

***Admission will remain open, depending on seat availability.**

7. **Selection for Admission:** Students will be selected based on the marks obtained in the admission test or viva voce.
8. **Seat Capacity:** 50 (fifty) students will be admitted to 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 is twenty-four (24) months. There will be six (6) Trimesters, each four (4) months long. The last semester will 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. **Class Schedule:** The MBA (Professional) Class will be held every Friday (3 pm-9 pm) and Saturday (6 pm-9 pm).
12. **Teaching Method and Academic Environment:** The class Lecture method is followed normally. To make the class interactive, lectures are supplemented by project work, case presentations, group presentations, business games, and seminars. The medium of instruction is English. The department of marketing, BRUR, has well-furnished and well-equipped classrooms with modern multimedia presentation facilities. A well-organized and friendly academic environment prevails in the department. It is completely free from session jams.
13. MBA (Professional) Program **Rules & Regulations and Syllabus** will be supplied at the beginning of the program.

Please Contact for further information	For Details: Contact the office of the Department of Marketing, Faculty of Business Studies, Academic Building- 3 (1 st Floor), Begum Rokeya University, Rangpur.
	Batch Coordinator : 01718-878162
	Administrative Officer : 01313-013343
	Email : dept.marketing@brur.ac.bd
	Website : https://brur.ac.bd/department/department-of-marketing
Fresh graduates are also encouraged to apply	