



DEPARTMENT OF MARKETING

FACULTY OF BUSINESS STUDIES
BEGUM ROKEYA UNIVERSITY, RANGPUR

MBA ADMISSION

(Professional)
Session: Fall 2023 (13TH BATCH)

Program Features:

- Major in Marketing
- Trimester system; Total six trimesters; Two-year duration.
- Weekly class schedule: Every Friday, and Saturday evening.

Admission Eligibility:

- Candidates with **Bachelor degree** in any discipline with no more than one 3rd division/class (or equivalent GPA/CGPA).

Application Procedures:

- Collect application form along with a prospectus and submit the filled form at the office of **Department of Marketing, 1st floor, Academic building-03, BRUR** in working days between 10:00a.m - 04:00pm (Friday 3pm to 8pm & Saturday: 06 pm - 08pm), **Application fee BDT: 1000/- (One Thousand Taka Only)**

Admission Schedule:

Application open:	01 October, 2023
Last date of application:	15 November, 2023 (Extended)
Date of Exam/Viva voce	17 November, 2023, Time: 03:30pm (Friday) Venue: Department of Marketing, Begum Rokeya University, Rangpur.

Please Contact for Further Information:

Program Officer : 01313-013343, Batch Co-ordinator: 01742-685430

Website: www.brur.ac.bd

Email : dept.marketing@brur.ac.bd

*****Fresh graduates also are encouraged to apply*****

MBA (Professional) Program, Fall- 2023 (13th Batch)



Department of Marketing
Begum Rokeya University, Rangpur

Brief 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 21st 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 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 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	01 October, 2023
Application closes	15 November, 2023
Admission Test/ Viva voce	17 November, 2023

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 payable as per following:

SL	Installments Number	Amount to be paid	Payment time
		Tuition Fees	
1.	1 st Installment	Tk. 26,000/-	Payable at the beginning of 1st Trimester (admission)
2.	2 nd Installment	Tk. 25,000/-	Payable at the beginning of 2nd Trimester
3.	3 rd Installment	Tk.22,000/-	Payable at the beginning of 3rd Trimester
4.	4 th Installment	Tk. 18, 000/-	Payable at the beginning of 4th Trimester
5	5 th Installment	Tk. 15, 000/-	Payable at the beginning of 5th Trimester
6	6 th Installment	Tk. 14,000/-	Payable at the beginning of 6 th Trimester
Total		Tk. 1,20,000/- (One Lac Twenty Thousand Taka Only)	
<i>In addition, a student is required to pay development and other fees as per department rules.</i>			

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.

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 : 01742-685430 Administrative Officer : 01313-013343 Email : dept.marketing@brur.ac.bd Website : www.brur.ac.bd
Fresh graduates can apply	



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Begum Rokeya University, Rangpur
MBA (Professional) Program
Admission Fall- 2023 (13th Batch)

Attach a
Passport size
photo

Application Form

Serial No:

(To be filled by the office)

1. Name :
(As Per S.S.C Certificate)

2. Mother's Name :

3. Father's Name :

4. Date of Birth :

5. Blood Group:

05. Educational Qualifications:

Name of Exam.	Major Area	Board/University	Passing Year	Result
S.S.C				
H.S.C				
Bachelor Degree				
Master Degree				
Others				

6.	Cell Phone no.	:		e-mail:
7.	Present Address	:		
8.	Permanent Address	:		
9.	Home District	:		
10.	Occupation	:	Designation:	Name of the Organization:
a)	(Professional)	:		
b)	Student	:		

I declare that, the information given in the form is true, correct and complete.

Date:

Name & Signature of the Applicant



Department of Marketing

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Admit Card

Serial No:

(To be filled by the office)

Name :

Mother's Name :

Father's Name :

Signature of the Applicant & Date.

(Professor Md. Ferdush Rahman)

Chairman

MBA (Professional) 13th Batch,

Admission Test Committee- 2023 (Fall- 2023)

Department of Marketing, BRUR.