



# PMBA (Professional) Program, Fall- 2018 (8<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 Skill in the field of Marketing.
  - Promoting students' perceptions of various functional areas of business and developing their understanding of interrelationships among them.
  - Assisting students in understanding the dynamics of business operation in an increasingly competitive global environment and competently dealing with the management problems there in.
  - Developing critical thinking, interpersonal communication skills and leadership qualities of the students to make them to work efficiently and effectively.
- 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.	<b>Application Open</b>	<b>05<sup>th</sup> May, 2019</b>
	<b>Last Date of Application</b>	<b>25<sup>th</sup> May, 2019</b>
	<b>Admission Test: MCQ test of 50 Marks covering English, General knowledge &amp; IQ</b>	<b>21th June, 2019 (Friday) Time: 10:00 AM</b>

7. **Selection for Admission:** Student for admission shall be selected on the basis of the marks obtained in admission test and 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 semesters 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) semesters each of four (4) months. The last semester is consisting of a project paper/dissertation/thesis/internship program.

Heads	Credits	Total Credits
Theoretical Course	20 X 3 Credits	60
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 (excluding admission fee) is Tk. 1, 200, 00 will be collected through six (6) installments as per following:

SL	Installment Number	Amount to be paid	Payment time
1.	1 <sup>st</sup> Installment	Tk. 31, 800	<i>Payable at the beginning of 1st semester</i>
2.	2 <sup>nd</sup> Installment	Tk. 29,200	<i>Payable at the beginning of 2nd semester</i>
3.	3 <sup>rd</sup> Installment	Tk.25,000	<i>Payable at the beginning of 3rd semester</i>
4.	4 <sup>th</sup> Installment	Tk. 15, 000	<i>Payable at the beginning of 4th semester</i>
5	5 <sup>th</sup> Installment	Tk. 10, 000	<i>Payable at the beginning of 5th semester</i>
6	6 <sup>th</sup> Installment	Tk. 9,000	<i>Payable at the beginning of 6<sup>th</sup> semester</i>
Total TK.		<b>1,20, 000 (One Lakh Twenty Thousand Taka Only)</b>	
<i>In addition, For departmental development and other purposes, a student is required to pay Tk. 3,000 and TK. 1,000 for PMBA Club at the time of admission.</i>			

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

13. **Teaching Method and Academic Environment:** Normally 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 Marketing Dept., BRUR. It is completely free from secession jam.

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

<p><b>Feel free to contact</b>  Office of the Department of Marketing Faculty of Business Studies, Academic Building- 3 (1<sup>st</sup> Floor)  Begum Rokeya University, Rangpur, Office Mobile: <b>01731-803755</b>  Batch Coordinator: <b>01717-524868</b>  <a href="https://www.facebook.com/PMBA8BatchMarketingBRUR">Facebook Page: www.facebook.com/PMBA8BatchMarketingBRUR</a>  Website: <a href="http://www.brur.ac.bd">www.brur.ac.bd</a></p>
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