

University of Dhaka
Institute of Information Technology
B. Sc. In Software Engineering

Course Name: **Business Studies for Engineers**

Course Code: **BUS 405**

Credit: Three (3) [Theory-3 Lab-0]

Course Instructor: Md. Iftekharul Amin

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Course Objectives

In today's rapid changing business world, there is a very close connection between information systems (IS) and business performance. The software engineers, system analysts or even the programmers need to converse with the management of an organization to effectively develop an IS as a business solution for any company. Hence, for the software engineering graduates, it is very essential to have the basic business knowledge.

This course helps students see the connection between IS and business performance. The aim of this course is to provide the students with the necessary knowledge of management, accounting, finance, etc. and overall business processes and functions of organizations.

Course Content*

Managers and Entrepreneurs: Management Defined, Role of a Manager, Small-Business Management, The Evolution of Management Thought, Organization, Organization Charts, Contrasting Theories of Organization, Organizational Effectiveness, Organizational Cultures, Change, Conflict, and Negotiation in Organization; The Strategic Management Process, Strategic Implementation and Control, Forecasting.

Accounting Basic: Forms of Business Organization, Types of Activities performed by Business Organization, Financial statements of Business Organization, The Accounting Equation, The Account and Rules of Debit and Credit, The Journal: Recording of Transaction, Adjusting the Accounts, Closing Entries, and Preparing Financial statements from the Work Sheet.

Analysis and Interpretation of Financial Statement: Objectives of Financial Statement Analysis, Analysis of a Balance Sheet, Analysis of Statement of Income and Retained Earnings.

Basics of Marketing: What is Market and Marketing, Fundamental concepts of marketing, Basic marketing approaches, Changing marketing environment, Marketing Mix.

Required Texts

- Stephen P. Robbins and Mary Coulter, *Management*, Prentice Hall, Latest Edition
- Jerry J. Weygandt, Donald E. Kieso, and Paul D. Kimmel, *Accounting Principles*, Wiley, Latest Edition
- Philip Kotler and Kevin L. Keller, *Marketing Management*, Latest Edition

Message to the Participant Regarding Class

Students are required to attend all classes. Recovering missed lecture content or assignment information is the responsibility of the student. Office appointments will not be used to substitute for class attendance. Prior to class, reading assignments must be completed and any other assignments must be submitted at the beginning of the class period. Participation in class activities, including discussion groups and in-class assignments, is a component of class performance. Failure to prepare and participate effectively will negatively impact the learning processes devised for the class.

Obligations of the participant

Participants are required:

- To read the appropriate reading materials for each session
- To prepare any exercises given
- To join a group for the group works
- To participate in the preparation of the group reports
- To attend all the lectures

Distribution of points*

Class Attendance and class participation	:	5%
Quizzes	:	10%
Assignments	:	10%
Midterm	:	25%
Final	:	50%

Grading policy

As per University rules

**Subject to changes*