

Master of Economics

(Entrepreneurship Economics)

Prospectus

Session: 2024-2025

8th Batch



Dhaka School of Economics (DScE)
(*Constituent Institution of the University of Dhaka*)

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Published by:

Head of Administration, Development and Academic Affairs, DScE

Publication Date: 19th January, 2025

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Printed:

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1.0: INTRODUCTION

1.1: ABOUT DHAKA SCHOOL OF ECONOMICS (DScE)

Dhaka School of Economics (DScE), a constituent institution of the University of Dhaka, has begun its journey on 8 April 2010 aspiring to promote advanced studies and research in economics and other related subjects to cater to the fast growing demand for well-trained economists and professionals, particularly in the areas of applied enterprise and development economics and in related areas to contribute to teaching, research and evaluation, policy making and implementation of nation-building programmes for the fast expanding economy of Bangladesh. Apart from its main focus on teaching and research, the School is also committed to establishing a ‘data-bank’, with easy access for those who intend to engage themselves in economic research and policy analysis. Entrepreneurial Economics programme was developed to generate innovative ideas and creativity with employability skill to spread all over the country.

To achieve these targets, Dhaka School of Economics sets out its vision to establish it as a ‘Centre of Excellence’ for advanced teaching and research in economics in line with London School of Economics and Political Science (LSE) and Delhi School of Economics (DSE), for example.

Vision of the Institution: To encourage students who are aspirants to learn economics, propensity and desire to arrange to execute their impending knowledge and skill through teaching-learning, realization and succession.

Mission of the Institution: To familiar with a foremost contributor of adding value at the social, national and global level; and arranging inclusive higher education that is stimulating, liberated and commencing from obstacle to wisdom in any field of Economics.

More specifically, the school targets to continue its activities to fulfill the following objectives:

- To deliver challenging, stimulating and research-oriented academic programmes in an environment that facilitates learning and development of independent critical thinking among the students.
- To ensure, through critical self-reflection, that its teaching and research remain at the forefront of economics and related disciplines, addressing the evolving challenges of the contemporary society.
- To make the institution internationally competitive and establish it as a ‘Centre of Excellence’ for advanced study and research in economics and related disciplines.
- To establish and intensify interactions with society in Bangladesh and leading academic institutions in different parts of the world.

The School is currently being housed in the Bangladesh Economic Association (BEA) Building at Eskaton Garden Road. The place is free from noise and transport hazards. DScE aspires to shift to its permanent campus at Purbachal in the course of time.

1.2 ACADEMIC PROGRAMMES

DScE has formally started its teaching programmes from the academic session: 2011-12, with the following eight programmes in phase by phase:

1. Master of Economics (Environmental and Resources Economics)
2. Master of Economics (MEcon) in Development Economics
3. Master of Economics (Entrepreneurship Economics)
4. Master of Economics (MEcon) in Environmental and Resources Economics
5. Post Graduate Diploma in Enterprise Development
6. Bachelor of Economics (BEcon) in Environmental and Resource Economics
7. Bachelor of Economics (BEcon) in Development Economics
8. Bachelor of Economics (BEcon) in Entrepreneurial Economics

The classes of the Post Graduate Diploma in Economics started on February 26, 2012 whereas the Master of Economics (Environmental Economics) programme's classes started on 10 April 2012. Following the successful completion of the third batches of the students of PG Diploma in Enterprise Development 2016-17 the third batch has been admitted for the session 2018-19. On the other hand, four batches of the students of Environmental Economics programme have successfully completed their Masters, while the 5th batch is going to complete very soon and the 6th one is now in their second semester of studies. DScE, in the meantime, has also started another Masters programme: Master of Economics (MEcon) in Development Economics from the academic year 2013-14. Under this programme, four batches have been admitted. Further, to meet the increasing demand for trained manpower in the field of environment and resource economics and economics of enterprise development, DScE also introduced an undergraduate programme: *Bachelor of Economics (BEcon) in Environmental and Resource Economics* from academic session 2015-16. Master of Economics (MEcon) in Entrepreneurship Economics was the first ever program in Bangladesh to cater the need of huge demand of human resources in this area which started on 21 April, 2018 and third batch has been going to start after completion of admission procedure.

DScE focuses on the application of theoretical, methodological and applied research-oriented approaches so that the students can acquire in-depth knowledge and understanding of the subjects studied. As a result, the students can confidently apply the knowledge and experiences gained in their respective fields to cope with the fast changing circumstances of a growing economy and an evolving society like Bangladesh. Special focus, thus, is given on applied economics, along with computer applications, besides endowing students with a strong theoretical understanding on the courses taught. In addition to the formal class lecturers, the School also organizes regular seminars, extension lectures and open discussions on various issues of contemporary interests, including socio-economic, enterprise and other multidisciplinary issues with strong involvement of students, scholars and faculty members. This helps the students/scholars to improve their knowledge and practical understanding on diverse economic and related issues through interaction with a large number of specialists and experts from various fields from home and abroad.

Other masters and research degree programmes, including MPhil and PhD programmes,

shall be introduced in phases. Specialized diploma and certificate programmes may also be introduced in the coming years.

1.3 RESEARCH PROGRAMMES

Dhaka School of Economics (DScE) cherishes the philosophy of ‘spreading advanced teaching and research in economics for a fast growing economy like Bangladesh to deal with the challenges the country is increasingly facing in relation to the production of quality graduates and economists. In this regard, research and evidence-based teaching are given very high emphasis.

A focus of DScE’s applied economics research programme is to contribute to poverty eradication through multi-directional and multi-disciplinary applied research and giving special emphasis on relevant subjects. Climate change, environment, water and other emerging development challenges are given proper attention. Currently, a multi-dimensional and inter-disciplinary research programme is being developed, where such concerns will be given special emphasis through research. DScE’s research programmes are being carried out, mostly by its own faculty members with support from founding Director, Dr. Qazi Kholiquzzaman Ahmad.

A number of research projects have been carried out by DScE since the beginning of its academic activities. Joint MOU was signed with PKSF in the area of research. DScE also arranged research collaboration with Department of Economics and politics, Vishya Bharati, Santi Niketan.

1.4 PROGRAM LEARNING OUTCOME

On successful completion of the program students will be able to:

1. Demonstrate an understanding of the economic traits and roles of an entrepreneur.
2. Demonstrate the use of economics to analyze entrepreneurial markets and behaviors.
3. Demonstrate an understanding of entrepreneurial financing and capital arrangements.
4. Demonstrate an understanding of public policy and constraints on entrepreneurs.
5. Analyze and present an analysis of entrepreneurial policy.

1.5 MAPPING OUTCOMES FOR ENTREPRENEURIAL ECONOMICS EDUCATION

Intended person in Bangladesh to dispensation education with the acquaintance, skills and attitudes to thrive in work and life balances through fifty percent class will be lecture based and fifty percent practical exposure would lead to following outcomes have been taken:

1. To encourage and prepare people for life through enterprise\
2. To spread the concept of employability
3. To eliminate the skills deficiency
4. To remove inefficient linkages between education and real life working situation
5. To raise self-awareness among job seekers

6. To arrange for Life mapping
7. To add value to Domestic, Regional and Global value chain.

1.6 GRADUATE ATTRIBUTES

1. Recognize, describe and examine glitches and detect or generate progressions to resolve them in applied economics;
2. Workout precarious decision in generating innovative indulgent in the practical field;
3. Judgmentally weigh prevailing thoughtful and diagnose the requirement to recurrently encounter wholly with the real world;
4. Detect and spread on innovative designs, procedures and behaviors of rational;
5. Rejoin successfully to unacquainted difficulties in unskilled settings;
6. Effort commendably through others, exploiting on their dissimilar selfless, knowledge and assistances;
7. Detect and appraise collective, ethnic, universal, creative ,innovative, moral and humanistic approaches and matters;
8. Validate services in Entrepreneurial economics.

1.7 LIBRARY

DScE has set-up its own modern library and has procured a considerable number of important text books, reference books, research publications and periodicals from home and abroad. The School has given the highest priority on purchase of quality books. A good collection of text and reference books on enterprise and development economics, including the most widely refereed and recent textbooks, are also available in the DScE Library. It has also successfully collected sufficient digital resources, including access to numerous journals on economics, Entrepreneurship Economics and other disciplines of social sciences, on-line books and other study materials suitable for students and researchers.

1.8 DATA CENTRE

DScE will start to establish a state of the art data bank. Data on various socio-economic, enterprise and other development indicators will be collected, analyzed, categorized and stored. Apart from this, important secondary data will also be organized, stored and made available to all in a user-friendly way so that interested researchers could conduct research and policy analysis much hurdle. The school may also try to explore the possibility of joining with other similar institutes and organizations that work on data and get access to their data resources.

It is expected that besides DScE's own students, faculty members and researchers, other economists, policy makers, researchers, investors and freelance researchers from Bangladesh would be benefited from the establishment of the data bank through user-friendly data accessibility on issues of diverse economic interests.

1.9 GOVERNING COUNCIL OF DScE

Chairman

Dr. A. K. Enamul Haque

Deputy Vice Chancellor

UCSI University, Bangladesh Branch

House 1/8, Lalmatia, block C, Dhaka 1207

Member Secretary

Director

Dhaka School of Economics

4/C, Eskaton Garden Road

Dhaka – 1000

Members of Governing Body (GB) (Seniority not Applicable)

Dean

Faculty of Social Sciences

University of Dhaka, Dhaka-1000

Dr. Firdousi Nahar

Professor

Department of Economics, University of Dhaka, Dhaka-1000

Shabnaz Amin

Professor

Department of Finance, University of Dhaka, Dhaka-1000

Dr. Shamsun N. Ahmed

Professor (Retd)

Department of Economics, University of Dhaka, Dhaka-1000

Dr. Serajul Hoque

Professor

Department of Marketing, University of Dhaka, Dhaka-1000

Dr. Narayan Chandra Sinha

Associate Professor

Dhaka School of Economics, 4/C Eskaton Garden Road, Dhaka-1000

Tonmoy Chowdhury

Assistant Professor

Dhaka School of Economics, 4/C Eskaton Garden Road, Dhaka-1000

2.0: MASTER OF ECONOMICS (ENTREPRENEURSHIP ECONOMICS) PROGRAMME

2.1 About the Master of Economics (Entrepreneurship Economics) Programme

Dhaka School of Economics has come forward with great initiative to support young potential minds to become an entrepreneur. Young entrepreneurs who will cater the need of the society will not depend on others for job. Admission in this program has been started from present semester. After successful completion of this program, graduates will be able to transform themselves not only as self-employed but also work as creator of employment through becoming an entrepreneur. Not only students from Commerce and Humanities but also students from Science group can do well in the program.

This Program will have the opportunity to gather knowledge and skills which will help them turn their ideas into becoming a successful entrepreneur. This program is designed to guide students as a navigator so that they can walk through the process of launching a venture in order to become an entrepreneur. Thus, this program is suitable for those who dream of launching a venture and becoming a successful entrepreneur. A group of country-known entrepreneurs and leading academicians offer this course through blending of both theory and practical exposure. Moreover, global exposure has been designed with the help of foreign universities. At the grass root level, students are also being trained under the programme. The programme has been designed through blended learning through fifty person lecture based and fifty person practical exposures such as course wise seminar, conference, public lecture, group study, preparing and solving case study, symposium, field trip, preparing mob flash etc.

This is the process of developing conceptual and practical skills and knowledge of entrepreneurs through various extensive training and classroom programs. The whole process of entrepreneurship development is to increase good number of entrepreneurs. By doing this, the speed at which new businesses or ventures are made to get better. On a wider level, this makes room for employment and improves the economy of a business or country. Students will get lots of benefits under the program like: To identify and evaluate a new venture opportunities; To transform creative business ideas into innovative products and services; To Interpret market, customer and demand-supply relationship; To develop marketing plan, improve social networking skills and gain the ability to pitch an idea; To navigate the venture capital investment process; To start his/her own venture successfully ;To enhance and expand their social networks; To exchange knowledge and views; To develop his/her products; To manage Human Resources; To use business incubator for his/her new endeavor; will provide all sorts of opportunities to provide Incubator, Fund (if necessary) and Guidance to start your business while you are a student in the program. This will be proud when students will make themselves a perfect businessperson before their graduation. To develop our students as entrepreneur we must ensure their skills about the Global competitiveness. Considering the Global challenges and opportunities we involve an optional Field trip in the area of Entrepreneurship development in a foreign country partnered with our networking universities/higher educational institutes. Developed nations have introduced

this sort of program long ago. Nowadays business is competitive and education on entrepreneurial economics have been introducing in developed nations long ago. .

2.2 Salient Features of the Programme

Master of Economics (Entrepreneurship Economics) programme of DScE has the following features:

In all, seventeen credit courses for non-dissertation group and sixteen credit courses for dissertation group as MEE 405 will be of 8 credit hours, other each course consisting of 4 (**Four**) credit hours equally distributed between the four semesters.

Vision of the Program: Knowledgeable, entrepreneurial, innovative, creative and collectively accountable citizens are the careers of sustainable progress and comfort of the society through blending of both theoretical and practical education.

Mission of the Program: To build up competencies, skill, attitude and ability of entrepreneurship and practical exposure through educational brilliance and within society accountable to accomplish entrepreneurship during the communication, completion and approval.

Super goals:

1. To productively start and possess entrepreneurial effort to make straight away subsequently after attaining their degree
2. To actively contribute to create new values and dynamic growth of professional career from the first day of employment
3. To become ambitious for development of specialized and systematic competencies.
4. To continue in dealing with achievement in sustainable way and collectively accountable for entrepreneurial movement.

2.3: Course Structure

Master of Economics (Entrepreneurship Economics) programme is designed to span over four semesters. Each of the first three semesters will be of four months duration. The last semester will be a six month long one. During each of the first three semesters the students will study three courses and non-dissertation group will study MEE 401 to MEE 404. Each of the courses will be a 100-marks course, equivalent to 04 (four) credit hours except MEE 405 which will be 8 credit courses for dissertation group.

Course No.MEE 001

Three non-credit lectures on Bangladesh Studies (Emergence of Bangladesh and current status of socio-economic, historical background and perspectives) at the beginning of the program.

Reference

- 1) **Mobasher Ali(2017),Bangladesher Sandhanya(Bangladesh Studies), Student Ways, Dhaka.**

1st Semester

- Course No. MEE 101:Microeconomics - 4 Credits
- Course No. MEE 102:Macroeconomics - 4 Credits
- Course No.MEE 103: Basics of Entrepreneurship - 4 Credits

2nd Semester

- Course No. MEE 201: Growth and Social Innovation of Enterprises and Economics - 4 Credits
- Course No. MEE 202: Mathematical Economics and Statistics - 4 Credits
- Course No. MEE 203:Integrated strategy on the promotion of Enterprises and Economic benefits - 4 Credits

3rd Semester

- Course No. MEE 301: Research Methodology and Econometrics - 4 Credits
- Course No. MEE 302: Behavioral Economics for Entrepreneurial Marketing and Supply Chains - 4 Credits
- Course No. MEE 303: Social Entrepreneurship and Micro Finance and Micro Insurance - 4 Credits

4th Semester (Both Dissertation and Non Dissertation Group)

- Course No. MEE 401 Advances in Economics of Entrepreneurship - 4 Credits
- Course No. MEE 402 Accounting, Banking, Insurance and Fund Controlling for Entrepreneurs - 4 Credits
- Course No. MEE 403 Value Chain, Human Resource Management and Information Technologies (IT) of Economies for Entrepreneurs - 4 Credits
- Course No. MEE 404 Environment, Development, Financial inclusion and International Trade for Entrepreneurs - 4 Credits
- Course No. MEE 405 : Project Planning and Appraisal in Entrepreneurial Ventures - 4 Credits
- Course No. MEE 406 Field Research on Entrepreneurial Economics - 8 Credits
- Course No. MEE 407 Digital Economy and Entrepreneurship- 4 Credits

Each course will be of 100 marks which is equivalent to 4 credits except MEE 406 which is of 8 credits

During the last semester the student may be divided into dissertation group or non dissertation group. Those who are dissertation group will have to do two courses plus MEE 406 and non-dissertation group will have to do four courses except MEE 406.

Total marks – 1300 and Total credits: 52

First three semesters duration will be of four months and last semester is 6 months.

Duration of the Program: One year and Six months

2.4 Eligibility Criterion & Admission in Master of Economics (Entrepreneurship Economics) Programme of DScE

For the admission to Master of Economics (Enterprise Economics) programme, the School has set up the criterion that a candidate should have at least a Bachelor (4 Years) or Masters Degree from a recognized university with good academic records in the following subjects:

- Any area of economics (e.g. economics, enterprise/resource economics, etc.); Mathematics/Applied Mathematics;
- Statistics/Applied Statistics;
- Any honours degree holder related to Business/Social Science/Life Science/Arts/MBBS;
- Engineering or any science and technology related subject;
- Entrepreneurship course with at least one course;
- Post Graduate Diploma in Enterprise Development;
- Any other discipline with at least a course in Economics/Mathematics/Statistics;

2.5 Selection Process:

The selection criteria comprise both written test and interview of the short-listed candidates. The written test includes short answers, focus writing and problem solving on basic economics (microeconomics, macroeconomics, development economics, public finance, etc.), quantitative methods (statistics, and mathematics) and elementary enterprise issues. The School reserves the right to change its admission procedure/criterion and may take written and interview or only one of the two for the selection of the students to this programme. Any decision made by DScE will be the final.

2.6 Evaluation and Grading System

- Evaluation and grading for all theoretical papers (non-dissertation courses) shall be determined as per the rules of the University of Dhaka. These include:
 - Semester final examination
 - Term papers and assignments
 - Field trip with report
 - Class Tests
 - Presentations
 - Use of Economic Incubator as a practical exposure
 - Class attendance
 - Flash Mob
 - Active participation in class /tutorial /group discussion and class tests

Table-2.6.1: Distribution of Marks for Evaluation for **Master of Economics (Entrepreneurship Economics)** Programme is as follows:

For each 100-marks course, a student’s performance will be evaluated in the following manner:	
Class attendance	10
Tutorial and Practical Exposure	10
Field Trip with report and organizing different seminars/conferences/innovative idea/elevator pitch/case competition etc.	20
Case study/Assignment/Class tests/Preparing Flash Mob	10
Semester final examination (three hours)	50

For each course, the average marks awarded in the semester final examinations and sectional marks awarded by the course teacher for class attendance; term papers and assignments; and class performance based on active participation in class discussions, tutorial classes and class tests shall be taken.

Result will be converted into equivalent letter grades following a 4-point grading scale as shown below:

Figure-2.6.2: Grading Structure for the 4-Point Grading Scale for **Master of Economics (Entrepreneurship Economics)** Programme:

<i>Mark Range (in %)</i>	<i>Letter Grade</i>	<i>Explanation</i>	<i>Grade Point</i>
80 and above	A+	Excellent	4.00
75 to less than 80	A		3.75
70 to less than 75	A-		3.50
65 to less than 70	B+	Very Good	3.25
60 to less than 65	B		3.00
55 to less than 60	B-		2.75
50 to less than 55	C+	Good	2.50
45 to less than 50	C		2.25
40 to less than 45	D	Pass	2.00
Below 40	F	Fail	0.00
.....	I		<i>Incomplete</i>
.....	W		<i>Withdrawal</i>

- ‘F’ grade is indicative of an unacceptable ‘failing’ performance overall by a student, i.e. fail to earn any credit. If a student, in certain exceptional cases, fails to appear a course final examination (maximum one course in a single semester) and if the Examination Committee recommends her/his case to the University of Dhaka, then the case will be considered as ‘F’ grade. In such a case, a student shall be required to appear the semester final examination for the course(s) she/he fails with the next batch without fine for every course she/he appears (up to one course maximum in a single semester).

- ‘I’ grade is indicative of a situation where a student, for any non-academic reason beyond his control, is unable to complete the full requirements of the course for not being able to sit for the semester final examination. With the submission of valid and authenticated evidence of such reason(s), and the recommendation of the course teacher (to be reported to the Chairman of Examination Committee), that particular student shall be allowed to complete the semester final examination with the next batch. Meanwhile, the student concerned will be promoted to the next semester. If an ‘incomplete’ grade (Grade ‘I’) is not cleared with the next batch, the ‘I’ grade shall automatically be changed into an ‘F’ grade (fail). A maximum of one ‘I’ grades shall be allowed to a student in one semester. In such a case, a student shall be required to pay the normal fee without fine for every course she/he appears.
- ‘W’ grade (withdrawal) shall be awarded when a student is permitted to withdraw/ drop a course/ semester without fine. Withdrawals without fine are not permitted after two months of any semester started. A student may take re-admission in the semester concerned with the next batch by paying the full fees for that semester.

2.7 Promotion / Improvement/ Readmission/ Drop-out Policies¹

Promotion

- For promotion from the first to second semester, a student shall have to earn a minimum CGPA of 2.00.
- For promotion from the second through the final semester, a student shall have to earn a minimum CGPA of 2.25, taking into consideration all the grade points earned in total number of courses of first through the final semester and improved grade, if any.
- A student failing to clear up the annual University of Dhaka and DScE dues of the year of the study shall not be promoted to the next semester, as prescribed.

Improvement/Repeat

- A student earning ‘F’ grade in any course shall be allowed to improve the grade with the next batch without fine.
- If a student obtains a grade lower than ‘B-’ (B Minus) in a course, she/he shall be allowed to repeat the semester final examination only once with the immediate next batch for the purpose of grade improvement by forgoing her/his earlier term final marks. In such a case, sessional marks earned by the student shall remain same and only the semester final grade can be improved.
- If a student obtains ‘B-’ (B Minus) or better grade in any course, she/he shall not be allowed to repeat the course for the purpose of grade improvement.
- If a student likes to improve the grade point earned in a course of the 4th semester (in case, if she/he scores less than B Minus in a course), she/he must apply for such improvement examination before the certificate is issued. In such a case, a student shall be allowed to appear the grade improvement examination within the next 45 days of publication of the final result. In such a case, a student shall be

¹This part is prepared in line with the guidelines of the Faculty of Social Sciences of the University of Dhaka (DU). Any change in the DU guidelines will be applicable in this case.

- required to inform DScE in writing her/his intension to improve the grade within 7 days of the publication of her/his final result.
- Improvement shall not be allowed once the certificate is issued.
 - A student carrying 'F' grade in any course shall not be awarded the degree unless she/he improves it by appearing at the semester final examination with the next batch.
 - If a student gets 'F' grade in the improvement examination, she/he shall automatically be dropped from the semester and the student shall have to take re-admission with the next batch, provided the student concerned is eligible for re-admission.
 - For improvement of grade in a course, the student shall apply to the Director of Dhaka School of Economics (DScE) at least 4 (four) weeks before the start of the semester final examination.
 - A student shall be allowed to improve the grade of a particular course only once.
 - No student shall be allowed to improve the grade of any term paper/assignment, active participation in the class discussion/tutorial class/ group discussion/class test marks and the grade earned in the written or oral (if any) comprehensive examination i.e. no improvement shall be allowed for sessional marks/grades once awarded to a student for any course in a semester, but semester final examination can be improved if required.

Re-admission

- A student failing to get the necessary grade points for promotion from one semester to the next may seek re-admission to with the following batch.
- For re-admission, a student shall have to apply within one month after the announcement of result of the concerned semester.
- On re-admission, grades earned earlier by a student in the class of re-admission shall cease to exist and the student has to retake all the course works and examinations.
- A student shall not be allowed re-admission in more than two semesters during the total time span (18 months) of the Masters in Entrepreneurship Economics programme.

Drop Out

- A student failing to earn required GPA for promotion from one semester to the next after taking the re-admission in any semester shall be dropped from the Master of Economics (Entrepreneurship Economics) programme of DScE.
- A student earning 'F' grade in any course after taking re-admission or improvement examination(s) in any semester shall be considered dropped out from the Master of Economics (**Entrepreneurship Economics**) programme of DScE.

2.8 Syllabus of Master of Economics (Entrepreneurship Economics) Programme

Master of Economics (Entrepreneurship Economics) programme is designed to provide students with both theoretical and applied training in Entrepreneurial Economics to face

the growing demand for trained graduates in the area of economics at applied side. Besides, a special focus of this programme is to understand and analyse diverse development and enterprise challenges that Bangladesh as well as the South Asian region is currently facing or going to be exposed in near future to understand economic approaches to resolve them efficiently. In entrepreneurship education, there is little consensus on the definition and content of entrepreneurship and how it should be taught. This study seeks to help in the formation of consensus by classifying and defining the elements of practical exposure of entrepreneurial economics, one of the most often used experiential learning activities. With the expected learning outcomes of the program are to create, identify and classify and educators can better understand exactly what students gain by participating. This can be an important step in assessment and improvement of entrepreneurship education and in making recommendations about what elements of entrepreneurship are most important for the potential students. As mentioned, Master of Economics (Entrepreneurship Economics) programme is designed to be run in four semesters (First three semesters will be for four months and last semester will be for six months).

2.9 Fee structure of the Master of Economics (Entrepreneurship Economics) program:

Sl. No.	Particulars	Total Amount (in BDT)	Amount (Admission & 1 st Semester fee)	Amount for each Semester (2 nd to 4 th Semester)
A	<i>Fees of University of Dhaka (DU) (subject to change):</i>			
1	Migration fee for non-DU students	5000.00	5000.00	----
2	Registration fee for non-DU students	1000.00	1000.00	----
3	Final Exam fee	8000.00	2000.00	2000.00
4	Transcript	1800.00	450.00	450.00
5	Exam entry fee	400.00	100.00	100.00
	<i>Sub-total amount</i>	16200.00 = (8550+2550*3)	8550.00	2550.00
B	<i>Dhaka School of Economics:</i>			
1	Admission fee	3000.00	3000.00	0.00
2	Library Fee	3000.00	3000.00	-----
3	Examination Centre fee	8000.00	2000.00	2000.00
4	Tuition fees for whole course	68640.00	17160.00	17160.00
5	Computer Laboratory fee	6000.00	1500.00	1500.00
6	Class test/tutorial examination fee	4000.00	4000.00	0.00

7	Miscellaneous	4000.00	4000.00	0.00
8	Field Trip/ Industrial Visit	3000.00	750.00	750.00
9	Library Caution Money (Refundable)	1000.00	1000.00	0.00
10	ID Card (only admission time)	140.00	140.00	0.00
	Sub-total amount	100780.00=(36550+21410*3)	36550.00	21410.00
	Grand Total (A+B)	116980.00	45100.00	23960.00

- Those who will be selected for Dissertation shall have to pay additional Tk. 5,000/- (Five thousand) while studying in the 4th semester.
- Fees for the whole programme may be paid at a time of admission or in four installments maximum as per above fee structure.
- Fee for admission form and prospectus is Tk.1000 /-(one thousand).

Note: DU Passed graduates will pay less amount of Taka 6,000/-

3.0 Detail Syllabi of the Credit Courses:

Semester-wise detailed syllabus, course curricula and basic references for each of the courses are given below:

1st Semester

- Course No. MEE 101:Microeconomics - 4 Credits
- Course No. MEE 102:Macroeconomics - 4 Credits
- Course No.MEE 103: Basics of Entrepreneurship - 4 Credits

2nd Semester

- Course No. MEE 201: Growth and Social Innovation of Enterprises and Economics - 4 Credits
- Course No. MEE 202: Mathematical Economics and Statistics - 4 Credits
- Course No. MEE 203: Integrated strategy on the promotion of Enterprises and Economic benefits 4 Credits

3rd Semester

- Course No. MEE 301: Research Methodology and Econometrics - 4 Credits
- Course No. MEE 302: Behavioral Economics for Entrepreneurial Marketing and Supply Chains - 4 Credits
- Course No. MEE 303: Social Entrepreneurship and Micro Finance and Micro Insurance - 4 Credits

4th Semester (Both Dissertation and Non Dissertation Group)

- Course No. MEE 401 Advances in Economics of Entrepreneurship - 4 Credits

- Course No. MEE 402 Accounting, Banking, Insurance and Fund Controlling for Entrepreneurs - 4 Credits
- Course No. MEE 403 Value Chain, Human Resource Management and Information Technologies (IT) of Economies for Entrepreneurs - 4 Credits
- Course No. MEE 404 Environment, Development, Financial inclusion and International Trade for Entrepreneurs - 4 Credits
- Course No. MEE 405 : Project Planning and Appraisal in Entrepreneurial Ventures - 4 Credits
- Course No. MEE 406 Field Research on Entrepreneurial Economics - 8 Credits
- Course No. MEE 407 Digital Economy and Entrepreneurship- 4 Credits

Each course will be 100 marks which is equivalent to 4 credits except MEE 406 which is 8 credits.

During the last semester the student may be divided into dissertation group and non dissertation group. Those who are dissertation group will have to do two courses plus MEE 406 and non-dissertation group will have to do four courses except MEE406. Total marks-1300 and Total credit: 52

First three semesters duration will be four months and last semester 6 months.

3.1 First Semester

Microeconomics (Course No. MEE 101)

Course Objectives: This course is designed to provide students with an understanding of the basic concepts of microeconomics, specifically those related to consumer choice and firm's behavior. Further, it wants to familiarize students with the fundamental tools of microeconomic analysis and to show how the tools can be used to analyze markets. The main focus of the course is on the economic principles behind the determination of demand, supply and production functions and on how equilibrium is reached in different markets and the incomes distributed among different factors.

The course also applies theoretical material in real-life situations, make content easier to understand, and that the relevance of content is demonstrated by real-life examples especially in terms of Entrepreneurial activities.

Course Descriptions:

- Basic Concepts of Economics, Conceptual Difference between Micro and Macro Economics. Market Demand and Supply; Partial Equilibrium and Cobweb model; Different types of Elasticity.
- Theory of Utility: Total and Marginal Utility Analysis
- Indifference Curve Analysis, Isoquant Revealed Preference.
- Theory of the Firm: Production and Costs Supply Functions Short and Long Run.
- Market Structure: Perfect Competition, Equilibrium, Firm and Industry
- Market Structure: Imperfect Competition, Monopoly and Oligopoly; Introduction to Game Theory

- Micro foundation of Entrepreneurial Economics
- Pareto Optimality
- General Equilibrium and Economic Efficiency

References

1. Campbell McConnell, Stanley Brue, and Sean Flynn- *Microeconomics: principles, problems, & policies* (MCGRAW-HILL series in economics), 22nd edition
2. William J. Baumol and Alan S. Blinder – *Microeconomics* India Edition 2008 by Cengage Learning.
3. Robert S. Pindyck, Dancel L. Rubinfeld and Prem L. Mehta – *Microeconomics* (7th ed.) Pearson; India Subcontinent Adaptation by Dorling Kindersley (India) Pvt. Ltd.
4. Edwin Mansfield and Gary Yohe – *Microeconomics*, Norton (11th ed.) New York London.
5. Kreps (2004): *Microeconomics for Managers*, WW Norton & Company.

Macroeconomics (Course No. MEE102)

Course Objectives: The course is designed to provide students with the tools to analyze how macroeconomic indicators like Gross domestic product (GDP), national income, consumption, savings and investments are determined and how macro policies such as fiscal, financial and trade policies are related to economic management. The course also applies theoretical material in real-life situations to make content easier to understand, and that the relevance of content is demonstrated by real-life examples.

Course Descriptions:

- Basic Concepts in Macroeconomics.
- Determinants of macroeconomics
- National Income Accounting: Methods, Problems Bangladesh Context.
- Theory of Aggregate Demand and Equilibrium Output.
- Aggregate Supply, Wage Price and Employment, Bangladesh Context, Labour Market Imperfections, Suggestions.
- Formal versus Informal market
- Money Interest and Income: The IS-LM Model, Fiscal and Monetary Policy, Liquidity Trap, Crowding Out Effect.
- International Linkages: Balance of Payments, Exchange Rates and Mundell-Flemming Model.
- Consumption Theory: Absolute Income Hypothesis, Life Cycle and Permanent Income Hypotheses, Duesenberry, *Barro*, The Consumption Function By Philip Lane
- Demand for Money and Supply of Money, Inflation -Unemployment Trade-off, Inflation in the economy of Bangladesh.
- Determinants of Demand and Supply of money in Bangladesh; Role of NFA .
- Public Debt, Domestic and External Debts of Bangladesh, Implications Prospects.

- Taxation policy and Tariff structure, Taylor Rule.
- Impact of Entrepreneurship in the macro economy of Bangladesh
- Global Macroeconomic scenario; financial crisis occurred at different time periods.
- Macro Economic Scenario of Bangladesh and Stabilization Policy; Structural change in the economy over the time period.

References

1. Rudiger Dornbusch and Stanley Fischer and Richard Startz/*Macroeconomics* 13 th edition,2017
2. Agenor, P-R and Montiel, P. J. (2008) *Development Macroeconomics*. Third edition. Princeton University Press, Princeton and Oxford.
3. Oliver Blanchard – *Macroeconomics* 4th ed. Person Prentice Hall, 2006.
4. Devid Romer (2001) *Advanced Macroeconomics*, Second Edition.
5. Errol D`Souza (2008) *Macroeconomics*, Pearson Education.
6. Muhammad Mahboob Ali (2006).*Macro-econometric model of a developing economy: A case study of Bangladesh*, Friends Publishers, Dhaka.
7. *Economic Survey of Bangladesh ,Various Issues ,Ministry Of Finance GOB*

Basics of Entrepreneurship (Course No.MEE 103)

Course Objectives: This course focuses on identifying the behavioral disposition and developing the skills and knowledge regarding entrepreneurship development. The course helps the students to search appropriate entrepreneurs and make suggestion to the entrepreneurs for developing and exploiting new business opportunities. Entrepreneurs are a vital ingredient in the process of economic growth of a country. The course also applies theoretical material in real-life situations and make content easier to understand, and that the relevance of content is demonstrated by real-life examples.

Course Descriptions:

Entrepreneur and Entrepreneurship: Definition and meaning of the term entrepreneur and entrepreneurship, nature of entrepreneurship, entrepreneur vs. manager, types of entrepreneur, entrepreneurial profile, entrepreneurship as a critical resource, role of entrepreneurship in economic development of a country with special emphasis on Bangladesh, ambiguity of an entrepreneurial job, evolution of the concept of entrepreneur, functions of an entrepreneur, growth of entrepreneurship in Bangladesh.

- **Factors Affecting Entrepreneurial Growth:** Environment for Entrepreneurship, Environmental factors, economic factors, non-economic factors, Governmental role.
- **Entrepreneurial Motivation, Competence and Mobility:** Motivation, motivational theories, motivating factors, achievement motivation. Meaning of entrepreneurial competence or trait, major entrepreneurial competencies, developing competencies. Factors influencing mobility, occupational mobility, location mobility.
- **Determinants:** Gender balances in Entrepreneurship; Institutions, Infrastructures to facilitate Entrepreneurship; Social networking and Empowerment of people.

- **Small Enterprises:** Characteristics, importance and prospects, opportunities for an entrepreneurial career, role of small enterprises in economic development.
- **Theories of Entrepreneurship:** Entrepreneurial behavior, psychological theories, socio-psychological and cultural theories-opportunity and background variables and entrepreneurship.
- **Entrepreneurship in the Less Developed Countries:** Special dimensions of rural entrepreneurship and women entrepreneurship.
- **Entrepreneurial Ventures:** Start-up issues, generating and evaluating business ideas, competitor information.
- **Financing at Entrepreneurial Ventures:** Conceptual framework for finance and business, finance and other related disciplines, goal of a firm, agency issues, time value of money, effective and nominal interest rate, cash flow analysis, concepts of risk and return, business risk and financial risk, sources of business finance, spontaneous sources: trade credit, accruals, negotiated sources, term financing, long term financing, lease financing etc. Concepts of entrepreneurs accounting, users of accounting data, entrepreneurs' business ethics-accounting equation, transaction analysis, preparing financial statements from a work sheet.
- MSME versus High Tech Industry
- Arranging seminar for knowledge dissemination
- Field Visit
- Real life exposure
- Special Talk by an Entrepreneur

References

1. Hisrich, Robert D. and Peters, Michael P. (2002) : Entrepreneurship, 5th Edition, Irwin McGraw-Hill.
2. Ahmed, S. U. (2005) : Entrepreneurship-A Behavioral Analysis, 1st Edition, CEMD, Dhaka.
3. Muhammad Mahboob Ali(2016):Factors Affecting Entrepreneurial Management: An Empirical Analysis, Student Ways, Dhaka.
4. Barbara J. Bird (1989) : Entrepreneurial Behavior.
5. Jon E. Hitchcock and Jean Gordon (2012): Opportunity Discover and Entrepreneurial Behavior, Theory and Evidence.
6. Kent R. Blawatt: Entrepreneurship: Process and Management, Prentice-Hall Int. Inc. Englewood Cliffs, USA.
7. Seston Kent and Vesper: Encyclopedia of Entrepreneurship, Prentice-Hall Inc., New Jersey, USA.
8. Calvin A. Kent : The Environment for Entrepreneurship, Lexington Books, Toronto, Canada.

3.2 Second Semester

Growth and Social Innovation of Enterprises and Economics (Course No. MEE 201)

Course Objectives:

This is a course about starting and growing a high potential business .This course will cover: Introduction to Business and Entrepreneurship; New Venture Creation; Documentation & Licensing; Documentation & Licensing; Entrepreneurial Financing & Investing Decisions; Entrepreneurial Marketing; Production/Service; Financing Entrepreneurs; Developing a Business Plan; Presentation & Networking; Negotiation; stories of Successful Entrepreneurs; Experience of Failed Entrepreneurs; Experience of Failed Entrepreneurs; Filed work- Meet the clients; Meet the Investors. An effective plan is a guide to managing the increasingly complex set of dynamics of a start-up, by providing the mileposts, and by indicating the resources that will be required to achieve them. This course is designed to provide students with an overview of entrepreneurship while familiarizing them with the basic toolset necessary to plan and launch a new business. This course on Entrepreneurship provides students the opportunity to develop their business plan, as well as to read and evaluate many business plans, synopses, and cases. At the end of the course, students should have a “good” understanding of how to start a company, and some of the issues that arise in the entrepreneurial process. Finally, it can provide a continuously updated set of guidelines against which you can evaluate actual performance.

Course Descriptions:

- An Introductory class on major business industries in Bangladesh: Major Industries for business; Why to do business in the particular industry; What are the challenges; What are the advantages ;What criterion are needed to do business
- Introduction to Business and Entrepreneurship: Being an entrepreneur; Entrepreneurial Strategy; General knowledge of doing business; Dilemmas in Launching Entrepreneurial Organizations; Entrepreneurial Leadership Culture
- .New Venture Creation: Types of business; Types of companies- Self proprietorship-Partnership; Company; Society; Merging & Acquisition; Franchising
- Documentation & Licensing: What are the important documents you need to do a business; Partnership Deed; How to get Trade License?;How to get copyright, trademark or patent rights?;How to form a company?;VAT/TAX/TIN Certificate issuance procedure
- Entrepreneurial Financing & Investing Decisions: Identifying the related costs; Basic Finance; Source of Finance; Project costing; Capital budgeting; Cost of Capital; Capital Structure
- Entrepreneurial Marketing: An introduction to Entrepreneurial Marketing; Learn about segmentation and research; Develop the right marketing mix; Branding and messaging; Sales and distribution; Pricing and promotion; Community and ecosystem. Position and differentiate yourself in the market Plan, budget and test new products and services; develop an action plan for new market entry. Production/Service: Making Great Products; Raw materials; Analyzing suppliers.
- Models of Innovation and Social change: Innovation of individual characteristics and social identities; Relationship between social innovation and global scenario; Compare social innovation and social movement across the time and space;

Strategies and logics, performance measurement and governance, sustainability and the environment.

- Financing Entrepreneurs: How investment process in early stage companies works for both the investor and entrepreneurs; How to assess whether a business is “investment ready” using standard industry tested criteria and illustrated by using real life case studies of start-ups in Bangladesh; How to prepare a pitch deck and investment proposal?; Survey “who is who” in Bangladesh’s investment scene and see what kind of deals they are looking for.
- Developing a Business Plan: Preparing a Project Profile;
- Social Networking: Identify key skills and qualities that will contribute to a successful pitch; How to prepare and structure content and use visual aids and PowerPoint; Focus on pitch delivery, key themes practical benefits and effective opening and closing statements; Deliver an elevator pitch; Create a value proposition; Tailor your pitch to fit the audience
- Negotiation: Understand the negotiation process; the role of rapport in negotiation and bargaining; Identify appropriate strategies and tactics when negotiating
- Fieldwork: Meet the clients; Meet the Investors; Successful Entrepreneurs; Unsuccessful Entrepreneurs; Introduction to Industry Leaders.
- Creativity and Innovation: Evolution of the concept of entrepreneur, entrepreneur vs. entrepreneurship, entrepreneur vs. manager, attributes and characteristics of successful entrepreneur. Managing creativity issues to be addressed in working the definition of creativity: definition attributes of a creative person, creative thinking and motivation, managing creativity, organizational actions that enhance and hinder creativity, organizational priorities and creativity, managerial responsibilities in a creative organization. Search for business idea, input requirements: sources and criteria of financing, fixed and working capital assessment, technical and marketing assistance.
- Arranging seminar for knowledge dissemination

References:

1. Baron, R.A. (2012). *Entrepreneurship: An Evidence-Based Guide*, Cheltenham, UK: Edward Elgar;
2. Lesonsky, Rieva (2007). *Start Your Own Business* (4th edition). Canada: Entrepreneur Media
3. McGrath, R., & MacMillan, I. (2000). *The entrepreneurial mindset*. Boston: Harvard Business School Press.
4. Coulter Mary (2003) : *Entrepreneurship in action*, 3rd Edition, Prentice Hall, NJ, USA.
5. Muhammad Mahboob Ali(2016):*Factors Affecting Entrepreneurial Management: An Empirical Analysis*, Student Ways, Dhaka.
6. Harvard Business Press (2007): *Creating a Business Plan* (Pocket Mentor).
7. Jennifer Lee, Kate Prentiss and Chris Guillebeau (2011) : *The Right-Brain Business Plan: A Creative, Visual for Success*.
8. David H. Bangs (2002): *The Business Planning Guide*.

9. AHM. Habibur Rahman(Ed) : Entrepreneurship Development.
10. Linda Pinson (2008): Anatomy of a Business Plan: The Step-by-Step Guide to Building a Business and Securing Your Company's Future.
11. Andrew Zacharakis, Stephen Spinelli and Jeffrey Timmons (2011): Business Plans that Work: A Guide for Small Business 2nd Edition.
12. A. Nicholls, A. Murdock(2011):Social Innovation: Blurring Boundaries to Reconfigure Markets, Palgrave Macmillan
13. Tom Kendrick PMP (2009): Identifying and Managing Project Risk: Essential Tools for Failure-Proofing Your Project.
14. Howard Marks and Bruce C. Greenwald (2013): The Most Important Thing Illuminated: Uncommon Sense for the Thoughtful Investor, Columbia Business School Publishing.
15. Michael Watkins (2003): The First 90 Days: Critical Success Strategies for New Leaders at All Levels.
16. Peter C. Brinckerhoff: Social Entrepreneurship: The Art of Mission-Based Venture Development.
17. Gary Erickson: Raising the Bar: Integrity and Passion in life and Business: The Story of Clif Bar, Inc.
18. Bornstein, David (2004): How to change the World: Social Entrepreneurs and the Power of New Ideas, Oxford University Press.
19. The Market Planning Guide: Creating a Plan to Successfully Market Your Business, Product, or Service.

Mathematical Economics and Statistics (Course No. MEE 202)

Part: 1 Mathematical Economics

Course Objectives: This course is designed to develop understanding of basic concepts and principles of mathematics for using in the area of business and enterprise development. It will equip the students regarding mathematical tools which are used in the analysis of business problems for developing enterprise. It also helps to develop an understanding of theory and practices of mathematical approach for making business decision. The course will provide ideas of mathematical tools to solve business problems. The course also applies theoretical material in real-life situations to make content easier to understand, and that the relevance of content is demonstrated by real-life examples.

Course Descriptions:

- Basic concepts in matrix algebra and its operations: addition, subtraction, multiplication, minors, cofactors, determinants
- .Cofactor method to find inverse matrices and use Cramer's rule to solve the system of equations.
- Derivatives, rules of differentiation, higher order derivatives, their uses and application in economics.
- Indefinite and definite integrals, and their uses and application in economics.
- Uses of Exponential and logarithmic functions in economics.

- Optimization Problems (maximization and minimization) in economics.
- Difference and Differential Equations with application to economics.
- Linear Programming Model
- Input-Output model
- Cobb Douglas production function, Euler's Equation - some special cases, applications
- Zero sum games, variable sum games, solution concepts, Nash equilibrium, pure and mixed strategies, repeated games, dominant strategies, sequential games, subgame perfection, and games with incomplete information.
- Second order conditions, Infinite Planning Horizon, Constrained problems. Optimal Control Theory:
- Non linear programming model

References

1. Hoy, M., J. Livernois, C. McKenna, R. Rees and T. Stengos (2009): Mathematics for Economics, Second Edition, PHI Learning Private Limited, New Delhi.
2. Alpha C. Chiang and Kevin Wainwright (2005): Fundamental Methods of Mathematical Economics, Fourth Edition, McGraw-Hill Companies, Inc.
3. Sydsæter, K., P. Hammond, A. Seierstad and A. Strøm Further mathematics for economic analysis. (Harlow: Pearson Prentice Hall, 2008) second edition
4. Dixit, A.K. Optimization in economics theory (Oxford: Oxford University Press)
5. Bertsekas, Dimitri P. *Nonlinear Programming*. 2nd ed. Athena Scientific Press, 1999.

Part2: Statistics

Course Objectives: The purpose of this course is to introduce the students with the basics of statistics so that they become familiar with the usage and interpretation of descriptive statistics, probability distributions, inferential statics and regression analysis. The course is also involved with analyzing and interpreting data to assist in making more effective decisions. The objective of this course is to enable the students computing probabilities using discrete and continuous probability distributions, to teach them how to construct a sampling distribution of a sample mean and to equip the students to test various types of hypothesis under different conditions.

Course Descriptions:

Definition and Characteristics of Statistics; Measures of central tendency (Mean, Median, Mode), Measures of dispersion; Skewness, Moments and Kurtosis; Fundamentals of probability; Probability distributions; Simple regression and correlation; Index numbers.

Discrete Probability Distribution, Continuous Probability Distributions, Sampling Methods and the Central Limit Theorem, Estimation and Confidence Interval, One Sample Tests of Hypothesis, Two Sample Tests of Hypothesis, Analysis of Variance: F Distribution, F-tests, Chi square test, Multiple Regression and Correlation Analysis: The ANOVA Table, Non Parametric Methods: Chi-Square Sampling Design: steps in sample design, criteria of selecting sampling; ARDL method; ARIMA model. Simple random sample, Stratified sample, Cluster sample, Processing and analysis of data, Determination of sample size. Applications. Computer application is a compulsory component for the course

- Douglas A. Lind William G. Marchal , Samuel Adam Wathen: Basic Statistics for Business and Economics 16 th Revised edition , McGraw-Hill.
- Levin., Richard I., Davis S. Rubin, *Statistics for Management*, Latest Edition, PHI Learning Private Limited, New Delhi
- Gupta, S. P. and Kapoor, V. K. : Fundamental of Mathematical Statistics, Sultan Chand & Sons.
- D. R. Anderson, D. J. Sweeney, T. A. Williams, (2005): Statistics for Business and Economics, Eighth Edition, Thomson South-western.

Integrated strategy on the promotion of Enterprises and Economic benefits
(Course No.MEE 203)

Course Objectives: This course aims at acquainting the students with the nature, scope and formulation of integrated strategies and their supporting organizational policies. Further this course provides understanding of entrepreneurship, i.e., initiating an innovative new business venture and profitable enterprise and economic benefits. Therefore, the objective of this stream is to provide comprehensive knowledge and develop competencies to start new venture. The course also applies theoretical material in real-life situations to make content easier to understand, and that the relevance of content is demonstrated by real-life examples. The course also applies theoretical material in real-life situations to make content easier to understand, and that the relevance of content is demonstrated by real-life examples.

Course Descriptions:

- **Overview of Business Strategy and Implementation:** Concept of strategy, levels of strategy, corporate strategy, strategy planning, value of strategic management, benefits and risks of strategic management. Concept of organization's vision and mission, formulating a company mission, social responsibility: guidelines for a socially responsible firm.
- **Business Environmental Analysis:** Subsistence Entrepreneurs and innovative Entrepreneurs; External environment- need and characteristics of environmental factors, analysis of remote environment, analysis of specific environment: Michael E. Porter's 5 forces model. Internal environment: value of systematic internal assessment, developing the company profile, profile of company's strengths and weaknesses. Multinational environment: Companies

internationalize, complexity of the multinational environment, multinational strategic planning, MNC Mission statement.

- **Strategy Formulation, Analysis and Choice:** Entrepreneurship and Production in a Sociological Perspective; Formulating long- term objectives and grand strategies- long-term objectives, types of strategies, selection of long-term objectives and strategy, sequence of objectives and strategy selection. Strategic analysis and choice: Strategic analysis at the corporate level, SWOT analysis, grand strategy selection matrix, contingency approach to strategic choice.
- **Operational process of the policy:** annual objectives, qualities and benefits of annual objectives, developing functional strategies, business policies and their purpose.
- **Institutionalization and infrastructural:** Structural considerations, linking structure to strategy, organizational leadership, role of the CEO, organizational culture, managing the strategy-culture relationship. Establishing strategic controls, operational control systems.
- **Marketing and Entrepreneurship:** Identifying Market Opportunities, Market Development, Entrepreneurial Communication Strategy, Entrepreneurial Pricing Strategy, Entrepreneurial Distribution Strategy, Building Customer Relationships, Integrated marketing opportunities. Importance and implications of the technology adoption life cycle will be examined. Key elements of entrepreneurial marketing, including a compelling product/service strategy, Advertising and Publicity; a well-crafted positioning statement, competitive differentiation, and a subsequent penetration strategy from a multidisciplinary perspective compare and critically analyze the basic assumptions, explanatory models and proposed solutions of different economic theories in relation to the present sustainability challenge.
- **Entrepreneur and Economic Development:** Role of entrepreneur in Bangladesh economy and developing economies with reference to self-employment development, entrepreneurial culture, the entrepreneurial mind-set in individuals, the entrepreneurial mind-set in organizations and corporate entrepreneurship, entrepreneurial strategy: generating and exploiting new entries.
- **Sustainable Development Goals:** Implementation Process of Sustainable Development Goals in Bangladesh.
- Preparing Mini-enterprise by the group of students

References

1. J. A. Pearce & R. B. Robinson: Strategic Management, Prentice Hall Publications.
2. Ghosh, P. K. : Strategic Planning and Management, Sultan Chand & Sons, New Delhi.
3. Thompson, Arthur A. and A. J. Strickland: Strategic Management, McGraw Hill, New York.
4. Growth with Equity: Perspective of Bangladesh, Muhammad Mahboob Ali and Qazi Kholiquzzaman Ahmad (Adviser), LAP Lambert Academic Publishing (2019-01-29)
5. Jauch and Glueck : Business Policy and Strategic Management, McGraw-Hill.

6. Muhammad Mahboob Ali (2017).Socio-Economic Development of Bangladesh:Sustainability of BNF Partner’s organization, MTC Global, India.
7. Carlock, R. S. and Ward, J.: Strategic Planning for Family Business- Parallel Planning to Unite the Family and the Business.

3.3 Third Semester

Research Methodology and Econometrics

(Course No. MEE 301)

Course Objectives: This course is introduced to the student’s knowledge with the sample and population, data types and scale, sources of data. It will also provide an adequate knowledge regarding the collection, organization, presentation, analysis, and interpretation of data for making more effective business decisions. To introduce the course for the students to enrich econometrics knowledge will be covered. The students would be able to grasp the relevance of econometrics that connects modern theory and practice with engaging applications.

Further, this course is also designed to build the foundation of scientific thinking and to understand the framework of the business research process. It will prepare the students for scholarly writing and evaluating the report. The course also applies theoretical material in real-life situations & make content easier to understand, and that the relevance of content is demonstrated by real-life examples.

Course Descriptions:

- Factor analysis, reliability test, MANOVA,MANCOVA.
- Simple linear regression model, multiple linear regression model, Heteroscedasticity,Autocorrelation, Multicollinearity, Issues of model specification, Dummy variables,.
- Models with lagged variables, Simultaneous equation models, Basic equation of time series analysis, Limited dependent variable models.
- Simultaneous Equation
- Modeling issues
- Example: demand for money in the Bangladesh
- Difference and Stationary Equations
- Autocorrelation Coefficients
- ARIMA models and Box-Jenkins Methodology,
- Model Selection
- Out-of-sample forecasting techniques
- Measures of forecast performance
- Panel data Estimation: Reasons for using panel data; Fixed and random effects models; Hausmann Tests
- Non-stationary Univariate Models: Deterministic and Stochastic Trend Models; Unit Root Tests; Engle Granger approach to Cointegration
- Structural Equation Model

- Introduction to Nonlinear Models :Types of Non-Linear Model; Testing for Non-Linearity; Threshold Autoregressive (TAR) Models
- Fundamentals of Research: meaning, types and objectives of research, methods and methodologies, research hypotheses, research question.
- Conducting a Research Study: methods of data collection, data processing and displaying, selecting a study design.
- Writing a research proposal on Entrepreneurship Development.
- Writing a research report on Entrepreneurship Development.
- Writing a case study on Enterprise Development
- Sufficient statistical and computers skills are required for conducting econometric analysis of business and economic problems, for e.g. Demonstration of Statistical Packages for Social Sciences (SPSS) / Econometric Views and NVIVO software and Math lab.
- Arranging presentation for knowledge sharing

References

1. Griffiths, William E., R. Carter Hill and George G. Judge: Learning and Practicing Econometrics, John Wiley & Sons, New York, 1993.
2. Basic Econometrics- Theory and Practice, Matiur Rahman, The UGC, 2008
3. William G. Zikmund , Barry J. Babin , Jon C. Carr ,Mitch Griffin :Business Research Methods (with Qualtrics Printed Access Card) 9th Edition
4. Baneroft, G and O' Sullivan (1993): Quantitative Methods for Accounting and Business Studies, 3rd edn. McGraw Hill.
5. Burton, Carrol and Wall (1999): Quantitative Methods for Business and Economics, Pearson Education Limited, England.
6. Muhamamd Mahboob Ali and Md.Kamrul Hassan(2016):Instruction manual for Research methodology(Volume:1 and and II) published by IQAC,DIU
7. Ranjit Kumar (2011): Research Methodology, SAGE Publications, New Delhi, India. Enders, W. (1995) *Applied Econometric Time Series*.

Behavioral Economics for Entrepreneurial Marketing and Supply Chains (Course Code No. MEE 302)

Course Objectives: Traditional economics assumes an individual to be a rational decision maker. Coupling recent discoveries in human psychology with a practical understanding of incentives and market behavior, Thaler's theory which enlightens about how to make smarter decisions in an increasingly mystifying world and opens up new ways to look at everything will be discussed. Misbehaving is a singular look into profound human foibles. General principles and methodologies that is applicable across sectors, including quantitative risk analysis. The course will cover both theory and practice about how to evaluate transportation, procurement; supply chains and explains how to assess the environmental impact on organizations.

Course Descriptions:

A choice-architecture option is to offer customers' smaller, more personalized menus will be discussed. The course will cover the following: The Anchoring Effect The Scarcity Principle; Extremeness Aversion; Social Norms Further, customer acquisition through behavioral economics customers are in homeostasis, their habits are set and you're not going to move them. The course will also discuss on art of cold calling and analyzing the customers, then gradually moves over to segmentation, positioning, closing the deal, competition, marketing strategy and market expansion. The curriculum includes general basic marketing theories as well modern digital marketing issues like on boarding, conversion, and retention, experimental marketing and pivoting. The course includes a number of assignments to facilitate your learning – some of them compulsory.

The key is to think carefully just-in-time with triggers. Intractable challenges, from the creation of jobs to the protection of the environment; role of emotion, of personality, of a person's irrational side consumer reaction to behavioral economics in the marketing strategies and implementation process through Marketing information system with Integrated marketing communications have will be discussed with "trade off optimal financial returns with an emotional journey they can live with : People overvalue what they have; Options distract from objectives; The power of price. Points of discussion between marketing and economics: People face trade-offs; People respond to incentives; Convince a consumer with the brand; Sales start to people willing to pay more; why consumers will wait in long lines for discounts people make trade-offs with labor, too. Discussions on Companies need to help create their long-term strategy from a company experienced with strategy. Guerilla marketing, Ambush marketing, Viral marketing will also be covered.

Further, Supply Chain supervision will also cover: Combinatorial Optimization; Optimization under Uncertainty; Operations Research Case study; Behavioral Operations Research; Supply Chain Execution; Geographic Information Systems; Transport Economics. The efficient procurement of goods, services and works is of increased strategic importance, being a crucial element of competitiveness and financial soundness for companies and organizations.

References:

1. Behavioral Economics for Entrepreneurs by Scott Shane, Jun 16, 2013
2. Supply Chain Management: Strategy, Planning, and Operation, 6th Edition. Sunil Chopra
3. Misbehaving: The Making of Behavioral Economics by Richard H. Thaler June 14, 2016
4. Tan, Jee-Peng; Anderson, Jock R.; Belli, Pedro; Barnum, Howard N.; Dixon, John A. 2002. *Economic analysis of investment operations analytical tools and practical applications*. WBI development studies. Washington, DC: World Bank.
5. Entrepreneurship, Business and Economics - Vol. 1, Proceedings of the 15th Eurasia Business and Economics Society Conference ,**Bilgin**, Mehmet Huseyin, **Danis**, Hakan (Eds.)
6. International Marketing Strategy: Analysis, Development and Implementation by Isobel Doole, Robin Lowe

Social Entrepreneurship and Micro Finance and Micro Insurance
(Course No.MEE 303)

This course is divided into three components. Social entrepreneurship is the organization of a business around specific social and environmental causes, and can include both nonprofit organizations and charities and for-profit social enterprises. Many social enterprises measure success based on a triple bottom line. The different models will be adopted as social entrepreneurs include: Nonprofit. A tax-exempt, non-business entity that invests excess funds back into the mission; Co-operative. A business organized by and for its members. Credit unions and community grocery stores are some examples of co-ops; Social purpose business. These businesses start on the foundation of addressing a social mission; Social firm. Social firms employ those in the community who need jobs, such as at-risk youth; Socially responsible business. These companies support social missions as a part of their day-to-day business operations; For-profit. Perhaps the vaguest category, these businesses are profit-first but donate funds, raise awareness, or otherwise support causes. While microfinance institutions (MFIs) from Bangladesh, such as Grameen Bank, received worldwide recognition and the Nobel Peace Prize in 2006, however, there is a paucity of research that provided a comprehensive discussion on the characteristics of the microfinance industry will be discussed in the class. Students will know the microfinance sector in Bangladesh. Comilla Cooperative, BRAC will be discussed with field visit. The Microfinance programme provides the formal financial assistance that rural families need. This can include loans for seeds, irrigation kits and fertilizer, savings accounts, and insurance for health, life and crops, all delivered with high standards of service. Financial assistance can help families strengthen their productivity and increase resources, with the goal to benefit their children. Micro Insurance products enable clients to guard against the failure of their crop through lack of rain or natural disaster. Health insurance for the poor people will help to provide funds when a member of the family is sick or dies. Discussion on microcredit which deals with very small scale financial service like savings and loans for productive as well as non-productive purposes like investment in productive activities, meeting emergencies, and day-to-day living, etc. Microcredit has launched a challenge to the formal financial system which denies any possibility of development to a large part of the world's population will be discussed. Microcredit is the extension of very small loans to impoverished borrowers who typically lack collateral, steady employment, or a verifiable credit history. It is designed to support entrepreneurship and alleviate poverty which will be discussed.

Text Books:

1. Social Entrepreneurship: What Everyone Needs to Know by David Bornstein and Susan Davis
2. Mainstream Microfinance: How Lending to the Poor began By Elisabeth Rhyne
3. Poverty Capital: Microfinance and the making of Development by Ananya Roy

4. Microcredit And Micro Entrepreneurship Collateral free loan at work in Bangladesh by Wali I. Mondal

5. Fighting Poverty with Microcredit: Experience in Bangladesh by Shahidur R. Khandker

Reference:

1. Business Insurance basics: an entrepreneur's guide to buying, understanding, and managing insurance, Scott Walton
2. Entrepreneurial Finance 2nd Edition by Richard L. Smith Janet Kiholm Smith
3. Implementing Enterprise Risk Management: From Methods to Applications by James Lam

3.4 Fourth Semester

(Both Dissertation and Non Dissertation Group)

Advances in the Economics of Entrepreneurship
(Course Code No.MEE 401)

Course objectives: Entrepreneurship is one of the most active and promising fields in economics, with many fascinating and open questions and a broad range of important implications. The economics view is interesting for the students as it not only broadens their understanding of the classic approach of entrepreneurship as a profession or a behavior but it also provides new understanding of the interplay between entrepreneurship and the economy as a whole. There has been recent development in managerial and organization economics in general, which has lots of implications for entrepreneurship in low and middle income countries such as Bangladesh. Productivity in particular is an important issue which will also be covered under this course.

Course Descriptions:

The Mainstream Perspective - The mainstream treatment of the entrepreneur is intimately bound up with the mainstream theory of the firm. Essentially the theory of the firm examines how scarce factors of production. Social and Psychological Factors in entrepreneurship; Characteristics, Qualities and Pre-requisites of entrepreneurs

Markets behavior-Entrepreneur is intimately associated with the quest for a deeper understanding of how markets work. Entrepreneur ought to devote most of their time and energy to developing a deeper understanding of the disequilibrium processes that generate eventual equilibrium outcomes, because it is only when a market is in disequilibrium that active decisions are being taken by suppliers and demanders. Assessment the needs and characteristics of consumers. Vision, Mission & objectives of enterprises. Calculate the expected market share through market segmentation and target

market selection. Calculate the income, expenses and net profit of an enterprise. Selling price & break-even point.

Informal market: Entrepreneurial activities in the informal market of the country.

Risk-taking and Innovation- introducing new goods or a new quality of good; introducing new ways of producing goods; opening up new markets; discovering new sources of supply of raw materials or partly-manufactured goods; reorganizing the structure of an industry .Risk, uncertainty, expected rate of return, manufacturing overheads, manufacturing facility and cash flows, cost-volume-profit analysis, product orientated cost systems and innovation will be discussed.

Inefficient Organization- Managers, as employees of the firm, are also a part of the labour force hired by the entrepreneur. This means that a crucial role for the entrepreneur is to hire ‘good’ managers who are able to motivate the workforce to produce effort at or close to its maximum potential. Entrepreneurs should be aware of inefficiencies in rival firms because such inefficiency offers scope for a better-run operation to be competitively superior. Internal Environment/ Capacity Analysis, trade unions, legislation, labour markets, imperfect competition in the market.

Specialist in Coordination- Imagination is required in order to perceive alternative ways in which resources can be utilized — it might also be called vision. Foresight is a complement to imagination and entrepreneurs especially need it because there may well be a shortage of suitable data to collect as a result of the novelty of the alternatives conjured up at the imagination stage.

Constructor of Connections-The theory of the entrepreneur as a constructor of connections takes as given the notion articulated by Kirzner, Schumpeter, Leibenstein and Casson that entrepreneurial individuals spend much of their time looking out for profit opportunities. The perspective takes its cue from the work of the philosopher-economist George Shackle who proposed that most thoughts, including new ideas, are based upon a limited set of elements that are capable of being combined in new ways.

Export credit: Credit Problems of Export Trade. Government. Economic stability. Currency and exchange .Business practices. Distances. Collections. L/C Red Flags. actors in judging foreign credit risk. Export terms of sale. Open account. Consignment. Drafts. Export letter of credit. Cash before delivery terms. Export documentation. Checking for accuracy. What to check for to avoid non-payment. Sources of foreign credit information Incoterms-The Basic categories. Mode of transport and appropriate Incoterms, UCPDC.

Evaluation: Entrepreneurship, training Preparation and Development Programmes. Evaluating entrepreneurial development programmes. Similarities and dissimilarities between Operations Management and Project Management, developing support system. Planning and monitoring entrepreneurship. Entrepreneurs before independence of Bangladesh and entrepreneurial growth after independence under planning system.

- Practical exposure

- Preparing flash mob

References:

- Koellinger, P. D.; Thurik, R. 2013. Entrepreneurship and the Business Cycle.
- Determinants of Entrepreneurial Economics in Bangladesh: An investigation ,Muhammad Mahboob Ali,Student Ways,Dhaka,Bangladesh.
- Koellinger, P. et al. 2012. The Molecular Genetic Architecture of Serial Self-Employment.
- Mark Casson (2003) *The Entrepreneur: An Economic Theory* (Second Edition), Cheltenham, Edward Elgar.
- Richard Swedberg (ed.) (2000) *Entrepreneurship: the Social Science View*, Oxford, Oxford University Press.
- Syverson, Chad. “What determines productivity?” *Journal of Economic Literature* 49, no. 2(2011): 326-365.
- De Mel, Suresh, David Mckenzie, and Christopher Woodruff. Business training and female enterprise start-up, growth, and dynamics: Experimental evidence from Sri Lanka. “*Journal of Development Economics* 106 (2014): 199-210.

Accounting, Banking, Insurance and Fund Controlling for Entrepreneurs
(Course No. MEE 402)

Course Objectives: As a course in accounting and banking insurance and fund management, this course has been designed to assist the students to develop a thorough understanding of the basic concepts and theories of the subject. For an entrepreneur, the following tools to accomplish three key tasks: To make predictions about the future; To benefit him /her more effective commitments of time, energy and money to fascinate customers and deliver goods and services at a more effective and efficient scale; and To measure and review his/her advancement, so that he/she can get incentive and encourage gainful behaviors, report progress to third parties, and modification instructions when essential.

Course Descriptions:

Professional accounting and Accountants in Bangladesh, Auditing standards, International Accounting Standards, Income tax, Why income tax is necessary and important, Role of NBR in regularizing and straightening collection of proper taxation and VAT,AIT in a country will be discussed. Auditing and its importance in business and finance, Auditing methods and systems will also be covered. It incorporates a proven learning system, which concentrates not only on the theories and concepts but also on techniques and practices that are foreseeable for the student. Policy environment including Incentives and tax breaks will also be discussed. Entrepreneur Staff. Insurance Definition: Protection against loss for which you pay a certain sum periodically in exchange for a guarantee that you'll be compensated under stipulated conditions for any specified loss by fire, accident, death, etc. Let's face it: Starting and running any type of business has risks.

Topics also included in this course are: Overview of Banks and their Organizational Structure, Customer's Accounts with Banker, Banker-Customer Relationship, Financial Statements of Bank, Negotiable Instruments, Investment in Securities, Cheques: Crossing and Payments, Bank's Assets, Loans & Advances, Securities and Guarantees, Foreign Trade Finance, Risks of Banks, Electronic Banking, Commercial Banking, Central Banking Practices, Banking in Bangladesh. It also covers: Fund management in banking , NGOs and insurance sectors; Concepts of Risk Management, Legal Principles, Insurance Coverage and Its Relationship to the Economy, Characteristics and Performance of Insurance Companies, Property and Liability Insurance, Life and Health Insurance, Employee Benefits, This course is also intended to describe the significance of insurance institutions, the reasons they exist and how they function and provide current insurance information while maintaining the excellence, broad coverage. Social Insurance, and the Functional and Financial Operations of Insurers will also be discussed.

Course will also be covered: Review concepts of valuation for entrepreneurial ventures and possible funding sources for them; Discuss types of investments and planning horizons; Introduce tools for analysis; Consider opportunities from the point of view of the founder, management team and funder; Revisit valuation concepts; Model opportunities; Consider relevant capital structures; Value options; Examine Venture Capital Funding and how it works.; Consider funding rounds and the business of funding; Consider the challenges of managing and funding growth; Discuss term sheets and the concept of Due Diligence; Consider liquidity events such as Initial Public Offerings, sales and mergers; Examine later stage financing, including mezzanine financing and buy-outs; Consider international growth; Consider corporate and strategic venture funds.

- **Arranging seminars for knowledge dissemination**

References:

1. Book Challenges Accountants to Be True Entrepreneurs by Isaac M. O'Bannon, Managing Editor on May 20, 2014, CPA.
2. Asset and Liability Management for Banks and Insurance Companies Marine Corlosquet-Habart, William Gehin, Jacques Janssen, Raimondo Manca, 2015
3. *Entrepreneurial Finance by Leach and Melicher, 2nd edition* Principles of Risk Management and Insurance by George E. Rejda, 9/E (or latest edition), Pearson
4. Deduction Theory and Practice of Insurance by Jean François Outreville, Illustrated edition, Springer.
5. Banking Law and Practice by P.N. Varshney, 19E (or latest edition), Sultan Chand & Sons
6. Banking Law and Practice by Syed Ashraf Ali & R.A, Howlader Revised Edition, Mowla Brothers
7. Bank Management: Text and Cases, 5th Edition by George H. Hempel, Donald G. Simonson
8. Guide to Small Business Insurance Coverage - A Step by Step Guide to Managing Risk In Your Business, Meir Liraz, February 28, 2019
9. Panorama 360 Insurance and Wealth Management Business Process Models: The definitive reference to design, develop, implement and transform business ... the insurance and wealth management industry. by Insurance Frameworks Inc. (Author) – June 3, 2017.

Value Chain, Human Resource Management and Information Technologies
(IT) of Economies for Entrepreneurs
(Course No.MEE 403)

Course Objectives: This course is appropriate for students interested in pursuing careers in any economics, operations, evaluate, and/or invest in those firms. The objective of the course is also to acquaint the students with the adding value chain, human resource management and use of IT for phenomena of Bangladesh. Knowledge of this course will help students understand the trend of economic variables, business phenomena, adding value creation and remedial measures for the development of Bangladesh.

Course Description:

Domestic and Global Value Chain builds on aspects of the Technology and Operations Management (TOM) will be discussed. TOM focuses primarily on producing and developing products and services. It emphasizes managing product availability, especially in a context of rapid product proliferation, short product life cycles, and global networks of suppliers and customers.

Domestic and Global Value Chain focuses on economic material and information flows across functional and organizational boundaries will cover the course. Due to the boundary-spanning nature of supply chain management, the SCM course also has strong links to the marketing, leadership, control, and finance. The course emphasizes the "general manager's perspective" in supply chains. Cases in the course illustrate that barriers to integrating supply chains often relate to behavioral issues (e.g., misaligned incentives and change management challenges) and operational execution problems that fall squarely in the domain of the general manager. Human Resource Development and organizational upliftment will be addressed. 360° feedback, KPI and retention of human capital will be developed. The course makes clear that suitable information technology and knowledge of analytical tools are necessary, but not sufficient, ingredients for supply chain integration.

Topics will also covered in this course are: Introduction to MIS, Database Design and Management, Managing the Digital Firm, Information Systems, Organizations, Management and Strategy, Electronic business and Electronic Commerce, Ethical and Social issues in the Digital Firm, Artificial Intelligence, Expert Systems, Neural network, System Analysis and Design, The Internet and the New Information Technology Infrastructure, Computer Security. Use of Electronic banking; Digitalization process in Bangladesh; Cyber security. marketing, and finance in firms that make, sell and/or distribute physical products, as well as in companies (e.g., consulting firms, investment banks, private equity firms, and software providers) that offer products and services to those firms or analyze.

- **Practical exposure**
- Arranging seminar for knowledge dissemination

References:

1. Management Information Systems by Kenneth C. Laudon, Jane P. Laudon, 14/E, Prentice Hall
2. Introduction to Computer by Peter Norton, 8/E (or latest edition), McGraw-Hill Book Co.
3. ICT and Electronic Banking by Muhamamd Mahboob Ali, Student Ways, 2017.
4. Strategic Management: Concepts, 2nd Edition. Mason Carpenter. Gerry Sanders.
5. Bangladesh Economic Review published by Ministry of Finance (latest edition).
6. Human Resource Development: Learning & Training for individuals & organizations by John P. Wilson, Kogan Page Publishers, 2005.
7. National Accounts Statistics published by B.B.S. (latest edition) and Daily Newspapers (National Dailies)

**Environment, Development, Financial inclusion and International Trade for
Entrepreneurs**
(Course No. MEE 404)

Course Objective: The course initially focuses on historical and idea-historical perspectives on economic thinking, economic theory and economic development. Attention is focused on giving the students basic knowledge in neoclassical theory, environmental economics and ecological economics. Likewise, views on nature and man within economic theories are discussed and in relation to this, the problem of measuring and evaluating, the relation between economic growth and the environment and the influence of the consumer society. The course will include benefits of economic facility of the financial inclusion and international trade for entrepreneurs.

Course Description:

Different dimensions and connections between development and under-development and between poverty and wealth are also highlighted. Attention is also given to global economic institutions, world trade, business, globalization and societal responsibility. On completion of the course, the student should be able to analyze different ways to measure development, poverty and welfare; relate to historical and idea-historical perspectives on economic thinking and economic development; critically analyze corporations role and societal responsibility from a global perspective; reflexively highlight and discuss global power relations and apply a justice perspective on the sustainability challenge; analyse the global economic system and its institutions, actors and trends from an transdisciplinary perspective;

Financial inclusion is becoming a priority for policymakers, regulators and development agencies globally will be discussed. SDG-7 in terms of financial inclusion will be discussed. Topics will also cover digital financial technology, financial access and services extend to hard-to-reach populations, including women and the rural poor, financial literacy and capability, identification documents, and a low-cost, accessible means for unbanked people; Use of relevant financial products, tailored to consumer needs, financial consumer protection frameworks.

The study will also cover: International Trade, Balance of Payments, Exchange Rates and Trade Deficits; Terms of trade, Technology, R & D and Efficiency; Tariff Structure; Unequal Exchange Arbitrage, Hedging, Invest Fund versus actively managed Funds,

International Economics and impact on Bangladesh Economy. Global monetary crisis will also be discussed.

- Special Talk by the relevant industry personnel

References:

1. D. Salvatore (2016): International Economics, Wiley Publishers
2. *Marketing for Entrepreneurs: Concepts and Applications for New Ventures*, Frederick G. Crane, Allusive Knowledge Books.
3. Boyle, David; Simms, Andrew (2009): *The new economics : a bigger picture* London: Earthscan.
4. *Take Back the Economy : An Ethical Guide for Transforming Our Communities* Minneapolis: University of Minnesota Press, 2013
5. *Patel, Raj* The value of nothing : how to reshape market society and redefine democracy ,New York: Picador, 2009
6. Stiglitz, Joseph E (2006).*Making globalization work ,1st ed_*, New York: W.W. Norton
7. *Clapp, Jennifer; Dauvergne, Peter*(2005). *Paths to a green world : the political economy of the global environment* ,Cambridge: MIT Press, cop.
8. McGrath, R. G., and MacMillan(1995). "Discovery-Driven Planning," *Harvard Business Review*, July-August
9. Morgan, H. L., A. Kallianpur, and L. M. Lodish(2001). "Entrepreneurial Marketing," *Lessons from Wharton's Pioneering MBA Course*, John Wiley & Sons

Project Planning and Appraisal in Entrepreneurial Ventures

(Course No.MEE 405)

Course Objectives: The aim of the course is to give the students a sound knowledge about the relevant methodologies and approaches for the planning of enterprise development. The course will cover all aspects of the planning process from inception to project implementation. It will include a detailed examination of methods of identifying, appraising, financing and monitoring of enterprise development. The course will also focus on all aspects of studying the techniques of social cost-benefit analysis, with a critical appreciation of their purpose, usefulness and shortcomings. The course also applies theoretical material in real-life situations and make content easier to understand, and that the relevance of content is demonstrated by real-life examples.

Course Descriptions:

- **Project:** Types of projects, Project Life Cycle: Project identification, project selection, project organization, project planning, negotiation and bidding, and conflicts solving.
- **Project Implementation:** Budgeting and cost estimation, scheduling, resource allocation, monitoring and information systems, project control.
- **Project Termination:** Multicultural projects, and unsolved problems, project auditing, project termination, multicultural, environmental & unsolved issues.
- **Creativity & Idea Generation** – Technological forecasting.

- **Feasibility Study:** Project background and history, market and plant capacity, material inputs, location and site, project engineering, plant organization and overhead costs, manpower, project implementation, financial and economic evaluation.
- **Identification of Investment Opportunities and Project Formulation:** Investment planning of the government, five year plans and investment schedule, industrial policy, Investment Board: Foreign collaboration and investment incentives, public and private sector projects, project ideas, preliminary screening, and project identification for an existing company.
- **Market and Technical Appraisal:** Market and demand analysis, information required for market and demand analysis, secondary source of information, market survey, demand forecasting, uncertainties in demand forecasting. Technical Analysis: Materials & inputs, production technology, choice of appropriate technology, product mix, plant capacity, location & site, machinery & equipment, structures & civil works, project charts & layouts, work schedule. Setting up an entrepreneurial team and management structure to implement technical plans.
- **Cost of Project and Means of Financing of cost of project:** Cost of project, sources of capital, cost of capital and analysis of alternative financing policies of project, calculation and collection of input information, means of financing, planning capital structure, sources of terms loans, financial institutions, capital rationing.
- **Investment Criteria:** Nature of investment decisions- importance, types of investment decisions, Investment Evaluation Criteria: Payback period, discounted payback period, NPV, IRR, profitability index, ARR, NPV vs. IRR, NPV vs. PI; Complex Investment Decisions: Project with different lives, replacement of an existing asset, investment decisions under capital rationing. Income- tax factors, income tax considerations in capital budgeting, capital budgeting and inflation, project risk and required rate of return, applicability to nonprofit organizations, implementing the internal rate of return decision rule.
- **Risk and Sensitivity Analysis:** Types of risks, measures of risk, use of subjective probability, mathematical analysis, methods of measuring risk – approaches, sensitivity analysis, simulation analysis, decision tree analysis, selection of project and risk.
- **Social Cost Benefit Analysis:** Rational of SCBA, UNIDO approach, net benefit in terms of economic efficiency price, shadow prices, basic issues, shadow pricing of specific resources/accounting prices, measurement of impact on distribution, income distribution impact, ML approach, shadow prices, shadow prices of traded goods, accounting price of non-traded goods, shadow wage rate, accounting rate of return.
- **Project Organization:** Project planning & processing procedures in Bangladesh, project sanctioning procedures and its administrative aspects in Bangladesh, project performance, KPI, SMART Technique ,TA projects, annual development programs, cost & time overruns problems in Bangladesh, monitoring & evaluation of project in Bangladesh, human aspects of project management. Comilla Cooperative will also be discussed.

- Special Talk by the relevant personnel of the business sector
- Doing a project by the group of students

References

1. Chandra, P. (2017) : Projects: Presentation, Appraisal, Budgeting and Implementation, 3rd Edition. Tata McGraw-Hill Publishing Company Ltd, New Delhi.
2. Pitate, R. L. (1987): Project appraisal Technique. 2nd Edition, Oxford & IBH Publishing Company Pvt. Ltd. New Delhi.
3. Puttas WaMaaiiah, K. and S. Venn (1984): Cost-Benefit Analysis: A Theoretical and Applied Critique of Alternate Methodologies. Oxford & IBH Publishing Company Pvt. Ltd. New Delhi.
4. Little, I. M. D. and J. A. Mirrlees (1977): Project Appraisal and Planning for Developing Countries. Heinemann Educational Books Ltd., London.
5. Ray, A. (1984): Cost-Benefit Analysis: Issues and Methodologies, The World Bank, Washington D. C.
6. Santos, J.M.D (2013), Project Management: A system approach to planning, scheduling and controlling, Wiley, John & sons.

Field Research on Entrepreneurial Economics (Course No. MEE. 406 -for Dissertation group - 8 credits)

The Field Research on Enterprise will introduce students to the diverse interdisciplinary landscape of research methods and theories, and prepare students for careers in research, including seeking jobs, seeking funding, and building a research program. Field research is a methodological approach to observe behavior under natural conditions.

The course will also introduce students to the research areas and approaches of faculty and fellow. Field research raises ethical issues and it is important to be fully aware of them beforehand to address them adequately.

A supervised field research is conducted by a student under the supervision of a faculty during his/her studies of the course.

The student should choose a topic of research from his/her field of specialization. The selected topic must be endorsed by his/her supervisor and the Director of the School. It is recommended that students have experienced in solving problems using computational software. The course allows the researcher to engage in detailed observation and conversations to elicit information about the data being collected. The dissertation will comprise based on particular research topics related to Entrepreneurship Economics.

This section is prepared following the guidelines of the Faculty of Social Sciences of the University of Dhaka (DU). Any changes in the DU guidelines will be applicable in this case.

References:

1. Carol A. Bailey A Guide to Qualitative Field Research, Second Edition ,Sage publication

2. Greene, William. *Econometric Analysis*. 5th ed. Upper Saddle River, NJ
3. Malinowski, B. *Argonauts of the Western Pacific: An Account of Native Enterprise and Adventure in the Archipelagoes of Melanesian New Guinea*. Studies in Economics and Political Science. London: Routledge and Kegan Paul
4. Pindyck, Robert, and Daniel Rubinfeld. *Econometric Models and Economic Forecasts*. 4th ed. New York
5. *Essays in Econometrics and Entrepreneurship* ,Pierre Evariste Nguimkeu Nguedia,Simon Fraser University, 2012

Digital Economy and Entrepreneurship (4-Credits)
Course No. MEE 407

Entrepreneurs have been particularly keen to locate opportunities where digital business models can be created to unleash disruptive innovation, with serial venturing teams becoming digital entrepreneurs. The course will cover following topics:

Introduction and Fourth Industrial Revolution (4IR); Innovation, Perception of New and Resistance to Change; Artificial Intelligence; 4IR and Digital Economy; Big Data; Machine Learning; Block chain; innovation; e-Business; Disruption to jobs, skills and business. Impact of artificial intelligence and machine learning on financial markets, Measures of the digital economy. Changes to the workforce. Good jobs and the growing gig economy. The biases of humans and machines in a connected world. Digital Divides; Digital Dividends; Broadband Strategies; Audio-visual Digital Transformation; Analyse and interpret different approaches to the creation of digital business models; evaluate, understand and interpret the activities involved in digital business venturing. Economic Theory -Explaining Growth in Digital Age. Perspectives on the history and future of digital technology innovation in the field of economic inquiry are strongly influenced by their theoretical assumptions and about the relationship between technological change and society. Each tradition leads to different questions and insights into how issues ranging from business strategy to data privacy and security are treated. Key differences lie in how neoclassical economics and institutional economics or political economy treat markets and power relations.

Use of Entrepreneurial Incubator and also computer lab

Text Books:

- I, C. Freeman, R. Nelson, G. Silverberg and L. Soete (Eds). *Technical change and economic theory* London: Pinter Publishers.
- Niforos et al., 2017. *Blockchain: Opportunities for Private Enterprises in Emerging Markets*.
- G. Dos M. Ragnedda and G. W. Muschert (Eds). *The digital divide: The internet and social inequality in international perspective*, New York: Routledge.

References:

- Negroponte, N. *Being Digital*. 1995. New York: Alfred A. Knopf.
- Gawer (Ed.). *Platforms, markets and innovation*, (pp. 45-76). Cheltenham: Edward Elgar Publishers.

- Jorgenson, D. W. and Vu, K. M. 2016. 'The ICT revolution, World economic growth, and policy issues'. Telecommunications Policy, 40: 383-397.

4.0: OTHER PLANNED PROGRAMMES

4.1 MPhil & PhD and other Programmes

Demand for highly trained economists in a growing economy like Bangladesh is increasing day by day. Due to many emerging challenges pertaining to economic activities, particularly in the perspective of socio-economic and enterprise issues, multi-disciplinary treatments linking economic, enterprise and socio-cultural approaches are gaining increasing importance. This demands more economists from a multi-disciplinary background who can effectively face such challenges for the economy. Similarly, many budding economists of the country due to lack of opportunities (e.g. finance, family engagement, etc.) may also find the research degree programmes (MPhil and PhD) of Dhaka School of Economics highly suitable. DSCE also consider offering Doctor of Economics (DE) for the strategic leaders/executives mainly based on course work subject to approval from University of Dhaka.

Dhaka School of Economics intends to give special focus on contemporary economic issues and emerging challenges in its research programmes which would pave the way for achieving some paradigm changes in our traditional development thinking in economic and development policy making. The school is indomitable to make it a 'centre of excellence' in research and teaching.

Besides its highly experienced and dedicated faculty members, the members of its academic council will also oversee the overall progress of the programmes. Understandings with renowned universities from home and abroad will also be explored and research scholars will be encouraged to participate in international conferences, seminars, workshops and short-training programmes and produce journal articles for blind peer reviewed refereed journals.

4.2 Other Anticipated Programmes

Dhaka School of Economics will leave no stone unturned to make it a 'Centre of Excellence' in higher education in economics in the line of LSE or Delhi School of Economics (DSE). Apart from the currently offered two post graduate programmes, the school is also trying to get a positive nod from the University of Dhaka for opening more Masters-level programmes in economics, particularly Masters in International Economics, Masters in Financial Economics, Masters in Disaster economics, Masters in Resource Economics, Masters in Blue economics and Masters in Quantitative Economics and at undergraduate level-Bachelor of Entrepreneurial economics, Bachelor of Economics, Bachelor of Disaster Economics, Bachelor of Blue Economics, Bachelor of Development Economics, Bachelor of International Economics, Bachelor of Monetary and Financial Economics. PGDED program may be considered to propose for one year Executive masters program subject to the approval of the university.

4.3 Diploma/Certificate/Workshop//Training Programmes

Dhaka School of Economics (DScE) also intends to offer certain specialized certificate and diploma programmes in the area of Entrepreneurship Economics, applied econometrics, computer applications in economics, economics of climate change and many other related fields to help capacity build up. Such programmes will be designed keeping in mind especially the demand for many professionals who need to be up-to-date on emerging issues and the need of those who are engaged in economic research, teaching or other areas of applied economics to improve their capabilities.

4.4 Field Trip

As a part of the program, field trip in each semester has been designed to align with the industry.

4.5 Case Competition/Preparing Mob Flash/ Elevator Pitch

To generate idea, creativity -case completions as well as preparing mob flash with showcase of Entrepreneurial activities will be regularly done. Elevator Pitch completion will be done per annum.

4.6 Formation of Entrepreneurial Economists club

Entrepreneurial Economists club was formed to spread the entrepreneurial venture all over the country. Already it organized several seminars, conferences, public lectures, case competitions, arranged elevator pitch and published research monographs by the students.

4.7 Economic Incubator

DScE has been taken initiatives to establish economic incubator.

5.0: Publications

5.1 Books/Reports/Seminar Proceedings

Dhaka School of Economics aspires to publish quality research reports, books and seminar proceedings besides publishing its own journal and quarterly campus magazine on a regular basis to promote research, publication and dissemination in the area of economics and allied subjects. It has already published a number of special reports based on the papers presented on various economic issues of importance in a national workshop organized by Dhaka School of Economics in association with Bangladesh Economic Association (BEA) and Palli Karma-Sahayak Foundation (PKSF) in April 2011, titled: “Bangladesh—A Country of Middle Standard of Living by 2021: Pathways, Potentials and Challenges”. Besides these, a few Working Papers have already been published and it intends to publish selected articles as seminar proceeding in an edited volume soon. In addition to these, it also publishes research reports based on the on-going research projects in due course of time. An International conference and pre conference were jointly organized with PKSF during 2017-18 on “Growth with Equity”. Publication ceremony of the book “Growth of Equity: Perspective of Bangladesh” was also organized on 26 May,2019. Speakers argued that the book is a monumental works for the nation’s economic development and may be considered by the policy makers of the country especially establishing community banking to bridge the gap between micro savings and

micro investment. Two other research monographs were published by the students of the entrepreneurship programme. It is also expected that DScE will regularly publish works mainly produced by the faculty members, people associated with DScE or other renowned economists, not only to produce its own research works in published forms but also to encourage scientific and quality research in economics as well as multi-disciplinary approaches in the perspective of changing entrepreneurial economics. Entrepreneurship Development and International Trade with BIMSTEC was published by the Entrepreneurial Economists club in the year 2022.

5.2 Journal

Without having a refereed journal published under the banner of any school of economics, it appears quite intangible to achieve the target of becoming a 'centre of excellence' in a discipline like economics as encouraging research and getting them published in a systematic and scientific manner should be an integral part of an institute of higher education like a school of economics. From this realization, Dhaka School of Economics has already joined forces with Bangladesh Unnayan Parishad (BUP) to parting the BUP "*Asia Pacific Journal on Environment and Development*". The journal publishes original research and review works on contemporary enterprise and development issues with a special focus to developing country problems. In future, "Journal of Entrepreneurial Economics and Behavioral Science" may be published.

5.3 Quarterly Campus Magazine

The school publishes its 'Quarterly Newsletter', mainly to encourage students and scholars to get familiar with and excel in writing in economics. Under the guidance of experienced faculty members and an advisory board, the magazine publishes short essays, research reports, news and views on economic, enterprise, development and other multi-disciplinary issues of interests. The magazine also publishes news and updates on students' research activities, works presented in seminars and workshops and on cultural activities of the school. Students are strongly encouraged to contribute to the magazine on a regular basis.

6.0: EXTERNAL COLLABORATION/ASSOCIATION

6.1 Institutional/Academic Collaborations

Dhaka School of Economics has signed memorandum of understandings (MoUs) with Vishya Bharati. It is also expected to sign memorandum of understandings (MoUs) with many esteemed and renowned educational and research institutes from home and abroad. Students of Entrepreneurship programme visited Management Development Institute, Murshidabad, India, GNV institute of Management, India, Rangsit University, Thailand. Building of working relationship with institutions like London School of Economics and Political Sciences (LSE), Naresuan University, Thailand, among others, is now under consideration.

Apart from this, it has also been working closely with many development works of organizations from a sense of social engagement and practical experience-based education.