University of Asia Pacific (UAP)
Department of Computer Science and Engineering (CSE)

Course Outline: BUS 401

Program:	Computer Science and Engineering (CSE)
Course Title:	**Business and Entrepreneurship**
Course Code:	BUS 401
Semester:	**Fall 2021**
Level:	8 Semester (Section A/B)
Credit Hour:	3.0
Name & Designation of Teacher:	**Dr. Muhammad Towfiqur Rahman, Assistant Professor**
Office/Room:	
Class Hours:	**[To be updated later]**
Consultation Hours:	**[To be updated later]**
e-mail:	**towfiq@uap-bd.edu**
Mobile:	+8801886922110 (WhatsApp)
Rationale:	Required course in the CSE program. This knowledge is very important to build up the knowledge of computer and programming.
Pre-requisite:	ECN 101

Course Synopsis:

Management and Organization: Fundamentals of Management, Organization of Business in Software Industries, Managing production and operation. Managerial Constraints/Environment, Managerial Skills in Software Industries.
Financial Management: Present Value and Future, Value Calculation and Residual Earnings, Payback Period, Net Present,Value (NPV) Calculation, Internal Rate of Return (IRR) Calculation. **Risk Exposures**: Market Risk, Business Risk, Foreign Exchange Risk.
Human Resources and Strategic Management: Human Relations, Motivation, Communication between Software Developers, Managing Human Resources and Labor Management Relations in Software Projects, Strategic Positioning of the Software Firm.
Marketing: Marketing Strategies, Product & Price, Distribution and Promotion of Software, Digital Marketing
Accounting Principles: Accounting Fundamentals, Accounting in perspective of Software Industries, Transaction Analysis, Accounting Cycle, Principles of Journal Entries, Ledger, Trial Balance, Adjusting Entries in Software Industries.

Financial Statement: Income statement, Cash flow statement, Balance sheet, Analysis of Financial Statements for Software Industries. **Managerial and Cost Accounting**: Cost concepts; Cost of Goods, Manufactured Statement, Cost-Volume-Profit analysis, Costing for Decision making and reporting, Flexible budget and standard costing. **Entrepreneurship:** Introduction to Entrepreneurship, Forms of Entrepreneurship in Software Industries, Social responsibility and Entrepreneurship Ethics, Entrepreneurship Law and Government.
Business Plan: Target Market, The Competition, Risk Assessment, Technology Plan, Exit Plan, Cash-Flow Projection, SWOT (Strengths/Weaknesses/Opportunities/Threats), **Case Study:** Various case studies relevant to the course for better understanding of the topics covered in this course.

Course Outcomes (CO) and their mapping with Program outcomes (PO) and Teaching-Learning Assessment methods:

CO No.	CO Statements: Upon successful completion of the course, students should be able to:	Corresponding POs (Appendix-1)	Bloom's taxonomy domain/level (Appendix-2)	Delivery methods and activities	Assessment Tools
CO1	**Describe** the fundamentals of functional areas of business and Entrepreneur	1	Remember	Lecture, Classwork, Assignments	Quiz, Written exam
CO2	**Understand** the fundamentals of business organization, environment, human resources, marketing, accounting, finance, and entrepreneurship.	1	Understand	Lecture, Designing Flowcharts	Quiz, Written exam
CO3	**Develop** idea of Entrepreneurship Ethics in Software Industries.	1	Development	Lecture, Q&A	Assignment, Written exam, Quiz
CO4	**Making** a business plan using a case study and SWOT analysis for the new startup.	2	Apply	Problem Solving, Practice sessions	Online Contest, Assignment, Written exam, Quiz

Weighting COs with Assessment methods:

Assessment Type	% weight	CO1	CO2	CO3	CO4	CO5
Final Examination:	**50%**	5	5	10	15	15
Mid Semester Examination:	**20%**	5	10	5		
Continuous Evaluation: Class performance, Short Quizzes, Problem Solving Sessions, Oral Exams	**30%**	6	6	6	6	6
Total	**100%**	11	21	21	21	21

Teaching-learning and Assessment Strategy: Lectures, assignments, quizzes, exams

Grading Policy: As per the approved grading policy of UAP (Appendix-3)

Course Content Outline and mapping with COs

Weeks	Topics / Content	CO	Delivery methods	Materials
1	**Management functions, theories** Fundamentals of Management, Organization of Business in Software Industries.	CO1	Lecture, Multimedia	1) Slides by teacher
2	**Management and Organization** Managing production and operation. Managerial Constraints/Environment, Managerial Skills in Software Industries	CO1	Lecture, Multimedia	1) Introduction to computers by Peter Norton 2) Power Point Slides
3	**Organizational behavior** Organization of Business in Software Industries, Managing production and operation. Managerial Constraints/ Environment, Managerial Skills in Software Industries.	CO2	Lecture, Multimedia	1) PDF by teacher 2) Class notes
4	**Human Resources and Strategic Management** Motivation – Need hierarchy; Theory X and theory Y; Motivation-hygiene theory; Job redesign; Equity theory; Reinforcement theory etc. Communication between Software Developers, Managing Human Resources and Labor Management Relations in Software Projects, Strategic Positioning of the Software Firm.	CO2	Lecture, Multimedia	1) PDF by teacher 2) Class notes
5	**Marketing Concepts** Importance and scope of marketing; Marketing concepts, Buyer behavior; Product life-cycle strategies etc.	CO3	Written Exam; Lecture, Multimedia	1) Book- Kendall and Kendall 2) Ch-04
6	**Marketing Management** Product & Price, Distribution and Digital Marketing concepts	CO3	Lecture, Multimedia	1) Intro to Computers (Book) 2) Slides
7	**Digital Marketing** Digital Marketing, benefits of digital marketing Over traditional marketing, Digital Marketing tools, Mkt Objectives, Organic and Paid marketing, 5 best digital marketing strategies, Inbound funnel model, Marketing segmentation, Online advertising and Ads types, Affiliate and email marketing.	CO3	Lecture, Multimedia	3)

7	**Entrepreneurship:** Introduction to Entrepreneurship, who is an entrepreneur? The Benefits of Entrepreneurship. The Power of "Small" Business. What converts an idea to a startup? Forms of Entrepreneurship in Software Industries, Social responsibility and Entrepreneurship Ethics, Entrepreneurship Law and Government.	CO3	Lecture, Multimedia; Written Exam	1) Intro to Computers (Book) 2) Slides
MID SEMESTER EXAMINATION				
8	**Accounting Principles:** Accounting Fundamentals, Accounting in perspective of Software Industries, Transaction Analysis.	CO4	Lecture, Multimedia	1) Recommended Books 1) Slides
9	**Accounting Theories and Problems:** Accounting Cycle, Principles of Journal Entries, Ledger, Trial Balance, Adjusting Entries in Software Industries.	CO4	Lecture, Multimedia	1) PDF
10	**Managerial and Cost Accounting:** Cost concepts and classification of costs; Breakeven analysis; Cost-volume profit analysis	CO4	Lecture, Multimedia	1) Slides 2) PDF
11	**Financial Statement:** Income statement, Cash flow statement, Balance sheet, Analysis of Financial Statements for Software Industries	CO5	Lecture, Multimedia	2) Recommended Books 1) Slides
12	**Business Plan:** Target Market, The Competition, Risk Assessment, Technology Plan, Exit Plan, Cash-Flow Projection, SWOT Strengths/Weaknesses/ Opportunities/Threats),	CO5	Lecture, Multimedia	3) Recommended Books 4) Slides
13	**Case Study:** Various case studies relevant to the course for better understanding of the topics covered in this course.	CO5	Lecture, Problem Solve	1) Programing Books 2) Slides
14	**CT#04,** Review Class		Written Test; Consultation	

Required References:

1. Edwin B. Flippo : Personnel Management
2. M Y Khan, PK Jain : Financial Management, Text, Problems and Cases
3. Richard B. Chase, Nicholas J. Aquilano, F. Robert Jacobs : Production and Operations Management: Manufacturing and Services
4. AY H., Eric W. Noreen & Peter C. Brewe Garrision : Managerial Accounting

Recommended References:

5. Entrepreneurship Development, Nazrul Islam and Muhammad Z Mamun, The University Press Limited.
6. Entrepreneurship Development, An Indo-German Technical Cooperation Project.
7. Related Journals and papers.

Grading System: As per the approved grading scale of University of Asia Pacific (Appendix-2).

Student's responsibilities: Students must come to the class prepared for the course material covered in the previous class (es).
They must submit their assignments on time.
No late or partial assignments will be acceptable. There will be no make-up quizzes.

Special Instructions:

- Minimum 70% attendance is required for a student to appear in the final exams
- Late presence Any student coming after 20 minutes will miss the attendance

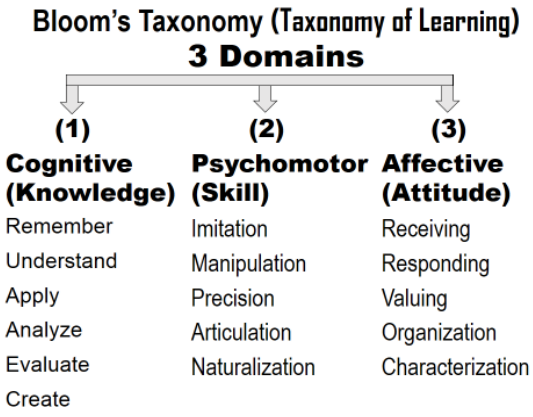
---

Prepared by: **Checked by:** **Approved by:**
(Head of the Department)

Appendix-1:
Washington Accord Program Outcomes (PO) for engineering programs:

No.	PO	Differentiating Characteristic
1	Engineering Knowledge	Breadth and depth of education and type of knowledge, both theoretical and practical
2	Problem Analysis	Complexity of analysis
3	Design/ development of solutions	Breadth and uniqueness of engineering problems i.e. the extent to which problems are original and to which solutions have previously been identified or codified
4	Investigation	Breadth and depth of investigation and experimentation
5	Modern Tool Usage	Level of understanding of the appropriateness of the tool
6	The Engineer and Society	Level of knowledge and responsibility
7	Environment and Sustainability	Type of solutions.
8	Ethics	Understanding and level of practice
9	Individual and Team work	Role in and diversity of team
10	Communication	Level of communication according to type of activities performed
11	Project Management and Finance	Level of management required for differing types of activity
12	Lifelong learning	Preparation for and depth of Continuing learning.

Appendix-2


Bloom's Taxonomy (Taxonomy of Learning)
3 Domains
(1)
Cognitive (Knowledge)
Remember
Understand
Apply
Analyze
Evaluate
Create
(2)
Psychomotor (Skill)
Imitation
Manipulation
Precision
Articulation
Naturalization
(3)
Affective (Attitude)
Receiving
Responding
Valuing
Organization
Characterization