

Prospectus

Semester: 162

CEMBA/CEMPA

Commonwealth Executive

MBA Master of Business Administration
&
MPA Master of Public Administration



The Commonwealth of Learning

শুল্ক অব বিজনেস
SCHOOL OF BUSINESS



বাংলাদেশ উন্মুক্ত বিশ্ববিদ্যালয়
BANGLADESH OPEN UNIVERSITY

Prospectus

Welcome

Sharing a common aim in the delivery of high quality professional programmes through open and distance education, recognised and accredited throughout the Commonwealth, the Commonwealth of Learning and collaborating universities in Asia, i.e. Bangladesh Open University (BOU), Bangladesh; Allama Iqbal Open University (AIU), Pakistan; and Sri Lanka Open University (OUSL), Sri Lanka are pleased to launch the Commonwealth Executive Master of Business Administration (CEMBA) & Commonwealth Executive Master of Public Administration (CEMPA) programmes to be offered initially in South Asia and subsequently throughout the Commonwealth. Launching in 2002, the CEMBA & CEMPA programmes are now expanding through partnership with universities in Asia, Africa, The South Pacific and South America. Several other universities like Kwame Nkrumah University of Science and Technology, Ghana, National Open University of Nigeria (NOUN), Nigeria; University College of the Caribbean, Jamaica; University of Guyana, Guyana; University of Papua New Guinea, Guinea and Wawasan Open University (WOU), Malaysia are pleased to participate and offer the same programmes.

Utilising the distance learning expertise and resource materials developed in the field of Management and Public Administration in the Commonwealth, the programmes provide a comprehensive and in depth coverage through core, elective, and project courses in Management and Public Administration. In response to the requirements of working business administration and administrators, the programmes are modular based and allow for multiple exit points. The terminal certification for the CEMBA & CEMPA programmes is the Commonwealth Executive MBA and Executive MPA degrees respectively.

When we look at the new millennium, we see great challenges as well as opportunities. To prepare themselves to face the challenges and to capitalise



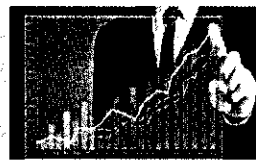
on the opportunities ahead, today's managers of business organisations and officers in the public and private sectors must invest in active learning. The CEMBA & CEMPA programmes are designed to help busy practicing professionals, managers, and public and private officers in gaining a higher level of competency in their respective functions and expanding their perspectives to encompass a more international outlook.

The programmes are offered through distance education, a learner-oriented system allowing greater flexibility in learning while students continue with their regular work. At the heart of the programmes there are the excellent learning materials licensed from some of the top universities across the Commonwealth.

We would like to invite you to take the advantages of this unique educational opportunity.

Governance

The Commonwealth of Learning CEMBA & CEMPA Programmes benefit from the oversight and direction of two governing bodies: an Executive Governing Board and an Academic Board. Our goal is to design and deliver high quality learning and professional development opportunities for participating Partner Universities and their students.



Executive Governing Board

Commonwealth of Learning (COL)
Professor Asha Kanwar
President and CEO
Chair, Executive Governing Board

Bangladesh Open University (BOU)
Professor Dr. M A Mannan
Vice-Chancellor

Allama Iqbal Open University (AIOU), Pakistan
Professor Dr. Nazir Ahmed Sangi
Vice-Chancellor

Kwame Nkrumah University of Science and
Technology (KNUST), Ghana
Professor William Otoo Ellis, PhD
Vice-Chancellor

National Open University of Nigeria (NOUN)
Professor Vincent Ado Tenebe
Vice-Chancellor

The Open University of Sri Lanka (OUSL)
Dr. Vijitha Nanayakkara
Vice Chancellor

University College of the Caribbean (UCC), Jamaica
Mr. Winston Adams
Executive Chairman & President

University of Guyana (UG)
Professor Jacob Opadeyi
Vice-Chancellor & Principal

University of Papua New Guinea (UPNG)
Professor Ross A. Hynes
Vice-Chancellor

Wawasan Open University (WOU), Malaysia
Professor Dato' Dr. HO Sinn Chye
Vice-Chancellor and CEO

University College of the Cayman Islands (UCCI)
Professor J.A. Roy Bodden
JP, President

Open University of Mauritius (OUM)
Dr. Kaviraj Sharma Sukon
Director-General

Academic Board

The CEMBA / CEMPA Academic Board is comprised of Deans and selected Professors of Commonwealth of Learning (COL) Partner Universities, along with senior COL representatives.

All academic issues (including curriculum design, content, and quality) are the responsibility of the COL Academic Board.

The Commonwealth of Learning



The Commonwealth of Learning was inspired by the vision that the peoples of the Commonwealth must and can have access to knowledge without any discrimination on any ground. With headquarters in Vancouver, Canada, the Commonwealth of Learning is an inter-governmental organisation with a mandate to widen opportunities for learning in the 54-member states of the Commonwealth by promoting the development and sharing of open and distance learning resources and communications technologies. It was created by Commonwealth Heads of Government in late 1987 and became operational in early 1989.

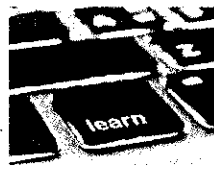
Working with and providing services to hundreds of institutions throughout the Commonwealth, COL is helping to increase the capacities of developing nations to meet the demands for improved access to quality education and training. For more information about the Commonwealth of Learning visit <http://www.col.org>

PARTICIPATING INSTITUTIONS

Bangladesh Open University



Bangladesh Open University (BOU), Bangladesh, established in 1992, has the same status as the other public universities of Bangladesh. It has opened up a new vista in distance education in the country. The mission of BOU is to spread quality education, both general and need specific, among all sections citizens of the country irrespective of their age and gender in a flexible manner by using a suitable mix of educational media and technologies. At present BOU is running more than 32 formal programmes including BBA, Regular MBA and Evening MBA. In addition, BOU has 19 non-formal programmes designed to make people aware of living a better life. Some of these programmes are in the areas of science, humanities, agriculture, pisciculture, poultry, livestock, ethics, and the environment.



Allama Iqbal Open University



Allama Iqbal Open University (AIU), Islamabad, Pakistan, established in 1974, has the same legal and academic status as other Universities of Pakistan. The University aims at providing equality of educational opportunities to as large a section of the population as possible, including those in employment and are housewives, who wish to upgrade their education or acquire knowledge for professional advancement.

Open University of Sri Lanka

The Open University of Sri Lanka (OUSL), Colombo, Sri Lanka, established in 1980, is the only recognised University in Sri Lanka where students are able to pursue open and adult life-long learning through distance education. Academic programmes ranging from Certificate to Masters Degrees of the OUSL are suitable for adults and those in full-time employment. These programmes are offered through OUSL's three faculties: Faculty of Engineering Technology, Faculty of Humanities and Social Science, and Faculty of Natural Sciences. OUSL also offers some elementary programmes for the purpose of raising general awareness in selected fields.

The University of Guyana



The University of Guyana (UG) is the only public University in Guyana. It was established by an Act of Parliament in April 1963 with the Aims being "to provide a place of education, learning and research of a standard required and expected of a university of the highest standard, and to secure the advancement of knowledge and the diffusion and extension of arts, science and learning throughout Guyana". From January 2008, as a result of an Agreement between UG and the Commonwealth of Learning (COL), the Faculty shall commence offering the Commonwealth Executive Masters programmes in Business Administration (CEMBA) and Public Administration (CEMPA).

The University now offers undergraduate diplomas and degrees, and post graduate diplomas and Masters programmes from the Department of Business Studies, Department of Economics, Department of Government & International Affairs, Department of Law, Department of Sociology. In addition, The Faculty's Institute of Development Studies (IDS) serves as its research arm, executes projects and consultancies.

Kwame Nkrumah University of Science and Technology, Kumasi, Ghana



The Kwame Nkrumah University of Science and Technology succeeded the Kumasi College of Technology, which was established by a Government Ordinance on 6th October 1951. It opened officially on 22nd January 1952.

From then until its accession to a University status in 1961, it grew rapidly and underwent some major transformations. Currently the Academic activities are performed by six colleges (Agriculture and Renewable Natural Resources, Architecture and Planning, Art and Social Sciences, Engineering, Health Sciences, and Science). In addition there is a School of graduate studies, a Technology Consultancy Centre (TCC), a Centre of Cultural Studies and a Bureau of Integrated Rural Development (BIRD). The University has also established, Institute of Science and Technology for Africa (ISTA), and International Programme Office(IPO).

There is no doubt, the University has within the short period of its existence become an important centre for the training of scientists and technologists by offering a wide range of programmes of study.

National Open University of Nigeria



The National Open University was initially established on 22nd July 1983 as springboard for open and distance learning in Nigeria. It was suspended by the government on 25th April 1984.



However, its tremendous and unassailable role in tackling the country's educational problems including access, equity, and education for all became so evident and consequently its resuscitation was begun on the 12th of April 2001.

The National Open University of Nigeria dedicates itself to preparing professionals in various disciplines through the distance learning mode. It offers a choice of qualifications from Certificates, Diplomas to Post Graduate Diplomas and Degrees and is designed to increase the access of all Nigerians to formal and non-formal education in a manner convenient to their circumstances. It will also cater for the continuous educational development of professionals such as Teachers, Accountants, Bankers, Lawyers, Doctors, Engineers, Politicians, Self-employed, Businessmen and Businesswomen.

Wawasan Open University, Malaysia



Wawasan Open University is Malaysia's first charity-backed, private, not-for-profit university dedicated to adult learners.

The University was first conceived in 1999. Following seven years of perseverance, dedication and hard work of many people who share the philosophy embodied in the original Open and Virtual University Malaysia OVUM report and its social mission of bringing higher education to the average man and woman in the street, the establishment of Wawasan (Vision) Open University was finally approved by the Ministry of Higher Education, and officially launched in September 2006.

WOU currently is offering a number of degree programmes at graduate, undergraduate and diploma levels.

The institution is expected to start providing Graduate Programmes with the introduction of commonwealth executive MBA and commonwealth executive MPA Programs with collaborative effort between WOU and COL.

University of Papua New Guinea



In 1964, the Australian Government set up the Currie Commission to inquire into higher education in Papua New Guinea. The outcome of that report was the establishment of the University as a corporate body under the University of Papua New Guinea Ordinance in 1965, by the then PNG House of Assembly.

Another restructuring was drawn up through amending the University Act (Chapter 169) and its Statutes was passed by Parliament in June 2000 to effect the implementation of the new restructure. Academic departments were de-established, strands created and strand coordinators appointed. The focus of the restructure is to enhance the operations of the whole University by fostering interdisciplinary and inter-school relationships in the interest of the core business of education, research, scholarship and service.

University College of Caribbean, Jamaica



Since 2005 University College of Caribbean (UCC) has embarked on an exciting phase in its growth. In early 2005 it launched the Distance Education

and Global Learning initiative. A project designed to make tertiary studies as easily accessible as a television set. This would be accomplished through a hybrid distance learning modality employing video delivered lectures with periodic classroom tutorials and exams to enable students unable to attend a typical university campus to pursue their studies.

In 2006 UCC accomplished a dramatic growth in its course offerings expanding to fifteen professional diploma and certificate programmes, six Associate of Science degree programmes seventeen indigenous and two overseas Bachelor of Science and Arts programmes. At the Masters level UCC offers 7 Master of Science degrees in conjunction with the Florida International University and the University of London.



The Open University of Mauritius (OUM)

The Open University of Mauritius (OUM) has been established on 12 July 2012 according to the Open University of Mauritius Act 2010. The Mauritius College of the Air, which was established in 1971, has integrated the Open University of Mauritius in July 2012. The Open University aims at delivering quality education to learners who are unable to be physically present on campus.

With flexible study options, its prospective learners can study from home, work, or anywhere in the world, at a time that suits them and their lifestyle. Even if the OU is not a residential university, we greet our learners at the induction session, and organise tutorial sessions where learners meet tutors. OUM offers a wide range of academic and training programs ranging from short courses to postgraduate programs. Major programs of OUM are B.Sc/B.Ed, M.Sc/M.Ed/M.A, MBA/DBA and Ph.D in various fields including Management, Business Administration, Human Resource Management/ Development, Education, Finance, Accounting, Taxation, Law Graphics Design, Journalism, Multimedia, Audio-visual Production, Translation Studies, Mathematics, Logistics, Transport, French and English. OUM launched CEMBA and CEMPA programs in 2013.

The University College of the Cayman Islands (UCCI)



The original community college was established as a part-time institution in 1975, and was the first government sponsorer tertiary education in the Cayman Islands. In 2004, the Legislature passed an Act changing the name of the University College of the Cayman Islands (UCCI). UCCI offers Certificate Programmes in Accounting, Computer Technician, Electrical Technology, Construction Technology, and Hospitality Studies. Association and/or Bachelor degrees are offered in the areas of Accounting, Business Administration, Computer

Science, Economics, Education, Finance, Hospitality Management, Legal Studies, Literacy Studies, Management, Marketing, Nursing, Office Administration, Science, and Social Studies. Graduate degrees include a Post-Graduate Diploma in Education, the Commonwealth Executive Master of Business Administration (CEMBA) and the Commonwealth Executive MBA Program of Public Administration (CEMPA), as well as an Executive Certificate in Global Leadership. UCCI's Civil Service College also offers certificates and degrees in Public Administration. UCCI introduced CEMBA and CEMPA programs in early 2014.

The Botswana College of Distance and Open Learning (BOCODOL)



BOCODOL

The Botswana College of Distance and Open Learning (BOCODOL) has been formed to improve access to learning opportunities on a nationwide scale for the out of school

young adults. Open learning seeks to break down the barriers to personal development by providing flexible learning environments, enabling people to study what is relevant to their needs, at a time and place convenient to them. Through its school equivalency programmes, BOCODOL continues to bridge the education gap between various sections of the Botswana population. Informed by market surveys that are undertaken from time to time, the college has developed certificate level vocational management and professional programmes.

The college offers various types of vocational and professional management courses along with other programs. Through collaboration with other regional open and distance learning institutions, BOCODOL has ventured into higher education. It has started offering two diploma level programmes. The college has joined the CEMBA CEMPA Consortium late 2013 and launched CEMBA CEMPA programmes in early 2014.



**Management of CEMBA &
CEMPA Programmes of BOU**

শুল্ক অব বিজ্ঞান
School of Business

DEAN



Professor Mostafa Azad Kamal

MSS - Economics (CU), MA - Int. & Dev. Economics (Belgium)
Area of Interest: Economics
Phone: 88-02-9291101-4/413, 88-02-9291106(off)
88 01911319248 (Mobile), E-mail: mostafa_azad@hotmail.com

PROFESSORS



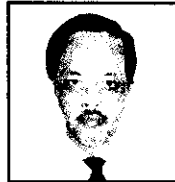
Dr. A. T. M. Tofazzel Hossain

M.Com - Accounting (CU), Ph.D (India)
Area of Interest: Accounting and Finance
Phone: 88-02-9291101-4/341, 88-02-9291106(off)
88 01552393472 (Mobile), E-mail: tofazzel@bou.edu.bd



Dr. M. Ekramul Hoque

M. Com - Management (DU), Ph.D (Bangladesh)
Area of Interest: Organizational Behavior; Human Resource Management
Phone: 88-02-9291101-4/347, 88-02-9291106(off)
88 01711179956 (Mobile), E-mail: ekram@bou.edu.bd



Dr. Qazi Mohammad Galib Ahsan

M. Com - Accounting (DU), Ph.D (India), Post-Doc (UK)
Area of Interest: Corporate Social Responsibility and Accountability
Phone: 88-02-9291101-4/340, 345, 88-02-9291106(off)
88 01729224499 (Mobile), E-mail: qgalib@bou.edu.bd



Dr. Md. Mayenul Islam

MBS - Management (IU), Ph.D (Bangladesh)
Area of Interest: Management; Human Resource Management
Phone: 88-02-9291101-4/346, 88-02-9291106(off)
88 01711955537 (Mobile), E-mail: islammayenul@yahoo.com

ASSOCIATE PROFESSORS



Mohammad Zahir Raihan

MBA - Finance (CU), M.Phil (Bangladesh)
Area of Interest: Sustainability of Microcredit
E-mail: raihan_bou@yahoo.com



Dr. Md. Serazul Islam

MBA - Accounting (IU), Ph.D (Bangladesh)
Area of Interest: Entrepreneurship and SME Development;
Accounting & Finance
Phone: 88-02-9291101-4/342, 88-02-9291106(off)
88 01712937189 (Mobile), E-mail: islamserazul@yahoo.com

ASSISTANT PROFESSORS



Shaheen Ahmed
M. Com - Management (DU) [Study Leave]
Area of Interest: Human Resource Management
Phone: 88-02-9291101-4/344, 88-02-9291106(off)
88 01911251181(Mobile), E-mail: shaheenahmed@yahoo.com



Md. Tarikul Islam
MBA-Marketing (DU)
Area of Interest: International Marketing, Marketing Management, Marketing Research
Phone: 88-02-9291101-4/343, 88-02-9291106(off)
88 01720581050 (Mobile), E-mail:tarikuldu05@yahoo.com



Md. Kayes Bin Rahaman
MBA-Finance (RU)
Area of Interest: Household Finance, Green Banking and Disaster Management
Phone: 88-02-9291101-4/343, 88-02-9291106(off)
88 01717671496(Mobile), E-mail:kbrahaman@gmail.com

LECTURERS



Md. Mahfuzur Rahman
MSS, Economics (RU)
Area of Interest: International & Development Economics
Phone: 88-02-9291101-4/533, 88-02-9291106(off)
88 01191192842 (Mobile), E-mail:masum2069@yahoo.com



Ms. Adiba Anis
MBA-Marketing (DU)
Area of Interest: Tourism, Supply Chain Management, Advertising
Phone: 88-02-9291101-4/532, 88-02-9291106(off)
88 01818644137 (Mobile), E-mail:adiba10mkt@gmail.com



Ms. Asma Akter Shelly
MBA-Finance (DU)
Area of Interest: Capital Budgeting and Credit Rating
Phone: 88-02-9291101-4/532, 88-02-9291106(off)
88 01712054623 (Mobile), E-mail:shellyasma26@gmail.com



Ms. Romana Kader
MBA-Management (DU)
Area of Interest: Human Resource Management
Phone: 88-02-9291101-4/379, 88-02-9291106(off)
88 01913705671 (Mobile), E-mail:romana.hrm@gmail.com



Ms. Mollika Ghosh
MBA-Marketing(DU)
Area of Interest: Service Marketing
Phone: 88-02-9291106(off)
88 01799781487 (Mobile), E-mail: mollikag.du@gmail.com

OFFICE STAFF

The School has a set of well-qualified staff as under who provide strong supports to the administrative functions relating to the academic programmes offered by the School:



MS Taslima Khanam
Assistant Director



From left to right: (1) Md. Abdul Matin, AO (3) Md. Humayun Kabir, AO, (4) Mosammat Shereen Akter, AO (5) Nazma Akter, LDA (5) Mahbulul Alam, WPO (6) Ardhendu Sarker, Computer Operator



From left to right: (1) Kayes Miah, Cleaner (2) Md. Gias Uddin, MLSS, (3) Md. Sazzadul Bari, MLSS (4) Md. Moniruzzaman Khan, LDA (5) Riad Hossain (6) Md. Roni

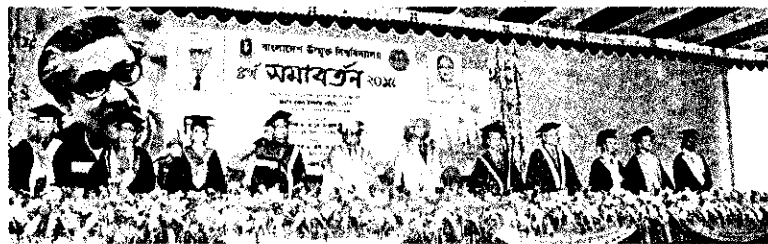
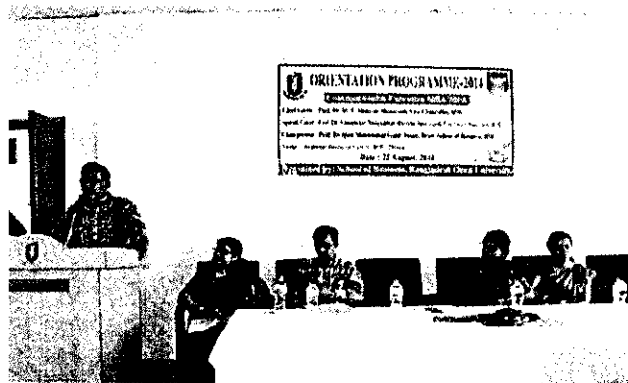
■ Bangladesh Open University ■

Prof. Dr. Qazi Mohammad Galib Ahsan, Dean, School of Business, BOU is the Co-ordinator of the CEMBA & CEMPA Programmes while **Professor Mostafa Azad Kamal**, School of Business, BOU is the Joint Coordinator.

Apart from the international academic expertise involved in the programmes, the related teachers of BOU along with the teachers of Dhaka University, Chittagong University and other professional experts of the related disciplines, look after the local academic side of the programmes.

Programme Features:

Traditional ways of delivering MBA and MPA programmes, though attractive, have in general been expensive and restrictive. In view of the physical limitation imposed by traditional mode of delivery, i.e. face-to-face classroom setting, specific time and space, the number of students who can benefit from such costly way of teaching has been limited. COL, as an advocate for distance education and open learning, sees distance education as a viable alternative providing a flexible means of delivery mode overcoming time and geographical barriers which enable students a novel way of studying and of pursuing knowledge. With distance learning, students are given a chance to seek self-enrichment and advancement at their own time, space, and pace. Students can also enjoy the benefits of tutorial services where they come to solve their problems they face while studying their learning materials and/or preparing their assignments. Usually tutorial services are arranged at the week-end i.e. Friday.



Programme Highlights:

- **Affordable Fee Structure:** Affordable access to management education for working executives and managers;
- **Focus on Open & Distance Learning:** Flexible and distributed learning mode which is ideal for part-time study;
- **Recognition and Credibility:** The Commonwealth of Learning provides support to the CEMBA/CEMPA Consortium & Programme;
- **High-quality Curriculum:** The CEMBA/CEMPA courses were developed by subject experts from universities in Australia, New Zealand, Sri Lanka, India and Canada;
- **Local Learner Support:** Each Partner University in the CEMBA/CEMPA Consortium provides learner support through tutors and local study centres;
- **Localised Materials & Resources:** Each Partner University provides localised materials, resources, and case studies to supplement learning;
- **Credit Transfer:** Students attending courses at any Partner University will receive bonafide credits for their CEMBA/MPA degree (Some conditions apply. Please contact the institution directly, where you wish to pursue a degree or diploma.); and
- **Expanding Number of Partner Universities:** The CEMBA/MPA Consortium is growing throughout the Commonwealth. Please check the Partner Universities' page for the most up-to-date information.

The CEMBA/CEMPA Consortium is conducting a major review and revision of existing courses. Individual Partners are also exploring how the CEMBA/MPA courses can be converted for online delivery suitable for their needs.

For more details about the CEMBA & CEMPA Programmes, please visit:

www.col.org/progserv/services/MBAMPA

Aims and Objectives of the Programmes

The Commonwealth Executive MBA & MPA Programmes aim to complement existing MBA & MPA programmes currently being offered by the Universities of the Commonwealth to meet the social and professional demands for management and public administration education at the post-graduate level. The objectives of the programmes are:

- To enable students in the Commonwealth countries where the programmes are offered to obtain Master Degrees in the areas of business administration and public administration, contributing to their professional growth and career advancement and to their countries' development;
- To develop human resources in various aspects of the areas of business administration and public administration.
- To develop quality post-graduate programmes that can be implemented in the Commonwealth countries.

Programme Structure

The CEMBA & CEMPA Programmes consist of four components:

- Core Courses;
- Specialised Compulsory Courses;
- Elective Courses; and
- Required Courses.

■ Core Courses

Course Code	Course Title
CORE 1601	Management and Organizations
CORE 1602	Quantitative Techniques
CORE 1603	Marketing Management
CORE 1604	Accounting and Finance
CORE 2605	Management Information System
CORE 2606	Operations Management
CORE 2607	Human Resource Management
CORE 2608	Economic Environment of Business
CORE 2609	Public Systems Management

■ Specialised Compulsory Courses

Each Programme has two specialised compulsory courses.

Course Code	Course Title
SCOM 3610	Strategic Management (For CEMBA)
SCOM 3612	Public Policy (For CEMPA)
SCOM 4611	Quality Assurance Management
SCOM 4613	Development Planning and Administration

■ Elective Courses

Course Code	Course Title
ELEC 3614	Project Management
ELEC 3615	International Marketing
ELEC 3619	Disaster Management
ELEC 3620	Policy Analysis and Implementation
ELEC 4616	Electronic Commerce
ELEC 4617	Corporate Finance
ELEC 4618	Managerial Economics
ELEC 4621	Contemporary Administration Systems

■ Required Courses

Course Code	Course Title
REQD 3622	Research Methods
REQD 4623	Research Project



Course Registration

The programme is expected to be completed in four semesters but it is recognised that few students proceed at their own pace. Students may choose up to four courses in each semester. The limit of four courses has been suggested in consideration of the individual student's working status and the study load requirements for the courses. One may set his or her own pace for the programme as long as **he/she does not exceed the limit of six courses in each semester**. He/she will, however, require to consider that the **maximum duration of the programme is five years**. If, on the basis of the course selection and the pace of work decided, one is unable to complete the programme within five years, he/she will have to re-register for the programme as a fresh student. If a student fails in a particular course, he/she will be allowed to re-register for it. A student is, therefore, advised to plan his/her course load in a manner that enables him/her to complete the programme within five years.

Instructional Materials

Each course in the programme may include a combination of the following learning activities:

- Self-instructional printed and online course materials package;
- Assignments for assessment and feedback;
- Face-to-face interaction with academic tutors at study centres;
- Project work; and
- Broadcast of audio-video programmes.

The medium of instruction of the programme is English. The components of the package may vary from course to course.

Delivery of the learning materials will be through print and non-print media. In terms of print media, students will be given the necessary course package for their reading and preparation. The face-to-face component of the programme is provided through the tutorial sessions organised at the study centres. Students would need to contact the coordinators of their respective study centre for:

- Tutorial schedules;
- Assignments for assessment; and
- Other supports.

Credit System

The CEMBA & CEMPA programmes are based on a credit accumulation system. Each CEMBA/CEMPA credit is defined on the basis of 20 hours of study load which comprises all learning activities such as working through study materials, preparing assignments, participating in tutorial sessions and preparing for examinations, etc. **Each course in the programme carries a credit weighting of 6 (120 study hours)**. This indication is intended to help the student understand the academic efforts required for successful completion of a course and the programme.

The Grading System

A common 4-scale grading system for the programme has been adopted in the following manner:

Range of Marks	Letter Grade	Grade Point (GP)
80 and above	A	4
70-79	B+	3.5
60-69	B	3
50-59	C (Pass)	2
Below 50	D (Fail)	-

Degree Rules

To qualify for the award of a CEMBA/CEMPA degree, students are required to complete **eight** of the **nine** courses from the list of Core Courses, the **two** Specialised Compulsory Courses relevant to their award, **three** courses from the list of Elective Courses, and the **two** Required Courses for a total of 15 courses. Each course carries a credit weighting of 6. The total credit weight of the programme is, therefore, 90.

Please note that a student must not omit any Core Course, which relates to an area in which he/she intends to specialise. In particular, **students proceeding to CEMPA must not omit the following courses:**

- Public Systems Management
- Management and Organisations.

In terms of study hours, the programmes have the equivalent of two years of full-time study (i.e. four semesters or approximately 1,800 hours of study). Each course of the programme is assigned a minimum 120 study hours.

The degrees of CEMBA & CEMPA will be conferred by the, BOU, OUSL, AIOU, and others with which the students register. Credits earned in the CEMBA / MPA programme are transferable among participating institutions.

Course Structure

Components	CEMBA	CEMPA
Core	8 courses from the list of core courses	8 courses from the list of core courses including <ul style="list-style-type: none"> • Public Systems Management • Management and Organisations
Specialised Compulsory	<ul style="list-style-type: none"> • Strategic Management • Quality Assurance Management 	<ul style="list-style-type: none"> • Public Policy • Development Planning and Administration
Electives	3 courses from the list of elective courses	3 courses from the list of elective courses
Required Courses	<ul style="list-style-type: none"> • Research Methods • Research Project 	<ul style="list-style-type: none"> • Research Methods • Research Project

Exit Points

The Programme is modularised with three exit points.

Exit Point	Course to be completed	Credits
Diploma	8 (core courses required for CEMBA/CEMPA)	48
Graduate Diploma	10 (8 core+2 specialised compulsory)	60
CEMBA/CEMPA	15 (8 core+2 specialised + 3 elective +2 required courses)	90

A student may choose to stop at any of the above certification points based on the credits he/she completes.

Study Centres

The programme is now being supported through study centres located at the following addresses.

- Dhaka Regional Centre (RC), Adjacent to Dhaka Teachers' Training College Campus, Dhanmondi, Dhaka-1205. Phone: (02) 9673669
Fax: (02) 8616065, e-mail:rrcdhaka@bou.edu.bd
- Chittagong Regional Centre (RC), C.R.B. Road (to the west side of the M.A. Aziz Stadium), Chittagong. Phone: (031) 619633
Fax: (031) 636718, e-mail: rrchitt@bou.edu.bd

These Study Centres provide tutorial facilities on pre-determined schedules and act as Information and Examination Centres for the programme. On joining the programme each student is assigned to a specific Study Centre where, in addition to accessing the tutorial facility, he/she submits the assignments for evaluation and appears at the semester end final examination.

Students may seek the help of the following university offices in sorting out their problems relating to the specific areas as indicated below:

Issues	Contact point
(i) Admission, re-registration, certificate, counseling, bonafide	Director, Student Support Services (SSS), BOU, Gazipur. Phone: 9291113 Fax: 880-2-9291113 E-mail:dirsss@bou.edu.bd
(ii) Examination centre, exam results, grade sheet, project report, issuances and diploma, degrees, and change of address	Controller of Examination, BOU, Gazipur- 1705. Phone: 9291105 Fax: 880-2-9291126
(iii) Approval of research project proposals	Respective Study Centre Coordinator and Dean,
(iv) Change of Study centre	SOB, BOU, Gazipur-
(v) Submission of assignments	1705.

Students are advised to get in touch with their study centers for advance/timely/ day-to-day information.

Assessment

Assessment in each course of the programme consists of Continuous Assessment and Semester-end Examination. Course results are published/given on the basis of :

- Class Performance (10)
- Assignment (20)
- Semester Final Examination (70)

Question Structure for Final Exam

Part	No. of Given Questions	To be Answered	Marks
A	6 (six)	4 (Four)	4×4 = 56
B	1 (Case Study)	1 (Compulsory)	1×14 = 14

- Residency of Commonwealth countries (where the programme is offered i.e. Bangladesh, India, Pakistan, Sri Lanka etc.);
- A working knowledge of the English language at the post-graduate studies level; and
- Satisfactory score in the CEMBA/CEMPA Admission Test.

Research Project

The research project is a distinct feature of the CEMBA & CEMPA programmes. It is a required course for students wishing to reach the highest level of award - CEMBA or CEMPA - of the programmes.

It is to be taken towards the end of the programme. This course brings to focus a critical component of Master Programmes. This is the course where the students demonstrate their abilities to apply the various concepts learnt by them during the programme. It also allows them to contribute their own analysis and findings to the body of knowledge in business administration or public administration in a field of their own interest.

Admission Process

□ Admission Requirements

Admission to the CEMBA & CEMPA programmes requires the following:

- A graduate/equivalent degree from a recognised university (minimum qualification is B.A, B.Sc., BSS, BBA, B.Com., MBBS/Dental, B.Sc Engg., B.Sc. Agr., B.Sc. Nursing, etc.);
- A minimum of two years of relevant post-qualification job experience;

❑ Admission Test

The CEMBA & CEMPA programmes are designed for highly capable and qualified individuals committed to self-development and a higher level of achievement in their professional lives. The Admission Test is designed to provide an additional dimension of measurement for the selection of candidates for this rigorous and demanding programme of study.

Application form can be obtained from the Regional Centres as mentioned in the advertisement on payment of Tk.700.00 (Seven hundred) only, at selected Janata Bank, (name of the branch is to be known from respective RC).

Dates and time of collection and submission of application forms are announced through Admission Advertisement in the daily newspaper and website of BOU.

Admission Test will be held at Dhaka and Chittagong only. Students will get the date, time and venue of admission test at the time of issuing the Admit Card. Students are advised to collect and submit their filled-up application form, along with bank deposit slip of Tk.700.00 (Seven hundred), attested copies of all academic certificates along with work experience certificate(s) and two passport size photographs in the particular Regional Centre (Dhaka / Chittagong) where the applicant likes to appear at the admission test. Students are also advised to collect their Admit Card from the concerned RC on submission of the application form. No one would be allowed to appear at the Admission Test without Admit Card. The admission test will consist of multiple choice questions designed to test applicants' capabilities in the following spheres:

Test	No. of Questions	Marks	Time
Test I General Awareness	30	30	2.30 (Two and half) hours
Test II English Language	50	50	
Test III Quantitative Techniques	50	50	
Test IV Reasoning	70	70	
Total	200	200	

❑ Special Quota for Female Applicants

Students can be enrolled into the CEMBA & CEMPA Programmes for the limited number of seats. In respect of the issue of gender balance, 10% of the limited seats of the CEMBA & CEMPA programmes will be filled-up by female applicants who have successfully passed in the admission test but not included in the merit-list prepared for 90% of the limited seats. In the event of non-availability of eligible female applicants for such 10% seats, vacancies will be offered to the other eligible male applicants on the basis of merit-list.

❑ Validity of Admission

Successful candidates will be eligible for admission in the year in which they pass the test. Registration for the programme will be valid for 5 years from the date of admission.

❑ DE-NOVO Registration

If any student fails to complete the programme within the stipulated period of five years, he/she shall be given to chance of *DE-NOVO registration, provided the student has completed at least 10 (ten) courses during the period.* Interested student shall have to apply to the Dean, School of Business, BOU for DE-NOVO registration after the expiry of the said five years. Under DE-NOVO registration, registration will be extended for a further period of two years and such student will be allowed exemption from the courses he/she has already successfully completed.

❑ Admission Procedure

After being selected for the CEMBA & CEMPA programmes, a student should contact the respective RC for admission formalities. He/she will have fill up admission form and pay the required fees. To do so, he/she will require to show the original copies of his/her academic certificates, mark sheets, and work experience certificate.

□ Academic Year

The academic year of the programmes starts from July of every calendar year and ends in next May-June. Academic year is divided into two semesters as follows:

	1 st Semester (1 st & 3 rd Level)	2 nd Semester (2 nd & 4 th Level)
Duration	June – Nov.	Dec.– May
Registration	June	Dec.- Jan.
Tutorial Classes	July	Jan. - April
Semester-End Exam	Oct.- Nov.	April - May

Fee Structure of the CEMBA/CEMPA Programme

A. Compulsory Fees:

Prospectus and Application Form	Tk. 700.00
Course Registration Fee per course	6,000.00
Semester Registration Fee	200.00
Academic Calendar Fee	50.00
Examination Fee	300.00

B. Situational Fees:

Re-Examination /Redo Fee (per course)*	Tk. 550.00
Program Transcript Fee	400.00
Original Certificate Fee	500.00
Provisional Certificate Fee	300.00
Graduation Ceremony Fee	1,500.00
Testimonial Fee	100.00
Digital ID Card Fee	200.00
Duplicate Student ID Card Fee	500.00
Correction Fee	200.00
Late Course Registration Fee (per course)**	500.00
Improvement Fee (per course)***	550.00
Late Re-Examination/Redo Fee (per course)****	550.00 plus
Study Center Change Fee *****	500.00

* Students registered in the courses in a semester need not to pay any examination or registration fee to appear at the current semester-end examination for those courses. In order to appear at the semester-end examination for those courses in subsequent semesters, students have to pay the re-examination registration fee Tk.550.00 (per course).

** Per course Tk. 500.00 as fine within the next 10 working days after the registration date.

*** Maximum 6 courses in next two consecutive semesters having CGPA B-, C+, C or C-

**** Late Re-examination/Redo Fee: 1st week Tk. 100 and 2nd week Tk. 150 as fine for the courses plus Tk. 550 per course.

***** After successfully completing 1st and 2nd Levels on reasonable ground.

Information Available at RC & in Semester Calendar

Students will get information regarding the following items in due time through the respective RC and Semester Calendar:

- Activity
- Availability of Forms
- Submission of Admission Test Form
- Schedule of Admission Test & Viva-voce
- Declaration and Despatch of Admission Test Form
- Submission of Admission Results
- Despatch of Admission Letter
- Despatch of Study Materials
- Counselling
- Submission of Assignments
- Submission of Examination Form
- Semester end Examination
- Declaration of Result

Service Centres at the University

During the course of study, students may need to make requests for various services connected with their study. The following are some of the services and related divisions or officials.

Services	Providers
Fresh set of assignments	Respective RC
Semester end examination	Controller of Examination
Re-checking of result of Semester end examination	Controller of Examination
Duplicate grade sheet	Controller of Examination
Non-receipt of study material/assignment	Respective RC
Change of address	Programme Co-ordinator
Proforma for Approval of Research Project Proposal	Programme Co-ordinator through Respective SC Co-ordinator
Proforma for Re-registration	Respective RC

Contact Address

1. **Mostafa Azad Kamal**

Professor & Dean, School of Business
Joint Coordinator, CEMBA Programme
BOU, Gazipur- 1705.
Phone/Fax: 880-2-9291106
mostafa_azad@yahoo.com

2. **Dr. Md. Serazul Islam**

Associate Professor, School of Business
Coordinator, CEMBA Programme
Dhaka Study Centre,
E-mail: comnwlthmba.bou@gmail.com

3. **Amal Bhusan Nag**

Former Professor of Chittagong University
Coordinator, Chittagong Study Centre
E-mail: amalbhusan@yahoo.com

Collaboration with the

BBC World Service

The BBC World Service in London has commissioned Charles Handy, formerly a Professor at the London Business School, and now an independent writer, broadcaster and social philosopher, to prepare The Handy Guide to the Gurus of Management. This series of twelve programmes has already been broadcast (on Mondays from October – December 2001).

Improve your Management Skills with BBC World Service

BBC World Service, which broadcasts in 43 languages to global audience of 153 million people around the world, supports the Commonwealth Executive MBA/MPA, and wishes its students the best of luck, as they undertake this important academic challenge.

We are supporting the programme in various ways. First, we commissioned Charles Handy to prepare the Handy Guide to the Gurus of Management, as a kind of 'essential introduction' to a course of this type. The Guide is a radio series, a total of 12 programmes lasting 15 minutes each, first broadcast in our world learning strand of educational programmes, during the last three months of 2001. Students can hear this series—which looks at the work of twelve management gurus including Peter Drucker, Tom Peters, Sumantra Ghoshal, Kenichi Ohmae and Bill Gates – and many others series about work, management, and career development issues every Monday at 1130 local time (Pakistan and Sri Lanka) or 1200 local time (India and Bangladesh).

Other Programmes Offered by School of Business, BOU and their Duration.

1. CIM (1 year)
2. PGDM (1.5 years)
3. BBA (4 years)
4. Regular MBA (2 years)
5. Evening MBA (2 years)
6. M. Phil (2-4 years)
7. Ph.D (3-5 years)

<http://www.bou.edu.bd/index.php/schools/school-of-business-sob>

Instructions for CEMBA/CEMPA Programme Admission Test & Viva-Voce

Semester: 162

The eligibility to get admission into the Commonwealth Executive MBA/MPA Programme of the School of Business of Bangladesh Open University (BOU) will be judged on the basis of the Admission Test & Viva-voce. The admission test will be of 200 marks. The admission test will cover questions in the following five areas:

Areas & Marks			
(a) General Awareness	: 30	(b) English Language	: 50
(c) Quantitative Techniques	: 50	(d) Reasoning	: 70
Total Marks: 200			

Question pattern will be a combination of both MCQs (multiple-choice questions) and sort descriptive types.

Instructions for Written Test

- Total time allowed for the test will be of 2:30 (two & half) hours.
- Candidates must bring the admit card to appear at the test.
- No calculator, slide-ruler, foot ruler, notebook or written notes, etc. will be allowed inside the examination hall.
- Invigilators will supply the test booklet and the candidates have to write the answers in the booklet.
- Candidates can use only **Black Ball Point Pen** to write the answers.
- There will be no negative marking for wrong answers.
- All rough works can be done on the test booklet only and not on any other paper.
- Any candidate found copying, receiving or giving assistance in the examination will be disqualified.
- Candidates have to switch off their mobile phones during examination time.

Please know the name of the test venue, date, and starting time of the test while collecting admit card from the respective office (Regional Centers) of BOU. Candidates have to arrive at the examination hall at least 30 minutes before the starting time of the examination. Candidates coming after the starting time will not be allowed to appear at the test.

Written Test

Date	Time	Venue
October 20 2017	03:00 PM to 05:30 PM	1. Dhaka Regional Centre (Adjacent to Dhaka Teachers' Training College, Dhanmondi) 2. Chittagong Regional Centre (Beside M. A. Aziz Stadium, Chittagong)
	<u>Subjects & Marks Distribution</u>	
General Awareness : 30		English Language : 50
Quantitative Techniques : 50		Reasoning : 70
Total = 200 Marks		