

Course Title: Management Information System

Submit by: January 19, 2024

Instructions for Assignment Submission

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Assignment Marks Distribution									
Assignment -1	10								
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1. What is meant by the terms: New Economy, Information Economy, Digital Economy, and Internet Economy? What are the characteristics of the above economies? Do these economies exist to the same extent in the westernised world and less developed economies? What differences are there and how does this impact on business strategy?
2. A garment manufacturing company has the strategic goal of "no stock outs." It has many retail outlets distributed throughout Asia. Their outlet counters have POS terminals connected to their central computer system. They track the movements of various products from different retail outlets and decide "outlet stock replenishment strategy" for each individual outlet based on the movement of products, so that the fast-moving items are never out-of-stock. What would be the impact of this inventory tracking on the organisational strategy? In which "era" should the company be placed?
3. Identify three major differences between the four eras of IS: DP, MIS, SIS and IOS. Why do planning methods have to undergo significant change now? What do you see as the major problems in adopting this SISP model for the extended business network?
4. Why are SISP methodologies which existed in the 20th century no longer as appropriate for the new Internet economy?

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 211, Level: 2nd

Course Title: Management Information System

Submit by: February 23, 2024

1. Assume that you were in a position to advise the CEO of a 24-hour convenience store chain in your local market with respect to e-business. What would you advise him with regard to a strategy of Simple Rules?
 - a) Using each of the five rules, give examples that could have been applied in this particular scenario.
 - b) Now try to apply Simple Rules to your own environment. Can you identify five?
2. Commence that you are working for a national rail transportation service for both passengers and freight country-wide. Develop an outline table identifying possible missions, objectives and measures for each of the four perspectives.
 - (a) Now look at the customer perspective, and identify six KPIs which could be used for customer satisfaction and appropriate measurements that might be applied.
 - (b) If you were now to look at a local metro or light rail system designed essentially for commuter transport, what differences would this make to your KPIs?
3. Consider each of the following three cases and identify for each how they should leverage ICT for e-business advantage. You should consider each of the four questions posed in the stage model we have just explored.
 - (a) Company A is ending consumer focused and sells directly to the general public from its own stores.
 - (b) Company B has many suppliers, and efficiency of supply and purchasing is a key differentiator in this industry. They are the major player in Asia and in the top ten internationally.
 - (c) Company C is an information service provider and is growing rapidly. Its strength is its professional staff, and they have a strong culture of shared information.
4. *Identify* the economics of e-business. *Describe* the use of and apply the balanced scorecard, and *create* a metrics programme and apply value-added management.
5. Plant (2000) suggests four branding strategies to create unique positioning in the marketplace through effective use of ICT. These are: (a) Brand creation, (b) Brand reinforcement, (c) Brand reposition and (d) Brand follower.

Your CEO would like to understand these concepts and how to apply them in the organization. Suggest answers to the following strategic questions posed by your CEO:

 - (a) What are the main advantages and disadvantages of each branding strategy? (You should provide between 1 and 3 for each.)
 - (b) What examples are there of companies who have been successful in pursuing each of these strategies in the global marketplace? (Give at least one example of each.)
 - (c) What examples can I look at in the local marketplace? (You can choose to give one example in detail or briefly mention several.)

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 211, Level: 2nd

Course Title: Management Information System

Submit by: March 15, 2024

1. Categorize and apply models and issues of organisational transformation and convergence.
2. Define the concepts of business transformation. Give reasons for the need to build an infrastructure for managing change. Accomplish the effects of convergence on organisations and people.
3. Case Study:

Read the following news release published in The Ecommerce Times.

Seven- to Install Terminals Eleven

E-commerce is exploding in Japan, according to a report by the Electronic Commerce Promotion Council of Japan (ECOM), which found that Japanese consumers spent \$3.2 billion (USD) online last year, and projected that they will spend \$68 billion online by 2005. Although 27 million Japanese, or 1 in 5, have Internet connections, 7dream.com is not taking any chances. Seven-Eleven said that it will soon begin installing terminals in its convenience stores for those people who do not have Internet access at home. Seven-Eleven plans to integrate the services of 7dream.com with its e-Shopping! Books, which is a joint venture with Internet investor Softbank. An announcement describing further details of the integration is expected in a month.

Seven-Eleven has applied for a patent for the 7dream.com e-commerce business model, according to Suzuki. Partners in the 7dream.com venture include electronics giants Sony and NEC, the Nomura Research Institute, and major trading house Mitsui & Co Ltd. Playing down the possibility of Softbank joining the venture, Suzuki said, "Partners of the venture will remain unchanged for the time being."

Seven-Eleven is aiming for profits of USD 1.4 billion in its fiscal year 2001 to 2002 and double that the following year. Although Seven-Eleven remains profitable, convenience stores in Japan have been dwindling in the last year. The Japan Franchise Association announced earlier this week that convenience store sales were 1.6 per cent lower in May than sales from the same month last year. The association said it was the second straight monthly decrease.

Despite Japan's economic woes, e-commerce is growing. Speaking at an e-commerce symposium of U.S. and Japanese executives earlier this week, Teruyasu Murakami, managing director of Nomura Research Institute, said e-business in Japan had grown steadily since the mid 1990s. He added that between 500 and 800 e-businesses opened their virtual doors in Japan each month. He also said that Japanese firms are starting to innovate and create new business models. He said a company such as 7dream.com would only be possible in Japan, where convenience stores are within walking distance from almost any location. (Adapted from <http://www.ecommercetimes.com/perl/story/3624.html>).

Requirements:

- a) What do you think are the strategic objectives for 7dream.com?
- b) What cultural, social or political factors will affect the successful implementation of 7dream?
- c) How would these relate to a similar venture in your own country of residence?
- d) Would you describe 7dream.com as a global or local e-business?
- e) Would you invest in a similar venture in your own country?

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 211, Level: 2nd

Course Title: Operations Management

Submit by: January 19, 2024

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Assignment Marks Distribution

Assignment -1 } 10

Assignment -2 } 10

Assignment -3 } 10

1. (a) What does operations management mean?
(b) How is the transformation process related to value?
(c) How would you define the customer perceived value?
2. (a) How would you determine whether a company had an operations strategy or not? What specific questions would you ask and what information would you gather?
(b) Define the value of a product or service?
3. (a) Explain the difference between qualitative and quantitative forecasting.
(b) Use the data in the following table to calculate mean absolute deviation MAD.

Month	Demand <i>D</i>	Forecast <i>F</i>	Deviation <i>(D-F)</i>	Abs deviation <i> D-F </i>
Jan	500	550	-50	50
Feb	550	600	-50	50
Mar	420	490	-70	70
Apr	500	530	-30	30
May	610	530	80	80
Jun	600	550	50	50
Jul	680	610	70	70
Aug	670	670	0	0
Sep	720	690	30	30
Oct	750	730	20	20
Sum	6000	5950	50	450
Ave	600	595	5	45

4. (a) Use the data in the following table to calculate bias.

Month	Demand <i>D</i>	Forecast <i>F</i>	Deviation (<i>D-F</i>)	Abs deviation <i> D-F </i>
Jan	500	550	-50	50
Feb	550	600	-50	50
Mar	420	490	-70	70
Apr	500	530	-30	30
May	610	530	80	80
Jun	600	550	50	50
Jul	680	610	70	70
Aug	670	670	0	0
Sep	720	690	30	30
Oct	750	730	20	20
Sum	6000	5950	50	450
Ave	600	595	5	45

- (b) Calculate the forecast for month six using exponential smoothing given historical demand for months one to five as follows: 120, 130, 110, 135 and 145. Use an alpha factor (α) equal to 0.2 and you are given a forecast for month five equal to 130.

Bangladesh Open University

Programme : Commonwealth Executive MBA/MPA

Semester: 211, Level: 2nd

Course Title: Operations Management

Submit by: February 23, 2024

1. (a) How does capacity differ from capability?
- (b) Why is capacity management strategically important?
- (c) The data in the following table represents the demand forecast for 12 months commencing January for an organisation.

Month	Demand forecast
Jan	4400
Feb	3200
Mar	4000
Apr	5400
May	6600
Jun	5000
Jul	4000
Aug	3000
Sep	4800
Oct	6400
Nov	7000
Dec	6200
	60000

The organisation currently employs 25 employees. For planning purposes, each employee is capable of making 200 units a month. The cost of hiring additional staff is \$600 per employee and the cost of making an employee redundant is \$300. A storage charge of \$1 per unit is made for inventory on hand at the end of each month. This is to cover the cost of warehousing.

(Please note that the dollar amounts are nominal amounts for planning purposes and no attempt has been made to quantify the actual costs.)

Required :

- (i) Develop a production plan using a level production strategy.
 - (ii) Develop a production plan using a chase capacity strategy.
 - (iii) Develop a production plan using six months at 4800 and six months at 5200.
2. (a) Define quality and the characteristics of a total quality management programme.
 - (b) Discuss process capability and six sigma quality.
3. (a) Distinguish between cost-adding and value-adding processes
 - (b) From the following processes, write down the input variables, the uncontrolled transformation variables, the controlled transformation variables and the output variables.
 - (i) An order being received from a customer.
 - (ii) A sports team being chosen.
4. (a) Discuss the strategic value of lean thinking.
 - (b) Make a list of the steps you would introduce to an organization that was implementing a lean thinking approach to production.

Bangladesh Open University**Programme: Commonwealth Executive MBA/MPA****Semester: 211, Level: 2nd****Course Title: Operations Management****Submit by: March 15, 2024**

1. (a) Discuss structured product development processes.
(b) The relationship between uncertainty and risk in product development.
2. (a) Define the characteristics of a total quality management programme.
(b) Discuss the four traditional categories of quality costs.
(c) Distinguish between inherent capability and capability to meet specifications.
(d) Explain the process capability ratio C_p .
3. (a) What is quality?
(b) Are the traditional costs of quality appropriate in today's business environment? Explain your response.
(c) Explain process capability.
(d) Explain how six sigma quality could be used by an organisation to improve its competitive position.
4. (a) Suppose you need to select a computer terminal to use in your office. What performance characteristics of the technology would you assess? How would you get the necessary information to make the decision?
(b) What is the main obstacle to using a manufacturing approach to the delivery of services?
5. (a) Define supply chain management from a strategic view.
(b) Discuss the bullwhip effect or demand amplification.
(c) Define collaborative supply chains.
(d) Describe the nature of project management and the strategic nature of projects.

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 211, Level: 2nd

Course Title: Human Resource Management

Submit by: January 19, 2024

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Assignment Marks Distribution

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Assignment -3	10

1.
 - a) What is human resource management? Explain the approaches of human resource management.
 - b) Who performs the personnel activities? "HRM as a new managerial discipline" comment on this statement.
2.
 - a) Discuss the past present and future of human resource management.
 - b) Explain the contemporary significance of human resource management.
3.
 - a) What do you mean by strategic human resource management (SHRM) ? Explain the two classic approaches of SHRM.
 - b) Discuss the links among strategy, human resource management and organizational outcomes.
4.
 - a) What is human resource planning? State the reasons for human resource planning.
 - b) Describe current practices in HR planning in your organization. How often does your organization engage in HR planning? Discuss.

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 211, Level: 2nd

Course Title: Human Resource Management

Submit by: February 23, 2024

1. a) What is job analysis? Explain the major uses of job analysis.
b) Discuss the job analysis methods.
2. a) What is recruitment? Distinguish between recruitment and selection.
b) What are your views about the recruitment strategies employed in your organization.
Briefly explain the selection process.
3. **Go through the case and answer to the questions given below the case.**

Case : Rana Electronics Company Limited

‘Let us think over choosing the approach of managing people in our organization. Whether we will go for personnel management or human resource management that is the question now?’ Said Mr. Zaglul Pasha, the new Managing Director of the Rana Electronics Industry Limited.

‘Personnel management is age old and not suitable today’s educated, rising and committed workforce’. Said Zaglul. He again pointed out, ‘It has many limitations which is counterproductive and deterring to the growth of motivated and innovative human resources in our company. Such as it highly restricted to written contracts, procedures, strongly bounded by norms/custom and practices, pluralist approach, restricted flow, based on temporary truces etc’. ‘But human resource management is aimed at going ‘beyond contract’, actions are based on business-needs, unitaristic dealing with each employee, customer oriented human actions, integrated human resource strategy, performance- related pay, teamwork etc.’

‘Our employees are not ready to adapt the new concept and actions of human resource management. We must have training on it and its operational mind-set as well as knowledge foundation; otherwise we could not work well.’ Asked one participant. ‘Well, let us make blue-print for what we need to do for the implementation of the new approach of human resource management’. Said the Managing Director.

Discussion Questions

1. Which one-personnel management or human resource management will you suggest for the company?
2. How will you design the blue-print for the reorientation of the employees to the human resource management?

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 211, Level: 2nd

Course Title: Human Resource Management

Submit by: March 15, 2024

1. a) Define learning, training and development. Explain the need for learning and development in the organization.
b) Discuss the methods of assessing training needs in an organization. What techniques are used in assessing the effectiveness of the training program? Explain.
2. a) What is performance appraisal? Explain the reasons for and importance of performance appraisal.
b) Discuss the methods of performance appraisal.
3. **Go through the case and answer to the questions given below the case.**

Development for results at Prime Bank Limited

Lamia Hossain, training and development manager for Prime Bank Ltd, had a PhD in the social sciences in the area of human resource management and a firm belief that every operating person should be 'people'-oriented. Accordingly, she had 'sold' the idea to Prime bank's former senior management team that human relations, communications, team building, and similar courses were a prerequisite for improved organizational performance.

Given a free hand, Lamia had hired expensive development consultants and saw to it that all managers and most executives were exposed to 'people ' orientation.

After the dismissal of the former senior management team, Lamia was called into the office of Nova Airlines' new HR manager, Karim Khan.

'Well Lamia', Karim began, 'I have some disturbing news. It would appear from the consultant's market research report that all our competitors are leading us in terms of customer satisfaction, innovation and level of management sophistication. We have lost our position in the marketplace and Managing Director wants corrective action now. All this wonderful people development programmes you've been pushing has been a disaster. I regret I'm going to have to let you go. There is no place in the new Nova Airlines for activities or people who do not add value. I'm sorry Lamia , but there is no alternative.'

With that, Karim pressed a button and a tall, grey- haired figure entered the room. It was the outplacement consultant. Lamia's career with Prime Bank was over! Lamia suddenly realized that she was wet with perspiration.

Discussion questions

1. Critique Lamia's approach to training and development.
2. What approach to development should Lamia have taken?
3. What would you do now if you were Lamia?
4. What responsibility should management take in this situation?
5. If you were Karim, how would you have handled this situation?

Bangladesh Open University

CEMBA/CEMPA Program

Semester: 211, Level: 2nd

Course : Economic Environment of Business

Due on : January 19, 2024

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- 1.1. Read the following story and write down your response to question indicated.

Think of a context where a society has been devastated due to war. The roads, bridges, school buildings, residential houses, etc. have been damaged and the people have been displaced as well. Now they want to turn back to normal life. What can be the immediate economic solution to that problem.

- 1.2. Read following report and identify the opportunity cost of not paying electricity bills.

Mr. Karim needed to spend TK. 5000 on some great shoes and as a result, he failed pay the electric bill. If the electricity line is cut due to the non-payments of the bills, what will be the opportunity cost having the shoes?

- 1.3. Read the following report and show how Coronavirus Pandemic affected the vendor food market in Bangladesh [use graphs]:

In the beginning of the lockdown, persistent transportation interruptions were impacting normal market operations. Food prices fluctuated greatly. Shoppers either couldn't get to the markets or fear entering (due to the perception that they are no longer safe places). Consumer work-arounds include sent order slips to merchants at the entrances, bypassed the markets altogether and instead purchased online or at super shops. As a result, vendor businesses were way down — by as much as 80-90%. These disruptions created confusion, if not panic, among the population.

- 1.4. Read the following news story carefully and you will notice that George W Bush considered elasticity of demand of Indians for food responsible for world food crisis. What type of elasticity of demand did he mention?

The ex-US president, George W Bush, once said, answering a question on food crisis, 'Just as an interesting thought for you, there are 350 million people in India who are classified as middle class. Their middle class is larger than our entire population. And when you start getting wealth, you start demanding better nutrition and better food. And so demand is high, and that causes the price to go up.'

- 1.5. Analyze the markets of the following products and answer the questions specified below:
Hilsa fish, Onion, Rice, RMG, Uber ride service, and Metro rail service.

Required:

- 1.5.1. Draw the demand and supply curves.
 - 1.5.2. Due to Russia-Ukraine war, what happened to the market price.
- 1.6. Watch the following video and summarize the indicators discussed in the video.
Then compare Bangladesh Economy with a neighboring economy based on the indicators discussed.
<https://youtu.be/dJNCgoJ5vOY>

শুন্স অর বিজ্ঞান
Bangladesh Open University
 CEMBA/CEMPA Program
 Semester: 211, Level: 2nd

Course : Economic Environment of Business

Due on : February 23, 2024

Assignment Marks Distribution	
Assignment-1	10
Assignment-2	10
Assignment-3	10

- 2.1. The cross-price elasticity of tea and coffee is estimated to be 0.15. Explain why the value is positive. If the coffee price decreases by 25 per cent, what will be the effect on sales of tea?
- 2.2. For the demand function $Q = 10P^{-0.5}$
- Find the elasticity of demand.
 - Find the marginal revenue function.
 - Find the relationship between marginal revenue and elasticity of demand. Briefly explain.
- 2.3. Find the income elasticity for a good with the demand function $Q = 10MP^{-1}$, at $M = 50,000$ and $P = 100$. (Here, Q = Quantity, M = income, and P = price). Is this good normal or inferior? Explain.
- 2.4. The demand for yogurts of brand 'A' is estimated to be, $Q = 50 - 5P_a + 4P_b + 0.05M$ Q : Quantity, P_a : Price of brand 'A', P_b : Price of brand 'B', M = Income
- Find the own price elasticity of demand.
 - Find the cross price elasticity of demand.
 - Find the income elasticity of demand.
 - Are 'A' and 'B' substitutes or complements? Explain.
 - Is 'A' an inferior good? Explain why or why not.
- 2.5. Think of the economic activities of your company/organization. Write them in the google sheet.
- 2.6. Review the goals, targets and indicators in SDG 2030, Perspective Plan 2021-2041 and the factors related to 4th industrial revolution. Short-list the keywords based on all the above indicators and factors that are relevant to the activities of your company/organization.

Bangladesh Open University

CEMBA/CEMPA Program

Semester: 211, Level: 2nd

Course : Economic Environment of Business

Due on : March 15, 2024

(Assignment is to be presented in own handwriting on A4 size white pages)

Note : Answer all the questions and submit to the coordinator of your tutorial center on or before due date.

- 3.1. Analyze the status of the economic activities of your company/organization that you identified in 2.5 against the national and global agenda and 4th industrial revolution and identify the gaps.
- 3.2. Write a report based on the gaps you identified 2.6. Then create a google doc and add the link into your project sheet. [Max 2000 words]
- 3.3. Map the strategies to address the gaps identified in 3.1. Prepare a comprehensive report based on the report in 3.2 including the strategy recommendations. [Max 3000 words]
- 3.4. Present report 3.3 in an end-of-the-course seminar/show-casing event. [Date and time will be announced later]
- 3.5. For a firm maximising its profits in a perfectly competitive situation, find the conditions of profit-maximisation in terms of price and marginal cost. Why will the firm not sell a quantity where the price is greater or less than the marginal cost?
- 3.6. If a firm has a cost function $C(Q) = 100 + 4Q^2 - 2Q$ and faces a price of \$150 on a perfectly competitive world, then what is the level of output that it should produce? Find the profit at this level of output.
- 3.7. Identify which of the following are the short-run and which ones are long-run production functions: (i) $Q=AK^2L$, (ii) $Q=AK^{0.6}L^{0.4}$ (iii) $Q=AK^0L^{0.8}$ (iv) $Q=100L^2$
- 3.8. Describe the law of decreasing returns to variable proportions? How this law is different from the law of decreasing returns to scale? Identify which of the following are increasing, decreasing or constant returns to scale production functions: (i) $Q=AKL^2$, (ii) $Q=AK^{0.5}L^{0.4}$, (iii) $Q=AK^{0.4}L^{0.6}$, (iv) $Q=50KL^{0.5}$.

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Assignment-2 }	10
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Bangladesh Open University
 CEMBA/CEMPA Program
 Semester: 211, Level: 2nd

Course : Public Systems management

Due on : January 19, 2024

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- 1.1. What are special attributes of a public administrator that differentiate him/her from the common people in the society?
- 1.2. Describe the roles of public administration in a developing country like Bangladesh.
- 1.3. What is governance? Distinguish governance from public administration. How does governance play role in implanting the government programs successfully? Explain.
- 1.4. What is policy? What are the policy objectives? What the major levels of policy scope? Explain.
- 1.5. Explain the process of policy formulation and policy adoptions.

Course : Public Systems management

Due on : February 23, 2024

- 2.1. What do you mean by responsive administration? What are the constitutional and governmental provisions in Bangladesh?
- 2.2. Mention some tools that can be used by public officers to improve administrative responsiveness towards their clients.
- 2.3. What is IMC? Describe the IMC Model of programme implementation.
- 2.4. Define the concept of monitoring. Prepare an outline plan for monitoring a project

Assignment Marks Distribution	
Assignment-1 }	10
Assignment-2 }	10
Assignment-3 }	10



- 2.5. Record 1 video as per the following instructions and upload them into your YouTube channel and share the LINK and QR code on the assignment:
 - 2.5.1. 3-5 minutes video presentation on the government policies that increased the integrity and efficiency of the government officers in Bangladesh.

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Semester: 211, Level: 2nd

Course : Public Systems management

Due on : March 15, 2024

(Assignment is to be presented in own handwriting on A4 size white pages)

Note : Answer all the questions and submit to the coordinator of your tutorial center on or before due date.

- 3.1. Describe the concept of quality in the public sector. Mention the ways through which the quality in public sector can be improved?
- 3.2. How the roles of public administrators are different from those of the private-sector managers? How does fact-value distinction help in public policy analysis? Explain.
- 3.3. What is Progress Review Committee? What are its functions?
- 3.4. **Public Service Ethics and Corruption in Bangladesh**

Assignment Marks Distribution	
Assignment-1 }	10
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[Taylor & Francis, 2017] Corruption reduces the effectiveness of foreign-aid-funded projects. Corruption is particularly problematic for developing and transition economies. Corruption is doing the same thing to Bangladesh that a bug does to timber. Bangladesh is positioned at the bottom of corruption and governance indices. Corruption is considered a harmful social phenomenon by the majority of the people in Bangladesh, as it becomes “a way of life.” In general, the causes of corruption are inadequate morality, poverty, and insufficient respect for the rule of law. Thus, ethical standards and values are generally reflected in the legal framework of a civil service. The flaws of political systems can be noted as the prime impediment to establishing an ethical civil service because it has a significant role to play in the prevention of corruption. Laws and regulations could state the fundamental values of public service and provide the framework for guidance, investigation, disciplinary action, and prosecution.

Questions:

- (a) Why should corruption be a concern for a nation?
- (b) What is status of Bangladesh in terms of corruption and governance?
- (c) What are the causes of corruption? Why is political system critical in fighting corruption in the country?
- (d) Give your reflection on the ‘Sir’ incident between Rangpur DC and Begum Rokeya University teacher in the lens of ethical standard and morality of the public servants.



- 3.5. Record a video as per the following instructions and upload them into your YouTube channel and share the LINK and QR code on the assignment:

- 3.5.1. 3-5 minutes video presentation on the government policies that promoted service innovations in the recent years.