Activity Report on Principles for Responsible Management Education

Report submitted to
PRME Secretariat, UN Global Compact Office
DC2-612 2 United Nations Plaza, New York, NY 10017, USA
Date of Submission: December 13, 2012
To  
PRME Steering Committee, c/o Jonas Haertle 30th September 2012  
PRME Secretariat, UN Global Compact Office  
PRME Secretariat at United Nations Global Compact Office  
DC2-612 2 United Nations Plaza, New York, NY 10017, USA.

Subject: Renewal of the commitment to Principles for Responsible Management Education

Dear Jonas

As an institution of higher learning involved in the education of current and future leaders, International Culture University is committed to upholding the UN Global Compact Principles of Responsible Management Education and to engaging in a continuous process of improvement in the application of the Principles for Responsible Management Education.

As a signatory to the principles since 13 Dec 2010, we believe that the values of ethics, social responsibility and sustainability are important in all areas of the university activities. This includes the areas identified in the principles: the university curricula, programme design, courses and learning, research as well as in partnerships and dialogue with all our stakeholders. We also understand that our own organizational practices should serve as examples of the values and attitudes we seek to convey to our students.

We continue to encourage other academic institutions, and associations to adopt and support these Principles.

Yours sincerely,

Prof. Sultan Muhammad Razzak  
President & Vice Chancellor  
International Culture University  
Tel +88 (O2) 8399911  
Cell +88 01712200667  
E mail: info@icu-edu.org, president@icu-edu.org
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Sharing Information on Progress (SIP)
International Culture University became a signatory to PRME in December 2010 and this report reflects on the achievements over this period but focuses on the achievements in relation to the implementation of the Principles in the last 2 years. International Culture University is located in Dhaka in the Bangladesh.

Targeting working adults, we are a full range campus based and online university with undergraduate, Postgraduate Masters programmes as well as research degrees and executive education. Our motto to produce multi-cultural professionals and to ensure the development of cultural leadership and protection and promotion of cultural diversity for all nations. It will also initiate a movement in mainstreaming culture in formal pedagogy as a development approach of 21 century.

The Research Assessment Exercise (RAE) confirmed our position as a leading research-based university in Bangladesh. Our student population comprises adult workers from different professions and responsibilities from inside Bangladesh and abroad. International Culture University has shared with the universities committed to the Rio+20 Earth Summit.

G. Curricula, Programme Design, Courses and Learning
International Culture University has designed tertiary academic program with updated curriculum mainstreaming UNESCO Conventions and UN principles. Through this pedagogical initiative all students will get basic knowledge about the World Heritage Convention (1972) and the 5 other UNESCO Conventions (1954, 1970, 2001, 2003 and 2005) through online distance learning. This updated curriculum will enable them to obtain a comparative learning on national international culture ethics international principles of UNGC, UNPRME,UNAI, MDG and SDG focusing over other UN Conventions also be included covering Child Rights, Human rights, Women rights, Gender issues and Climate issues along with professional subjects. The same pedagogical system will be introduced through different campuses of ICU. Already 9 country campuses were developed in different countries.

Please See-Annex

B. Research
Presently, our research fellow working on Ecological Sustainability, Political Responsibility, Social Entrepreneurship, Ethics, Cultural Diversity, Responsible Management Education, Environmental Education, Social Accountability, Sustainable Development, Public Policy, Green Supply Chains, Emerging Economies, Green

H. Promotion of ICU curriculum
International Culture University has been promoting its curriculum among the universities those have been participated in the RIO+ commitment as a continuous process.

It is to be mentioned here International Culture University has already introduce the curriculum among it nine country campuses for the working adult education programmes. we are also facilitating dialogues and debates among educators, business government, consumers, media, civil society organizations and other interested in our country.

I. Seminars
International Culture University has organized and hosted Six daylong academic seminars on 6 principles of UNPRME. The seminars cover basic of Principles, Comparative discussions, Anti-corruption and consumers rights and management.

J. Sharing
In 2011-2012, International Culture University(ICU) has participated in The United Nations Alliance of Civilizations fourth annual Forum in Doha, Qatar from December 11-13, 2011 and WISE 20012. ICU distributed its curriculum among the academic participants and share ideas about the needs to introduce UN principles in many informal meetings, one to one sharing. Moreover the ideas have share in the meeting arranged by International Association of University Presidents(IAUP).

K. Conclusion
As an university of tertiary education International Culture University is committed to upholding the UN backed Principles of Responsible Management Education and to engaging in a continuous process of improvement in the application of PRME. We continue to promote UNPRME through our website and exchange our views with the prospective stakeholders.

As a signatory to the principles, we believe that the values of social responsibility and sustainability are important in all departments’ activities and curricula, programme design, courses and learning, research as well as in partnerships and dialogue with all our stakeholders.
A photo of seminar is on six principles of UNPRME and links with other academic disciplines.

A photo of seminar is on 10 UNGC principles and analyses relations to sustainable development.
Prof. Sultan Muhammad Razzak (second from the right) shares about the curriculum of International Culture University in an informal meeting of the International Association of University President.
Annex:
MASTER OF ARTS IN
CULTURE & ECONOMICS
Name of the Degree: Master of Arts in International Relations
Duration: 12 months
Credits: 46 credits
Semester: 3 semesters (4 months)

ENTRY REQUIREMENTS
To get enrolled in the Masters of Arts in Economics program under International Culture University, applicant must complete Bachelor or any other equivalent qualification from any reputed colleges or institute.

FOUNDATION COURSES OF MASTER OF CULTURE & ECONOMICS
- Relation of culture to Economics
- Cultural and Natural Heritage and Economics
- Cultural genre and relation to Economics
- Fundamentals of Macroeconomics
- Methods of Economics
- Fundamentals of Microeconomics
- Economics & Urban Problems
- Culture and Labor Economics

CORE COURSES OF MASTER OF ARTS IN CULTURE & ECONOMICS
- Applied Policy Analysis
- Advanced Macroeconomics
- Advanced Mathematical Economics
- Financial Economics
- Health Economics
- Cultural industry and Economics
- Applied Econometrics
- Advanced Economics & Business Statistics
- Applied Economics Theory of Information
- Economic Research
- Economic Methodology

ELECTIVE COURSES OF MASTER OF CULTURE & ECONOMICS
- Cultural Roots of Modern Economic Thought
- National Economics- Past Present and Future
- Culture in International Finance & Trade Policy
- Taxation & Policy I
- History of Economic Thoughts
- Public Finance
- Quantitative Method I
- History of Economics Development
- Social & Institutional Economics
- Time Series & Forecasting
- Financial Management
- Organization Behavior
- Taxation & Policy II
- Production Operations Management
- Human Resource Management
- Economic Surveys and Forecasting
- Market Power: Theory and Policy:
- Quantitative Method II

Individual Research: Culture and Economics

UNESCO Conventions, UN Principles and Strategies through National Lens
- Status and analyses: Convention on the Protection and Promotion of the Diversity of Cultural Expressions, 2005
- National Lens and analyses: Convention concerning the Protection of the World Cultural and Natural Heritage, 1972
- National Lens and analyses: UN PRME-6 Principles
- UN Global Compact-10 principles
- UN Academic Impact-10 principles
- MDG and SDG

UNESCO Conventions, UN Principles and Strategies through National Lens
- National Lens and analyses: UNESCO Conventions
- UN PRME-6 Principles
- UN Global Compact-10 principles
- UN Academic Impact-10 principles
- MDG and SDG
MASTER OF ARTS IN  
CULTURE AND INTERNATIONAL  
RELATIONS

MASTER OF ARTS IN  
CULTURE & ECONOMICS

Name of the Degree: Master of Arts in International Relations  
Duration: 12 months  
Credits: 46 credits  
Semester: 3 semesters (4 months)

ENTRY REQUIREMENTS

To get enrolled in the Masters of Arts in Economics program under International Culture University, applicant must complete Bachelor or any other equivalent qualification from any reputed colleges or institute.

UNESCO Conventions, UN Principles and Strategies through National Lens

Status and analyses:  
Convention on the Protection and Promotion of the Diversity of Cultural Expressions, 2005

National Lens and analyses:  

National Lens and analyses:  

National Lens and analyses:  
Convention concerning the Protection of the World Cultural and Natural Heritage, 1972

National Lens and analyses:  

National Lens and analyses:  

National Lens and analyses:  
UN PRME-6 Principles  
UN Global Compact-10 principles  
UN Academic Impact-10 principles  
MDG and SDG

FOUNDATION COURSES OF MASTER OF ARTS IN INTERNATIONAL RELATION

| Relation of culture to International Relations |
| Cultural and Natural Heritage and International Relations |
| Cultural genre and International Relations |
| Introduction to Culture, Political Science & International Relations |

CORE COURSES OF CULTURE AND INTERNATIONAL RELATIONS

| Culture, Politics and Development |
| Humanitarian Issues in International Politics |
| Advanced Mathematical Economics |
| Human Rights Policy |
| Culture, Democracy & Foreign Policy |
| Cultural Conflict Management & Resolution |
| Risk Analysis in Politics |
| Case Studies in Political Science |
| Research & Analysis on International Relations |
| Methodology of International Relations |

ELECTIVE COURSES OF MASTER OF CULTURE AND INTERNATIONAL RELATIONS

| Cultural industry and International Relations |
| Development Studies |
| Statistics for Economics |
| Political Communication |
| Introduction to Socio Psychology |
| Case Studies in Political Economy & Culture |
| Culture and Political Economics |
| Managing Globalization and Culture |
| International Law |
| Labor Economics |
| Comparative History of the World |
| International Development Studies |
| Migration Policy |
| Environmental Policy & Politics |
| Industrial Organization |
| Introduction to Mass Media |
| Political Psychology |
| Cultural Anthropology |
| Economics Surveys & Forecasting |
| Law of World Trade |
| Forecasting in Public Sector |

Individual Research: Culture and International Relation
MASTER OF ARTS IN CULTURE, JOURNALISM & MASS COMMUNICATION

Name of the Degree: Master of Arts in Journalism & Mass Communication
Duration: 12 months
Credits: 46 credits
Semester: 3 semesters (4 months)

ENTRY REQUIREMENTS
To get enrolled in the Masters of Arts in Economics program under International Culture University, applicant must complete Bachelor or any other equivalent qualification from any reputed colleges or institute.

UNESCO Conventions, UN Principles and Strategies through National Lens
Status and analyses:
Convention on the Protection and Promotion of the Diversity of Cultural Expressions, 2005
National Lens and analyses:
National Lens and analyses:
National Lens and analyses:
Convention concerning the Protection of the World Cultural and Natural Heritage, 1972
National Lens and analyses:
National Lens and analyses:
National Lens and analyses:
UN PRME-6 Principles
UN Global Compact-10 principles
UN Academic Impact-10 principles
MDG and SDG

FOUNDATION COURSES OF MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION
Relation of culture to international Relations and Journalism
Cultural and Natural Heritage and International Relations
Cultural genre and International Relations

CORE COURSES OF MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION
National Culture and Mass Media Industries
Critical Theories of Media and Culture
Policy of Telecommunication
News Reporting
Contemporary Issues in Journalism
News Editing
Public Affairs
Designing Interactive Communication
Corporate Public Relations
Broadcast News

Students are required to complete the Master of Journalism & Mass Communication degree in any of the following concentration.

CONCENTRATION COURSES ON ADVERTISEMENT
Cultural industry and Mass Communication
Design Concepts of Communication
Mass Communication - Society and Culture
Gathering Information for Media
Visual Communication
Principles of Advertisement
Copywriting
Strategies of Advertising Campaigns
Media Planning
Graphic Designing Tools
Ethics of Media

CONCENTRATION COURSES ON ELECTRONIC MEDIA
Principles of Broadcast Production
Mass Communication- Society and Culture
Gathering Information for Media
Visual Communication
Videography & Broadcast Reporting Copywriting
Electronic Media
Electronic Media Management
International Mass Communication
Electronic Media Project

CONCENTRATION COURSES ON NEWSEDITORIAL
Press Photography
Mass Communication- Society and Culture
Gathering Information for Media
Advanced News Editing
Public Relation Program Management
Advanced Critical Thinking & Writing Practice
Electronic Journalism
Electronic Media Management
International Mass Communication
Newspaper Practicum

Individual Research: Culture, Journalism and Mass Communication
**MASTER OF ARTS IN CULTURE AND PUBLIC ADMINISTRATION**

**Name of the Degree:** Master of Arts in Public Administration  
**Duration:** 12 months  
**Credits:** 46 credits  
**Semester:** 3 semesters (4 months)

**ENTRY REQUIREMENTS**  
To get enrolled in the Masters of Arts in Economics program under International Culture University, applicant must complete Bachelor or any other equivalent qualification from any reputed colleges or institute.

**UNESCO Conventions, UN Principles and Strategies through National Lens**  
**Status and analyses:**  
Convention on the Protection and Promotion of the Diversity of Cultural Expressions, 2005  
National Lens and analyses:  
National Lens and analyses:  
National Lens and analyses:  
Convention concerning the Protection of the World Cultural and Natural Heritage, 1972  
National Lens and analyses:  
National Lens and analyses:  
National Lens and analyses:  
UN PRME-6 Principles  
UN Global Compact-10 principles  
UN Academic Impact-10 principles  
MDG and SDG

**FOUNDATION COURSES OF MASTER OF ARTS IN PUBLIC ADMINISTRATION**

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>Relation of Culture to Public Administration</td>
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<tr>
<td>Cultural and Natural Heritage and International Relations Cultural genre and Public Administration</td>
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<tr>
<td>Theories of Public Administration</td>
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<tr>
<td>Public Policy &amp; Advocacy</td>
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<td>Managerial Leadership in Public Sector</td>
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<td>Labor Relation Development</td>
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<tr>
<td>Culture Theory &amp; Behavior of Organization</td>
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**CORE COURSES OF MASTER OF ARTS IN PUBLIC ADMINISTRATION**

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<tbody>
<tr>
<td>Organizational Culture, Theory &amp; Behavior</td>
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<td>Information Resource Management</td>
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<td>Politics &amp; Negotiations</td>
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<td>Strategic Planning &amp; Implementation in Culture &amp; Public Administration</td>
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<tr>
<td>Managing Public Policy &amp; Culture</td>
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<td>Public Finance &amp; Culture</td>
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<td>Human Behavior &amp; Resource Administration</td>
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<td>Ethical Issues of Public Administration</td>
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<td>Research Methodology in Public Administration</td>
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<td>Advanced Organizational Development</td>
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**ELECTIVE COURSES OF MASTER OF ARTS IN PUBLIC ADMINISTRATION**

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<tr>
<td>Culture Development Studies</td>
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<td>Culture, Conflict &amp; Government</td>
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<td>Communication for Public Administration</td>
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<td>Managing Globalization</td>
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<td>Introduction to Socio Psychology and culture</td>
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<td>Introduction to Mass Media</td>
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<td>Human Resource Management</td>
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<td>Case Studies in Public Administration</td>
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<td>Comparative History of the World</td>
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<td>Political Psychology</td>
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<td>Cultural Anthropology</td>
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<td>International Development Studies</td>
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<td>International Humanitarian &amp; Refugee Law</td>
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<td>Economics Surveys &amp; Forecasting</td>
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<td>Strategic Human Resource Management</td>
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<td>Management Information System</td>
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<td>Forecasting in Public Sector</td>
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<td>Advanced Management Information System</td>
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</table>

**UNESCO Conventions, UN Principles and Strategies through National Lens**

**Convention on the Protection and Promotion of the Diversity of Cultural Expressions, 2005**

**National Lens and analyses:**

**Convention for the Safeguarding of the Intangible Cultural Heritage, 2003**

**National Lens and analyses:**

**Convention on the Protection of the Underwater Cultural Heritage, 2001**

**National Lens and analyses:**

**Convention concerning the Protection of the World Cultural and Natural Heritage, 1972**

**National Lens and analyses:**

**Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property, 1970**

**National Lens and analyses:**

**Convention for the Protection of Cultural Property in the Event of Armed Conflict with Regulations for the Execution of the Convention, 1954**

**National Lens and analyses:**

**UN PRME-6 Principles**

**UN Global Compact-10 principles**

**UN Academic Impact-10 principles**

**MDG and SDG**
# MASTER OF ARTS IN CULTURE AND LITERATURE

**Name of the Degree:** Master of Arts in English(respective Language)  
**Duration:** 12 months  
**Credits:** 46 credits  
**Semester:** 3 semesters (4 months)

## ENTRY REQUIREMENTS
To get enrolled in the Masters of Arts in Economics program under International Culture University, applicant must complete Bachelor or any other equivalent qualification from any reputed colleges or institute.

### UNESCO Conventions, UN Principles and Strategies through National Lens

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</table>
| UN PRME-6 Principles  
UN Global Compact-10 principles  
UN Academic Impact-10 principles  
MDG and SDG |

### FOUNDATION COURSES OF MASTER OF ARTS IN CULTURE AND LITERATURE

| Relation of culture to Literature  
Cultural and Natural Heritage and International Relations  
Cultural genre and Public Administration  
Intro to the (Respective) Language I  
Intro to the (Respective) Language II  
Literatures in (Respective) I  
Literatures in (Respective) II |

### LAW AND POLICY COURSES OF MASTER OF ARTS IN CULTURE AND LITERATURE

| Literary & Intellectual Traditions I  
Literary & Intellectual Traditions II  
Representative American Writers  
Literary Interpretation I  
Literary Interpretation II |

### CORE COURSES OF MASTER OF ARTS IN CULTURE AND LITERATURE

| Principles of Composition  
Elementary Composition  
Creative Writing  
(Respective Authors) I  
(Respective Authors) II  
(Respective national) Literature I  
(Respective national) Literature II  
(Respective national) Ethnic & Minority Literature I  
(Respective national) Ethnic & Minority Literature II  
Children’s Literature  
Literature Study & Theory I  
Literature Study & Theory II  
Studies in (Respective national) Literature  
Professional Writing Skills  
Advanced Expository Writing  
Literary Criticism  
Teaching English as a Second Language |

### ELECTIVE COURSES OF MASTER OF ARTS IN CULTURE AND LITERATURE

| World Literature  
Business Writing  
News writing  
National Journalism  
Advanced Business Writing  
Computer Assisted News reporting  
British Literature of Twentieth Century  
American Literature Survey  
Survey on English Literature  
(Respective national)Novel Survey  
Copywriting  
National Literature of Twentieth Century |

### Individual Research: Respective Culture and Literature

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UN Global Compact-10 principles  
UN Academic Impact-10 principles  
MDG and SDG |
MASTER OF ARTS IN CULTURE AND GOVERNMENT

Name of the Degree: Master of Arts in Political Science
Duration: 12 months
Credits: 46 credits
Semester: 3 semesters (4 months)

ENTRY REQUIREMENTS
To get enrolled in the Masters of Arts in Economics program under International Culture University, applicant must complete or any other equivalent qualification from any reputed colleges or institute.

FOUNDATION COURSES OF MASTER OF ARTS IN CULTURE AND GOVERNMENT
Relation of culture to Political Science
Relation of Culture to Government
Cultural and Natural Heritage and International Relations
Cultural genre and Public Administration
Introduction to Public Relations
Introduction to Criminal Justice
Respective Government

CORE COURSES OF MASTER OF ARTS CULTURE AND GOVERNMENT
Juvenile Justice Process
The Politics of Regionalism I
The Politics of Regionalism II
Model United Nations
International Politics: Methods of Analysis
Culture Policy and Politics
Politics of Developing Nations
Jurisprudence: Philosophy of Law
International Politics: Theory and Concepts
Politics of Terrorism
Comparative Administration I
Comparative Administration II
Comparative Government I
Comparative Government II
Comparative Government: Europe
Comparative Government: Africa
Comparative Government: Latin America
Comparative Government: Asia
Culture and Politics of Industrial Societies

UNESCO Conventions, UN Principles and Strategies through National Lens
Status and analyses:
Convention on the Protection and Promotion of the Diversity of Cultural Expressions, 2005
National Lens and analyses:
National Lens and analyses:
National Lens and analyses:
Convention concerning the Protection of the World Cultural and Natural Heritage, 1972
National Lens and analyses:
National Lens and analyses:
National Lens and analyses:
UN PRME-6 Principles
UN Global Compact-10 principles
UN Academic Impact-10 principles
MDG and SDG

ELECTIVE COURSES OF MASTER OF ARTS CULTURE AND GOVERNMENT
Political Culture, Socialization and Behavior
Politics and the Media
Culture, Civil Rights and Civil Liberties
Policy Issues in Criminal Justice
Public Personnel Administration
Police Administration and Management I
Police Administration and Management I
Statistics
The Judicial System and National Security
Defense Policy and National Security
Quantitative International Relations

Individual Research: Culture and Government
MASTER OF ARTS IN CULTURE AND LIBRARY SCIENCE

**Name of the Degree:** Master of Arts in Library Science

**Duration:** 12 months

**Credits:** 46 credits

**Semester:** 3 semesters (4 months)

**ENTRY REQUIREMENTS**

To get enrolled in the Masters of Arts in Economics program under International Culture University, applicant must complete Bachelor or any other equivalent qualification from any reputed colleges or institute.

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<thead>
<tr>
<th>FOUNDATION COURSES OF MASTER OF ARTS IN LIBRARY SCIENCE</th>
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<tbody>
<tr>
<td>Information Sources and Services</td>
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<tr>
<td>Collection Development and Management</td>
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<tr>
<td>Organization and Representation of Knowledge and Information I</td>
</tr>
<tr>
<td>Organization and Representation of Knowledge and Information II</td>
</tr>
<tr>
<td>Bibliographic Access and Control</td>
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<tr>
<td>Management of Libraries and Information Centers</td>
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<tr>
<td>Issues in the Management of Library Services and Programs</td>
</tr>
<tr>
<td>Introduction to Research and Statistics</td>
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<tr>
<td>Evaluation of Information Systems</td>
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<tr>
<td>Evaluation of Library Sources and Services</td>
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<td>Relation of culture to Library Science</td>
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<td>Cultural and Natural Heritage and International Relations</td>
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<td>National Lens and analyses:</td>
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<td>MDG and SDG</td>
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<thead>
<tr>
<th>CORE COURSES OF MASTER OF ARTS IN LIBRARY SCIENCE</th>
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<tbody>
<tr>
<td>The School Library Media Specialist</td>
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<td>Electronic Information Retrieval</td>
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<td>Consumer Health Information Resources</td>
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<tr>
<td>Health Reference Information Sources and Services</td>
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<tr>
<td>Cataloging and Classification</td>
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<tr>
<td>Advanced Information Science and Technology I</td>
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<td>Advanced Information Science and Technology II</td>
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<td>Advanced Information Media I</td>
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<td>Advanced Information Retrieval I</td>
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<td>Advance Information System I</td>
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<td>Advanced Information System II</td>
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<td>Research Methods I</td>
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<td>Research Methods II</td>
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<tr>
<td>Structure of Information I</td>
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Individual Research: Culture and Library Science