

**Course Curriculum**  
**For**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**BBA (4-YEAR)**

**(8 Semesters)**



**Women University Mardan**

**2023 Onwards**

<b>1<sup>st</sup> Semester</b>		
<b>Codes</b>	<b>Subject</b>	<b>Credit Hour</b>
MIC-313	Everyday Sciences- I	3
PSY-302	Introduction to Sociology	2
ENG-301	Functional English-I	3
ISL-301	Islamic Studies	2
PSC-301	Introduction to Civics and Community Engagement	2
BBA-311	Introduction to Business	3
ECO-311	Principles Of Micro Economics	3
	<b>Total</b>	<b>18</b>

<b>Program</b>	BBA
<b>Course Name</b>	Everyday Sciences-I
<b>Course Code</b>	MIC-313
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

The aims of the teaching and study of sciences are to encourage and enable students to develop inquiring minds and curiosity about science and the natural world.

## Course Content

<b>Week 1</b>	<p>1. <u>Biological Sciences</u></p> <p>The Basis of Life: Cell Structures and Functions (Subcellular Organelles such as Nucleus, Mitochondria and Ribosomes).</p> <p>Bio-molecules: Proteins, Lipids, Carbohydrates, Fats and Enzymes.</p>
<b>Week 2</b>	<p>Common diseases and Epidemics: Polio, Diarrhoea, Malaria, Hepatitis, Dengue their Causes and Prevention.</p> <p>Environment and Pollution: The Atmosphere (Layered Structure and Composition), Hydrosphere (Water Cycle, Major Water Compartments), Biosphere (Major Biomes) and Lithosphere (Minerals and Rocks, Rock Types, Plate Tectonics).</p>
<b>Week 3</b>	<p>Concept of Balance Diet: Vitamins, Carbohydrates, Protein, Fats and oil, Minerals, Fiber</p> <p>Quality of Food: Bioavailability of Nutrients, Appearance, Texture, Flavor, Quality of Packed and Frozen Food, Food Additives, Preservatives and Antioxidants</p>
<b>Week 4</b>	<p>2. <u>Physical Science:</u></p>

	Constituents and Structure: Universe, Galaxy, Light, Year, Solar System, Sun, Earth, Astronomical System of Units
<b>Week 5</b>	1. <u>Biological Sciences</u> The Basis of Life: Cell Structures and Functions (Subcellular Organelles such as Nucleus, Mitochondria and Ribosomes). Biomolecules: Proteins, Lipids, Carbohydrates, Fats and Enzymes.
<b>Week 6</b>	Common diseases and Epidemics: Polio, Diarrhoea, Malaria, Hepatitis, Dengue their Causes and Prevention. Environment and Pollution: The Atmosphere (Layered Structure and Composition), Hydrosphere (Water Cycle, Major Water Compartments), Biosphere (Major Biomes) and Lithosphere (Minerals and Rocks, Rock Types, Plate Tectonics).
<b>Week 7</b>	Concept of Balance Diet: Vitamins, Carbohydrates, Protein, Fats and oil, Minerals, Fiber.
<b>Week 8</b>	<b>Mid-Term Examination</b>
<b>Week 9</b>	Quality of Food: Bioavailability of Nutrients, Appearance, Texture, Flavor, Quality of Packed and Frozen Food, Food Additives, Preservatives and Antioxidants
<b>Week 10</b>	3. <u>Physical Science:</u> Constituents and Structure: Universe, Galaxy, Light, Year, Solar System, Sun, Earth, Astronomical System of Units
<b>Week 11</b>	Process of Nature: Solar and Lunar Eclipses, Rotation and Revolution, Weather Variables (Global Temperature, Pressure, Circulation, Precipitation, Humidity) and Weather Variations.
<b>Week 12</b>	Nature Hazards and Disasters: Earthquake, Volcanic Eruption, Tsunami, Floods, Avalanche, Travelling Cyclone (Tropical Cyclone, Middle Latitude Cyclone and Tornadoes), Drought,

	Wildfire, Urban Fire. Disaster Risk Management.
<b>Week 13</b>	4. <u>Chemistry</u> : Atomic Structure: Chemical Bonding, Electromagnetic Radiations.
<b>Week 14</b>	Modern Materials /Chemicals: Ceramics, Plastics, Semiconductors. Antibiotics, Vaccines, Fertilizers, Pesticides.
<b>Week 15</b>	Communication: Basics of Wireless Communication (Mobile, Satellite, Surveillance and GPS and Fiber Optic etc.
<b>Week 16</b>	<b>Final-Term Examination</b>

## Recommended Books

1. Exploring Life Science 1975 Walter A. Thurber, Robert E. Kilburn, Peter S. Howell.
2. Food Science 1998 Norman N. Potter, Joseph H. Hotchkiss.
3. Environmental Science: Systems and Solutions. 5th ed. 2013 Michael L. McKinney, Robert Schoch and Logan Yonavjak.
4. Environmental Science: A Global Concern 2012 William P. Cunningham, Barbara Woodworth Saigo.
5. Fundamentals of Telecommunications 2005 Roger L. Freeman.
6. Exploring Life Science 1975 Walter A. Thurber, Robert E. Kilburn, Peter S. Howell
7. Principles of Animal Biology 2011 Lancelot Hogben.
8. Forensic Science Fundamentals & Investigation 2008 Anthony J. Bertino.
9. Basics of Environmental Science 2002 Michael Allaby.
10. Food Science 1998 Norman N. Potter, Joseph H. Hotchkiss.
11. Environmental Science: Systems and Solutions. 5th ed. 2013 Michael L. McKinney, Robert Schoch and Logan Yonavjak.
12. Environmental Science: A Global Concern 2012. William P. Cunningham, Barbara Woodworth Saigo.

<b>Program</b>	BBA
<b>Course Name</b>	Introduction to Sociology
<b>Course Code</b>	PSY-302
<b>Credit Hours</b>	02
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

The course is designed to introduce the students with sociological concepts and the discipline. The focus of the course shall be on significant concepts like social systems and structures, socio-economic changes and social processes.

### Course Content

<b>Week 1</b>	<b>Introduction to Sociology</b> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Scope of Sociology,</li> <li>• Sociology as Science,</li> <li>• Relationship of Sociology with other Social Sciences</li> </ul>
<b>Week 2</b>	<b>Society</b> <ul style="list-style-type: none"> <li>• Meaning and Definition of Society</li> <li>• Characteristics of Society</li> <li>• Types of Society</li> <li>• Basis of Society</li> </ul>
<b>Week 3</b>	<b>The Culture</b> <ul style="list-style-type: none"> <li>• Definition of Culture</li> <li>• Types of Culture</li> <li>• Culture and Society</li> <li>• Social and Cultural Change Characteristics of Culture</li> </ul>
<b>Week 4</b>	<b>Social Stratification</b> <ul style="list-style-type: none"> <li>• Definition of Social Stratification</li> <li>• Types of Social Stratification</li> </ul>

	<ul style="list-style-type: none"> <li>• Theories of Stratification</li> </ul>
<b>Week 5</b>	<b>Social Groups</b> <ul style="list-style-type: none"> <li>• Definition and Functions,</li> <li>• Types of Groups</li> </ul>
<b>Week 6</b>	<ul style="list-style-type: none"> <li>• Formal and Informal Groups and Pressure Groups</li> </ul> <b>Social Mobility</b> <ul style="list-style-type: none"> <li>• Definition of Mobility</li> </ul>
<b>Week 7</b>	<ul style="list-style-type: none"> <li>• Types of Mobility</li> <li>• Horizontal Mobility</li> <li>• Vertical Mobility</li> </ul>
<b>Week 8</b>	<b>Mid-Term Examination</b>
<b>Week 9</b>	<ul style="list-style-type: none"> <li>• Zero Mobility</li> <li>• Territorial Mobility/ Geographical</li> <li>• Social Mobility</li> <li>• Different Factor Favorable to Social Mobility</li> <li>•</li> </ul>
<b>Week 10</b>	<b>Family Institution</b> <ul style="list-style-type: none"> <li>• Definition of Family</li> <li>• Characteristics of Family</li> <li>•</li> </ul>
<b>Week 11</b>	<ul style="list-style-type: none"> <li>• Types/Classification of Families</li> <li>• Functions of Family Institution</li> </ul>
<b>Week 12</b>	<b>Religious Institutions</b> <ul style="list-style-type: none"> <li>• Definition, Components of Religion, Beliefs, Symbols, Rituals,</li> <li>• Sacred Objects, Functions of Religion,</li> </ul>
<b>Week 13</b>	<ul style="list-style-type: none"> <li>• Religion of the World, Christianity, Judaism, Hinduism, Buddhism, Confucianism, Islam</li> </ul>
<b>Week 14</b>	<b>Educational and Political institutions</b> <ul style="list-style-type: none"> <li>• Social Functions of Education</li> <li>• Education and Social Change</li> </ul>
<b>Week 15</b>	<ul style="list-style-type: none"> <li>• Democracy &amp; Dictatorship</li> <li>• The welfare state</li> </ul>

### **Recommended Books**

1. Rao, C.N.S., SOCIOLOGY: Principles of Sociology with an Introduction to Social Thought, 7<sup>th</sup> revised edition
2. Paul B. Horton. and Chester L. Hunt. SOCIOLOGY-. 6<sup>th</sup> Edition
3. DOWN TO EARTH SOCIOLOGY- James Henslin



<b>Program</b>	BBA
<b>Course Name</b>	Functional English-I
<b>Course Code</b>	ENG-301
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

## **Course Description**

This course introduces the students with the basic grammatical / structural rules of English Language. It will help the students in improving their basic Language Skills to an optimum level so as to enable them to communicate effectively in English language through proper usage of vocabulary & knowledge of English grammar.

## **Course Outcome**

1. Students will be familiarized with the technical methods of reading / comprehension.
2. They will be exposed to different reading materials, which will help them in improving their vocabulary, grammar and sentence structure etc.
3. The experience of this course will also help them to overcome those problems due to which they are unable to express themselves properly Parts of Speech

## **Course Content**

1. Vocabulary (Frequently confused / misused words,
2. Phrases,
3. synonyms,
4. antonyms,
5. idioms & General vocabulary),
6. Practical Use of Grammar (Nouns, Pronouns, Verbs, Adjectives, Adverbs, Prepositions, Conjunctions, Articles, Interjections & Tenses),
7. Sentences (Types of sentences, Parts of sentences),
8. Direct and Indirect Speech,
9. Active & Passive Voice & Conditional Sentences),

**Recommended Reading:**

1. High School English Grammar & Composition by Wren and Martin.
2. Practical English Grammar by A.J. Thomson & A.V. Martinet. Exercises 1 & 2. 3rd edition. Oxford University Press.
3. Writing. Intermediate by Marie-Christine Boutin, Suzanne Brinand & Françoise Grellet. Oxford Supplementary Skills. 4th Impression 1993. 4. Reading. Upper Intermediate. Brian Tomilson & Rod Ellis. Oxford Supplementary Skills. 3rd Impression 1992.
4. Précis writing by R. Dhillon.
5. Systems Student Companion English for lower secondary schools by Magdalene Chew & Surinder Kaur.

<b>Program</b>	BBA
<b>Course Name</b>	Islamic Studies
<b>Course Code</b>	ISL-301
<b>Credit Hours</b>	02
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objectives

This course is aimed at:

1. To provide Basic information about Islamic Studies
2. To enhance understanding of the students regarding Islamic Civilization
3. To improve Students skill to perform prayers and other worships
4. To enhance the skill of the students for understanding of issues related to faith and religious life

## Course Content

<b>Week 1</b>	<b>Introduction to Qur'anic Studies</b> 1) Basic Concepts of Quran 2) History of Quran 3) Uloom-ul-Quran
<b>Week 2</b>	<b>Study of Selected Text of Holy Quran</b> 1) Verses of Surah Al-Baqara Related to Faith (Verse No-284-286) 2) Verses of Surah Al-Hujrat Related to Adab Al-Nabi (Verse No-1-18) 3) Verses of Surah Al-Mumanoon Related to Characteristics of faithful (Verse No-1-11) 4) Verses of Surah al-Furqan Related to Social Ethics (Verse No.63-77) 5) Verses of Surah Al-Inam Related to Ahkam (Verse No-152-154)
<b>Week 3</b>	<b>Study of Selected Text of Holy Quran</b> 1) Verses of Surah Al-Ahzab Related to Adab al-Nabi (Verse No.6, 21, 40, 56, 57, 58.) 2) Verses of Surah Al-Hashar (18,19,20) Related to thinking, Day of Judgment 3) Verses of Surah Al-Saf Related to Tafakkur, Tadabbur (Verse

	No-1,14)
<b>Week 4</b>	<b>Seerat of Holy Prophet (S.A.W)-I</b> 1) Life of Muhammad Bin Abdullah ( Before Prophet Hood) 2) Life of Holy Prophet (S.A.W) in Makkah 3) Important Lessons Derived from the life of Holy Prophet in Makkah
<b>Week 5</b>	<b>Seerat of Holy Prophet (S.A.W)-II</b> 1) Life of Holy Prophet (S.A.W) in Madina 2) Important Events of Life Holy Prophet in Madina 3) Important Lessons Derived from the life of Holy Prophet in Madina
<b>Week 6</b>	<b>Introduction to Sunnah</b> 1) Basic Concepts of Hadith 2) History of Hadith 3) Kinds of Hadith 4) Uloom-ul-Hadith 5) Sunnah & Hadith 6) Legal Position of Sunnah
<b>Week 7</b>	<b>Selected Study from Text of Hadith</b> First Twenty Ahadith (Narrations of the Holy Prophet Muhammad peace be upon him) from the book “Al-ArbaeenNawawi” by Imam Abu Zakaria Yahya bin Sharf Al-Deen Al-Nawawi
<b>Week 8</b>	<b>Mid-Term Examination</b>
<b>Week 9</b>	<b>Introduction to Islamic Law &amp; Jurisprudence</b> 1) Basic Concepts of Islamic Law & Jurisprudence 2) History & Importance of Islamic Law & Jurisprudence 3) Sources of Islamic Law & Jurisprudence 4) Nature of Differences in Islamic Law 5) Islam and Sectarianism
<b>Week 10</b>	<b>Islamic Culture &amp; Civilization</b> 1) Basic Concepts of Islamic Culture & Civilization 2) Historical Development of Islamic Culture & Civilization 3) Characteristics of Islamic Culture & Civilization 4) Islamic Culture & Civilization and Contemporary Issues
<b>Week 11</b>	<b>Islam &amp; Science</b> 1) Basic Concepts of Islam & Science 2) Contributions of Muslims in the Development of Science 3) Quran & Science
<b>Week 12</b>	<b>Islamic Economic System</b> 1) Basic Concepts of Islamic Economic System 2) Means of Distribution of wealth in Islamic Economics 3) Islamic Concept of Riba 4) Islamic Ways of Trade & Commerce
<b>Week 13</b>	<b>Political System of Islam</b>

	1) Basic Concepts of Islamic Political System 2) Islamic Concept of Sovereignty 3) Basic Institutions of Govt. in Islam
<b>Week 14</b>	<b>Islamic History</b> 1) Period of Khilafat-e-Rashida 2) Period of Umayyad's 3) Period of Abbasids
<b>Week 15</b>	<b>Social System of Islam</b> 1) Basic Concepts of Social System of Islam 2) Elements of Family 3) Ethical Values of Islam
<b>Week 16</b>	<b>Final-Term Examination</b>

## Reference Books

1. Hameedullah Muhammad, "Emergence of Islam" , IRI, Islamabad
2. Hameedullah Muhammad, "Muslim Conduct of State"
3. Hameedullah Muhammad, 'Introduction to Islam
4. Maulana Muhammad Yousaf Islahi,"
5. Hussain Hamid Hassan, "An Introduction to the Study of Islamic Law" leaf Publication Islamabad, Pakistan.
6. Ahmad Hasan, "Principles of Islamic Jurisprudence" Islamic Research Institute, International Islamic University, Islamabad (1993)
7. Mir Waliullah, "Muslim Jurisprudence and the Qur'anic Law of Crimes" Islamic Book Service (1982)
8. H. S. Bhatia, "Studies in Islamic Law, Religion and Society" Deep & Deep Publications New Delhi (1989)
9. Dr. Muhammad Zia-ul-Haq, "Introduction to Al Sharia Al Islamia" Allama Iqbal Open University, Islamabad (2001)
10. Imam Yahya bin Sharf Al-Deen Al-Nawawi, "Arbaeen Nawawi" Maktaba Khuddam Al-Quran, 36-K, Model Town, Lahore (2<sup>nd</sup> Edition: 2008)

<b>Program</b>	BBA
<b>Course Name</b>	Introduction to Civics and Community Engagement
<b>Course Code</b>	PSC-301
<b>Credit Hours</b>	02
<b>Total week</b>	16
<b>Total hours</b>	48

## **Course Learning Outcome**

1. Understand, critically think about, and reflect upon the history of democracy and civic engagement in the Pakistan.
2. Identify and utilize - civic/community engagement skills such as: (advocacy, organizing, communications) and knowledge- (working in groups and teams, leadership, diversity, how systems work)
3. Create civic sense and establish importance of civic and community engagement.
4. Identify and explain the values and ethics for community engagement.
5. Carry out a civic engagement activity incorporating some of their new knowledge and skills of civic engagement and reflect on their learning about the community, the issue addressed, and about themselves.

## **Course Content**

Divided into categories for in-depth comprehension-

### **Category A: General**

1. The historical background of civic and community engagement
2. Conceptual understanding of Human Rights and Minority Rights
3. Dimensions of Citizens engagement in Community: Political, Social, Economic
4. Rights and duties of Citizens in Community
5. Organizations (National & International) and Groups
  - Role of non-governmental organizations and their contributions
  - NGOs: Nature and Scope
  - International Commission for Red Cross (ICRC)
  - Amnesty International
  - Asia Watch

### **Category B: Pakistan's context**

1. Role of Citizens in Governance of Pakistan
2. Democratic Accountability and Civic Engagement
3. Enhancement of leadership skills among women and youth of Pakistan through civic community engagement programs

### **Recommended Books**

1. Hoefler, R. (2012). *Advocacy for Practice*. 3rd Edition. Chicago, IL: Lyceum Books, Inc. (ISBN-13: 978-1935871828)
2. Putnam, R. and Feldstein, L(2003). *Better Together*. New York, NY: Simon and Schuster. (ISBN-13: 978-0743235471)
3. *Civic Engagement—What Is It and Why Is It Important?* Kerry J. Kennedy
4. *Universal Human Rights in Theory and Practice* by Jack Donnelly
5. Adamantia Pollis and Peter Schwab, *Human Rights Cultural and Ideological Perspectives*. Preager Publishers, Preager Publishers, London, 1980.
6. *Promoting and Protecting Minority Rights- A Guide for Advocates* by United Nations.
7. *Human Rights in International Law*, Council of Europe press, 1992.
8. United Nations, *Human Rights Status of International Instruments*, United Nations, Baltimore, New York, 1987.

<b>Program</b>	BBA
<b>Course Name</b>	Introduction to Business
<b>Course Code</b>	BBA-311
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This course is intended to broaden the perspectives of the students to understand the environment, structure and system of business. Introduction to business is especially designed for the students of business administration to equip them with the fundamental knowledge of business and its requisites.

## Course Content

<b>Week 1</b>	Introduction to Business <ul style="list-style-type: none"> <li>• Definition of business</li> <li>• Characteristics of business</li> <li>• Nature &amp; Importance of Business.</li> <li>• Qualities of a successful business man.</li> </ul>
<b>Week 2</b>	Legal Forms of Business ownership Sole proprietorship <ul style="list-style-type: none"> <li>• Characteristics</li> <li>• Advantages and disadvantages</li> </ul>
<b>Week 3</b>	Partnership <ul style="list-style-type: none"> <li>• Definition &amp; features of partnership</li> <li>• Partnership deed</li> <li>• Types of partners</li> <li>• Position of a minor in a partner ship</li> </ul>
<b>Week 4</b>	Joint stock company <ul style="list-style-type: none"> <li>• Features and classification of companies</li> <li>• Advantages and disadvantages of company</li> </ul>
<b>Week 5</b>	<ul style="list-style-type: none"> <li>• Private limited company</li> <li>• Public limited company</li> <li>• Company promoter and their functions</li> </ul>
<b>Week 6</b>	Organizational Structure



<b>Week 7</b>	Management of Business <ul style="list-style-type: none"> <li>• Level of management</li> <li>• Managerial skills</li> </ul>
<b>Week 8</b>	<b>Mid-Term Examination</b>
<b>Week 9</b>	Human Resource Management <ul style="list-style-type: none"> <li>• Objectives of HRM Business</li> <li>• Process of selection</li> </ul>
<b>Week 10</b>	Business Accounting <ul style="list-style-type: none"> <li>• Accounting Cycle</li> </ul>
<b>Week 11</b>	Business Finance & Types <ul style="list-style-type: none"> <li>• Financial sources</li> <li>• Comparing equity and debt financing</li> </ul>
<b>Week 12</b>	<ul style="list-style-type: none"> <li>• Sources of short term financing</li> <li>• Sources of medium and long term financing</li> </ul>
<b>Week 13</b>	Marketing In Business <ul style="list-style-type: none"> <li>• Marketing Mix.</li> <li>• Advertising</li> </ul>
<b>Week 14</b>	Warehousing Insurance <ul style="list-style-type: none"> <li>• Principles and Types</li> </ul>
<b>Week 15</b>	➤ Business Ethics and social Responsibility
<b>Week 16</b>	<b>Final-Term Examination</b>

### Recommended Books

1. Saeed Nasir, M (2010). Introduction to business.
2. Madura , J. (2009). Fundamentals of business.
3. Brown, Richard and Patrello. Introduction to business.
4. Karen Collins, Introduction to business
5. Prof. Fazli Wahid , Introduction to business, IBMS/CS Agricultural University Peshawar.
6. Koonts and Flums , A practical to business.
7. Askan Zaidi , Fundamentals Of Business.

<b>Program</b>	BBA
<b>Course Name</b>	Principles of Micro Economics
<b>Course Code</b>	ECO-311
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This course is designed to introduce key microeconomics concepts and techniques applicable as tools for rational economic decision-making within the micro frame work. Emphasis is placed on optimal decisions making within the firm and the strategic relationship with other business. Using microeconomics theory, the students will be able to understand the concepts of demand and supply, the price determination in the market, firm behavior and the structure of the markets.

## Course Content

Week 1	Basic Economic Concept <ul style="list-style-type: none"> <li>• Economics: Basic Themes and Nature</li> <li>• Micro versus Macro Economics</li> </ul>
Week 2	<ul style="list-style-type: none"> <li>• Positive versus Normative economics</li> <li>• Economic problem of resource allocation</li> </ul>
Week 3	Demand And Supply Analysis <ul style="list-style-type: none"> <li>• The demand function.</li> </ul> The supply function
Week 4	<ul style="list-style-type: none"> <li>• Equilibrium of Supply &amp; Demand</li> <li>• Elasticity of demand/supply and its measurement</li> </ul>
Week 5	Approaches To Utility Analysis <ul style="list-style-type: none"> <li>• Cardinal approach and consumer equilibrium.</li> <li>• Ordinal approach and consumer equilibrium.</li> <li>• Price, Income and Substitution effects on consumer equilibrium.</li> </ul>
Week 6	Production Analysis <ul style="list-style-type: none"> <li>• Basic production concepts.</li> <li>• Total, Average and Marginal Product</li> </ul>
	<ul style="list-style-type: none"> <li>• Returns to scale.</li> </ul>

Week 7	<ul style="list-style-type: none"> <li>• Short-run and long-run production.</li> <li>• Least-cost factor combination</li> </ul>
Week 8	<b>Mid-Term Examination</b>
Week 9	Cost And Revenue Cost <ul style="list-style-type: none"> <li>• Various cost concepts.</li> <li>• The cost of production: Short-run cost, long-run cost</li> </ul>
Week 10	<ul style="list-style-type: none"> <li>• Revenue and revenue curves: Total, average and marginal revenues.</li> <li>• Profit-Maximization</li> </ul>
Week 11	Market Structures and Pricing <ul style="list-style-type: none"> <li>• Market and its forms.</li> <li>• Price and out-put under perfect competition</li> </ul>
Week 12	<ul style="list-style-type: none"> <li>• Price and out-put under monopoly.</li> <li>• Monopolistic competition.</li> <li>• Duopoly, oligopoly</li> </ul>
Week 13	<ul style="list-style-type: none"> <li>• Resource Allocation</li> <li>• Role of the government in market efficiency.</li> <li>• The theory of Marginal Productivity.</li> </ul>
Week 14	<ul style="list-style-type: none"> <li>• Market demand for resources.</li> <li>• Existence of impact of externalities.</li> </ul>
Week 15	<ul style="list-style-type: none"> <li>• Income distribution and fairness</li> </ul>
Week 16	<b>Final- Term Examination</b>

### Recommended Books

1. David M. Winch, Micro Economics: Problems and Solutions, Oxford University Press. (Latest Edition)
2. Mc Connell & Brue, Economic (15th Edition). McGraw Hill, INC
3. Muhammad Hussain Choudhry, Economic Theory (Volume 1). Caravan Book House, Lahore 2002.
4. Ruffin and Gregory, Principles of Economics, Illinois: Scott Foresman and Company, (Latest Edition).
5. Samuelson and Nordhaus, Economics (18<sup>th</sup> Edition). New Delhi, Tata McGraw Hill,
6. Scott and Nigro: Principles of Economics, New York; Macmillan Publishing Co., Inc., (Latest Edition).
7. Prof. Fazli Wahid, Modern micro Economics, IBMS/CS, Agricultural University Peshawar.
8. K.K Bewett. Modern Economic Theory,
9. Samuelson, Economics, McGraw Hills, USA.

<b>2<sup>nd</sup> Semester</b>		
<b>Codes</b>	<b>Subject</b>	<b>Credit Hour</b>
ISL-302	Islamic Civilization ( Arts & Humanities)	2
BBA-321	Principles of Management	3
PSC-302	Ideology and constitution of Pakistan	2
MTH-433	Quantitative Reasoning	3
ENG-302	Expository Writing	3
BBA-322	Entrepreneurship	2
	<b>Total</b>	<b>15</b>

<b>Program</b>	BBA
<b>Course Name</b>	Islamic Civilization ( Arts & Humanities)
<b>Course Code</b>	ISL-302
<b>Credit Hours</b>	02
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

1. Definition of Islamic Culture & Civilization
2. Analysis of the Rise and Fall of Islamic Culture in various parts of the World
3. A Critical Study of the Effect and benefits of Islamic Civilization on other Cultures

### Course Content

Week 1	Introduction to civilization- 1 <ul style="list-style-type: none"> <li>• Introduction of Civilization</li> <li>• Foundation of Civilization</li> <li>• Elements of Civilization</li> </ul>
Week 2	Important Civilization in the Pre-Islamic Era <ul style="list-style-type: none"> <li>• Greek Civilization</li> <li>• Roman Civilization</li> </ul>
Week 3	Important Civilization in the Pre-Islamic Era <ul style="list-style-type: none"> <li>• Egypt Civilization</li> <li>• Hindu Civilization</li> </ul>
Week 4	Principles of Islamic Civilization <ul style="list-style-type: none"> <li>• Pillars of Culture &amp; Civilization</li> </ul>
Week 5	Foundations of Islamic Civilization in the Era of the Prophet (SAW) and the Caliphates <ul style="list-style-type: none"> <li>• Reasons for the evolution of Islamic Civilization in the Era of the Prophet (SAW) and the Caliphates</li> <li>• Elements of Islamic Civilization in the era of Caliphates</li> </ul>
Week 6	Islamic Civilization in the era of BanuUmmayads- 1 <ul style="list-style-type: none"> <li>• Introduction of BanuUmmayads</li> <li>• Intellectual development among the BanuUmmayads</li> <li>• Educational Centers for the BanuUmmayads</li> </ul>
Week 7	Islamic Civilization in the era of BanuUmmayads- 2

	<ul style="list-style-type: none"> <li>• Social developments of the BanuUmmayads</li> <li>• Causes of the civilization development of the BanuUmmayads</li> <li>• Results of the civilization development of the BanuUmmayads</li> </ul> <p>Islamic Civilization in the era of BanuUmmayads- 2</p> <ul style="list-style-type: none"> <li>• Results of the civilization development of the BanuUmmayads</li> </ul>
Week 8	<b>Mid-Term Examination</b>
Week 9	<p>Islamic Civilization in the era of BanuUmmayads- 3</p> <ul style="list-style-type: none"> <li>• Religious Movements in the era of Ummayads</li> <li>• Internal Disputes in Ummayads era</li> <li>• Reasons for the decline of the Ummayads</li> </ul>
Week 10	<p>Islamic Civilization in the era of Abbasids- 1</p> <ul style="list-style-type: none"> <li>• Beginning of Abbasid civilization</li> <li>• Educational movements of the Abbasid period</li> </ul>
Week 11	<p>Islamic Civilization in the era of Abbasids- 2</p> <ul style="list-style-type: none"> <li>• Cultural development in the Abbasid period</li> <li>• Social development in the Abbasid period</li> </ul>
Week 12	<p>Islamic Civilization in the era of Abbasids- 2</p> <ul style="list-style-type: none"> <li>• A Comparative study of the Islamic Culture of Abbasids with other Civilization</li> </ul>
Week 13	<p>Islamic Civilization in the era of Abbasids- 3</p> <ul style="list-style-type: none"> <li>• Battles of Crusades</li> <li>• Battlers of Tartarians</li> <li>• The Causes of the Fall of the Abbasids and its Effects on Islamic Civilization</li> </ul>
Week 14	<p>Islamic Civilization in Spain</p> <ul style="list-style-type: none"> <li>• Causes of the spread of Islamic civilization in Spain</li> <li>• Manifestations of Islamic civilization in Spain</li> </ul>
Week 15	<p>In flounce Islamic Civilization</p> <ul style="list-style-type: none"> <li>• Influence of Islamic civilization in Spain on European civilization</li> </ul> <p>Islamic Culture and Civilization in the Sub-Continent</p> <ul style="list-style-type: none"> <li>• Islamic civilization achievements in the Sub-Continent</li> <li>• Reasons for the spread of Islamic cultural in Sub-Content</li> <li>• The effects of the publication of Islamic civilization in the Sub-content on other civilization</li> </ul>
Week 16	<b>Final- Term Examination</b>

<b>Program</b>	BBA
<b>Course Name</b>	Principles of Management
<b>Course Code</b>	BBA-321
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

## **Course Objective**

This is an elementary course for the students of business administration. The focus of attention will be given to learning fundamental principles of management and of managing people and organization in a historical as well as contemporary world. Students are expected to develop analytical and conceptual framework of how people are managed in small, medium and large public and private national and international organizations.

## **Course Content**

### **1. Introduction:**

- Management Concept, Definition and process,
- Managerial levels, roles & skills,
- Evolution of management thought in changing environment,
- management's ethical and social responsibilities;

### **2. Management Functions:**

- Determination of Objectives & Goals,
- Effective goal setting,
- Management by objectives;

### **3. Management Functions and Management Process:**

- Planning,
- Organizing,
- Leading and Controlling;

### **4. Planning:**

- The nature, purpose and process,
- Hierarchy and types of organization's plans,
- Strategic planning,

- Environment analysis, SWOT analysis,
- corporate, business and functional strategies,

#### **5. Decision Making & Problem Solving:**

- The rational Decision-making Model, Decision making styles, Committee and group aided decision-making,

#### **6. Organizing:**

- Authority, Nature, Committee

#### **7. Leadership:**

- The Nature of leadership,
- Leadership Theories, Styles, and Skill;

#### **8. Motivation:**

- Concept, Primary and Secondary motives,
- Motivation theories;

#### **9. Elements of Controlling:**

- An overview of control,
- control process,
- critical control points and standards, control system,
- Effective control system requirements, Resistance to control, Control strategy choice, and Methods of control.

### **Books Recommended (*Latest Editions*)**

1. Harold Knootz & Heins Weihrich: Management
2. Stephen P. Robbins and Mary Coulter: Management.
3. Drucker, P.F, The Practice of Management.
4. Mc Farland: Management: Foundation and Practice
5. Robert M. Fulmer: The New Management



<b>Program</b>	BBA
<b>Course Name</b>	Ideology and Constitution of Pakistan
<b>Course Code</b>	PSC-302
<b>Credit Hours</b>	02
<b>Total week</b>	16
<b>Total hours</b>	48

## **Learning Objectives**

- To develop critical thinking for understanding Constitutional development in Pakistan;
- To develop understanding of the legal and constitutional structure of the state;
- To develop comprehension of the interconnectivity between the Constitutional provisions and political practice;
- To develop the understanding of students regarding ideological basis of Pakistan as well as role of ideology in building national character.

## **Course Contents**

Course is divided into two sections to cover the maximum portion of the course.

### **Section A: Ideological understanding and development of Pakistan**

1. Basis of Ideology of Pakistan and Two Nations Theory
2. Ideology of Pakistan: Vision of Quaide e Azam and Allama Iqbal
3. Role of ideology in building national character
4. Democratic system of Pakistan (Issues)
5. Major causes of the Imposition of martial Law (1958, 1969, 1977&1999).

### **Section B: Constitutional Development of Pakistan**

1. Pakistan's Constitutional Development from 1947 onward.
2. An Overview of the Constitution of Pakistan (Features of 1973 Constitution).
3. Basic Concepts—Federalism and the 1973 Constitution.
4. Islam and the Constitution of Pakistan -1973.
5. Constitutional Amendments and Reforms- 1973.

### **Recommended Books:**

Students are advised to take notes during lectures. Certain books have been recommended for reference and quality of analysis.

1. Constitution of Pakistan
2. The Constitutional History of Pakistan—1947-2012, Malik Muhammad Owais Khalid, 2012
3. Constitutional History and Political Development, Hamid Khan, 2005
4. Constitutional Development in Pakistan, G.W. Chaudhary
5. Constitution Making in Pakistan 1947-85, Dr. Baz Muhammad
6. Allen Gledhill, Pakistan: The Development of its Laws and Constitution
7. “Military, State and Society in Pakistan” by Hasan Askari Rizvi, 2000.
8. Kazmi, Raza, Pakistan Studies, Karachi Oxford University Press.
9. Qureshi, I. H., A Short History of Pakistan, University of Karachi Press.
10. Qureshi, I. H., Struggle for Pakistan, University of Karachi Press.
11. Sayeed, K. B., Pakistan Formative Phase, National Book Service
12. Ziring, Lawrence, Pakistan in Twentieth Century: A Political History, London; Oxford University Press
13. Government and politics in Pakistan by Mushtaq Ahmad
14. Ideology and Dynamics of Politics in Pakistan by Muhammad Asif Malik

<b>Program</b>	BBA
<b>Course Name</b>	Quantitative Reasoning
<b>Course Code</b>	MTH-433
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

<b>QR-I---Exploring Quantitative Skills</b>	<b>Credit Hours: 03</b>
<p><b><u>Specific Objectives of the Course:</u></b>          Introduce students to importance of quantitative reasoning skills, history of mathematics and numbers in the real World.</p> <p><b><u>Course Outline:</u></b></p> <ul style="list-style-type: none"> <li>• Different types of standard numbers and their operations.</li> <li>• Understanding relationship between parts and whole</li> <li>• Practical life scenarios involving parts &amp; whole</li> <li>• Money management (profit, loss, discount, zakat, simple interest, compound interest and taxation)</li> <li>• Practical life scenarios involving units and rate, percentage, ratio, proportions</li> <li>• Basic of Geometry (line, angles, circles, polygon etc)</li> <li>• Golden ratio in sculptures</li> <li>• Equating two expressions in one variable &amp; using it to solve practical problems</li> <li>• Sets and their operations, Venn diagrams</li> <li>• Relations, Functions and their graphs</li> <li>• Algebraic solution of quadratic equations and inequalities</li> <li>• System of linear equations and their solutions</li> <li>• Introduction to logic, prepositions, logical connectives, truth tables etc</li> </ul> <p><b><u>Recommended Books:</u></b></p> <ul style="list-style-type: none"> <li>• Bennett, J. &amp; Briggs, W. (2015). Using and understanding mathematics (6<sup>th</sup> Edition). Pearson Education, Limited.  <a href="http://xn--webeducation-dbb.com/wp-content/uploads/2019/09/Jeffrey-Bennett-William-Briggs-Using-Understanding-Mathematics-A-Quantitative-Reasoning-Approach-Pearson-2015.pdf">tp://xn--webeducation-dbb.com/wp-content/uploads/2019/09/Jeffrey-Bennett-William-Briggs-Using-Understanding-Mathematics -A-Quantitative-Reasoning-Approach-Pearson-2015.pdf</a></li> <li>• Blitzer, R. (2014). Precalculus. (5<sup>th</sup> Edition). Pearson Education,</li> </ul>	

<b>Program</b>	BBA
<b>Course Name</b>	Expository Writing
<b>Course Code</b>	ENG-302
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

## **Course Description**

This course will introduce students to the basic principles of effective / skillful writing and will develop the understanding of the students on academic and technical writing skills. Students will understand and know how to follow the stages of writing process and will apply these to technical and workplace writing tasks. Students will learn how to incorporate clarity and utility in their writing, learn stylistic methods for effective writing and to be aware of ethical issues in technical writing. Also, Students will read, analyze, and interpret material from technical fields, and will practice research and writing skills appropriate for technical topics.

## **Course Outcomes**

1. Students will be familiarized with basic sources and methods of research and documentation on topics including on-line research.
2. They will be able to synthesize and integrate material from primary and secondary sources wedded to their own ideas in research papers.

## **Course Contents**

1. Topic sentence
2. Paragraph writing:
3. Essay writing:
4. Introduction and Practice: Essay types: descriptive, narrative, discursive, argumentative.

5. CV and job application
6. Letter and memo writing
7. Minutes of meetings
8. Summary and précis writing
9. Comprehension

### **Recommended Reading**

1. Boutin, M., & Brinand, S., & Grellet, F. (1993). *Oxford Supplementary Skills*. Fourth Impression. Pages 45-53.
2. Nolasco, R. (1992). *Oxford Supplementary Skills* (3<sup>rd</sup> ed.). Fourth Impression.
- Langan, J. (2004). *College Writing Skills*. Mc-Graw-Hill Higher Education

<b>Program</b>	BBA
<b>Course Name</b>	Entrepreneurship
<b>Course Code</b>	BBA-322
<b>Credit Hours</b>	02
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

With more than half of the new jobs being created in the world economy by small businesses, the particular problems and experiences encountered in starting and developing new enterprises are clearly worth studying. This course of Entrepreneurship has been designed to provide the participants with an overall understanding of the concept of entrepreneurship and small business management. Participants will be prepared to start, survive, and succeed in their own businesses.

## Course Content

Week 1	Entrepreneurship: an evolving concept Entrepreneurship – a perspective
Week 2	The Role of Entrepreneurship Kinds of Entrepreneurs Role and Functions of Entrepreneurs
Week 3	Understanding strategic issues in business plan development
Week 4	Pitfalls in selecting new ventures
Week 5	Innovation: the creative pursuit of ideas Opportunity identification: the search for new ideas
Week 6	Reason for failures of new ventures
Week 7	Legal challenges for entrepreneurial ventures
Week 8	Sources of capital for entrepreneurial ventures
Week 9	<b>Mid-Term Examination</b>
Week 10	Assessment of entrepreneurial plan
Week 11	Marketing challenges for entrepreneurial ventures
Week 12	Developing an effective business plan
Week 13	Strategic entrepreneurial growth
Week 14	Problems Faced by Newly Established Company

	Post and Field Problems Faced by a New Enterprise
Week 15	Franchising and the Entrepreneur
Week 16	<b>Final-Term Examination</b>

### **Reference Books:**

- Small Business Management: Entrepreneurship and Beyond, Timothy S. Hatten. South-Western, Cengage Learning
- Norman M. Scarborough., Essentials of Entrepreneurship and Small Business Management. Pearson Education
- Donald F. Koratko , Entrepreneurship –Theory Process Practice (10<sup>th</sup> Edition), South Western -Cengage Learning.
- David L. Kurtz & Louis E. Boone, Contemporary Business (latest edition).
- Philip Kotler & Gary Armstrong, Principles of marketing (latest edition).
- Any Other Resources such as: Internet and Resource Notes and Modules
- Local and international newspapers and financial journals

<b>3<sup>rd</sup> Semester</b>		
<b>Codes</b>	<b>Codes</b>	<b>Codes</b>
MTH-444	Quantitative Reasoning	3
BBA- 431	Principles of Marketing	3
CS-301	Application of Information and communication Technology	3
ECO-674	Managerial economics	3
BBA-432	Financial Accounting	3
	<b>Total</b>	<b>15</b>



<b>Program</b>	BBA
<b>Course Name</b>	Quantitative Reasoning
<b>Course Code</b>	MTH-444
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

<b>QR-II----Tools for Quantitative Reasoning</b>	<b>Credit Hours: 03</b>
<p><b><u>Specific Objectives of the Course:</u></b>          Introduce students to variables,sampling dataand statistical approach in decision making.</p> <p><b><u>Course Outline:</u></b></p> <ul style="list-style-type: none"> <li>• Investigatingrelationships betweenvariables</li> <li>• Exploring tools to findrelationshipbetweenvariables</li> <li>• Population and samples,</li> <li>• Exploring and summarizing data</li> <li>• Findingarepresentativevalue in a data</li> <li>• Measureandspreadofadata,measuring degree ofrelationshipamongvariables</li> <li>• Measure of central tendency, dispersion, data interpretation</li> <li>• Basic probability theory</li> <li>• Basics of estimation and confidence interval</li> <li>• Testing hypothesis</li> <li>• Statistical inferences in decision making</li> <li>• Survey sampling</li> </ul> <p><b><u>Recommended Books:</u></b></p> <ul style="list-style-type: none"> <li>• Heumann, Christian, and Schomaker, Michael. Introduction to Statisticsand Data Analysis: With Exercises, Solutions and Applications in R. Switzerland, Springer International Publishing, 2023.</li> <li>• James, Gareth, et al. An Introduction to Statistical Learning: With Applications in R. Germany, Springer New York, 2013.</li> <li>• Reid, Howard M.. Introduction to Statistics: Fundamental Concepts and Procedures of Data Analysis. United States, SAGE Publications, 2013.</li> </ul>	

<b>Program</b>	BBA
<b>Course Name</b>	Principles of Marketing
<b>Course Code</b>	BBA- 431
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

This course objects at to make understand the marketplace and the consumers. Apprehend the elements in marketing mix and their application in marketing decisions. Outline the functions of marketing communication. Discuss social responsibility and ethics in marketing Understand the importance of customer relationship in marketing and the creation of customer value.

### Course Content

<b>Week 1</b>	Introduction To Marketing <ul style="list-style-type: none"> <li>• Marketing and the Society</li> <li>• Importance and scope of marketing</li> <li>• Definition of marketing</li> <li>• Nature and concept of marketing</li> </ul>
<b>Week 2</b>	Marketing Environments <ul style="list-style-type: none"> <li>• The Marketing environment</li> <li>• Macro environment</li> <li>• Micro environment</li> <li>• Environmental scanning and monitoring</li> </ul>
<b>Week 3</b>	Marketing & Strategy <ul style="list-style-type: none"> <li>• Strategic planning</li> <li>• Strategic marketing planning</li> <li>• Forecasting marketing demand</li> </ul>
<b>Week 4</b>	Marketing Decisions <ul style="list-style-type: none"> <li>• Information required for marketing decisions</li> <li>• Reasons for obtaining information</li> <li>• Marketing research</li> </ul>
	Consumer Behavior

<b>Week 5</b>	<ul style="list-style-type: none"> <li>• Information for purchase decisions</li> <li>• Consumer decision process</li> <li>• Influence of social and psychological factors</li> <li>• Market implications</li> </ul>
<b>Week 6</b>	<p>Market Segmentation And Targeting</p> <ul style="list-style-type: none"> <li>• Factors for Segmentation</li> <li>• Selecting the target market</li> <li>• Developing the positioning and target market strategies</li> </ul>
<b>Week 7</b>	<p>Products And Services</p> <ul style="list-style-type: none"> <li>• Definition of product and services</li> <li>• Classification of consumer goods</li> <li>• Classification of business goods</li> </ul>
<b>Week 8</b>	<b>Mid-Term Examination</b>
<b>Week 9</b>	<p>Product Development And Life Cycle</p> <ul style="list-style-type: none"> <li>• Product development process and commercialization</li> <li>• Product life cycle stages and its implications.</li> </ul>
<b>Week 10</b>	<p>Pricing</p> <ul style="list-style-type: none"> <li>• Overview of pricing</li> <li>• Importance of pricing</li> <li>• Break even analysis</li> <li>• Factor effecting pricing decisions.</li> </ul>
<b>Week 11</b>	<p>Distribution</p> <ul style="list-style-type: none"> <li>• Importance of distribution channels</li> <li>• Selecting a channel of distribution</li> <li>• Retail functions in distribution</li> <li>• Recent trends in wholesaling and retailing.</li> </ul>
<b>Week 12</b>	<p>Promotion</p> <ul style="list-style-type: none"> <li>• Importance and types of promotion</li> <li>• Channels of communication</li> <li>• Objectives, budgeting and promotional mix</li> </ul> <p style="text-align: center;">Legal environments of promotion.</p>
<b>Week 13</b>	<p>Advertisement And Publicity</p> <ul style="list-style-type: none"> <li>• Scope of advertisement and publicity</li> <li>• Characteristic of advertisement and publicity.</li> </ul>
<b>Week 14</b>	<ul style="list-style-type: none"> <li>• Development, planning and implementation of advertising plan.</li> <li>• Evaluating the success and failure of promotional plan.</li> </ul>
<b>Week 15</b>	<p>Introduction To E-Business</p> <ul style="list-style-type: none"> <li>• Introduction and Different trends.</li> <li>• Rules of doing e-business</li> <li>• E-business application in the market</li> </ul>
<b>Week 16</b>	<b>Final-Term Examination</b>

## **Recommended Books:**

1. Philip Kotler, Principles of Marketing (17 Edition), Pearson.
2. David Jobber, Principles of Marketing (Latest Edition)
3. Jerome McCarthy & William, D. Pareanth, Basics Marketing, (Latest Edition).
4. David L. Kurtz& Louis E. Boone, Contemporary Business (latest edition)
5. Philip Kotler & Gary Armstrong, Principles of marketing (latest edition)
6. Stephen P. Robbins and Mary Coulter, Management (13thEdition).

<b>Program</b>	BBA
<b>Course Name</b>	Application of Information and communication Technology
<b>Course Code</b>	CS-301
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

### **Course Introduction:**

This is an introductory course in Computer Science designed for beginners. Apart from leading the participants through a whirlwind history of computing, the course also develops a feel for web programming through a series of lectures that help the students develop their own web page. Main objective of the course is to build an appreciation for the fundamental concepts in computing and to become familiar with popular PC productivity software.

### **CLO No. Course Learning Outcomes Bloom Taxonomy**

CLO-1 Understand basics of computing technology C1 (Knowledge)

CLO-2 Do number systems conversions and arithmetic C2(Understand)

CLO-3 Have knowledge of types of software C2(Understand)

CLO-4 Have knowledge of computing related technologies C3 (Apply)

### **Course Outline:**

Brief history of Computer, Four Stages of History, Computer Elements, Processor, Memory, Hardware, Software, Application Software its uses and Limitations, System Software its Importance and its Types, Types of Computer (Super, Mainframe, Mini and Micro Computer), Introduction to CBIS (Computer Based Information System), Methods of Input and Processing, Class2. Organizing Computer Facility, Centralized Computing Facility,

Distributed Computing Facility, Decentralized Computing Facility, Input Devices. Keyboard and its Types, Terminal (Dump, Smart, Intelligent), Dedicated Data Entry, SDA (Source Data Automation), Pointing Devices, Voice Input, Output Devices. Soft- Hard Copies, Monitors and its Types, Printers and its Types, Plotters, Computer Virus and its Forms, Storage Units, Primary and Secondary Memories, RAM and its Types, Cache, Hard Disks, Working of Hard Disk, Diskettes, RAID, Optical Disk Storages (DVD, CD ROM), Magnetic Types, Backup System, Data Communications, Data Communication Model, Data Transmission, Digital and Analog Transmission, Modems, Asynchronous and Synchronous Transmission, Simplex. Half Duplex, Full Duplex Transmission, Communications, Medias (Cables, Wireless), Protocols, Network Topologies (Star, Bus, Ring), LAN, LAN, Internet, A Brief History, Birthplace of ARPA Net, Web Link, Browser, Internet Services provider and Online Services Providers, Function and Features of Browser, Search Engines, Some Common Services available on Internet.

**Reference Materials:**

1. Charles S. Parker, Understanding Computers: Today and Tomorrow, Course Technology, 25 Thomson Place, Boston, Massachusetts 02210, USA
2. Livesley, Robert Kenneth. An introduction to automatic digital computers. Cambridge University Press, 2017.
3. Zawacki-Richter, Olaf, and Colin Latchem. "Exploring four decades of research in Computers & Education." Computers & Education 122 (2018): 136-152.
4. Sinha, Pradeep K., and PritiSinha. Computer fundamentals.BPB publications, 2010.
5. Goel, Anita. Computer fundamentals. Pearson Education India, 2010

<b>Program</b>	BBA
<b>Course Name</b>	Managerial economics
<b>Course Code</b>	ECO-674
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

Managerial Economics is a key branch of economics at graduate level. This is basically applied microeconomics though it uses macroeconomic variables also. The subject matter deals with the economic theory and its application in business management. The course provides a unifying theme of managerial decision making around the theory of the firm.

### Course Content

Week 1	The nature and scope of Managerial Economics. <ul style="list-style-type: none"> <li>• Management Problem</li> <li>• Effective Management</li> <li>• Theory of firm</li> </ul>
Week 2	<ul style="list-style-type: none"> <li>• The objective of the Firm</li> <li>• Constrains faced by a firm</li> <li>• Business vs. Economic profit</li> <li>• Theories of Economic profit</li> </ul>
Week 3	Advanced Demand Analysis <ul style="list-style-type: none"> <li>• The Market Demand Function</li> <li>• Total and Marginal Revenue</li> <li>• Sensitivity analysis</li> </ul>
Week 4	<ul style="list-style-type: none"> <li>• Computation of Price, Income and Cross price Elasticity of Demand by two Methods</li> <li>• Uses and Application of Price, Income and Cross-Price Elasticity of demand</li> <li>• Some other Demand Elasticity</li> </ul>
Week 5	Advanced Demand Analysis <ul style="list-style-type: none"> <li>• Price elasticity, Marginal Revenue and Total Revenue</li> <li>• Optimal Pricing Policy under given price elasticity</li> </ul>

Week 6	<p>Demand estimation by Regression Analysis</p> <ul style="list-style-type: none"> <li>• Simple Linear and Multiple Linear Regression Models</li> <li>• Significance of estimated coefficients and model</li> <li>• Use of R-Square</li> </ul>
Week 7	<p>Demand Forecasting</p> <ul style="list-style-type: none"> <li>• Quantitative Methods for Forecasting</li> <li>• Best Forecasts</li> <li>• Forecasting power of a Regression Model</li> </ul>
Week 8	<b>Mid-Term Examination</b>
Week 9	<p>Economic Optimization</p> <ul style="list-style-type: none"> <li>• Mathematical tools for derivatives</li> </ul>
Week 10	<ul style="list-style-type: none"> <li>• Unconstrained vs. Constrained Optimization</li> <li>• The substitution vs. the Lagrange Methods of Optimization</li> </ul>
Week 11	<p>Production Analysis</p> <ul style="list-style-type: none"> <li>• Production Function</li> <li>• Total, Marginal and average Products in case of single and two variable inputs</li> </ul>
Week 12	<ul style="list-style-type: none"> <li>• Marginal Revenue Product and Optimal Employment of Inputs</li> <li>• Returns to scale vs. Returns to factor</li> </ul>
Week 13	<p>Cost Analysis</p> <ul style="list-style-type: none"> <li>• Explicit and Implicit Costs</li> <li>• Incremental and Sunk Costs</li> <li>• Short-Run vs. Long-Run Costs</li> <li>• Economies of Scale and Economies of Scope</li> <li>• Learning Curves</li> <li>• Breakeven Analysis</li> <li>• Degree of Operating Leverage</li> </ul>
Week 14	<p>Pricing Practices</p> <ul style="list-style-type: none"> <li>• Markup Pricing and profit maximization</li> <li>• Mark up on costs and price</li> <li>• Optimal markup on price and cost</li> <li>• Price discrimination</li> </ul>
Week 15	<p>Risk Analysis</p> <ul style="list-style-type: none"> <li>• Economics Risk vs. Uncertainty Various types of risk</li> <li>• Expected Profit of a Project</li> <li>• Absolute vs. Relative Risk</li> <li>• Beta as Measure of Risk</li> <li>• Managerial Applications</li> </ul>
Week 16	<b>Final-Term Examination</b>



## **Recommended books**

1. Mark Hirschey (2009), “Managerial Economics”, Thomson: South Western
2. William F. Samuelson, Stephen G. Marks (2003), Managerial Economics (4<sup>th</sup> Edition), Wiley.
3. Lila J. Truett and Dale B. Truett (19989), Managerial Economics: Analysis, Problems, Cases , International Thomson Publishing
4. Micheal Baye (2002), “Managerial Economics and Business Strategy”, Irvin Publishers.
5. Dominick Salvatore (latest edition), “Managerial Economics in a Global Economy”, McGraw Hill.
6. Petersen, Lewis and Jain (2006), “Managerial Economics” Pearson: Education.
7. Abdul R. Butt (2006), “Least Squares Estimation of Econometric Models”, (Revised Edition), National Book Foundation, Pakistan.

<b>Program</b>	BBA
<b>Course Name</b>	Financial Accounting
<b>Course Code</b>	BBA-432
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

The primary aim of Financial Accounting is to provide students with an introduction to the process and function of financial reporting. Whilst a large proportion of the course is aimed at understanding accounting as a process, taking a preparers' perspective, we will also seek to develop an understanding of the importance of the role of accounting in today's society.

## Course Content

Week 01	Accounting and its role <ul style="list-style-type: none"> <li>• Development of accounting</li> <li>• Accounting Theory and Conceptual framework</li> <li>• Accounting Defined</li> <li>• Why study Accounting</li> <li>• Financial statements</li> <li>• Major fields of Accounting</li> </ul>
Week 02	Basic Accounting Concepts <ul style="list-style-type: none"> <li>• The Entity Concept</li> <li>• The Reliability (or Objectivity) principle</li> <li>• The cost Principle</li> <li>• The Going-Concern Assumptions</li> <li>• The Stable Currency Assumptions</li> </ul>
Week 03	The recording process <ul style="list-style-type: none"> <li>• The Recognition Issue</li> <li>• The Valuation Issue</li> <li>• The Classification Issue</li> <li>• The Recording Process</li> <li>• The Journal</li> </ul>

	<ul style="list-style-type: none"> <li>• The Ledger</li> </ul>
Week 04	<ul style="list-style-type: none"> <li>• Analysis of Transaction</li> <li>• Balancing the Accounts</li> <li>• Preparing Trial Balance</li> <li>• Locating and correcting errors in recording process</li> <li>• Recording closing entries</li> <li>• Preparing post-closing trial balance</li> </ul>
Week 05	Preparation of Financial Statements <ul style="list-style-type: none"> <li>• Preparing Profit and Loss Account</li> <li>• Balance Sheet</li> <li>• Appropriation Account</li> <li>• Published Annual Reports</li> </ul>
Week 06	Company final Accounts <ul style="list-style-type: none"> <li>• Alteration of Capital</li> <li>• Bonus Shares</li> <li>• Right Issue</li> <li>• Stock Splits</li> </ul>
Week 07	<ul style="list-style-type: none"> <li>• Quiz + Presentation</li> </ul>
Week 08	<b>Mid-Term Examination</b>
Week 9	Accounting for Dividends <ul style="list-style-type: none"> <li>• Accounting for Bonds and Debentures</li> <li>• Issuance of Bonds and Debentures</li> </ul> Redeemable Capital
Week 10	Preparation and Interpretation of Cash Flow <ul style="list-style-type: none"> <li>• Importance of IAS and FRS</li> <li>• Revenue recognition</li> <li>• Research and Development</li> </ul>
Week 11	<ul style="list-style-type: none"> <li>• Preparing work-sheet</li> <li>• Accounting for consolidated statements</li> </ul>
Week 12	Accounting for trading organization <ul style="list-style-type: none"> <li>• The Purchase Function</li> <li>• Accounting for Purchases and Sales</li> <li>• Return and allowances</li> </ul>
Week 13	Accounting Systems <ul style="list-style-type: none"> <li>• Developing a System</li> <li>• Subsidiary Journals</li> </ul>
Week 14	<ul style="list-style-type: none"> <li>• Subsidiary ledgers</li> <li>• Cash Book</li> <li>• Petty cash book</li> </ul>

	<ul style="list-style-type: none"> <li>• Control Accounts</li> </ul>
Week 15	Cash and temporary investment <ul style="list-style-type: none"> <li>• Nature and Composition of Cash</li> <li>• Cash Management and Control</li> <li>• Maintaining Bank Account</li> </ul>
Week 16	<b>Final Term Examination</b>

## Recommended Books

1. Williams, Haka, Bettner: Financial & Managerial Accounting (18<sup>th</sup>Edition), Prentice Hall.
2. Professor Muhammad Ammanullah Khan: Financial Accounting (Latest Edition).
3. John J. wild, ken W. Shaw, Barbara Chiappetta (2016), Fundamental Accounting Principles (23<sup>rd</sup>edition), McGraw.Hill, Education.
4. Frank Wood's: Business Accounting (14<sup>th</sup>Edition).
5. Robert F.meigs and walter B. Meigs, Accounting: The Basisfor BusinessDecision (11<sup>th</sup> Edition) McGraw Hill, Inc.
6. Eric G. Flamholtz, Diana TroikFlamholtz, Michael A. Principle of Accounting, New York, Diamond: Macmillan Publishing Co.
7. Imdiake, Helmkemp and Smith: Johnwilley, Principles of Accounting.
8. Aftab Ahmed, Fundamentals of Accounting. Pile and Larsen,
9. International Accounting Standards Committee Foundation (IASCF) 2005. International Financial Reporting Standards (IFRSs), London,United Kingdom.
10. Hall A. James., (2009), Accounting Information System, 6th edition, Thomson South-Western.
11. Partnership Act-1932
12. Meigs, B. Walter., Johnson, E. Charles. & Meigs, F. Robert (2003), Accounting: The basis of Business decisions (11<sup>th</sup>edition). McGraw Hill.
13. ICAP (2004), "Introduction to Financial Accounting. Module-B (17<sup>th</sup>editions).PBP professional education,
14. ICMAP (2006), Fundamentals of Financial Accounting and Taxation, Stage-1 2<sup>nd</sup> Edition. PBP professional education.

<b>4<sup>th</sup> Semester</b>		
<b>Codes</b>	<b>Subject</b>	<b>Credit Hour</b>
ENG-303	Business Communication	3
BBA-441	Fundamental of finance	3
BBA-442	Organizational Theory and Behavior	3
	Human Resource Management	3
BBA-443	Business Law	3
	<b>Total</b>	<b>15</b>

<b>Program</b>	BBA
<b>Course Name</b>	Business Communication
<b>Course Code</b>	ENG-303
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

Communication plays a vital role in all human activity. The aim of this course is to describe the process of communication within business organizations. This course is intended to provide participants with advanced understanding of the concepts and principles of professional business communication and to support the development of their skills in interpersonal, spoken and business related communications through practice and feedback. Course participants will be encouraged to participate actively in the course through their group presentations, reflections and academic writing.

## Course Content

Week 1	<p>Effective Communication in Business</p> <ul style="list-style-type: none"> <li>• Importance and benefits of effective communication</li> <li>• Components of communication</li> </ul>
Week 2	<ul style="list-style-type: none"> <li>• Non-verbal communication.</li> <li>• Concepts and problems of communication</li> </ul>
Week 3	<p>Qualities of communication within business organizations</p> <ul style="list-style-type: none"> <li>• Written</li> <li>• Oral</li> <li>• Electronic</li> </ul>
Week 4	<ul style="list-style-type: none"> <li>• Managing information outside organizations</li> <li>• The Process of Preparing Effective Business Messages.</li> </ul>
Week 5	<ul style="list-style-type: none"> <li>• Five planning steps</li> <li>• Public Speaking And Oral Reporting</li> </ul>
Week 6	<ul style="list-style-type: none"> <li>• Additional Oral Communication Activities</li> <li>• Non-Verbal Communication</li> </ul>
Week 7	<ul style="list-style-type: none"> <li>• Communication in Organizations</li> </ul>

	<ul style="list-style-type: none"> <li>Qualities of communication within business organizations</li> </ul>
Week 8	<b>Mid-Term Examination</b>
Week 9	<ul style="list-style-type: none"> <li>Benefits of effective communication in your career</li> <li>Challenge of communication in the global market</li> </ul>
Week 10	<ul style="list-style-type: none"> <li>Business communication and the technology</li> <li>Challenges to the organization made by new technologies</li> </ul>
Week11	<ul style="list-style-type: none"> <li>Managing information within organizations</li> <li>Managing information outside organization</li> </ul>
Week 12	<ul style="list-style-type: none"> <li>Strategies for improving oral presentations</li> <li>Strategies for reducing stage fright</li> <li>Interviewing</li> </ul>
Week 13	<ul style="list-style-type: none"> <li>Interview purposes</li> <li>Self-disclosure and Trust</li> </ul>
Week 14	<ul style="list-style-type: none"> <li>Forming groups for presentation/essay</li> <li>Persuasive Communication</li> </ul>
Week 15	<ul style="list-style-type: none"> <li>Conflict Resolution and Negotiation</li> <li>Confidence Building</li> </ul>
Week 16	<b>Final-Term Examination</b>

## Recommended Books

1. Court Bovee, John Thill, Business Communications Essentials, Prentice Hall, 7<sup>th</sup> Edition
2. Courtland Bovee, John Thill , Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace (What's New in Business Communication) 8th Edition
3. Murphy, Effective Business Communication (7<sup>th</sup> edition) Hand Outs.
4. Murphy & Hilderbrant (1991) Effective Business Communication, (6<sup>th</sup> Edition), McGraw-Hill.
5. RaymondV. Lesikar, Marie E. Flatley, kathrynRantz (2006), Business Communication: Making Connections in Digital World (11 Edition).
6. Raymond V. Lesikar (1996) Business Communication, Richard D. Irwin, Inc.
7. Bovee & Thill (1995) Business Communication Today (15<sup>th</sup> Edition), McGraw-Hill
8. Shirley Taylor (1994) Communication for Business-A Practical Approach (4<sup>th</sup> Edition), Pitman Publishing.

<b>Program</b>	BBA
<b>Course Name</b>	Fundamental of finance
<b>Course Code</b>	BBA-441
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objectives

Business Finance course aims at imparting knowledge about the very basic concepts and tools of Business Finance. It emphasizes the importance of Business Finance skills to individuals and enterprises. It deals with the finance function in an organization, the role of the finance manager and the financial environment in which the firm operates.

## Course Content

Week 1	Introduction <ul style="list-style-type: none"> <li>• Goal of the firm</li> <li>• Functions of financial manager</li> <li>• Scope of the finance in various fields</li> <li>• An Overview of Business Finance</li> </ul>
Week 2	Management of Working Capital <ul style="list-style-type: none"> <li>• Working Capital</li> <li>• Approaches in working capital</li> </ul>
Week 3	<ul style="list-style-type: none"> <li>• Working capital issues</li> <li>• Financing current assets</li> <li>• Financing mix</li> </ul>
Week 4	Cash and Marketable Securities Management Cash and Fund management <ul style="list-style-type: none"> <li>• Motives for holding cash</li> <li>• Speeding up cash receipts</li> </ul>
Week 5	<ul style="list-style-type: none"> <li>• Electronic Commerce</li> <li>• Outsourcing</li> <li>• Cash balance to maintain</li> <li>• Investment in marketable securities</li> </ul>
Week 6	Account Receivable Management <ul style="list-style-type: none"> <li>• Credit and collection policies</li> <li>• Analyzing the credit applicant</li> </ul>



Week 7	<ul style="list-style-type: none"> <li>• Sources of information</li> <li>• Credit Analysis</li> <li>• Decision regarding provision of credit</li> </ul>
Week 8	<b>Mid-Term Examination</b>
Week 9	Inventory Management <ul style="list-style-type: none"> <li>• The classification</li> <li>• Best suitable condition</li> </ul>
Week 10	<ul style="list-style-type: none"> <li>• Safety Stock</li> <li>• Inventory and financial manager</li> </ul>
Week 11	Management Of Current liabilities <ul style="list-style-type: none"> <li>• Spontaneous financing</li> <li>• Negotiated Financing</li> <li>• Cost of borrowing</li> </ul>
Week 13	<ul style="list-style-type: none"> <li>• Factoring Account Receivable</li> <li>• Composition of Short term financing</li> <li>• Fund Analysis</li> <li>• Cash Flow Analysis</li> </ul>
Week 14	<ul style="list-style-type: none"> <li>• Ratio Analysis</li> <li>• Flow of fund Statement (Sources and Uses)</li> <li>• Accounting statement of cash flow</li> </ul>
Week 15	<ul style="list-style-type: none"> <li>• Cash flow forecasting</li> <li>• Range of cash flow estimates</li> <li>• Forecasting financial statement</li> </ul>
Week 16	<b>Final-Term Examination</b>

## Reference Books

1. Ross, Westerfield, Jordan: Corporate Finance Essentials.
2. James C. Vanhorne: Fundamentals of Financial Management
3. Eugene F. Brigham: Fundamentals of Financial Management
4. Brealey, R. A. & Myers, Principles of corporate finance

<b>Program</b>	BBA
<b>Course Name</b>	Organizational Theory and Behavior
<b>Course Code</b>	BBA-442
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objectives

Organizational behavior (OB) is an interdisciplinary field drawing from numerous disciplines including psychology, sociology, anthropology, economics, organization theory, statistics, and many others. Effective management of human resources within organizations requires an understanding of various behavior and processes. Managers need to know why people behave as they do in relation to their jobs, their work groups and their organizations.

## Course Content

Week 1	What is Organizational Behavior Foundations of Individual Behavior Organizational behavior from Islamic and indigenous perspective.
Week 2	Attitudes and Job Satisfaction Types of Attitudes
Week 3	Perception and Individual Decision Making Biases and errors in Decision making
Week 4	Motivation concept Content theories of motivation Process theories of motivation
Week 5	Motivation: Applying motivation concepts for designing reward system
Week 6	Foundations of Group Behavior
Week 7	Basic Approaches to Leadership Trait theories Behavioral Theories
Week 8	<b>Mid-Term Examination</b>
Week 9	Contemporary Issues in Leadership
Week 10	Power and politics Politics in organizations

Week 11	Types and sources of power
Week 12	Conflict and negotiation Types of conflict
Week 13	Functions of organization structure Its impact on individuals and groups
Week 14	Types of organizational structure
Week 15	Organizational culture and individual behavior
Week 16	<b>Final-Term Examination</b>

**Reference Books:**

1. Robbins, P. S., & Judge, T. A. (2019). Organizational Behaviour (18<sup>th</sup> Edition).

<b>Program</b>	BBA
<b>Course Name</b>	Human Resource Management
<b>Course Code</b>	BBA-443
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This course is basically designed to provide students the basic understanding of key HRM functions, which include HR planning, recruitment & selection, compensation, performance evaluation, and training & development. Since human resource provides a competitive advantage that ultimately has a vital role in success and effectiveness of any organization, this course emphasizes on the understanding of the basic concepts of managing human resource and their applications in today's organizations.

## Course Content

Week 1	Introduction to human resource Management <ul style="list-style-type: none"> <li>• Requirements of HRM</li> <li>• Importance of HRM</li> </ul>
Week 2	Human resource management challenges Trends in HRM Global vs. local HRM practices
Week 3	HRM from Islamic and indigenous perspective Basic Islamic philosophy of managing human resource
Week 4	Conducting Job analysis <ul style="list-style-type: none"> <li>• HR Planning</li> <li>• Job Description</li> <li>• Job Specification</li> </ul>
Week 5	Staffing <ul style="list-style-type: none"> <li>• Recruiting and selecting employees</li> <li>• Recruitment techniques</li> <li>• Sources of recruitment</li> <li>• Selection tests and Interviewing techniques</li> </ul>
Week 6	Employee development <ul style="list-style-type: none"> <li>• Performance appraisals</li> <li>• Performance management</li> </ul>

Week 7	Training and development <ul style="list-style-type: none"> <li>• Training the employees</li> <li>• Types of training</li> <li>• Technique of training</li> </ul>
Week 8	<b>Mid-Term Examination</b>
Week 9	Developing careers Career growth
Week 10	Project Description and discussion
Week 11	Compensations <ul style="list-style-type: none"> <li>• Managing compensation</li> <li>• Types of compensation</li> </ul>
Week 12	Rewarding performance Pay for Performance
Week 13	Designing and administering benefits Types of benefits
Week 14	Employee Relations
Week 15	Project Presentation
Week 16	<b>Final-Term Examination</b>

### **Recommended Books**

1. Luis R. Gomez Mejia, David B. Balkin, Robert L. Cardy, Managing Human Resources (4<sup>th</sup> Edition).
2. Gary Dessler, Florida, International University Human Resources Management, (15<sup>th</sup> Edition), Pearson

<b>Program</b>	BBA
<b>Course Name</b>	Business Law
<b>Course Code</b>	BBA-444
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

The course basically deals with the introduction of those commercial laws which are directly or indirectly related to Business. The course is outlined in such a way to show the basic philosophy of conventional Business Law along with some example from case study.

## Course Content

Week 1	Definition and classification of Laws Business Entities
Week 2	Contract, Essential elements of a valid contract Legal provision governing offer
Week 3	Rights and Duties of parties Breach of the contract and remedies
Week 4	Liabilities Rights of the shareholders
Week 5	Rights ,power and duties of the Board of Directors Statutory provisions governing the election of Directors
Week 6	Meeting of the shareholders and the board of Directors Disclosure requirements and the financial statements
Week 7	Listed & non listed companies Salient provision of Code of Corporate Governance
Week 8	<b>Mid-Term Examination</b>
Week 9	Securities and Exchange Commission Of Pakistan as the corporate watch dog Contract of sale
Week 10	Transfer of property Delivery against advance payment
Week 11	Indemnity Law Guarantees

Week 12	Bailment Pledge and Mortgage
Week 13	Negotiable instruments Bill of Exchange and promissory Notes
Week 14	Parties to instrument
Week 15	Negotiation and endorsement
Week 16	<b>Final-Term Examination</b>

### **Recommended Books**

1. Dr. Khwaja Amjad saeed (2013), Mercantile and Industrial Laws in Pakistan (2<sup>nd</sup> Edition), Institute of Business Management.
2. Nazir Ahmad Shaheen, Practical approach to the Companies Ordinance (Latest Edition), PLD.
3. Sajid A Qurashi, Business Law (Latest Edition).
4. Liaqat Ali Butt, The Negotiable Instrument, Latest Edition, PLD.

<b>5<sup>th</sup> Semester</b>		
<b>Codes</b>	<b>Subject</b>	<b>Credit Hour</b>
BBA-551	Financial Management	3
BBA-552	Logic and Critical Thinking	3
BBA-553	Business Research Methods	3
BBA-554	Total Quality Management	3
BBA-555	Cost Accounting	3
BBA-556	Marketing Management	3
	<b>Total</b>	<b>18</b>



<b>Program</b>	BBA
<b>Course Name</b>	Financial Management
<b>Course Code</b>	BBA-551
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

The module aims at building competence in corporate finance further by extending the coverage in Business Finance module to include three more of the finance functions – financial planning and control, working capital management and financing sources. It continues to emphasize on strategic decision making techniques that best serve the interests of shareholders, which is to maximize the value of the company.

## Course Content

Week 1	<p>Meaning and Scope of Financial Management.</p> <ul style="list-style-type: none"> <li>• Finance and financial management, Scope of Financial management</li> <li>• Business organizations.</li> <li>• Organization of the finance function.</li> <li>• Finance management vs. other managerial functions</li> </ul>
Week 2	<p>The Finance manager and the financial environment</p> <ul style="list-style-type: none"> <li>• Financial markets, Financial institutions</li> <li>• The roles of the finance manager, Goals of the firm</li> <li>• Agency problems and their mitigation</li> <li>• Time Value of Money</li> <li>• Calculate the future value (FV) or present value (PV) of a single sum of money.</li> <li>• Calculate the interest rate.</li> </ul>
Week 3	<p>Bond and Their Valuation</p> <ul style="list-style-type: none"> <li>• Who Issues Bonds, Key Characteristics of Bonds Bond Valuation</li> <li>• Bond Yields Bonds with Semiannual Coupons Assessing the Riskiness.</li> </ul>

	<ul style="list-style-type: none"> <li>• Bond Markets</li> </ul>
Week 4	<p>Share and Their Valuation</p> <ul style="list-style-type: none"> <li>• Legal Rights and Privileges of Common Stockholders</li> <li>• Types of Ordinary Stock The Market for Ordinary Stock. Ordinary Stock Valuation Share Market Equilibrium</li> <li>• Actual Share Prices and Returns Preferred Shares</li> <li>• Risk and Return</li> </ul>
Week 5	<ul style="list-style-type: none"> <li>• Stand Alone Risk, The Trade Off between Risk and Return</li> <li>• Risk in a Portfolio Context, Relationship between Risk and Rates of Return</li> <li>• Physical Assets versus Securities, Concerns about Beta and the CAMP Volatility.</li> </ul>
Week 6	<p>Analysis of Cash Flows</p> <ul style="list-style-type: none"> <li>• Relevance of cash flows to analyzing business activities</li> <li>• Elements of operating cash flows, Elements of investing cash flows.</li> <li>• Elements of financing cash flows</li> </ul>
Week 7	<ul style="list-style-type: none"> <li>• Classification of a particular item as an operating cash flow</li> <li>• Computation, explanation and interpretation a statement of cash flows</li> <li>• Direct &amp; indirect method to compute free cash flow.</li> </ul>
Week 8	<b>Mid-Term Examination</b>
Week 9	<p>Analysis of Inventories</p> <ul style="list-style-type: none"> <li>• Ending inventory balances and cost of goods sold using the LIFO, FIFO, and average cost methods.</li> <li>• Inventory and cost-of-goods-sold data</li> <li>• Impact of LIFO and FIFO (in periods of rising prices and stable or increasing.</li> </ul>
Week 10	<p>The Cost of Capital</p> <ul style="list-style-type: none"> <li>• Cost of capital used in capital budgeting, Types of capital the company.</li> <li>• Component cost of debt, Component cost of preferred stock.</li> <li>• Component cost of retained earnings (three different methods).</li> <li>• Component cost of newly issued stock or external equity</li> <li>• Target (optimal) capital structure, Company's weighted-average cost of capital</li> </ul>
	The Basics of Capital Budgeting

Week 11	<ul style="list-style-type: none"> <li>• Capital budgeting, Methods used to evaluate capital projects</li> <li>• Payback period, Discounted payback period</li> <li>• Net present value (NPV)</li> <li>• Internal rate of return (IRR), Explain the NPV profile</li> <li>• Advantages and disadvantages of the NPV and IRR methods</li> <li>• Modified IRR (MIRR), Multiple IRR problem</li> <li>• NPV, IRR, and MIRR methods conflicting rankings for capital projects</li> <li>•</li> </ul>
Week 12	<p>Cash Flow Estimation and Capital Budgeting</p> <ul style="list-style-type: none"> <li>• Distinguish between cash flows and accounting profits</li> <li>• Incremental cash flow, Sunk cost, Opportunity cost</li> <li>• Externality, and cannibalization</li> <li>• Expansion project and a replacement project, Initial investment outlay</li> <li>• Operating cash flow, Comparing two projects with unequal lives</li> </ul>
Week 13	<ul style="list-style-type: none"> <li>• Replacement chain and equivalent annual annuity approaches</li> <li>• Effects of inflation on capital budgeting analysis</li> </ul> <p>Risk Analysis and the Optimal Capital Budget</p> <ul style="list-style-type: none"> <li>• Types of project risk, Stand-alone</li> <li>• Corporate and market</li> <li>• Distinguish among sensitivity analysis</li> <li>• Scenario analysis and Monte Carlo simulation as risk analysis techniques</li> <li>• Security market line in budgeting process</li> </ul>
Week 14	<ul style="list-style-type: none"> <li>• Pure play and accounting beta methods for estimating individual project betas. Capital Structure</li> <li>• Target capital structure and optimal capital structure</li> <li>• Business risk and financial risk</li> <li>• Effects of changes in sales or earnings before interest and taxes (EBIT)</li> <li>• Operating leverage</li> </ul>
Week 15	<ul style="list-style-type: none"> <li>• Breakeven quantity of sales</li> <li>• Financial leverage</li> <li>• Calculate degree of operating leverage</li> <li>• Degree of financial leverage and degree of total leverage</li> <li>• Relationship between financial leverage and financial risk.</li> </ul>
Week 16	<b>Final-Term Examination</b>

## **Reference Books**

1. Ross, S. A., Westerfield, R. W. & Jordan, B. D. (2006) Fundamentals of corporate finance. 7th edition. New York: McGraw Hill
2. Eugene F. Brigham: Fundamentals of Financial Management
3. Jones, Financial Management, White, Sondhi and Fried, Analysis of Financial Statements.

<b>Program</b>	BBA
<b>Course Name</b>	Logic and Critical Thinking
<b>Course Code</b>	BBA-552
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This Course aims to introduce students to practice of argumentation, critical analysis and evaluation. The course aims to help students to understand and develop the skills required for critical thinking and to encourage them to explore the way in which these skills can further their academic and non-academic pursuits.

## Course Content

Week 1	Definition of logic. Logic as a science an art
Week 2	Scope of logic The laws of logic
Week 3	Induction and essential characteristics of induction
Week 4	Categorical proposition and classes
Week 5	Quality, quantity and distribution The traditional square of opposition
Week 6	Immediate inferences, conversion
Week 7	Symbolism and diagram for categorical proposition
Week 8	<b>Mid-Term Examination</b>
Week 9	Three basic uses of language, discourse serving multiple functions
Week 10	The forms of discourse, Emotive words
Week 11	Kinds of agreement and disagreement.
Week 12	Emotively neutral language
Week 13	The purpose of definition
Week 14	Standard form categorical syllogism
Week 15	Rules and Fallacies
Week 16	<b>Final-Term Examination</b>

## **Recommended Books**

1. Critical Thinking: A Beginner's Guide to Critical Thinking, Better Decision Making, and Problem Solving – Jennifer Wilson
2. Think Smarter: Critical Thinking to Improve Problem-Solving and Decision-Making Skills – Michael Kallet
3. Brain Power: Learn to Improve Your Thinking Skills – Karl Albrecht
4. A Rulebook for Arguments – Anthony Weston
5. A Rulebook for Arguments – Anthony Weston

<b>Program</b>	BBA
<b>Course Name</b>	Business Research Methods
<b>Course Code</b>	BBA-553
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This course is designed to give an overview of the principles and methods of business research: identification of research question, development of theoretical framework and model, securing the respondents, making a test investigation, sampling, collecting data, types and errors of collected data, tabulating and analyzing the information, interpreting the findings and stating the conclusion through a series of class projects. Practical experience is offered to the students on how research techniques and procedures are applied to solve the business problems. This course is also designed to encourage the students to explore the application of theories that have been predominantly developed in Western cultures by using different research method techniques. theoretical and applied problems.

## Course Content

Week 1	The Role of Business Research <ul style="list-style-type: none"> <li>• What is business research</li> <li>• Why it is important</li> </ul>
Week 2	The research process: An overview <ul style="list-style-type: none"> <li>• What are the key steps in research process</li> <li>• Types of research</li> </ul>
Week 3	Problem Definition and the Research Proposal <ul style="list-style-type: none"> <li>• Contents of research proposal</li> <li>• Writing effective research proposals.</li> </ul>
Week 4	Exploratory Research and Qualitative analysis Qualitative research and theory building
Week 5	Survey Research: An Overview Survey method and business research
Week 6	Survey Research: Basic Method of Communication with respondents

	Measurement and Scaling Concepts <ul style="list-style-type: none"> <li>• Types of measures</li> <li>• Types of scales</li> </ul>
Week 7	<b>Mid-Term Examination</b>
Week 8	<ul style="list-style-type: none"> <li>• Attitude Measurement Types of attitudes and their relevant scales</li> </ul> Questionnaire Design <ul style="list-style-type: none"> <li>• Open ended questions</li> <li>• Close ended questions</li> </ul>
Week 9	Sample Designs and Sampling Procedures <ul style="list-style-type: none"> <li>• Types of Sampling</li> <li>• Relevance of sampling technique to research question.</li> </ul>
Week 10	<ul style="list-style-type: none"> <li>• Determination of Sample Size</li> <li>• Basic Data Analysis</li> </ul>
Week 11	Descriptive Analysis Entering data in SPSS <ul style="list-style-type: none"> <li>• Univariate Analysis Using SPSS for univariate analysis</li> </ul>
Week 12	Bivariate analysis <ul style="list-style-type: none"> <li>• Tests of Differences</li> </ul> Tests of mean differences ANOVA Data analysis and interpretation
Week 13	<ul style="list-style-type: none"> <li>• Regression analysis using SPSS CFAs and Path analysis using Amos</li> </ul>
Week 14	The Research Report <ul style="list-style-type: none"> <li>• Contents of a research paper</li> </ul>
Week 15	Managerial decision making and Research Policy implications for managers
Week 16	<b>Final-Term Examination</b>

## Recommended Book

1. William G. Zikmund, Business Research Methods, Latest Edition, Thomson Learning



<b>Program</b>	BBA
<b>Course Name</b>	Total Quality Management
<b>Course Code</b>	BBA-554
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This course will present the various TQM frameworks, concepts, and quality improvement tools necessary for implementing the quality culture that characterizes world-class organizations. This course examines the concepts of TQM as systematic process in the context of continuous improvement and quality management initiatives that improves customer satisfaction. The course covers methodologies and tools that will aid the student to understand how TQM can be used as a strategic tool that helps the organization achieve a competitive advantage in a global economy.

## Course Content

Week 1	Introduction To Total Quality Management <ul style="list-style-type: none"> <li>• Overview of quality and dimensions of quality</li> </ul>
Week 2	<ul style="list-style-type: none"> <li>• TQM framework</li> <li>• Quality Gurus and their contribution to TQM</li> </ul>
Week 3	<ul style="list-style-type: none"> <li>• Obstacles in implementing TQM program in an organization</li> </ul>
Week 4	Role Of Top Management In Implementing TQM <ul style="list-style-type: none"> <li>• Quality statements</li> </ul>
Week 5	Importance of Communication in implementing TQM program.
Week 6	Relationship of customer satisfaction and quality improvement.
Week 7	Relationship of customer satisfaction and quality improvement.
Week 8	<b>Mid Term Examination</b>
Week 9	Role of employees teamwork and employee
Week 10	Role of employees teamwork and employee
	Performance Measures for TQM

Week 11	Typical measurements (cost, time ,HR, marketing, administrative measures and so on)
Week 12	<ul style="list-style-type: none"> <li>• Quality management</li> <li>• ISO Series of Standards</li> </ul>
Week 13	Statistical process control
Week 14	Basic SPC Tools
Week 15	Conclusion and Presentation
Week 16	<b>Final-Term Examination</b>

### **Recommended Books**

1. John S. Oakland (2005) Total Quality Management,(3rd edition), Butterworth-Heinmann, An Imprint of Elsevier, Linacre house, Jordan Hill, Oxford,200 Wheeler Road, Burlington.
2. Subburaj Ramasamy (2005) Total Quality Management, Tata McGraw-Hill Publishing Company Limited, Delhi
3. Foster, T. S. (2006). Managing quality: An integrative approach (2nd ed.). Upper Saddle, NJ: Prentice –Hall.
4. Sadikoglu, E. (2004, September). Total quality management: Context and performance. The Journal of Academy of Business, Cambridge, 5(1/2), 364-366.

<b>Program</b>	BBA
<b>Course Name</b>	Cost Accounting
<b>Course Code</b>	BBA-555
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

The Course deals with examining Cost Accounting as a tool for providing information for manufacturing, internal reporting, external reporting as well as for managerial decision making. The broad course objectives are to help students to understand the central concepts of Cost Accounting, the methods of conducting data analysis preparation of reports for managerial decision making.

### Course Content

Week 1	Cost Accounting Concepts and Objectives
Week 2	Financial Statements The bases for planning and control
Week 3	Costs: Concepts, Uses and Classification
Week 4-6	Job Order Costing, Process Costing:
Week 7	Planning and Control of Factory Overhead.
Week 8	<b>Mid-Term Examination</b>
Week 9	Planning and Control of Factory Overhead
Week 10	Joint and byproduct casting.
Week 11	Planning and Control of Materials
Week 12	Planning and Control of Labor.
Week 13	Value Cost and Profit Analysis.
Week 14-15	Differential Cost Analysis
Week 16	Final-Term Examination

### Recommended Books

- Matz Usry latest Edition, Cost Accounting: Planning and Control.

- Matz, Hammer Usry (1985), Cost Accounting (9th Edition), South-western Publishing Co3.
- Garrison H. Ray, Noreen W. Eric (2004), Managerial accounting (10th edition), Irwin.

<b>Program</b>	BBA
<b>Course Name</b>	Marketing Management
<b>Course Code</b>	BBA-556
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

Marketing management course is geared toward providing an understanding of the rationale for marketing decisions from a managerial perspective and the manipulation of marketing mix to achieve business goals. Practically marketing management encompasses activities such as demand creation and Stimulation, positioning, product differentiation, and product and brand management among others. All these activities involve planning, analysis, and decision-making.

## Course Content

Week 1	Marketing overview Definitions <ul style="list-style-type: none"> <li>• The marketing concept and social responsibility.</li> <li>• The basic functions of marketing</li> </ul>
Week 2	Marketing information systems <ul style="list-style-type: none"> <li>• Marketing intelligence system.</li> <li>• Marketing research system</li> </ul>
Week 3	<ul style="list-style-type: none"> <li>• Concept and components of marketing information systems.</li> <li>• Marketing intelligence system.</li> </ul>
Week 4	Consumer markets and consumer behavior analysis <ul style="list-style-type: none"> <li>• Demographic dimensions of consumer market</li> <li>• Behavioral dimensions of consumer market.</li> </ul>
Week 5	<ul style="list-style-type: none"> <li>• The consumer's decision process.</li> <li>• The buyer's decision process.</li> </ul>

Week 6	<ul style="list-style-type: none"> <li>• The consumer's decision process.</li> <li>• The buyer's decision process.</li> </ul>
Week 7	<p>Step marketing</p> <ul style="list-style-type: none"> <li>• An overview of marketing opportunities and target markets.</li> <li>• Market segmentation concept patterns &amp; procedure.</li> </ul>
Week 8	<b>Mid-Term Examination</b>
Week 9	<p>Product Markets Strategies</p> <ul style="list-style-type: none"> <li>• Basic concepts of product planning.</li> <li>• The product life cycle: Stages and marketing strategies.</li> </ul>
Week 10	<ul style="list-style-type: none"> <li>• Product-mix strategies.</li> <li>• Branding, packaging and labeling</li> </ul>
Week 11	<p>Pricing Strategies and Policies</p> <ul style="list-style-type: none"> <li>• Procedure for price setting</li> <li>• One-price and flexible-price policies</li> </ul>
Week 12	<ul style="list-style-type: none"> <li>• Price level policies over the product life cycle.</li> <li>• Initiating and responding to price changes</li> </ul>
Week 13	<p>Marketing channel decisions</p> <ul style="list-style-type: none"> <li>• Channel -design decisions.</li> <li>• Channel -management decisions</li> </ul>
Week 14	<ul style="list-style-type: none"> <li>➤ Promotional strategies</li> <li>• Effective advertising programs.</li> <li>• Sales promotion and public relations programs.</li> </ul>
Week 15	<ul style="list-style-type: none"> <li>• Effective advertising programs.</li> </ul>
Week 16	<b>Final-Term Examination</b>

### Recommended Books

1. Philip Kotler, Marketing Management, Analysis, Planning, Control, Prentice Hall.
2. William J. Stanton & Charles Futrell, Fundamentals of Marketing, McGraw Hill.
3. Jagdish Sheth and Dennis E. Garrett, Marketing Management: A Comprehensive Reader, South Western Publishing.
4. E. Jerome McCarthy & William D. Paeranth, Basic Marketing: Managerial Approach, IRWIN

<b>6<sup>th</sup> Semester</b>		
<b>Codes</b>	<b>Subject</b>	<b>Credit Hour</b>
BBA-561	Business Ethics	3
BBA-562	Consumer behavior	3
BBA-563	Production & Operation Management	3
BBA-564	Money & Banking	3
BBA-565	Change Management	3
	<b>Total</b>	<b>15</b>

<b>Program</b>	BBA
<b>Course Name</b>	Business Ethics
<b>Course Code</b>	BBA-561
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

Business Ethics is the essence of successful businesses. The ethical and sound moral behavior on the part of Business Managers not only ensures the multiplication of business profitability, and stock holder wealth but also retains the customers' loyalty. The course has been designed for the students of Business Administration in such a way which will polish them ethically / morally and enable them to achieve the social objectives of the business and serve the society in a best possible manner.

### Course Content

Week 1	The Nature of Business Ethics Morality and Ethics, Business Ethics Moral Standards
Week 2	Application of Moral Standards to Individuals & Corporation The Multinational Corporations and Business Ethics Moral Development
Week 3	Levels of Moral Development Pre-Conventional Stages Conventional Stages
Week 4	Post Conventional Stages Moral Reasoning, Analyzing Moral Reasoning, Logical Reasoning Accurate, Relevant and Complete Judgment
Week 5	The Consistency Requirement The Major Ethical Systems Relativism
Week 6	Utilitarianism



	Universalism Rights
Week 7	Distributive Justice Eternal Law
Week 8	<b>Mid-Term Examination</b>
Week 9	The Market and Business Market System versus Command System Evolution to a Market Economy
Week 10	Free Markets and Rights The Ethics of Consumer Production and Marketing Markets and Consumer Protection
Week 11	The Contract View of Business Duties to Consumer The Business Moral Duties to Consumers as per Contractual – Theory The Duty to Comply
Week 12	Factors Influencing Ethical Behavior in Islam Legal Interpretations Organizational Factors
Week 13	Individual Factors An Islamic Perspective of the Social Responsibility of – Organization Developing an Ethical Organization Climate
Week 14	Corporate Ethics Polices Ethics Officers
Week 15	Islamic Tenets Concerning Business Transactions Keeness to Earn Legitimate Earning.
Week 16	<b>Final-Term Examination</b>

## Recommended Books

- Joseph W.Weiss, Business Ethics:A stakeholders & issues management approach (4<sup>th</sup> Edition).
- Manuel G. Velasquez, business ethics.. concepts & cases (6<sup>th</sup> Edition).
- David R. Hampton, Contemporary Management.
- Manuel G.Velassquez, Business Ethics (Concepts and Cases), 5<sup>th</sup> Edition, Pearson Education Inc New Delhi.
- Ferrell, O.C, and Fraedrich, John (2002), Ethical Discision Making and Cases, 5<sup>th</sup> Edition, Houghton Mifflin, New York.

<b>Program</b>	BBA
<b>Course Name</b>	Consumer behavior
<b>Course Code</b>	BBA-562
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

Consumer Behaviour (CB) is a course designed to enhance students understanding of how and why consumers purchase (or do not purchase) goods and services. It will combine both the theoretical concepts of consumer behaviour and its application for marketing strategies related to private, public and non-profit sections. At the conceptual level it will seek to present and integrated.

### Course Content

Week 1	Introduction
Week 2	Consumers And Market Segment
Week 3 and 4	Consumer Research Process
Week 5 and 6	Consumer Decision Process
Week 7	Influences On Consumer Behaviour Cultural influence on CB Social class influence on CB
Week 8	<b>Mid-Term Examination</b>
Week 9	Family life cycle and their influence on CB
Week 10	Demographics and their influence on CB
Week 11 and 12	Personal Influence On Consumer Behaviour
Week 13	Consumer Innovation And Adaptation Process.
Week 14	Characteristics of B2B Buying Behaviour Organizational Buying Behavior - Consumer Markets.
Week 15	Conclusion and Revision
Week 16	<b>Final-Term Examination</b>

### Recommended Text Books

1. Hawkins, Mothersbaugh and Best, Consumer Behaviour (Latest Edition).
2. Shiffman and Kanuk, Consumer Behavior (Latest Edition).
3. Loudon and Bitta, Consumer Behavior (Latest Edition).

<b>Program</b>	BBA
<b>Course Name</b>	Production & Operation Management
<b>Course Code</b>	BBA-563
<b>Credit Hours</b>	3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This course is designed to provide the student with an understanding of the foundations of the operations function in both manufacturing and services. The course will analyze operations from both the strategic and operational perspectives and highlight the competitive advantages that operations can provide for the organization. The goal of the course is to help students become effective managers in today's competitive, global environment.

## Course Content

Week 1	Introduction of operation management <ul style="list-style-type: none"> <li>• The operations Function</li> <li>• Competitiveness, Strategy, and Productivity</li> </ul>
Week 2	Operations Management Models <ul style="list-style-type: none"> <li>• Forecasting</li> <li>• Decision Making</li> <li>• Transportation models</li> <li>• Waiting lines models</li> <li>• Learning curves</li> </ul>
Week 3	System Design
Week 4	Product and Service Design
Week 5	Strategic Capacity Planning for Products and Services: Decision Theory
Week 6	Process Selection and Facility Layout: Linear Programming
Week 7	Design of work systems: Learning Curves
Week 8	<b>Mid-Term Examination</b>
Week 9	Location Planning and Analysis: The Transportation Model <ul style="list-style-type: none"> <li>• Quality</li> <li>• Management of Quality</li> </ul>

	Quality Control: Acceptance Sampling
Week 10	Inventory Management And Scheduling <ul style="list-style-type: none"> <li>• Inventory Management</li> <li>• Aggregate Planning</li> <li>• MRP and ERP</li> </ul>
Week 11	Just-In- Time Production <ul style="list-style-type: none"> <li>• Uniform Production Rate</li> <li>• JIT and Lean Operations</li> <li>• Quality and Maintenance</li> <li>• Scheduling</li> </ul>
Week 12	Supply Chain Management <ul style="list-style-type: none"> <li>• Supply Chain Strategies</li> <li>• Vendor selection, Internet purchasing, Supplier quality aanddreliability</li> <li>• Benchmarking</li> </ul>
Week 13	<ul style="list-style-type: none"> <li>• Types of Facilities and location analysis techniques</li> <li>• Transportation and distribution system</li> </ul> Project Management <ul style="list-style-type: none"> <li>• Describe operation management areas of responsibility.</li> </ul>
Week 14	Layout Strategy <ul style="list-style-type: none"> <li>• Basics layouts</li> <li>• Designing process layouts</li> <li>• Designing product layouts</li> </ul>
Week 15	<ul style="list-style-type: none"> <li>• Warehousing and storage layouts</li> <li>• Assembly line balancing</li> <li>• Hybrid Layouts</li> </ul>
Week 16	<b>Final-Term Examination</b>

**Recommended books:**

1. James- B Dilworth, Production and Operations Management (3<sup>rd</sup> Edition), McGraw Hill Corporation.
2. Evert, Adams-Jr and Ronald-J- Ebert, Production and Operations management, McGraw Hill Corporation.

<b>Program</b>	BBA
<b>Course Name</b>	Money & Banking
<b>Course Code</b>	BBA-564
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

In the wake of recent financial crisis, monetary system has grown out of historical circumstances. Economic analysis convinces us that to some extent our institutions cannot be other than what they are. For example, we may not have to use paper currency, but clearly some kind of medium of exchange is essential to run any economic system. Once conventions establish themselves as institutions, they dictate what purposes in fact it can be served. An important objective of this course is to investigate the principal financial institutions involved in our macro economy.

## Course Content

Week 1-2	Money
Week 3-4	Demand for money
Week 5-6	Supply of money: types of money
Week 7	Monetary theories
Week 8	<b>Mid-Term Examination</b>
Week 9-10	Central banking
Week 11 and 12	Commercial banking
Week 13	Commercial bank and its functions Foreign exchange and trade
Week 14	Theory of international trade
Week 15	Islamic Perspective of money and banking
Week 16	<b>Final- Term Examination</b>

**Recommended Books:**

1. Mishkin, Frederic. S, The Economics of Money and Banking and Financial Markets (8<sup>th</sup> Edition), Pearson Education
2. Meenai, S.A. Money and Banking in Pakistan, Karachi, Oxford University Press.
3. Lucket, D.G., Money & Banking, McGraw Hill.
4. Mc Connell & Brue, Economic (15<sup>th</sup> Edition), McGraw Hill, INC
5. Rose, Peter S., Commercial Bank Management, McGraw Hill.
6. Zamir Iqbal & Abbas Mirakhos, An introduction to Islamic finance

<b>Program</b>	BBA
<b>Course Name</b>	Change Management
<b>Course Code</b>	BBA-565
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## **Course Objectives**

This change management training course teaches students how to develop the skills to proactively address change and meet the challenges of transition in the workplace. Students will also learn how to develop the ability to effectively handle organizational changes by examining the transition process and understanding their own, and others' needs and responses to each phase.

## **Course Contents**

- 1. Understand What is Change:**
  - History and Perspective
  - Drivers for change;
  - The change adept organization
  - Model of planned organizational change
  -
- 2. Identify Different Types of change:**
  - Incremental,
  - Planned,
  - Transformational
- 3. Recognize Dimensions of Change:**
  - Leader-Driven;
  - Process-Driven;
  - Improvement-Driven;
  - Organizational Renewal
- 4. THEORETICAL MODELS**
  - Force Field Analysis (Kurt Lewin)
  - Configurational Learning
  - Gap Analysis (Delta Analysis)
  - Innovative Change

- Leadership Intervention (Blake & Mouton)
  - NACA Cycle
  - Systems Theory
  - Pendulum Theory (Beverly Gaw)
  - Grief Cycle (Elizabeth Kubler-Ross)
- 5. THE CHANGE MATRIX: A WORKING MODEL**
- The Change Matrix
  - Levels of Change
  - Stages of Change
  - Assessing Employees With The Change Matrix
- 6. Prepare For Change:**
- Pressure for change;
  - A clear shared vision;
  - Actionable first steps;
  - Developing belief
- 7. Understand Resistance to Change:**
- Why change doesn't work?
  - Reasons for resistance;
  - Dealing with ambiguity
- 8. Be Able to Lead Change:**
- Why do we need change leadership?
  - change leadership; Fighting complacency
- 9. Communicate and Implement Change:**
- The transition;
  - Communicating the change
- 10. Implementing Change:**
- Shareholder involvement;
  - Leading from the top/ delivered from the bottom;
  - Measured and monitored; Coping with change
- 11. Understand why change programs fail:**
- Why do change initiatives fail?
  - Are you ready for change?

## References

1. L. French: Organization Development, Prentice Hall
2. Understanding Organizational Change (Converting Theory to Practice)--- Lynn B. Fossum Crip Publications INC. Los Altos, California.
3. Richard Beakhard and Wendy Pictuard: Changing the Essence
4. Management and Organizational Development, Keith Potching
5. Kard Albrecht: Organization Development



6. French Bell Zawacki: Organizational Development and Transformation
7. N.P.Rao: Modernizing Management-Human Resource Development
8. James E.Gardner: Training Interventions in Job Skill Development

<b>7<sup>th</sup> Semester</b>		
<b>Codes</b>	<b>Subject</b>	<b>Credit Hour</b>
BBA- 671	Strategic Management	3
BBA- 672	Project Management	3
	(Elective 1)	3
	(Elective 2)	3
<b>BBA-679</b>	<b>Field Experience/ Internship</b>	<b>3</b>
	Total	15

**Course Name** Strategic Management

**Course Code** BBA- 671

**Credit Hours** 0 3

**Total week** 16

**Total hours** 48

### Course Objective

The course is meticulously designed to enable students to make structural and performance analysis of competitive forces and to position a firm to gain strategic advantages in various business and organizational context.

### Course Content

Week 1	<ul style="list-style-type: none"><li>• Strategic management:</li><li>• Definition and process</li></ul>
Week 2	Key terms in Strategic Management The nature of strategic decisions.
Week 3	Strategy formulation External and internal assessment
Week 4	Operating environment scanning Structural analysis of competitive forces
Week 5	The structure and performance of the industry as a whole.
Week 6	The structure and performance of individual competitors.
Week 7	Company situation analysis. Financial diagnosis
Week 8	<b>Mid-Term Examination</b>
Week 9	SWOT analysis
Week 10	Strategies in action
Week 11	Strategy analysis and choice
Week 11	Strategy implementation
Week 12	Developing an effective reward structure
Week 13	Exerting strategic leadership
Week 14	Strategies evaluation
Week 15	Strategic control

**Recommended Book:**

- Gerry Johnson, Richard Whittington, Kevan Scholes, Duncan Angwin, & Patrick Regnér, Exploring Strategy (10<sup>th</sup> Edition).
- Fred R. David, Strategic Management: Concepts & Cases (14<sup>th</sup> Edition) by
- Wheelen and Hunger, Strategic Management: Theory and Policy, (13<sup>th</sup> Edition).
- Thompson and Strickland, Strategic Management: Concepts & Cases (latest edition).
- Hill, Schilling, & Jones, Strategic Management: Theory & Cases: An Integrated Approach, (12<sup>th</sup> Edition).

**Course Name** Project Management

**Course Code** BBA- 672

**Credit Hours** 0 3

**Total week** 16

**Total hours** 48

### **Course Objective**

This course aims at imparting knowledge about the project planning and the concepts related to projects planning and management. The concepts and tools such as plan, organize, implement, and evaluate a project are thought in this course. The purpose of this course is to expose students to the real-life issues in project management, and equip them with necessary tools to resolve these issues. Use of quantitative techniques is supplemented by softer skills of leadership and human resource management.

### **Course Content**

Week 1	Introduction
Week 2	Project Screening and Selection
Week 3	Project Planning
Week 4	Budgeting
Week 5	Project Risk Management
Week 6	Time Planning
Week 7	Resource Management
Week 8	<b>Mid- Term Examination</b>
Week 9	Risk Management
Week 10	Configuration Management Leadership, Role of Project Manager
Week 11	Project Control Project Auditing
Week 12	Project Termination Process Completion & Handover,
Week 13	Closing down Project Systems Reviews
Week 14	Relocation of Staff Disposal of Surplus Assets
Week 15	The Final Report.
Week 16	<b>Final-Term Examination</b>

## **Recommended Books**

- Gray and Larson, Project Management: The Managerial Process (8th Edition).
- Meredith, Project Management: A Managerial Approach (7<sup>th</sup> Edition).
- Jack R. Meredith, Scott M. Shafer, Samuel J. Mantel Jr. (2017), Project Management: A Strategic Managerial Approach (10th Edition).
- John M. Nicholas and Herman Steyn, Mantel Managing Business & Engineering Projects (3<sup>rd</sup> Edition).
- Harvey Maylor (2005), Project Management (3rd edition), Pearson Education Ltd, Singapore..
- Jack R. Meredith & Samuel J. Mantel, Jr. Project Management –A Managerial Approach (8<sup>th</sup> Edition), Local Publication.
- Harold Kerzner National Book Foundation (2003), Project Management –A Systems Approach to Planning, Scheduling and Controlling (7<sup>th</sup> Edition).
- Larson (2016), Project Management (6<sup>th</sup> Edition).

<b>8<sup>th</sup> Semester</b>		
<b>Codes</b>	<b>Subject</b>	<b>Credit Hour</b>
BBA-681	E-Business	3
BBA-682	International Business management	3
	(Elective 3)	3
	(Elective 4)	3
BBA-689	Project + Viva	3
	<b>Total</b>	<b>15</b>

<b>Program</b>	BBA
<b>Course Name</b>	E-Business
<b>Course Code</b>	BBA-681
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

Introduction to E-Business explores what an e-business is and how it is managed. E-Business is an interdisciplinary topic encompassing both business and technology. Basic business aspects and applications throughout the business world include commercial business, government, education, and health services. The major characteristics, opportunities and limitations of this form of business are explored. Students study various issues and risks that exist in the rapidly changing world of e-business.

## Course Content

Week 1	Internet Consumers and Market Research Introduction to E-Business
Week 2	Business to Business (B2B) E-Commerce B2B Support Services
Week 3	Economics of E-Business E-tailing
Week 4	E-Business Applications E-Marketplace
Week 5	E-Business Strategic Management Privacy and Legal Issues
Week 6	E-Business Emerging Issues Identify and explain the variety of e-business models, i.e., business to business, business to customer, consumer to consumer;
Week 7	Determine an appropriate e-business model and apply it to a specific business
Week 8	<b>Mid-Term Examination</b>
Week 9	Explain the benefits and limitations to using e-business models in relation to traditional models. Determine the product's level of competition, profit/loss, marketing approach, etc. that are characteristic of that stage.
Week 10	Define and describe characteristics of a traditional market economy. Apply the laws of supply and demand to economic transactions



	between producers and consumers
Week 11	Describe the characteristic of each form of business ownership.
Week 12	Identify and justify the appropriate business format for a specific business
Week 13	Identify the severity of down-turns in the business cycle on traditional vs. Internet businesses
Week 14	Describe the term business cycle and its relationship to interest rate, unemployment, inflation, and cost of living.
Week 15	Compare web based Customer Relations Management and traditional customer service practices.
Week 16	<b>Final-Term Examination</b>

### **RECOMMENDED BOOKS**

- Rayport, Jaworski and Whitely, Introduction to e-Business (Latest Edition), McGraw Hill.
- Harvey M. Deitel, Paulj. Deital and Kate Stein Buhler, E-business and E-Commerce for Managers (1<sup>st</sup> Edition).
- Dave Chaffey (2002), E-Business and E-Commerce Management: strategy , implementation and practice (5<sup>th</sup> Edition).

<b>Program</b>	BBA
<b>Course Name</b>	International Business management
<b>Course Code</b>	BBA-682
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This course provides the manager's perspective in the fields of international payments, international trade, and the analyzation of investments. Emphasis is given to the materials and concepts that illuminate the strategies, structure, practices, and effects of multinational enterprises.

## Course Content

Week 1	The nature of international business
Week 2	Cultural influences on international business
Week 3	The international economic environment
Week 4	The international political and legal environment
Week 5	The multinational company
Week 6	Direct foreign investment
Week 7	International technology transfer
Week 8	<b>Mid-Term Examination</b>
Week 9	International logistics and distribution
Week 10	International financial management
Week 11	International business entries. <ul style="list-style-type: none"> <li>• Exporting</li> <li>• Joint ventures</li> <li>• Subsidiaries</li> </ul>
Week 12	<ul style="list-style-type: none"> <li>• Locating export markets</li> <li>• International marketing research</li> <li>• International market segmentation.</li> </ul>
Week 13	<ul style="list-style-type: none"> <li>• Political Forces</li> <li>• Ideological Forces (Communication, Capitalism, Socialism)</li> <li>• Government Ownership of Business</li> </ul>

	<ul style="list-style-type: none"> <li>• Government Stability</li> </ul>
Week 14	Export & Import Practices <ul style="list-style-type: none"> <li>• Export Locating Foreign Markets</li> <li>• Payments &amp; Financing Procedures</li> </ul>
Week 15	<ul style="list-style-type: none"> <li>• Export Procedures</li> <li>• Export Shipments</li> </ul>
Week 16	<b>Final-Term Examination</b>

### **Recommended Books**

1. Ball Don (2005), International Business (10 Edition), Wendell McCullough.
2. Charles Hill W. (2018), International Business Competing in the Global Marketing Place (11<sup>th</sup> Edition). McGraw Hill, Printed in Singapore.
3. Richard Hodgetts M. (1995), International Business A Strategic Management Approach, International Edition, McGraw Hill.
4. Kakoti Bork, International Trade Causes and Consequences, Macmillan Publishers.
5. Donald A. Ball, Wendell H. Mc. Culloch, Jr., J. Michael Geringer, Michael S. Minor. Jeanne M. McNet, International business: The challenge of global competition (11<sup>th</sup> Edition), Tata McGraw-Hill Education.

## Elective Courses

<b>List of Electives</b>		
<b>Finance</b>		
<b>S. No.</b>	<b>Course Title</b>	<b>Credit Hours</b>
FIN311	Corporate Finance	3
FIN312	Financial Modeling	3
FIN313	Financial Derivatives	3
FIN314	Corporate Governance	3
FIN315	Financial Reporting and Analysis	3
FIN316	Credit Management	3
FIN317	Islamic Banking	3
FIN318	Investment & Portfolio Management	3
FIN319	Financial Risk Management	3
<b>HRM Specialization</b>		
HRM321	performance & Compensation Management	3
HRM322	Recruitment & Selection	3
HRM323	Leadership	3
HRM324	Training and development	3
HRM325	Strategic HRM	3
HRM326	H.R Development	3
HRM327	Cross-Cultural Resource Management	3
<b>Marketing Specialization</b>		
MKT331	Industrial Marketing	3
MKT332	International Marketing	3
MKT333	Online Marketing	3
MKT334	Retailing	3
MKT335	Distribution Management	3
MKT336	Seminars in Marketing	3
MKT337	Brand Management	3
MKT338	Marketing Research	3
MKT339	Sales & Selling	3
<b>Management Specialization</b>		
MGT341	Comparative Management Systems	3
MGT342	Total Quality Management	3
MGT343	Project Management	3
MGT344	Hotel Management	3
MGT345	Seminar in Management	
MGT346	International Management	3
MGT347	Change Management	3

MGT348	Crisis Management	3
Entrepreneurship		
ENT351	Entrepreneurial Mindset Development	3
ENT352	Entrepreneurial Marketing	3
ENT353	Entrepreneurial accounting and finance	3
ENT354	Entrepreneurial leadership and organizational development	3
ENT356	Entrepreneurial HRM	3
ENT357	Entrepreneurial operation management	3
ENT358	Entrepreneurial business law	3
ENT359	Entrepreneurial strategy management	3

## Finance Specialization

<b>Program</b>	BBA
<b>Course Name</b>	Corporate Finance
<b>Course Code</b>	FIN311
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

The Course has been designed to explain how Financial Theory can be applied to resolve practical financial problems of the corporations. The course will also help the students to develop their corporate decision making power.

### Course Content

Week 1	Introduction to Corporate Finance. The Financial Manager.
Week 2	Functions of the Financial Manager. Financial Management Decisions.
Week 3	Investment Decisions. Indirect Investments
Week 4	Direct Investments Dividend Policy's Decisions
Week 5	Goals of Corporate Finance, Possible Goals, General Goals.
Week 6	The Agency Problem & Agency Cost Agency Relationship.
Week 7	Control of Corporation Financial Market Review
Week 8	<b>Mid-Term Examination</b>
Week 9	Time Value of Money Future Value and Compounding
Week 10	Interest Rates and Bond Valuation Stock Valuation
Week 11	The Stock Markets Market Reporting
Week 12	Capital Budgeting

Week 13	Analyzing and Redeeming Qualities of the Rule
Week 14	Financial Leverage And Capital Structure Policy
Week 15	Dividends and Dividend Policy
Week 16	<b>Final-Term Examination</b>

## **Recommended Books**

1. Ross, Westerfield, Jordan: Corporate Finance Essentials (8thEdition).
2. James C. Vanhorne: Fundamentals of Financial Management
3. Eugene F. Brigham: Fundamentals of Financial Management
4. Brealey, R. A. & Myers, Principles of corporate finance.
5. Ross, Westerfeild and Jaffe: Corporate Finance
6. Jean Tirole: The Theory of Corporate Finance
7. William L Megginson: Corporate Finance Theory
8. Eugene F. Brigham: Managerial Finance
9. Western J. Copeland, Financial Theory and Corporate Policy.
10. Brigham & Ehrhard, Financial Management, Theory and Practices (11thEdition).

<b>Program</b>	BBA
<b>Course Name</b>	Financial Modeling
<b>Course Code</b>	FIN312
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

Valuation concepts are very important for the field of Finance. The use of computers and the amount of information available about the market and the players, has introduced sophistication in estimation techniques. This course is offered as an elective course for Finance Major students. This course introduces Financial Modeling and the extensive use of Excel functions. We are going to do a lot of short exercises as well as taking up some cases to gain expertise of the subject. The underlying stock picking concepts to make effective financial models are taught in this training through practical exercises. Students learn to work in the class room environment using investment concepts to prepare, present, edit/modify, and protect their valuation decisions using real life scenarios along with interpretation of news and financial information.

### Course Content

Week 1	Introduction Main Financial Model Market Participants Financial Model–Information Canvass Understanding Economy– Important for Projections Overview of Financial Modeli ng Financial Modeling Best Practices Detailed Financial Model– Easy Interpretation Explanation of Models Building a Financial Model-Steps
Week 2	Analysis: Modules of Financial Modeling Building a Financial Model:



	<p>Ratios Ratio Interpretation</p> <p>Building a Financial Model: Sign Conventions</p> <p>Building a Financial Model: Avoiding Errors</p>
Week 3	<p>Debt Securities:</p> <p>What is Monetary Policy</p> <p>Categories of Bonds</p> <p>Time Path of Bond Price</p> <p>Pricing and Coupon Dates</p> <p>Days Count Conventions</p>
Week 4	<p>Capital Structure:</p> <p>Weighted Average Cost of Capital (WACC)</p> <p>Balance Sheet and Cash Flows</p> <p>Intrinsic Value</p> <p>Market Capitalization Rate</p> <p>Beta of Firms</p> <p>Forecasting Return using Beta</p>
Week 5&6	<p>Financial Statement Analysis :</p> <p>Learning Excel Formats</p> <p>A run-down of recent Excel versions</p> <p>Building a Financial Model</p> <p>What is the Gordon Growth Model – GGM? What is a DCF model?</p> <p>FCFF and FCFE</p> <p>Components of CF Statement Change in NWC</p> <p>NPV/XNPV</p> <p>Inefficiency of “Market Portfolio”</p> <p>How can we test CAPM, Uses of CAPM.</p> <p>Functions: Table Function, Slicers, Combo Charts</p>
Week 7	<p>Project Valuation:</p> <p>Debt: Considerations and Calculation</p> <p>Debt Structures</p> <p>Weighted Average Cost of Capital (WACC)</p> <p>PAY BACK Period</p> <p>Project Valuation Exercise</p> <p>Functions: NPV, MIRR, IRR, Payback Period</p>
Week 8	Mid-term exam
Week 9, 10	Stock Market Return:

	<p>What is Beta in Finance? Examples of beta  Pakistan Stock Exchange (PSX) PSX - Sectorial Indices  Shariah Screening Stock  Criteria Market Capitalization :  Understanding Market Capitalization: Global v/s PSX Beta and Returns Exercise  Functions: SLOPE, COVARIANCE, VARIANCE, STANDARD DEVIATION</p>
Week 11, 12	<p>Harry Markowitz's Modern Portfolio Theory: The Efficient Frontier:  Markowitz's Modern Portfolio Theory  Two Components of risk for individual stock returns. Two Risky Assets  MSCI Index  SHARPRATIO  Does MPT Work in Recessions? (Pakistan Case)  Functions: SOLVER, GOALSEEK, DURATION, MDURATION,</p>
Week 13, 14	<p>Debt Transactions – Private Businesses and also for Listed Companies – LBO and M&amp;A  models: Long Term Forecasting: Inflection Points  Duration: Purchasing Debt Liability  PVBB - interpretation  Debt: Formula for Higher Growth Leverage</p>
Week 15	Revision
Week 16	<b>Final – Term Exam</b>

- Financial Modeling - 3rd edition; by Simon Benninga (SB)
- Damodaran on Valuation, 2nd edition by Aswath Damodaran (AD)

<b>Program</b>	BBA
<b>Course Name</b>	Financial Derivatives
<b>Course Code</b>	FIN313
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

The course is designed for undergraduate students, with an objective to familiarize them with the basics of derivatives. We understand the role of derivatives in financial markets and study the pricing and valuation of different types of derivative instruments.

## Course Content

Week 1,2	<ul style="list-style-type: none"> <li>• Definition of Derivatives</li> <li>• Types of derivatives and their features</li> </ul>
Week 3,4	<ul style="list-style-type: none"> <li>• Pricing mechanisms of the different types of forwards, futures and swaps</li> <li>• Valuation of the different types of forwards, futures and swaps</li> </ul>
Week 4,5	<ul style="list-style-type: none"> <li>• Valuation of options using binomial model</li> <li>• Calculation of hedge ratio and expectations approach</li> <li>• Multiple binomial model</li> </ul>
Week 6, 7	<ul style="list-style-type: none"> <li>• Assumptions taken to make the model realistic</li> <li>• BSM model and its implications</li> </ul> <p>Option Greeks and implied volatility</p>
Week 8	<b>Mid-term exam</b>
Week 9,10	<ol style="list-style-type: none"> <li>1. Analysing different real life scenarios where options are used</li> <li>2. Valuing the real options in terms of the benefit they give with the help of BSM model</li> </ol>
Week 11,12	<ul style="list-style-type: none"> <li>• Problems caused by derivatives</li> <li>• Discussion of Warren Buffett's statement on derivatives</li> <li>• Documentary: The Four Horsemen</li> </ul>
Week 13,14	<ul style="list-style-type: none"> <li>• Introduction to Islamic Finance</li> <li>• Salam contracts and their similarity to forward contracts</li> </ul>

	<ul style="list-style-type: none"><li>• Types of sukuks and their securitization process</li></ul>
Week 15	Revision
Week 16	<b>Final-term exam</b>

### **Recommended Books**

- 2020 or later CFA Program Curriculum Level I
- 2020 or later CFA Program Curriculum Level II
- Fundamentals of Islamic Finance and Banking by Fahmida Habib

<b>Program</b>	BBA
<b>Course Name</b>	Corporate Governance
<b>Course Code</b>	FIN314
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

The instructor will exert full potential in providing good concepts. the instructor will provide you lectures, presentation slides and do practical exercises. to make subject clarity more productive students will come up with their topic of interest. it is mandatory to participate in class, instructor will analyze concept on particular subject. This course provides benefits if students work with enthusiasm, interest and willingness. Instructor will also provide case studies to know about management studies on industrial level.

### Course Content

Week 01	Overview of the mechanisms codes, issues, practices of corporate governance. theoretical aspects of corporate governance :contracting: transition cost , economics, agency, theory , decision making
Week 02	Horizontal vertical private and public accountability. Corporate governance issues and impact at different stages of company `s life
Week 03	Introduction to Global Corporate Governance. Globalization of governance. Comparative corporate governance. The forms of corporate ownership and control internationally. The role of the state. The role of private capital
Week 04	The corporate governance functions in small and medium-size companies. Securities Markets. Cross listing, fair and unfair completion among securities markets, the roles of the government regulations in creating a competitive regulatory environment. Piggybacking and Bonding
Week 05	Effect of corporate governance on stock price. Price signals and feedback information. Debt contracting and debt structures

Week 06	Institutions investors. The role of these in monitoring companies and impact between enterprise and accountability
Week 07	Investor protection around the world. Tunneling intuitions and the law. Convergence thesis. Theory of path dependence and rent-protection theory. Functional convergence
Week 08	<b>Mid-Term Exam</b>
Week 09	Beyond the law: role, impact and enforcement. Methods of achieving regulatory order. Market based vs bank based economies.
Week 10	Auditors and auditing. Board function, board compositions, monitoring committees, accountability to shareholders and stakeholders
Week 11	International and domestic issues in executive compensation, management, Board of Director and codes of best practice.
Week 12	Corporate governance and finance. Characteristics of system. Advantage and disadvantages.
Week 13	Recent developments, problems and issues faced by the legal and finance ethical system
Week 14	Latest trends in international corporate governance. The new driving forces behind international governance
Week 15	Final project.
Week 16	<b>Final Term Exam</b>

### **Recommended Books**

1. Corporate Governance: International Edition: John R Nofsinger, Kenneth A, Kim, ISBN: 013128732X. Publisher: Prentice all. Latest Edition

<b>Program</b>	BBA
<b>Course Name</b>	Financial Reporting and Analysis
<b>Course Code</b>	FIN315
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

The objective of the course is to create competency of reading and understanding the financial statements. The terminology of each discipline has special connotation and if misunderstood it can lead to faulty decisions if not blunders. Accounting is no exception. For appropriate analysis proper understanding of different terms used in financial reporting is of utmost importance.

## Course Content

Week 1	Overview of Financial Reporting History of Accounting Accounting Standards Conceptual Framework
Week 2	Major Issues on agenda Rule based vs Principal based standards debate IAS and IFRS
Week 3	Preparation of Financial Statements <ul style="list-style-type: none"> <li>• Balance Sheet</li> <li>• Profit and Loss Account/ Income Statement</li> <li>• Cash Flow Statement</li> </ul>
Week 4	Issues and Controversies in Financial Reporting Earnings Management
Week 5	Fraud triangle Risk factors Common accounting warning signs
Week 6	Stretching out payables. Financing of payables
Week 7	Securitization of receivables Financial analysis techniques
Week 8	<b>Mid-Term Examination</b>
Week 9	Ratio analysis Common size financial statements

Week 10	Charts in financial analysis Limitations of ratio analysis
Week 11	Activity, liquidity, solvency, profitability and valuation ratios Du-Pont analysis
Week 12	Equity analysis, credit analysis, and segment analysis Integration of tools to model and forecast earnings Financial Statement Analysis
Week 13	Evaluation and finding company's strategy Basic projection of a company's future net income and cash flow
Week 14	Role of financial statement analysis Financial statement analysis in screening for potential equity investments
Week 15	Analyst adjustments to a company's financial statements to facilitate comparison with another company.
Week 16	<b>Final-Term Examination</b>

### Recommended Books

- James C. Vanhorne, Fundamentals of Financial Management.
- Eugene F. Brigham, Fundamentals of Financial Management.
- Brealey, R. A. & Myers, Principles of corporate finance.
- Stephen A. Zeff, Bala G. Dharan: Readings and Notes on Financial Accounting: Issues and Controversies.
- Gerald I. White, Ashwinpaul C. Sondhi, Haim D.: The Analysis and Use of Financial Statements.
- Meigs, William, Haka, Bettner,: Accounting, the basis for business decisions.
- Charles J Gibseon, Financial Reporting and Analysis
- Charles J. Gibson, Financial Statement Analysis
- IAS Manual for International Accounting Standards, ICAP.



<b>Program</b>	BBA
<b>Course Name</b>	Credit Management
<b>Course Code</b>	FIN316
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

The main objective of this course is to provide a comprehensive knowledge to the student about credit management latest tools. Instructor will prepare them with the latest knowledge about how the credit is managed. This course includes all the pre-requisites that a credit management course requires to be studied. After studying this course the student will be able to know what credit management is and what its importance is.

## Course Content

<b>Week 1</b>	Introduction to credit management, Principles of sound lending, Forms of lending, Securities for advance
<b>Week 2</b>	Classification of securities, Creation of charge on securities
<b>Week 3</b>	The lending process, Step 1: Identification of and introduction to the new customer, Step 2: Credit analysis, Step 3: Approval and Disbursement
<b>Week 4</b>	The role of credit officer, Preparing loan application forms, Processing of credit proposal, Follow up for recovery
<b>Week 5</b>	Types and modes of lending, Fund based and non-fund based, Short terms and long terms financing
<b>Week 6</b>	Introduction credit administration: Function of credit administration department Function of CAD officer
<b>Week 7</b>	Importance of credit monitoring Stages of credit monitoring (pre & Post sanction stages).
<b>Week 8</b>	<b>Mid-Term Exam</b>

<b>Week 9</b>	Credit Monitoring : 6-C`s,6-M`s,6-P`s
<b>Week 10</b>	Risk Management, Types of risk management
<b>Week 11</b>	•Risk rating criteria and risk rating sheet
<b>Week 12</b>	Introduction to SME financing, Criteria for SME, Future of SME in Pakistan
<b>Week 13</b>	SBP Prudential regulation regarding loan classification, PR-consumer financing
<b>Week 14</b>	PR-SME financing, PR-Corporate financing
<b>Week 15</b>	Introduction to recovery ordinance 2001
<b>Week 16</b>	<b>Final-Term Exam</b>

**Recommended Books and Websites:**

- Practice and law of banking in Pakistan by Dr.Asrar H,siddiqi
- Commercial Bank Management by peter s Rose3.SBP Prudential regulation([www.sbp.gov.pk](http://www.sbp.gov.pk))

<b>Program</b>	BBA
<b>Course Name</b>	Islamic Banking
<b>Course Code</b>	FIN317
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

The main objective of this course is to provide a comprehensive knowledge to the student about credit management latest tools. To prepare them with the latest knowledge about how the credit is managed. This course includes all the pre-requisites that a credit management course requires to be studies. After studying this course the student will be able to know what credit management is and what its importance is.

## Course Content

<b>Week 1</b>	A Brief Overview of Economic Systems, Capitalism, Communism Islamic Economic System
<b>Week 2</b>	The Islamic Economic System Factors of Production in Islam, The Objectives of the Distribution of Wealth in Islam
<b>Week 3</b>	Riba, Usury, Interest Introduction Historical Background Nature & Meaning
<b>Week 4</b>	Prohibition of Riba, Riba in the Quran, Riba in Headith, Riba in Fiqha
<b>Week 5</b>	Rationale of Prohibition of Riba, Arguments in Favor of Interest Arguments against Interest Analysis of the Arguments in Favor of & Against Interest, Interest free Banking System, Objections Reservations Evaluation of the Objections & Reservation
<b>Week 7</b>	Islamic Banking, Philosophy, Development Areas of Operations, None Fund Based Transactions Investment Activities, Social Activities Financing under Profit and Loss Sharing System, Potential of Islamic Banks

<b>Week 7</b>	Islamic Modes of Financing Musharakah, Definition of Musharakah, The Basic Rules of Musharakah The Management of Musharakah, Basic Rules of Distribution of Profit and Loss
<b>Week 8</b>	<b>Mid-Term Exam</b>
<b>Week 9</b>	Powers and Rights of Partners and Musharakah, Termination of Musharakah, Termination of Musharakah without Closing the Business, Distinction between Interest Based Financing and Musharakah
<b>Week 10</b>	Mudarabah Definition, Types of Mudarabah, Difference between Mudarabah and Musharakah, Investment Mudarabah Expenses, Distribution of Profit and Loss, Roles of Mudarib, Termination of Mudarabah
<b>Week 11</b>	Diminishing Musharakah, Meaning and Concept, Uses of Diminishing Musharakah, Murabaha, Definition, Difference between Murabaha and Sale, Issues in Murabaha Basic Mistakes in Murabaha Financing, Bai' Muajjal
<b>Week 12</b>	Salam and Istisna, Salam Purpose of Use, Conditions of Salam Parallel Salam, Istisna Concept of Istisna, Difference between Istisna and Salam, Istisna as a Mode of Financing
<b>Week 13</b>	Ijarah (Leasing) Basic Rules Lease as a Mode of financing, Difference between Murabaha and Leasing, Expenses Consequent to Ownership Lessee as Ameen Ijarah Wa Iqtina
<b>Week 14</b>	Applications of Islamic Financing Project, Financing, Working Capital Financing, Import Financing, Export Financing
<b>Week 15</b>	Islamic Investment, Securitization Securitization of Musharakah Securitization of Murabaha Securitization of Ijarah
<b>Week 16</b>	<b>Final-Term Examination</b>

### Recommended Books

- Islamic banking --shahid hassan siddiqui, published ---royal book company karachi. (1994).
- An introduction to islamic finance --muhammadtaqi usmani, idaratual marrif karachi. (1999).
- Islamic banking ---dr. muhammad imran ashraf usmanipublished ---darul ishaat karachi edition (2002).

<b>Program</b>	BBA
<b>Course Name</b>	Investment & Portfolio Management
<b>Course Code</b>	FIN318
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

The objective of the course is to study theory and empirical evidence relevant for portfolio management. An emphasis is placed on understanding how an investment professional would allocate funds in a hypothetical portfolio. Major topics include estimation of capital market parameters, trade-off between risk and return, optimal portfolio selection, equilibrium asset pricing models, and delegated portfolio management.

Emphasis will be put on development of techniques that should be part of the tool kit of those interested in becoming professional investors and/or researchers in finance. The course material is tilted heavily towards equity markets since there are separate courses that cover fixed income markets and derivative securities. This course is designed to primarily address the needs of advanced students in an MBA program.

## Course Content

<b>Week 01</b>	Investment Settings
<b>Week 02</b>	Organization And Functioning Of Securities Market
<b>Week 03</b>	Security market indicator series
<b>Week 04</b>	Introduction to efficient market hypothesis
<b>Week 05</b>	An introduction to portfolio management
<b>Week 06</b>	An introduction to asset pricing models
<b>Week 07</b>	Analysis of financial statements
<b>Week 08</b>	<b>Mid-Term Exam</b>
<b>Week 09</b>	Security valuation

	Stock market analysis
<b>Week 10</b>	Industry analysis
<b>Week 11</b>	Company analysis and stock valuation
<b>Week 12</b>	Technical analysis
<b>Week 13</b>	Introduction to behavioral finance
<b>Week 14</b>	Introduction to financial derivatives
<b>Week 15</b>	Forwards, Futures, Options & Swaps
<b>Week 16</b>	<b>Final-Term Exam</b>

### **Recommended Books**

- Jones. P. Charles; Investment: Analysis & Management, John Wiley & Sons.
- Sharpe, Alexander and Bailey; Investments, Prentice Hall.
- Bodie, Kane & Marcus; Investment, McGraw Hill.
- Radcliff; Investment: Concepts Analysis Strategy, Addison Wesley.
- Radcliffe, Robert, Investment, Addison Wesley, 5th edition
- Gitman, L.J. and Joehnk, M.D. (2008). Fundamentals of Investing. 10<sup>th</sup> ed. Pearson Education, Inc., Prentice Hall.

<b>Program</b>	BBA
<b>Course Name</b>	Financial Risk Management
<b>Course Code</b>	FIN319
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

Risk is costly. This statement is absolutely agreed by businessmen and professionals, particularly those facing inherent risk in their professional lives. Minimizing the cost of risk to an optimum level unanimously means that we are increasing the value of a firm.

However, the cost of risk minimization, albeit its ease to say or learn conceptually is very much difficult to implement, either by self- managed method or by risk-transfer approach.

If a business executive decides to manage the cost of risk herself, she has to estimate direct and indirect costs pertaining to the possibly risky events or occurrences. On the other hand, if executive transfers the risk to a third party, she has to load in insurance premium as the compensation for the insurer, comprising administrative fees and the insurer's business return.

## Course Content

<b>Week 01</b>	Introduction to risk management
<b>Week 02</b>	Risk and return
<b>Week 03</b>	Why are financial intermediaries special
<b>Week 04</b>	Risks of financial intermediation
<b>Week 05</b>	Interest rate risk
<b>Week 06</b>	Market risk
<b>Week 07</b>	Credit risk
<b>Week 08</b>	<b>Mid-term Exam</b>
<b>Week 09</b>	Off-balance-sheet risk
<b>Week 10</b>	Technology and other operational risks
<b>Week 11</b>	Foreign exchange risk
<b>Week 12</b>	Sovereign risk, Liquidity risk
<b>Week 13</b>	Insurance

<b>Week 14</b>	Options, caps, floors, and collars
<b>Week 15</b>	Swaps, Futures and forwards Securitization
<b>Week 16</b>	Final-Term Exam

### **RECOMMENDED TEXTBOOK**

- Saunders, A. and M. Cornett. 2008. Financial institutions management: A risk management approach, 6th ed. Boston: McGraw-Hill.
- Harrington, S. and G. Niehaus. 2004. Risk management and insurance, 2nd ed. Boston: McGraw-Hill.
- Rivai, V., A. Veithzal, and F. Idroes. 2007. Bank and financial institutions management: Conventional and Sharia System. Jakarta: Rajawali Pers.



## Specialization in HRM

<b>Program</b>	BBA
<b>Course Name</b>	Performance & Compensation Management
<b>Course Code</b>	HRM321
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

The objective of this course is to highlight the importance of incentives and compensation management in HRM and to familiarize students with nature and types of incentives along with other important topics. Students are required to develop understanding about design, administration and control of compensation management systems to support business and corporate strategies.

### Course Content

Week 1 & 2	Introduction
Week 3 & 4	Objectives and Targets for Compensation Systems
Week 5 & 6	Various types of Incentives
Week 7	Alignment of Incentives with nature of jobs and Business Strategies
Week 8	Mid-Term Exam
Week 9 & 10	Alignment of Compensation Systems with Strategic Planning
Week 11 & 12	Administering Incentives and Compensation Systems
Week 13 & 14	Functional Challenges and Issues for Compensation Systems
Week 15	Best Practices in Incentives and Compensation
Week 16	Final-Term Exam

### Recommended Books

- McCoy, T. J. (2012). Compensation and Motivation: Maximizing Employee Performance With Behavior-Based Incentive Plans. CreateSpace Independent PublishingPlatform.
- Kelly, D. (2014). The Book on Incentive Compensation Management. Compensation Architect.



<b>Program</b>	BBA
<b>Course Name</b>	Recruitment & Selection
<b>Course Code</b>	HRM322
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objectives

This course will provide a conceptual and operational understanding of the key aspects of human resources staffing functions, including job analysis, recruitment, and assessment, selection, and performance evaluation. At the completion of this class, students should be able to design and implement an effective and legally defensible staffing system tailored to organizational requirements. They should also be able to evaluate existing staffing programs for efficaciousness and legal compliance.

## Course Content

Week 1	Introduction to Recruitment and Selection
Week 2	Job Analysis
Week 3	Legal Issues
Week 4	Recruitment
Week 5	Selection
Week 6	Applicant Screening
Week 7	Assessment Centers
Week 8	Mid-Term Exam
Week 9	Ability Tests
Week 10	Personality Assessment
Week 11	Job Performance
Week 12	Performance Tests
Week 13	Integrity Testing Drug Testing
Week 14	Graphology The Selection Interview
Week 15	Strategies for Selection Decision Making
Week 16	Final-Term Exam

**Reference Book:**

- Diane Arthur Recruiting, Interviewing, selecting and orienting new employees (Latest Edition).
- Garry Dessler (2012), Human Resource Management (13th edition), Prentice Hall.
- Dale S. Beach (1991), Personnel: The Management of people at work (5th edition). Macmillan Publishing.
- William B. Werther & Keith Davis Human Resource & Personnel (latest edition).

<b>Program</b>	BBA
<b>Course Name</b>	Leadership
<b>Course Code</b>	HRM323
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objectives

This course examines the vital role that leadership plays at all levels within a business organization. Students will discover the importance of leadership potential as a key to sustained professional and organizational excellence. Exposure to thought-provoking cases, exercises and literature will heighten students' awareness of the need to develop strong leadership skills in dealing with dynamic and culturally diversified organizations and communities of global world.

### Course Content

Week 1	Introduction to leadership <ul style="list-style-type: none"> <li>• Define Leadership</li> <li>• Explore how they can relate themselves towards leadership capabilities and organization's needs.</li> <li>• Differentiate between managers and leaders</li> <li>• Leader capabilities, traits and qualities.</li> </ul>
Week 2	Leadership theories <ul style="list-style-type: none"> <li>• Behavioral theories, contingency theories, situational theories, transformational theories, Charismatic theories.</li> </ul>
Week 3	Leadership Styles <ul style="list-style-type: none"> <li>• Autocratic leadership</li> <li>• Democratic leadership</li> </ul>
Week 4 & 5	Followership <ul style="list-style-type: none"> <li>• Define the role of followers in leaders' effectiveness.</li> <li>• Explain that how leaders can develop followers by identifying their styles to be effective leaders.</li> </ul>

Week 6 & 7	<p>Leadership Communication</p> <ul style="list-style-type: none"> <li>• Identify the differences in communication channels of Leaders and Managers.</li> <li>• Explain the key elements of effective leader communication.</li> </ul>
Week 8	Mid-Term Exam
Week 9 & 10	<p>Leading through Power &amp; Politics</p> <ul style="list-style-type: none"> <li>• Define the dynamics of leaders' power bases, and the relationship among power, politics and leadership effectiveness.</li> </ul>
Week 11	<p>Motivation and Empowerment</p> <ul style="list-style-type: none"> <li>• Work on creating difference through developing conducive environment</li> <li>• Theories of motivation through leadership lens.</li> </ul>
Week 12	<p>Leading team and Diversity</p> <ul style="list-style-type: none"> <li>• Turning individuals into team players</li> <li>• Handling different type of teams with the help of leadership skills.</li> </ul>
Week 13	<p>Guest Speaker</p> <ul style="list-style-type: none"> <li>• Explore the expectations of corporate world from the new generation of business leaders.</li> </ul>
Week 14 & 15	<p>Leading Change and Learning</p> <ul style="list-style-type: none"> <li>• See the pressures and changes in today's organization.</li> <li>• Expand own and others creativity and innovation.</li> </ul>
Week 16	Final-Term Exam

**Reference Books:**

- Richard L. Daft, The Leadership Experience, (3rd Edition) Thomson, South-western.
- Robert E. Staub, The Heart of Leadership: 12 Practices of Courageous Leaders.
- John K. Clemens and Steve Albrecht, The Timeless Leader.

<b>Program</b>	BBA
<b>Course Name</b>	Training and development
<b>Course Code</b>	HRM324
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

Training and development in organizations is usually defined as planned activities directed at enhancing the learning of job-relevant knowledge, skills and attitudes by members or employees of the organization. Almost invariably, the goal is to improve on-the-job performance so as to enhance the overall effectiveness of the organization and/or to increase the likelihood that organizational goals will be reached. This course will familiarize students with the training and development function.

## Course Content

Week 1	Introduction & Organization Of The Training & Development
Week 2	Process Organizational Learning
Week 3	Learning & Motivation
Week 4 and 5	The Needs Analysis Process Training Design
Week 6 and 7	Training Implementation
Week 8	Mid-Term Examination
Week 9 and 10	Delivery Transfer of Training
Week 11	Training Methods
Week 12	Training Evaluation Costs and Benefits
Week 13	Training Programs
Week 14	Training Trends & Best Practices
Week 15	Final Project (Report Submission & Presentations)
Week 16	Final-Term Examination

## Recommended Books

- Robert W. Pike, Creative Training Techniques Handbook, CSP.

- Dipak Kumar Bhattacharyya – Professor, Training and Development: Theories and Applications (1st edition), School of Human Resource Management, Xavier Institute of Management, Bhubaneswa
- Routledge (2018), Training and Development in Organizations: An Essential Guide For Trainers (1<sup>st</sup> Editio), Published August 9.



<b>Program</b>	BBA
<b>Course Name</b>	Strategic HRM
<b>Course Code</b>	HRM325
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

The strategic Human Resource management module provides students with a critical understanding of the theories, principle, historical trends, current issues and practices relevant to human resource management in organizations. This will support the development of subject specific and key transferable skill necessary for employment in roles which require the effective management of both human and knowledge capital within the organization, therefore extending beyond purely human resource management roles.

## Course Content

<b>Week 1</b>	The changing nature of work.
<b>Week 2</b>	HRM's new strategic role.
<b>Week 3</b>	HR strategy and business strategy
<b>Week 4</b>	HR systems and organizations
<b>Week 5</b>	HR metrics and business performance
<b>Week 6</b>	Organizational culture, values and Ethics
<b>Week 7</b>	HR's role in organizational change.
<b>Week 8</b>	<b>Mid-Term Exam</b>
<b>Week 9</b>	International Strategic Human resource Management
<b>Week 10</b>	Industrial relations, changing the dynamic environment
<b>Week 11</b>	HR accounting and human value management
<b>Week 12</b>	HR Planning and information of systems
<b>Week 13</b>	Internal and external fit in SHRM systems
<b>Week 14</b>	Strategic renewal: Downsizing, mergers and acquisitions, and restructuring
<b>Week 15</b>	The future of HR.
<b>Week 16</b>	<b>Final-Term Exam</b>

### **Recommended Books**

- Jeffrey A. Mello (2014), *Strategic HRM* (4<sup>th</sup> Edition), Cengage Learning.
- Armstrong (2020), *Handbook of Strategic HRM* (7<sup>th</sup> edition).
- John Storey, Patrick M. Wright, David Ulrich (2009), *The Routledge Companion to Human Resource Management Strategy* (1st Edition).

<b>Program</b>	BBA
<b>Course Name</b>	H.R Development
<b>Course Code</b>	HRM326
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

The strategic Human Resource management module provides students with a critical understanding of the theories, principle, historical trends, current issues and practices relevant to human resource management in organizations. This will support the development of subject specific and key transferable skill necessary for employment in roles which require the effective management of both human and knowledge capital within the organization, therefore extending beyond purely human resource management roles.

## Course Content

<b>Week 1</b>	Introduction to Human Resource Development: The Evolution of Human Resource Development, The Relationship Between Human Resource, Human Resource Development Function, Roles And Competencies Of An HRD Professional, Challenges To Organization To HRD Professionals.
<b>Week 2</b>	Influences on Employee Behavior: Model Of Employee Behavior, External Influences on Employer Behavior Motivation: A Fundamental Internal Other External Factor That Influence employees
<b>Week 3</b>	Learnings and HRD Learning and instruction, Maximizing learning, Learning strategies and styles
<b>Week 4</b>	Assessing HRD Needs: Strategic/Organizational Analysis Task Analysis Personal Analysis Prioritizing HRD Needs
<b>Week 5</b>	Designing Effective HRD Programs: Defining the Objective of the HRD Intervention, Selecting the Trainer, Preparing a Lesson Plan, Selecting Training Methods And Media Preparing Training Materials, Scheduling the HRD Program

<b>Week 6</b>	Evaluating HRD Program: The Purpose of HRD Evolution Models and Frameworks of Evolution, Data Collection for HRD Evolution, Research Design Ethical Issue Concerning Program
<b>Week 7</b>	Skills and Technical Training: Basic Workplace Competencies Basic Skills / Literacy Program Technical Training, Interpersonal Skills, Training Role of Labor Union in Skills and Technical Professional Development and Education
<b>Week 8</b>	<b>Mid-Term Exam</b>
<b>Week 9</b>	Coaching and Performance: Management The Need for Coaching Definition for Coaching, Coaching to improve Poor Performance
<b>Week 10</b>	Employee Counseling and Wellness Services: An Overview of Employee Counseling Program, Employee Assistance Program
<b>Week 11</b>	Stress Management Intervention Employee Wellness and Health Promotion Programs Issues in Employee Counseling
<b>Week 12</b>	Career Management and Development: Defining Carrere Concepts, Stage of Life and Career Development Models of Career Development
<b>Week 13</b>	Management Development Describing the Managers Job: Management Roles and Competencies Making, Management Development Strategic
<b>Week 14</b>	Organization Development and Change: Organization Development Theories and Concepts Model of Planed Change Designing an Intervention Strategy, Type of Intervention: Human Process-Based
<b>Week 15</b>	HRD and Diversity: Diversity Training and Beyond Organizational Culture Adapting to Demographic Changes Crosse –Cultural Education and Training Programs Human Resource Programs
<b>Week 16</b>	<b>Final-Term Exam</b>

### Recommended Books

- William B. Werther& Keith Davis “Human Resource & Personnel “McGraw Hill.
- Bernardin& Russell, McGraw Hill. (Latest Edition)
- Fred Luthans. Organizational Behavior McGraw Hill, (Latest Edition).

<b>Program</b>	BBA
<b>Course Name</b>	Cross-Cultural Resource Management
<b>Course Code</b>	HRM327
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

In the 21st century, Cross-cultural Human Resource Management becomes “must” for national and international organizations. The market globalization is bringing the multinational enterprises much more opportunities and profit, but also bringing them much fierce competition. The aim of this course is to get a clear understanding of cross-cultural human resource management and therefore knowing how to managing the harmonious working relationship between expatriates and local employees by analyzing problems consist of the concept of cross-cultural human resource management. Problems exist between expatriates and local employees, and how to manage cross-cultural human resource management.

### Course Content

<b>Week 1 &amp; 2</b>	cross cultural hrm overview hrm/ccrm models of hrm & relevance in cross cultural context case study.. ncr in scotland
<b>Week 3 &amp; 4</b>	institutional context of hrm.. global business environment and human and cultural variables
<b>Week 5 &amp; 6</b>	labor laws international organizations.. parent company/subsidiary perspectives trade unions culture..models • hofstede model and its implications for hrm
<b>Week 7</b>	7d cultural dimensions model • research article

<b>Week 8</b>	<b>mid-term exam</b>
<b>Week 9 &amp; 10</b>	integration and differentiation hr practices for integration hr practices for differentiation reverse differentiation
<b>Week 11 &amp; 12</b>	recruitment & selection in cross cultural context.. repatriation expatriates in patriates challenges short term assignments and hr strategies
<b>Week 13 &amp; 14</b>	training & development in cross cultural context pre-departure training designing effective training for expatriates research article development approaches in cross cultural context performance management
<b>Week 15</b>	compensation management for international employees approaches to international compensation taxation issues challenges for expatriates and ten's ethical issues in cross cultural context
<b>Week 16</b>	<b>Final-Term Exam</b>

### Recommended Books

- International HRM: A Cross cultural approach by Terence Jackson
- International HRM: Monir H. Tayeb fourth edition: P.J. Dowling

## Specialization in Marketing

<b>Program</b>	BBA
<b>Course Name</b>	Industrial Marketing
<b>Course Code</b>	MKT331
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

The aim of the course is to develop a deeper understanding of the industrial Marketing. The student will learn to critically analyze the firm specific industrial marketing issues, industrial marketing environment, technological impact on industrial selling etc.

### Course Content

Week 1	INDUSTRIAL MARKETING: INTRODUCTION INDUSTRIAL PRODUCTS Industrial Marketing Differences between Industrial and consumer Marketing, Raw Material; Components and part, Capital Items, Nontraditional Items INDUSTRIAL CUSTOMER AND INDUSTRIAL DEMAND Manufacture, User, OEM, Overlapping Categories, Derived Demand, Joint Demand,
Week 2	INDUSTRIAL ENVIRONMENT <ul style="list-style-type: none"><li>• Internal and External Environment Forces</li><li>• Internal Environment Impact NATURE OF INDUSTRIAL BUYING</li></ul> INDUSTRIAL BUYING <ul style="list-style-type: none"><li>• Organizational Buying Activities</li><li>• Objectives in Organizational Buying</li><li>• The Buying Model, Buying Centre and Multiple Buying Influences</li><li>• Model for Composition of Industrial Buying Centre</li></ul>

	<ul style="list-style-type: none"> <li>• Product Analysis for Information Need for Key Influences</li> <li>• Buying behavior Models; Influences</li> </ul>
Week 3	<p>SUPPLIERBUYER</p> <ul style="list-style-type: none"> <li>• Organizational Buying Activities RELATIONSHIP ANDINTERACTION</li> <li>• Organizational Buying</li> <li>• The Buying Model</li> <li>• Buying Centre and Multiple Buying Influences</li> <li>• Model for Composition of Industrial Buying Centre</li> <li>• Product Analysis for Information Need for Key Influences</li> </ul>
Week 4	<p>PAKISTANI INDUSTRIES</p> <ul style="list-style-type: none"> <li>• Major Pakistani Industries, Textiles; Sports, Pharmaceuticals, Sugared.</li> <li>• Industrial Portfolios</li> <li>• Characteristics of Industrial Clusters</li> <li>• Opportunities for Pakistani Industries</li> </ul>
Week 5	<p>ASSESSING MARKETING OPPORTUNITY</p> <p>Marketing Information System</p> <p>Difference between Industrial and Consumer Research</p> <p>Components of Marketing Intelligence System</p> <p>Research Process</p> <p>Data Collection</p> <p>Analytics</p>
Week 6	<p>INDUSTRIAL MARKETING STRATEGY</p> <p>Vision, Mission, Objectives</p> <p>Tactics Focus Area for Strategy</p> <p>Buying Situation/Phase Based Strategies Environment Based Strategies</p> <p>Customer Based Strategies</p> <p>Market Based Strategies</p> <p>Strategy Document</p>
Week 7	<p>INDUSTRIAL MARKET SEGMENTATION, TARGET MARKETING AND POSITION</p> <p>Segmentation</p> <p>Benefits Macro factors</p> <p>Micro factor</p> <p>Evaluation of Potential Segments</p>



	Decision Support System
Week 8	Mid-Term Exam
Week 9	<b>MARKET POSITIONING AND TARGETING</b> Target Marketing Undifferentiated Differentiated Concentrated Niche Positioning Marketing Program Industrial Marketing Control
Week 10	<b>PRODUCT STRATEGY</b> <ul style="list-style-type: none"> <li>• Industrial Product, Core, Enhanced, Augmented</li> <li>• PLC position and Strategies NEW PRODUCT</li> <li>• New Product Development Process</li> <li>• Innovation Management</li> <li>• New Product Needs Champion</li> <li>• Consumer Product Managers vs. Industrial Product Managers</li> </ul>
Week 11	<b>INDUSTRIAL PROMOTION</b> Promotion Difference between Industrial and Consumer Promotion Types of Industrial Promotion Advertising Publicity Sales Promotion Personal Selling Personal Selling Process Tradeshows Catalogues Use of IT for Promotion Sales Force Management
Week 12	<b>INDUSTRIAL PRICING</b> Pricing Importance of Pricing in Industrial Product Management Pricing Methods Cost based pricing Demand based Competitive Geographical

Week 13	<p><b>PRICING STRATEGIES</b></p> <ul style="list-style-type: none"> <li>• Price Discrimination</li> <li>• Price Lease Flexible Pricing System</li> <li>• List or Net Pricing</li> <li>• Rebates; Allowances; Discounts</li> <li>• Pricing Licensing</li> <li>• BE Analysis; If...then analysis</li> </ul> <p><b>NATIONAL POLICY</b></p> <ul style="list-style-type: none"> <li>• National Industrialization Strategy for Next 20 Years</li> </ul> <p><b>INDUSTRIAL COLLABORATION STRATEGY</b></p> <ul style="list-style-type: none"> <li>• Collaboration; Reasons for going Solo</li> <li>• Advantage of Collaboration</li> <li>• Types of Collaboration</li> <li>• Collaboration</li> </ul>
Week 14	<p><b>INDUSTRIAL CHANNEL MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Difference between Consumer and Industrial Channel</li> <li>• Types of Channel Members</li> <li>• Role and Responsibilities of Industrial Channel members</li> <li>• Channel Agreement</li> <li>• Channel Conflicts</li> <li>• Channel Repercussions</li> </ul>
Week 15	<p><b>NATIONAL POLICIES AND INDUSTRIALIZATION AND INTERNATIONALIZATION</b></p> <ul style="list-style-type: none"> <li>• National Policy about industrialization</li> <li>• Policies affecting industrialization</li> <li>• Impact of industrialization on an economy</li> <li>• Strategy of a Country</li> <li>• Strategy of an Industry</li> <li>• Strategy of an Organization</li> </ul>
Week 16	Final-Term Exam

**Recommended Books**

- Reeder, R. R. (2003). Industrial Marketing: Analysis, Planning and Control. PHI
- Zimmerman, A. and Blythe, J. (2013). Business to Business Marketing: A Global Perspective; Routledge,
- Glynn, M. S., Woodside, A. G. (2012). Business to Business Marketing Management: Strategies, Cases and Solutions. Emerald Group Publishing Limited, UK

Hutt D. M., Speh, T. W. (2006). Business Marketing Management: B2B



<b>Program</b>	BBA
<b>Course Name</b>	International Marketing
<b>Course Code</b>	MKT332
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

In this course, students explore all aspects of marketing from a global perspective to better respond to international opportunities and competitive situations. Topics include an overview of international marketing; social, cultural, political, and legal environments; international market-entry opportunities; planning and managing market entry strategies and products; global distribution and pricing; international promotion, sales, and negotiation; and international market planning. Hence, the objective of the course is to teach the concept of International Marketing applied in different organizations and markets in order to make students understand what actually International Marketing is and how it affects business strategy of a firm.

### Course Content

Week 1	<p><b>OVERVIEW OF WORLD BUSINESS</b></p> <ul style="list-style-type: none"> <li>□ Nature of international marketing: challenges and opportunities, Marketing strategy: the sound of "global" entertainment, Process of international marketing, International dimensions of marketing, Domestic marketing vs. international marketing, The applicability of marketing, Multinational corporations (MNCs), Characteristics of MNCs, The process of internationalization</li> </ul>
Week 2	<p><b>TRADE THEORIES AND ECONOMIC COOPERATION</b></p> <ul style="list-style-type: none"> <li>□ Marketing strategy: Botswana - the world's fastest growing economy, Basis for international trade, Exchange ratios, trade, and gain, Factor endowment theory, The competitive advantage of nations, The validity of trade theories, Limitations of trade theories and suggested refinements, Economic cooperation</li> </ul> <p><b>TRADE DISTORTIONS AND MARKETING BARRIERS</b></p> <ul style="list-style-type: none"> <li>□ Marketing strategy: the best things in life are (not] free,</li> </ul>

	<p>Protection of local industries, Marketing barriers: tariffs, Marketing barriers: nontariff barriers, Private barriers, World Trade Organization (WTO), Generalized System of Preferences (GSP), Some remarks on protectionism.</p>
Week 3	<p><b>POLITICAL ENVIRONMENT</b></p> <ul style="list-style-type: none"> <li>□ Marketing strategy: the Indian Bengals of information services, Multiplicity of political environments, Types of government: political systems, Types of government: economic systems, Political risks, Privatization, Indicators of political instability, Analysis of political risk or country risk, Management of political risk, Measures to minimize political risk, Political insurance</li> </ul>
Week 4	<p><b>LEGAL ENVIRONMENT</b></p> <ul style="list-style-type: none"> <li>□ Marketing strategy: the long arm of the law, Multiplicity of legal environments, Legal systems, Jurisdiction and extraterritoriality, Legal form of organization, Branch vs. subsidiary</li> <li>□ Litigation vs. arbitration, Bribery, Intellectual property, Counterfeiting</li> </ul>
Week 5	<p><b>CULTURE</b></p> <ul style="list-style-type: none"> <li>□ Marketing strategy: fish story, Culture and its characteristics, Influence of culture on consumption, Influence of culture on thinking processes Influence of culture on communication processes, Cultural universals, Cultural similarities: an illusion, Communication through verbal language, Communication through nonverbal language, Subculture</li> <li>□ <b>CONSUMER BEHAVIOR IN THE INTERNATIONAL CONTEXT</b></li> <li>□ Marketing strategy: the samurai and luxury cars, Perspectives on consumer behavior, Motivation, Learning, Personality, Psychographics, Perception, Attitude, Social class, Group, Family, Opinion leadership, Diffusion process of innovation</li> </ul>
Week 6	<p><b>MARKETING RESEARCH AND INFORMATION SYSTEMS</b></p> <p>Marketing strategy: phones as companions, Nature of marketing research, Marketing information sources, Secondary research, Primary research, Sampling, Basic methods of data collection, Measurement, Marketing information system</p>
Week 7	<p><b>FOREIGN MARKET ENTRY STRATEGIES</b></p> <ul style="list-style-type: none"> <li>□ Marketing strategy: Raging Bull, Foreign direct investment (FDI), Exporting, Licensing, Management contract, Joint venture, Manufacturing</li> <li>□ Assembly operations, Turnkey operation, Acquisition,</li> </ul>

	Strategic alliances, Analysis of entry strategies, Free trade zones(FTZs)
Week 8	Mid-term Exam
Week 9	<p><b>PRODUCT STRATEGIES</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing strategy: East is East and West is West, What is a product?, New product development, Market segmentation, Product adoption</li> <li><input type="checkbox"/> Theory of international product life cycle, Product standardization vs. product adaptation, A move toward world product: international or national product? Marketing of services</li> </ul>
Week 10	<p><b>PRODUCT STRATEGIES: BRANDING AND PACKAGING DECISIONS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing strategy: global brands and mega brands, Branding decisions, Branding levels and alternatives, Brand consolidation, Brand origin and selection, Brand characteristics Brand protection, Packaging: functions and criteria, Mandatory package modification, Optional package modification</li> </ul>
Week 11	<p><b>CHANNELS OF DISTRIBUTION</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing strategy: blood diamonds and De Beers (Part 1), Direct and indirect selling channels, Types of intermediaries: direct channel, Types of intermediaries: indirect channel, Channel development, Channel adaptation, Channel decisions</li> <li><input type="checkbox"/> Determinants of channel types, Selection of channel members, Representation agreement and termination, Black market, Gray market, Distribution of services</li> </ul>
Week 12	<p><b>PHYSICAL DISTRIBUTION AND DOCUMENTATION</b></p> <ul style="list-style-type: none"> <li>• Marketing strategy: booming economies and headaches, Modes of transportation, Cargo or transportation insurance, Packing, Containers, Freight forwarder and customs broker, Contract logistics, Documentation</li> </ul>
Week 13	<p><b>PROMOTION</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing strategy: book worms. Promotion and communication, Promotion mix, Personal selling, Publicity, Sales promotion, Overseas product exhibitions, <b>PROMOTION STRATEGIES: ADVERTISING</b></li> <li><input type="checkbox"/> Marketing strategy: soft and not-so-soft drinks, The role of advertising, Patterns of advertising expenditures, Advertising and regulations</li> <li><input type="checkbox"/> Advertising media, Standardized international advertising, Global advertising: true geocentricity</li> </ul>
Week 14	<p><b>PRICING STRATEGIES: BASIC DECISIONS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing illustration: the price is right, The role of price,</li> </ul>

	<p>Price standardization, Pricing decisions, Alternative pricing strategies.</p> <ul style="list-style-type: none"> <li>□ Dumping, Price distortion, Price fixing, Inflation, Transfer pricing</li> </ul> <p>PRICING STRATEGIES: COUNTERTRADE AND TERMS OF SALE/PAYMENT</p> <ul style="list-style-type: none"> <li>□ Marketing strategy: noncash trade, Countertrade, Price quotation, Terms of sale, Methods of financing and means of payment</li> </ul>
Week 15	<p>FINANCIAL STRATEGIES: FINANCING AND CURRENCIES</p> <ul style="list-style-type: none"> <li>□ Marketing strategy: the Big Mac Index, Trade finance, Nonfinancial institutions, Financial institutions, Government agencies, International financial institutions/development banks, International Monetary Fund(IMF), Money, Foreign exchange, Foreign exchange market, Foreign exchange rate, Exchange rate systems, Official classification of exchange rate regimes, Evaluation of floating rates, Financial implications and strategies</li> </ul>
Week 16	Final-Term Exam

**Recommended Books/Reading Material**

- John J Shaw, International Marketing, (5<sup>th</sup> edition).
- Cateora, P. Papadopoulos, N. Gilly, M. Graham, J. International Marketing, (3<sup>rd</sup> Canadian edition). Toronto, ON: McGraw-Hill Ryerson, 2011.
- Cateora, Philip Gilly, Mary and Graham, John (2013), International Marketing, (16<sup>th</sup> edition), Sydney, Australia: McGrawHill

<b>Program</b>	BBA
<b>Course Name</b>	Online Marketing
<b>Course Code</b>	MKT333
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This course will provide students with an overview of the application of marketing strategy using the Internet. Topics include the basics of designing a web site for content and functionality, using the web to service and cultivate customers, web advertising and sales promotion tools, e-commerce success factors and trends in web marketing. Students will apply theory using case examples and will become familiar with analyzing web metrics to measure the success of programs.

## Course Content

Week 1	Introduction And Industry Trends <ul style="list-style-type: none"> <li>• The opportunity</li> <li>• Mega trends</li> </ul>
Week 2	Strategic E – Marketing <ul style="list-style-type: none"> <li>• E business models</li> <li>• Consumers online characteristics</li> </ul>
Week 3 and 4	Site Design Basics <ul style="list-style-type: none"> <li>• Four cornerstone approach</li> <li>• Personas and scenarios</li> <li>• How to write project briefs</li> </ul>
Week 5 and 6	Site Design Usability <ul style="list-style-type: none"> <li>• Usability Best Practices</li> <li>• Domain name management</li> </ul>
Week 7	Site Design <ul style="list-style-type: none"> <li>• Programming standards/information architecture</li> <li>• Rich Media</li> </ul>



Week 8	Mid-Term Exam
Week 9 and 10	Building Trust <ul style="list-style-type: none"> <li>• Consumer privacy legislation</li> <li>• Data management practices</li> </ul>
Week 11 and 12	E-Marketing Communications <ul style="list-style-type: none"> <li>• Online advertising methods</li> <li>• Online promotional tools</li> <li>• Permission based email</li> </ul>
Week 13 and 14	Search And Intelligent Search <ul style="list-style-type: none"> <li>• Search engine optimization</li> </ul>
Week 15	Search Marketing <ul style="list-style-type: none"> <li>• Search strategies customer acquisition</li> <li>• Search Engine Marketing FAQ</li> </ul>
Week 16	Final-Term Exam

### **Recommended Books**

- Strauss, Judy, Adel El –Ansary, and Raymond Frost (2006), E –marketing (4thEdition), Prentice Hall, ISBN: 0-13-148519-9.
- Hanson, Word (2000), principles of internet marketing, South western college publishing, ISBN 0-538-87573-9.
- Donald Miller and Dr. J.J. Peterson, Marketing Made Simple: A Step-by-Step Story Brand Guide for Any Business Hardcover, ISBN: 1400203791.
- Ryan Deiss & Russ Henneberry, Digital Marketing for Dummies, Publisher: John Wiley & Sons, Inc.

<b>Program</b>	BBA
<b>Course Name</b>	Retailing
<b>Course Code</b>	MKT334
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

The objective of the course is to introduce the concept of Retail Management to students and to teach how decisions should be made regarding retailing. The course will introduce the student to the world of retailing from a managerial viewpoint. Consequently, it focuses on the elements that comprise the retail mix, including types of retailers, multichannel retailing, consumer buying behavior, retail marketing strategies, selecting retail site locations, supply chain management, merchandising, pricing, store management, store layout & design and customer service.

## Course Content

<b>Week 1</b>	<p>An Introduction to Retailing</p> <ul style="list-style-type: none"> <li>• Framework of Retailing, Importance of developing and applying a Retail Strategy</li> </ul> <p>Building and Sustaining Relationships in Retailing</p> <ul style="list-style-type: none"> <li>• Value and Value Chain, Retail Relationships, Ethical Performance and Relationships in Retailing</li> </ul>
<b>Week 2</b>	<p>Strategic Planning IN Retailing</p> <ul style="list-style-type: none"> <li>• Situation Analysis, Identification of Consumer Characteristics</li> </ul> <p>Retail Institutes by Ownership</p> <ul style="list-style-type: none"> <li>• Independent, Chain , Franchising</li> <li>• Leased Departments, Vertical Marketing System, Consumer Cooperative</li> </ul>
<b>Week 3</b>	<p>Retail Institutions by Store Based Strategy Mix</p> <ul style="list-style-type: none"> <li>• Considerations in a Retail Strategy Mix, How retail institutions are evolving</li> <li>• Retail Institutions categorized by store based strategy mix, Food Oriented Retailers, General Merchandise Retailers</li> </ul>

<b>Week 4</b>	<p>WEB, Non-Store Based and Others forms of Non-Traditional Retailing</p> <ul style="list-style-type: none"> <li>• Direct Marketing, Direct Selling, Vending Machines, Electronic Retailing,</li> <li>• Other Non- Traditional Forms of Retailing, Developing a Well Integrated Multi Channel, Special Challenges</li> </ul>
<b>Week 5</b>	<p>Identifying and Understanding Customers</p> <ul style="list-style-type: none"> <li>• Demographics and Lifestyles, Needs and Desires, Shopping Attitudes and Behavior, Retail Actions, Environmental factors affecting consumers</li> </ul>
<b>Week 6</b>	<p>Information Gathering and Processing in Retailing</p> <ul style="list-style-type: none"> <li>• Information flow in Retail Distribution Channel, Avoiding retail strategy based on inadequate information, Retail Information System, Marketing Research Process</li> </ul>
<b>Week 7</b>	<p>Trading Area Analysis</p> <ul style="list-style-type: none"> <li>• Importance of Location, Trading Area Analysis</li> <li>• Characteristics of Trading Areas</li> <li>• Site Selection</li> <li>• Types of Location, Choice of General Location</li> </ul>
<b>Week 8</b>	<b>Mid-Term</b>
<b>Week 9</b>	<p>Managing a Retail Business</p> <ul style="list-style-type: none"> <li>• Location and Site Evaluation</li> <li>• Setting up a retail organization, organizational patterns in retailing</li> <li>• Human Resource Management in Retailing</li> </ul>
<b>Week 10</b>	<p>Operations Management: Financial Dimensions</p> <ul style="list-style-type: none"> <li>• Profit Planning, Assets Management, Budgeting, Resource Allocation</li> <li>• Operating A retail business</li> </ul>
<b>Week 11</b>	<p>Developing Merchandise Plans</p> <ul style="list-style-type: none"> <li>• Buying organizations formats and processes, Devising Merchandise Plans</li> <li>• Category Management, Merchandising Software</li> </ul>
<b>Week 12</b>	<p>Implementing Merchandise Plans</p> <ul style="list-style-type: none"> <li>• Implementing Merchandise Plans, Logistics, Inventory Management</li> </ul>
<b>Week 13</b>	<p>Financial Merchandise Management</p> <ul style="list-style-type: none"> <li>• Inventory Evaluation, Merchandise Budgeting and</li> </ul>

	<p>Forecasting</p> <ul style="list-style-type: none"> <li>• Unit Control System, Financial Inventory Control</li> </ul>
<b>Week 14</b>	<p>Pricing in Retailing</p> <ul style="list-style-type: none"> <li>• External factors effecting a Retail Price Strategy, Developing a Retail Price Strategy</li> </ul> <p>Establishing and Maintaining a Retail Image</p> <ul style="list-style-type: none"> <li>• Significance Of Retail Image, Atmosphere</li> <li>• Encouraging customers to spend more time on shopping, Community Relations</li> </ul>
<b>Week 15</b>	<p>Promotional Strategy</p> <ul style="list-style-type: none"> <li>• Elements of Retail Promotional Mix</li> <li>• Planning a Retail Promotional Strategy</li> </ul> <p>Integrating and Controlling a Retail Strategy</p> <ul style="list-style-type: none"> <li>• Integrating Retail Strategy, Control: Using Retail Audit</li> </ul>
<b>Week 16</b>	<b>Final-Term Exam</b>

### **Recommended Books**

- Barry Berman, Joel R. Evans et al., Retail Management, Text, Cases and Readings, (10<sup>th</sup> edition).

<b>Program</b>	BBA
<b>Course Name</b>	Distribution Management
<b>Course Code</b>	MKT335
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

Distribution Analysis – A specialized course offered in the field of marketing to equip the student with the latest knowledge of “Placement/Distribution”, its different dimensions including channel design, channel motivation, channel evaluation, transportation, and inventory management & warehousing and customer services. This course gives knowledge about how to design, develop, and maintain effective relationships among the different channels members which will lead towards organizational sustainable competitive advantages.

### Course Content

<b>Week 1</b>	<ul style="list-style-type: none"> <li>• Introduction to Distribution Management, its objectives and market application – An overview</li> </ul>
<b>Week 2</b>	<ul style="list-style-type: none"> <li>• Emergence of the Marketing Channels Structure</li> <li>• Marketing Channel and Marketing Management, Channel Flows</li> </ul>
<b>Week 3</b>	<ul style="list-style-type: none"> <li>• Channel Structure, strategies and Formulation</li> </ul>
<b>Week 4</b>	<ul style="list-style-type: none"> <li>• Channel Participants – Retailers (General Classification and trends of Retailers)</li> </ul>
<b>Week 5</b>	<ul style="list-style-type: none"> <li>• Channel Participants – Wholesalers (General Classification and trends of Wholesalers)</li> </ul>
<b>Week 6</b>	<ul style="list-style-type: none"> <li>• Marketing Channel and Environment (economic, competitive, socio-cultural, technological, and legal environment and its impact on channel design)</li> </ul>
<b>Week 7</b>	<ul style="list-style-type: none"> <li>• Integration Approach (A competitive tool) – A general discussion.</li> </ul>
<b>Week 8</b>	<b>Mid-Term Exam</b>
<b>Week 9</b>	<ul style="list-style-type: none"> <li>• Behavioral issues in marketing channels</li> </ul>

<b>Week 10</b>	<ul style="list-style-type: none"> <li>Marketing Channel Strategy (relationship of channel strategy with corporate and marketing mix) an integrated Approach</li> </ul>
<b>Week 11</b>	<ul style="list-style-type: none"> <li>Marketing Channel Design – Phases and strategies</li> </ul>
<b>Week 12</b>	<ul style="list-style-type: none"> <li>Criteria’s for the Selection of Channel Members; both Suppliers to Manufacturers and manufacture to Wholesaler and Retailers</li> </ul>
<b>Week 13</b>	<ul style="list-style-type: none"> <li>Framework for Market Analysis</li> </ul>
<b>Week 14</b>	<ul style="list-style-type: none"> <li>Channel Motivation – problems and the role of Channel Leaders</li> </ul>
<b>Week 15</b>	<ul style="list-style-type: none"> <li>Product Issues in Channel Management - Product Life Cycle and the role of Channel Members – Strategies and Tactics</li> <li>Pricing Issues in Channel Management</li> <li>Promotion Strategies and Role of Distribution Management</li> </ul>
<b>Week 16</b>	<b>Final-Term Exam</b>

### **Recommended Books**

- Rosenbloom, Bert (1999), “Marketing Channels – A Management View”, Harcourt Brace Collage Publication.
- Coughlan, A.T., Anderson, E., Stern, L.W., and El-Ansary, A.I. (2009). “Marketing Channels”, Seventh Edition, Pearson publication.
- David Simchi-Levi and Philip Kaminsky, (2000). “Designing and Managing the Supply Chain, Concepts, Strategies, and Case Studies”, McGraw Hill Publication.

<b>Program</b>	BBA
<b>Course Name</b>	Seminars in Marketing
<b>Course Code</b>	MKT336
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

Strategic Marketing Management is an advance level Marketing course. The aim of the course is to build the analytical and strategic thinking. It helps student understand how companies compete and achieve competitive advantage. It builds upon the basic concepts of marketing, which the students have learned in their previous semester – and to prepare students to grasp the complex issues of specialized courses like Business policy, Brand Management etc.

In this course students are exposed to a dynamic world of marketing activities. Analysis, tools and trick of trade are taught by giving real life examples from both Pakistan’s and international corporate world. It also addresses various issues and trends prevailing in the Pakistani industry. The course is taught using books, articles and case-study method with stress upon practical application of the concepts. Various exercises, surveys and projects are given to help the students understand and apply what they have learned. After taking this course students are better equipped, both mentally and academically; they understand various terms and concepts and understand how and when to apply them. It prepares them to take on the real life challenges and to add value to the organization for which they will work

## Course Content

<b>Week 01, 02</b>	<p>Introduction to SM PEST Analysis</p> <ul style="list-style-type: none"> <li>• identify various trends in the Macro environment</li> <li>• Impact of Macro environment changes on any given industry</li> </ul>
<b>Week 03, 04</b>	<p>Porter Analysis</p> <ul style="list-style-type: none"> <li>• multi-dimensional nature of competition</li> <li>• industry analysis using the five forces model</li> <li>•</li> </ul>

<b>Week 05</b>	<ul style="list-style-type: none"> <li>• KSFs of an Industry</li> <li>• Value creation and appropriation takes place in an industry.</li> </ul>
<b>Week 06, 07</b>	Competitor analysis <ul style="list-style-type: none"> <li>• strategies of competitors</li> <li>• identify good vs bad competitor</li> </ul>
<b>Week 08</b>	<b>Mid-Term Exam</b>
<b>Week 09, 10</b>	Competitor analysis <ul style="list-style-type: none"> <li>• Leader follower and challenger strategies</li> <li>• making strategies</li> </ul>
<b>Week 11, 12</b>	Company analysis RBV <ul style="list-style-type: none"> <li>• Value chain analysis</li> <li>• company's strength weaknesses and capabilities</li> </ul>
<b>Week 13, 14</b>	Customer Analysis and Strategy Segmentation targeting and Positioning <ul style="list-style-type: none"> <li>• process of segmentation and targeting</li> <li>• developing effective positioning strategies</li> </ul>
<b>Week 15</b>	Segmentation, Targeting, Positioning (STP) 2 Product and Growth Strategies Pricing Strategies Promotion and IMC Distribution strategies
<b>Week 16</b>	<b>Final-Term Exam</b>

### Recommended Books

- Marketing Strategy and Competitive Advantage By Hooley, Piercy & Nicoulaud, 4<sup>th</sup> Edition.



<b>Program</b>	BBA
<b>Course Name</b>	Brand Management
<b>Course Code</b>	MKT337
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

This course introduce you the issues, strategies, relationships that relate to the jobs developing sustainable revenue through well manage sales and business related activities. You will become the acquainted managing the sales force and helping them sell. Special emphasis is put on developing a sales program, managing strategic account relationship, team development, diversity in work force, sales force automation, problem solving skills and financial issues.

### Course Content

<b>Week 1</b>	Introduction to course
<b>Week 2</b>	Brands and brand management
<b>Week 3</b>	Identifying and establishing brand positioning and values
<b>Week 4</b>	Planning and implementing marketing brand marketing programs (Chapters 4)
<b>Week 5</b>	Planning and implementing marketing brand marketing programs (Chapters 5)
<b>Week 6</b>	Planning and implementing marketing brand marketing programs ... continued (Chapters 6)
<b>Week 7</b>	Planning and implementing marketing brand marketing programs ... continued (Chapters 7)
<b>Week 8</b>	<b>Mid-Term Exam</b>
<b>Week 9</b>	Measuring brand performance (Chapters 8)
<b>Week 10</b>	Measuring brand performance (Chapters 9)
<b>Week 11</b>	Measuring brand performance (Chapters 10)
<b>Week 12</b>	Growing and sustaining brand equity (Chapters 11)
<b>Week 13</b>	Growing and sustaining brand equity (Chapters 12)
<b>Week 14</b>	Segmentation, Targeting, Positioning (STP) 2
<b>Week 15</b>	Revision and presentation
<b>Week 16</b>	<b>Final-Term Exam</b>

**Recommended Books**

- Keller, Kevin Lane (1999), "Brand mantras: rationale, criteria and examples," *Journal of Marketing Management*, 15, 43-51.2-(1999),
- "Managing brands for the long run: brand reinforcement and revitalization strategies," *California Management Review*, 41 (3), 102-24.

<b>Program</b>	BBA
<b>Course Name</b>	Marketing Research
<b>Course Code</b>	MKT338
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This course introduce you the issues, strategies, relationships that relate to the jobs developing sustainable revenue through well manage sales and business related activities. You will become the acquainted managing the sales force and helping them sell. Special emphasis is put on developing a sales program, managing strategic account relationship, team development, diversity in work force, sales force automation, problem solving skills and financial issues.

## Course Content

<b>Week 1</b>	Introduction to Marketing Research and Research Design The Definition of Marketing Research The Marketing Research Process Marketing Research and Marketing Decision Making
<b>Week 2</b>	The Importance of Defining the Problem The Management-Decision Problem and the Marketing Research Problem Research Questions and Hypothesis
<b>Week 3</b>	Basic Research Design and the Types of Research
<b>Week 4</b>	Exploratory Research Secondary vs. Primary Data
<b>Week 5</b>	How to Use Secondary Data Sources of Secondary Data
<b>Week 6</b>	Introduction to Qualitative Research Focus Groups
<b>Week 7</b>	Descriptive Research Survey Methods How to Choose a Survey Method
<b>Week 8</b>	<b>Mid-Term Exam</b>
<b>Week 9</b>	Observational Methods

	How to Choose Between Surveys and Observation
<b>Week 10</b>	Scaling Primary Scales of Measurement Comparative Scales Non-comparative Scales
<b>Week 11</b>	Non-comparative Scale Decisions Scale Evaluation Questionnaire Design
<b>Week 12</b>	Sampling The Concept of Sampling The Sampling Design Process Nonprobability Sampling
<b>Week 13</b>	Probability Sampling Internet Sampling
<b>Week 14</b>	Data Analysis and Reporting Data Collection Data Preparation
<b>Week 15</b>	Data Analysis Communicating the Research Results
<b>Week 16</b>	<b>Final-Term Exam</b>

**Recommended Books:**

- Basic Marketing Research by Gilbert A. Churchill and Tom J. Brown
- Basic Marketing Research -Text Only by Naresh K. Malhotra

<b>Program</b>	BBA
<b>Course Name</b>	Sales & Selling
<b>Course Code</b>	MKT339
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This course introduce you the issues, strategies, relationships that relate to the jobs developing sustainable revenue through well manage sales and business related activities. You will become the acquainted managing the sales force and helping them sell. Special emphasis is put on developing a sales program, managing strategic account relationship, team development, diversity in work force, sales force automation, problem solving skills and financial issues.

## Course Content

Week 1	Selling and Sales Management Challenges in the Market
Week 2	Sales Managers Job Marketing and Sales Evolution
Week 3	Sales Environment Customer, Competition, Economics, Legal, Demography
Week 4	Personal Selling Relationship Selling
Week 5	Seven Steps of Selling Sales Leadership and Management
Week 6	Organizational Buying and Purchasing Difference b/w Individual and Organizational Buying
Week 7	Buying Process Negotiation Skills
Week 8	<b>Mid-Term Examination</b>
Week 9	Sales Organization Sales Force Types and Structures
Week 10	Independent Sales Agents Recruitment and Selection
Week 11	Training Compensation

Week 12	Evaluation
Week 13	Criteria for Performance Measurement
Week 14	Performance Appraisal
Week 15	Motivating the Sales Team
Week 16	<b>Final-Term Examination</b>

**Recommended Books**

- Eugene M. Johnson, David L. Kurtz & Eberhard E. Scheuing, Sales Management: Concepts Practices and Case (2<sup>nd</sup> Edition), McGraw Hill.

## Specialization in Management

<b>Program</b>	BBA
<b>Course Name</b>	Comparative Management Systems
<b>Course Code</b>	MGT341
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

An analysis based on case study testing of the problems and ideologies involved in manpower planning and management, motivation, interpersonal communications, industrial relations and collective bargaining in specific trading blocs such as, SAFTA, NAFTA, EU, CBI and APEC.

### Course Content

<b>Week 01</b>	Introduction to the Course, How to do Cases, How to do Projects
<b>Week 02</b>	Influence of Culture on Managerial Behavior
<b>Week 03</b>	Success in the New Global Environment I
<b>Week 04</b>	Success in Understanding Cultures
<b>Week 05</b>	Diversity Among Cultures I
<b>Week 06</b>	Diversity Among Cultures II
<b>Week 07</b>	Success in Crossing Cultures I
<b>Week 08</b>	<b>Mid-Term Exam</b>
<b>Week 09</b>	Success in Crossing Cultures II

<b>Week 10</b>	Success in Communicating Across Cultures I
<b>Week 11</b>	Success in Communicating Across Cultures II
<b>Week 12</b>	Success in Negotiating Across Cultures I
<b>Week 13</b>	Success in Negotiating Across Cultures II
<b>Week 14</b>	Success in Global Management I
<b>Week 15</b>	Success in Global Management II
<b>Week 16</b>	Project Presentations
<b>Week 17</b>	<b>Final-Term Exam</b>

### **Recommended Books**

- Terence Brake, Danielle Medina Walker & Thomas Walker, **Doing Business Internationally: The Guide to Cross-Cultural Success**, Latest Edition, McGraw-Hill.



<b>Program</b>	BBA
<b>Course Name</b>	Total Quality Management
<b>Course Code</b>	MGT342
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

Total Quality Management (TQM) is a comprehensive and fundamental rule or belief for leading and operating an organization, aimed at continually improving performance over the long term by focusing on customers while addressing the needs of all stakeholders. It is both a philosophy and a set of guiding principles that represent the foundation of a continuously improving organization. The bottom line of TQM is results: increased productivity, efficiency, customer satisfaction/delight, and world-class performance. The course presents several TQM frameworks, concepts, and quality improvement tools necessary for implementing the quality culture that characterizes world-class organizations of 21st century. The course examines the concepts of TQM as systematic process in the context of continuous improvement and quality management initiatives that improves customer satisfaction. It also covers methodologies and tools that will aid the students to understand how TQM can be used as a strategic tool that helps the organization achieve a competitive advantage in a global economy.

## Course Content

<b>Week 01 &amp; 02</b>	<p>Introduction to Total Quality Management</p> <ul style="list-style-type: none"> <li>• Definition of TQM</li> <li>• Overview of quality and dimensions of quality</li> <li>• TQM framework</li> <li>• Quality Gurus and their contribution to TQM</li> <li>• Obstacles in implementing TQM program in an organization</li> </ul>
<b>Week 03 &amp; 04</b>	<p>Role of Top Management In Implementing TQM</p> <ul style="list-style-type: none"> <li>• Quality statements</li> <li>• Importance of Communication in implementing TQM program</li> </ul>

<b>Week 05 &amp; 06</b>	Relationship of Customer Satisfaction and Quality Improvement
<b>Week 07 &amp; 08</b>	Role of Employees Teamwork and Employee Empowerment Initiatives for Successful Team Performance
<b>Week 08</b>	<b>Mid-Term Exam</b>
<b>Week 09 &amp; 10</b>	Performance Measures for team <ul style="list-style-type: none"> <li>• Typical measurements (cost, time, HR, marketing, administrative measures and so on)</li> <li>• Criteria for choosing performance measures</li> </ul>
<b>Week 11 &amp; 12</b>	Quality Management System <ul style="list-style-type: none"> <li>• Benefits of ISO registration</li> <li>• ISO Series of Standards</li> <li>• Environmental management system (ISO 14000)</li> </ul>
<b>Week 13 &amp; 14</b>	Statistical Process Control <ul style="list-style-type: none"> <li>• Introduction to SPC</li> <li>• Basic SPC Tools</li> </ul>
<b>Week15</b>	Final Project (Report Submission & Presentations)
<b>Week16</b>	<b>Final-Term Exam</b>

### Recommended Books

- John S. Oakland (2005) Total Quality Management,(3rd edition), Butterworth-Heinmann, An Imprint of Elsevier, Linacre house, Jordan Hill, Oxford,200 Wheeler Road, Burlington.
- Subburaj Ramasamy (2005) Total Quality Management, Tata McGraw-Hill Publishing Company Limited, Delhi.

<b>Program</b>	BBA
<b>Course Name</b>	Project Management
<b>Course Code</b>	MGT343
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

Projects have been part of the human scene since civilization started, yet the practice of project management is quite recent. The concepts and tools required to plan, organize, implement, and evaluate a project are equally applicable to such diverse ventures as launching of a space shuttle, developing curriculum in primary education, or organizing a trekking trip to the K-2 base camp.

The purpose of this course is to expose students to the real-life issues in project management, and equip them with necessary tools to resolve these issues. Use of quantitative techniques is supplemented by softer skills of leadership and human resource management.

## Course Content

<b>Week 1</b>	Introduction to Project Management (PM)
<b>Week 2</b>	Project Screening and Selection
<b>Week 3</b>	Work Breakdown Structure (WBS), Organization Breakdown Structure (OBS)
<b>Week 4</b>	Time Estimation of Activities, Precedence Relationships
<b>Week 5</b>	Gantt Chart , Network Models (AON, AOA)
<b>Week 6</b>	Critical Path Method (CPM),

<b>Week 7</b>	Resource Management
<b>Week 8</b>	<b>Mid-Term Exam</b>
<b>Week 9</b>	Budgeting Cost-Time Trade-offs Project Crashing, Linear Programming models for Optimizing Project Crashing Plans
<b>Week 10</b>	Risk Management
<b>Week 11</b>	Managing Changes in Project Scope, Configuration Management
<b>Week 12</b>	Program Evaluation and Review Technique (PERT)
<b>Week 13</b>	GUEST SPEAKER, Leadership, Role of Project Manager
<b>Week 14</b>	Project Control, Earned Value Approach
<b>Week15</b>	Revised Budget Projections
<b>Week16</b>	<b>Final-Term Exam</b>

### **Recommended Books**

- Project Management: The Managerial Process (4th Edition) by Gray and Larson

<b>Program</b>	BBA
<b>Course Name</b>	Hotel Management
<b>Course Code</b>	MGT344
<b>Credit Hours</b>	03
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This course provides an overview of the hotel and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hotel fields. The course teaches various management skills and capabilities necessary for hotel administration.

## Course Content

<b>Week1</b>	<input type="checkbox"/> Introduction to hotel industry (International and Pakistan context)
<b>Week 2</b>	<input type="checkbox"/> Defining target market & explaining intangibility of service.
<b>Week 3</b>	<input type="checkbox"/> Classification of Hotels
<b>Week 4</b>	<input type="checkbox"/> Advantages & disadvantages of different types of hotel ownerships & affiliations
<b>Week 5</b>	<input type="checkbox"/> Defining mission and creating organization charts
<b>Week 6</b>	<input type="checkbox"/> Classify the Hotel's functional areas and departmentalization/teamwork in hotel management
<b>Week 7</b>	<input type="checkbox"/> The nature and uses of job description/specification
<b>Week 8</b>	<b>Mid-Term Exam</b>
<b>Week 9</b>	<input type="checkbox"/> Describing and discussing hotel management (including structure, departments, and responsibilities) with reference to large, medium sized and small hotels.
<b>Week 10</b>	<input type="checkbox"/> Types of Rooms
<b>Week 11</b>	<input type="checkbox"/> Tariff structure & plans
<b>Week 12</b>	<input type="checkbox"/> Sections of front office and their Importance
<b>Week 13</b>	<ul style="list-style-type: none"> <li>• Front Office Operations <ul style="list-style-type: none"> <li>○ Reservations</li> <li>○ Registration</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Front Office Responsibilities</li> <li>○ Front Office Accounting</li> <li>○ Check-out and Settlement</li> </ul>
<b>Week14</b>	<input type="checkbox"/> Management/Organization of functions in hotels.
<b>Week15</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Planning &amp; Evaluating Operations</li> <li><input type="checkbox"/> Hotel Revenue Management</li> </ul>
<b>Week16</b>	<b>Final-Term Exam</b>

**Recommended Books**

- O’Fallon, M. J., & Rutherford, D. G. (2010). Hotel management and operations (5<sup>th</sup> edition). Wiley
- Hayes, D. K., & Ninemeier, J. D. (2006). Hotel operations management (2<sup>nd</sup> edition). Pearson.

<b>Program</b>	BBA
<b>Course Name</b>	Seminar in Management
<b>Course Code</b>	MGT345
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

### Course Objective

This course is intended to be a challenging and exciting course that discusses a series of influential “recent” perspective in management. The discussion will focus on different (an in many cases, conflicting) schools of thought, approaches, and techniques, each of which can be useful in various managerial contexts. The course focuses on the most recent (state of the art) development in the management field. The course structure is built around managerial issues, providing students with a richer understanding of the concepts in management, which are discussed from many angles. By discussing alternative management perspective, it is expected that the course can broaden and sharpen students’ managerial frame of mind.

### Course Content

<b>Week 1</b>	<input type="checkbox"/> Introduction
<b>Week 2</b>	<input type="checkbox"/> New Competitive Landscape and Strategic Leadership
<b>Week 3</b>	<input type="checkbox"/> Organizational Purpose
<b>Week 4</b>	<input type="checkbox"/> Management Innovation
<b>Week 5</b>	<input type="checkbox"/> Value Innovation
<b>Week 6</b>	<input type="checkbox"/> Organizational Knowledge
<b>Week 7</b>	<input type="checkbox"/> Decision-making
<b>Week 8</b>	<b>Mid-Term Exam</b>
<b>Week 9</b>	<input type="checkbox"/> Competition & Competitive Advantage <input type="checkbox"/> Globalization

<b>Week 10</b>	<input type="checkbox"/> Sustainable Management <input type="checkbox"/> Strategic Alliances
<b>Week 11</b>	<input type="checkbox"/> Managing Change <input type="checkbox"/> Organizational Performance Management
<b>Week 12</b>	<input type="checkbox"/> Learning Organizations
<b>Week13</b>	<input type="checkbox"/> Learning Change
<b>Week 14</b>	<input type="checkbox"/> Management School of thoughts
<b>Week 15</b>	<input type="checkbox"/> A revisit to classical research on management
<b>Week 16</b>	<b>Final-Term Exam</b>

### **Recommended Books**

Reading materials contain a number of recently published articles and classic articles; as well as different types of cases which are selected from respected, practical oriented journals in the field of business or management.



<b>Program</b>	BBA
<b>Course Name</b>	International Management
<b>Course Code</b>	MGT346
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

Companies are no longer competing just within their own country's boundaries, but globally. Corporations, in their quest for competitive advantage, are either forced or enticed to consider global opportunities that reduce cost and/or differentiate their services and products. The task is paramount when business negotiations, needs for coordination of products and services, needs for local responsiveness, research and development, human resources management (including recruitment) and so forth take place in different countries, continents, socio- political and cultural backgrounds. As an introductory course, we aim at understanding some of the issues managers face when working in a multinational enterprise.

## Course Content

<b>Week 1 &amp; 2</b>	<input type="checkbox"/> Introduction <input type="checkbox"/> The challenges of business on an international scale
<b>Week 3 &amp; 4</b>	<input type="checkbox"/> Evolving economic systems and competition
<b>Week 5 &amp; 6</b>	<input type="checkbox"/> Multinational management in a changing world
<b>Week 7</b>	<input type="checkbox"/> The global market place and Government roles
<b>Week 8</b>	<b>Mid-Term Exam</b>
<b>Week 9</b>	<input type="checkbox"/> Culture and Multinational management
<b>Week 10 &amp; 11</b>	<input type="checkbox"/> Managing ethical and social responsibility in multinational companies <input type="checkbox"/> International strategy: The fourP's
<b>Week 12 &amp; 13</b>	<input type="checkbox"/> Strategic management in the multinational company: Content and formulation
<b>Week 14 &amp; 15</b>	<input type="checkbox"/> Multinational and participation strategies: Content and formulation <input type="checkbox"/> Organizational design for multinational
<b>Week 16</b>	<b>Final-Term Exam</b>

### **Recommended Books**

- Deresky, H. (2013). International management: Managing across borders and cultures; text and cases (8th edition). Pearson
- Mead, R., & Andrews, T. G. (2009). International management (4th edition). Wiley-Blackwell.

<b>Program</b>	BBA
<b>Course Name</b>	Change Management
<b>Course Code</b>	MGT347
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

This course focuses on conceptual, theoretical and practical perspectives on change management, examining the change agent's role and issues associated with change management in the contemporary context. Additional focus is on individual, group and organizational strategies for change and the role of human resource management in the effective management of change.

## Course Content

<b>Week 1</b>	Introduction
<b>Week 2</b>	Understanding change
<b>Week 3</b>	Levels of change
<b>Week 4</b>	Leadership and the role of the change agent/practitioner
<b>Week 5</b>	Managing resistance and organizational culture
<b>Week 6</b>	The process of organizational change
<b>Week 7</b>	Organizational development and change
<b>Week 8</b>	<b>Mid-Term Exam</b>
<b>Week 9</b>	Controlling Change Process
<b>Week 10</b>	Resource Management for Change
<b>Week 11</b>	Change in a chaotic and unpredictable environment
<b>Week 12</b>	Future directions: Change in a global setting
<b>Week 13</b>	Case Studies
<b>Week 14</b>	Revision
<b>Week 15</b>	Presentation
<b>Week 16</b>	<b>Final-Term Exam</b>

## Recommended Books

- Waddell, D.M., Cummings, T.G. & Worley, C.G. (2011) Organizational Change
- Relevant articles and case studies (classical and recent).



<b>Program</b>	BBA
<b>Course Name</b>	Crisis Management
<b>Course Code</b>	MGT348
<b>Credit Hours</b>	0 3
<b>Total week</b>	16
<b>Total hours</b>	48

## Course Objective

You must deal rapidly, correctly, comprehensively, and objectively with a disaster or crisis. Yet, many organizations are so preoccupied with day-to-day operations that they fail to allocate the appropriate time and resources to crisis planning. This course provides students with the tools to identify potential vulnerabilities and to develop comprehensive protection, management, and communication plans for crisis management.

## Course Content

<b>Week 1</b>	<b>INTRODUCTION</b> <ul style="list-style-type: none"> <li>• Introduction: Crises are in the News Everyday</li> <li>• Before, During, and After</li> <li>• How to Handle Crises Correctly...and Incorrectly</li> </ul>
<b>Week 2</b>	<b>Outcomes from this Class</b> <ul style="list-style-type: none"> <li>• Preparing for a Crisis</li> <li>• Implementing a Crisis Audit</li> <li>• Creating, Simulating, Revising a Crisis Plan</li> <li>• Managing a Crisis</li> </ul>
<b>Week 3</b>	<b>Current Crises</b> <ul style="list-style-type: none"> <li>• BP Oil</li> <li>• Japanese Earthquake/Tsunami</li> <li>• Lindsay Lohan/Charlie Sheen/Mel Gibson</li> <li>• Hurricane Sandy</li> <li>• Technology Attacks: Bradley Manning, Edward Snowden</li> <li>• The Changing Media Landscape</li> </ul>
<b>Week 4</b>	<b>DEFINING ‘CRISIS’</b> <ul style="list-style-type: none"> <li>• Types of Crises</li> <li>• Natural</li> </ul>

	<ul style="list-style-type: none"> <li>• Man-made</li> <li>• Combination</li> <li>• Technologic</li> </ul> <p>What is and is Not a Crisis; Why the Distinction is Important</p>
<b>Week 5</b>	<p>WHY CRISIS PLANNING NOTIMPLEMENTED</p> <ul style="list-style-type: none"> <li>• It Can't Happen to Us (Ostrich Theory)</li> <li>• Cost of Preparation</li> <li>• Lack of Time or Know-How</li> <li>• Low Priority</li> <li>• Lack of Vision</li> <li>• Lack of Agreement</li> </ul>
<b>Week 6</b>	<p>BEFORE THE CRISIS: LONG-RANGE PREPARATION</p> <ul style="list-style-type: none"> <li>• Reputation Management</li> <li>• Issues Identification</li> </ul>
<b>Week 7</b>	<p>THE CRISISAUDIT</p> <ul style="list-style-type: none"> <li>• Ten Questions to Ask Yourself About Your Organization</li> <li>• Your Own Organization; Gaining Organizational Support for Crisis Planning</li> </ul>
<b>Week 8</b>	<b>Mid-Term Exam</b>
<b>Week 9</b>	<ul style="list-style-type: none"> <li>• Creating the Internal Team</li> <li>• External Sources for Assistance</li> </ul> <p>CREATING YOUR OWNPLAN</p> <ul style="list-style-type: none"> <li>• Current Assessment</li> </ul>
<b>Week 10</b>	<ul style="list-style-type: none"> <li>• Crisis Management Team</li> <li>• Legal/Financial Considerations</li> <li>• Rehearsals and Simulations</li> </ul>
<b>Week 11</b>	<ul style="list-style-type: none"> <li>• Establishing the Crisis Center</li> <li>• Using Outside Counsel</li> <li>• Dealing with the Media</li> <li>• The Role of Senior Management</li> <li>• Post-Crisis Evaluation</li> </ul>
<b>Week 12</b>	<p>DURING THE CRISIS: WHEN CRISIS STRIKES – IMPLEMENTING THE PLAN</p> <ul style="list-style-type: none"> <li>• Conduct Situation Analysis</li> <li>• Who Needs to Know What, When</li> <li>• Prioritize Actions</li> <li>• Move Quickly, But Thoughtfully</li> </ul>
<b>Week 13</b>	<ul style="list-style-type: none"> <li>• Document in Writing</li> <li>• Dos and Don'ts in Dealing with Media</li> <li>• Human Issues in Crisis Situations</li> </ul>
<b>Week 14</b>	<p>AFTER THE CRISIS: RECOVERY: SHORT-TERM AND LONG-TERM</p>

	<ul style="list-style-type: none"> <li>• Immediate Organizational Resumption</li> <li>• Long-Term Recovery</li> <li>• Updating the Plan – Lessons</li> </ul>
<b>Week 15</b>	Presentation
<b>Week 16</b>	<b>Final-Term Exam</b>

### **Recommended Books**

1. Cooper, M. M. (2013). Coping with Crisis in a Complex World: Expecting the Unexpected. International Council of Shopping