

SCHEME OF STUDIES FOR THE DEGREE

OF

BBA (4 years)

COLLEGE OF MANAGEMENT & ADMINISTRATIVE
SCIENCES

GC UNIVERSITY, FAISALABAD

Department of Business Administration
GC University, Faisalabad
Semester-Wise Course Breakup

BBA (4-YEARS)

Semester 1st

Sr. #	Course Code	Course Title	Credit Hr.
1	BBA-301	Introduction to information Technology	3(3-0)
2	PSY-305	Introduction to Psychology	3(3-0)
3	ENG-321	English for Academic Purposes	3(3-0)
4	PST-322	Pakistan Studies	2(2-0)
5	ISL-302	Islamic Studies	2(2-0)
6	BBA-309	Fundamentals of Accounting	3(3-0)

Semester 2nd

Sr. #	Course Code	Course Title	Credit Hr.
1	MTH-342	Business Mathematics	3(3-0)
2	BBA-304	Financial Accounting	3(3-0)
3	BBA-306	Logic	3(3-0)
4	ECO-501	Micro Economics	3(3-0)
5	ENG-422	Technical Writing & Professional Speech Communication	3(3-0)

Semester-3rd

Sr. #	Course Code	Course Title	Credit Hr.
1	ENG-421	Communication Skills	3(3-0)
2	BBA-403	Statistics	3(3-0)
3	BBA-405	Introduction to Sociology	3(3-0)
4	BBA-407	Cost Accounting	3(3-0)
5	ECO-502	Macro Economics	3(3-0)

Semester-4th

Sr. #	Course Code	Course Title	Credit Hr.
1	ENG-423	Business Communication	3(3-0)
2	BBA-404	Statistical Inferences	3(3-0)
3	BBA-406	Fundamentals of Marketing	3(3-0)
4	BBA-408	Business Finance	3(3-0)
5	BBA-410	Principles of Management	3(3-0)

Semester-5th

Sr. #	Course Code	Course Title	Credit Hr.
1	BBA-501	Financial Management	3(3-0)
2	BBA-503	Marketing Management	3(3-0)
3	BBA-505	Business Research Methods	3(3-0)
4	MTH-523	Calculus	3(3-0)
5	BBA-509	Pakistan Economy	3(3-0)

Semester-6th

Sr. #	Course Code	Course Title	Credit Hr.
1	BBA-502	Money and Banking	3(3-0)
2	BBA-504	Consumer Behavior	3(3-0)
3	BBA-506	Human Resource Management	3(3-0)
4	BBA-508	Business Ethics	3(3-0)
5	BBA-510	Business Law	3(3-0)
6	BBA-512	Total Quality Management	3(3-0)

Semester-7th

Sr. #	Course Code	Course Title	Credit Hr.
1	BBA-601	Organizational Behavior	3(3-0)
2	BBA-603	Operations/Production Management	3(3-0)
3	BBA-605	Global/International Business	3(3-0)
4		Elective-I	3(3-0)
5		Elective-II	3(3-0)
6		Elective-III	3(3-0)

Internship

Non Credit

Semester-8th

Sr. #	Course Code	Course Title	Credit Hr.
1	BBA-602	Entrepreneurship	3(3-0)
2	BBA-604	Management Information System	3(3-0)
3	BBA-606	Research Project	3(3-0)
4		Elective-I	3(3-0)
5		Elective-II	3(3-0)
6		Elective-III	3(3-0)

Specialization in Finance

Sr. #	Course Code	Course Title	Credit Hr.
1	BBA-608	Risk Management	3(3-0)
2	BBA-609	Corporate Finance	3(3-0)
3	BBA-610	Credit Management	3(3-0)
4	BBA-611	Auditing	3(3-0)
5	BBA-612	International Financial Management	3(3-0)
6	BBA-613	Investment & Portfolio Management	3(3-0)
7	BBA-614	Financial Statement Analysis	3(3-0)
8	BBA-615	Taxation Management	3(3-0)
9	BBA-616	Islamic Financial System	3(3-0)
10	BBA-617	Seminar in Finance	3(3-0)

Specialization in HRM

Sr. #	Course Code	Course Title	Credit Hr.
1	BBA-618	HR Development	3(3-0)
2	LAW-513	Labour Laws in Pak	3(3-0)
3	BBA-620	Cases and exercise in personnel/HRM	3(3-0)
4	BBA-621	Performance Management	3(3-0)
5	BBA-622	Organizational Development	3(3-0)
6	BBA-623	Industrial Relations	3(3-0)
7	BBA-624	Essential of Training & Development	3(3-0)
8	BBA-625	International HRM	3(3-0)

Specialization in Marketing

Sr. #	Course Code	Course Title	Credit Hr.
1	BBA-626	Sales Management	3(3-0)
2	BBA-627	International Marketing	3(3-0)
3	BBA-628	Brand Management	3(3-0)
4	BBA-629	Advertising Management	3(3-0)
5	BBA-630	Marketing Research	3(3-0)
6	BBA-631	Retail Marketing	3(3-0)
7	BBA-632	Services Marketing	3(3-0)
8	BBA-633	Tourism Marketing	3(3-0)
9	BBA-634	Cyber Marketing	3(3-0)
10	BBA-635	Export Marketing	3(3-0)
11	BBA-636	Agriculture Marketing	3(3-0)
12	BBA-637	Seminar in Marketing	3(3-0)

SEMESTER-1_{ST}

BBA-301

INTRODUCTION TO IT

3(3-0)

COURSE OBJECTIVES

The main objective of this course is to provide students with the required skills for using computers efficiently and for using the common applications of computers which they need during their university study and future careers. It builds upon the knowledge and skills they acquired through their study in high school. The course covers the practical aspects of operating systems, online-based information retrieval, some advanced topics in word processing, a wide range of topics in manipulating data using spread sheets, how to prepare a presentation by using power point and how to save record on database using access.

INDENTED LEARNING OUTCOMES:

After the successful completion of this course, students will be able to:

- Use different computer applications
- Familiarize with Searching for information.
- Learn to use advanced techniques of MS-Word.
- Learn to publish documents to the Web.
- Learn to use MS-Excel as spreadsheet software.
- Preparing a presentation about a pre-assigned project through MS-Power Point

COURSE CONTENTS:

Introduction to Information Technology, Understanding Computer Systems, Computer Hardware, Operating Systems, Application Software, Programming Languages, Files and Data Basics, Data Communication, Networking Basics, Internet Basics, E-Commerce, Computer Graphics, Computer Security and Controls, MS Office, MS Word, MS Excel, MS Access, MS Power point, MS Project, Internet Browsers, Databases, Information Systems importance in Business, E-Banking

SUGGESTED READINGS:

1. James A. Senn: Information Technology in Business, BPB Peter Norton's Introduction to Computers
2. Beekman, G. and B. Ben. 2009. Tomorrow's Technology and You, 9th Edition. Prentice Hall Inc. USA.
3. Norton, P. 2010. Introduction to Computers, Prentice Hall, New York, USA.
4. Parker, C. and T. Case. 2002. Management Information Systems, 10th Edition. McGraw Hills Inc. New York, USA

PSY-305

INTRODUCTION TO PSYCHOLOGY

3(3-0)

COURSE OBJECTIVES:

- To improve academic standard in this region through the generation, assimilation, and dissemination of knowledge.
- To make the students aware of recent trends in psychology.

- To prepare people of this area to serve as intellectual resource base in this region.
- To enable the students to apply psychological knowledge for the economic and social betterment of Pakistan.
- To develop high quality professionals and behavioral scientists that are committed to pursuit of excellence, and are endowed with vision, courage, and dedication.

COURSE CONTENTS

Introduction To Psychology; Psychology's Roots Perspectives On Behavior And Mental Process, Psychology's Sub Fields, The Scientific Approach, Psychology's Methods, *Personality*; The Physical Perspective, The Psychological Perspective Of Personality, The Trait Perspective, The Humanistic Perspective, The Social Perspective, Assessments Of Personality, *Motivation*; Biological Motive, Needs And Drive, Psychological Motive, Theories Of Motivation, *Learning*; Classical Conditioning, Operant Conditioning, Learning By Observation, Sensations, Some Basic Principles, Thresholds Of Sensory Adaptation, Vision, Hearing And Taste, Perception, Perceptual Org, Perceptual Illusion, Interpretation, *Memory*; Phenomena Of Memory, Long Term And Short Term Memory Thinking And Language, *Intelligence*; The Origin Of Intelligence, Principles Of Test Construction, Dynamics Of Intelligence. *Stress And Health*; Reaction To Stress, Promoting Health, Therapy, The Psychological Therapy, The Biomedical Therapy. *Social Psychology*; Social Thinking, Social Influence, Social Relations, Social Diversity. Developmental Psychology, Consciousness, Psychological Disorders, Emotions, The Biological Roots Of Behavior

SUGGESTED READINGS:

1. Benjamin Lahey, Psychology: An Introduction, 11th edition
2. Hilgard , Introduction to Psychology, 3rd edition
3. David G. Myers, Introduction to Psychology
4. Morgan and King, Introduction to Psychology, 7th edition

ENG-321

ENGLISH FOR ACADEMIC PURPOSE

3(3-0)

COURSE OBJECTIVES:

After studying this course, students will be able to:

- Understand the process of communication.
- Describe the essential elements of business communication.
- Adopt good practices with a variety of communication methods.
- Choose appropriate communication methods to be an effective professional.

COURSE CONTENTS:

Process of communication: Communication model, Channels of communication, Flow of communication, Barriers to effective communication, How to make communication effective. Communication theories: Interaction-information-Completeness. Seven C's of communication: Conciseness-Correctness-Completeness, Clarity-Consideration-

Courtesy-Concreteness. Written communication: Parts of Letter, Inductive methods, Deductive method of communication-Memorandum-Circular, Agenda and minutes of meeting, Business research report: Types, Format, Language and Style, Market report: Types- Format, Thesis writing. Oral communication: Meeting: Types and conduct, Interview: Types and conduct, Presentation or speech: Types-Planning-Delivering the presentation or speech, Workshop and seminar: Planning-Conduct. Communication strategy: Image building, Developing a positive corporate image, Messages choice: Favorable, Unfavorable, Negative and persuasive. Précis writing: Methods of précis writing, Principle points to be kept in mind while writing précis, Specimen of passages and their précis.

SUGGESTED READINGS:

1. Courtland, L. and T. Bovee. 2008. Business Communication Today. Prentice Hall, New Delhi. India.
2. Mary, E. G. and B. Babcock. 2008. Essentials of Business Communication, Cengage Learning, Lahore, Pakistan.
3. Murphy, H. 2009. Effective Business Communication. 14th Edition, McGraw Hills, Inc., New York, USA.
4. Taylor, S. 2005. Communication for Business, 4th Edition. Pearson Education. India.

PST-322

PAKISTAN STUDIES

2(2-0)

COURSE OBJECTIVES

The main objective of this course is to

- Develop vision of historical perspective, government, politics, contemporary Pakistan, ideological background of Pakistan.
- Study the process of governance, national development, issues arising in the modern age and posing challenges to Pakistan

COURSE CONTENTS:

Ideology of Pakistan, Pakistan Ideology, Historical perspective of Pakistan Ideology, Aligarh movement, Establishment of Pakistan, Land of Pakistan, Geographic boundaries of Pakistan, Resources of Pakistan, Division of Assets, Ayub Khan's era, Creation of Bangladesh, Butto's reforms, Zia's era, Social structure of Pakistan, Literacy in Pakistan, Agriculture of Pakistan, Industries of Pakistan, Foreign policy of Pakistan, Pakistan and the Muslim World, Pakistan and ECO, Pakistan and India

SUGGESTED READINGS:

1. Ikrame Rabbani: Pakistan Studies
2. Dr. Javaid Iqbal: Ideology of Pakistan, Ferozsons, Rawalpindi
3. M. Sarwar, A Textbook Of Pakistan Studies, Latest edition.

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 CONTENTS:

Basic Concepts of Quran, History of Quran, Uloom-ul-Quran, Verses of Surah Al-Baqra Related to Faith (Verse No-284-286), Verses of Surah Al-Hujrat Related to Adab Al-Nabi (Verse No-1-18), Verses of Surah Al-Mumanoon Related to Characteristics of faithful (Verse No-1-11), Verses of Surah al-Furqan Related to Social Ethics (Verse No.63-77), Verses of Surah Al-Inam Related to Ihkam (Verse No-152-154), Verses of Surah Al-Ihzab Related to Adab al-Nabi (Verse No.6,21,40,56,57,58.), Verses of Surah Al-Hashar (18,19,20) Related to thinking, Verses of Surah Al-Saf Related to Tafakar,Tadabar (Verse No-1,14), Life of Muhammad Bin Abdullah (Before Prophet Hood), Life of Holy Prophet (SAW) in Makkah, Important Lessons Derived from the life of Holy Prophet in Makkah, Life of Holy Prophet (SAW) in Madina, Important Events of Life Holy Prophet in Madina, Important Lessons Derived from the life of Holy Prophet in Madina, Basic Concepts of Hadith, History of Hadith, Kinds of Hadith, Uloom-ul-Hadith, Sunnah & Hadith, Legal Position of Sunnah, Selected Study from Text of Hadith, Basic Concepts of Islamic Law & Jurisprudence, Basic Concepts of Islamic Culture & Civilization, Historical Development of Islamic Culture & Civilization, Characteristics of Islamic Culture & Civilization, Islamic Culture & Civilization, Basic Concepts of Islam & Science, Contributions of Muslims in the Development of Science, Basic Concepts of Islamic Economic System, Means of Distribution of wealth in Islamic Economics, Islamic Concept of Riba, Islamic Ways of Trade & Commerce, Basic Concepts of Islamic Political System, Basic Institutions of Govt. in Islam, Period of Khlaft-e- Rashida, Basic Concepts Of Social System Of Islam.

SUGGESTED READINGS

1. Hameed ullah Muhammad, “Emergence of Islam” , IRI, Islamabad.
2. Hameed ullah Muhammad, „Introduction to Islam..
3. Ahmad Hasan, “Principles of Islamic Jurisprudence” Islamic Research Institute, International Islamic University, Islamabad (1993).
4. Dr. Muhammad Zia-ul-Haq, “Introduction to Al Sharia Al Islamia” Allama Iqbal Open University, Islamabad (2001).

COURSE OBJECTIVES:

After studying this course the student will be able to understand:

1. The language of accounting and financial reporting;
2. Complete Accounting Cycle
3. Preparation and the role of Journal, Ledger and subsidiary books
4. Preparation of balance sheet, profit and loss account and cash flow statement

COURSE CONTENTS:

Introduction: Purpose and Nature of Accounting, Various areas of Accounting Forms of Business enterprises, Accounting Information users, GAAP, Conversion, Business transaction and Accounting equation;

Accounting Process: Recording changes in financial position, Double entry Accounting system, Journal, Ledger, Trial Balance; The Accounting cycle: Measuring business income, adjusting process, Completion of Accounting Cycle, Work sheet, Financial Statements;

The control of Cash transaction and Bank Reconciliation; Accounting for receivables accounting for Inventory, Accounting for depreciation of fixed assets, Deprecation Methods.

SUGGESTED READINGS

1. Robert F.Meigs and Walter B.Meigs: Accounting: The Basis for Business Decisions, McGraw Hill, Inc.
2. Eric G. Flamholtz, Diana Troik Flamholtz, Michael A.Diamond: Principle of Accounting, Macmillan Publishing Co. New York.
3. Frankwood: Business Accounting-I, Business Accounting-II.

SEMESTER-2_{ND}

MTH-342

BUSINESS MATHEMATICS

3(3-0)

COURSE OBJECTIVES:

This course is built upon the mathematical concepts, principles and techniques that are useful in business management. The main objectives of the course are to enhance students' competency in application of mathematical concepts in solving business management problems and to improve their level of quantitative approach.

INDENTED LEARNING OUTCOMES:

Upon the successful completion of this course, you should be able to:

- Mathematical Function
- Building and solving linear and quadratic equations
- Types of functions
- Matrices and its applications
- Determinants and its applications

COURSE CONTENTS:

Preliminaries, Linear Equations, Systems of Linear Equations, Linear Functions Applications, Mathematical Functions, Quadratic & Polynomial Functions, Exponential & Logarithmic Functions, Matrix Algebra, Differentiation & Integration, Mathematics of Finance, Basic Algebra, Linear Equations and Inequalities and Graphs, Quadratic Equation and their Application, Simultaneous Equations, Progressions of Sequence, and Series and their application in Business, Ratios, Proportions and Percentages

SUGGESTED READINGS

1. Frank S. Budnick: Applied Mathematics for Business Economics and Social Sciences
2. Bowen: Mathematics with Applications in Management and Economics
3. Cheryl Cleaves, Business Maths, Pearson (Latest Edition)

BBA-304

FINANCIAL ACCOUNTING

3(3-0)

COURSE OBJECTIVES:

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.

INDENTED LEARNING OUTCOMES:

After studying this course the student will be able to understand:

1. The language of accounting and financial reporting;
2. Complete Accounting Cycle
3. Preparation and the role of Journal, Ledger and subsidiary books
4. Preparation of balance sheet, profit and loss account and cash flow statement

COURSE CONTENTS:

Accounting Concepts: GAAP, Professional Judgment and Ethical Conduct, The Consistency Principle, The Disclosure Principle, Materiality Principle and setting new Accounting Standards; International Accounting Standards-Overview.

Accounting for Merchandize business, Classified Balance Sheet, Simple and Multiple Income Statement;

Design of Accounting System: The Company Information needs, Basic Functions of Accounting System, Special Journals, Controlling Accounts & Subsidiary Ledger Accounts, Data Base Systems, and Internal Control;

Accounts Receivable, Notes Receivable, Inventories and Cost of Goods Sold, Ending Inventory Cost Computation Methods;

Liabilities: Definite and Estimated Liabilities, Loss Contingencies and Payrolls;

Corporation: Stockholder's Equity statement, Measuring Corporation Income Reporting unusual Items, Earnings Per Share, Cash Dividend, Treasury Stock, Stock Split;

Measuring Cash Flows: Statement of Cash Flows and Classification of cash flows, preparation of Cash Flows

SUGGESTED READINGS

1. Robert F.Meigs and Walter B.Meigs: Accounting: The Basis for Business Decisions, McGraw Hill, Inc
2. Eric G. Flamholtz, Diana Troik Flamholtz, Michael A.Diamond: Principle of Accounting, Macmillan Publishing Co. New York
3. Frankwood, Business Accounting-I and Business Accounting-II
4. Simon and Karren Brock: Intermediate Accounting

BBA-306

LOGIC

3(3-0)

COURSE OBJECTIVES:

The objective of this course is to sharpen the intellect of the students, develop their reasoning ability, strengthen their understanding, and promote clear thinking

COURSE CONTENTS:

Definition of Logic, Logic as a science and an art, Scope of logic, The laws of logic, Induction and essential characteristics of induction, Categorical propositions and classes, Quality, quantity and distribution, The traditional square of opposition, Immediate inferences, conversion, obversion, contraposition, inversion, Existential import, Symbolism and diagram

for categorical proposition, Three basic uses of language, Discourse serving multiple functions, The form of discourse, Emotive words, Kinds of agreement and disagreement, Emotively neutral language, The purpose of definition, The types of definition, Various kinds of meaning, Techniques for defining, Standard form categorical syllogisms, The formal nature of syllogistic arguments, Venn diagram techniques for testing syllogisms, Rules and fallacies, Reducing the number of terms in categorical syllogism, Translating categorical proposition into standard forms, Uniform translation, Enthymemes, The dilemma, Informal fallacies, Fallacies of ambiguity, The avoidance of fallacies

SUGGESTED READINGS:

1. Irving M. Copi and Carl Cohen (2010): Introduction to Logic, 14th Edition
2. Karamat Hussain: A textbook of Deductive Logic, Latest Edition.
3. Karamat Hussain: A textbook of Inductive Logic, Latest Edition.

ECO-501

MICRO ECONOMICS

3(3-0)

COURSE OBJECTIVES:

This course is designed to introduce key microeconomics concepts and techniques applicable as tools for rational economic decision-making within the micro framework. The course aims to demonstrate the relevance and usefulness of economic analysis to real world business situations. Emphasis is placed on optimal decisions making within the firm and the strategic relationship with other business. The goal of the course is to provide an introduction to microeconomics. 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

INDENTED LEARNING OUTCOMES:

After studying this course the student will be able to understand:

1. The Economic problem of allocation and distribution of resources.
2. The factors that determine demand and supply
3. The concept of elasticity of demand and supply
4. Analyze the effect of market structure on firm behavior
5. Analyze efficiency and the role of government in promoting and deterring efficiency.

COURSE CONTENTS:

Introduction, Basic elements of supply and demand, Application of supply and demand, Demand and consumer behavior, Analysis of cost, Behavior of perfectly competitive market, Monopoly, duopoly and oligopoly, Monopolistic competition, Factor pricing, Labor market, Land and capital

SUGGESTED READINGS:

1. Mc Connell & Brue, Economic 15th Edition., McGraw Hill, INC

2. Muhammad Hussain Choudhry, Economic Theory Volume 1, Caravan Book House, Lahore 2002.
3. Walter Nicholson: Micro Economics, Theories : Basic Principles and Extensions
4. Samuelson and Nordhaus, Economics, New Delhi, Tata McGraw Hill, (Latest Edition).

ENG-422 TECHNICAL WRITING & PROFESSIONAL SPEECHCOMMUNICATION 3(3-0)

COURSE CONTENTS

Orientation, The origin of language, The origin of language, Difference between human and animal language, Difference between human and animal language, Properties of human language, Pre-reading, While-reading, Post-reading, Phonetic transcription, Vowels, Place & manner of articulation, Difference between speech & writing, Writing Skills- the process of writing pre, while, post, Argumentative writing, Narrative writing, Expository writing, Punctuation-an aid to sentence, Understanding paragraph, Seminar skills, Group discussion, Presentation skills, Prepared and unprepared talk, Skimming scanning, SQ3R, Listening Skills- Active listening, Traits of a good listener, Active vs passive listening

SUGGESTED READINGS:

1. George Yule: The study of language.
2. Kathleen T McWhoter: College reading and study skills.
3. David Crystal: Speaking of writing and writing of speaking

SEMESTER-3_{RD}

ENG-421

COMMUNICATION SKILL

3(3-0)

Course Objective:

In this rapidly changing world communication has become very vital and important. Every time we have to contact each other for many reasons and without communication either for ourselves or on the behalf of the organization we cannot make progress in any sphere of life.

“The persons we seek must have strong oral and written communication skills”.

From Chief Financial Officer to Product Manager, from Senior Economist to Personnel Analyst, from Senior Sales Representative to Petroleum Buyer – these positions will be filled by people who can communicate well.

Focus will be on oral communication and presentation of students in the class in developing communication skills. As we all know, every message, whether verbal or nonverbal, communicates something about our values & ethics. Thus, this course will also instruct the students the means to anticipate and analyze the ethical dilemmas they will face on the job/practical life. Taking an ethical position on the face of pressures and temptations requires more than courage – it really requires strong communication skills.

COURSE CONTENTS:

Grammar review, Vocabulary Development, Pronunciation, Drills, The psychology of effective communication, Principle of communication psychology, Presentation, Report writing, the need for business report, Informational report, Analytical reports, Writing headings and sub-headings, Using visual aid, Proof reading, Presentations

SUGGESTED READINGS:

1. Bov’ee D. Philips: Business Communication today
2. Stewart, Zimiber & Clark: Business English & Communication
3. Himstreet & Batty: Business Communication
4. Kitty O Locker: Business & Administrative communication

BBA-403

STATISTICS

3(3-0)

COURSE OBJECTIVES:

The main objectives of the course are to enhance students competency in application of statistics to solve business management problems and to improve their level of quantitative sophistication for further advanced business analysis.

INDENTED LEARNING OUTCOMES:

At the conclusion of this course, the student will be:

1. Data description and data presentation in a business environment;
2. Measures of Central Tendency

3. Measure of Relative Dispersion
4. Use of index numbers
5. Basic probability concepts and probability distributions as an aid to business decision making.

COURSE CONTENTS:

Introduction, Data Analysis, Data Summarizing: Frequency Distributions, Data summarizing: Measures of central tendency and variability, Measures of Dispersion, Moments skew ness, Simple linear regression and correlation, Index numbers. Probability, Discrete probability distributions, The normal distribution and other continuous probability distributions

SUGGESTED READINGS:

1. Earl K. Bowen & Martin starr: Basic statistics for Business and Economics
2. Prof. Sher Muhammad Chaudhry: Introduction to Statistical Theory, part-1

BBA-405 INTRODUCTION TO SOCIOLOGY 3(3-0)

COURSE OBJECTIVES:

Sociology is the systematic and scientific study of human behavior in social setup. Sociology studies culture, government institutions, economic system and how these systems affect the human behavior. Business management students cannot efficiently handle the various managerial problems unless they have some background in sociology. The scope of sociology is an ever expanding phenomenon and a basic course in this field will help us:

- To improve the quality of our lives and establishes a society based upon justice and equity.
- To improve academic standard in this region through the generation, assimilation, and dissemination of knowledge.
- To make the students aware of recent trends in sociological thought.
- To prepare people of this area to serve as intellectual resource base in this region
- To enable the students to apply sociological knowledge for the economic and social betterment of Pakistan
- To develop high quality professionals and social scientists that the committed to pursuit of excellence, and are endowed with vision, courage, and dedication.

COURSE CONTENTS:

Introduction: Sociological Perspective, The Development of Sociology, The Role of Values In Social Research, Prejudice In Early Sociology, Theoretical Perspective In Sociology. *Culture:* Components of Symbolic Culture, Subcultures and Counter Cultures, Cultural Universals, Animals and Culture, Technology and Global Village, Sociology and New Technology. *Socialization:* Social Development of Self, Mind, and Emotions, Socialization into Gender Social Structure and Interaction, Social Institutions.

Research in Sociology: Research Model, Research Methods. Experiments, Ethics, Bureaucracy and Formal Organizations, Rationalization of Society, Formal Organizations and Bureaucracy, Voluntary Associations Social Classes, Economy, Politics, Power and Authority, Family, Medicine, Health and Illness, Population and Urbanization, Social Movements

SUGGESTED READINGS:

1. Kendall, Sociology in our Times. Wadsworth Pub Co, 2010
2. Henslin, Sociology: A Down-to-Earth Approach, 11th edition.
3. Brgjar & Soroka, Sociology ,1992.

BBA-407

COST ACCOUNTING

3(3-0)

COURSE OBJECTIVES:

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.

INDENTED LEARNING OUTCOMES:

After studying this course student will be able to understand:

1. The importance of Cost Accounting as a first step in the Manufacturing process.
2. Cost Accounting and explain its purpose within an organization.
3. The steps involved in the Accumulation of Total Cost in different departments.
4. Financial accounting and Cost Accounting.
5. Cost data for the decision making of the higher management.
6. Product costing preparation and process costing analysis.
7. Cost of production and cost of goods sold statements for onward reporting to financial statements

COURSE CONTENTS:

Introduction, Organization and overview of the course, cost of good soled, cost of good manufactured, the nature, concepts and classification of cost, Product cost accumulation systems, Costing and control of material, Costing and control of labour, Costing and control of factory overhead, Job Order costing system, Process costing, Joint product and by product costing, Budgeting, Direct and absorption costing, Break-even analysis and cost- volume- profit analysis

SUGGESTED READINGS:

1. Ralph S. Polimeni, Frank J. Fabozzi and Arthur H. Adelberg: Cost accounting
2. Hilton , Horngren: Cost accounting
3. T. Lucy: Cost Accounting
4. Matz and Usury: Cost Accounting

COURSE OBJECTIVES:

This course aims at giving students knowledge about the working of a mixed economy at the aggregate level under pinning of aggregate output and income determination, key macro-economics problems and major policy debate. The basic themes are extended to find out how the disciplines of national income, macroeconomics in closed and open economy, macroeconomic stabilization policies, macro-economic components (consumption, saving, private investment, interest etc.), public finance, money and banking link up with conventional macroeconomics

INDENTED LEARNING OUTCOMES:

At the end of this course, students will be able:

- To become familiar with and readily use economic terminology.
- To learn about the analytical approach economists take to the problem of scarcity.
- To gain an intuitive understanding of macroeconomic theory and application.
- To acquire better critical thinking skills through the analysis of present day economic issues.
- To provide a foundation for possible careers in business, government, academic or other sectors.
- To develop a conscious recognition of economics in the world around us

COURSE CONTENTS:

Key macroeconomic indicators, Role of government in an economy, Measurement of gross domestic product (GDP), Components of aggregate demand, Consumption function and Keynesian multiplier, Investment function, Government intervention through monetary and fiscal policies, Impact of government intervention on economic activity, Inflation and unemployment, Aggregate supply and its determinants, Balance of payments (BOP) and trade, Public finance, Growth and development

SUGGESTED READINGS

1. Samuelson and Nordhaus: Economics
2. McConnell and Brue: Economics
3. Saeed, Amjad Khawaja: Economy of Pakistan
4. Malik, Sohail: Economy of Pakistan
5. Survey of Pakistan (various issues)

SEMESTER-4TH

COURSE OBJECTIVES:

In this rapidly changing world communication has become very vital and important. Every time we have to contact each other for many reasons and without communication either for ourselves or on the behalf of the organization we cannot make progress in any sphere of life.

“The persons we seek must have strong oral and written communication skills”.

From Chief Financial Officer to Product Manager, from Senior Economist to Personnel Analyst, from Senior Sales Representative to Petroleum Buyer – these positions will be filled by people who can communicate well.

Demographic trends suggest that the current generation of College/University students will face ever tougher competition obtaining jobs and vying for top corporate positions. Simply put, today’s students will have to wait longer to get ahead. Those with outstanding communication skills will have an advantage; this course Business Communication will definitely give them a crucial edge.

As we all know, every message, whether verbal or nonverbal, communicates something about our values & ethics. Thus, this course will also instruct the students the means to anticipate and analyze the ethical dilemmas they will face on the job/practical life. Taking an ethical position on the face of pressures and temptations requires more than courage – it really requires strong communication skills.

So, the basic purpose of teaching this course is to train the character as well as professional capabilities of students in order to make them proficient in handling any kind of situation in their personal & professional lives.

COURSE CONTENTS:

The art of listening, The importance of listening, Improving listening efficiency, Effect of listening on other communication skills, Listening & Job Success Practice, Interviewing: What is interview?, Physical and mental preparation, Knowing your abilities, Getting information about company, Body language, What to do during interview, Kinds of interview, Follow up communication, Application Packages: Resume writing, Chronological resumes, Skills resumes. Preparing different resume for different jobs, What do your employer wants to know about you, Covering letter, What should be there in covering letter?, Ready to respond every question, Meeting & Conference Participation: Qualities of effective speaking, Creating favourable impression, Enunciation, pronunciation, Planning & Writing: Business letter format & letter styled, Arrangement styles of letters, Punctuation styles for business letters, A final word, The Psychology of Effective Communication: Principles of Communication Psychology, What do we know about Human Behaviour, Non-verbal communication, Promoting Goodwill, Stimulating desired reaction.

SUGGESTED READINGS

1. Bov'ee D. Philips: Business Communication Today
2. Himstreet & Batty: Business Communication
3. Kitty O Locker: Business & Administrative communication
4. Stewart, Zimiber & Clark: Business English & Communication

BBA-404 STATISTICAL INFERENCES 3(3-0)

COURSE OBJECTIVES:

The main objectives of the course are to enhance students competency in application of statistics to solve business management problems and to improve their level of quantitative sophistication for further advanced business analysis.

INDENTED LEARNING OUTCOMES:

At the conclusion of this course, the student will be:

1. Know the sampling
2. Estimation
3. Hypothesis testing
4. Regression and correlation analysis
5. Time series

COURSE CONTENTS:

Sets and Probability, Concept of Random Variables, Possibilities, Probabilities and expectations, Some Rules of Probability, **Sampling Theory**, **Estimation Theory**, Testing Hypothesis: One sample Tests, Two Sample Tests, **Regression and Correlation**, Analysis of Variance, **The Chi-Square Distribution**, The F-Distribution and Statistical Inference Tests Based on F-Distribution, The students t-Distribution, Computer applications in Statistics

SUGGESTED READINGS:

1. Richard I. Levin: Statistics for Management
2. Sher Muhammad Choudhry: Introduction to Statistical Theory
3. Walpol: Statistical Inference
4. Mensfield: Statistics for Business & Economics

BBA-406 FUNDAMENTALS OF MARKETING 3(3-0)

COURSE OBJECTIVES:

This course is designed to introduce foundations of marketing as they relate to the whole business enterprise. This course will focus on developing an understanding of key marketing concepts. The objective of this course, specifically, is to enhance the conceptual knowledge of marketing as applicable to decision making process with a focus on tactical marketing mix decisions. Further it will provide the student with a comprehensive framework to evaluate marketing decisions and to create successful

marketing initiatives. The course, will therefore, provide an understanding of the principles of marketing in relation to the product and services including the planning process, organizing the marketing functions, implementing the marketing decisions keeping in mind the ethical, legal and societal consideration.

INDENTED LEARNING OUTCOMES:

By the end of this course it is expected that the student will be able:

1. Understand the marketplace and the consumers.
2. Understand the elements in marketing mix and their application in marketing decisions.
3. Outline the functions of marketing communication.
4. Discuss social responsibility and ethics in marketing.
5. Understand the importance of customer relationship in marketing and the creation of customer value.

COURSE CONTENTS:

Marketing Concept, Marketing environment, Planning and research in marketing, Market segmentation and targeting, Consumer behavior, Industrial marketing, Product planning, Product-Mix, Pricing, Distribution, Placement Promotional Mix, Marketing in global scenario

SUGGESTED READINGS:

1. Philip Kotler, Principles of Marketing (Latest Edition)
2. David Jobber, Principles of Marketing (Latest Edition)
3. Jerome McCarthy & William, D. Pareanth, Basics Marketing, (Latest Edition)

BBA-408

BUSINESS FINANCE

3(3-0)

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. The financial environment covers the understanding of financial and capital markets along with the broad orientation of macro-economic factors affecting the business. The emphasis will remain on developing the skills for planning, appraising and evaluating the investment, financing and operating decisions.

INDENTED LEARNING OUTCOMES:

On completion of the course, students will be able to understand:

1. Functions of business finance and finance manager.
2. The basics of finance theory and its applications to corporate financial decisions.
3. Analysis of financial statements.

4. Tools and techniques of time value of money for investing decisions.
5. Concepts of risk and return for portfolio management.
6. The principles of capital structure.
7. The concept of cost of capital.

COURSE CONTENTS:

Introduction: Business Environment, forms of Business Organization, An overview of financial management, The financial environment: markets, institutions and interest rates, Financial statements, Time value of money concepts, Sources of short term finance, Sources of long term finance, Financial Planning and introduction, Working capital management-an overview, Cash and marketable securities, Accounts receivables and inventory, Emergence of Islamic finance-Internal perspectives (Managerial approach)

SUGGESTED READINGS:

1. James C. Vanhorne: Fundamentals of Financial Management
2. Eugene F. Brigham: Fundamental of Financial Management

BBA-410 PRINCIPLES OF MANAGEMENT 3(3-0)

COURSE OBJECTIVES:

This is a rudimentary 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 CONTENTS:

Introduction, overview and scope of discipline, The evolution and emergence of management thought, Management functions, Planning concepts, objectives, strategies and policies, Decision making, Organizing; departmentalization, line/staff authority, commitments and group decision making, Staffing: principles of selection, performance, career planning, Leading: Motivation, leadership, communication, Controlling: the system and process and techniques of controlling, Management and Society: future perspective

SUGGESTED READINGS:

1. Stephen P. Robins, Mary Coulter: Management
2. H. Koontz Odonnel and H. Weihrich: Management
3. Mc Farland: Management: Foundation and Practice
4. Robert M. Fulmer: The New Management

SEMESTER-5TH

COURSE OBJECTIVES:

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 financial 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.

INDENTED LEARNING OUTCOMES:

At the end on this course the student will be able to understand:

1. Role of financial planning and control– financial forecasting and cash budgeting tools – in planning for the firms short term financial requirements
2. Working capital and its components, applications of different techniques that managers can use to manage various aspects of working capital–cash and liquidity, credit and receivables, inventories, etc.
3. Short term sources of financing
4. Long term financing –venture capital, equity, debentures etc
5. Different theories of capital structure, their predictions about optimal capital structure and the limitations of using debt in the firms capital structure

COURSE CONTENTS:

Introduction: Nature, scope and functions, financial decisions areas, Objectives of financial management, Working Capital Management: Concepts and components, Determinants of working capital requirements, Working capital conversion cycle and identification of business risk, The Valuation Concepts: the valuation process, the fundamental valuation model, Valuation of securities: Bond, preferred stock, Analysis of Financial Statements: Ratio Analysis, Trend Analysis, Common Size Analysis, Index Analysis, Financial Markets: An Overview: Money market: Institutional framework with reference to Pakistan, Capital Markets, Primary vs secondary markets, Organized vs over the counter market, Investment banking & public securities issue, Private placement, Role of financial markets in Pakistan, Sources of Finance, Cost of Capital: Cost of Debt, Cost of Equity, Weighted Average Cost of Capital, Weighted Marginal Cost of Capital, Budget Constrained and IOS, Capital Structure: Leverage Analysis, Theory and Analysis. Risk and Return: Risk Behaviour, Return , Risk Measurement, Capital Budgeting-an overview, Lease Financing

SUGGESTED READINGS:

1. James C. Van Horne: Financial Management & Policy, Prentice Hall.
2. Weston & Brigham: Financial Management, The Dryden Press.

3. Gitman: Managerial Finance.
4. Block & Heart: Foundation of Financial Management

BBA-503

MARKETING MANAGEMENT

3(3-0)

COURSE OBJECTIVES:

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.

This course will require the integration of theory and practice. Students will have to make strategic marketing decisions based on analytical techniques they have learned in this course. They will have to devise a marketing plan that is based on a sound conceptual framework, and with a focus on its practical applicability

INDENTED LEARNING OUTCOMES:

At the end of the course the students should be able to:

1. Define and understand the nature and purpose of effective marketing management in the marketplace.
2. Identify and apply the marketing concepts, processes and activities within appropriate types of business environment.
3. Identify and analysis the environmental factors (internal and external) that have implication for marketing management and will affect the marketing decisions.
4. To analyze and seek to identify gaps in the needs and wants of the customer so that appropriate strategy can be proposed to create customer value through competitive advantage.
5. Apply and practice the concepts of marketing in the marketplace within the ethical standards of cultural diversity, religion and mankind.

COURSE CONTENTS:

Marketing: an overview: The importance and scope of marketing, The marketing concept and social responsibility, The basic functions of marketing, An organization's external environment, An organization's internal environment, Evaluating and Managing SWOT Analysis, Marketing information systems: Concept and components of marketing information systems, MKIS, MRS, MDSS, Buyer behavior analysis: The consumer's decision process, Demographic dimensions of consumer market, Behavioral dimensions of consumer market, Organizational markets, buying objectives & structures, Segmenting, targeting and positioning strategies, Product marketing strategies, Pricing strategies and policies, Marketing channel systems, Promotion mix decisions.

SUGGESTED READINGS:

1. Philip Kotler: Marketing Management, Analysis, Planning, Control, Prentice Hall.
2. Jegdesh Sheth and Dennis E. Garrett: Marketing Management: A Comprehensive Reader, South Western Publishing

. BBA-505 BUSINESS RESEARCH METHODS 3(3-0)**COURSE OBJECTIVE:**

The quality of business decisions depends to a great extent on the information available to the decision maker. It is the function of business research to provide information for this decision-making. The main purpose of this course is the prospective business decision makers with an understanding of research methods

INTENDED LEARNING OUTCOMES:

At the end of this course, the students should be able to:

1. Recognize the importance of research as a first step in Business Studies.
2. Translate basic/applied business issues into appropriate academic research questions.
3. Understand the links between the issues being investigated and the method of investigation.
4. Understand the relevance of Western research in providing solutions to the local managers by investigating the dominant theories business education.
5. Understand the governing principles in the qualitative and the survey research traditions, the merits and limitations of each, and of their independent and supporting roles in business contexts.
6. Use different software for statistical analysis and interpretation including SPSS, Amos, and E-Views etc.
7. Understand and apply the skills required to design and conduct research studies using qualitative and/or survey methods.
8. Acquire the ability to interpret research results and establish the substantive meaning and implications of the findings for managerial practice

COURSE CONTENTS:

The role of Business Research; Definition of research, business research, structure of decision making, level of decision making, decision making process, manager researcher relationship, Scientific Inquiry, Overview, definitions and terminologies used in research, methods of theory construction, model based theory, deductive theory, functional theory, inductive theory, relevance of science in business research, science versus in non – science, scientific method, Beginning the Research Process, Business research processes, Problem identification and formulation, the research problem development process, methods of calculation of research cost and its worth, The Hall Marks of Scientific Investigation; Purposive ness, rigor, testability, reliability, precession and confidence, objectivity, generalizability, parsimony Research Proposal

Development and Evaluation; Overview, types of research proposal, research proposal importance for manager and researcher, letter of request, letter of transmittal, title, background, problem statement, objectives, research strategy and method, nature of the final report, budget and schedule, research proposal evaluation.

Fundamentals of Research Design; The nature of research design, error reduction through research design, potential sources of error in the research design process, managerial strategies for dealing with error, major types of design, ex-post facto design, experimental design, validity concerns, managerial considerations.

Foundations of Measurement; The nature of measurement, components of measurements, the measurement process, levels of measurement, nominal, ordinal, interval, ratios, evaluation of measurement scales, validity reliability.

Primary Data Collection; The nature of primary data collection, personal interviewing, telephone interviewing, mail interviewing, a comparison of collection methods

Secondary Data Collection; Secondary data in business research, use of secondary data, search strategy, literature cited, expert interview, case study

Scaling and Instrument Design The nature of instrument design, scale development, question phrasing, response formats, fraudulently used scaling techniques, scale sequencing and layout, pre-testing and correcting

Sampling design, Terminologies and definitions, steps in sampling process, sample designs, probability designs, unknown probability designs, sample size calculations, types of sampling, The focus of this course is the marketing research and major emphases will be on workshop session, fieldwork and case studies you will also a proper research and develop a report

SUGGESTED READINGS

1. Donald. R. Cooper, Pamela S. Schindler: Business Research Methods
2. Davis, Cobenra: Business Research for Decision Making
3. Davis: Business Research Methods
4. Emory: Business Research Methods

MTH-523

CALCULUS

3(3-0)

COURSE OBJECTIVE:

Introduce the students to differentiation and integration of basic functions of one variable; functions of several variables; partial derivatives; optimization problems; some applications to business and Economics

COURSE DESCRIPTION

The Derivative. Results of Differentiation. Derivative of Logarithmic Exponential and Trigonometric Function. Differentials. Growth and Decay Models. Definite and Indefinite Integrals. Techniques of Integration. Integrals involving Logarithmic, Exponential and Trigonometric Functions. Integration by Tables. Area under a curve and

between curves. Functions of several variables. Partial derivatives and their applications to optimization.

COURSE CONTENTS

Limits and continuity, The derivative, Derivative of algebraic, exponential and trigonometric functions, Curve sketching, Application of derivative in Business and Economics, Integration, Using integrals in finding areas, Function of several variables and their optimization, Infinite series, Differential equations

SUGGESTED READINGS:

1. Ernest F. Haeussler. Jr. Richard S. Paul, Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, 9th edition, Prentice Hall, International Inc. 1999.
2. Budnick F.S. Applied Mathematics for Business, Economics and Life & Social Sciences
3. Hoffman and Bradley, Calculus for Business, Economics and Life & Social Sciences

BBA-509

PAKISTAN ECONOMY

3(3-0)

COURSE OBJECTIVES:

Pakistan Economics is an important course designed for the students of Business Administration. The core objective of the course is to multiply the knowledge and understanding of the students about the economy and economic conditions of Pakistan in order to enable them to extend their contribution to the economic wellbeing of Pakistan and serve the society in a best possible manner.

COURSE CONTENTS:

Agricultural Sector: Major crops, cash crops, cultivated area, irrigated and un-irrigated area and agricultural inputs, Industry: Small, medium and large scale industries, major industries, employment, capital output ratio and industrial policy and prospects
Population: Population trend, birth rate, fertility rate, infant mortality rate, rural urban migration, male/female ratio, life expectancy and population pyramid. Education: Number of male/female educational institutions, student enrolment, teacher/student ratio, literacy ratio and education policy. Health: number of hospitals, doctors and paramedical staff; number of medical colleges, major diseases, access to clean water and sanitation
Services industry: Major services, hotels and motels, tourism and transportation. Foreign trade: Major imports and exports, commercial policy, tariffs and quotas, export subsidies and rebate, foreign exchange earnings and balance of trade. Monetary Policy: Role of State Bank of Pakistan in money supply, tools of monetary policy, open market operation, bank rate and required reserve ratio

Fiscal Policy: Direct and indirect taxes, excise duty, government budget and government expenditure
Banking: Commercial banking, non-banking financial institutions, insurance companies, mutual funds, investment banks, consumer banking and interest-free banking
Inflation: Measurement of inflation, consequences of inflation, inflation and unemployment, Labor Force: Male/female, skilled/ unskilled, rural/urban self-employed/employed labor force and manpower planning, GDP: Measurement of GDP, composition of GDP, growth rate of GDP, per capita GDP and growth vs. development
Capital Markets: Stock exchanges and their functioning, role of Security Exchange Commission of Pakistan (SECP), stock index, and foreign portfolio investment,
Infrastructure: Roads, railway, airplanes and merchant ships, telephone, radio, tv, print media and Internet .

SUGGESTED READINGS:

1. Saeed, Amjad Khawaja: Economy of Pakistan
2. Malik, Sohail: Economy of Pakistan
3. Waseer, Habibullah
4. Hussain Ch. M. Economic Theory
5. Pakistan Economic Survey (various issues)

SEMESTER-6TH

BBA-502**MONEY & BANKING****3(3-0)****COURSE OBJECTIVES:**

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 can be served. An important objective of this course is to investigate the principal financial institutions involved in our macro economy. This course provides an overall perspective on the monetary and financial institutions. Monetary institutions can only be understood if one knows the magnitudes of the economic variables associated with them.

INDENTED LEARNING OUTCOMES:

By the end of this course it is expected that the student will be able to understand:

1. The concept of the money, money demand & supply
2. Monetary theories the impact of monetary variables on real variables
3. The role of central bank and Instruments of monetary policy
4. The concept of trade deficit, exchange rates, and the impact of capital inflows (and capital outflows)
5. The Islamic perspective on money and banking

COURSE CONTENTS:

Money and its functions, The Monetary System, The Monetary Policy, The Role of, State Bank, Prudential Regulation, Commercial Banking, Banks and Financial Intermediaries, Credit Creation, The Macro Role of Banks, Modern Banking Instruments, Theories of Islamic Finance

SUGGESTED READINGS:

1. Robert.D.Auerbach: Money, Banking and Financial Markets, Maxwell Macmillan
2. Dudley G. Lockett: Money and Banking, McGraw Hill
3. Roger LeRoy Miller and David D. Van Hoose: Modern Money and Banking, McGraw Hill
4. Baye and Jansen: Money, Banking and Financial Markets an Economic Approach, AITBS
5. Bennett T. McCallum, Monetary Economics

BBA-504**CONSUMER BEHAVIOUR****3(3-0)****COURSE OBJECTIVES:**

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 framework around which major areas of consumer behaviour can be understood and applied. This course will explore and identify market identities and various sources of influence with the way consumers think and learn from market related information. The knowledge and understanding gained from this course can be utilized in the market place to make rational decisions to satisfy consumer needs and wants and remain loyal to products.

INDENTED LEARNING OUTCOMES:

At the end of the course the students should be able to:

1. To develop an understanding of the consumer and the internal and external factors that makes each consumption situation unique.
2. To develop an understanding of consumer behavior research in modern marketing.
3. To develop an understanding of the dynamic and evolving nature of consumer behavior.
4. Appreciate the importance of consumer-oriented strategies to the organizations and to enable the development of appropriate marketing strategies.

COURSE CONTENTS:

Introduction; Definition and objectives of Consumer Behavior, Application of CB to Marketing, Consumer and Market Segmentation, Alternative Market Strategies, Demographic Segmentation, Usage Segmentation, Benefits Segmentation, Product Positioning, Environmental Influence on CB; Family, Culture and Sub-culture, Social class, Reference group, Adoption and Diffusion of Innovation, Individual Determinants of CB; Personality and Self Concept, Motivation and Involvement, Consumer Learning and Memory, Information Processing, Attitudes, Consumer Decision of CB; Problem Recognition, Information Search and Evaluation, Purchase Process, Post purchase Behavior, Organizational Buying Behavior; Nature of Organizational Buying, Influence on Organizational Buying Behavior, Organizational Buying Decision

SUGGESTED READINGS:

1. Shiffman, Leon G. and Kannk, Leslie Lazer: Consumer Behavior
2. Wilkie William: Consumer Behavior,
3. Loudon David L. and Della Bitta, Albert J.: Consumer Behavior

BBA-506

HUMAN RESOURCE MANAGEMENT

3(3-0)

COURSE OBJECTIVES:

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. The course is designed to help the students understand if western human resource management theories and practices have any relevance to the local settings. The course will also discuss the Islamic perspective of managing human resource. It will shed light on the basic tenets of human resource management given by Quran and Sunnah. The students will also be encouraged to compare and contrast the human resource practices suggested in their text books and the practices critical for achieving success from indigenous perspective.

INTENDED LEARNING OUTCOMES:

At the end of this course, students should be able to:

1. Demonstrate an in-depth knowledge of the activities and decisions that inform the employment relationship and management including recruitment, selection, training, health and safety, employment laws, motivation, and productivity of employees.
2. Understand the relevance of the HRM theories and practices, developed in Western settings, in indigenous cultures.
3. Develop and design different forms and memos for recruitment, selection, TNA and performance appraisal of employees.
4. Understand the Islamic perspective of managing human resource.
5. Demonstrate and assess leadership in a professional context, by selecting and appraising appropriate styles for situations, and contributing and discussing relevant expertise, liaising with and assessing professional colleagues, and managing and evaluating a supporting team.
6. Identify and discuss ethical implications of situations and decisions, and develop appropriate professional stances.
7. Participate in selection of personnel using psychometric assessment techniques.
8. Conduct internal research on HR-related problems at work, and communicate results effectively to colleagues and peers.
9. Understand the difference between HRM theories, their relevance and application from indigenous context.

COURSE CONTENTS:

Introduction to HRM, Human Resource Planning, Job Design and Analysis, Recruitment & Selection, Motivation & Reward System, Career Planning & Development, Training & Development, Performance Appraisal, Compensation Management & Employee Relation, Employee Health and Safety.

SUGGESTED READINGS:

1. Garry Dessler, Human Resource Management
2. Dale S. Beach, Personnel The Management of people at work

3. Holdin, Human Resource Management
4. William B. Werther & Keith Davis Human Resource & Personnel, McGraw Hill.

BBA-508

BUSINESS ETHICS

3(3-0)

COURSE OBJECTIVES:

This course introduces contemporary and controversial ethical issues facing the business community. Topics include moral reasoning, moral dilemmas, law and morality, equity, justice and fairness, ethical standards, and moral development. Upon completion, students should be able to demonstrate an understanding of their moral responsibilities and obligations as members of the workforce and society

INDENTED LEARNING OUTCOMES:

After studying this course, students will be able to:

1. Understand the link between business ethics and social responsibility.
2. Examine the foundations and evolution of business ethics.
3. Gain insight into the extent of ethical misconduct in the workplace and the pressures for unethical behavior.
4. Understand why business ethics initiatives are needed in both small and large organizations.

COURSE CONTENTS:

An Overview of Business Ethics; Business Ethics Defined, Social Responsibility, and Business Ethics, The Development of Business Ethics, Why study Business Ethics? Framework for Studying Business Ethics. Ethical issues in Business; Foundation of Ethical Conflict, Classifications of Ethical , Issues, Ethical Issues Related to Participants and Functional Areas of Business, Recognizing an Ethical Issue

Applying Moral Philosophies to Business Ethics: Moral Philosophy Defined, Moral Philosophy Perspectives. Social Responsibility; The Economic Dimension, The legal Dimension, The Ethical Dimension, The Philanthropic Dimension. An Ethical Decision-Making Framework; Ethical Issue Intensity, Individual Factors: Stages of Cognitive Moral Development, Corporate Culture, Significant others, Opportunity, Business Ethics Evaluations and Intentions, Using the Ethical Decision-Making Framework to Improve Ethical Decisions. How the Organization Influences Ethical Decision Making; Organizational Structure and Business Ethics, The role of Corporate Culture in Ethical Decision-Making, Group Dimensions of Organizational Structure and Culture, Implications of Organizational Relationships for Ethical Decisions The Influence of Significant Others in the Organization; Interpersonal Relationships in organizations, Organizational Pressures and Significant Others, Leadership, Significant others and Ethical Behavior in Business, The Role of Opportunity and Conflict: Opportunity, Conflict, Development of an Effective Ethics Program; An Effective Ethical Compliance , Program, Codes of Ethics and Compliance Standards, High-Level

Manager's Responsibility for Ethical Compliance Programs and the Delegation of Authority, Effective Communication of Ethical Standards, Establishing Systems to Monitor, Audit, and Enforce Ethical Standards, Continuous Improvement of the Ethical Compliance Program, The Influence of Personal Values in Business Ethics Programs, The Ethical Compliance Audit. International Business Ethics; Ethical Perceptions and International Business, Culture As a Factor in Business, Adapting Ethical Systems to a Global Framework: Cultural Relativism, The Multinational Corporation, A universal Set of Ethics, Ethical Issues Around the Globe

SUGGESTED READINGS:

1. Crane. A. and D. Matten. 2010. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization.3rd Edition. Oxford University Press, Oxford.UK.
2. Ferrell, O. C. and J. Fraedrich. 2010. Business Ethics: Ethical Decision Making and Cases, 8th Edition, Mc Graw Hills Inc.USA.
3. Philip, A. B .2011. Ethiconomics: Principles and Practices of Ethical Business for the 21st Century. 1st Edition. Live It Publishers. UK.
4. Velasquez, M. G. 2010. Business Ethics: Concepts and Cases. 6th Edition, Pearson Education. Delhi, India.

BBA-510

BUSINESS LAW

3(3-0)

COURSE OBJECTIVES:

The course basically deals with the introduction of those commercial laws which are directly or indirectly related to Business. It includes a short study of contract law, partnership Act, companies ordinance and Negotiable instrument. The emphasis in this course is to introduce the students with the basic concepts of conventional business law and its implementation in the contemporary financial institutions. The course is outlined in such a way to show the basic philosophy of conventional Business Law along with some example from case study.

INDENTED LEARNING OUTCOMES:

At the conclusion of this course, the student will be:

To provide basic philosophy of conventional Business Law so to enable a student to critically analyze these laws with those present in other legal system.

At the conclusion of this course, the student will be:

1. To know about the basic concepts of conventional business law.
2. To know about basic aspect of conventional Business Law
3. To explain that how such different aspects can be practically applied in the modern market
4. Can determine various hurdles in the way of implementation of such Laws in the modern market
5. Can put forward some suggestion that how such hurdles can be removed

6. Can describe easily advantages of conventional Business Law in the business activities
7. Can describe disadvantages of conventional Business Law
8. Can determine that how business can be made profitable in the eyes of philosophy of such Laws
9. Can compare the conventional Business Law with other conventional business laws

COURSE CONTENTS:

Law of Contract; Definitions, Communication, Acceptance and Revocation of proposal. Essentials of valid contract, performance of the contract, Discharge of contract. Breach of contract. Damages for breach of contract. Law governing indemnity, guarantee, Bailment and agency. The Law of Sales of Goods; The formation of this contract, Effects of the contract, Performance of the contract, Rights of unpaid seller against the goods, Sale by auction, Breach of contract. Law Governing Partnership; Definitions, Types of Partnership: Essential elements of partnership, Registration of partnership firms, Partnership becoming illegal, Partnership distinguished from company, Partnership distinguished from private company, Partnership distinguished from co-ownership, Partnership agreement, Rights and liabilities of the members of partnership firm, Personal profit earned by partnership, The property of the firm, Implied authority of a partnership, Principles of holding out, Minor as a partner, Reconstitution of a firm, Dissolution of partnership, Rights and obligations of partners after dissolution of partnership. The Law of Negotiable Instruments; Definitions, characteristics of a negotiable instrument, Notes, bills and cheques, Parties to instruments, Negotiation. Endorsement liabilities of parties, Payment, discharge from liabilities, Dishonour of instrument liabilities of parties. Payment, discharge from liabilities. Dishonour of instrument. Notice and protesting.. acceptance and payment for honour. Compensation and presumptions. Factories act, industrial relations ordinances and payment of wages act.

SUGGESTED READINGS:

1. Khawaja Amjad Saeed: Mercantile and Industrial Law in Pakistan
2. I.R. Hashmi: Mercantile Law-Relevant Acts and Ordinances

BBA-512

TOTAL QUALITY MANAGEMENT

3(3-0)

COURSE OBJECTIVES:

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. 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. This course will present the various TQM frameworks, concepts, and quality improvement tools necessary for implementing the quality culture that characterizes world-class organizations of the 21st century

INDENTED LEARNING OUTCOMES:

By the end of this course it is expected that the student will be able to:

- 1) Implement the principles and concepts inherent in a Total Quality
- 2) Management (TQM) approach to managing a manufacturing or service Organization
- 3) understand the philosophies--including similarities and differences--of the gurus of TQM in order to better evaluate TQM implementation proposals offered by quality management organizations and consultants.
- 4) Successfully implement process improvement teams trained to use the various quality tools for identifying appropriate process improvements.
- 5) Assess exactly where an organization stands on quality management with respect to the ISO 9000 quality management standard and the Baldrige Award criteria.
- 6) Develop a strategy for implementing TQM in an organization.

COURSE CONTENTS:

Introduction to Total Quality Management, Definition of TQM. Overview of quality and dimensions of quality TQM framework Quality Gurus and their contribution to TQM Obstacles in implementing TQM program in an organization Role Of Top Management In Implementing TQM Quality statements Importance of Communication in implementing QM program Relationship Of Customer Satisfaction and Quality Improvement Role of Employees Teamwork and Employee Empowerment Initiatives For Successful TQM Performance, Performance Measures For TQM Typical measurements (cost, time , HR, marketing, administrative measures and so on) Criteria for choosing performance measures and building performance excellence Quality Management System Benefits of ISO registration, ISO Series of Standards Environmental management system (ISO 14000) Statistical Process Control Introduction to SPC Basic SPC Tools

SUGGESTED READINGS:

1. John S. Oakland (2005) Total Quality Management, (3rd edition), Butterworth-
2. Heinmann, An Imprint of Elsevier, Linacre house, Jordan Hill, Oxford, 200

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

SEMESTER-7TH

COURSE OBJECTIVES:

In general terms, the goal of this course is to facilitate improvements in managerial and organizational effectiveness through an understanding and appreciation of the field of organizational behaviour. Our efforts will focus on important variables and dynamics at three levels: individual, group and interpersonal, and organizational. At the individual level we will examine individual behaviour and differences, learning, perception, personality, motivation and stress. At the second level we will study group and inter groups/behaviour creativity and team decision making. Power, conflict, leadership and communication.

At the organizational level we will review the basics of organizational culture, organizational change and development, structure and design and employment relationship and career management. Throughout the course we will integrate the potential moderating efforts of relevant cross-cultural variables on managerial perceptions.

INDENTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

1. Understand the components of individual behavior and group behaviors in the organizational context.
2. Understand the relevance of the OB theories and practices, emphasized by Western texts, in local settings.
3. Understand the Islamic perspective of understanding and directing human behaviour towards achievement of goals.
4. Understand the causes of job dissatisfaction and stress as well as methods of improving job satisfaction and dealing with stress.
5. Analyze the impact of individuals and team behaviour on organizational productivity
6. Evaluate the impact of organizational structure, design, culture and change
7. Synthesize various theories of motivation and leadership and understand their application to workplace.

COURSE CONTENTS:

Introduction and background to organizational behavior, Organization: structure and design, Organizational culture, Organizational change and development, Foundations of individual behavior, Behavior modification, Socialization and mentoring, Work group behavior, Organizational conflicts management

SUGGESTED READINGS:

1. Casicio: Organizational Behaviour
2. Fred Luthans: Organizational Behaviour
3. Robins: Organization Behaviour
4. Mullins: Organizational Behaviour.

COURSE OBJECTIVES:

The main objectives of the course are to introduce the field of production/operations management. Topics to be covered represent a blend of concepts from industrial engineering, cost accounting, general management, quantitative methods and statistics. This will include some operations as well as strategic issues such as: applied forecasting, aggregate planning, scheduling, shop floor control, total quality management, inventory management, and facility layout and project management.

INDENTED LEARNING OUTCOMES:

By the end of this course it is expected that the student will be able to

1. Describe operation management areas of responsibility and the contribution of operations management to an organization.
2. Explain the concept of supply-chain management and the requirements and design of a successful supply chain.
3. Develop an operational aggregate plan following a chase strategy, level strategy or mixed strategy.
4. Describe inventory systems for independent demand and the costs and benefits of carrying inventory.

COURSE CONTENTS:

Introduction: Importance of operation management, design of an effective operational system including a thorough understanding of various operational strategies and their implicative impact on the overall production and operation of a company, Operations management and corporate profitability, Characteristics of a manufacturing system. Difference between manufacturing and service operations, Various forecasting techniques including simulations and aggregate product planning for attaining TQM, Japanese style of manufacturing utilizing techniques and trends for attaining quality assurance with the use of techniques such as “kanban”. Capacity planning, process design, facility layout and location, Implementation of an effective operational strategy with a perspective emphasizing on the operational system of the future in the global market.

SUGGESTED READINGS:

1. James D. Dilworth: Production and Operations Management, McGraw Hill.
2. Elwood S. Buffa and Rakesh K. Sarin: Modern Production/Operations Management, John Wiley

COURSE DESCRIPTION/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. The topics to be covered are: The Nature of International Business Management; Marketing to Customers with Diverse Cultural Backgrounds; Operations in Diverse Political and Legal Environment Finance in the International Marketplace; Human Resources and Employees of Diverse Cultural Backgrounds; and Strategy and Structure of International or Global Enterprises. The Nature of International Business Why study global business.

INDENTED LEARNING OUTCOMES:

By the end of this course it is expected that the student will be able to

1. Develop an understanding of the worldwide developments and foundations for international business and the cultural context for managing in an overseas environment.
2. Develop an understanding of the Macroeconomic and political changes that have taken place in the era of Globalization and beyond Globalization.
3. Describe and explain trade and the investment environment in which international business transactions occur.
4. Develop an understanding of the global monetary framework in which international business transactions are conducted.
5. Develop an understanding of the benefits and risks of the global capital market on international business transactions.
6. Develop an understanding of the horizons of international business and Management in the areas of social responsibility and ethics in the era of globalization.

COURSE CONTENTS:

Introduction & History, Globalization Forces: Trade Volume & Direction of Trade, FDI & Flow of PDI, Reasons to enter in International Business, Ways to enter to International Business, Economic Theories of International Business: Merchalism, Theory of Absolute Advance, Theory of Comparative Advance, International PLC, International Investment Theories. Trade Restrictions; Reasons for Trade Restrictions, Tariff & Non-Tariff Business. Economic Development: Measurement of Economic Development Level. International Organizations: UNO, IBRD, IMF, OPEL, EU, Regional Grouping International Monetary System: Gold Standard History, BOP, Equilibrium & Dis-Equilibrium
Financial Forces Influencing International Business: Forex Valuation, Currency Exchange Control, Tariff or Duties, Taxation. Inflation, Physical & Environmental

Forces: Location, Topography, Climate, Natural Resources, Socio-cultural forces: Cultural, Components of Culture. Understanding national Culture
Political Forces: Ideological Forces (Communication, Capitalism, Socialism), Government Ownership of Business, Privatization, Government Stability, Country Asset. Assessing & Analyzing Markets: Marketing Screening, International Management Information System. Export & Import Practices: Export Locating Foreign Markets, Payments & Financing Procedures, Export Procedures, Export Shipments

SUGGESTED READINGS:

1. Don Ball: International Business Management Wendell McCulloeh.

ELECTIVE COURSES:

SPECIALIZATION IN HRM

LAW-513 LABOUR LAWS IN PAK (Elective) 3(3-0)

COURSE CONTENTS:

THE WORKMEN'S, COMPENSATION ACT, 1923

Employer's liability for compensation, Amount of Compensation, Method of calculating wages, Commutation of half-monthly payments, Distribution of compensation, Compensation not to be assigned, attached or charged, Notice and claim, Medical examination, Remedies of employer against stranger, Insolvency of employer, Special provisions relating to master and seamen, Returns as to compensation, Contracting out, Proof of age, Penalties, Reference to Commissioners, Appointment of Commissioner, Power of Commissioner to require further deposit in cases of fatal accident, Powers and Procedure of Commissioner, Registration of agreements, Effect of failure to register agreement, Appeals, Power of the Provincial Government to make rules

THE PUNJAB INDUSTRIAL RELATIONS ACT 2010

Trade unions and freedom of association, Application for registration, Requirements for registration, Disqualification for being an office-bearer of a trade union, Registered trade union to maintain register, Registration, Certificate of registration, Cancellation of registration, Appeal against cancellation, Registrar of trade unions, Powers and functions of Registrar, Unfair labour practices on the part of employers, Unfair labour practices on the part of workmen, Collective bargaining agent, Determination of collective bargaining unit, Workers Management Council, Negotiations relating to differences and disputes, Conciliator, Notice of strike or lock-out, Conciliation after notice of strike or lock-out, Application to Labour Court, Raising of industrial dispute by federation, Labour Court, Procedure and powers of Labour Court, Awards and decisions of Labour Court, Labour Appellate Tribunal, Powers of Labour Court and Tribunal to prohibit strike, Recovery of money due from

an employer under settlement or award, Penalty, Offence to be non-cognizable, Limitation.

SUGGESTED READINGS:

- Shoukat Mahmood; Labour Laws in Pakistan.
- Labour Laws, Publishers Mansoor Law House

BBA-620 CASES AND EXERCISE IN PERSONNEL/HRM 3(3-0)
(Elective)

COURSE CONTENTS

Definition & Concept of HRM, Functions of Human Resource, HR Department Hierarchy, Brief Introduction of Case study, Concept of Case, Concept of Case method, Types of cases, Advantages & Limitations of case method, Case writing guidelines, Preparation of a case study, Management cases of Pakistan, Case study on managing change, Performance Appraisal Method, Organizational Reward System, Compensation Administration, Special Cases of Compensation, Employees Benefits, Health & Safety Processes, cases on health safety, Law of Labors, Defining Carrier & Carrier development, case study (Training & Development & carrier planning)

BBA-625 INTERNATIONAL HRM 3(3-0)
(Elective)

COURSE OBJECTIVES/DESCRIPTION:

This course aims to develop the professional skills of future managers in the areas of international human resource management and cross-cultural management. Business managers require skills, knowledge and strategies for effective functioning in the global marketplace. This course develops these areas in managing the important area of international human resources. As an advanced course, it is most suitable for HR students who have completed an introductory course in human resource management, and who have some basic understanding of how culture and the international marketplace affect business. Students who are not completing the HRM major will benefit from understanding how to effectively manage, recruit, select, develop and compensate people operating in global organizations.

This course provides an opportunity to students to explore international dimensions of the core aspects of human resource management, such as linkage with international business strategy and structure, recruitment, compensation and reward management, training and development, performance management, and industrial relations.

INTENDED LEARNING OUTCOMES:

By the end of this course, students will be able to demonstrate: -

1. An understanding of how the international context and culture affect the core functions of human resource management
2. An ability to effectively analyze international human resource management problems and develop appropriate strategies to solve these problems
3. Competence in the basic cross-cultural skills necessary for effective international human resource management.

COURSE CONTENTS:

An introduction to international human resource management, Internationalization of Human Resource Management, Internationalization of business, An introduction to Managing Global workforce, Strategic International human resource management, The development of international business strategy from three different perspectives, The development of strategic IHRM, The links and relations between international business and IHRM, The critical international strategic decision involving the centralization or localization of strategic IB and Strategic IHRM policy and practice, The basic characteristics associated with different organizational structures for the conduct of international business, The implications for IHRM of the different structures, The role of IHRM in the design of the MNE, The importance of teams and networking in the MNE, The need for learning in MNEs and implications for IHRM, The basic nature of cross-border acquisitions, international joint ventures and partnerships, The major HRM implications from cross-border mergers and acquisitions, joint ventures and alliances, The HR professional's role in implementing effective cross-border mergers and acquisitions, and international joint ventures, The concept of culture, using a number of different models, Research on national cultures, characteristics on which they have been found to differ, and ways in which they have been found to cluster on Similar characteristics, The impact of culture on IHRM, A general model for developing personal cultural competency, The basic interactions between MNE culture and country culture, The nature of research in IHRM and how the concept of culture impacts it, The components of the global labor market and the global labor force, Differences among the traditional categories of international assignees such as PCNs, HCNs and TCNs, The many other types of international employees that MNEs use in staffing their global operations, How MNEs can decide which international employee to use in their global staffing decisions, Describe the general process of selection of international assignees (IAs) for international assignments, Explain the major criteria used for selecting IAs, Discuss the issue of failure in an IA assignment and reasons for it, Describe many challenges to the effective selection of IAs, Explain the essential nature of repatriation and inpatriation Describe the characteristics of successful IA selection programs and exemplary practices, The role and importance of training in the MNE, The nature of and problems with training of foreign workforces, Issues of language and culture in the training of foreign workforces, The training and preparation of international assignees

The development of global executives in the global enterprise, The nature and development of a global mind-set, The basic objectives of global compensation, The seven options available for design of a compensation system for expatriates, The most commonly used system for expatriate compensation: the balance sheet approach, The two major components of the balance sheet approach: incentives and adjustments, The major approaches to managing taxes, Major problem areas with managing compensation and taxes, Design of a global compensation system, A number of critical components of compensation and benefits for the global workforce, Describe the nature and purposes of international performance management (IPM) for international assignees (IAs) and foreign managers (FMs), Describe the characteristics of and provide guidelines for effective IPM systems, Explain the major challenges and their solutions to international performance management in MNEs, Explain the importance of health and safety concerns for the global enterprise, Describe the most significant issues related to occupational health and safety in MNE subsidiaries and IJVs in various countries around the world, Describe a number of critical issues for health, safety, and security for international business travelers and IAs and their families, Explain the recommended programs and policies governing health, safety, and security for business travelers and IAs, Describe a crisis management plan and program to deal with emergencies and crises for an MNE's global workforce, Explain the importance of health and safety concerns for the global enterprise, Describe the most significant issues related to occupational health and safety in MNE subsidiaries and IJVs in various countries around the world, Describe a number of critical issues for health, safety, and security for international business travelers and IAs and their families, Explain the recommended programs and policies governing health, safety, and security for business travelers and IAs, Describe a crisis management plan and program to deal with emergencies and crises for an MNE's global workforce.

SUGGESTED READINGS:

1. Dennis R. Briscoe & Randall S. Schuler: International Human Resource Management 2nd Edition

SPECIALIZATION IN FINANCE

BBA-609

CORPORATE FINANCE

3(3-0)

COURSE OBJECTIVES

The aim of this course is to give an introduction to the role of Corporate Finance in your daily lives and to see how the actions at a corporate level can impact on your personal wealth. Furthermore, you should, by the end of this course, be able to appreciate that the subject of Corporate Finance does not exist within a vacuum. Rather, it exists as an integral part of the overall realm of our daily activities. The manner in which we are able to understand and appreciate the corporate finance functions is through being able to

understand the Financial Times pages and how these pages communicate the decisions and financial managers to us. Therefore, an important component part of the course is to be able to understand some of the terminology that the Financial Times employs as well as the figures that it presents. An underlying assumption that pervades through the corporate finance area is that financial managers operate and act to serve the interests of the shareholders. The assumption is that managers ensure that shareholder wealth is maximised by ensuring that the correct decisions are made that maximise on the wealth that each portion of capital can bring. However, as we all know, people do not always act in the interests of those that pay their salaries. Managers are no exceptions to this rule and so we find that they also tend to do what suits them best. Consider, for example, the below companies.

LEARNING OUTCOMES

The main objective is that students are able to critically analyse corporate decisions from a financial perspective. After the course, you should be able to:

- Compute the expected rate of return for investment projects.
- Apply several valuation methods to value projects and companies.
- Evaluate the optimal capital structure of a firm.
- Identify the best way to return money to shareholders.

COURSE CONTENTS

Introduction to Corporate Finance: Introduction to Corporate Finance; Key Concept of Corporate Finance; What is A Corporation; Corporate Structure; Finance Function; Role of the Finance Manager; Separation of Ownership and Management; Agency Theory & Corporate Governance.

Financial Statement Analysis: Financial Statements; A Possible Framework For Analysis; Use of Financial Ratios; Types of Ratios; Trend Analysis; Common-Size & Index Analysis.

Funds Analysis, Cash Flow Analysis & Financial Planning: Flow of Funds Statement; Accounting Statement of Cash Flows; Cash Flow Forecasting; Forecasting Financial Statements.

Required Returns and the Cost of Capital: Key Sources of Value Creation; Overall Cost of Capital of Firm; Weighted Average Cost of Capital; CAPM

Operating & Financial Leverage: Operating Leverage; Financial Leverage; Total Leverage; Cash-Flow Ability to Service Debt; Other Methods of Analysis; Combination of Methods

Capital Budgeting Techniques: Project Evaluation and Selection; Potential Difficulties; Payback Period (PBP); Accounting Rate of Return (ARR); Internal Rate of Return (IRR); Net Present Value (NPV); Profitability Index (PI)

The Capital Markets and Market Efficiency: Public Issue; Privileged Subscription; Regulation of Security Offerings; Private Placement; Initial Financing; Signaling Effects; The Secondary Market; The Financial Markets; Markets as a source of Finance; Capital Market Efficiency; Stock Market Efficiency

Risk Management in Markets, Options Trading: Sources of Risk in Market; Ways to Hedge against Risk; Option Terminology; Option - Profit Payoff Diagram; Other Hedging Strategies; Straddle Hedging Strategy; Straddle Payoff Diagram

Dividend Policy: Passive Versus Active Dividend Policies; Factors Influencing Dividend Policy; Dividend Stability; Stock Dividends and Stock Splits; Stock Repurchase; Administrative Considerations

Mergers & Other Forms of Corporate restructuring: Sources of Value; Strategic Acquisitions Involving Common Stock; Acquisitions and Capital Budgeting; Closing the Deal; Takeovers, Tender Offers, and Defenses; Strategic Alliances; Divestiture; Ownership Restructuring; Leveraged Buyouts.

SUGGESTED READINGS:

1. Van Horne, J. C. and Wachowicz Jr. J. M., “Fundamentals of Financial Management”, Prentice Hall 12th edition
2. Ross, Stephen A. Westerfield, Randolph W. and Jordan, Bradford D., “Fundamentals of Corporate Finance”
3. Wrance J. Gitman “Principles of Managerial Finance”

BBA-613 INVESTMENT & PORTFOLIO MANAGEMENT 3(3-0)

COURSE OBJECTIVE

The course offers an advanced treatment of investment decision making. It explains in a formal and systematic fashion those concepts underlying portfolio investment decisions under risk. By using portfolio selection models, it also seeks to provide intuitive appealing criteria for such decisions. Besides covering recent research advancements in portfolio theory, the course has its emphasis on various practical and institutional issues pertaining to portfolio management as well.

COURSE CONTENTS

What is Investment analysis & portfolio mgmt., Investment , factors, speculation , why we invest, Investment alternatives & basic factors & academic benefits, Investing, types, investment, companies, mutual fund types, NAV, how MU WORK & operational flow chart, Investor Expectation Regarding Mutual Funds, Types Of Mutual Funds, special services & attraction of MF, Categories of MF, diff b/w MF & ETFs, new direction in funds & analysis of MF, annual reports of MF, Investment alternatives, objectives, equity bonds & pref stock, Non marketable securities, money market instruments, Financial derivatives, Securities market , financial markets, market order types, Index calculations, types of indexes, DJIA& SPPI, EMH hypothesis types, tests Security valuation & industry analysis, Dividend discount models, numerical, Portfolio management process,

investor objectives, investment constraints. Asset allocation, risk aversion , Markowitz model, expected return for individual security, expected return for portfolio security, covariance & correlation, efficient frontier, optimal portfolio, introduction to asset pricing model, capital market line, systematic & unsystematic risk, SML, prices overvalued , undervalued and properly valued, exercises, CAPM , BETA & ALPHA exercises, numerical, companies analysis, economic , industry technical analysis,.

SUGGESTED READINGS:

1. Charles P. Jones; Investments: Analysis and Management, 11th Edition
2. Sidney Cottle, Roger F. Murray & Frank E. Block: Securities Analysis, 5th edition
3. Frank K. Reily & Keith C. Brown: Investment Analysis Portfolio Management
4. Philip Ryland: Investment an A to Z GUIDE (the economist)

BBA-614 FINANCIAL STATEMENT ANALYSIS 3(3-0)

COURSE CONTENTS

Fundamental Concepts and Introduction to Financial Reporting: Introduction and basic concept of Financial Statement Analysis; Basis for Financial Statements and transaction.

Introduction to Financial Statement and other financial reporting topics: Types of Financial Statements and their objectives; Human resources and social Accounting. Audit report and audit opinions; SEC's Integrated Disclosure System, Proxy. Balance Sheet: Introduction of Balance Sheet and its elements, Balance Sheet: Exercise and problem discussions. Income Statement: Introduction and basic elements of income statements; Special Income statement items. Income Statement: Exercise and problems discussions.

Basics of Analysis: Ratio Analysis. Common Size Analysis, Trend Analysis; Financial Statement variation by Type of industry, Common size Analysis of Organization

Liquidity of Short term Assets; Related debt paying ability: Liquidity Ratios and their objectives; Inventories and determination of the ending inventory cost and the related cost of goods sold.

Liquidity of Short term Assets; Related debt paying ability: Liquidity Ratios Analysis of Organization; Exercise and Problems Discussion.

Long term debt paying ability: Debt ratios and their objectives; Debt Ratios Analysis of Organizations.

Analysis of profitability: Profitability Measures and Ratios; Profitability Ratios Analysis of Organization. Analysis of profitability: Exercise and Problems Discussion.

Analysis for the Investor: Leverage Ratios; Stock Split; Ratio Analysis of the Organization.

Statement of Cash Flow: Basic elements of the statements of the cash flows;

SUGGESTED READINGS:

1. Charles H. Gibson: Financial Statement Analysis, 7th Edition

SPECIALIZATION IN MARKETING

BBA-626

SALES MANAGEMENT

3(3-0)

LEARNING OBJECTIVES

This course is intended to help students to;

- To develop an in-depth understanding of marketing
- To possess the ability to apply theoretical concepts to practical Sales problems
- To know few kinds of problems and decisions the Sales Managers come across
- To consider marketing and Sales as a career
- To understand the effects of the marketing concept on consumers and society
- To covers the key areas of sales management, from techniques for managing sales people at a distance to sales planning, and from assembling a top-flight team to staying market-focused

COURSE CONTENTS

Introduction, Background, nature and role of selling, evolution of selling, Characteristics of the modern selling, types of selling, selling as a career, The relationship between marketing and sales, marketing oriented company's organizational chart, sales oriented company's organizational chart, marketing strategy and sales management , The marketing planning process, establishing marketing plans, hierarchy of marketing plan, diagrammatic understanding of marketing planning process, The place of selling in marketing plan, inside-out planning model, outside-in planning model, stages in buying process, Preliminary steps in selling process; prospecting, identifying prospects, qualifying prospects, preparing etc, NCR's early sales guidelines, Advanced steps in selling process; pre-approach, approach, probe for needs, convince the prospects, handling objections, close and follow up, Sales Management Planning; sales planning in corporate context, sales intelligence, using the marketing information system, sales plan implementation, Sales forecasting; estimating market and sales potential, sales forecasting procedures; qualitative and quantitative techniques, Individual buying behavior, organizational buying behavior, factors affecting decision making process, traditional marketing, reverse marketing, relationship management, Environmental and managerial forces impacting sales, selling services, Effective Sales promotions, Effective public relations, Sales personnel planning, recruitment, selection, training and development, Sales territory Management,

SUGGESTED READINGS:

1. David Jobber & Geoffery Lancaster: Selling and Sales Management, 7th Edition.
2. Patrick Forsyth: Sales Management, Latest Edition.
3. Eberhard E. Scheuing: Sales Management; Concepts, Practices and Cases, 2nd Edition.

BBA-627

INTERNATIONAL MARKETING

3(3-0)

LEARNING OBJECTIVES:

After studying this course, students will be able to:

1. Analyze the internal corporate structure and determine if the company is ready to enter the international markets.
2. Apply the appropriate environmental analytical methods to segment the global marketplace and prioritize their target countries to enter.
3. Decide on the most appropriate international marketing entry method for their international target markets.
4. Develop an optimal international marketing strategy that best meets their internal corporation.

COURSE CONTENTS:

Modes of entering foreign markets, Identifying potential customers, Types of international marketing firms, International marketing strategies, Globally integrated versus locally responsive web marketing strategies, Personal selling and sales management, Exporting and logistics, International implications of supra-national forces and real-time case studies regarding international and local organizations, Distribution and regulations, Adaptation vs. Standardization in product design and marketing, International advertising strategies, Global trends, Emerging markets, Free trade developments, Global pricing, Globalization of business, Cultural customs and traditions, Practical aspects of doing business internationally, Use of the internet, International supply chain management, International strategic analysis, Product classification, Transportation modes and methods, Insurance, Documentation, Import / Export regulations, Inco-terms, Export regulations, Negotiating international agreements, Product protection and product liability.

SUGGESTED READINGS:

1. Cateora, G. and Graham. 2009. International Marketing. 13th Edition, Richard D Irwin Publishers, USA.
2. Charles, H. 2010. Global Business Today. Mac-Graw Hill, New York.
3. Ghauri, P. N. and P. R. Cateora. 2005. International Marketing. Richard D Irwin Publishers, USA.
4. Gillespie K. and H. D. Hennessey. 2011. Global Marketing, 3rd Edition. Cenage Learning Inc., USA.

5. Masaaki, K. and K. Helsen. 2008. Global Marketing Management.4th Edition, John Wiley and Sons, N.J., USA.

BBA-631

RETAIL MARKETING

3(3-0)

LEARNING OBJECTIVES

The goal of this course is to introduce students with the strategic perspective of retail marketing management and to study the dynamic and competitive nature of the retail industry. Upon completion of this course, students will be able to:

- Apply the principles, practices, and concepts used in retail marketing management.
- Describe the complex nature and environment of retail marketing management together with the buying and selling of goods, services, and ideas to the final consumer.
- Understand the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry.
- Understand the key elements in planning, managing, and executing the retail marketing mix as they relate to the product, price, distribution, and promotion.
- Identify the approaches to and guidelines used to analyse and solve retailers' problems and make decisions in retail organizations.

COURSE CONTENTS

Introduction to Retailing, Importance of Retailing, Retail Functions in Distribution, Levels of Distribution and Retailer, The Retailing Concept, Value and the Value Chain, Retailer-Customer Relationship, Ethics and Social Responsibility in Retailing. Strategic Planning in Retailing: Situation Analysis, Objectives, Identification of consumers, Overall strategy, Control, Feedback. Types of Retail Institutions by Ownership: Independent, Chain, Franchising, Leased Department, Vertical Marketing System, Consumer Co-operative, The Wheel of Retailing, Scrambled Merchandising, The Retail Life Cycle, Types of Retail Institutions by Strategy Mix, Non Traditional Retailing, Direct Marketing, Direct Selling, Electronic Retailing, Other Non-traditional Forms of Retailing, The Importance of Location to Retailer, Trade Area Analysis, The Size and Shape of Trade Areas, Characteristics of Trading, Location Evaluation, Importance of communicating with the Customer, Atmosphere of a Retail Store, Retail Promotional Strategy, Elements of Retail Promotional Mix, Planning a Retail Promotional Strategy, Pricing in Retailing, External Factors Effecting Retail Pricing, Integrating and Controlling the Retail Strategy

SUGGESTED READINGS:

1. Berman & Evans, "Retail Management", Pearson, 10th edition.
2. David Gilbert, "Retail Marketing Management", Pearson, 2nd edition.

SEMESTER-8TH

COURSE OBJECTIVES:

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. For those who consider becoming part of a big traditional business, while working for someone else, as a viable career option, it is hoped that participation in this course will orient them towards thinking and acting more entrepreneurially and creatively in the big business ambiance. Thus, regardless of their future plans and hopes, this course can benefit them greatly in how they think and act, from an entrepreneurial viewpoint, in the future.

INDENTED LEARNING OUTCOMES:

After completing this course, the participants should be able to:

1. Develop an idea for a new venture;
2. Research its potential and understand the risks associated;
3. Undertake marketing, positioning, and customer development;
4. Prepare an analysis of the financial requirements and build a financial strategy for the new venture, including incremental appreciation of the equity base;
5. Plan for the execution and management of all the relevant functional areas of new venture including operations, supply chain, information systems, and human resources etc.
6. Identify and prepare legal documents, IP policy, contracts, etc. and develop a comprehensive business plan for their venture;

COURSE CONTENTS:

Introduction: The concept of entrepreneurship, The economist view of entrepreneurship, The sociologist view, Behavioural approach, Entrepreneurship and Management. The Practice of Entrepreneurship: The process of entrepreneurship, Entrepreneurial Management, The entrepreneurial business, Entrepreneurship in service institutions, The new venture. Entrepreneurship and Innovation: The innovation concepts, Importance of innovation for entrepreneurship, Sources of innovative opportunities, The innovation process, Risks involved in innovation. Developing Entrepreneur: Entrepreneurial profile, Trait approach to understanding entrepreneurship, Factors influencing entrepreneurship, The environment, Socio cultural factors, Support systems. Entrepreneurship Organization: Team work, Networking organization, Motivation and compensation, Value system. Entrepreneurship and SMES: Defining SMEs, Scope of SMEs, Entrepreneurial managers of SME, Financial and marketing problems of SMEs. Entrepreneurial Marketing: Framework for developing entrepreneurial marketing, Devising entrepreneurial marketing plan, Entrepreneurial marketing strategies, Product

quality and design. Entrepreneurship and Economic Development: Role of entrepreneur in the economic development generation of services, Employment creation and training, Ideas, knowledge and skill development, The Japanese experience, Case Studies of Successful Entrepreneurs

SUGGESTED READINGS:

1. Paul Burns and Jim Dew Hurst: Small Business and Entrepreneurship
2. P.N. Singh: Entrepreneurship for Economic Growth
3. Peter F. Drucker: Innovation and Entrepreneurship Peter F. Drucker
4. John B. Miner: Entrepreneurial Success

BBA-604 MANAGEMENT INFORMATION SYSTEM 3(3-0)

COURSE OBJECTIVE:

This is course is a fundamental course for the students of business administration for BBA and MBA degree. The course is designed to give concept of information systems and their importance for business success. Different information technology applications in business to manage better and how it will provide support to decision makers for strategic business decisions will be discussed. Different applications like hospital information systems, corporate information systems, city information systems, crime information and control systems, Transaction process system etc. will be discussed and students will have to submit a project and present it at the end of course.

INTENDED LEARNING OUTCOMES:

Upon completing this course, students will be able to:

Describe how data is captured, organized and managed using a data management system and design a simple database using data modeling techniques;

Discuss the strategic considerations in information system development and their impacts on the organization;

Design effective user interfaces and explain the importance of internal controls for information systems;

Describe the different technologies, techniques and infrastructure of transaction processing systems associated with various transaction cycles;

Explain the e-commerce technology architecture and discuss the strategies for successful E-commerce;

Identify and analyze risk factors, discuss measures to mitigate risks and the importance of business continuity planning

Explain how various information systems are designed to support the decision making process for business managers.

COURSE CONTENTS:

Introduction, History of information systems and its importance, application software, basic components etc. Using information technology for electronic commerce, Current focus on information use, problems in implementing global information systems, GIS implementation strategies, Ethical implications of information technology, Moral, ethics and the law, Ethics and information services, codes of ethics, System theory and methodologies, system model of the firm, use of system in firm, The systems approach, problem solving, preparation, definition, and solution efforts, System life cycle methodologies, Planning, analysis, designing and implementation phase, Computer as problem solving tool, The role of hardware and software in problem solving, Multimedia and its importance in problem solving, The database and database management system, Data communication, networks and Computer based information systems

SUGGESTED READINGS:

1. Kenneth C. Laudon, Jane P. Laudon: Management Information Systems- Managing the Digital Firm
2. James O'Brien: Management Information Systems
3. Larry Long & Nancy Long: Introduction to Computer Information System
4. Raymond Mcleod, Jr. published: Management Information Systems, Prentice Hall.

BBA-606

RESEARCH PROJECT

3(3-0)

ELECTIVE COURSES:

SPECIALIZATION IN HRM

BBA-618

**HR DEVELOPMENT
(Elective)**

3(3-0)

LEARNING OBJECTIVES:

By the end of the course you will be able to:

- Explain and demonstrate an understanding of the contribution of HRD in an organization.
- Show an ability to decide learning and training needs; and
- Provide competence in design and delivery of learning.

COURSE CONTENTS

Foundations of Human Resource Development: Introduction to Human Resource Development; Influences on Employee Behavior; Learning and HRD

Framework for Human Resource Development: Assessing HRD Needs; Designing Effective HRD Programs; Implementing HRD Programs; Evaluation HRD Programs

Human Resource Development Applications: Employee Socialization and Orientation; Skills and Technical Training; Coaching and Performance Management; Employee Counseling and Wellness Services; Career Management and Development; Management Development; Organization Development and Change; HRD and Diversity

SUGGESTED READINGS:

1. Werner & DeSimone: Human Resource Development, Latest edition

BBA-621 PERFORMANCE MANAGEMENT 3(3-0)
(Elective)

LEARNING OBJECTIVE

- To enable the employees towards achievement of superior standards of work performance.
- To help the employees in identifying the knowledge and skills required for performing the job efficiently as this would drive their focus towards performing the right task in the right way.
- Boosting the performance of the employees by encouraging employee empowerment, motivation and implementation of an effective reward mechanism.
- Promoting a two way system of communication between the supervisors and the employees for clarifying expectations about the roles and accountabilities, communicating the functional and organizational goals, providing a regular and a transparent feedback for improving employee performance and continuous coaching.
- Identifying the barriers to effective performance and resolving those barriers through constant monitoring, coaching and development interventions.
- Creating a basis for several administrative decisions strategic planning, succession planning, promotions and performance based payment.
- Promoting personal growth and advancement in the career of the employees by helping them in acquiring the desired knowledge and skills.

COURSE CONTENTS

Performance management and reward system in context; Definition of performance management, Performance management contribution, Definition of reward system, Aim and role of performance management, characteristic of ideal PM system, Integration with other human resource and development activities. **Performance management process;** Prerequisite, Performance Planning, Performance execution, Performance assessment, Performance review, Performance renewal and Recontracting. **Performance**

management and strategic planning; Definition and purposes of strategic planning, Process of linkage performance management to the strategic plan, Building support. **Defining performance and choosing a measurement system,** Defining Performance, Determinants of performance, Performance Dimension, Approaches to measuring Performance. **Gathering Performance information;** Appraisal form, Characteristic of appraisal form, Who should provide performance information. **Measuring results and behaviour;** Measuring results, measuring behaviour. **Gathering Performance information;** Appraisal form, Characteristic of appraisal form, who should provide performance information. **Implementation a performance management system;** Preparation, communication, appeals process, training program and pilot testing. **Performance management and employee development;** performance development plan, direct supervisor role, 360 feed back system. **Performance management Skill,** Coaching, Coaching style, Coaching process, Performance review meeting. **Reward system and legal issue;** Traditional and contingent pay plan, Reasons for introducing contingent pay plans, possible problem for associated with contingent pay plans. **Managing team performance management;** definition and importance of team, types of team and implications for performance, including team performance in the performance management system, rewarding team performance.

SUGGESTED READINGS:

1. Herman Aguinins, Performance Management, 2nd Edition
2. Robert Bacl, Performance Management , 2nd Edition, McGraw Hills

BBA-624 ESSENTIAL OF TRAINING & DEVELOPMENT 3(3-0) (Elective)

LEARNING OBJECTIVES

This course clarifies the role of training and development in Human Resource Management. Students will be given an opportunity to plan and execute a training program – including needs assessment, evaluating trainee learning style, costing, considering delivery alternatives, motivating trainees, and evaluation.

At the completion of this course, students will be able...

1. To differentiate between training, and development, and recognize the roles these activities play in Human Resource Management
2. To explain the importance of accommodating different learning and teaching styles in training programs
3. To recognize the importance of needs assessment to the training process
4. To be able to produce a training plan with clear goals and specific learning outcomes

5. To be able to utilize a variety of training methodologies; Job Instructional Training, In-basket Exercises, Case Studies, Experiential Exercises
6. To design a training program evaluation procedure for an actual training session

COURSE CONTENTS

Introduction to Employee training and development

What is training? The forces influencing working and learning, who provides training? Who is in charge of training? Preparing to work in training, Evolution of training role, Organizational characteristics that influence training, Training needs in different strategies, Models of organizing the training department, Outsourcing training

Designing the training

Needs assessment, Why is needs assessment necessary? Who should participate in needs assessment? Methods used in needs assessment, The needs assessment process, Competency models, Scope of needs assessment

Learning: Theories and Program design, Positive learning environment, Learning theories, Learning process, Considerations in designing effective training program, Selecting and preparing training sites, Choosing trainers, How trainers can make the training site and instruction conducive to learning?

Transfer of training, Model of transfer process, Training design, Applications of transfer of training theory, Work environment characteristics that influence transfer, Organizational environment that encourage transfer, The learning organization, Knowledge and knowledge management

Training evaluation, Reasons for evaluating training, Overview of the evaluation process, Outcomes used in evaluation of training programs, Determining whether outcomes are appropriate, Evaluation practices, Evaluation designs, Considerations in choosing an evaluation design, Determining return on investment, Determining cost, Determining benefits of Traditional Training methods, Presentation method, Hands-on-method, Group building method, Choosing a training method, Interactive video, Online learning, Distance learning

Employee development, Approaches to employee development, Formal education, Assessment, Job experiences, Interpersonal relationships, the development planning process, Company's strategies for providing development.

Training session & Career Management

SUGGESTED READINGS:

1. Employee Training and development by Raymond A. Noe, 5th Edition

SPECIALIZATION IN FINANCE

BBA-610

**CREDIT MANAGEMENT
(Elective)**

3(3-0)

COURSE OBJECTIVE

The objective of this course is to familiarize the students with the credit management environment of Pakistan, and to develop a foundation of financial management concepts of the students. This course will enable the student to understand: what is credit risk management; what are the lending objectives; and how to measure the credit risk. The course also lays a foundation for more complex credit management topics that arise in additional elective courses in finance. This course in credit management also describes the credit rating systems. This course in credit management also describes the credit rating systems.

COURSE CONTENTS

Introduction to credit risk management; the credit process; analyzing the transaction: what are the lending objectives; company funding strategies; company-specific financial performance; company-specific risks: business, industry, and management; credit risk measurement; credit portfolio management; credit rating systems; the economics of credit; special purpose vehicles; derivatives; credit rating organizations; insurance.

SUGGESTED READINGS:

- 1) Joetta Colquitt: Credit Risk Management: How to avoid lending disasters and maximize earnings, 3rd edition.
- 2) Charles L. Gahala: Credit Management: Principles and Practices, 3rd edition

BBA-611

**AUDITING
(Elective)**

3(3-0)

INDENTED LEARNING OUTCOMES:

To give students theoretical (and to a limited extent) technical knowledge and skills of auditing and review of historical financial information and to provide a basis for acquiring intensive knowledge required for professional competence. The objective is to help the student to start developing appropriate professional judgment by understanding the theory, concepts, and issues underlying the financial auditing process. The course provides students with an understanding of the role of auditing services in society as well as auditors' responsibilities and decision-making processes.

COURSE CONTENTS:

Introduction to Auditing: Nature, Purpose, Scope and Theory of auditing, Auditing, Differentiated from Accounting, Audit & Assurance, Objective of Audit

Auditing & Auditor: Qualities, Qualification, Disqualification, Remuneration, Removal, Rights, Powers and Duties of an Auditor.

Appointment of Auditors: Appointment Process, Engagement Letter, Who can become an auditor? Appointment Conditions and Eligibility.

Liability of Auditors: Liabilities & Responsibilities, Civil & Criminal, Regulation of Auditors, Role as Watchdogs and not Bloodhounds.

Audit Categorization: Internal and External Audit, Continuous, Interim & Final, Audit, Cost Audit, Statutory Audit etc.

Audit Procedures: Operation & Conduct of Audit, Terms of Engagement, Audit Plan, Audit Notebook, Working Papers, Using the Work of Others & Experts

Audit Process: Logical Steps in their Systematic Order, Detailed Step wise discussion and the importance of the steps involved in the process.

Vouching: Vouchers and Vouching, Vouching Techniques, Audit Assessment, Audit Sampling, Stratification, Detecting Errors & Frauds etc.

Internal Controls: Test of controls, Internal controls and internal audit, Difference between internal audit and internal controls. internal Controls and audit risk valuation.

Audit Evidence & Documentation: Quality of Evidence, Assertions made by the Auditor, Audit Documents, Reliability of Audit Evidence and Documentation.

General Verification: Need for Verification, Analytical Procedures, Subsequent, Events, Management Representation, External Confirmation, Events After Balance Sheet Date, Techniques of Verification.

Verification of Assets: Balance Sheet Audit, Non-Current/Fixed and Current Assets, Goodwill, Investments, Cash and Inventory.

Verification of Liabilities: Capital, Current and Non-Current Liabilities. Reserves Contingent Liabilities etc.

Classes of Audit: Special Points in different classes of audit such as banks, clubs, charitable institutions, hospitals, hotels, insurance companies etc.

Auditors' Report: Format, Contents, Clauses & Importance. Practical examples and cases to be discussed.

SUGGESTED READINGS:

1. Khwaja Amjad Saeed: Principles of Auditing
2. Spicer & Pegler: Practical Auditing
3. ICAP Handbook on International Standards on Auditing

BBA-616

**ISLAMIC FINANCIAL SYSTEM
(Elective)**

3(3-0)

LEARNING OBJECTIVES

- Introduction To Islamic Banking
- Riba Its Prohibition & Classification
- Modes Of Islamic Financing
- Islamic Contract

- Banking In Islam

COURSE CONTENT

Intro To Islamic Financial System: Financial System: Concept, Structure, Role, Financial Institutions, Instruments and Markets, Islamic Financial System & its Principles, Distinguish between Conventional and Islamic Financial System, Factors of production in Islam, Objectives of the distribution of wealth in islam.

Islamic Banking: Definition, Goals, Objectives, History and Present Status in Pakistan and around the world.

Islamic Economics: Concept, Definition, Principles, Goals, Objectives, Worldview and Strategies.

Shariah: Concepts, Principles, Goals, and Objectives (Maquasid-al-Shariah), Characteristics, Sources of Shariah, Shariah Vs Man-made Law, Role of Shariah in Islamic Financial Institutions.

RIBA ITS PROHIBITION & CLASSIFICATION: Riba & its types, commercial interest & usury; Simple & compound interest.

ISLAMIC CONTRACT: Islamic Contract; Sale; Valid Sale; Five Khiyars. Superiority of Islamic Banking over the Conventional Banking- Conventional Banking Vs Islamic Banking- Misconceptions about Islamic Banking and how to address these.

Banking in Islam: Features of a Conventional Banking; Musharakah In Bank Deposit.

MODES OF ISLAMIC FINANCING: MUSHARAKA; MUDARABA; DIMINISHING MUSHARAKA; MURABAHA; SALAM; ISTISNA; ISTIJRAR; IJARAH.

SUGGESTED READINGS:

1. Imran Ashraf Usmani: Meezanbank's Guide To Islamic Banking.
2. Muhammad Taqi Usmani: An Introduction To Islamic Finance By
3. Business Ethics In Banking Sector By Pakistan Institute Of Bankers
4. Interest Free Banking By Pakistan Institute Of Bankers

SPECIALIZATION IN MARKETING

BBA-628

**BRAND MANAGEMENT
(Elective)**

3(3-0)

COURSE CONTENTS:

What is a brand, brands Vs. products, why do brands matter, brand proliferation, Media fragmentation, the brand equity concept, strategic brand management process; identifying and establishing brand positioning, b) planning and implementing brand marketing programs, c) measuring and interpreting brand performance, d) growing and sustaining brand equity.

Customer-Based Brand Equity (CBBE) a) brand equity as a bridge, b) making a brand strong,

Sources of brand equity, e) building a strong brand f) brand building blocks

Brand Positioning, identifying and establishing brand positioning, basic concepts, Target market, segmentation bases, criteria for selection of target segment, nature of competition, points of parity and points of difference, points of parity association, competitive, Points of parity, POPs Vs Pods, BMW in US Market case, desirability criteria & deliverability, Criteria for points of difference. Defining and establishing Brand Mantras, core brand associations, brand mantras it's designing and implementation, brand audit,

Choosing Brand Elements to Build Brand Equity, criteria for choosing brand elements

Symbols, slogans, jingles, packaging, putting it all together.

Designing Marketing Programs to build Brand Equity

New perspectives on Marketing, digitalization & connectivity, disintermediation & Reintermediation, customization and customisation, industry convergence, Integrating marketing, programs and activities, personalizing marketing, Experimental marketing, one-to one marketing, permission marketing, Reconciling the new marketing approaches, Product Strategy, perceived quality and value, brand intangibles, value chain, Relationship marketing, mass customization, after marketing, loyalty programs, Pricing Strategy, Consumer price perception, value pricing, 8-steps to better pricing, Channel Strategy, channel design; direct and indirect channels, push and pull strategies, Cooperative advertising,

Integrating Marketing Communications to Build Brand Equity

The new media environment, challenges in designing brand building communications, Information processing model of communications, role of multiple communications, Overview of marketing communication options, Advertising, T.V, Radio, Print, Direct Response, interactive, place, Promotion, consume promotions, Trade promotions, event marketing and sponsorship, rationale, public relations, Publicity, buzz marketing, personal selling, Development of a brand on social media involving all brand element and development of IMC program like electronic ad, interactive media ad, print ad etc. it will be evaluated against the no. of likes of the page.

SUGGESTED READINGS:

1. Kevin Lane Keller: Strategic Brand Management, 3RD Edition
2. Tilde Heding & Charlotte F. Kenudzen: Brand Management: Research, Theory and Practice Latest Edition

BBA-629

**ADVERTISING MANAGEMENT
(Elective)**

3(3-0)

COURSE CONTENTS:

Introduction to Advertising; What makes an Ad Effective, Characteristics of an effective Ad, the world of advertising, defining advertising, Types of advertising, functions of advertising, The 5 players of advertising.

Advertising and Society; Ethics, Regulation and Social Responsibility; Six key ethical issues in advertising

Advertising and Marketing Process; Advertising's role in marketing, types of markets, approaching the market, the marketing concept and relationship marketing. The four tools of marketing, Ad agencies: combining marketing and advertising, why hire an agency? Why not hire an agency? Types of agencies.

The Consumer Audience; Consumer Behavior, the Target market, Cultural and social influences on consumers, psychological influences on consumers, The decision process-steps in decision process.

Account Planning and Research; BMW in US Market case, Strategic Research, Data collection, strategy document, organization, Evaluative Research, Before execution, during execution, after execution

Creative Strategy and Tactics; The communication objectives, The creative platform, The advertising execution, Advertising appeals, Advertising formats and approaches.

How Advertising works; The effectiveness of advertising, how communication works, How effective communication works, Message reception and response, How brands work

Advertising Planning and Strategy; The strategic planning, The business plan, The marketing plan, The advertising plan

Media Planning and Buying; Media planning and buying, media still a big business, Media consolidation, Developing media objectives and strategies, Media selection procedure, Media buying functions, Media buyer's ability to negotiate, Online media buying, global media buying, Staging a media plan

Print Media; The structure of newspaper, Frequency of publication, Size, Circulation, Newspaper readers, Measuring the newspaper audience, Advertising in newspaper markets, Classified, display and supplements, Advantages of newspaper, Disadvantages of newspaper, Magazines, The structure of Magazine, Frequency of publication, Size, Circulation, Magazine readers, Measuring the Magazine audience, Advertising in Magazine markets, Classified, display and supplements, Advantages of Magazine, Disadvantages of Magazine, Out-of-Home Advertising

Broadcast and Interactive Online Media; The structure of television industry, Public television, Cable and subscription television, Speciality television, television syndication, interactive television, Advantages and disadvantages of television, The structure of the Radio industry, Advantages and disadvantages of Radio, Electronic and Print Ad.

SUGGESTED READINGS:

- 1) William Wells, John Burnett: Advertising Principles & Practice, 7th Edition.
- 2) Tony Yeshin: Advertising, Latest Edition.
- 3) George E. Belch & Michael A. Belch: Advertising and Promotion, 6th Edition.

COURSE OBJECTIVE

The objective of this course is to familiarize the students with the theory and practices pertaining to the services marketing environment. Students will be educated to get an in-depth knowledge about the different kinds of services domains, and different marketing techniques for services. The world of services has changes a lot in the last 2 decades: technology has put an enormous impact on the delivery of services; consumers have become more demanding; customers' expectations have changed. Now, there is a need to acclimate the students with all such changes, in order to accoutre them with latest tools necessary to perform in this arena. Students will also be given some application problem to let them prepared and able to handle the managerial problems which may arise during their marketing journey. Case studies, role plays and presentations would also be employed to simulate the actual working environment in the class room.

COURSE CONTENTS

Introduction to Services Marketing; Consumer Behaviour in Service Encounter; Positioning Services in Competitive Markets; Creating the Service Product; Designing the Communications Mix for Services; Pricing the Services and Revenue Management; Distribution of Services; Designing and Managing Services Processes; Balancing Demand and Capacity; Planning the Service Environment; Managing the People for Service Advantage; Managing Relationships and Building Loyalty; Customer Feedback and Service Recovery; Improving Service Quality and Productivity.

SUGGESTED READINGS:

1. Lovelock & Wirtz: Services Marketing: People, Technology and Strategy, 5th edition.
2. Hoffman & Batteson: Services Marketing: Concepts, Strategies and Case, Latest edition.
3. Zeithaml, Bitner & Gremler: Services Marketing, 6th edition.