**BS commerce Courses outline**

Quaid-e-azam college of commerce

University of Peshawar

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# Semester BS 1st

## Course Name : Micro Economics

Course Code : **COM 103**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objective**

1. To make students aware of Basic Economic ideas
2. To make student aware of initial demand and supply concepts to the concept of production and cost of production
3. To make student image more broader on the different market competitions
4. To make students understand what is happening in the real world at a grass root level.

|  |  |
| --- | --- |
| **Lecture** | **Topic** |
| Week 1 &2 | **Basic economic ideas**Scarcity, choice and resource allocation, market, planned and mixed economy, the margin and decision making at the margin, production possibility curves, positive and normative economics |
| 7-14 | **Demand, Supply analysis**Law of demand and supply, individual and market demand curves and supply curves, concept of elasticity along with their business relevance, consumer’s surplus. |
| 15-20 | **Theory of consumer behaviour**Cardinal/utility approach, law of diminishing marginal utility, law of equi marginal utility, ordinal/indifference curve approach, properties of indifference curves, consumer’s budget line, shift & consumer’s equilibrium, price, income and substitution effect. |
| 21-26 | **Theory of production**Production function, short run & long run production function, production with one variable, and with two variables, isoquants, return to scale and return to scope. |
| 27-31 | **Cost of production**  Different cost concepts, cost analysis in short run and in long run. |
| 32-40 | **Market structure**. Perfect competition, monopoly, imperfect competition, oligopoly |
| 41-45 | **Labour market**Demand for labour, Labour’s marginal productivity, supply of labour, wage rate determination, S/R, L/R supply of labour, factors influencing, role of government and labour union along with the concept of transfer earning and economic rent. |

**Recommended Text**

1. Pindyck Robert S., Rubinfeld Daniel L., Mehta Prem L. (2008) “Micro Economics” (7th edition)Pearson
2. Gould John. P &Lazear P. Edward. (2001).“Micro Economics” 6th edition (A.I.T.B.S)
3. Hailstone J. Thomas and Mastrianna V. Frank.(2004) “Basic Economics”. 13th edition Thomson

4. Salvator Dominick (2004) Micro Economics Theory and Applications, 4thedition, New York Oxford University Press

### Course Name : Business English

Course Code : **COM 105**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

In today’s modern and complex business world the role of oral and written communication does have a great impact, especially upon the affairs of business and commerce. The command over written and spoken English is now considered a necessity for the business graduates. It does equip them with necessary skills and aptitude to deal successfully with the complex and challenging situations arising out of inter-personal, and inter organizational dealings. The wide occupational fields like commerce and business management are apt to have their own peculiar communication aspects and issues. Thus the subject functional English inevitably demands a systematic and comprehensive study of the related topics. The main objectives of this course are:

1. to provide students with a sound base in the English grammar and composition.
2. to make students aware of the fundamental rules and skills for effective oral and written communication in English.
3. to enable the students to ultimately develop proficiency in the art of effective communication to deal with the challenging situations in the practical life.

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| **Lecture** | **Topic** |
| 1-4 | * Vocabulary: Antonyms, Synonyms, Homonyms -one word substitution
 |
| 5-13 | * Practical Grammar - Sentence Structure: types of sentences - based on function
* e.g. Interrogative sentences, based on structure e.g. Simple, Compound complex,
* Transformation, Inversion sentences,
* Parts of a Sentence - subject, predicate, . complements, direct indirect objective,
* Rules for structuring sentences,
* Phrases ­types and functions,
* Clauses - types and functions
 |
| 14-22 | * Parts of Speech: Major word classes, Nouns - their further classifications (regular, countable; uncountable; singular; plural),
* Pronouns.- with further classifications,
* Verbs - emphasis on three forms of verbs,
* Adjectives - with further classification - three degrees of comparison,
* Adverbs - with further classifications.
* Minor word classes: Preposition, Conjunctions - with further classifications,
* Interjections, Auxiliary verbs, Determiners, Infinitive, Participle;
* Gerund, Genitives - types and functions.
 |
| 23-30 | * Tenses – Types and uses
* Structure of tenses
* Function, Conversion into negative and interrogative.
 |
| 31-32 | * Active and Passive voice- their use
* Rules of conversion
 |
| 33-35 | * Direct and Indirect speech- use in communication
* Rules of changing narration
 |
| 36-39 | * Articles: Definite, Indefinite
* Rules for proper use of Articles
 |
| 40-45 | * Composition and comprehension : use and rules
* Précis Writing,
* Essay Writing
 |

**Recommended Text (Latest Editions):**

1. J.Chilver, “English for Business:(2nd edition 2002) A Functional Approach”, D P Publication Limited.
2. Michael, Swan “Practical English Usage”,(3rd edition 2005) Oxford University Press.
3. Robert E Barry “Basic Business English” 2nd Ed. 1987, Prentice Hall Inc.
4. Wren &Martin", High School, English Grammar &Composition” S Chand &Company Limited.

### Course Name : Business Mathematics

Course Code : **COM 107**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**CourseObjectives:**

Upon completion of this course, students are expected to be able to:

1. Develop an understanding and the application of skills required for selected mathematical concepts encountered in business situations.
2. Increase the student’s competency in fundamental and arithmetic skills through practical application.
3. Provide with the background in mathematical methods required for other courses in Business, Economics and Commerce etc.

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| **Lecture** | **Topic** |
| 1-5 | Basic Algebra* 1. Factorization.
	2. Algebraic Fractions.
	3. Ratios and Percentages.
 |
| 6-10 | Equations * 1. Basic Concepts.
	2. Operations on an equation.
	3. Statement of Problems
 |
| 11-15 | Simultaneous Equations * 1. Basic Concepts.
	2. Solution of Simultaneous equations.
	3. Equation with three unkonwns.
	4. Two equations in three unkowns.
	5. Statement of Problems.
 |
| 16-20 | Quadratic Equations * 1. Definition.
	2. Solution by Factorization.
	3. Solution by completing the squares.
	4. Solution by Quadratic Formula.
	5. Discriminant and nature of roots.
	6. Statement of Problems.
 |
| 21-25 | Logarithms* 1. Definition.
	2. Rules for characteristics and mantissa.
	3. Use of logarithmic tables.
	4. Methods of Interpolation.
	5. Laws of logarithm.
	6. Application.
 |
| 26-32 | Mathematics of Finance-I* 1. Percentage Mark-up.
	2. Simple Interest and Present Value.
	3. Discounting Negotiable Instruments.
	4. Equivalent Values of Different Debts and their Payments.
 |
| 33-38 | Mathematics of Finance-II* 1. Definition.
	2. Compound Interest and Compound Amount.
	3. Use of Compound Interest Tables.
	4. Number of Periods and the Interest Rate.
	5. Effective rate of Interest.
	6. Equivalent rate of Interest.
	7. Depreciation by Reducing Balance Method.
	8. Present Value Formula.
	9. Discounting of Non-Interest and Interest Bearing Notes.
 |
| 39-45 | Mathematics of Finance-III* 1. Annuities --- Definition.
	2. Formula for the sum of Annuity.
	3. Use of Annuity Table.
	4. Relationship between R,S,N and I.
	5. Sinking Fund.
	6. Depreciation by Sinking Fund.
	7. Formula for Present Value of Annuity.
	8. Relationship between R, P and N.
	9. Amortization of Debt.
	10. Depreciation by Annuity Method.
	11. Purchase Price of Bonds and Debentures.
	12. Annuity Due.
	13. Perpetuity.
 |

**Recommended Texts:**

1. Hasan M. M. and Mirza. A. M. (2011), Business Mathematics, (3rd Edition), Karachi, FarooqKitabGhar.
2. Budnick, F. S. (1993), “Applied Mathematics for Business Economics and Social Sciences”, 9th Edition, McGraw Hill.
3. Lind, D.A., W.G. Marchal, S.A. Wathen (2005), “Statistical Techniques in Business and Economics”.
4. Bowen, E.K., and M.K. Starr (2005), “Basic Statistics Business and Economics”.

### Course Name : Introduction to Information Technology

Course Code : **COM 109**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

1. Answer questions regarding computers in general – computers’ hardware and peripherals; Concepts regarding software – its types, basic operations, basic OS concepts, OS installation.
2. Introduction to various Application Packages: List the principal features of a word processing program (MS-Word) and Spreadsheets (MS-Excel). Manipulate data in reports using database tables (MS-Access). Plan and design a Presentation (MS-PowerPoint).
3. Set up a computer for World Wide Web connection; Use e-mail to send / receive messages and file attachments; Concepts of on-line discussion groups, video conferencing.

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| **Lecture** | **Topic** |
| 1 | INTRODUCTION TO COMPUTERS1. Computer, its characteristics, history, generations of computers
 |
| 2, 3 | 1. Computer Hardware and its peripherals. New hardware and peripheral’s installation. (Hands-On)
2. Basic Architecture of Computer System
 |
| 4,5 | 1. Software – its types, basic operations. General installation guidelines. (Hands-On)
 |
| 6 | 1. Healthy Computing
2. Concepts on Computer Virus, Worms, Hacking, Spam
 |
| 7-9 | INTRODUCTION TO OS (MICROSOFT WINDOWS XP)1. Basic concepts regarding System Software and OS
2. OS (Windows) Installation and Repair
 |
| 10-12 | 1. Using Windows Environment. (Hands-On)
 |
| 13-19 | WORD PROCESSING BASICS |
| 20-25 | SPREADSHEET APPLICATIONS |
| 26-30 | DATABASE APPLICATIONS |
| 31, 36 | PRESENTATIONS THROUGH POWERPOINT |
| 37-38 | NETWORKS & NETWORKING BASICS |
| 39-45 | Internet & E-Mail Basics |

**Recommended Text:**

1. Norton, Peter (2006) Introduction To Computers, Irwin McGraw-Hill Publications, 6th Ed
2. Perry, Greg (2013) SAMs Teach Yourself Microsoft Office XP in 24 Hours, SAMS Publishing, 3rd Ed
3. Perry, Greg (2002) SAMs Teach Yourself Microsoft Windows XP in 24 Hours, SAMS Publishing, 2nd Ed
4. Crumlish, Christian (1997) The ABCs of the Internet, SybexInc, 2nd Ed

### Course Name : Fundamentals of Business

Course Code : **COM 203**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

This course will enable the students to understand the nature and importance of business, the formation and the functions of various business organizations.

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| Lecturer | Topic |
| 1-3 | Introduction to Business  |
| 4-6 | Sole Proprietorship |
| 7-11 | Partnership. |
| 12-14 | State Ownership. |
| 15-18 | Joint Stock Company. |
| 19-21 | Combinations. |
| 22-25 | Insurance. |
| 26-28 | Customs & Excise. |
| 29-31 | Stock Exchange. |
| 32-35 | Securities and Exchange Commission of Pakistan (SECP). |
| 36-39 | Central Depositary Company (CDC). |
| 40-45 | Produce Exchange. |

**Recommended Texts:**

1. Business Organization: M.H.Ali.
2. Introduction to Business: M.SaeedNasir. Latest edition
3. Companies Ordinance 1984.
4. Securities and Exchange Commission of Pakistan Act, 1997.
5. Central Depositors Act, 1997

# Semester BS 2nd

### Course Name : Principles of Financial Accounting`

Course Code : **A&F 102**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

1. To develop a clear understanding how to record a transaction in different types of business
2. Recognize, understand and Maintain different accounts of business according to the standards
3. Financial Accounting has always been dedicated to presenting accounting concept as vital tools that anyone can learn to successfully use.
4. Understand and account for partnership formation, earnings distribution and dissolution.

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| **Lecture** | **Topic** |
| 1 | Introduction to Business, Commerce, Trading, Finance and Financial Institutions. |
| 2 | Introduction to accounting and accounting information |
| 3 | Accounting concepts and conventions: **IAS-1,** The IASB and financial reporting **IFRS-1** |
| 5 | Field of accounting. Accounting terminology. Introduction of Accounting cycle. Accounting equation,  |
| 6-10 | Recording the business transaction: sources , records and books of original entry Journal, Ledger accounting & Trial Balance |
| 11-13 | From Trial Balance to Financial Statements: income statement: single and multiple step income statement, Balance Sheet and classified balance sheet. |
| 14-15 | Adjusting entries: Contra Accounts, Accruals and prepayments, adjusting trial balance |
| 16 | Events after the balance sheet date **IAS-10** |
| 17-19 | Special journals for repetitive transaction, their types and formats |
| 20 | Subsidiary ledgers and Control accounts. for sales, purchases, transactions |
| 21-22 | Closing entries: temporary and permanent accounts, post close trial balance, reversing entries and Worksheet  |
| 23-25 | Accounting for Merchandising concerns: purchase, sales ,Discounts, returns and allowances, FOB destination, FOB shipping point , Cost of goods sold  |
| 26-28 | Inventories and its types, inventory valuation methods and its assumptions. Inventories **IAS-2**. Statutory regulations. |
| 29 | Current assets treatment and current liabilities **IAS-13** |
| 30-31 | Internal control of cash, Bank reconciliation, Cash book |
| 32-33 | Accounting for Note Receivables and Note Payables |
| 34-36 | Accounting for receivables, Bad debts: direct and allowance approach Provision and reserve. |
| 37-45 | Partnership accounts with reference to Partnership **Act-1932** Formation, Admission, Retirement, Death, profit distribution and Dissolution. |

**Recommended Text:**

1. Larson Wild Chiappetta(2005), Fundamentals of Financial Accounting, McGraw Hill Irwin, 17th edition.
2. Walter, B. Meigs, Charles E. Johnson and Robert F. Meigs (2003), Accounting; the basis of business decisions, McGraw Hill, 11th edition.
3. Maqbool Muhammad, M.Com. FCA, ICAP, (2005), Accounting Standards & Financial Reporting, Technical Reference Manual Volume-I and Volume-II, PBP professional education.
4. Partnership Act-1932

### Course Name : Macro Economics

Course Code : **COM 104**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

1. To change the way students see the world.
2. The fundamentals of this course is not one of the recognition and style of economic ideas rather it involves a new emphasis which one could believe that will lead to far greater understanding and retention of core macro economic problems

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| **Lecture** | **Topic** |
| 1-3 | **National incomeaccounting**Concept of GNP,GDP, circular flow of national income, measures(value added criteria, income & expenditure approach), precautions & cares to be taken in calculation |
| 4-8 | **Money**Functions, forms and financial intermediaries, demand for and supply of money, quantity theory of money, its crude and sophisticated version, value of money, inflation, unemployment, velocity of money, how banks create money its limitations, quantity theory of money and AS & AD model |
| 9-11 | **Determinants of national income**Consumption, saving & investment |
| 12-14 | **Fiscal policy**Impacts of government expenditure and taxation on NNP, recessionary & inflationary gaps, objectives of fiscal policy with aggregate supply and aggregate demand model, how deficit is financed & surpluses are used. |
| 18-20 | **IS/LM framework**Impact of fiscal & monetary policy on IS/LM curves & two market equilibrium |
| 21-24 | **Inflation**Significances, inflationary & ant inflationary measures along with AS/AD model, demand pull and cost push inflation, Phillip curve & cost of inflation  |
| 25-27 | **Aggregate supply (AS) & Aggregate demand (AD) model.**Components of aggregate demand, aggregate demand and national output, adjustment to equilibrium, S/R & LR (classical) AS curve, wages and AS, demand & supply shocks |
| 28-30 | **Balance of payment**Significances, current, financial & capital account, equilibrium, disequilibrium causes and their impacts on country’s internal & external status, ways to overcome BOP disequilibrium |
| 31-35 | **Exchange rate.**Types & determination of exchange rate, difference among fixed, floating & managed exchange rate, causes & consequences of appreciation & depreciation in exchange rate. |
| 36-38 | **Business cycles**Boom, Recession, Recovery, ways to over come |
| 39-42 | **Unemployment**Issues, dimensions, types, theories & cost of unemployment |
| 43-45 | **Pakistan’s macro economic indicators**Current status of an economy, fiscal & monetary policy statements, trade balances  |

**Recommended Text**

1. Parkins Michael (2011) Macro Economics 10thedition New York Addison Wesley
2. Mensfield Edwin (1992) Principles of Macro Economics 7th edition New York W.W. Norton
3. Begg David, Fischer Stanley, DornbuschRudiger (2003) Economics 7th edition The McGraw Hill
4. Nordous.D.William, Samuelson Paul. A (2005) Macro Economics 8th edition The McGraw Hill

### Course Name : Businss Communication

Course Code : **COM 106**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

In today’s modern and complex business world the role of oral and written communication does have a great impact, especially upon the affairs of business and commerce. The command over this delicate tool is now considered a necessity for the business graduates. It does equip them with necessary skills and aptitude to deal successfully with the complex and challenging situations arising out of inter-personal, and inter-organizational dealings. The wide occupational fields like commerce and business management are apt to have their own peculiar communication aspects and issues. Thus the subject of business communication inevitably demands a systematic and comprehensive study of the related topics. The main objectives of this course are:

1. to make students understand the significant impact of effective communication , and miscommunication.
2. to make students aware of the fundamental rules and skills for effective oral and written communication in English.
3. to enable the students to ultimately develop proficiency in the art of effective communication to deal with the challenging situations in the practical life.

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| **Lecture** | **Topics** |
| 1-5 | * Introduction and importance of effective business communication
* Process of communication and miscommunication
* Elements and concepts of communication
* General communication
* Major aspects and issues of communication
* Nonverbal communication
 |
| 6-8 | * The 7 C’s principles of communication
* How to integrate the qualities in the messages
 |
| 9-11 | * Steps in planning effective business messages
* Basic organization, or plan of business writings
* Beginning and ending of the message
* Effective composition of the message
 |
| 12-15 | * Direct requests and inquiries
* Claims and requests for adjustments
* Request letter regarding routine business
* Invitations, orders and reservations
 |
| 16-18 | * Good news and neutral messages
* Favorable replies to the request
* Planning for bad news messages
* Unfavorable replies to requests
 |
| 19-20 | * Solicited Sales letters
* Unsolicited sales Letters
 |
| 21-25 | * Why collection letters?
* Right attitude for collection letters
* Collection stages and writing approaches
* Appeal to goodwill, pride and final threat
 |
| 26-28 | * Official letters and Inter-office Memos
* Parts and composition of official messages
* Letters and Electronic mail
 |
| 29-32 | * Meanings and classification of business reports
* Main parts , terminologies of business reports
* Organization and outline of business report
 |
| 33-36 | * Definition and importance of market reports
* Basic terms, and scope of business reports
* Main contents and standard layout of business reports
 |
| 37-38 | * Meanings and significance of Job application
* Form, and major contents of Resume
 |
| 39-42 | 1. Nature and style of effective presentation
2. Basics of effective oral presentation
3. Description and methodology
4. Effective listening
 |
| 43-45 | 1. Purpose of informative speaking
2. Organization and outlines of informative speech
 |

**Recommended Text:**

* 1. Bovee, “Business Communication Today” (12TH EDITION 2013)
	2. Herta Murphy, Effective Business Communication” (7TH EDITION 1997) McGraw Hill, International Edition.
	3. Thill, J Vill, &BoveeCounterland L, “Exellence in Business Communication” 3rd Edition McGraw Hill Inc.

### Course Name : Quantitative Techniques in Business

Course Code : **COM 108**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

Upon completion of this course, students are expected to be able to:

1. Develop an understanding and the application of skills required for selected mathematical concepts encountered in business situations.
2. Increase the student’s competency in fundamental and arithmetic skills through practical application.
3. Provide with the background in mathematical methods required for other courses in Business, Economics and Commerce etc.

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| **Lecture** | **Topic** |
| 1-15 | Differential Calculus* 1. Derivatives.
	2. Functional Notation.
	3. Interpretation of a Derivative.
	4. Graphical Illustration of a Derivative.
	5. Derivative of a power function --- constant --- sum or difference of two or more functions --- product of quotient of two functions --- special functions ex and logx.
	6. Chain rule.
	7. Second order derivatives.
	8. Marginal Analysis and Derivatives.
	9. Maxima and Minima and points of Inflection.
	10. Application of Maxima and Minima --- Production units resulting in minimum cost --- Maximization of Profit --- Most economic order quantity.
	11. Partial Derivatives.
	12. Maxima and Minima for functions of two variables.
 |
| 16-25 | Integral Calculus* 1. Anti-derivatives.
	2. Integration Formulae.
	3. Integration by change of variable.
	4. Application of Integration.
	5. Definite Integral.
	6. Application of Definite Integral.
 |
| 26-32 | Matrices.* 1. Definition.
	2. Operation with matrices --- Addition --- Subtraction --- Multiplication.
	3. Inverse of a matrix.
	4. Solution of Linear Equation by Matrix
 |
| 33-45 | Linear Programming* 1. Introduction.
	2. Linear Inequalities.
	3. Quadratic Inequalities.
	4. Graphical Presentation of Inequalities.
	5. Graphical Method of Linear Programming.
	6. Maximization of Objective Function.
	7. Dual Problem and Primal Problem.
	8. Minimization of Objective Function.
	9. Simplex Method for Maximization Problems.
	10. Simplex Method for Minimization Problems.
 |

**Recommended Texts:**

1. Hasan M. M. and Mirza. A. M. (2011), Business Mathematics, (3rd Edition), Karachi, FarooqKitabGhar.
2. Budnick, F. S. (2012), “Applied Mathematics for Business Economics and Social Sciences”, 4th Edition, McGraw Hill.
3. Lind, D.A., W.G. Marchal, S.A. Wathen (2005), “Statistical Techniques in Business and Economics”.
4. Bowen, E.K., and M.K. Starr (2005), “Basic Statistics Business and Economics”.

### Course Name : Management Information Systems

Course Code : MGT 110

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**CourseObjectives:**

Management Information Systems provides the fundamental concepts of a system. It pinpoints the importance of information in today’s organization and the role, which IT is playing in this regard. Course also describes the key features of computer hardware and software. Besides this, it gives an introduction to the significance of information technology (IT) in business and society. Also practical training in every-day computer software packages will be provided to the students.

|  |  |
| --- | --- |
| Lecture | Topic |
| 1-7 | Introduction to Information Systems in Business. |
| 8-15 | Fundamentals of Information Systems.. |
| 16-22 | Solving Business Problems with Information Systems |
| 23-30 | Telecommunications. |
| 31-35 | Information Systems for End User Computing and Collaboration. |
| 36-40 | Information Systems for Business Operations. |
| 40-45 | Information Systems and Artificial Intelligence Technologies. |

**Recommended Texts:**

1. Management Information Systems: James A. O’Brien, Irwin. 10TH EDITION 2010

# Semester BS 3rd

## Course Name : Principles of Management

Course Code : MGT 101

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objective:**

This course is designed to give an overview of the theory and practice of management. The concept of management is presented as a discipline as well as a process. The course will cover the evolution of management, its history, and the development of important concepts. It will cover the basic functions of management: planning, organizing, leading, and controlling.

The objectives of this course are

 1- To expose students to the theories of management, organizational theory, and the practice of management in contemporary organizations from a conceptual, analytical, and pragmatic perspective.

2- The course will also allow students to develop their own framework for analyzing and understanding management as well as exploring and developing their own personal philosophy of management.

3- The students would be able to communicate effectively, develop people, solve problems and making decisions, organize themselves and also would be able to work in team.

|  |  |
| --- | --- |
| **Lecture** | **Topic** |
| **Foundations** |
| 1,2 | Foundation of Management Thinking |
| 3,4 | The Evolution of Social Cognitive Theory |
| 5,6,7 | Environment, National Culture and Management Practices |
| **Principles of Management** |
| 8,9 | Planning & Strategic Management |
| 10 | The Escalation of Commitment: Step Toward an Organizational theory |
| 11,12 | Decision Making |
| 13,14 | Organization and Structure |
| 15,16 | Controlling |
| 17,18,19 | Human Resource Management |
| 20,21 | Communicating |
| **Styles of Management** |
| 22,23 | Personality and Human Behavior |
| 24,25 | Motivation: Theories and Styles |
| 26 | How Job Characteristics Theory Happened |
| 27 | On the Origins of Expectancy Theory |
| 28,29 | Leadership & Leader’s styles |
| 30,31 | Team and Teamwork Management |
| **External Influences & Globalization** |
| 32,33 | Technology, The market, Competition and the External environment |
| 34,35 | Internationalization and Globalization |
| **Management Practices** |
| 36,37 | Management Skills and Competencies |
| 38,39 | Entrepreneurship |
| 40 | Stress Management |
| 41 | Change Management |
| 42 | Managing Organizational Conflict, Politics and Negotiation |
| 43 | Ethics and Social Responsibility |
| 44,45 | New Management Paradigms |

**Recommended Text:**

1. Mejia, Balkin, Cardy. (2009), Management, 3rd Edition, McGraw-Hill.
2. Morden Tony, (2004), Principles of Management, 2nd Edition, Ashgate.

Bateman, Snell (2002) Management Competing in new era, 5th Edition**,** McGraw-Hill.

## *Course Name : Economy of Pakistan*

Course Code : COM 205

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

1. To make students understand the fundamental aspects about the key sectors of economy of Pakistan and contemporary issues in agriculture, industry and financial sector.
2. To give students a comprehensive view about the important developments in the size and structure of our economy since independence to date.
3. To make students understand economic planning, its major aspects and impact of economic and development plans.
4. To make students understand current policies in trade, commerce, industry, agriculture, and financial sector, their impact and the related issues about implementation.
5. To equip students with analytical tools required for analysis of economy and its performance.

|  |  |
| --- | --- |
| **Lecture** | **Topics** |
| 1-4 | Concept of economic growth and development; Factors of economic development; Measurement of economic growth; Leading theories for economic development; Macro-economic framework for analysis of development. |
| 5-7 | Fundamental aspects of Pakistan economy, and its important sectors; The Impact of British Colonialism and important historical developments in the size and structure of our economy since independence to date; The issue of Feudalism and its socioeconomic aspects. |
| 8-15 | Salient features of Pakistan’s agriculture; Different phases of agricultural growth; Profile of agricultural production and exports of important crops; Major socioeconomic issues in the development of rural sector; The issues of disguised unemployment, rural credit and agricultural taxation; Green revolution and Land Reforms and their impact; Agricultural price policy and related issues;Farm mechanization; The nature and direction of change in agronomy. |
| 16-24 | The profile, and structural developments in the manufacturing sector; Historical background of industrial backwardness in Pakistan;Major issues relating to growth, efficiency and employment in the industrial sector; Growth and developments in the small scale industry;Comparison between the performance of public and private sector; Policy measures taken by the Government to develop the industrial sector; Salient features and targets of commercial policies. |
| 25-32 | Development of banking sector in Pakistan; Role of banking in the development of country;Issue of nationalization. and privatization, and contemporary issues regarding the efficiency of banking sector; Functioning of money and capital markets; Functioning of stock exchanges; Monetary policy and its tools; Inflation and its causes; Credit creation and its limitations; Salient issues in the banking sector. |
| 33-37 | Basic facts about public finance and revenue mobilization in Pakistan;Fiscal policy and its objectives; canons of taxation; Classification of state expenditure and its various heads; Major sources of state revenue; Government budget and its main components; Fiscal deficit and its macro-economic implications; Deficit Financing in Pakistan and its impact |
| 38-39 | Meaning and importance of capital formation;Causes of low saving and investment in the economy; Federal revenues and resource mobilization;Government strategy to increase capital formation; Forms and impact of foreign aid and loans. |
| 40-41 | Pakistan’s foreign trade- basic facts; Trade policy and trade regimes; The balance of payments problem and its solution;The exchange rate management issue and its impact on trade; The issue and impact of Globalization and new trade regimes |
| 42-43 | Issues of efficiency in Public and private sector;Participation of private sector in the economic development;Establishment of various regulatory authorities like NAPRA, OGRA, etc.; The issue of regulation and liberalization-the targets and achievements.  |
| 44-45 | Need and role of developmental planning; History of economic planning in Pakistan; Planning machinery in Pakistan; A brief evaluation of Five Year Plans; A suggested economic strategy for development in new millennium. |

**Recommended Text** :

1. Zaidi, S. Akbar, “ Issues in Pakistan Economy”, (2005) 2nd edition, Oxford University Press.
2. Government of Pakistan, Ministry of Economic Planning ( Finance Division), “Economic Survey of Pakistan”, Various issues, Islamabad.
3. Meenai, Asghar, “ Banking and Finance in Pakistan”, (2002), Oxford University Press.
4. Todaro, M.P., “Economic Development”, (Latest Edition), Addison Wesley Publishers.
5. Saeed, K. Amjad, “ Economy of Pakistan”, ( Latest Editions) , Institute of Business Management, Lahore.
6. World Bank Reports on the suggested areas of study.
7. Quarterly and Annual Reports issued by the State Bank of Pakistan.

## Course Name : Human Behaviour

Course Code : **COM 207**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives**

1. To equip the student with latest techniques of psychology
2. To introduce the basic psychological aspects to the students
3. To evaluate new claims about psychology by knowing psychological facts and standards for scientific evidence

|  |  |
| --- | --- |
| **Lecture** | **Topic** |
| 1-5 | Psychologists at Work: * Subfields of Psychology
* Working at Psychology
* Exploring Diversity
* Becoming an Informed Consumer of Psychology
 |
| 6-12 | Perceptual Organization :* The Gestalt Laws of Organization
* Feature Analysis
* Top-Down and Bottom-Up Processing
* Perceptual Constancy
* Depth and Motion Perception, perceptual illusions and subliminal perception
 |
| 13-18 | STATES OF CONSCIOUSNESS :Sleep and Dreams: The Stages of Sleep* The Function and Meaning of Dreaming
* Sleep Disturbances
* Circadian Rhythms
* Daydreams
* Becoming an Informed Consumer of Psychology

Hypnosis and MeditationDrug Use: The Highs and Lows of Consciousness |
| 19-24 | LEARNING:* Classical Conditioning
* Operant Conditioning
* Cognitive-Social Approaches to Learning
 |
| 25-29 | MEMORY:Encoding, Storage, and Retrieval of MemoryRecalling Long-Term MemoriesForgetting: When Memory Fails |
| 30-32 | COGNITION AND LANGUAGE :Thinking and ReasoningProblem SolvingLanguage |
| 33-35 | INTELLIGENCE:* What Is Intelligence?
* Variations in Intellectual Ability
 |
| 36-38 | MOTIVATION AND EMOTION:* Explaining Motivation
* Human Needs and Motivation: Eat, Drink, and Be Daring
* Understanding Emotional Experiences
* Nonverbal Behaviour and the Expression of Emotions
 |
| 37-39 | DEVELOPMENT:Nature and Nurture: The Enduring Developmental Issue |
| 40-45 | PERSONALITY:Psychodynamic Approaches to PersonalityOther Major Approaches to Personality: In Search of Human UniquenessAssessing Personality: Determining What Makes Us Special |

**Recommenced Text:**

1. Feldman .S Robert ( 2013)7th edition , Understanding Psychology, McGraw Hill ( seventh Edition )

## Course Name : Pakistan Studies

Course Code : **COM 209**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

This course highlights the ingredients of the ideology of Pakistan in historical perspective. In this context, different phases of Pakistan movement have also been discussed. Natural and economic resources of Pakistan have also been introduced in some detail.

|  |  |
| --- | --- |
| Lecture | Topics |
| 1-24 | Ideology of Pakistan: Definition, Explanation, & Aims.Ideology of Pakistan in the light of the sayings of Quaid-e-Azam and AllamaIqbal.Historical Background of the Ideology of Pakistan.Presidential Address of AllamaIqbal at Allahabad.Pakistan Movement: Muslim Nationhood, Evolution of Two-Nation Theory.Elections of 1946, Congress Behavior & Transfer of Power.Independence of Pakistan and India.Initial Difficulties after the formation of Pakistan. |
| 25-45 | Efforts for Execution of Islamic System in Pakistan.Natural Resources in Pakistan.Communication Infrastructure in Pakistan.Important Industrial Production and their Economic Impact.Pakistan’s Major Imports and Exports.Economic Self-reliance.Human Rights. |

**Recommended Text:**

1. A Comprehensive Book of Pakistan Studies: M. IkramRabbani.

## Course Name : Principles of Marketing

Course Code : MKG 202

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

Marketing is not just selling or advertising. It is a rigorous, disciplined science that applies a reasoned framework to the selection of target markets and the optimization of marketing decisions. In this course we seek to:

* Introduce to students the key marketing ideas and phenomena, especially the core theme of delivering benefits to customers.
* Develop students’ skills in marketing analysis and planning.
* Familiarize students with the tactics of the marketing (Product strategy, advertising and communications [Promotion], and distribution [Place], and Price - 4P's) and enhance problem solving and decision making abilities in these areas.
* How to evaluate the attractiveness of different markets.

|  |  |
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| **Lecture** | **Topics** |
| 1,2 | The Field of Marketing, Introductory Concepts. |
| 34 | Adapting Marketing to the New EconomyPositioning Marketing as the Driver in the Digital Economy |
| 5,6 | Marketing- oriented Strategic Planning |
| 7,8 | Scanning the Marketing Environment |
| 910 | Marketing research processMarketing information systems. |
| 11 | Identifying Marketing Opportunities |
| 121314 | Consumer behavior* Consumer purchase decision process.

Influences on consumer behavior:* Social influences
* Thaler, R. "Mental Accounting and Consumer Choice." Marketing Science 4 (1985): 199-214
* Simonson, I. "Get Closer To Your Customers By Understanding How They Make Choices." California Management Review 35, no. 4 (Summer 1993).
 |
| 15,16 | Identifying Marketing Segments and Selecting Target MarketsCase study assignment |
| 17,18 | Product positioning and Differentiating the Marketing Offering The Product Life Cycle |
| 19,20 | The marketing mix: Product.* Meaning and classification of product
* Development of new product
* "Jager's Gamble." Economist 37, no. 3 (Oct 9, 1999).
* Staff. "Know Thyself." Economist 76, no. 76 (1999).
 |
| 21,22 | * Determinants of product mix
* Product adoption-diffusion process
* Product portfolio classification
* Product deletion strategy.

Case study assignment |
| 23,242526 | The marketing mix: Price.* Nature and importance of pricing.
* Pricing objectives
* Factors influencing pricing decision
* Anderson, E., and Duncan Simester. "Mind Your Pricing Cues." Harvard Business Review 81, no. 9 (Sep 2003).
* Dolan, Robert J. "How Do You Know When the Price Is Right?" Harvard Business Review (September 1995). Reprint No. 95501.
 |
| 27,28 | Developing Price Strategies and Programs. |
| 29,30 | The marketing mix: Promotion strategy.* Role of promotion in business marketing
* Developing and implementing the promotional mix.
 |
| 31,3233 | Advertising, sales promotion and public relations.Dye, Renee. "The Buzz on Buzz." Harvard Business Review (November 2000). Reprint No. R00606. |
| 34,35 | Managing The Sales ForceCase study assignment |
| 363738 | The marketing mix: Distribution* Designing distribution channel.
* Selecting the type of channel.
* Staff. "Republic Industries, Toyota Settle Dispute over Dealerships." The Wall Street Journal, Jan 2, 1997.

Staff. "Categorical Imperatives." Economist, Jan 2, 1997. |
| 39,40,41 | Managing Retailing, Wholesaling and Market Logistics |
| 42,43 | Managing The Total Marketing Effort |
| 44,45 | Marketing plan development analysis |

**Recommended Text:**

* 1. Kotler, Philip. (2011) “Marketing Management”. 14th Edition, Prentice- Hall.
	2. Stanton, Etzel, Walker. (2004), Marketing, 13th edition, McGraw-Hill.

# Semester BS 4th

## Course Name : Financial Management

Course Code : **A&F 201**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

The objective of this course is to provide theoretical and conceptual knowledge of finance to the students. The course covers wide areas of finance. This course will not only be helpful in passing their examination but will also help them in practical life.

|  |  |
| --- | --- |
| Lecture | Topic |
| 1-7 | An Overview of Financial Management* 1. Careers in Finance
	2. How are Companies Organized
	3. Finance in the Organizational Structure of the Firm
	4. The Goals of the Corporation
	5. Business Ethics and Social Responsibility
	6. Agency Relationships
 |
| 8-13 | Financial Statement, Cash Flows and Taxes* 1. A Brief History of Accounting and Financial Statements
	2. Financial Statements and Reports
	3. The Balance Sheet
	4. The Income Statement
	5. Statement of Retained Earnings
	6. Net Cash Flow
	7. Statement of Cash Flows
	8. Modifying Accounting Data for Managerial Decisions
	9. MVA and EVA
	10. Depreciation
 |
| 14-20 | Analysis of Financial Statements* 1. Ratio Analysis
	2. Liquidity Ratios
	3. Asset Management Ratios
	4. Debt Management Ratios
	5. Profitability Ratios
	6. Market Value Ratios
	7. Trend Analysis, Common Size Analysis, and Percent Change Analysis
	8. Tying the Ratios Together
	9. Comparative Ratios and “Benchmarking”
	10. Uses and Limitations of Ratio Analysis
	11. Problems with ROE
	12. Looking Beyond the Numbers
 |
| 21-26 | Financial Planning and Forecasting Financial Statements* 1. Strategic Plans
	2. Operating Plans
	3. The Financial Plan
	4. Computerized Financial Planning Models
	5. Sales Forecasts
	6. Financial Statement Forecasting: The Percent of Sales Method
	7. The AFN Formula
	8. Forecasting Financial Requirements When the Balance Sheet Ratios Are Subject to Change
	9. Other Techniques of Forecasting Financial Statements
 |
| 27-32 | The Financial Environment* 1. The Financial Markets
	2. Financial Institutions
	3. The Stock Market
	4. The Cost of Money
	5. Interest Rate Levels
	6. The Determinants of Market Interest Rates
	7. The Term Structure of Interest Rates
	8. What Determines the Shape of the Yield Curve?
	9. Using the Yield Curve to Estimate Future Interest Rates
	10. Investing Overseas
	11. Other Factors That Influence Interest Rate Levels
	12. Interest Rates and Business Decisions
 |
| 33-39 | Risk and Return* 1. Investment Returns
	2. Stand-Alone Risk
	3. Risk in Portfolio Context
	4. Calculating Beta Coefficient
	5. The Relationship between Risk and Rates of Return
	6. Physical Assets versus Securities
	7. Some Concerns about Beta and the CPM
	8. Volatility versus Risk
 |
| 40-45 | Portfolio Theory and Asset Pricing Models* 1. Measuring Portfolio Risk
	2. Efficient Portfolios
	3. Choosing the Optimal Portfolio
	4. The Capital Asset Pricing Model
	5. The Capital Market Line and Security Market Line
	6. Calculating Beta Coefficient
	7. Empirical Tests of the CAPM
	8. Arbitrage Pricing Theory
	9. The Fama-French Three-Factor Model
 |

**Recommended Text:**

1. Brigham, E.F. and Ehrhardt, M.C., (2007 ), Financial Management: Theory and Practice (12th Edition), HarCourt College Publishers

Additional Readings:

1. Brigham. E.F and Houston. J.F (2009), Fundamental of financial Management, (12th Edition) Philadelphia: Dryden.
2. Ross. S.A and WesterField . R.W and Jordan. B.D (1995), Fundamental of Corporate Finance, (3rd Edition), Chicago, Richard.D Irwin.
3. Van James C. and Wachouicz John M (1998), Fundamentals of Financial Management (10th Edition)

## Course Name : Human Resource Management

Course Code : **HRM 204**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

The importance of human resource cannot be overemphasized in the modern world. The contents will help students to grasp the main concerns of HRM in today’s dynamic business environment. The course deals with the issues of recruitment, training, motivational techniques, different performance appraisal procedures, and their use for efficient handling of human resource.

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| Lecture | Topic |
| 1-3 | Introduction to HRM |
| 4-7 | Job Design and Analysis. |
| 8-12 | Human Resource Planning. |
| 13-17 | Recruitment and Selection. |
| 18-24 | Testing, Interviewing |
| 25-30 | Performance Appraisal. |
| 31-34 | Training. |
| 364-38 | Promotion, Transfer, Layoff and Discharge. |
| 39-42 | Motivation. |
| 43-45 | Discipline. |

**Recommended Texts:**

1. Personnel: The Management of People at Work: Dale S. Beach. Macmillan ,(5th edition 1985) Publishing Company, New York.
2. Principles of Personnel Management: Flippo Edwin B. (3rd edition 1971) McGraw Hill Book Company.

## Course Name : Managerial Economics

Course Code : **COM 206**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course objective**

* One of the objectives is to examine how a firm can achieve its aims and goals when one comes to know that there exist a difference between theory and practice.
* The subject offers tool and techniques to estimate and forecast the demand and supply of firms and consumers and to examine the process whereby firm as well as consumer can reach the optimum decision making when they face large set of constraints in the real world.

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| **Lecture** | **Topic** |
| 1-3 | Definition and scope of managerial economicsCertainty VS uncertainty, Positive and Normative economics, uses of models, circular flow of economic activity, nature of the firm, firm’s objective, maximization VS satisfaction, principal agent problem, economies and decision making, concept of economic profit and profit in market system. |
| 4-6 | Demand/Supply analysisReview, individual and market demand/supply curves. Factors effecting, shift of and movement along the demand curves, factors effecting. Concept of elastic ties and its business relevance. |
| 7-9 | Theory of consumer, IC approach, Budget line, consumer choice and demand. |
| 10-13 | Regression technique and demand estimation using the ways of collecting the information, choice of functional form, interpretation of results, the problems associated with the regression technique. |
| 14-17 | Demand forecasting. Sources of data collection, time series analysis, barometric forecasting, input output matrix. |
| 18-21 | Production theory analysis. Production in short run and in long run, economies of scale and scope, production function and its estimation. |
| 22-24 | Cost theory and analysis. Different form and types of costs, production and cost analysis in short run and in long run, profit contribution analysis, short run and long run cost estimation, learning curve’s concept. |
| 25-27 | Linear programming preview. Its applications and assumption. Profit and cost constraints, the problems associated with linear programming. |
| 28-36 | Market competitions, brief and detailed discussion on perfect competition, monopoly, monopolistic competition, and oligopoly. |
| 37-40 | Pricing of products. Price discrimination, cost plus and mark up pricing, input pricing and employment, wage income differentials, labor unions and minimum wage law. |
| 41-45 | Risk and decision making. The ways to minimize risk associated with a business, risk preferences and its management, risk tree analysis. |

**Recommended Text**

1. H. Craig Petersen, W. Cris. Lewis. Third edition. New York Macmillan(1999)4th edition
2. DominikSalvator. 7th edition Managerial Economics in Global economy. New York Mc Grew Hill (2011).

## *Course Name : Sociology*

Course Code : **COM 208**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

* Build a confidence for social interaction and relationship
* How they behave in social groups , community , social institutions and different personalities

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| **Lecture** | **Topic** |
| 1-10 | . **Introduction** 1. Nature, scope and subject matter of Sociology
2. Brief historical development of Sociology
3. Introduction to Quranic Sociology
4. Society and community
5. Relationship with other social
6. Social Interaction Processes The study of social life
7. Exploring the global village
8. Sociology as a science
9. The Sociological imagination
10. The development of Sociology
11. Pioneers of Sociology
 |
| 11-15 | **Social groups** 1. Definition and functions
2. Types of social groups
 |
| 16-18 | **Social institutions** 1. Definition
2. Structure and function of social institutions
3. Inter-relationships among various social institutions
 |
| 19-22 | **Culture and related concepts** 1. Definition and aspects of culture
2. Elements of culture t
3. Organization of culture
4. Other concepts, cultural relativism, sub cultures, ethnocentrism, cultural lag
 |
| 23-24 | **Socialization and personality** 1. Role and status
2. Socialization
3. Culture and personality
 |
| 25-27 | **Deviance and social control** 1. Definition and types of deviance
2. Juvenile delinquency

 • Formal and informal methods of social control  |
| 28-30 | **Social stratification** 1. Approach to study social stratification
2. Caste class and race as basics of social stratification
 |
| 31-35 | **Concept of social movement** 1. Theories of social movement
2. Social and cultural change
3. Collective behavior
4. Definition
5. Characteristics
6. Causes
7. Types
8. Social movements
9. Mob and crowd behaviour
 |
| 36-45 | **Social and cultural change** 1. Definition of social change
2. Dynamics of social change
3. Impact of globalization on society and culture
4. Resistance to change
 |

**Recommended Text: -**

1. Kendall, Diana, (2013), Sociology in our times, 9th Edition, Wadsworth.
2. James. M. Hensline, (2014) 11th edition, Sociology, NeedhanHeigwb, Massachusetts, USA.
3. George J. Brgjar, Michael P. Soroke, (1997), Sociology, NeedhanHeigwb, Massachusetts, USA.

## *Course Name : Islamiyat*

Course Code : **COM 210**

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives**

The course seeks to introduce Islamic Teachings related to economic behaviour and commercial activities. It would spell out the measures towards establishing an Islamic Order based on the legal norms and ethical values of Islam. Special emphasis has been placed in this course on Islamic Orientation for economic behaviour and commercial transactions.

|  |  |
| --- | --- |
| ***Lecture*** | ***Topics*** |
| *1-6* | Quran. |
| *7-12* | Sunnah. |
| *13-26* | Fundamentals of Islamic Belief.This World and Hereafter.The Concept of Khalifah and the responsibility of man.Ethical, religious, economical & political conditions of Arabia before Islam.Sirah of the Prophet (sall-laho-alaih-e-wasallam). |
| *27-39* | Features of Islamic Society.* 1. Emphasis on fairness, equity and justice.
	2. Economic Affairs:
		1. Prohibition of Riba.
		2. Prohibition of Bribery, Theft and Hoarding of Wealth.
		3. Prohibition of Deception.
		4. Prohibition of Hoarding.
		5. Prohibition of selling items not owned by the seller.
	3. Ethical Behavior.
 |
| *40-45* | Role of Islam in building of human culture. |

**Recommended Text: -**

1. The Introduction to Islam: Dr. Muhammad Hamidullah.
2. IslamiNazriyae Hayat (In Urdu): Khurshid Ahmad.
3. Islam and Modern Economics and Trade (In Urdu): Justice TaqiUsmani.
4. Prohibition of Riba and Interest Free Monetary System (In Urdu): Dr. Mahmood A. Ghazi.

# Semester BS 5th

### Course Name : Business Statistics

Course Code : COM 301

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

 A sound knowledge of Statistical techniques is necessary for the study of modern Business and Economics. In view of this, Statistics is now being taught as a compulsory subject to all the students of Economics, Management and Business. The present course is designed to meet the requirement of the students of BBA. The basic aim of this course is to expose various techniques of Statistics in a simple, lucid and logical way.

Week 1: Meaning of Statistics

 Characteristics of Statistics

 Descriptive and inferential Statistics

 Populations and Samples

 Importance of Statistics

 Observations and Variables

 Discrete and continuous random variable

Week 2: Data and Collection of Data

 Primary Data and Secondary Data

 Presentation of Data

 Frequency Distribution

 Steps involved in the construction of Frequency Distribution

Week 3: Measure of Control Tendency

 Criteria of Satisfactory Average

 Types of Average

 The Arithmetic Mean

 Mean From Grouped Data

Week 4: The Median

 The Mode

 Empirical Relation between Mean, Median and Mode

Week 5: Quartiles (Q1, Q2, Q3)

 Measure of Dispersion

 Range and its Coefficient

 Inter Quartile Range and Its Coefficient

 Semi-Inter Quartile Range and its Coefficient

 Moments about Mean

Week 6: Skewness and Kurtosis

 Pearsonian Coefficient of Skewness

 Bowley’s Coefficient of Skewness

 Moment Ratios

Week 7: Variance and Standard Deviation

 Coefficient of Variation

Week 8: Simple Regression

 Deterministic and Probabilistic Models

 Satter Diagram

 Simple Linear Regression Model

 Least Square Regression live

Standard Deviation of Regression OR Standard error of estimate

Week 9: Correlation

 Pearson Product Moment Correlation

Week 10: Index Numbers

 Introduction

 Simple and Composite Index Numbers

 Problems involved in the Construction of Index Numbers

Main Steps in the Construction of Index Number whole sale Price

Week 11: Fixed Base Method and Chan Base Method

 Advantages and Disadvantages of Chain Base Method

Week 12: Unweighted Index Numbers

 Simple Aggregative Index

 Simple Average of Relatives

Week 13: Weighted Index Number

 Weighted Aggregative Price Index Numbers

 Laspeyre’s Price Index

 Fisher’s Ideal Index

Week 14: Probability

 Introduction

 Sets

 Venn diagram

 Operation in Sets

 Random Experiments, Sample Space, Event

 Counting Sample Points, Formal Definition of Probability

 Mutually exclusive and Not-Mutually exclusive events

Week 15: Addition Law of Probability for Mutually Exclusive and not mutually exclusive Events

 Discrete Probability Distribution, Binomial experiment

 Binomial Probability distribution

Week 16: Application of Binomial Probability

 Distribution in Business

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

**Recommended Books:**

1. Introduction to Statistical Theory, Part 1, by Prof. Sher Muhammad Chaudry.(4th edition 2014)
2. Basic Statistics for Business and Economics by EARLK. BOWN AND MARTIN STARR(6th edition 1987)
3. Introduction to Business Statistics Latest Edition, Shamim Khan, Research and Development Center Peshawar

### Course Name : Business Research Methods

Course Code : COM 303

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

  Research and Development (R&D) are order of the day. These are indispensable for human progress and prosperity. Rather these are most developed in all fields of life especially in business. Now the success of business depends to a great extent on good management and good R&D. The present course has been designed to equip the students with such competencies that are necessary for good business, good management and good research.

Week 1: Business, Definition, Characteristics, Types, Factors Promoting Business

Research, Definition, Characteristics, Types, the Need for Research

Week 2: Business Research, Definition, Characteristics, Types and Importance

The Need of Research in Business Research in Functional Areas of Business

Week 3: The Manager and Business Research why Should the Manager know Research and what Research Should the Manager Should Understand

 The Manger Researcher Relationship.The Manager and the Consultant Researcher. The Manger and the Internal Researchers

Week 4: Need of Research in Business, who Does the Research? Where and why Study Research?

 Need for Better Business Research and Its Criteria Hall Marks of Scientific Research

Week 5: Problem, research problem, definition, causes, types, formulation, importance.

Week 6: The Research Process, the Theoretical Framework, its Components.

The Variables, Definition and Types

Week 7: Hypothesis, Definition, Features Types and Needs.

 The Development of Hypothesis. The Stages in its Development

 Hypothesis Testing with Quantities and Qualitative Data.

Week 8: The Research Process. The Research Design, Definition, Features, Functions and Components

 Difference B/W Research Design, Proposal & Plan. The Experimental, Design.

Week 9: Sampling and Sample Definition, Features Types and Needs

 Population, Universe, Element and Sample

 Types of Sample/Sampling the Probability and Non Probability Sampling.

Week 10: The Research Process: Research Instruments. Research Survey sample census Surveys and Pilot Surveys.

 Data Definition, Nature and Types Primary and Secondary Data.

Week 11: The Research Process Data Collection Sources, Methods and Settings

 Interview Definition, Nature Features Types, Importance.

Week 12: Data Collection Methods Types of Interview and Their Respective Units and Demerits

 Questionnaire, Definition, Nature and Importance.Types of Question and Their Respective Merits and Demerits.

Week 13: Data Collection Methods Observation, Definition, Features Types and Importance

 Different Types of Observation and their Respective Merits and Demerits.

Week 14: Statistical Terms and Test Used in Business Research Description Statistics.

Measures of Central Tendency and Dispersion Frequencies

Week 15: Data Analysis and Interpretation

Data Completion, Processing Editing, Coding, Representation.

Data Analysis, Programming Validity and Reliability

Data Interpretation

Week 16: Research Report Definition Components, types

Research Report Format Title, Table of Contents, Introduction, Executive Summary, Main Body, Summary and Conclusions, Plan of Action.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

Recommended Books

1.      RESEARCH MYTHOLOGY FOR BUSINESS, --- UmmaSekaran,

 Latest Edition JohniWrley Sons Inc. New York Year 2013.6th edition

2.      BUSINESS RESEARCH --- William Emmoy 2002 Edition Richard D. Irwin Inc. Illinois USA.

# Semester BS 6th

### Course Name : Logic

Course Code : COM 302

Credit Hours : 03

Total Week : 16

Total Hours : 48

**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.

Week 1: Definition of Logic

 Logic as Study of Thought

 Logic in terms of Art and Sciences

Week 2: Premises and Conclusions

 Basic terms

 The order of Premises and Conclusion

 Conclusion Indicators and Premises Indicators

 Argument in Context

Week 3: Diagram for single Arguments

 Agreements and Disagreements of Attitudes

Week 4: The Language

 Three Basic Functions of Language

 Discourse Serving Multiple Functions

 The Forms of Discourse

Week 5: Emotive words and the Logic of Emotions

 Emotively Neutral Language

Week 6: Truth and Validy – Test Construction (Standardization and Generalization)

Problem Solving

Creativity Thinking and Invention

Week 7: Fallacies

 Fallacy of Relevance

 Fallacy of Ambiguity

Week 8: Definition

 Purpose of Definition

 Purpose of Definition

 Types of Definition

Week 9: Proposition

 Kinds of Proposition

 Categorical Proposition

 Quality, Quantity and Distribution

Week 10: The Traditional Square of Opposition

 Contradictories

 Contraries

 Sub Contraries

 Sub alternation

 The Sequence of Opposition

 Existential import

Week 11: Categorical Syllogisms

 Standard form categorical Syllogisms

 Major, Minor and Middle Terms

 Mood

 Figure

 Venn diagram

Week 12: Symbolic Logic

 The value of Special Symbols

 The Symbols for Conjunction, negation and Disjunction

Week 13: Analogy

 Arguments by Analogy

 Appraising Analogical Arguments

Week 14: Science and Hypothesis

 The Value of Sciences

 Problem and its solution (Deduction)

Week 15: The Method of Deduction

 The Formal Proof of Validity

 The Rule of Replacement

 Proof of Invalidity

 Reliability and Reliability

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

Recommended Books

INTRODUCTION TO LOGIC ,Irvin Copi,14th Edition.2014

### Course Name : 304 Advanced Research Methods

Course Code : COM 302

Credit Hours : 03

Total Week : 16

Total Hours : 48

1. Survey Research: Basic Methods of Communication with Respondents
	1. Media Used to Communicate with Respondents
	2. Personal Interviews
	3. Telephone Interview
	4. Self-Administered Questionnaires
	5. Selecting the Appropriate Survey Research Design
	6. Pretests
	7. Ethical Issues in Survey Research
2. Observation Methods
	1. When is Observation Scientific
	2. What can be Observed
	3. The Nature of Observation Studies
	4. Observation of Human Behavior
	5. Supplementary Evidence
	6. Direct Observation
	7. Observing Social Settings
	8. Ethical Issues in Human Observation
	9. Content Analysis
	10. Mechanical Observation
3. Questionnaire Design
	1. A Survey is only as good as the Questions it Asks
	2. Questionnaire Design: An Overview of the Major Decisions
	3. What should be Asked
	4. Phrasing Questions
	5. The Art of Asking Questions
	6. Best Question Sequence
	7. Best Layout
	8. Pretesting and Revising
	9. Designing Questionnaire for Global Research
4. Sample Designs and Sampling Procedures
	1. Sampling Terminology
	2. What Sample
	3. Practical Sampling Concepts
	4. Random Sampling Error and Nonsampling Error
	5. Probability versus Nonprobability Sampling
	6. Nonprobability Sampling
	7. Probability Sampling
	8. Appropriate Sample Design
5. Fieldwork
	1. The Nature of Fieldwork
	2. Who Conducts the Fieldwork
	3. In-house Training for Inexperienced Interviewers
	4. Principles of Good Interviewing
	5. Fieldwork Management
6. Descriptive Statistics
	1. The Nature of Descriptive Analysis
	2. Tabulation
	3. Cross-Tabulation
	4. Data-Transformation
	5. Tabular and Graphic Methods of Displaying Data
	6. Computer Programs for Analysis
	7. Interpretation
7. Univariate Statistics
	1. Stating a Hypothesis
	2. Choosing the Appropriate Statistical Technique
	3. t-Distribution
	4. Chi-square Test for Goodness of Fit
	5. Hypothesis Test of a Proportion
	6. Additional Applications of Hypothesis Testing
8. Communicating Research Results
	1. Communication Model Insights
	2. The Report in Context
	3. Report Format
	4. Effective Use of Graphic Aids
	5. The Oral Presentation
	6. The Research Follow-up

Recommended Text:

1. Zikmund, W.G. (2010), *Business Research Methods* (8th Edition), Orlando, The Dryden Press: HarcourtCollege Publishers

AdditionalReadings:

1. ChaudharySher Muhammad and Kamal Shahid (2009), *Introduction to Statistical Theory* (6th Edition), Lahore, IlmiKitabKhana
2. Rao, K.V , (1993), *Reaeach Methodology in Commerce and Management,* New Delhi India, Sterling Publishers Private Limited.

Walpole, Ronald E. (1982), *Introduction to Statistics* (3rd edition), New York, The Mac-millian Publishing Company.

# Semester BS 7th

### Course Name : Entrepreneurship

Course Code : COM 401

Course Hours : 03

Total Week : 16

Total Hours : 48

**Course Objectives:**

 The objective is to make the student understand the functioning of small and Medium Enterprise. It is developed to reflect the changing small & medium Enterprise Market. This course emphasis on almost all aspect of small & Medium Development and Management.

Week 1: Small & Medium Enterprise Definition

 Problems of Definition

 Role in 3rd word World Countries

Week 2: Entrepreneur, Entrepreneurship

 Towards Successful Entrepreneurship

 The Model Entrepreneur

Week 3: Motivation for Starting a Business

 Pull Influence

 Push Influence

Week 4: The Birth of New Business

 When to Set up

 Where to Set up

Week 5: Which Sector to Choose

 Small in Innovation

Week 6: Seven Sources for Innovative Opportunity

 Presentation

Week 7: Best Quality Management Practice

 In Small Medium Enterprise

Week 8: Job Creation and Carrier Building

 In Small Medium Enterprise

Week 9: Management Information System (MIS)

 For Small Medium Enterprise

Week 10: Customer Relation Management

 In Small Medium Enterprise

Week 11: Strategy of Success of

 Small Medium Enterprise

Week 12: Use of Resources

 Operation, People, Marketing, Finance

Week 13: Identification of Target Market

 Target Market, Bottom up rather than Top Down

 Identifying Targets than New customers

Week 14: Interactive Marketing Methods

 The Entrepreneurial Marketing Mix

 Word of Mouth Marketing

Week 15: Interactive Marketing Communication

 Personal Methods

 Impersonal Methods

Week 16: Entrepreneurial Marketing

 4Is Rather than 4Ps

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

**Recommended Books:**

1. SMALL BUSINESS MANAGEMENT A CASE STUDY APPROACH, Devid Stokes, 5th Edition 2011
2. Entrepreneurship – Theory Process Practice, Donald F. Koratko 9th Edition 2014 (South Western - Cengage Learning)

# Semester BS 8th

Leadership, Governance and Accountability

### Course Name : Leadership, Governance and Accountability

Course Code : COM 402

Course Hours : 03

Total Week : 16

Total Hours : 48

**Course Objectives:**

The objective of this course is to provide fundamental/ basic theoretical and conceptual knowledge of the subject expose students to these areas such that they shall be able to understand and analyze and apply the knowledge in real world issues/ cases. More specifically the students will be exposed to:

(1) Leadership: introduces four complementary sets of frameworks for understanding and evaluating governance systems;

(2) Governance: examines the components, design, and management of internal and external control systems; and

(3) Accountability: applies leadership and governance concepts to a variety of challenges that affect different stakeholders.

**Learning Outcomes**

The students are expected to be able to develop understanding of the theoretical concepts and using this set of knowledge to analyze and apply to an extent the set of knowledge in the practical world scenario at a later stage.

|  |  |
| --- | --- |
|  **Lecture** | **Topic** |
| 1 – 78-13 14-20  | Leadership: introduces Theories of leadership; Types of Leaders;Leadership traits; Styles of Leadership; Responsibilities and functions of leaders  |
| 21-2627-32 | Introduction to Governance: examines the components, design, and management of internal and external control systems;Four complementary sets of frameworks for understanding and evaluating governance systems; Theories of governance; Elements of effective governance; The market for corporate control, Product liability;Governance reforms, External and internal controls, Performance measurement and incentives, Non-profit boards and environmental responsibility and sustainability. |
| 33-39 | Introduction to Accountability: applies leadership and governance concepts to a variety of challenges that affect different stakeholders. Nature and scope of accountability; Types of Accountabilities |
| 40-45 | Introduction to EthicsCodes of ethics, Difference between ethics and rules & regulations |
| Note | College Exam policy and schedule applies. |

**Grading Criteria**

Mid Term Exam             30%

Final Term Exam 50%

Case Study Assignment – Write up 10%

Case Study Assignment – Presentation 10%

BS COMMERCE SPECIALIZATION

ACCOUNTING AND FINANCE

HUMAN RESOURCE MANAGEMENT

MARKETING

# ACCOUNTING AND FINANCE

### Course Name : Corporate Accounting

Course Code : A&F 301

Course Hours : 03

Total Weeks : 16

Total Hours : 48

1. Accounting for Issue of Shares.

i) Share – Defined.

ii) Difference between share and debenture.

iii) Share Capital of a Company.

iv) Preference Shares.

v) Equity Shares.

vi) Issue of Shares (entries for only fully paid up shares as required under the Companies Ordinance 1984 – section 91).

vii) Procedure for Issue of Shares.

viii) Issue of Shares at Par.

ix) Issue of Share at Premium.

x) Issue of Share at Discount.

xi) Issue of Share for Consideration other than Cash.

xii) Over subscription and Pro-rata Allotment.

2. Issue of Bonus and Right Shares.

i) Bonus Shares.

ii) Objects of Bonus Shares.

iii) Procedure of Bonus Issue.

iv) Sources of Bonus Issue.

v) Determining the maximum amount of Bonus Issue.

vi) Right Share Issue.

3. Issue and Redemption of Debentures.

i) The Issue of Debentures.

ii) Comparison between Debenture and Shares.

iii) Tax Advantage of Debenture Financing.

iv) Types of Debenture.

v) Authorization of Debenture Issue.

vi) Procedures for issue of Debenture.

vii) Debenture issued at Par.

viii) Debenture issued at Premium.

ix) Debenture issued at Discount.

x) Treatment of Discount on issue of Debentures.

xi) Debenture payable by installments.

xii) Issue of Debentures as Collateral Security for a Loan.

xiii) Issue of Debentures other than for Cash.

xiv) Debenture Interest.

xv) Redemption of Debentures.

xvi) Where there is no sinking fund.

xvii) Purchase in the Open Market.

xviii) Cum-interest an Ex-interest.

xix) Purchase of Debenture as Investment.

xx) Where there is Sinking Fund.

xxi) Definition of a Sinking Fund.

xxii) Insurance Policy Method.

5. Underwriting of Shares and Debentures.

i) Sub-Underwriters.

ii) Underwriting Commission.

iii) Underwriting Agreement.

iv) Market and Unmarked Application.

v) Full and Partial Underwriting.

a) When the Issue is Fully Underwritten [without Firm Underwriting].

b) When the Issue is Fully Underwritten [with Firm Underwriting].

c) When the Issue is Partially Underwritten [without Firm Underwriting].

d) When the Issue is Partially Underwritten [with Firm Underwriting].

4. Company Final Accounts.

i) Books of Accounts to be kept by a Company.

ii) Statutory Books.

iii) Annual Accounts and Balance Sheet.

iv) Forms and Contents of Balance Sheet and Profit & Loss Account.

(under 4th and 5th Schedule of Companies Ordinance, 1984).

v) Requirements as to Profit and Loss Account.

vi) Some Special Points regarding Profit & Loss Account of a Company.

vii) Some General Points regarding Profit & Loss Account of a Company.

viii) Typical Adjustments in Problems of Company Final Accounts.

a) Depreciation.

b) Interest on Debentures.

c) Tax Deducted at Source.

d) Advance Payment of Income Tax.

e) Provision for Taxation.

f) Dividend.

g) Suspense Account.

h) Profit on Revaluation of Fixed Assets.

i) Discount on Issue of Shares and Debentures.

ix) Managerial Remuneration.

x) Remuneration for Directors.

xi) Remuneration to Manager.

xii) Overall Maximum Managerial Remuneration.

xiii) Calculation of Net Profit for Managerial Remuneration.

xiv) Commission after Charging such Commission.

xv) Divisible Profit.

xvi) Transfer of Reserves.

xvii) Profit and Loss Appropriation Account.

Recommended Text:

1. Mukherjee A and Hanif M, (2013) 2nd edition, Modern Accountancy, New Dehli, Tata McGraw-Hill Publishing Company Limited

Additional Readings:

1. Baker,RE, Lembke,VC and King, TE (1996) Advanced Financial Accounting (3rd Edition)

New York: McGraw Hill

2. Shukla,MC and Grewal,TS (1992) Advanced Accounts (12th Revised Edition) New DehliSChand and Comapany

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Company Law

Course Code : COM 303

Credit Hours : 03

Total Weeks : 16

Total hours : 48

Course Objective

 The course has been designed to introduce the students with the theory & practice of corporate Law in Pakistan. The course is intended for a diverse readership. It will benefit the students, Businessmen, Business Executive, Traders, Professionals e.g. Chartered Accountants, Cost & Management Accountants, Bankers & Investors, etc. However, the primary target readership includes students, teachers and executives having interest in the corporate sector’s affairs of Pakistan.

Week 1: Introduction

 History of Company Law in Pakistan

 Constituents of the Company Ordinance

Legal Terminologies

Week 2: The Scope of Company Law

Law Governing Companies

Companies Ordinance – Preamble and Sections 4 and 5

Body Corporate – Section 2 (4)

Week 3: An Overview of the Company’s Formation

 Procedure for Forming a Company

Week 4: The Companies Basic Legal Documents

 Memorandum of Association

 Contents of Memorandum

 Forms of Memorandum

 Procedure for Alteration of Object Clause

 Doctrine of Ultra Vires

 Procedure of Change of Name

Week 5: Articles of Association

 The Contents of the Articles

 Difference between Memorandum & Articles

 Procedure for Alteration of Articles of Association

Week 6: The Prospectus

 The Contents of Prospectus

 Liabilities Arising from Mis-Statement in Prospectus

 Statement in Lieu of Prospectus

Week 7: Company Courts

Section 2 (11)

Jurisdiction – Section 7

Company Benches – Section 8

Procedure of the Court – Section 9

Appeal against Court Order – Section 10

Week 8: Corporate Law Authority

 Meaning

 Constitution,

Powers and Functions

Procedures

References to Court

Week 9: Share and Shareholders

 Share Certificates

 Register of Members

 Rights of Members

 Liabilities of Shareholder

Week 10: Commission Discount and Premium

 Commission on Issue of Shares

 Premium on Issue of Shares

 Issue of Shares at Discount

Week 11: Capital Structure

 Meaning

 Share Capital

 Kinds of Preference Shares

 Deferred Shares

Week 12: Underwriting of Shares

 Underwriter

 Underwriting

 General

 Definition of Underwriting

 Objects

 Duties of Directors in Underwriting Contract

 Sub underwriting

 Underwriting Commission

 Overriding Commission

Week 13: Company Directors

 Legal Relationship between Director and Company

 Directors Trustees or Agents

 Directors as Agents

 Directors as Trustees

 Person Eligible to become Director – Section 175

Week 14: Ineligibility of Person to become Director

 Powers of Directors

 Procedure of Election of Director

 Chief Executive

Week 15: Winding Up of Companies

 Compulsory Winding by the Court

 Powers of the Court on Hearing Petition

 Voluntary Winding Up

 Declaration of Solvency

 Appointment of Liquidator

 Creditors Voluntary Winding up

 Winding up subject to Supervision of Court

Week 16: Modarba Companies and Modarbas

 Definitions

 Registration of Modarba Companies

 Types of Modarba

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

Recommended Books:

1. COMPANIES ORDINANCE 1984.
2. COMPANY LAW & PRACTICE IN PAKISTAN Latest Edition

 Dr. Khawaja Ahmad Saeed. IBA Lahore Pakistan.

### Course Name : Cost Accounting

Course Code : A&F 305

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

Course Objectives:

 This course of cost Accounting deals with planning and controlling. The planning function is essentially a decision making process and controlling deals with management task of organization. The connecting link between the originating planning function and the terminating control function is the cost accounting information system, rightly termed as a tool of management that permits effective communication, continuous feedback, responsibility accounting and managerial flexibility. This course will help the students to perform well and succeed at any level of management in both problem identification and problem solving.

Week 1:

Week 2: Job order Costing

Week 3:

Week 4: Process Costing

Week 5: By Product and Joint Product

Week 6:

Week 7:

Week 8:

Week 9: FOH Costing

Week 10:

Week 11:

Week 12:

Week 13: IN 7th Semester

Week 14: In 8th Semester

Week 15: In 8th Semester

Week 16:

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

**Recommended Books:**

1. COST ACCOUNTING by HrngrenUsry, Hilton (14th edition)
2. COST ACCOUNTING by Ralphs. Polimeni, Frnk J. Favozz and Arthur H. Adelberg.

### Course Name : Financial Statements Analysis

Course Code : A&F 411

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

This course is designed to prepare the students to interpret and analyze financial statements effectively. This course explores in greater depth financial reporting topics introduced in the core course in financial accounting and also examines additional topics not covered in that course.

This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.

1. Introduction to Financial Statements and Other Financial Reporting Topics.

2. Balance Sheet.

3. Income Statement.

4. Basics of Analysis.

5. Liquidity of Short-Term Assets; Related Debt-Paying Ability.

6. Ratio Analysis

7. Horizontal & Vertical Analysis.

8. Statement of Cash Flows.

9. Summary Analysis. Nike, Inc.

10. Expanded Analysis.

11. Special Industries: Banks, Utilities, Oil and Gas, Transportation, Insurance, and Real Estate Companies.

Recommended Book:

Financial Reporting and Analysis, 13th Edition 2011, by Charles H. Gibson

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Taxation

Course Code : A&F 302

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

To familiarize the students with the Income and Sales Tax Laws in Pakistan.

To introduce to students the important elements and aspects of tax system and authorities and their limits.

To equip the students with necessary skills to deal with the situations concerning the field of taxation.

1. Introduction.
	1. Nature and Importance of Tax.
	2. Objectives of Taxation.
	3. Definitions.
		1. Agricultural Income.
		2. Assessee.
		3. Assessment Year.
		4. Business.
		5. Capital Asset.
		6. Company.
		7. Dividend.
		8. Income Year.
		9. Income.
		10. Person.
		11. Principal Officer.
		12. Registered Firm.
		13. Return of Total Income.
		14. Resident/Non-resident.
		15. Total Income.
		16. Total World Income.
2. Income Exempt from Tax.
	1. Income Exempt from Tax and not to be included in Total Income.
	2. Income Exempt from Tax but included in Total Income.
3. Salary.
	1. Definition.
	2. Features of Salary Income.
	3. Scope of Salary Income.
	4. Taxation of Perquisites.
	5. Provident Fund: Types and Treatment.
	6. Computation of Salary Income.
	7. Calculation of Gross Tax Payable.
	8. Calculation of Tax Payable.
	9. Relief and Allowances.
		1. Donations for Charitable Purposes.
		2. Legal Expenditure.
		3. Investment Allowances.
		4. Benevolent Fund Contribution.
		5. Group Insurance Contribution.
		6. Cases of Marginal Relief.
4. Interest on Securities.
	1. Definition.
	2. Conditions for Taxability of Interest.
	3. Scope of Interest on Securities.
	4. Allowable Deductions.
	5. Tax Free Securities.
	6. Bond Washing Transactions.
	7. Grossing Up of Income from Interest on Securities.
5. Income from Property.
	1. Definition.
	2. Scope of Income from House Property.
	3. Annual Letting Value.
	4. Allowable Deductions.
	5. Liability in Case of Co-owners.
	6. Property Exempt from Tax.
	7. Taxation of Un-adjustable Advance or Pugree Received by Owner.
	8. Taxation of Pugree Received by Tenant.
6. Income from Business, Profession.
	1. Taxability of Business and Profession.
	2. Scope of Business and Profession.
	3. Allowable Deductions.
	4. Inadmissible Expenses.
	5. Deduction of Head Office Expenditure in the Case of Non-residents.
7. Depreciation.
	1. Conditions for Allowability of Depreciation.
	2. Kinds of Depreciation Allowance.
8. Capital Gains.
	1. Definition.
	2. Computation.
	3. Determination of Cost of Acquisition.
	4. Exemption of Capital Gains.
9. Income from Other Sources.
	1. Income Charged under this Head.
	2. Allowable Deductions.
10. Registration of Firms.
	1. Grant of Registration.
	2. Cancellation of Registration.
	3. Grounds for Refusal of Registration.
	4. Privileges of Registered Firm.
	5. Assessment of Firms and Partners.
11. Assessment Procedure.
	1. Cycle of Assessment.
	2. Legal Provisions regarding Filing of Return of Income.
	3. Assessment and Its Types.
	4. Limitations on Assessment.
	5. Payment of Tax.
	6. Recovery of Tax.
	7. Refund of Tax.
12. Set-off and Carry Forward of Losses.
	1. Loss from Source of Income.
	2. Set off Losses.
	3. Carry Forward of Losses.
13. Income Tax Authorities.
	1. Central Board of Revenue (CBR).
	2. Director General of Inspection.
	3. Regional Commissioner of Income Tax.
	4. Director General of Investigation and Intelligence.
	5. Commissioner Headquarters (Commissioner Survey).
	6. Commissioner of Income Tax.
	7. Inspecting Additional Commissioner.
	8. Inspector of Income Tax.
	9. Income Tax Officer.
	10. Tax Recovery Officer.
14. Appeals and Revision.
	1. Appeal before Income Tax Authorities.
	2. Appeal to the Appellate Additional Commissioner.
	3. Appeals to High Court and Supreme Court.
15. Assessment of Individuals.

Computation of the following for the individuals:

* 1. Total Income (earned from any source of income).
	2. Taxable Income (on the basis of the above), and
	3. Tax Payable.

Prescribed Books:

1. Income Tax Principles and Practice Tax Year 2014-15 Muhammad Muazzam Mughal
2. Income Tax Ordinance, 2001. Government of Pakistan.

Suggested Reading:

1. Income Tax Law: Dr. KhawajaAmjadSaeed.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Money and Banking

Course Code : A&F 306

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**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.

1. Money.

i) Definition, origin and functions of money.

ii) Qualities of a good money system.

iii) Importance of money.

iv) Paper money.

a) Kinds of paper money.

b) Its advantages and disadvantages.

v) Value of money.

vi) Monetary Policy.

vii) Effects of changes in value of money.

viii) Inflations, its causes and remedies.

ix) Deflation.

x) Reflation.

xi) Devaluation.

2. Bank.

i) Definition of Bank.

ii) Origin and scope of banking.

iii) Test of efficiency of a good bank.

iv) Classification of banks on the basis of their functions and constitution.

v) Importance of bank for the development of a country.

3. Credit and Credit Instruments.

i) Definition of Credit.

ii) Uses and abuses of Credit.

iii) Importance of Credit.

iv) Difference between negotiable and non-negotiable instruments.

v) Characteristics of negotiability.

vi) Credit Instruments.

a) Cheque.

b) Bill of Exchange.

c) Promissory Note.

d) Bank Draft.

e) Travelers Cheque.

f) Letter of Credit.

vii) The Concept of Plastic Money.

a) Credit Cards.

b) Telephonic transfer of Money.

c) Electronic transfer of Money.

4. Commercial Banks.

i) Definition, Importance and Functions of Commercial Banks.

ii) Principles of Commercial Banking.

a) Liquidity.

b) Efficiency.

c) Economy.

d) Publicity.

iii) Credit Creation and its Limitations.

iv) The Principal Features of Different Bank Accounts.

a) Fixed Account.

b) Current Account.

c) PLS Saving Account.

d) PLS Fixed Term Account.

v) Rights and Duties of a Bank Customer and a Banker.

vi) Reasons for DishonouringCheques.

vii) Kinds and Importance of Crossing and Endorsing Cheques.

viii) Types of Bank Advances.

a) Cash.

b) Credit.

c) Fixed Loans.

d) Overdraft.

ix) Principles of Bank Advances.

x) Securities and Kinds of Securities.

a) Banker’s Lien.

b) Pledge.

c) Mortgage.

d) Hypothecation.

5. Central Bank (with special reference to Pakistan).

i) The nature, principles, constitution and objectives of Central Bank.

ii) Importance of Central Bank for an economy likes Pakistan.

iii) Main functions of a Central Bank.

iv) Methods of Credit Control.

v) State Bank of Pakistan.

a) Its Primary and Secondary Functions.

b) Its Role in the Economic Development of the Country.

6. Simple Foreign Exchange Transactions.

i) Meaning of Foreign Exchange.

ii) Foreign Exchange Transactions.

iii) Factors Influencing Foreign Exchange.

iv) Methods of International Payments.

v) Exchange Control.

vi) Forms of Exchange Control.

vii) Forward Foreign Exchange.

viii) Letter of Credit.

ix) Import Letter of Credit.

x) Export Letter of Credit.

xi) Why Banks Handle Letter of Credit?

xii) Advantages of Letter of Credit.

7. Export and Import Transactions.

i) Commodity Barter.

ii) Import License.

iii) Cash Transactions.

iv) Methods of Making Payments.

v) Export Transactions.

vi) Problems of the Exporter.

vii) The Channels of Export Trade.

viii) Financing of Exports.

ix) Handling of Import and Export Documents.

Text Books:

1. Money, Banking & Credit (2012), Prof. M. SaeedNasir.

2. Islamic Finance: Justice TaqiUsmani.

Suggested Readings:

1. Money Banking & International Trade: R.R. Paul.

2. Modern Money & Banking: Roger Leroy Miller, Robert W. Pulsinelli.

3. Banking Currency & Finance: M. Irshad.

4. International Banking Management: Syed Agha IjazHussain.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Accounting Information Systems

Course Code : A&F 404

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

1. A Model for Processing Accounting Information.
2. Managerial Accounting Systems.
3. Systems Concepts and Accounting.
4. Systems Tools.
5. Internal Control Structure.
6. System Controls.
7. Data Security and Integrity.
8. Accounting Transaction Cycles.
9. Revenue Cycle Applications.
10. Expenditure Cycle Application.
11. Conversion Cycle Applications.
12. Financial Cycle Applications.

Prescribed Book:

1. Accounting Information Systems (13th Edition) Jan 19, 2014 by Marshall B. Romney and Paul J. Steinbart
2. Bookholdt,J.L. (1996)..Accounting Information Systems (4TH Edition): IRWIN.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Capital Markets in Pakistan

Course Code : A&F 410

Credit Hours : 03

Total Week : 16

Total Hours : 48

**Course Objectives:**

 Finance is the life blood for business. It is necessary for the growth, development and expansion of trade, commerce and industry. The entire financial mechanism is regulated by financial institutions and capital markets. The course has been designed to enable the students to explore the scope, importance and involvement of financial institutions and markets in the current day business.

 Week 1: The Field of Finance

 The role of the finance Manager

 The basic financial goals of the firm

Week 2: The Financial System

 Surplus Economic Units

 Deficit Economic Units

 Securities/ Financial Assets

Week 3: The Major Economic Systems

 Capitalism

 Communism

 The Islamic Economic System

Week 4: Financial Intermediaries

 Investment Bankers

 Brokers

 Dealers

Week 5: Financial Markets

 The Primary Market

 The Secondary Market

 The Money Market

Week 6: The Capital Market

 Security Exchanges

 The Over- The- Counter (OTC) Market

 Market Efficiency

Week 7: Securities in the financial market place

 Securities in the money market

 Treasury bills

 Commercial paper

 Euro Dollars

 Bankers’ acceptance

Week 8: Securities in the capital market

 Bonds

 Bond terminologies and types

 Treasury notes and bonds

 Municipal bonds

Week 9: Corporate bonds

 Corporate stock

 Common stock

 Preferred stock

Week 10: Financial Institutions

 Financial intermediation

 Denomination Matching

 Absorbing credit risk

Week 11: Types of Financial institutions

 Commercial Bank

 Importance of Commercial Banks

 Functions of Commercial Banks

Week 12: Central Bank

 Functions of Central Bank

 Credit control

Week 13: State Bank of Pakistan

 Constitution

 Function of State Bank

 Principles of Note Issue

Week 14: Specialized Financial Institution in Pakistan

 Pakistan industrial credit and Investment Corporation

 Small business Finance Corporation

 Industrial development Bank of Pakistan

 Investment Corporation of Pakistan

 National investment trust

Week 15: International Financial Institutions

 International Monetary funds

 International Bank for reconstruction and development/ -

 World Bank

 International Finance Corporation

Week 16: Presentation, Quiz competition and examination

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

Recommended Books

1. FINANCIAL MARKETS, INSTITUTIONS AND MONEY--- Fredericl-S-Mishken (7th Edition), Jan. 13, 2011. Harper Collins Publisher, New York.
2. MONEY AND BANKING IN PAKISTAN, S.A.Meenai, Oxford University Press Karachi. (Latest Edition).
3. Abbasi. M. B. (1994). Capital Markets in Pakistan. Pakistan: National Development Finance Corporation.
4. PRINCIPLES OF MONEY, BANKING AND FINANCIAL INSTITUTIONS Lawrence-S-Ritter and Willion-L-Silber (8th Edition) Harper Collins Publishers, New York.

### Course Name : Auditing

Course Code : A&F 304

Credit Hours : 03

Total Week : 16

Total Hours : 48

1. Principles of Auditing.
	1. Definition of Audit.
	2. Auditing differentiated from Accounting.
	3. Qualities required of an Auditor.
	4. Objects of an Audit.
	5. Responsibility of an Auditor in connection with detection of error & fraud.
2. Auditing Procedure.
	1. The operation of Audit/ Techniques of Audit.
	2. Procedures affecting Audit.
	3. Scope of Audit.
	4. Types/Conduct of Audit.
	5. Audit engagement letters.
	6. Audit planning.
	7. Audit evidence.
	8. Commencement of a new audit.
	9. Audit program.
	10. Test checking.
	11. Audit notebook.
	12. Working papers.
	13. Records of progress of audit.
3. Internal Control.
	1. Definition.
	2. Difference among internal check, internal audit and internal control.
	3. Internal Audit.
	4. Difference between internal audit and external audit.
	5. Principles of Internal Control.
	6. Review and reliance of Internal Control by the Auditor.
	7. Systems of Internal Control.
	8. Use of Statistical Records.
	9. Methods of evaluating Internal Control.
	10. Management Letter.
4. Vouching.
	1. Definition of Voucher.
	2. Routine Checking.
	3. Definition of Vouching.
	4. Extent of Vouching.
	5. Procedure of Vouching.
	6. Technique of Vouching.
	7. Cut-off Procedure.
	8. Audit Sampling.
	9. Selection of Sample.
	10. Evaluation of Sample Results.
	11. Conclusions.
	12. Depth Test.
	13. Vouching of Cash Book – Receipt Side.
	14. Vouching of Cash Book – Payment Side.
	15. Vouching of Petty Cash Book.
	16. Vouching of Purchase Book.
	17. Vouching of Sales Book.
	18. Vouching of Purchase Return Book.
	19. Vouching of Sales Return Book.
	20. Vouching of Bills Receivable Book.
	21. Vouching of Bills Payable Book.
	22. Vouching of Journal.
	23. Audit of Purchase Ledger.
	24. Audit of Sales Ledger.
	25. Audit of General Ledger.
	26. Audit of Bank Statements.
5. Verification – General.
	1. Need for Verification.
	2. Six-point technique for verification.
	3. Verification of Assets not in possession of clients.
	4. Events occurring after the date of Balance Sheet.
	5. Representation Letter.
	6. Analytical Procedures.
	7. Quality of Audit Work.
6. Verification – Liabilities.
	1. Capital.
	2. Reserves.
	3. Deferred Taxation.
	4. Debentures.
	5. Loans.
	6. Unclaimed Dividends.
	7. Liabilities.
	8. Un-expired Discounts.
	9. Contingent Liabilities.
	10. Liability Certificate.
	11. Depreciation – Auditor’s duties in regard thereto.
7. Verification – Assets.
	1. Balance Sheet Audit.
	2. Fixed Assets.
	3. Preliminary Expenses.
	4. Commission on Shares and Debentures.
	5. Underwriting Commission.
	6. Stores and Spare Parts.
	7. Loose Tools.
	8. Live Stock.
	9. Stocks (Inventories).
	10. Bills of Exchange.
	11. Book Debts.
	12. Advances.
	13. Investments.
	14. Cash and Other Balances.
	15. Deferred Revenue Expenditure.
	16. Contingent Assets.
	17. Stock Certificate.
8. Verification – Revenue Account.
	1. Scrutiny of Trading Account.
	2. Scrutiny of Profit and Loss Account.
	3. Scrutiny of Profit and Loss Appropriation Account.
9. Auditor’s Report.
	1. Certification of Statutory Report.
	2. Report for insertion in Prospectus.
	3. Annual Audit.
	4. Submission of Auditor’s Report to Shareholders.
	5. Auditor’s report to the Members.
	6. Auditor’s report: Forms of Qualification.
	7. Audit conclusion and reporting.
	8. Report on the affairs of a company in support of a director’s declaration of the company’s insolvency.
10. Divisible Profits.
	1. Importance of proper ascertainment of profits.
	2. The concepts of the profit.
	3. Difficulties in the determination of profits.
	4. Consequences of incorrect determination of profit.
	5. Legal Provisions.
	6. Concept of Divisible Profit.
	7. Declaration of dividend.
	8. Payment of Dividend.
	9. Payment of Interim Dividend.
	10. Appropriation of Retained Profits.
	11. Revaluation of Fixed Assets and the Auditor.
	12. Secret Reserve and Auditor.
	13. Sinking Fund.
11. Investigation.
	1. Definition.
	2. Distinction from Audit.
	3. Objects.
	4. Procedure under Companies Ordinance 1984.
12. Computer Audit.
	1. Objectives.
	2. Audit Process.
	3. Internal Control.

Prescribed Books:

1. Auditing: Dr. KhawajaAmjadSaeed.
2. Auditing: Millichamp, ELBS.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Advanced Financial Accounting

Course Code : A&F 402

Credit Hours : 03

Total Week : 16

Total Hours : 48

**Course Objective:**

 This course is built upon the Financial Accounting Course in the sense that it provides advanced treatment of basic techniques learned in the first course of Financial Accounting. It mainly focuses upon the company accounts and their understanding in the context of the IAS and companies ordinance 1984.

Week 1 Accounting for companies

 The Company

 Types of Company

 Formation of a Public Limited Co,

 Classes of Shares

 Ordinary Shares

 Preference Shares

 Issuance of Shares

 Market Value of Shares

 Share Capital and Share Premium

Week 02 Accounting for Issuance of shares

 Company final Accounts

 Preparing Final Accounts

Week 3 &4 Profit & Loss Account

 Appropriation Account

 Balance Sheet

 Published Annual Reports

 Company final Accounts

 Alteration of Capital

Week 05 Bonus Shares

 Right Issue

 Stock Splits

Week 06 Accounting for Dividends

 Accounting for Bonds and Debentures

Week 07 Issuance of Bonds and Debentures

 Redeemable Capital

Week 8 &9

 Preparation and Interpretation of Cash Flow

 Important IAS and FRS

 Inventories IAS-2

 Revenue recognition

Week 10 & 11

 Research and Development

 Intangible Assets

 Revaluation of Assets

 Impairment of Assets

 Post balance sheet events

 Analysis of Financial Statements

Week 12 & 13

 Ratios

 Trend analysis

 Common size analysis

Week 14 & 15

 Accounting for consolidated statements.

Week 16 Accounting for Partnerships

TEXT/REFERENCES BOOKS:

1. By Williams, Haka, Bettner: Financial & Managerial Accounting, Jan. 7, 2014. Edition 17th, Publisher Prentice Hall.

2. Professor Muhammad Ammanullah Khan: Financial Accounting, Latest Edition

3. Frank wood, Business Accounting –II, (Latest Edition)

4. Miegs and Meigs, Accounting for Business Decision, 12th/Latest Edition

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Corporate Finance

Course Code : A&F 408

Credit hours : 03

Total Weeks : 16

Total hours : 48

**Course Objectives:**

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

Week 1: Introduction to Corporate Finance.

 The Financial Manager.

 Functions of the Financial Manager.

  Week 2: Financial Management Decisions.

 Investment Decisions.

 Indirect Investments

 Direct Investments

 Dividend Policy's Decisions.

 Week 3: Forms of Business Organization.

 Sole Proprietorship,

 Partnership,

 Corporation.

Week 4: Goals of Corporate Finance,

 Possible Goals, General Goals.

 The Agency Problem & Agency Cost

 Agency Relationship.

 Control of Corporation

 Financial Market Review

Week 5: Time Value of Money

 Future Value and Compounding

 Investing for a Single Period

 Investing for More Than One Period

 Present Value and Discounting

 Week 6: Present Value of a Single Period

 Present values for Multiple Periods

 Present versus Future Value

 Determining the Discount Rate

 Finding the Number of Periods

 Week 7: Interest Rates and Bond Valuation

 Bonds and Their Valuation

 Bonds Prices,

 Values and Yields

 Interest Rate Risk

Week 8: Bond Features

 The Indenture, Terms of a Bond

 Security, The Call Provision

 Sinking Fund, Call Premium

 Deferred Call, Call Protected

 Bonds Ratings

Week 9: Stock Valuation

Common Stock Valuation

 Zero Growth Stock

 Constant Growth Stock

 Super Normal Growth Stock

 Common Stock Cash Flow

 Components of Required Return

Week 10: Features of Common Stock

 Features of Preferred Stock

 The Stock Markets

 Dealers, Brokers and Functions

 Market Reporting

Week 11: Capital Budgeting

 The Net Present Value Idea and Estimation

 The Payback Rule

 Analyzing and Redeeming Qualities of the Rule

Week 12: The Discounted Payback

 The Average Accounting Return

 The Internal Rate of Return

 The Profitability Index

Week 13: Financial Leverage And Capital Structure Policy

 The Capital Structure

 Firm Value and Stock Value

 The Effect of Financial Leverage

 Earnings Per Share Versus EBIT

Week 14: Capital Structure and the Cost of Equity Capital

 The Bankruptcy Costs

 Direct Bankruptcy Costs

 Indirect Bankruptcy Costs

 Optimal capital structure

Week 15: Dividends and Dividend Policy

 Cash Dividend and Dividend Payments

 Stock Dividend Payments

 Real World Factors Favoring a Low Payout and High Payout

 A Resolution of Real World Factors

 Week 16: Establishing a Dividend Policy

 Residual Dividend Approach

 Irrelevance of Dividend Factor

 Bird in Hand Theory of Dividend

 Stock Repurchases

 Stock Sock Split

Recommended Books

1. Fundamentals of Corporate Finance, Pay Ross, Westerfield, Jordan, 10th Edition, Jan. 18, 2012.

2. FOUNDATION OF FINANCIAL MANAGEMENT-- Stanley-B-Block, Geozzrey A. Hirt, (7th Edition) (1996) Richard-D-Irwin Inc.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Islamic Banking

Course Code : A&F 414

Course Hours : 03

Total Weeks : 16

Total Hours : 48

**Course objectives:**

The course has been designed to introduce the students with the nature and operations of Islamic Banking. It includes at the outset and interpretation and analysis of the true meaning and nature of Riba, usury and interest; and an attempt has been made o examine the practicability, viability and possible constraints of interest free banking. The contours and profile of interest free banking within the framework of Islamic Economic System have been discussed. Unbiased conclusions have been drawn and recommendations submitted for enhancing the operational effectiveness of Islamic Banking System.

Week 1: A Brief Overview of Economic Systems

 Capitalism

 Communism

 Islamic Economic System

Week 2: The Islamic Economic System

 Factors of Production in Islam

 The Objectives of the Distribution of Wealth in Islam

Week 3: Riba, Usury, Interest

 Introduction

 Historical Background

 Nature & Meaning

Week 4: Prohibition of Riba

 Riba in the Quran

 Riba in Headith

 Riba in Fiqha

Week 5: Rationale of Prohibition of Riba

 Arguments in Favor of Interest

 Arguments against Interest

 Analysis of the Arguments in Favor of & Against Interest

Week 6: Interest free Banking System

 Objections

 Reservations

 Evaluation of the Objections & Reservations

Week 7: Islamic Banking

 Philosophy, Development

 Areas of Operations

 None Fund Based Transactions

 Investment Activities

 Social Activities

 Financing under Profit and Loss Sharing System

 Potential of Islamic Banks

Week 8: Islamic Modes of Financing

 Musharakah

 Definition of Musharakah

 The Basic Rules of Musharakah

 The Management of Musharakah

 Basic Rules of Distribution of Profit and Loss

Week 9: Powers and Rights of Partners and Musharakah

 Termination of Musharakah

 Termination of Musharakah without Closing the Business

 Distinction between Interest Based Financing and Musharakah

Week 10: Mudarabah

 Definition

 Types of Mudarabah

 Difference between Mudarabah and Musharakah

 Investment

 Mudarabah Expenses

 Distribution of Profit and Loss

 Roles of Mudarib

 Termination of Mudarabah

Week 11: Diminishing Musharakah

 Meaning and Concept

 Uses of Diminishing Musharakah

Week 12: Murabaha

 Definition

 Difference between Murabaha and Sale

 Issues in Murabaha

 Basic Mistakes in Murabaha Financing

 Bai’ Muajjal

Week 13: Salam and Istisna

 Salam

 Purpose of Use

 Conditions of Salam

 Parallel Salam

 Istisna

 Concept of Istisna

 Difference between Istisna and Salam

 Istisna as a Mode of Financing

Week 14: Ijarah (Leasing)

 Basic Rules

 Lease as a Mode of financing

 Difference between Murabaha and Leasing

 Expenses Consequent to Ownership

 Lessee as Ameen

 IjarahWaIqtina

Week 15: Applications of Islamic Financing

 Project Financing

 Working Capital Financing

 Import Financing

 Export Financing

Week 16: Islamic Investment

 Securitization

 Securitization of Musharakah

 Securitization of Murabaha

 Securitization of Ijarah

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

Recommended Books

1. ISLAMIC BANKING -- Shahid Hassan Siddiqui, Publisher, Royal Book Company Karachi. (Latest Edition).

2. AN INTRODUCTION TO ISLAMIC FINANCE -- Muhammad TaqiUsmani, IdaratualMarrif Karachi. (1999).

3. ISLAMIC BANKING --- Dr. Muhammad Imran Ashraf Usmani

 Published --- DarulIshaat Karachi Edition (2002).

### Course Name : Accounting Theory

Course Code : A&F 401

Course Hours : 03

Total Weeks : 16

Total Hours : 48

1. The history and development of accounting theory

2. The nature and uses of accounting

3. The traditional approaches to the formulation of accounting theory

4. The regulatory approach to the formulation of accounting theory

5. The events, behavioural, and human information processing approaches

6. The predictive and positive approaches to the formulation of an accounting theory

7. A conceptual framework of financial accounting and reporting

8. The structure of accounting theory

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

Recommended Text:

1. Belkaoui, A. R. (2008), Accounting Theory, Harcourt, Brace and Company, Australia.

### Course Name : Accounting for Specialized Concerns

Course Code : A&F 405

Course Hours : 03

Total Weeks : 16

Total Hours : 48

1. Branch Accounting.

i) Need for Branch Accounting

ii) Difference between Branch and Departmental Accounts.

iii) Types of Branch.

a) Home Branches.

A. Dependent Branches.

1- Dependent Branches - Types.

i) Service Branches.

ii) Retail Selling Branches.

2- Dependent Branches – Accounting Arrangements.

i) Debtor System.

ii) Stock and Debtor System.

a) Sale of Goods Above/Below Invoice Price.

iii) Final Accounts System.

a) Wholesale and Retail Profit at Branch.

B. Independent Branch.

1- Definition.

2- Accounting System.

3- Treatment of some Special Items.

i) Goods-in-Transit.

ii) Cash-in-Transit.

iii) Head Offices Expenses Chargeable to Branch.

iv) Depreciation on Branch Fixed Assets.

v) Inter-Branch Transfers.

vi) Incorporation of Branch Trial Balance in the Head Office Books.

vii) Incorporation of Profit and Loss.

iii) Incorporation of Branch Assets and Liabilities.

iv) Closing the Books of Account of the Branch.

b) Foreign Branches --- (Theoretical Description Only)

2. Departmental Accounts.

i) Advantages of Departmental Accounting.

ii) Methods of Departmental Accounts.

a) Where Separate Set of Books are Kept for Each Department.

b) Where Accounts of All Departments are Kept Together in Col. Books.

iii) Allocation of Departmental Expenses.

iv) Technique of Departmental Accounts.

v) Columnar Purchase and Sales Books etc; (Manual System).

vi) Computerized System.

vii) Distinction between Departmental and Branch Accounts.

viii) Inter-Departmental Transfer.

ix) Cost-based Transfer Price.

x) Market-base Transfer Price.

xi) Dual Pricing.

xii) Accounting Arrangement.

3. Royalty Accounts.

i) Minimum Rent/Dead Rent.

ii) Short-workings/Redeemable Dead Rent.

iii) Excess Workings/Surplus.

iv) Ground Rent/Surface Rent.

v) Recoupment of Short-workings.

vi) Creation of Provision Against Short-Workings.

vii) Purpose of Fixing Minimum Rent.

viii) How does Minimum Rent and Short-workings Arise?

ix) Strike and Lockout etc.

x) Accounting Entries in the Book of User [Lessee/Licencee/Publisher].

xi) Accounting Entries in the Books of Landlord [Lessor/Authors].

xii) Sub-lease.

xiii) Accounting Arrangements.

4. Hire Purchase Accounts.

i) Nature of Hire Purchase Agreement.

ii) Legal Position.

iii) Accounting Arrangements of Hire Purchase Transaction.

iv) Books of the Hire Purchaser.

v) Books of the Hire Vendor.

vi) Ascertainment of Total Cash Price.

vii) Ascertainment of Interest.

viii) Repossession.

ix) Hire Purchase Arrangement for Goods of Small Value.

x) Installment Payment System.

5. Insolvency Accounts.

i) When a Person can be Declared Insolvent?

ii) Accounting Procedures for Insolvency.

iii) Deficiency Account.

iv) Insolvency of a Partnership Firm.

Recommended Text:

1. Mukherjee A and Hanif M, (2008), Modern Accountancy, New Dehli, Tata McGraw-Hill Publishing Company Limited

Additional Readings:

1. Baker,RE, Lembke,VC and King, TE (1996) Advanced Financial Accounting (3rd Edition), New York: McGraw Hill

1. Shukla,MC and Grewal,TS (1992) Advanced Accounts (12th Revised Edition) New DehliSChand and Comapany

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Investment Management

Course Code : A&F 413

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

 This course is designed to provide a good understanding of the field of investment, while stimulating interest in the subject. This understanding is quite valuable because students must make various investment decisions during our lifetimes. The basic purpose of this course is to enhance the knowledge of students regarding understanding investment opportunities, making good investment decisions and recognizing where investment problems and controversies arise and knowing how to deal with them.

Week 1: Introduction

 The Nature and Meaning of Investments

 Financial in Economic Concept of Investment

 Characteristics of Investment

Week 2: Objectives of Investment

 Investment Vs Speculation

 Investment Vs Gambling

Week 3: Types of Investors

 Individual and Institutional Investors

 Investment Avenues

Week 4: Introduction to Portfolio Management

 Phases of Portfolio Management

 Security Analysis

 Portfolio Analysis

 Portfolio Selection

Week 5: Portfolio Revision

 Portfolio Evaluation

 Evolution of Portfolio Management

 Historical Facts

Week 6: Phases of Evolution

 Speculative Phase

 Phase of Professionalism

 Scientific Phase

 Role of Portfolio Management

Week 7: Investment and Risk

 Meaning of Risk

 Elements of Risk

 Systematic Risk

 Interest Rate Risk

 Market Risk

 Purchasing Power Risk

Week 8: Unsystematic Risk

 Business Risk

 Financial Risk

Week 9: Fundamental Analysis

 The Concept of Fundamental Analysis

 Economy – Industry – Company Analysis Frame Work

Week 10: Economy Analysis

 Growth Rates of National Income

 Interest Rates

 Government Revenue, Expenditure and Deficit

 Exchange Rates

 Infrastructure

 Economic and Political Stability

 Economic Forecasting

Week 11: Industry and Company Analysis

 Industry Analysis

 Industry Life Cycle

 Stages of Industry Analysis

Week 12: Industry Characteristics

 Demand Supply Gap

 Competitive Conditions in the Industry

 Performance Labour Condition

 Attitude of Government

 Supply of Raw Materials

 Cost Structure

Week 13: Company Analysis

 The Concept of Company Analysis

 Financial Statement

 Analysis and Interpretation of Financial Statements

Week 14: Stock Exchange

 Definition

 Functions

 Advantages and Disadvantages

Week 15: Procedure of dealings on Stock Exchange

 Broker

 Order

 Contract

 Communication

 Settlement

Week 16: Buyer and Sellers of Securities

 Types of Speculators

 Causes of Fluctuation in Security Prices

 Types of Orders

 Pakistan’s Stock Market

Recommended Books

1. INVESTMENT: ANALYSIS AND MANAGEMENT by Charles P.Jones, 12th Edition, published by Jon Wiley and Sons Dec. 17, 2012.

2. SUCCESS IN INVESTMENT By R.G Winfield and S.J Curry, published by John Murrry Publishers Ltd.

3. INVESTORS GUIDE, published By Karachi Stock Exchange in 2004 and also available on Web Site www.kse.com.pk.

4. PORTFOLIO MANAGEMENT, S. Kevin, Latest Edition, Prentice Hall of India Pvt. New Delhi

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Cost Management

Course Code : A&F 403

Credit Hours : 03

Total Week : 16

Total Hours : 48

1. Budgeting: Profits, Sales, Costs, and Expenses; Human Behavior
	1. Profit Planning.
	2. Principles of Budgeting.
	3. The Complete Periodic Budget.
	4. Computerized Budgeting.
2. Budgeting: Expenditure and Cash; Non Manufacturing Businesses and Non Profit Organizations
	1. Capital Expenditure Budget.
	2. Research & Development Budget.
	3. Cash Budget.
	4. Projected or Forecast Income Statement
	5. Projected or Forecast Balance Sheet
	6. Financial Forecast for Eternal Users
	7. Planning and Budgeting for Non Manufacturing Business and Non Profit Organizations.
	8. Zero Base Budgeting.
	9. PERT and PERT/Cost – Systems for Planning and Control
	10. Probabilistic Budgets
3. Budgeting: The Flexible Budget; Cost Behavior Analysis; Statistical Correlation Analysis
	1. The Flexible Budget.
	2. Capacity and Volume
	3. Analysis of Cost Behavior
	4. Determining the Fixed and Variable Elements of a Semi variable Expense
	5. Preparing the Flexible Budget through Electronic Data Processing and Step Charts
	6. Flexible Budget for a Service Department
	7. Flexible Marketing and Administrative Budgets
4. Standard Costing: Setting of Standards and Analysis of Variances
	1. Purposes of Standard Cost
	2. Comparisons of Budgets and Standards
	3. Setting Standards
	4. Material Cost Standards
	5. Labor Cost Standards
	6. FOH Cost Standards (using two, three & four variance method)
	7. Mixed and Yield Variances
	8. Managerial Usefulness of Variance Analysis
5. Standard Costing: Accumulating and Evaluating Costs and Variances
	1. Standard Costing Methods
	2. Standard Cost Accounting Procedures for Materials
	3. Standard Cost Accounting Procedures for Labor
	4. Standard Cost Accounting Procedures for FOH
	5. Standard Cost Accounting Procedures for Completed Products
	6. Journal Entries for Mix and Yield Variances
	7. Responsibility and Control of Variances
	8. Disposition of Variances
	9. Revision of Standard Costs

**Recommended Text:**

1. Cost Accounting: Planning and Control, 9th edition, South Western Publishing Company.

**Additional Readings:**

1. Cost Accounting: A Managerial Emphasis (8th Edition). New Jersey. Prentice-Hall.

### Course Name : Computerized Accounting

Course Code :

Credit Hours : 03

Total Week : 16

Total Hours : 48

**Week 1:**

A Model for Processing Accounting Information

* Introduction
* Organizations
* Events affecting an organization
* Human and computer resources

**Week 2:**

Accounting Methods and Objectives

* Scope of the system and nature of the events
* The accounting process
* Technology and accounting information system
* Resources for studying accounting information system

**Week 3:**

Responsibility Accounting System

* Information flows
* Top – down information flow
* Organization structure
* Policy statements
* Performance goals

**Week 4:**

Bottom – Up Information Flow

* Responsibility centers
* Cost profit and investment centers
* Performance reports

**Week 5:**

Data Accumulation

* Responsibility codes
* Account codes
* Budget codes
* Financial reporting and responsibility accounting

**Week 6:**

Systems Concepts and Accounting

* System theory
* Accounting Information System
* Accounting as a sub-system
* The system approach

**Week 7:**

System Tools

* Flow charting
* Other systems documentation
* Project Management tools
* Interviews

**Week 8:**

Accounting Transaction Cycle

* Economic Events
* The cycle of business activities
* Economic events and accounting transactions
* Transaction cycles
* Cycles and applications

**Week 9:**

Revenue Cycle Applications

* Documents, records ad reports
* Transaction processing
1. Manual Process
2. Computerized processes

**Week 10:**

Expenditure Cycle Application

* + Expenditure cycle transactions and documents
	+ Expenditure cycle reports
	+ Expenditure cycle accounting records
	+ Transactions processing

(a) Manual processes

 (b) Computerized processes

**Week 11:**

Conversion Cycle Application

* + Inventory systems
	+ Transactions and documents
	+ Reports
	+ Records
	+ Transaction processing

**Week 12:**

Cost Accounting System

* Transaction and documents
* Cost accounting systems reports
* Cost accounting system records

**Week 13:**

Payroll System

* Payroll transaction and documents
* Payroll reports
* Payroll systems records
* Payroll transaction processing

**Week 14:**

Non Accounting Application

* Production scheduling system
* MRP system
* JIT system

**Week 15:**

Financial Cycle Application

* Debt and equity capital
* Capital transactions
* Accounting transactions for debt and equity capital
* Controls for debt and equity transactions

**Week 16:**

Property Systems

* Property documents, reports and records
* Property transaction processing
* The journal entry and financial reporting systems
* Recording depreciation
* Application control
* Responsibility accounting

**Text Books**

1. Accounting Information Systems by J.L. Boockholdt and David H.L Publisher Irwin Homewood Bostan USA

Reference Books:

1. Prescribed Software
2. Peachtree complete Accounting (version 7.00 latest)

### Course Name : Mathematics Of Finance

Course Code :

Credit Hours : 03

Total Week : 16

Total Hours : 48

**1-Mathematics of Marketing:**

1. Valuation of inventory
2. Computing selling price and mark on
3. Using Mark on tables
4. Determining percent of mark on and cost price
5. Invoices
6. Trade discounts
7. Cash discounts
8. Commission on sales

**2- Mathematics of Finance with consumer applications**:

1. Bank accounts
2. Bank statements ---- Reconciliation
3. Determining length of time
4. Use of time table
5. Simple interest----- 360- day- year method
6. Simple interest ----- 6%, 60 –day method
7. Simple interest ----- other than 6 %
8. Simple interest ----- use of tables
9. Simple interest ----- finding the principal
10. Simple interest------ finding the time
11. Simple interest----- finding the rate
12. Exact interest
13. Compound interest
14. Compound interest---- use of tables
15. Computing present worth
16. Computing the actual or true rate of interest
17. Promissory notes
18. Discount and proceeds on non-interest bearing notes
19. Discount and proceeds on interest bearing notes
20. Drafts and trade acceptances
21. Discount and proceeds on drafts and trade acceptances

**3- Mathematics of business insurance and taxes:**

1. Determining amount of fire insurance coverage
2. Fire insurance----- computing premiums
3. Fire insurance----- using standard short trade table
4. Fire insurance--- coinsurance
5. Fire insurance ---- insuring with more than one company
6. Insurance on employees
7. Determining amount of property taxes
8. Property taxes ---- computing tax rate
9. Property taxes---- determining total assessed valuation
10. Sales taxes

**4-Mathematics of stocks, bonds and annuities:**

1. Determining book value of stock
2. Selling stock at a premium or discount
3. Buying and selling stock at market price
4. Dividends on capital stock
5. Dividends on preferred stock
6. Computing rate of return on stocks
7. Selling bonds at a premium or a discount
8. Buying and selling bonds at market price
9. Buying bonds between interest dates
10. Computing rate of return on bonds
11. Sinking funds and annuities
12. Ordinary annuities
13. Present value of annuities
14. Amortization

**Recommended Book:**

Mathematics for business by Clyde Beighey and Gordon C. Borchardt

### Course Name : Public Finance

Course Code :

Credit Hours : 03

Total Week : 16

Total Hours : 48

Week-1

 Introduction and Role of Public Sector Finance:

The Economic Functions and Public Goods: Allocation of Resources, Redistribution of Income and Wealth and Stabilization. Pricing of Public Goods.

Week-2-3-4

**The Theory of Public Goods:**

Fiscal Principles and Concepts:

• The Traditional Principles of Tax Neutrality

• Expended Principle of Fiscal Neutrality.

• Exhaustive Vs. Non-Exhaustive Public Expenditures,

• Income Elasticity of Government Expenditures,

• Tax Vs. Non-tax Revenues,

• Microeconomic Vs. Macroeconomic Regulatory Taxes,

• Tax Base, Tax Rate Relationship;

• Progressive, Regressive and Proportional Taxes,

• Marginal Propensity to Tax and Marginal Vs. AverageTax Rates;

• Income Elasticity of a Tax Integral Fiscal Non Neutrality.

• Tax Efforts and Tax Collection Performance in Pakistan.

Week-5-6

**Public Revenue and Taxes**

• The Economic Case for the Public Sector to Allocate Resources:

• Market Imperfections, Decreasing Costs of Production,

• Public Goods and Externalities

• . Pricing Decreasing Cost Industry.

Week-7-8

**The Theory of Public Goods**

• Public and Private Goods, Pure Public Goods,

• Should Public Sector be Produced Vs. Private Goods?

• Semi Public Goods, Merit Goods,

• Free Rider Problem,

• Externalities and Public Policy.

Week-9-10

**Distributional Equity in Taxation**

• The Ability to pay and Economic benefits (received),

• Cannons of Taxation,

• The Optional Income Tax Approach.

• Optimum Tax and Revenue Collection.

Week-11-12

**Tax Structure of Pakistan**

• Various Kinds of Taxes and their Objectives / Performance in Pakistan.

• Income and Sales Taxes, Excise and Custom Duties, Export and Import Taxes,

• Tax Reforms in Pakistan and their Impacts.

• General Equilibrium Vs. Partial Equilibrium:

• Tax Incidence Analysis.

• Determinants of Tax Shifting under Partial Equilibrium Conditions.

• Impacts of Tax Shifting on Price.

Week-13-14

**Fiscal Policy: Public Expenditure and Budget**

• Theories of Public Expenditures,

• Wagner’s Law,

• Efforts of Public Expenditures.

• Components of Public Expenditures in Pakistan,

• Sources and Direction of the Growth of Public Expenditures.

• Kinds of Budget, Surplus, Deficit and Balanced

• Preparation of Budget Cycle in Pakistan,

• Development and Non-Development Budget and its Patterns.

• Zero Based Budget, Planning, Programming Budgeting System.

Week-15-16

**Fiscal Relations**

• Fiscal and Economic Aspects of Federalism,

• Federal - Provincial Fiscal Co-ordination,

• Collection of Revenue and Provincial Share and its Distribution Criteria.

• Deficit Financing and its Impacts.

**Recommended Books**

1. Bernard P. Herber, (1999), Modern Public Finance.
2. Chellieah R.J. (Latest eds.), Fiscal Policy in Less Developed countries.
3. David N. Hyman, (1996), Public Finance, A Contemporary Application of Harcount, Brace College Publishers.
4. Govt. of Pakistan, Economic Survey, Yearly Publication, Ministry of Finance, Economic Advisory Wing, Islamabad.
5. Rosen and Harvey S., (1999), Public Finance, McGraw Hill.
6. Musgrave R.A. and B.P., Musgrave (Latest Eds.), Public Finance in Theory and Practice, McGraw Hill.
7. Stiglitz E.,(2000), Economics of The Public Sector, W. W. Norton & Co.

### Course Name : Risk Management in Banking Industry

Course Code :

Credit Hours : 03

Total Week : 16

Total Hours : 48

**Course Objectives:**

This course will focus on variety of risks faced by financial managers and the tools available for managing these risks. Particularly, the course will focus on credit risk, interest rate and liquidity risks, market risk, foreign exchange risk, and country risk. The students will learn about the tools and techniques available for managing these risks such as future contracts, option contracts, swaps, value-at-risk (VaR) and other standard risk-hedging techniques, and methods of measuring volatility. Students attending this course are expected to have studied basic courses of investment and portfolio management that will help in good understanding of asset pricing models.

|  |  |
| --- | --- |
| Week 1 | * Introduction to the course
* The course – syllabus, grading, readings, etc.
* Review of Modern Portfolio Theory, (EMH) and behavioral finance
* Review of key concepts in probability and statistics
* Intro to risk management
 |
| Week 2 | * Motivation for risk management
* Why risk management?
* Creating value with risk management
* Measuring risk for a single asset and for a portfolio of assets
 |
| Week 3 | * Types of risk – market, credit, liquidity, operational, etc.
* Examples of financial disasters

Barings case, Soc Gen and discussion of rogue trading |
| Week 4 | * Basics of derivatives
* Forwards, pricing of forward contracts under assumptions of dividends, carrying costs, etc
* Futures, settlement mechanism, clearing house concept
* Hedging with futures and forwards
 |
| Week 5 | * Basic, and exotic options
* Basics of option valuations, valuation options using Black-Scholes Model
* Duration hedging
 |
| Week 6 | * Conditional and unconditional volatility
* Weighted and unweighted conditional volatility
* EWMA and CARCH (1,1) approaches to volatility
* Estimating covariance
 |
| Week 7 | * Value at Risk --VaR
* Risk measures for various asset classes
* Why VaR?
* Historical VaR
* Parametric VaR
* Time scaling
 |
| Week 8 | * Portfolio VaR
* VaR Tools - Marginal, Component VaR, etc.
* RAROC
* Barings revisited
 |
| Week 9 | * Liquidity Risk and Leverage
* Liquidity Risk
* Impact of Leverage
* Hedge funds and their risk measures
 |
| Week 10 | * Regulatory Environment
* 25 years of risk related regulations
* Basel I and II
 |
| Week 11 | * Basel III
 |
| Week 12 | * Operational Risk and its Basel II requirements
* Managing Operational Risk
* Calculating OpRiskVaR
* Six Sigma and Balanced Scorecards for process improvement.
 |
| Week 13 | * Credit analysis models (expert system, credit scoring and rating models, artificial neural networks
* Capital charge for credit risk under Basel rules
* Calculating default probabilities with actuarial and market prices based methods
 |
| Week 14 | * Measuring loss given defaults with actuarial methods
* Credit Derivatives
 |

**Text Books**

1. Hull, John C., 2007, Risk Management and Financial Institutions (RMFI), Prentice-Hall.
2. Hull, John C., 2006, Options, Futures, and Other Derivatives [OFOD], Prentice-Hall (sixth edition).
3. Ross, Stephen A., Westerfield, Randolph W., Jaffe, Jeffery F., & Roberts, Gordon S., Corporate Finance, Any Edition, McGraw Hill Ryerson, 1999. [Referred to below as “RWJR”]
4. Risk Management and Derivative by Rene Stulz, second edition

# HUMAN RESOURCE MANAGEMENT

### Course Name : Industrial Relations

Course Code : HRM 304

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

1. Approaches to Industrial Relations.
2. The Content of Industrial Relations.
3. Concept and Values in Industrial Relation.
4. Structure of Industrial Relation in Pakistan.
5. Theoretical Frame work of Trade Unions in Industrial Relations.
6. Sociology of legal Relations of Trade Unions and Industrial Relations.
7. Trade unionism in Pakistan and Industrial of Statistics.
8. Trade unions law and Practice & Right to Strikes.
9. Trade Unionism post & Present.
10. Industrial Relations-Social Background.
11. Collective Bargaining, Conciliation and Labour Jurisprudence.
12. Workers Participation in 14gt.

Recommended Books:

1. Khan.B.A. (1992), Structure of Industrial Relations in Pakistan. Karachi, Royal Books Company.
2. Salman. M. (1998); Industrial Relations; Theory and Practice (3rd Edition) Hertfordshire. Prentice Hall.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Strategic Management

Course Code : MGT 301

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

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

Through assignment of a wide variety of business-cases-study, the course attempts to develop knowledge-integrated analytical understanding of practical issues associated with the formulation, selection and implementation of business strategy choices.

Week 01, 02 AN OVERVIEW

 Strategic management: Definition and process

 Key terms in Strategic Management

 The nature of strategic decisions.

 The strategy managers: the role and tasks.

 Strategic planning and its benefits and pitfalls

Week 03, 04 STRATEGY FORMULATION: Vision and Mission

 The business vision & mission

 Importance of vision and mission

 Components of mission statement

 Writing and evaluating mission statement.

Week 05 STRATEGY FORMULATION: EXTERNAL & INTERNAL ASSESSMENT

 Operating environment scanning

 Structural analysis of competitive forces

 The structure and performance of the industry as a whole.

 The structure and performance of individual competitors.

 Company situation analysis.

 Financial diagnosis

 Other functional areas diagnosis

 Existing strategies audit

 SWOT analysis

Week 06 STRATEGIES IN ACTION

 Long-term Objectives

 Types of Strategies

 Integration Strategies

 Intensive Strategies

 Diversification Strategies

 Defensive Strategies

 Michael Porter‟s Generic Strategies

 Means for achieving Strategies

 Strategic Management in non-profit and Government

 Organization

 Strategic Management in small firms

Week 07 STRATEGY FORMULATION: ORGANIZATION AL PROCESS

 The strategy-making hierarchy

 Corporate strategy

 Line of business strategies

 Functional strategies

 Operating strategies

 The factors shaping strategy

 Strategy and ethics

 The basic strategy-making approaches.

Week 08 STRATEGY ANALYSIS AND CHOICE

 A comprehensive strategy formulation framework

 The input stage

 The matching stage

 SWOT Matrix

 Space Matrix

 BCG Matrix

 IE Matrix

 The Grand Strategy Matrix

 The decision

 QSPM Matrix

 Strategy choice criteria

 Consistency tests

 Clarity of goals

 Appropriate timing

 Flexibility

 Management commitment

 The politics of strategy choice

Week 09 STRATEGY IMPLEMENTATION

 Analyzing strategy-change

 Analyzing organizational structure

 Analyzing organizing culture

 Developing an effective reward structure

 Exerting strategic leadership

 Selecting an implementation approach

 Implementing strategy and evaluating the results

 Annual objectives and policies

 Resource allocation

 Managing conflicts

Week 10

 STRATEGIES EVALUATION

 Evaluation Framework

 Characteristics of an effective evaluation system

 Contingency planning

 Auditing

 21st century challenges in Strategic Management

Week 11

 STRATEGIC CONTROL

 The strategic control process

 The management information system (MIS) and strategic control

 Top management & strategic control

Week 12

 A CASE ANALYSIS FRAMEWORK

 Diagnosis and record of the current situation

 Identification and record of the strategic issues and key problems

 Formulation and evaluation of alternative course of actions

 Selection of an action plan and set of recommendation

 How to avoid pitfalls in case analysis

 Communication of case analysis

 The written report

 The oral presentation and discussion

Week 13, 14

 A CASE STUDY ASSIGNMENT

The students are required to study 10 cases during the course work. A case-study is assigned to a group of 2 to 3 students. Aside from the submission of the written analysis, the students have to make the oral presentation in the class.

Week 15

 Project Presentations

Week 16

 Course Wrap Up and Recap

RECOMMENDED BOOKS

1. Certo& Peter; Strategic Management: Concepts & Applications, 3rd Edition, Random House Business Division.

2. Johnson Schol, Exploring Corporate Strategy, Prentice Hall

3. Fried. R. David, Strategic Management, Prentice Hall.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Training and Development

Course Code : HRM 306

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

Introduction

• Forces affecting the workplace

• Significance of hrm and emphasis on employees training

• Designing effective training programs

• Instructional system and design process ( isd)

• Forces influencing working and learning

• Case studies (5)

Strategic training process

• Introduction to strategic training

• Significance of business strategies

• Evolution of training role

• The strategic training and development process

• Organizational characteristics that influence training

• Training need in different business strategies

• Models of organizing the training departments

• Marketing and outsourcing the training function

• Case studies (8)

Training need assessment

• Training need assessment

• Why is training need assessment necessary for an org

• Levels at which tna is done

• Who should participate in tnaprocess

• Methods used in tna

• The need assessment process

• Scope of need assessment & need assessment in practice

• Case studies (7)

Employees training methods

• Presentation methods

• Lecture

• Audiovisual techniques

• Hands-on methods

• On-the-job training (ojt)

• Self-directed learning

• Apprenticeship

• Simulation

• Case study

• Business games

• Role plays

• Behavior modeling

• Group building methods

• Tram learning method

• Choosing an appropriate method

• Case studies (5)

TRAINING EVALUATION

TRAINING AND LEADERSHIP DEVELOPMENT:

Introduction

• Reasons for evaluating training

• Overview of the evaluation process

• Outcomes used in the evaluation of training programs

• Reaction outcomes

• Learning or cognitive outcomes

• Behavior and skill-based outcomes

• Affective outcomes

• Results

• Return on investment

Determining whether outcomes are appropriate

• Relevance

• Reliability

• Discrimination

• Practicality

Evaluation practices

• Which training outcomes should be

• Collected?

Evaluation designs

• Threats to validity: alternative explanations for evaluation results

• Types of evaluation designs

• Considerations in choosing an evaluation design

Determining return on investment

• Determining costs

• Determining benefits

• Example of a cost-benefit analysis

• Other methods for cost-benefitanalysis

• Practical considerations in determining return on investment

MEASURING HUMAN CAPITAL AND TRAINING

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

RECOMMENDED BOOK

1. Creative Training Techniques Handbook by Robert W. Pike, (2003).

### Course Name : International Human Resource Management

Course Code : HRM 302

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

Introduction – HRM to International HRM

Introduction to the module, differences between HRM and IHRM, factors affecting IHRM.

International HRM, Challenges and Approaches

Key issues in IHRM, challenges to IHRM, main approaches to IHRM,

issue of nationality, local versus global.

IHRM, National culture and Cross-cultural Communication

Meaning, elements, and dimensions of national culture, cross-cultural

encounters, cultural profiles, cross-cultural communication – issues

and way out.

Diversity Management

What and why of diversity, dimensions of diversity, reasons for

increasing diversity, management of diversity and challenges and

barriers to managing diversity at the work place.

HR Issues in Expatriation and Repatriation

Reasons for the use of expatriates, why expatriates fail, management

of expatriates (recruitment, training and development), and

repatriation.

HR Issues in Acquisitions & Mergers and Joint Ventures

What, why, how and when of international alliances, basic

assumptions about mergers and acquisitions, issues related to failure,

success and different stages of mergers and acquisitions, HR issues

in each stage and how to succeed in international alliances.

HR Issues in Business Negotiations

What, why and how of international business negotiation (IBN)?

Context and process of IBR, management of IBN and contributions of

HRM in the same.

HR Outsourcing

What, why, why not, developing a contract and management of HRO.

Recommended Texts:

1. International Human Resource Management, Paperback, September 29, 2013

by Marcel Keller.

1. Brewster, C., Sparrow, P. and Vernon, G. (2013) International Human Resource Management. (6th Edition), London: CIPD.
2. Dowling, P. J., Festing, M. and Engle, A. (2008) International Human Resource Management. London: Thomson.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Compensation Management

Course Code : HRM 303

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

1. Introduction to Compensation and Benefits

2. Strategy, Rewards, and Behaviour

3. Strategic Framework for Compensation

4. Behavioural Framework for Compensation

5. Components of Compensation Strategy

6. Formulating the Compensation Strategy

7. Evaluating Jobs: Evaluation Process and Point Method

8. Evaluating the Market

9. Evaluating Individuals

10. Designing Performance Pay

11. Designing Indirect Pay

12. Managing the Compensation System

Recommended Text

Long, R.J. (2009).Strategic Compensation in Canada. Toronto, ON: Nelson.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Human Resource Development

Course Code : HRM 401

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

Employee Development

• Randstad’s Partnering Program Develops Employees

• Introduction

• Approaches to Employee Development

• Formal Education

• Assessment

• Job Experiences

• Interpersonal Relationships

• The Development Planning Process

• Company Strategies for Providing Development

• E-Learning and Employee Development

• Discussion Questions

• Application Assignments

• Case: Mentoring Is Not Always a Positive Experience

Special Issues in Training and Employee Development

• Successful Management Requires International

• Experience

• Introduction

• Training Issues Resulting from the External

• Environment

• Legal Issues

• Cross-Cultural Preparation

• Managing Work Force Diversity

• School-to-Work Transition

• Training’s Role in Welfare-to-Work and Other

• Public-Private Sector Programs

• Training Issues Related to Internal Needs of the Company

• Basic Skills Training

• Life Long Learning

• Melting the Glass Ceiling

• Joint Union-Management Programs

• Succession Planning

• Developing Managers with Dysfunctional Behaviors

• Training and Pay Systems

• Summary

• Discussion Questions

• Application Assignments

• Case: Melting the Glass Ceiling for Accountants

• Case 3 From the Pages of Business WEEK:

• Secrets of an HR Superstar

Careers and Career Management

• Managing Careers Helps Accenture Reach Out to Its Virtual Work Force

• Introduction

• Why Is Career Management Important?

• Career Management’s Influence on Career Motivation

• What Is a Career?

• The Protean Career

• Traditional Career versus Protean Career

• Career Needs and Interests of Different

• Generations

• A Model of Career Development

• Career Stages

• Career Management Systems

• Self-Assessment

• Reality Check

• Goal Setting

• Action Planning

• Career Management Systems on the Web

• Roles of Employees, Managers, Human Resource

• Managers, and the Company in Career Management

• Employee’s Role

• Manager’s Role

• Human Resource Manager’s Role

• Company’s Role

• Evaluating Career Management Systems

• Summary

• Key Terms

• Discussion Questions

• Application Assignments

• Case: Generation X Values Have Implications for

• Career Management

Special Challenges in Career Management

• Nonwork Lives Are Important Food for Thought

• Introduction

• Socialization and Orientation

• Anticipatory Socialization

• Encounter

• Settling In Socialization and Orientation Programs

• Career Paths, Developing Dual-Career Paths, and Career Portfolios 483

• Dual-Career Path

• Career Portfolio

• Plateauing

• Skills Obsolescence

• Coping with Career Breaks

• Balancing Work and Life

• Types of Work-Life Conflict

• Company Policies to Accommodate Work and Non work

• Identifying Work and Life Needs and Communicating Information about Work and Nonwork Policies and Job Demands

• Flexibility in Work Arrangements and Work Schedules

• Redesigning Jobs

• Managerial Support for Work-Life Policies 500 Dependent Care Support: Child and Elder Care and Adoption Support

• Coping with Job Loss

• Dealing with Older Workers

• Meeting the Needs of Older Workers

• Preretirement Socialization

• Retirement

• Early Retirement Programs

• Summary

• Key Terms

• Discussion Questions

• Application Assignments

• Case: Do We Have to Cut Jobs to Reduce Costs?

• Case 4 From the Pages of BusinessWeek: Two for the Cubicle

The Future of Training and Development

• Training for Sustainability

• Introduction

• Increased Use of New Technologies for Training Delivery

• Increased Demand for Training for Virtual Work Arrangements

• Increased Emphasis on Speed in Design, Focus in

• Content, and Use of Multiple Delivery Methods

• Increased Emphasis on Capturing and Sharing Intellectual Capital

• Increased Use of True Performance Support

• Increased Emphasis on Performance Analysis and

• Learning for Business Enhancement

• Increased Use of Training Partnerships and Outsourcing Training

• Implications of Future Trends for Trainers’ Skills and Competencies

• Training and Development from a Change Model Perspective

• Methods to Determine Whether Change Is Necessary

• Benchmarking

• Process Reengineering

• Key Issues in Implementing Change

• Change Management

• Change Interventions

• Discussion Questions

• Application Assignments

• Case: Going Paperless Requires a Change

• Management Process

• Case 5 From the Pages of BusinessWeek: IBM Reinvents Mentoring, Via the Web

RECOMMENDED BOOK:

Employee Training & Development. Oct. 31, 2012, by Raymond Noe (6th Edition)

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Organizational Behaviour

Course Code : COM 402

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

Course Objective

Organizational behaviour (OB) is an interdisciplinary field drawing from numerous disciplines including psychology, sociology, anthropology, economics, organization theory, statistics, and many others. Effective management of human resources within organizations requires an understanding of various behaviour and processes. Managers need to know why people behave as they do in relation to their jobs, their work groups and their organizations. This knowledge of individuals' perceptions, motivational attitudes and behaviour will enable managers to not only understand themselves better, but also to adopt appropriate managerial policies and leadership styles to increase their effectiveness.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Week 01 |  | What is Organizational Behaviour |  |
|  |  | Importance of organizational behavior |  |
|  |  |  |  |
|  | Week 02 |  | Foundations of Individual Behaviour: |  |
|  |  | Biographical Characteristics, Ability, Learning |  |
|  |  |  |  |
|  |  |  | Organizational behaviour from Islamic and indigenous |  |
|  |  |  |  |
|  | Week 03 |  | perspective |  |
|  |  |  |
|  |  | Understanding human psychology through the lenses of Quran |  |
|  |  |  |  |
|  |  |  | and Sunnah |  |
|  |  |  | Attitudes and Job Satisfaction |  |
|  |  |  |  |
|  | Week 04 |  | Types of attitudes |  |
|  |  |  | Types of behaviors |  |
|  |  |  | Perception and Individual Decision Making |  |
|  | Week 05 |  | Why perception is important |  |
|  |  |  |
|  |  | Types of decision making |  |
|  |  |  |  |
|  |  |  | Biases and errors in decision making |  |
|  |  |  | Motivation concept |  |
|  | Week 06 |  | Content theories of Motivational |  |
|  |  |  | Process theories of motivation |  |
|  | Week 07 |  | Motivation: from concept to application |  |
|  |  |  |
|  |  | Applying motivation concepts for designing reward system |  |
|  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  | 1. | Emotions and Moods |  |
|  | Week 08 |  | MID-TERM EXAMINATION |  |
|  | Week 09 |  | Foundations of Group Behaviour |  |
|  |  | Groups in organization |  |
|  |  |  |  |
|  |  |  | Basic Approaches to Leadership |  |
|  | Week 10 |  | Trait theories |  |
|  |  |  | Behavioural theories |  |
|  | Week 11 |  | Contemporary Issues in Leadership |  |
|  |  |  | Power and politics |  |
|  | Week 12 |  | Types and sources of power |  |
|  |  |  | Politics in organizations |  |
|  | Week 13 |  | Conflict and negotiation |  |
|  |  |  |
|  |  | Types of conflicts |  |
|  |  |  |  |
|  |  |  | Functions of organization structure |  |
|  | Week 14 |  | Types of organizational structure |  |
|  |  |  |
|  |  | Organizational structure and its impact on individuals and |  |
|  |  |  |  |
|  |  |  | groups |  |
|  |  |  | Organizational culture |  |
|  | Week 15 |  |  |
|  |  |  |
|  |  | Organizational culture and individual behavior |  |
|  |  |  |  |
|  | Week 16 |  | Conclusion Session |  |
|  |  |  |
|  |  | Project/Presentation |  |
|  |  |  |  |

RECOMMENDED BOOKS

1. Organizational Behavior by Stephen P. Robbins, Timothy A. Judge, Jan 16, 2012, (15th Edition).

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

Course Name : Total Quality Management

Course Code : MGT 401

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objective:**

 The main objective of this course is to develop the ideas of the students about the quality in products of services because it is a prerequisite for becoming a player in domestic and global market. This course reflects the growing recognition of the need to train and educate the students for quality management in all types of organization.

 Week 1: The Concept of TQM

 Nature and Scope of TQM

 Functions of TQM

 Quality and Business Performance

Week 2: Service Quality Vs Product Quality

 Attitude and Involvement of Top Management

 Communication

 Week 3: Culture

 Cultural Dynamics

 Cultural Impacts

 Management System

Week 4: Organization and TQM

 Organizational Implication

 Strategic Information System

 Week 5: Organizational Linkages

 Important Linkages

 Information and the Customer

 TQM Relation with Customer Orientation

Week 6: Systems Design

 Strategy and the Strategic Planning Process

 Strategic Quality Management

Week 7: Services implications in TQM

 Service Quality

 Training and Development

 Week 8: Selection

 Selection process and TQM

 Total Quality Oriented Human Resource Management

 Week 9: A Brief History of Quality Control

 TQM at a Glance

 Organizing for T.Q.M

 Week 10: Organizing for Quality Implementation

 Result Oriented Quality Implementation

 Management Systems Vs Technology

 Week 11: Productivity and TQM

 Impacts of TQM on Overall Productivity

 Measuring Productivity

 Week 12: Improving Productivity (Quality)

 The Cost of Quality

 The View of Quality Costs

 Week 13: Relationship between Quality, Cost and TQM

 Measuring Quality Cost

 The use of Quality Cost Information

Week 14: I.S.O around the World

 Benefits of ISO Certification

 The Cost of Certification

 Week 15: A Total Quality Change Approach

 A TQM Model

 Survey Feed Back

 Team Building

 Week 16: Third Party Peacemaking

 Grid Training

 Cultural Reshaping

 Structural Reshaping

Recommended Books

1.           TOTAL QUALITY MANAGEMENT --- Joel E. Rose

 (2nd Edition) 1999

2.  HUMAN RESOURCE MANAGEMENT- Cenzo/Robbins-- (5th Edition) 1998 De.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Project Management Management

Course Code : MGT 402

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objective:**

Projects have been part of the human scene since civilization started, yet the practice of project management is quite recent. The concepts and tools required to plan, organize, implement, and evaluate a project are equally applicable to such diverse ventures as launching of a space shuttle, developing curriculum in primary education, or organizing a trekking trip to the K-2 base camp.The purpose of this course is to expose students to the real-life issues in project management, and equip them with necessary tools to resolve these issues. Use of quantitative techniques is supplemented by softer skills of leadership and human resource management.

Week 1. Introduction to Project Management (PM)

Week 2. Project Screening and Selection

Week 3. Work Breakdown Structure (WBS), Organization Breakdown Structure (OBS)

Week 4. Time Estimation of Activities,

 Precedence Relationships

Week 5. Gantt Chart ,

 Network Models (AON, AOA)

Week 6. Critical Path Method (CPM),

Week 7. Resource Management

Week 8. Budgeting Cost-Time Trade offs

 Project Crashing,

 Linear Programming models for Optimizing Project Crashing Plans

Week 9. Risk Management

Week 10. Managing Changes in Project Scope,

 Configuration Management

Week 11. Program Evaluation and Review Technique (PERT)

Week 12. GUEST SPEAKER,

 Leadership, Role of Project Manager

Week 13. Project Control,

 Earned Value Approach,

 Revised Budget Projections

Week 14. Project Termination

Week 15&16 Final Project Presentations

TEXT BOOK (Mandatory)

1. Project Management: The Managerial Process, 2007 (4th Edition) by Gray andLarson.

ADDITIONAL READINGS

1. Project Management: A Managerial Approach by Meredith and Mantel Managing Business & Engineering Projects by Nicholas.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Managing Teams in Organizations

Course Code : HRM 403

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

Course Objectives:

Being able to lead a team is an important skill for managers and supervisors, as it involves ensuring the effectiveness of groups of individuals within an organization. This course is designed for enhancing skills in leading teams so as to efficiently achieve organizational objectives and by so doing, build own career.Students will learn how to inspire a team, ensure team roles are well defined and develop high-performance teams. In addition, students will acquire skills for dealing with conflict and those difficult situations that can arise in a team environment

Week 1. Introduction

Week 2. Creating and Maintaining Team Cohesion

Team Composition

Internal Environment Factors Needed in Team Cohesion

Role of Management in Team Cohesion

Week 3&4. Communication

Miscommunication

Communication Breakdown

Planning for Communication

Communication Tools

Personality Types

Week 5&6. Conflict

Conflict Defined

 Types of Conflict

Why is Conflict Resolution Important in a Team Setting

Resolving Conflict

Week 7&8. Motivation

What Is Motivation

Lack of Motivation in Teams

Motivation and Team Dynamics

Motivating Team Members

Week 9. Diversity

Managing Diversity

Week 10&11.Team Personalities

Achieving High Performance Through Diverse Personalities

How to Identify Different Personalities

Personality Profiling Considerations

Week 13. Social Loafing

 Definition of Social Loafing

Causes of Social Loafing

Effects of Social Loafing

Week 14. Team Leaders

What are the basic roles that a new team leader needs to know

What are some of the key roles a manager needs to take on to be effective

Week 15&16. Global Virtual Teams

Building Virtual Teams ..

Virtual Team Meetings

How Do You Build High-performing Virtual Teams

**Recomended Book:**

Managing Teams by Lawrence Holpp, Dec. 21, 1998, 1st Edition

### Course Name : CROSS CULTURAL WORK EXPERIENCE

Course Code : HRM 404

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

This course aims to develop the awareness, skills and knowledge required by managers seeking to work abroad as well as locally to become successful international executives. The module provides a key grounding in the nature of management in the global context by increasing awareness and understanding of the soft skills in international management, particularly those relating to cross-cultural management. How national culture influences management practice is also considered. In particular the focus will be on the influence of organizational and national cultures on the development and transfer of a wide range of HRM practices. We will also consider the emerging challenges of international management. The emphasis will be on how individuals, teams and organizations manage these cultural differences.

Week 1&2. Introduction to the Global Business Environment and Cross Cultural

Management

Week 3&4. Definitions and Models of CultureWeek 5&6. The Role of Regional, Industry, Corporate and Professional Cultures.

Week 7&8. Managing Knowledge across Borders

Week 9&10. Leadership and Cross-Cultural Teams:

Week 11&12. Cross Cultural Communication & Negotiation.

Week 13&14. Cross Cultural Conflict and motivation in Global Context

Week 15&16. Global HRM

**Recomended Texts:**

1. Browayes, M.J. and Price, R. ( 2011) Understanding Cross – Cultural Management, 2nd edition. Harlow: Pearson Education Limited

**Supplementary Text(s):**

1. Gooderham, P.N. and Nordhaug, O. (2003) International Management: cross cultural challenges, Oxford, Blackwell
2. Meade, R and Andrews, T.A. ( 2009) International Management , Fourth Edition, Chichester : John Wiley and Sons
3. Thomas, D.C. (2008) Cross Cultural Management: Essential Concepts, second edition, London, Sage.

**SOME OF THE KEY JOURNALS IN THE FIELD INCLUDE:**

1. Journal of World Business (JWB)
2. Management International Review (MIR)
3. International Business Review (IBR)
4. Thunderbird International Business Review (TIBR)
5. European Journal of International Management (EJIM)
6. Cross Cultural Management (CCM).
7. International Journal of Cross Cultural Management (IJCCM)

### Course Name : Industrial Management

Course Code : MGT 403

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

|  |  |
| --- | --- |
| **SNO** | **Topic** |
| 1 | INTRODUCTION * Historical perspective
* Contribution of
	+ F.W. Taylor (Time studies and piece rate system)
	+ Henry Gantt
	+ Max Weber
	+ Mary Parker Follet
* Management from business view point
 |
| 2 | MOTIVATION AND BEHAVIOUR* Hawthrone Studies and Human Relations Movement
* Maslow’s Hierarchy of needs theory
* Theory X and Y(Theory Z by William Ouchi)
 |
| 3 | INDUSTRIAL REVOLUTION* Contributions and impact of industrial revolution
* Prominent inventions of that era
* Introduction to Industrial Management
	+ Scope of industrial management
	+ Categories and types of industries
	+ Applications of industrial management
* Management of machines
 |
| 4 | * Production management
	+ Productivity (definition, factors affecting it)
	+ Systems concept of production
	+ Types of production systems
* Location analysis
	+ Plant location (steps in plant location, importance, factors affecting plant location)
 |
| 5 | Quality Philosophy* The meaning of quality and quality improvement
* Total Quality Management (quality philosophy, links between quality and productivity, quality improvement, quality definitions, prevention and appraisal costs )
* Phases of total quality management
* Value Engineering
* Benchmarking
* Business Process Re-engineering
 |
| 6 | Leadership* Need for leadership
* Functions of a leader (Emotional Intelligence)
* Leadership styles
* Manager versus leader
 |
| 7 | Management of Technology* Networking (LAN, MAN, WAN)
* Typologies
* E-commerce (marketing through social media)
 |
| 8 | Incentives, health and safety* Wage payment and plans
* Pay objectives
* Importance of industrial legislation
* Safety regulations and practices
 |
| 9 | Project Management* Introduction
* Project life cycle / project management process (initiation, planning, executing, monitoring)
* Project versus operations
* Stakeholder
* Organizational structure (flat, tall, and matrix)
* Variables involved in project (time, scope and budget)
 |
| 10 | Process Management* Definition
* Vertical integration
* Resource flexibility
* Capital intensity
* Process improvement

Product development life cycle (introduction, growth, maturity, growth) |
| 11 | Industrial Research* Qualitative research (grounded theory, interviews, focus group discussions, qualitative analysis)
* Quantitative research (research management techniques, sampling, introduction to SPSS)
* Market research
* SWOT, PEST, Porter’s four corner’s model
 |
| 12 | Monthly quizzes  |

**RECOMENDED BOOK**

General and Industrial Management, August 7, 2013 by Henri Fayol, Constance Storrs.

### Course Name : Industrial Law

Course Code : COM 305

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objective:**

The course will enable the students to learn the laws governing industrial activities. The objective of the course is to provide students with an adequate knowledge of different industrial laws of the land.

Specification Grid:

1. Workmen’s Compensation Act, 1923.
	1. Scope and Application.
	2. Definitions.
	3. Employer’s Liability for Compensation.
	4. Schedule I: List of Injuries deemed to result in permanent total disablement.
	5. Schedule II: List of Persons who, subject to the provisions of section 2(1) (n) are included in the definition of workmen.
	6. Schedule III: List of occupational diseases.
	7. Schedule IV: Compensation payable in certain cases.
2. Factories Act, 1934.
	1. Constituents of the Act.
	2. Applicability.
	3. Definitions.
	4. Seasonal Factories.
	5. The Inspecting Staff.
	6. Health and Safety.
	7. Holidays with Pays.
	8. Special Provisions for Adolescence and Children.
	9. Penalty and Procedures.
	10. Supplemental.
3. Payment of Wages Act, 1936.
	1. An Overview.
	2. Applicability of this Act.
	3. Definitions.
	4. Responsibility for payment of Wages.
	5. Fixation of Wages Period.
	6. Permissible Deductions.
	7. Inspectors.
	8. Scheme arising out of deduction from wages or delay in payment of wages and penalty for malicious or vexacious claim.
	9. Appeal.
	10. Other Provisions.
4. Social Security Ordinance, 1965.
	1. Scope and Applicability.
	2. Definitions.
	3. Organization.
	4. Contributions.
	5. Finance and Audit.
	6. Benefits.
	7. Determination of Questions and Claims.
	8. Offences and Penalties.
5. Industrial and Commercial Employment (standing orders) Ordinance, 1968.
	1. Preamble.
	2. Applicability of the Law.
	3. Definitions.
	4. Standing Orders.
	5. Inspection.
	6. Penalties and Procedures.
	7. Power to Exempt.
	8. Protection to existing conditions of employment.
	9. Schedule containing Standing Orders.
6. Companies Profit (workmen’s participation) Act, 1968.
	1. Application.
	2. Definitions.
	3. Establishment of Fund.
	4. Management of the Fund.
	5. Penalty.
	6. Power to call for Information.
	7. Settlement of Disputes.
	8. Delegation of Power.
	9. Power to make Rules.
	10. Act to override other laws.
	11. The Schedule.
7. Industrial Relations Ordinance, 1976.
	1. Scope and Application.
	2. Definitions.
	3. Trade Unions and Freedom of Association.
	4. Registration of Trade Union.
	5. Requirements for Registration of Trade Union.
	6. Power and Functions of Registrar.
	7. Unfair Labour Practices on the part of Employees.
	8. Unfair Labour Practices on the part of Workmen.
	9. Collective Bargaining Agent.
	10. National Industrial Relations Commission.
	11. Check Off.
	12. Workers’ Participation in Management.
	13. Joint Management Board.
	14. Works Council.
	15. Settlement of Industrial Disputes.
	16. Conciliation.
	17. Arbitration.
	18. Labour Court.
	19. Labour Appellate Tribunal.
	20. Wage Commission.
	21. Illegal Strikes and Walkouts.
	22. Penalties.
8. Employees’ Old Age Benefit Act, 1976.
	1. Definitions.
	2. Insured Persons.
	3. Contributions.
	4. Finance and Audit.
	5. Benefits.
	6. Schedule.

Recomended Books:

1. Business Law: Khalid MahmoodChema.
2. Mercantile and Industrial Laws in Pakistan: Dr. KhawajaAmjadSaeed.

Suggested Reading:

1. Up to date Copies of Act and Laws.

### Course Name : Organizational Theory

Course Code : COM 401

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**COURSE OBJECTIVES:**

This course is designed to introduce the students to basic mechanics and dynamics of organizations which mainly emphasize the relationships between organizations and people in term of their perception, motivation, background differences and the ways they behave in organization. This course, in a way, is a multi disciplinary approach in which topics like culture and modern management issues are discussed.

**COURSE CONTENTS:**

* 1. Introduction to the nature and study of organization.
	2. Contemporary issues of modern organization in the fast changing world
	3. Employees Perception and its impact on organizational efficiency
	4. Group discussions on related case studies
	5. Personality and attitude
	6. Motivation in organization
	7. Group dynamics
	8. Leadership
	9. Decision making a
	10. Stress
	11. Interpersonal and intra- organizational conflicts
	12. Communication
	13. Organizational change and development
	14. Work force diversity and Modern organizations

**Recommended Books:**

1. Organizational Behavior by Stephen P. Robbins & Timothy A. Judge (16th Edition), January 16, 2014.
2. Jit S. Chandan (2001) Organization Behavior, Vikan Publishing House, New Delhi India.
3. Fred Lothan (1998) Organizational Behavior 10th Edition New York, McGraw-Hill.
4. Marshal Sashkin (1984) Organizational, Restor Publishing Company Virginia.

### Course Name : SEMINAR IN HRM

Course Code :

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course objectives:**

* Understand HR’s role as a vital contributor to your organization’s success
* Discover strategies to attract and retain top talent
* Developing research skills in the field of Human Resource Management
* Examine best practices for managing performance and creating compensation, training and benefit systems that drive bottom-line results
* Identify and deal with potentially explosive issues affecting the needs of your business
* Analyze HR issues and develop action plans you can implement in your organization
* See how HR in organizations can create an effective, complementary work environment

Research articles on the following areas will be used as course material

|  |  |
| --- | --- |
| Research articles  | Weeks  |
| 1. LEADERSHIP
2. STRATEGIC HRM
 | 4 weeks |
| 1. TALENT AND STRATEGIC MANAGEMENT
2. INTERNATIONAL HRM
 | 4 weeks |
| 1. EMPLOYEE TRAINING
2. CAREER DEVELOPMENT
 | 4 weeks |
| 1. PERFORMANCE MANAGEMENT
2. COMPENSATION MANAGEMENT
 | 4 weeks  |

**Practical**

* Extensive Training in SPSS(statistical package for social science) software, so that students can develop their research skills

**Recommended Material:**

* JSTOR
* GOOGLE SCHOLOR
* ACADEMY OF MANAGEMENT
* [LEADERSHIP QUARTERLY JOURNAL](https://www.google.com.pk/search?newwindow=1&q=leadership+quarterly+journal&spell=1&sa=X&ei=cE_HVNzAB8GqU9DrgPAP&ved=0CBkQvwUoAA)

# MARKETING

### Course Name : Marketing Management

Course Code : MKG 301

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

  Marketing management is offered to the students to enable them learn the implementation of marketing strategies and how to achieve the marketing objectives. The course covers the impact on marketing organization by implementation of different marketing strategies.

Week 1: Marketing in the Twenty First Century

 Marketing Task

 The Scope of Marketing

 Broad View of Marketing Task

 The Marketing Decision

Week 2: Company Orientation toward the Market Place

Production Concept

Product Concept

Selling Concept

The Social Marketing Concept

Consumer Purchasing Process

Week 3: Building Customer Satisfaction, Value, and Retention

 Customer Value

 Customer Satisfaction

 Attracting Customers

 The Need of Customer Retention

Week 4: Market Oriented Strategic Planning

Corporate and Division Strategic Planning

Business Strategic Planning

The Marketing Process

Product Planning

Week 5:  Analyzing Marketing Opportunities

The Components of a Modern Marketing Information System

Internal Record System

Marketing Intelligence System

Marketing Research System

Week 6: Market Segmentation

Basis of Market Segmentation

Levels of Product

Week 7: Analyzing Consumer Markets and Buying Behavior

Model of Consumer Behavior

The Major Factors Influencing Buyer

Week 8: Dealing with the Competition

Identifying Competitors

Analyzing Competitors

 Designing Competitive Strategies

Week 9: Positioning the Market Offering Through the Product Line Cycle

Developing and Communicating a Positioning Strategy

 Product Life-Cycle Marketing Strategies

Week 10: Developing New Product

Challenges in New Product Development

Managing the Development Process

Managing the Development Process

Week 11: Managing New Product

The Product Line and the Product Mix

Product Line Decision

Brand Decision

Packing and Labeling

Week 12: Designing Pricing Strategies and Programs

Setting the Price

Adapting the Price

Week 13: Managing Marketing Channels

Work Preformed by Marketing Channels

Channel Design Decision

Channel Management Decision

Week 14: Managing Retiling, Wholesaling, and Market Logistics

Retailing

Wholesaling

Market Logistics

Week 15: Managing Advertising, Sales Promotion, Public Relation

 Developing on Media and Measuring Effectiveness

 Sales promotion

 Public Relations

Week 16: Presentations

 Group Discussion

 Review of Course

**Recommended Books**

1. Marketing Management by Philip Kotler& Kevin Lane Keller (14th Edition) February 18, 2011.
2. MARKETING MANAGEMENT --- David W. Cravens Gerald E. Hills Robert W. woodruff, (Latest Edition) Irwin.
3. MARKETING --- Eric N. Berkowitz Roger, A. Kerin Steven, W. Hartley. (Latest Edition) Irwin.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Consumer Behavior

Course Code : MKG 303

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

 This course deals with the behavior of consumers in their daily lives. The main topics to be included cover areas relating to the consumers and their environment, resource utilization, the social and cultural environments needs and motives, concepts and attitudes, preferences, personality and life styles, symbols of membership and status, anxiety motivation and displacement behavior, problem solving, decisions and planning.

Week 1: Introduction

 Defining Consumer Behavior

 Customer and Consumers

 The Ultimate Consumer

 The Individual Buyer

 A Subset of Human Behavior

 Significance in Daily Lives

 Application to Decision Making

 Consumer Behavior and Marketing Management

Week 2: Understanding Consumers & Market Segment

 Views of the Market and Alternative Marketing Strategies

 Market Aggregation

 Market Segmentation

 Limitation of Demographics in Predicting Consumer Behavior

 Lifestyle and Psycho Graphic Segmentation

 The Technique of Lifestyle Segmentation

 Application of Life Style Segmentation

 Benefit Segmentation

 Product Positioning

Week 3: Environment Influences on Consumer Behavior

 Culture Defined

 Culture Relevance to Marketing Decisions

 The Characteristics of Culture

 Implications of Culture Change for the Marketer

 Tracking Culture Change

 Cross-Culture Understanding of Consumer Behavior

Week 4: Subcultures

 The Nature of Subcultures

 The Black Subculture

 The Asian Subculture

 The Hispanic Subculture

 The Youth Subcultures

 The Older Subcultures

Week 5: Social Class

 The Process of Social Stratification

 The Nature of Social Class

 Social-Class Measurement and Categorization

 Social-Class Lifestyles

 Social Class and Consumer Behavior

Week 6: Social Groups

 Group Defined

 Groups Properties

 Reference Groups

 The Nature of Reference-Group Influence

 The Variability of Reference-Group Influence

 Case Study

Week 7: Significance of the Family in Consumer Behavior

 Families and Households

 Family Life Cycle

 Family Purchasing Decisions

Week 8: Personal Influence & Diffusion of Innovations

 The Nature and Signification of Personal Influence

 Communication and Influence Flow

 Opinion Leadership in Marketing

 Adoption and Diffusion of Innovations

 Marketing Implications of Personal Influence

Week 9: Personality and Self-Concept

 Personality Theories and Applications

 Measuring Personality

 Some Major Personality Theories

 A Critical Review

 Psychographics

 Self-Concept

Week 10: Motivation and Involvement

 The Nature and Role of Motives

 Classifying Motives

 Motive Arousal

 Motive Structuring

 Motive Research

Week 11: Information Processing

 Information Acquisition

 Perceptual Encoding

 Marketing Implications

Week 12: Learning and Memory

 Characterizing Learning

 Memory

Week 13: Attitudes

 Definition of Attitude

 Characteristics of Attitude

 Functions of Attitudes

 Attitude Theories and Models

 The Peripheral Route to Developing Attitudes

Week 14: Changing Attitudes

 Strategies for Changing Attitudes and Intentions

 The Communication Process

 Source Factors

 Message Factors

Week 15: Problems Recognition

 Types of Consumer Decisions

 Problems Recognition

 Marketing Implications of Problem Recognition

Week 16: Search and Evaluation

 The Information-Search Process

 Studying the Information-Search Process

 Measuring Evaluation Criteria

 Influencing Consumers Evaluation

Recommended Books:

1. CONSUMER BEHAVIOR --- David And Albert ,M.G.Hill. (1998).

2. CONSUMER BEHAVIOR --- HarwKinsEtal Irwin, (1997).

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Sales Force Management

Course Code : MKG 306

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objective:**

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

Week 01 Selling and Sales Management, Challenges in the Market, Sales Managers Job, etc

Week 02 Marketing and Sales Evolution, Sales Environment; Customer,

 Competition, Economics, Legal, Demography, etc

Week 03 Personal Selling, Relationship Selling, Seven Steps of Selling etc

Week 04 Sales Leadership and Management, Activities of Sales Managers, Roles, Responsibilities, Skills, Authority, etc

Week 05 Organizational Buying and Purchasing, Difference b/w

 Individual and Organizational Buying, Buying Process,

 Negotiation Skills, etc

 Organizational Buying and Purchasing, Difference b/w

Week 06 Individual and Organizational Buying, Buying Process,

 Negotiation Skills, etc

Week 07 Sales Organization, Sales Force Types and Structures,

Independent Sales Agents, etc

Week 08 MID-TERM EXAMINATION

Week 09 Sales Organization, Sales Force Types and Structures,

 Independent Sales Agents, etc

Recruitment and Selection, Importance, Planning, Assessing,

Week 10 Recruiting, etc

Week 11 Training, Needs Assessment, Setting Objectives, Training topics, Formalized Program, etc

Compensation, Reward System Management, Financial

Week 12 Rewards, Non-Financial Rewards, Other considerations,

 Relationship b/w Motivation and Compensation. I Evaluation, Criteria for Performance Measurement,

Week 13 Performance Appraisal, Comparing Actual with Standard, Evaluating Teams, etc. Motivating the Sales Team, Models of Motivation Process,

Week 14 Job-Related Factors, Individual Related Factors, Motivational Theory, etc

Week 15 Sales process

Week 16 Presentations/ Conclusion Session

Recommended text book

1. Eugene M. Johnson, David L, Kurtz &Eberhard E. Scheuing, Sales Management; Concepts Practices and Case, 2nd Edition, McGraw Hill..

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Selling Techniques in Busines

Course Code : MKG 404

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

* To equip students with understanding of the sales dynamics
* Giving an overview of the sales cultures prevailing in different economies

1. Sales Planning

Prospecting plans

Sales planning essentials

2. Territory Plans

Large account strategy

Working of large account strategy

Implementing the large account strategy

 Taking measure of the prospect

 Determining account load

 Creating account list

3. Account plans

Account plan management

 Account development cycle

 Identification of customers’ needs and positioning

 Sales discovery process

4. Selling with emotions

Understanding the emotional intelligence

 ARROW self-assessment approach

5. TEAM dynamics: moving from me to we

MVP model

Taking the profile

Personality axis

Definition of roles

6. Understanding own personality

Togetherness personality

Enterpriser personality

 Analyzer personality

Motivator personality

7. Executing sales

Eliminating the peak and valleys of selling

Stay current

Prioritizing the prospects

Call cadence

Call script

 Monitoring the progress

8. Sales discovery

Overview of the process

Preparation

9. Handling objections

Number of objections

Price objections

Competition objection

“Will it work?” objection

The “Not now” objection

Objection handling matrix

10. Winning the sales

 Best kept secrets

 Closing technique

 Effect on overall sales

Recommended Text

1. Gouldner, Paul. S, (2010) Red Hot Selling, American Association Management Publication

2. Anthony, Mitch, (2003) Selling With Emotions, Dearborn trade publication

3. Tasso, Kim, (2003) Selling Skills and Techniques for the professions, Thorogood Publications

4. Basic Selling Skills (2010), MTD Training manual

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Marketing Channels

Course Code : MKG 302

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

Marketing Channels Structure

Emergence of the Marketing Channels Structure

Functions and Flows in Marketing Channels

Analyzing Marketing Channel Structure

Supply Chain Management

Introduction – Definition and Concept

The Relationship of Logistic to Supply Chain Management

The Framework of Supply Chain Management

Channel Relationships — An overview

The Buyer Supplier Relationship

Retail Management — An introduction

The Wheel of Retailing

Types of Retailing

International Prospects

Pakistan Prospects

Retail Concern Issues

Retail Image

Positioning of Retail

Inventory Management

Customer Services

Interior and Exterior Decoration and Transportation

Retail Merchandize Management

Merchandize Mix Management

Merchandize Budget Management

Information Technology and Distribution Management

Role of Information Technology in Retail Management

Insight from Industry

Managing Unmanageable

Pricing and its Related Decision in Retail

Setting the Price

Satisfying Marketing and Profit Objectives

Marketing View of Price

Price Setting Methods

Cost Plus

Marginal Pricing

Target Pricing

Competitive Pricing

Strategies and Tactics of Pricing

Concept of Wholesaling

Introduction and its Types

Major issues; Image, Positioning, Inventory Management, Customer Services, and Transportation

Channels of Distribution

Channel Planning

Designing Channel Systems

Reverse Distribution Channels

Concept and its implication in national and international –prospects

Managing Marketing Channels

Criteria’s for the selection of

Identifying Potential and Actual Channel Conflicts

Conflict Management Techniques

Recommended Texts:

1. Marketing Channel Strategy by R. Palmatier, L. Stern, A. El-Ansary, E. Anderson (8th Edition) Jan. 6, 2014

2. Stern, L.W and E.L Ansary, Adel.I (1988).Marketing Channel (3rd Edition) New Jersey:Prentice-Hall.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : E-Marketing

Course Code : MKG 304

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

Chapter 1 Introduction to E-marketing

* 1. Introduction

 Outline the benefits and risks of e-marketing

1.2 The wired-up world

 Outline the characteristics of the new marketspace

1.3 B2C, B2B, C2B and C2C

Identify different forms of collaboration between marketplace members

1.4 E-definitions

Describe the difference between e-commerce, e-business and e-marketing

1.5 Sloppy e-marketing

Avoid basic e-marketing mistakes

1.6 Objectives

Outline the five basic e-marketing objectives

1.7 Objective – Sell

Define objectives for selling to the customer online

1.8 Objective – Serve

 Define objectives for serving the customer online

1.9 Objective – Speak

Define objectives for speaking to the customer online

1.10 Objective – Save

Define objectives for saving online

1.11 Objective – Sizzle

 Define objectives for enhancing the brand online

1.12 Introduction to e-strategy

Outline approaches to achieving e-marketing objectives

1.13 Tactics, action and control

 Outline e-marketing tactics, actions and control

Chapter 2 Remix

2.1 Introduction

 Identify the different elements of the marketing mix and where

they fit into the e-marketing plan.

2.2 What is the marketing mix.

 Appreciate the many different approaches to the marketing mix?

2.3 Beyond the mix

 Identify the marketing skills required to take you beyond the mix.

2.4 Product

 Assess the full potential of extending any product online.

2.5 Price

 Review your pricing and consider some dynamic pricing models.

2.6 Place

 Identify the online distribution issues and challenges.

2.7 Promotion

 Discuss the problems and opportunities of the online

communications mix.

2.8 People

Analyse why online service requires a delicate balance of people

and automation.

2.9 Processes

 List the components of process and understand the need to integrate

them into a system.

2.10 Physical evidence

 Identify the digital components that give ‘evidence’ to customers

and check that your web site has them.

2.11 An extra ‘P’, partnerships

 So much of marketing today is based on strategic partnerships,

marketing marriages and alliances that we have added this ‘P’ in as a vital ingredient in today’s marketing mix.

Chapter 3 E-Models

3.1 Introduction

 Outline the changes to existing models, and new models

3.2 New models required

 Describe the drivers of new models and action required in response

3.3 E-business models – value chains

 Outline changes and responses to value chain models

3.4 E-business models – production

 Understand and respond to implications of models changes to

production models

3.5 E-business models – procurement

 Assess the implications of e-procurement from both buyer and

seller perspectives

3.6 E-business models – distribution models

 Analyze the relevance of new distribution models

3.7 Communications models

 Describe differences in communications models and how they can

be exploited

3.8 Customer buying models

 Summarize changes to buying models and assess their implications

3.9 Customer information processing

 Assess differences in customer information processing that occur

online

3.10 Loyalty models

 Assess the relevance of new loyalty models

Chapter 4 E-Customers

4.1 Introduction

Identify customer expectations and how to satisfy them

4.2 Motivations

 Evaluate and respond to the factors that encourage users to adopt

and stay using the Internet

4.3 Expectations

 Determine the facilities that customers require online

4.4 Fears and phobias

 Evaluate and manage the fears and phobias that hinder online

transactions

4.5 The online buying process

 Support the buying process through traditional and digital channels

4.6 Online information processing

 Recognize how visitors process information and how marketers

can respond to this. Identify the online buying process

4.7 Relationships and loyalty

 Understand online relationship marketing techniques to

maintain customer relationships

4.8 Communities and social networks

 Assess the suitability of techniques used to foster online

communities and how to build active/lively online communities

4.9 Customer profiles

 Describe the profile characteristics of online customers, both B2C

and B2B

4.10 Researching the online customer

 Assess the process, techniques and measures used to research and

assess online marketing effectiveness

4.11 The post-PC customer

 Paint a picture of the future and the new online customer’s

Changing behavior patterns

Chapter 5 E-Tools

5.1 Introduction

 To introduce the e-tools and their significance

5.2 Interactive digital TV

 To understand what iDTV is and how it applies within a marketing

context

5.3 Digital radio

 Understand the relevance and benefits of digital radio

5.4 Mobile devices

 To understand the space of mobile devices in a marketing context

5.5 Interactive kiosks

 Evaluate the relevance and benefits of interactive kiosks

5.6 CD-ROMs and interactive business cards

 Evaluate the relevance and benefits of CD-ROMs and interactive

business cards

5.7 Miscellaneous tools

 Review the significance of other e-tools

5.8 Repurposing content

 Determine the complexities of marketing across integrated digital

channels

5.9 Convergence

 Assess the significance of the convergence phenomenon

5.10 Integrated campaigns

 Define the elements of an integrated campaign

Chapter 6 Site Design

6.1 Introduction

 Identify the main objectives of effective site design

6.2 Integrated design

 Ensure web sites are integrated with the rest of the business

6.3 Online value proposition

 Develop an online value proposition (OVP)

6.4 Customer orientation

 Be able to translate customer needs into web site design

6.5 Dynamic design and personalization

 Explore options for added value through dynamic facilities

6.6 Aesthetics

 Identify different aspects of aesthetic design

6.7 Page design

 Understand and apply best practice for page layout

6.8 Copy writing

 Grasp and apply the fundamental principles of copy writing for web

sites

6.9 Navigation and structure

 Assess best practice for navigation and structure

6.10 Interaction

 Assess best practice for interaction (including conversion rates and

customer services)

Chapter 7 E-Business

9.1 Introduction

 Understand the context of e-business

9.2 E-business architecture

 Identify the components of an e-business architecture

9.3 An e-business value framework

 Distinguish between and understand links between buy-side, sell

side and in-side e-business

9.4 Buy-side applications

 Define the opportunities and marketing relevance of buy-side

applications

9.5 In-side applications

 Define the opportunities and marketing relevance of in-side

applications

9.6 Sell-side applications

 Define the opportunities and marketing relevance of sell-side

applications

9.7 Creating the e-business

 Identify the main elements of moving to e-business

9.8 E-business security

 Outline the main risks and solutions to e-business security

9.9 E-business success criteria

 Specify criteria for e-business success

9.10 Why did the dotcoms become dot-bombs?

 Specify criteria for e-business failure

Recommended Book:

1. E-Marketing: International Edition, Judy Strauss / Raymond Frost, Pearson Education, 7th Edition, 2013.
2. eMarketingeXcellence: The Heart of eBusiness, Second edition, by PR Smith and Dave Chaffey, 2005.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Commercial Law

Course Code : COM 307

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objective:**

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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  | Definition and classification of Laws, over view of general and |  |
|  | Week 01 |  | commercial terms, Business Entities such as sole |  |
|  |  |  | proprietorship, partnership and joint stock companies |  |
|  |  |  | Definition of a contract, Essential elements of a valid contract, |  |
|  |  |  |  |
|  |  |  | Legal provision governing offers ,communication, acceptance |  |
|  | Week 02 |  | or counter offer, consideration, agreement, lawful purpose, |  |
|  |  |  | parties to the contract and their intent to create contractual |  |
|  |  |  | obligations |  |
|  |  |  | Rights and Duties of parties, specific performance of the |  |
|  | Week 03 |  | contract ,Discharge of the contract, Breach of the contract and |  |
|  |  |  | remedies, illegal, voidable and void contracts |  |
|  |  |  | Definition and Essential Elements of a partnership, partnership |  |
|  | Week 04 |  | deeds, rights and duties of partners, partnership distinguished |  |
|  |  |  | from sole proprietorship and the companies |  |
|  |  |  | Individual and Joint liabilities of the partners for the firm debts, |  |
|  | Week 05 |  | principles governing ownership of the firm‟s asset and |  |
|  |  |  |
|  |  | distribution of profits, implied and specific authority of the |  |
|  |  |  |  |
|  |  |  | partners, principle of holding out, Dissolution of the partnership |  |
|  | Week 06 |  | Concept of limited liability and Juristic person Requirement |  |
|  |  |  |
|  |  | and process of incorporation, Effects of incorporation, types of |  |
|  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  | joint stock companies by nature and formation, Ownership and |  |
|  |  |  | management of the companies |  |
|  |  |  | Rights of the shareholders, Rights ,power and duties of the |  |
|  |  |  | Board of Directors, Statutory provisions governing the election |  |
|  | Week 07 |  | of Directors, meeting of the shareholders and the board of |  |
|  |  |  | Directors, disclosure requirements and the financial |  |
|  |  |  | statements |  |
|  |  |  | Listed vs. non listed companies, advantages and |  |
|  |  |  | disadvantages of listing, listing requirements of Stock |  |
|  | Week 09 |  | Exchange. salient provision of Code of Corporate Governance, |  |
|  |  |  | Brief discussion of Securities and Exchange Commission Of |  |
|  |  |  | Pakistan as the corporate watch dog |  |
|  | Week 09 |  | Mid –term exam |  |
|  |  |  | Definition, Nature of the contract of sale, conditions and |  |
|  | Week 10 |  | warranties, Definition ,Nature of the contract of sale condition |  |
|  |  |  | and warranties |  |
|  |  |  | Transfer of property ,performance of the contract of sale, |  |
|  |  |  |  |
|  | Week 11 |  | Delivery of the goods, Unpaid seller and auction sale, |  |
|  |  |  |
|  |  | Consignment basis, Delivery against advance payment ,supply |  |
|  |  |  |  |
|  |  |  | against letter of credit, types of letter of credit |  |
|  | Week 12 |  | Laws relating to indemnity, guarantees, bailment, |  |
|  |  |  |
|  |  | hyphothetication, pledge and Mortgage, agency agreement |  |
|  |  |  |  |
|  |  |  | Evolution of Banks, types of banks, major function of banks, |  |
|  | Week 13 |  | Negotiable instruments Act ,Definition ,characteristics of |  |
|  |  |  | Negotiable instruments, |  |
|  |  |  | Bill of Exchange and promissory Notes, parties to instrument, |  |
|  | Week 14 |  | negotiation and endorsement, liabilities of the parties, payment |  |
|  |  |  | and discharge of liabilities |  |
|  | Week 15 |  | Revision |  |

Recommended books

1. Dr. KhwajaAmjadSaeed, Mercantile and Industrial Laws in Pakistan Latest Edition, Institute of Business Management.
2. Nazir Ahmad Shaheen, Practical approach to the Companies Ordinance, Latest Edition, PLD.

Recommended reference books

1. Sajid A Qurashi, Business Law, Latest Edition.
2. Liaqat Ali Butt, The Negotiable Instrument, Latest Edition, PLD.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : International Marketing

Course Code : MKG 401

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

Introduction

Meaning of International marketing.Importance of International trade,Opportunities and Challenges of International Marketing

International Trade and Pakistan

Emergence of Global Division, Institutions affecting International Trade, (WTO, IMF, World Bank, SAARC, Other Regional Institutions).The Current Pakistan International Trade Position, Impact of International Trade on Pak Economy, The effect of international trade, and the effect of International Investment.

International Economic Environment

Market Characteristics like population, infrastructure, Geography and foreign involvement in the Economy. Impact of the Economic Environment on Social Development.

International legal and political environment

Home Country Political & legal environment, embargoes and sanction, export and import control

Host Country political & Legal environment, political action and risk, legal differences and restraints influence politics and laws. International environment, International politics and international law.

International cultural environment

Definition and elements of culture lounge non-verbal language, religion, values, attitude, manner, costumes, material elements, estates, education and social institutions, Sources of cultural knowledge, cultural anises and the training challenge.

Export process

Motivations to internationalize, Proactive and reactive. Change agent, internal and external, stages of internationalization.

Secondary international marketing research

Definition and linking decision and linking research to decision making process.Defrenciating between international and domestic research

International communications

The marketing communication forces, International negotiation, Marketing communication strategic, Communication tools

International channels of distribution

Channels structure, Channels design, Selection of intermediaries, Channels management

Licensing, Franchising, and export intermediates

Licensing, Regulation of licensing, Principal issues in negotiating, Franchising, Facilitating intermediaries

RECOMMENDED BOOKS:

1. International Marketing by Michael R. C.&Ilkka A. R. August 13, 2012 (8th Edition).
2. Pakistan Economic Survey (Latest edition) Ministry of Finance, Govt. of Pakistan.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Retailing

Course Code : MKG 405

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

1. Retailing

2. Retail strategy: Creating the competitive Advantages.

3. The Environment of retailing and Decision -Making Issues.

4. Understanding and identifying the customers.

5. Store location and site Evaluation.

6. Store design and layout.

7. Planning Merchandise Needs and Merchandise Budgets.

8. Assortment Planning, Buying and Vendor Relations.

9. Pricing Merchandise

10. Retail Advertising

11. Retail selling, sales Promotion, and Publicity.

12. The Virtual Store and retail data Based Marketing.

Recommended Text:

1. Hasty, R and Reardon, 3(1997) Retail Management, NewYork. Mc-Graw-Hill.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Advertising

Course Code : MKG 406

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objective:**

Advertising is designed as an introduction to the field of integrated marketing communications (IMC). The emphasis is on the use of communication to meet marketing objectives, including but not limited to advertising. This course will provide a broad overview of many areas that pertain to marketing communication. Special attention will be placed on understanding the consumer in order to communicate better. Although creative issues will be examined, this is primarily a management, not a creative, course.

Introduction

Advertising: Definition, functions and classifications.

The evolution of modern advertising.

Advertising and the social, ethical and legal issues.

The advertising business: The company‟s own department, Advertising agencies and the media.

The marketing mix and advertising

Advertising and the product.

Advertising and the price.

Advertising and the place.

Advertising and the promotion.

The advertising research stages

Advertising strategy determination.

Concept development and testing.

Testing and evaluation of advertising.

Copywriting and advertising strategy

Message strategy: The product marketing facts for copywriters.

Copy platform.

Objectives of creative copy.

The structure of copy.

How to write effective copy.

Common pitfalls and copywriting.

Designing the advertising

The advertisement layouts.

The design principles.

The features of the best layout design.

Media planning and selection

Role of media in marketing framework.

Defining media objectives.

Developing media strategies.

Media selection and scheduling.

Advertising media

Print media: Newspapers and magazines

Electronic media: Television, radio and limitations of cable.

Direct mail and the creative mix.

Out-of-home media.

Transit advertising

RECOMENDED BOOK

1. Advertising: Concept and Copy by George Felton (3rd Edition) Aug. 5, 2013.
2. Bovee&Arens; Contemporary Advertising, IRWIN Inc.

REFERENCE BOOKS

1. Bovee, Thill, Dovel, Woo; Advertising Excellence, The McGraw Hill Inc.
2. Wright M:G; Advertising, McGraw Hill Inc.
3. Wilmshurst& Mackay; The Fundamentals of Advertising, Butterworth Heinemann.

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Marketing Research

Course Code : MKG 410

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objective:**

Marketing Research is offered to the students seeking specialization in Marketing. This course is designed to let the students able to conduct Marketing research for solution of the Marketing problems, and effective decision marking. All techniques of marketing research are the parts of this course including the most scientific approach of experimentation in marketing research.

Week 1:

 Marketing research Vs Social Research

 Conducting marketing research

 Applications of marketing research

Week 2&3:

 Marketing research Process

Week 4:

 Secondary Data

 Internal record System of Co

Week 5:

 External Secondary Data

 Sources of Secondary Data

Week 6:

 Primary Data

 Survey techniques

Week 7:

 Telephonic Surveys

 Mail Surveys

Week 8

 Increasing response rate of Telephonic

 And mail surveys

Week 9

 Personal Interviews

 Group Interviews

Week 10

 Developing the questionnaire

 Sampling

Week 11

 Probability sampling

 Non- Probability sampling

Week 12

 Processing the collected data

 Editing

 Coding

Week 13

 Causal Research

 Experimentations

Week 14

 Experimental Designs with

 Control group and experimental groups

Week 15

 Application of Marketing Research

 Product research

 Distribution Research

Week 16

 Promotion research

 Pricing Research

Recommended Book:

1. Marketing Research by Alvin C Burns, Ronald F. Bush (7th Edition) Jan. 7, 2013.
2. MARKETING RESEARCH, Kinear McGraw Hill Publications

Total Marks : 100

Internal Assessment : 20

Mid Term : 30

Final Examination : 50

### Course Name : Branding and Culture

Course Code : MKG 403

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

1. **INTRODUCTION**

Background and history of branding

Difference between product and brand

Aims of a brand

Culture and society

Characteristics of culture

Consumer culture

1. **BUILDING RELATIONSHIPS THROUGH BRANDS**

Brand identity and its associations

Types of relationships

What makes brands great globally

1. **BRAND AESTHETICS/ ELEMENTS**

Brand name

Brand logo and symbol

Brand slogan, jingles, hymns

Brand packaging

Brand color and design

Research paper regarding logo redesign

Brand equity

1. **WHY BRAND MATTERS**

To customers

To firms

1. **CULTURAL DIFFERENCES IMPACTING BRANDS**

Global companies and their strategies

International branding

Standardization

Adaptation

Research paper regarding cultural differences

1. **BRAND EQUITY**

First perspective

Second perspective

1. **THE BIGGEST BRANDING MISTAKES**

Why brands fail

Culture failures

Biggest loopholes by companies

**Recommended Text**

1. Best practice cases in branding by Keller, K. L. (3rd Edition 2007). Pearson Education
2. Clifton, R. (2009). Brands and branding.Wiley.com

**Additional Readings**

1. Underhill, P. (2008). Why we buy: The science of shopping--updated and revised for the Internet, the global consumer, and beyond. SimonandSchuster. com
2. Gad, T. (2005). 4D-Branding: die vierDimensionenerfolgreichenMarkenmanagements. MI Wirtschaftsbuch

### Course Name : Service Marketing

Course Code : MKG 411

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objective:**

This course will help the students examine the following market-driven strategy aspects.

* To develop the theme of market-driven strategy and its pivotal role in designing and implementing effective business and marketing strategies.
* To review the characteristics of market oriented organizations, the development of distinctive capabilities, and the creation of value for customers.
* To look into the links between business and marketing strategy and corporate strategy to clarify the scope of strategy and the marketing strategy process.
* To emphasize the turbulent context in which executives make strategic choices and to explore some of the most important challenges in the modern marketplace, escalating globalization, technological change and the imperatives of ethical behavior and corporate social responsibility.

|  |  |  |
| --- | --- | --- |
| **S. No** | **Topics to be Covered** | **Chapter** |
| 1. | **Introducing Services**‘What is service?’Characteristics of services The ‘7 Ps’ of services Customer involvement and uncertainty Expectations and perceptions of a service Core and augmented service The ‘McDonaldization’ of services The downside of McDonaldizationThe trouble with service &**(Case Study)** | **Chap# 1** |
| 2. | **Organization for service** ‘Organization realities’ Structure of organizationsCulture of organizations Types of organization culture Organizational climate Defensive behaviourExplanation for defensive behaviourOrganizing for service Empowerment Criticism of the new service management school of thoughtThe virtual organization &**(Case Study)** | **Chap# 2** |
| 3. | **Design of the service**The concept of design Service classification: a design issue Objects of the service processes &**(Case Study)** | **Chap# 3** |
| 4. | **Design of the service**Customer contact Service blueprint The 3 logics &**(Case Study)** | **Chap# 3** |
| 5. | **The service setting** The service setting frameworkTypes of service setting The role of the service setting &**(Case Study)** | **Chap# 4** |
| 6 | **The service setting** The service setting and consumer behaviourEnvironmental dimensions of the service settingThree service settings &**(Case Study)** | **Chap# 4** |
| 7. | **Service quality** The quality challengeDefinitions of quality (and implications for service quality) 86StandardsHard and soft standardsThe Gaps Model of Service Quality &**(Case Study)** | **Chap# 5** |
| 8. | **Service quality** SERVQUAL (what to measure)The SERVQUAL Scale Tools of quality Quality programmesCost of quality &**(Case Study)** | **Chap# 5** |
| 9. | **Service communications**Integrated marketing communicationsThe role for communicationsServices communication Key communication variables &**(Case Study)** | **Chap# 9** |
| 10. | **Service communications**Corporate identityBranding servicesAdvertising the service &**(Case Study)** | **Chap# 9** |
| 11 | **Relationship marketing**A twenty-first century approach to marketingWhat is relationship marketing? &**(Case Study)** | **Chap# 11** |
| 12 | **Relationship marketing**Why follow a relationship marketing approachBenefits to the customer &**(Case Study)** | **Chap#11** |
| 13 | **Monitoring and evaluating the service**Customer satisfaction evaluationCustomer complaints Service recovery &**(Case Study)** | **Chap# 12** |
| 14 | **Monitoring and evaluating the service**Effective complaint-handling procedures Guarantees Customer defections &**(Case Study)** | **Chap# 12** |

**Recomeded Books:**

1. Services Marketing Managementby Peter Mudie& Angela Pirrie (3rd Edition, 2006)
2. Case Studies in Marketing Management by Arvind V. Shukla

### Course Name : Agri Business Marketing

Course Code :

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objective:**

 To learn how the agribusiness marketing system functions, covering operations involved in the movement of agricultural commodities from farmer to consumer, including the essential marketing functions of buying/selling, transportation, storage, pricing, standardization, market intelligence, and risk bearing.

Upon completion of this course, students are expected to be able to:

**1.**Understand key concepts of modern marketing strategies and techniques, including product differentiation, branding, price discrimination, target marketing, vertical integration, international marketing, and supply chain management.

**2.**Identify and assess alternative agribusiness marketing environments and strategies

**3.** Understand the use of basic risk bearing tools and strategies, including Futures Markets, hedging, and options.

**4.** Understand the different roles, decisions, and responsibilities associated with marketing positions at different levels of the agribusiness marketing chain, including private corporations, cooperatives, and government agencies.

**5.** Improve their technical communication skills in the area of Marketing

Week 1-4: Marketing Dimensions and Market Competition

Describe and analyze the general functions and the competitive environment in which farm commodities become consumption products.

(Chapters 1-4)

Week 5-8: Consumer Markets

Understand the characteristics, structure, and evolution of the domestic and international markets for food/agricultural products.

 (Chapters 5-6)

Week 9-11: Pricing and Exchange Systems

Analyze the economic principals that guide marketing activities (at industry and firm levels) including price determination and risk management

(Chapters 7-10)

Week 12-16: Marketing Channels

Compare the firm specific marketing and procurement alternatives for producers, producer groups, processors, wholesalers and retailers.

(Chapters 11-15)

**Recommended Text:**

The Agricultural Marketing System by V. James Rhodes, Jan L. Dauve, and Joseph L. Parcell.6th edition. Arizona: Holcomb Hathaway, 2006.

### Course Name : Marketing Plan Development

Course Code : MKG409

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course objectives:**

Enable the creation of an effective marketing plan based on customer and/or company data. Furthermore analyze an organization’s marketplace in light of key marketing metric requirements and recognize how the marketing mix and marketing plan fits with overall business strategies.

Week 1 Course introduction and Review of Course Outline

The Marketing Planning Process

(Lehmann and Winer, Chap 1 and Cohen, Chap 1)

Week 2-3 Overview of a sample marketing plan;

Marketing Plan Format

1. Purpose and Mission
2. Analysis

 Situational Analysis

Product, Market Analysis

Distribution Analysis

Competitor Analysis

Financial Analysis

Other Analysis

1. Strategy and Objectives

Marketing Strategy

Marketing Objectives

1. Tactical Programs

Markets

Product

Promotion

Distribution

Pricing

Others

1. Budgets, Performance Analysis, Implementation

Budgeting and Analysis

Implementation

1. Additional Considerations and Contingencies

Week 4-5 Market Appraisal - External Audit

(i): Scanning the Market Environment

Lehmann and Winer, Chap 2 & 3; Cohen, Chap 2.

Week 6-7 Market Appraisal - External Audit

(ii): Competitor/Customer Analysis

(Lehmann and Winer, Chaps 4, 5.)

Week 8 Establishing Objectives/Strategic Options

(Cohen, Chaps 3, 4)

Week 9 Market Measurement and Forecasting

(Lehmann and Winer, Chap 6; Cohen, Chap 6)

Week 10-11 Manipulating the Controllable Variables

(Lehmann and Winer, Chap 7; Cohen, Chap 5;)

Week 12-13 Budgeting and Profitability

(Cohen, Chapter 7)

Week 14 Implementation and Control

(Cohen Chap 9)

Week 15 The Formal Presentation

(Cohen Chap 8)

Week 16 Written submission of Marketing Plan

 Presentation by all groups

**Recommended Texts:**

1. Lehmann, D.R and R.S. Winer, Analysis for Marketing Planning, 7th Edition, Chicago, Illinois: Irwin, 2005.
2. Cohen, William A, The Marketing Plan, 5th Edition, New York: John Wiley and Sons, 2005.

**Additional Readings:**

Jain, S.C. and Haley, G.T., Marketing Planning and Strategy, 8th Edition, Cengage Learning, 2007.

### Course Name : Seminar in Marketing

Course Code : MKG 412

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objective:**

This course covers contemporary topics in marketing and includes discussion of recent developments in international marketing, consumer behavior, services marketing, marketing communications and brand management.

The primary learning objective of this course is to develop the knowledge in marketing theory and the ability to apply contemporary marketing concepts.

Week 1: Introduction to Course and Syllabus Review

Week 2-3: A Review on Marketing Basics

* Value Concept and Transaction of Value
* Products in Contemporary Marketing
* Market Analysis
* The Marketing Mix

Week 4-5: Brand Management

* The Role of Brands
* Branding Concepts
* Developing Brand Equity
* Nostalgic Brands
* Brand Equity Models (Aaker and Keller Models)
* Choosing Brand Elements

Week 6: Marketing as Communications

* Integrated Marketing Communications
* Writing a Creative Brief – In Class Exercise

Week 7: Developing Innovative Brand Communications – In Class Exercise

Week 8-9: Design Management and Marketing

* Product as a Symbol: Hedonic vs. Utilitarian Needs
* Cognitive and Emotional Responses to Product Design
* Aesthetic Appreciation

Week 9: Services Marketing

Designing/Renovating a Service – In Class Exercise

Week 10: New Trends in Marketing

* Guerilla Marketing, Buzz Marketing, Experiential Marketing

Week 11: Global Marketing: Some Insights for Going International

Week 12: How to market NGO’s and NPO’s

Week 13: An insight into how ethical MNC’s operations are

* Whistle blowers
* Lobbying
* CSR

Week 14: Demarketing

* Reverse psychology

Week 15-16 Review of various articles and students synopsis

**Recommended Text:**

No textbook is required. The instructor will announce assigned materials during classes.

### Course Name : PharmaMarketing

Course Code : MKG

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

This course focuses on the organizational, management, and technology issues and considerations related to the sales and marketing function of the pharmaceutical industry as one of its principal boundary-spanning functions.  This course will use literature on pharmaceutical sales and marketing business approaches and information technologies that drive or support sales and marketing plans as well as information and knowledge management considerations that drive competitive distinctiveness.  This course will also explore the real and potential information and knowledge linkages between the sales and marketing function and the discovery, product development and supply chain functions of the pharmaceutical industry.

Week 1-2 Competing In the Pharmaceutical Marketplace

* Industry challenges
* The competitive landscape
* The markets

(Smith, Chapters 1-3)

Week 3 Logistics Management Concepts

* Plan, Source, Make, Sell, Deliver
* Introducing the SCOR Model
* Adapting SCOR as a Contextual Model for this course

(Cohen &Roussel: pp 70-89)

( Simchi-Levi: pp 214-216)

Week 4-5 Supply Chain Management Concepts

* Relevance To Management Practice
* Managing Uncertainty
* SCM Strategies and Best Practices

(Simchi-Levy: Chapters 1-2)

Week 6-7 Pharmaceutical Marketing - PLAN

* The pharmaceutical value chain
* Pharmaceutical marketing concepts
* Pharmaceutical Market Research
* Review of Pharmaceutical Marketing Analysis frameworks, e.g., product competitive forces analysis

(Smith: Chapters 5,7)

Week 8-10 Logistics and The Pharmaceutical Supply Chain

Source, make and distribute

* Supplier strategies
* Clinical trial supply chain management
* Vendor management
* Organizational Models
* Packaging considerations
* Product Counterfeiting

(Cohen &Roussel: Chapter 3, 4 )

( Simchi-Levy: Chapters 5, 8)

Week 11-12 Actualizing The Pharmaceutical Marketing Function - SELL

* Pharmaceutical Sales roles
* Physician Detailing

(Smith: Chapters 11-12)

Week 13-14 Logistics Management Technologies – PLAN, SOURCE, MAKE, SELL and DISTRIBUTE

* Major SCM Applications
* e-Marketing
* SFA and CRM
* Supply Chain Collaboration
* RFID and Pharmaceutical Distribution

(Simchi-Levy: Chapter 10 )

( Cohen&Roussel: Chapter 2)

Week 15-16 Pharmaceutical Legal and Ethical Considerations - PLAN, SELL and DISTRIBUTE

* Prescription Drug Marketing Act (PDMA)
* Physician Detailing
* PhRMA Ethical Codes
* Off-Label Representations
* Product Pedigree Tracking

(Smith, Chapter 9, 11)

**Recommended Text:**

1. Cohen , S. &Roussel, J.,“Strategic Supply Chain Management”, McGraw-Hill, 2005.
2. Simchi-Levy, D., Kaminsky, P. and Simchi-Levy, E., “Managing the Supply Chain: The Definitive Guide for the Business Professional”, McGraw-Hill, 2004.
3. Smith, Smith, M., “Pharmaceutical Marketing: Strategy and Cases”, Haworth Press, 1991.

### Course Name : Marketing Financial Service

Course Code : MKG

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

The main aim of this course is to familiarize students with the basic consepts of marketing financial services and provide a background information to students inorder to make them draw their own conclucions.

On successful completion of this course students will have developed knowledge and understanding of:

Week 1-2 Inroduction to Marketing and the key Marketing concepts (Pezzullo, Chapter 1)

Week 3-4 Marketing Planning (Pezzullo, Chapter 2)

Week 4-5 The Strategic Marketing Process (Pezzullo, Chapter 3)

Week 6 The Development of situational analysis (Pezzullo, Chapter 4)

Week 7 Setting goals and objectives and identifying strategies and tactics. (Pezzullo, Chapter 5)

Week 8 Consumer and organizational buying behavior (Pezzullo, Chapter 6)

Week 9 Marketing research and marketing information system (Pezzullo, Chapter10)

Week 10 Segmentation and positioning strategies (Pezzullo, Chapter 8)

Week 11-12 Product strategy and new product development (Pezzullo, Chapter 9)

Week 13-14 Pricing strategy (Pezzullo, Chapter 10)

Week 15 Distribution Strategy; Physical distribution (Pezzullo, Chapter 11)

Week 16 Promotion strategy: Personal selling (Pezzullo, Chapter 12)

**Recommended Texts:**

1. Harrison, H. (2000), Financial Services Marketing, Pearson Education Publishing, UK.
2. Pezzullo, M. A. (1998), Marketing Financial Services, American Bankers Association, USA.
3. McGouldrick, P.J. and Greenland, S. J. (1994), Retaling of Financial Services, McGraw-Hill Book Company, England.
4. Meidan, A. (1996), Marketing of Financial Services, Macmillan Press Ltd., Great Britain.

### Course Name : Export Management and Maeketing

Course Code : MKG

Credit Hours : 03

Total Weeks : 16

Total Hours : 48

**Course Objectives:**

International Marketing is concerned with the management of marketing activities across countries. Since the international penetration of markets abroad are more and more imperative, the main goal of international marketing is the commercialization of a firms products and services outside its home market. This course tackles the main problems of international marketing, which is the unfamiliarity of a manager with foreign markets and the international variety of national environments which deters the straightforward use the domestic marketing strategy abroad. In this course students will discuss various strategies that help the international marketer to cope with the international varying market contexts. The course emphasizes exporting as a foreign market entry mode but non-export modes are also discussed.

Week 1-2 Globalisation of Markets

1. Globalisation drivers and marketing imperative
2. Global Market Environment

Week 3-4 Global Marketing Research

1. Foreign market assessment
2. Cross-culture research

Week 5 Global Marketing Strategies

1. Regional responsiveness vs. Standardization
2. Global segments, positioning
3. Country of Origin effects

Week 6-7 Global Market Entry Strategies

1. Choosing the mode of entry
2. Export entry modes
3. Franchising

Week 8-9 Global Product Policy Decisions

1. Global product development
2. Global Branding strategy
3. Imitation strategies

Week 10-11 Global Pricing

1. Coordinating national prices
2. Transfer Pricing
3. Anti-Dumping

Week 12-13 Global Communication and Advertising

1. Advertising & culture
2. Standardization vs. adaptation

Week 14-16 Export Management

1. Export order
2. Financing and methods of payment
3. Physical distribution

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| **Recommended Text:** |
| M. Kotabe, K. Helsen: Global Marketing Management , 4th Edition, John Wiley, 2007. |  |
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| **Additional readings:** |
| G. Albaum, E. Duerr, J. Strandskov: International Marketing and Export Management , 5th Ed., Prentice Hall, 2005. |  |
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