



## **Table of Contents**

Approval Sheet of Board of Studies .....	3
Bachelor of Business Administration (BBA) – Honors.....	4
Semester wise Break-up.....	4
Course Contents .....	7
Semester –I.....	7
Course Title: FINANCIAL ACCOUNTING - I.....	7
Course Title: FRESHMAN ENGLISH I .....	11
Course Title: INTRODUCTION TO MARKETING .....	14
Course Title: ISLAMIC STUDIES.....	20
Course Title: INTRODUCTION TO COMPUTING .....	23
Course Title: INTRODUCTION TO BUSINESS CONTEMPORARY WORLD .....	27
Semester II .....	30
Course Title: ARABIC I .....	30
Course Title: FRESHMEN ENGLISH II .....	33
Course Title: HUMAN PSYCHOLOGY.....	36
Course Title: MICRO ECONOMICS.....	39
Course Title: PRINCIPLES OF MANAGEMENT .....	43
Course Title: BUSINESS MATHEMATICS .....	47
Semester III.....	50
Course Title: ORAL COMMUNICATION.....	50
Course Title: BUSINESS STATISTICS .....	53
Course Title: MACRO ECONOMICS .....	57
Course Title: ARABIC II.....	60
Course Title: INTRODUCTION to HRM .....	63
Course Title: SOCIOLOGY .....	66
Semester IV.....	69
Course Title: BUSSINESS COMMUNICATION .....	69
Course Title: PAKISTAN STUDIES .....	73
Course Title: INTRODUCTION TO ENVIRONMENTAL SCIENCES .....	76
Course Title: FINANCIAL ACCOUNTING II.....	78
Course Title: PAKISTAN ECONOMY.....	81
Course Title: BUSINESS FINANCE .....	84



*Centre for Management and Commerce*  
*University of Swat*

---

Semester V .....	87
Course Title: COST ACCOUNTING.....	87
Course Title: MARKETING MANAGEMENT.....	90
Course Title: LOGIC AND CRITICAL THINKING.....	93
Course Title: FINANCIAL MANAGEMENT .....	97
Course Title: BUSINESS LAW.....	101
Semester VI.....	105
Course Title: BUSINESS ETHICS.....	105
Course Title: ORGANIZATIONAL BEHAVIOUR .....	109
Course Title: CONSUMER BEHAVIOUR.....	112
Course Title: MANAGEMENT INFORMATION SYSTEM.....	115
Semester VII .....	117
Course Title: BUSINESS RESEARCH METHODS & REPORT WRITING.....	117
Course Title: OPERATIONS/PRODUCTION MANAGEMENT .....	120
Course Title: BUSINESS POLICY .....	123
Course Title: ENTREPRENEURSHIP.....	125
Semester VIII .....	130
Course Title: GLOBAL/INTERNATIONAL BUSINESS MANAGEMENT .....	130



## **Approval Sheet of Board of Studies**

### **Approval Sheet of Scheme of Studies and Course Contents by Members of Board of Studies**

**All the Board Member Have Unanimously approved the courses and course content for  
Bachelor of Business Administration.**

**1. Mr. Hazrat Bilal, Assistant Professor  
In Chair**

**Convener**

In-Charge, Centre for Management and Commerce  
University of Swat

**2. Dr. Usman Ghani,**

**Member**

Assistant Professor  
Institute of Management Sciences, Peshawar

**3. Dr. Fazali Rabbi, Assistant Professor**

**Member**

In-charge, Institute of Economics, Social and Developmental Studies  
University of Swat

**4. Mr. Farooq Nawaz Khan, Assistant Professor**

**Member**

In-charge School of Education and Staff Training  
University of Swat

**5. Prof. Abdusslam**

**Member**

Principal, Swat Commerce College Swat

**6. Ass. Prof Asghar Khan**

**Member**

Associate Professor, Economics  
Govt. Post Graduate College, Swat

**7. Dr. Muhammad Shafiq**

**Member**

Assistant Professor,  
Department of Management Science  
Malakand University

**8. Mr. Khursheed Ahmad**

**Member**

Lecturer, Centre for Management and Commerce  
University of Swat

**9. Mr. Saeed Rahman**

**Member**

Lecturer in Management  
Swat Commerce College, Swat



## **Bachelor of Business Administration (BBA) – Honors**

1. Complete Course of BBA consists of 132 credit hours. The Course work comprises of 42 courses total of 126 credit hours and 6 (Six) Credit hours Research Work (Dissertation) equal to two courses of 200 marks.
2. Applicants should have minimum 45% in Higher Secondary School Certificate or equivalent from a recognized Institute/Board.
3. Applicants having “A” levels or other foreign qualifications must provide an equivalence certificate issued by Intermediate Board Committee of Chairmen (IBCC).

### **Semester wise Break-up**

#### **Semester-1**

<b>Course Code</b>	<b>Course Title</b>	<b>Cr. Hrs</b>
BBA 311	Financial Accounting I	3
BBA 312	Freshman English I	3
BBA 313	Introduction to Marketing	3
BBA 314	Islamic Studies	3
BBA 315	Introduction to Computing	3
BBA 316	Introduction to Business Contemporary World	3

#### **Semester-2**

<b>Course Code</b>	<b>Course Title</b>	<b>Cr. Hrs</b>
BBA321	Arabic I	3
BBA322	Freshman English II	3
BBA323	Human Psychology	3
BBA324	Micro Economics	3
BBA325	Principles of Management	3
BBA326	Business Mathematics	3



*Centre for Management and Commerce*  
*University of Swat*

---

**Semester-3**

Course Code	Course Title	Cr. Hrs
BBA 411	Oral Communication	3
BBA 412	Business Statistics	3
BBA 413	Macro Economics	3
BBA 414	Arabic II	3
BBA 415	Introduction to HRM	3
BBA 416	Sociology	3

**Semester-4**

Course Code	Course Title	Cr. Hrs
BBA 421	Business Communication	3
BBA 422	Pakistan Studies	3
BBA 423	Environmental Sciences	3
BBA 424	Financial Accounting-II	3
BBA 425	Pakistan Economics	3
BBA 426	Business Finance	3

**Semester-5**

Course Code	Course Title	Cr. Hrs
BBA 511	Cost Accounting	3
BBA 512	Marketing Management	3
BBA 513	Logic and Critical Thinking	3
BBA 514	Financial Management	3
BBA 515	Business Law	3
	Specialization-I	3

**Semester-6**

Course Code	Course Title	Cr. Hrs
BBA 521	Business Ethics	3
BBA 522	Organizational Behavior	3
BBA 523	Consumer Behavior	3
BBA 524	MIS	3
	Specialization-II	3



*Centre for Management and Commerce*  
*University of Swat*

---

**Semester-7**

<b>Course Code</b>	<b>Course Title</b>	<b>Cr. Hrs</b>
BBA 611	Business Research & Report Writing	3
BBA 612	Operations Management	3
BBA 613	Business Policy	3
BBA 614	Entrepreneurship	3
	Specialization-III	3

**Semester-8**

<b>S.No</b>	<b>Course Title</b>	<b>Cr. Hrs</b>
BBA 621	International Business Management	3
BBA 622	Specialization-IV	3
BBA 623	Project/Two Elective Courses	6



## Course Contents

---

### Semester –I

#### Course Title: FINANCIAL ACCOUNTING - I

---

*Title of Program:* BBA (Hons)  
*Course Code:* BBA 311  
*Pre-Requisite:* Nil  
*Credit Hours:* 03  
*Contact Hours:* 48

#### *Objectives:*

This course introduces the fundamental principles of accounting as a basis for business decision-making. Students learn the theory and application of recording changes in financial conditions, measuring income, integrating the accounting cycle into business operations, accounting for cash transactions, receivables, inventories, inventory valuation, accounting systems,

### Contents

#### Week 1<sup>st</sup> Introduction

- Accounting: the language of Business
- Purpose and Nature of Accounting
- Areas of Accounting
- Public Accounting

#### Week 2<sup>nd</sup> Accounting Concepts

- Managerial Accounting
- Financial Accounting
- Cost Accounting
- Internal Auditing
- Governmental Accounting
- Accounting Concepts
- Accounting principles

#### Week 3<sup>rd</sup> Forms of business Enterprises

- Sole proprietorship Business
- Partnership Business
- Corporations
- Accounting Terminologies

#### Week 4<sup>th</sup> Accounting Information Users

- Internal and external users of accounting information
- Owners, creditors, Labor unions,
- Govt agencies, supplier, Customers



- General Accepted Accounting principles
- Nature of Accounting Principles
- Conversion and Effects of Business Transaction

### **Week 5<sup>th</sup> Accounting Equation**

- Effect of Business Transaction on Accounting Equation
- Liabilities Effects on Accounting Equation
- Equity Effects on Accounting Equation
- Total Asset Effects on Accounting Equation
- Preparation of Balance Sheet
- Review
- Presentation
- Examination

### **Week 6<sup>th</sup> Changes in Financial Position**

- Double entry accounting system
- Accounting cycle and accounting process
- Debit Credit Rules (British and American )

### **Week 7<sup>th</sup> Journal Account**

- Definitions
- Uses and preparation of Journal
- Debit and credit Entries.
- Record Transaction in Journal
- Simple and Compound Entries
- Practice Questions

### **Week 8<sup>th</sup> Ledger Account**

- Use of ledger Account
- Debit and credit Entries.
- Record Transaction in ledger
- Uses and limitation of Trail Balance
- Preparation of Trail Balance

### **Week 9<sup>th</sup> Trial Balance**

- Preparation of Trial Balance
- Preparing Income Statement
- Measuring Business income
- Completion of Accounting Cycle
- Financial Statement
- Income Statement, statement of owner equity
- Realization principles and matching Principles
- Balance Sheet

### **Week 10<sup>th</sup> Adjusting Process**

- Adjusting Entries
- Adjusted Trial Balance
- Income Statement
- Balance Sheet
- Practice Questions





### **Week 11<sup>th</sup> Preparation of Work Sheet**

- Concept of Depreciation
- Preparation of Work sheet
- Closing Entries

### **Week 12<sup>th</sup> Forms of Business Organization**

- Partnership Accounting
- Formation, Admission of partner
- Determination of bonus to partner
- Division of income and liquidation process

### **Week 13<sup>th</sup> Corporation Accounting**

- Organization
- Classes of stock
- Issuing Capital
- Stock holder equity statement
- Distribution of Dividend
- Stock value
- Stock dividend

### **Week 14<sup>th</sup> Financial Assets**

- Cash Management
- Internal Control over cash
- Cash Disbursement
- Cash Flow Statement

### **Week 15<sup>th</sup> Bank Reconciliation Statement**

- Difference between Banks & Accounting Record
- Steps in preparing Bank Reconciliation

### **Week 16<sup>th</sup> Plant Assets & Deprecation**

- Categories of Plant Assets
- Deprecation Methods
- Straight Line Methods
- Declining Balance Methods
- Double Declining Balance Methods
- 150% Declining Balance Methods
- MACRS Methods
- Amortization & Depletion Methods

### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

### **Teaching Methodology:**

Lectures, Presentation through Multimedia, Question Answer Session, Group Discussions, Class Tests, and Case Studies

### **Resources:**

Periodicals, Magazines and other Articles, Internet and Libraries



*Centre for Management and Commerce*  
*University of Swat*

---

**Text Books:**

1. Robert F.Meigs and Walter B.Meigs: Accounting: The Basis for Business Decisions, McGraw Hill, Inc

**Reference Books:**

1. Eric G. Flamholtz, Diana Troik Flamholtz, Michael A. Diamond: Principle of Accounting, Macmillan Publishing Co. New York
  2. Frankwood: Business Accounting-I, Business Accounting-II
  3. M.A Ghani Principles of Accounting
  4. Pile and Larsen: Principle of Accounting. Aftab Ahmed: Fundamentals of Accounting
-



## **Course Title: FRESHMAN ENGLISH I**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 312

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

### **Objectives:**

The objectives of the course are to build the sound vocabulary of the students and improve the linguistic skills of the students. The course comprises paragraph writing, comprehensions, precise writing, dialogue writing, political influences on the bank sector or Pakistan, letters, proof reading, paragraphs, how to write article and Grammatical weight.

### **Contents:**

#### **Week 1<sup>st</sup>: Introduction**

- Introduction to Business English
- Importance of English in Business Fields
- Business Vocabulary to be collected from Business pages of English Newspapers and its usage

#### **Week 2<sup>nd</sup>: Business English Skills**

- Need for Business English Skills
- Reading Skills
- Listening Skills
- Speaking Skills
- Writing Skills

#### **Week 3<sup>rd</sup> Principles of Grammar**

- Principles of Grammar
- Parts of Speech Noun, Pronoun, Adjective, Adverb, Conjunction, Preposition
- Practice Exercise

#### **Week 4<sup>th</sup> Principles of Grammar**

- The rules of Grammar
- Using Words Effectively
- Anonyms, Antonyms and Homonyms
- Learning of spellings

#### **Week 5<sup>th</sup> Principles of Grammar**

- Basics of Business Communication
- Frequently misused words
- Adoption and Selection of Words

#### **Week 6<sup>th</sup> Principles of Grammar**

- Writing for Effect
- Common Business Idioms, Phrase and Terms
- Assignments and Short Paper



### **Week 7<sup>th</sup> Principles of Grammar**

- Vocabulary Development
- Etymology
- Abbreviations
- Acronyms

### **Week 8<sup>th</sup> Principles of Grammar**

- Revision

### **Week 9<sup>th</sup> Grammatical rules**

- Increasing word power (Grammatical rules)
- Punctuation rules
- Capitalization rules
- Practice Exercises

### **Week 10<sup>th</sup> Fundamental writing principles**

- Fundamental writing principles
- Techniques and style
- Phrases and sentences
- Practice exercise

### **Week 11<sup>th</sup> Organizing the thought process**

- Organizing the thought process
- Brainstorming
- Grouping
- Sequencing
- Outlining

### **Week 12<sup>th</sup> Paragraph writing**

- Paragraph writing
- Practice exercise

### **Week 13<sup>th</sup> Writing compositions**

- Writing compositions
- Rules for writing compositions
- Practice exercise

### **Week 14<sup>th</sup> Communication**

- Language and communication
- Nonverbal communication

### **Week 15<sup>th</sup> Writing Skills**

- Letter writing
- Techniques for letter writing
- Basic and optional parts of a letter

### **Week 16<sup>th</sup> Writing Skills**

- Improve writing Techniques
- Summary development
- Precise development
- Critical review



## *Centre for Management and Commerce* *University of Swat*

---

- The research Paper

### **Evaluation Criteria:**

Quizzes, home assignments, presentations, mid exam, final exam.

### **Teaching Methodology:**

Lectures are supported with multimedia,

### **Resources:**

Books, Newspapers, Internet, Library.

### **Text Book:**

How English Works by Catherine Walter

### **Reference Books/Websites:**

1. Values & Voices by Renshaw, King & Kurtinitis
  2. Modern Business English Author: Price R. Voiles
  3. Business Communications Author: Wills
  4. WRITE BETTER, SPEAK BETTER by Readers' Digest
-



## **Course Title: INTRODUCTION TO MARKETING**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 313

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

### **Objectives:**

This course contains the in-depth knowledge of the field of Marketing Management, it provides a broader outlook about the subject, topics are presented in comprehensive but understandable manner, and at the end of this subject, students will be having more theoretical as well as practical touch towards the subject.

### **Contents:**

#### **Week 1<sup>st</sup> Definition & Introduction to Marketing**

- Definition & Introduction to Marketing
- The scope of Marketing
- Exchange and transactions
- What is marketed?
- Who Markets?
- Marketing Management Insight
- New customers Capabilities, How Business & Marketing are changing?

#### **Week 2<sup>nd</sup> Introduction to Marketing**

- Marketing Memo. The Ten Rules of Radical marketing.
- Companies orientations towards the marketplace.
- The Production Concept
- The Product Concept
- The Selling Concept
- The Marketing Concept
- The Holistic Marketing Concept
- Marketing Insight. The Internet Advantage
- Fundamental Marketing Concepts, Trends, and Tasks
- Core Concepts
- Shifts in Marketing Management
- Marketing Management Tasks

#### **Week 3<sup>rd</sup> Developing Marketing plans and Strategies**

- Marketing & Customer Value
- The Value Delivery Process
- The Value Chain
- Core Competencies
- Holistic Marketing Orientation and Customer Value
- The Central Role of Strategic Planning



- Marketing Insight: Views on marketing from CEO's
- Marketing Insight: Keys to long term Market Leadership
- Corporate and division Strategic Planning
- Defining the Corporate Mission

#### **Week 4<sup>th</sup> Defining the Business Developing Marketing plans and Strategies**

- Assessing the growth opportunities
- Organization & Organizational Culture
- Business unit Strategic Planning
- The business mission
- SWOT Analysis
- Goal Formulation
- Marketing Memo: Checklists for Performing Strengths, Weaknesses Analysis.
- Strategic Formulation
- Program Formulation & Implementation
- Marketing Insight: Marketing's Contribution to Shareholder value
- Feed Back and Control
- Product Planning. The Nature & contents of Marketing Plan.
- Contents of the Marketing Plan.
- Marketing Memo: Marketing Plan Criteria.

#### **Week 5<sup>th</sup> Gathering Information and Scanning the Environment**

- Components of a Modern Marketing Information System
- Internal Records & Marketing Intelligence
- The order to payment cycle
- Sales Information Systems
- Databases, Data Warehouses, and data mining
- The Marketing Intelligence System
- Marketing Insight : Putting data to work with business integration Software
- Analyzing the Macro environment
- Marketing Memo: Clicking on the competition
- Needs and trends

#### **Week 6<sup>th</sup> Gathering Information and Scanning the Environment**

- Marketing Insight: Ten Mega trends Shaping the consumer Landscape
- Identifying the Major Forces
- The Demographic Environment
- Worldwide Population Growth
- Population Age Mix
- Ethnic & Other Markets
- Educational Groups
- House Hold Patterns
- Geographical Shifts in Population
- Other Major Macro environments
- Economic Environment
- Social Cultural Environment
- Natural Environment



- Marketing Insight: GREEN MARKETING
- Technological Environment
- Political Legal Environment

#### **Week 7<sup>th</sup> Creating Customer Value**

- Creating Customer Value, Satisfaction, and Loyalty
- Customer Perceived Value
- Total Customer Satisfaction
- Measuring Satisfaction
- Product & Service Quality.
- Total Quality Management
- Maximizing Customer Lifetime Value
- Customer Profitability
- Measuring Customer lifetime Value
- Customer Equity
- Cultivating Customer Relationships
- Customer Relationship Management
- Marketing Insight: Progress and Priorities in Customer Equity Management.
- Attracting, Retaining and growing customer
- Marketing Memo: How to Handle Customer Complaints

#### **Week 8<sup>th</sup> Creating Customer Value**

- Building Loyalty
- Reducing Customer Defection
- Forming Strong Customer Bonds
- Marketing Memo: Asking Questions when customers leave
- Forming Strong Customers Bonds
- Customer Databases
- Data Warehouses and Data Mining
- The Downside of data base marketing and CRM
- Marketing Insight: Succeeding at CRM.

#### **Week 9<sup>th</sup> Analyzing Customer Markets**

- What Influences Consumer Behavior
- Cultural Forces
- Marketing Insight: Consumer Trends for the future
- Social Factors
- Marketing Insight: Marketing & Cultural Market Segments
- Personal Factors
- Marketing Memo: The Average American Consumer Quiz
- Key Psychological Processes
- Motivation: Frued, Maslow, Hezberg
- Perception
- Learning
- Memory

#### **Week 10<sup>th</sup> Analyzing Customer Markets**

- The Buying Decision Process, The 5 Stage Model





- Problem Recognition
- Information Search
- Evaluation of Alternatives
- Marketing Memo: Applying Customer Value Analysis
- Purchase Decision
- Post Purchase Behavior
- Other Theories of Consumer Decision Making
- Level of Consumer Involvement
- Decision Heuristics and Biases
- Marketing Memo: Decision Traps
- Mental Accounting.
- Profiling the Customer Buying Decision Process.

#### **Week 11<sup>th</sup> Crafting the Brand and Positioning**

- Developing and communicating a positioning Strategy
- Competitive frame of reference
- Marketing Insight: Value Disciplines Positioning
- Points of Parity and Points of Differences
- Establishing Category Membership
- Choosing POPs and PODs
- Creating POPs and PODs
- Marketing Memo: Writing a Positioning Statement
- Differentiation Strategies
- Marketing Memo: How to Derive fresh Consumer Insights to differentiate products and services

#### **Week 12<sup>th</sup> Crafting the Brand and Positioning**

- Product Differentiations
- Personnel Differentiations
- Channel Differentiations
- Image Differentiations
- Product Life Cycle Marketing Strategies
- Marketing Memo: Exceeding Customer Expectations
- Product life Cycles
- Style, Fashion, and Fad Life Cycles
- Marketing Strategies, Introduction Stage and the pioneer Advantages
- Marketing Strategies : Growth Stage
- Marketing Strategies : Decline Stage
- The Product life cycle concept: Critique
- Market Evolution
- Marketing Insight: Dynamics of Attribute Competition.

#### **Week 13<sup>th</sup> Introducing New Market Offerings**

- Challenges in new Product Development
- Marketing Insight: Iridium disconnects with global customers
- Organizational Arrangements



- Marketing Memo : Lessons for new Products Success
- Budgeting for new product development
- Organizing new product development
- Managing the development process : Ideas
- Idea Generations
- Marketing Memo: Ten ways to great new product ideas

#### **Week 14<sup>th</sup> Introducing New Market Offerings**

- Idea Screening
- Marketing Insight: Developing Successful high tech products.
- Managing the development process : Concept to strategy
- Concept Development and testing
- Marketing Strategy
- Business Analysis
- Managing the development process : Development to Commercialization
- Product Development
- Market Testing
- Commercialization
- The Consumer Adoption Process
- Stages in Adoption Process
- Factors influencing the adoption Process.

#### **Week 15<sup>th</sup> Tapping into Global Markets**

- Competing on Global Basis
- Deciding to go Abroad
- Deciding which markets to enter
- How many Markets to Enter
- Developed .VS. Developing Markets
- Regional Free Trade Zones
- Evaluating Potential Markets
- Deciding how to enter the Market
- Indirect and direct Exports
- Using a global Web Strategy.
- Licensing
- Joint Ventures
- Direct Investments

#### **Week 16<sup>th</sup> Tapping into Global Markets**

- Deciding on the Market Program
- Product
- Marketing Insight : Global Standardization or adaptation
- Marketing Memo : The ten Commandments of global Branding
- Marketing Insight : Establishing Global Service Brands
- Communications
- Price
- Distribution Channels
- Country of Origin effects



## *Centre for Management and Commerce* *University of Swat*

---

- Building Country Images
- Consumers Perceptions of country of origin
- Marketing Insight : The ups and downs of Brand America
- Deciding on the Marketing Organization
- Export Department
- International Division
- Global Organization.

### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

### **Text Books:**

1. Philip Kotler: Marketing Management, Analysis, Planning, Control, Prentice Hall.

### **Reference Books:**

1. Jegdesh Sheth and Dennis E. Garrett: Marketing Management: A Comprehensive Reader, South Western Publishing  
Marketing, 14<sup>th</sup> Edition. By Etzel, Walker, & Stanton.
-



## Course Title: ISLAMIC STUDIES

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 314

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

### **This course is aimed at:**

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

### **Detail of Courses:**

#### **Week 1st Introduction to Quranic Studies**

- Basic Concepts of Quran
- History of Quran
- Uloom-ul -Quran

#### **Week 2<sup>nd</sup> Study of Selected Text of Holly Quran**

- Verses of Surah Al-Baqra Related to Faith (Verse No-284-286)
- Verses of Surah Al-Hujrat Related to Adab Al-Nabi
- (Verse No-1-18)

#### **Week 3<sup>rd</sup> Study of Selected Text of Holly Quran**

- Verses of Surah Al-Mumanoon Related to Characteristics of faithful (Verse No-1-11)
- Verses of Surah al-Furqan Related to Social Ethics (Verse No.63-77)
- Verses of Surah Al-Inam Related to Ihkam (Verse No-152-154)

#### **Week 4th Study of Selected Text of Holly Quran**

- Verses of Surah Al-Ihzab Related to Adab al-Nabi (Verse No.6,21,40,56,57,58.)
- Verses of Surah Al-Hashar (18,19,20) Related to thinking, Day of Judgment
- Verses of Surah Al-Saf Related to Tafakar,Tadabar (Verse No-1,14)
- Seerat of Holy Prophet (SAW) I

#### **Week 5th Study of Selected Text of Holly Quran**

- Life of Muhammad Bin Abdullah ( Before Prophet Hood)
- Life of Holy Prophet (SAW) in Makkah
- Important Lessons Derived from the life of Holy Prophet in Makkah



### **Week 6th Study of Selected Text of Holly Quran**

- Seerat of Holy Prophet (SAW) II
- Life of Holy Prophet (SAW) in Madina
- Important Events of Life Holy Prophet in Madina
- Important Lessons Derived from the life of Holy Prophet in Madina

### **Week 7<sup>th</sup> Introduction to Sunnah**

- Basic Concepts of Hadith
- History of Hadith
- Kinds of Hadith
- Uloom –ul-Hadith
- Sunnah& Hadith
- Legal Position of Sunnah

### **Selected Study from Text of Hadith**

### **Week 8<sup>th</sup> Introduction To Islamic Law & Jurisprudence**

- Basic Concepts of Islamic Law & Jurisprudence
- History & Importance of Islamic Law & Jurisprudence
- Sources of Islamic Law & Jurisprudence
- Nature of Differences in Islamic Law
- Islam and Sectarianism

### **Week 9th Islamic Culture & Civilization**

- Basic Concepts of Islamic Culture & Civilization
- Historical Development of Islamic Culture & Civilization
- Characteristics of Islamic Culture & Civilization
- Islamic Culture & Civilization and Contemporary Issues

### **Week 10<sup>th</sup> Islam & Science**

- Basic Concepts of Islam & Science
- Contributions of Muslims in the Development of Science
- Quranic& Science

### **Week 11th Islamic Economic System**

- Basic Concepts of Islamic Economic System
- Means of Distribution of wealth in Islamic Economics
- Islamic Concept of Riba
- Islamic Ways of Trade & Commerce

### **Week 12th Political System of Islam**

- Basic Concepts of Islamic Political System
- Islamic Concept of Sovereignty
- Basic Institutions of Govt. in Islam

### **Week 13th Islamic History**

- Period of Khlaft-e-Rashida
- Period of Ummayyads



- Period of Abbasids

#### **Week 14<sup>th</sup> Social System of Islam**

- Basic Concepts Of Social System Of Islam
- Elements Of Family
- Ethical Values Of Islam

#### **Week 15th and 16th Presentation and Quizzes**

#### **Reference Books:**

- Hameedullah Muhammad, “Emergence of Islam” , IRI, Islamabad.
- Hameedullah Muhammad, “Muslim Conduct of State”.
- Hameedullah Muhammad, „Introduction to Islam.
- Mulana Muhammad YousafIslahi,”.
- Hussain Hamid Hassan, “An Introduction to the Study of Islamic Law” leaf Publication Islamabad, Pakistan.
- Ahmad Hasan, “Principles of Islamic Jurisprudence” Islamic Research Institute, International Islamic University, Islamabad (1993).
- Mir Waliullah, “Muslim Jrisprudence and the Quranic Law of Crimes” Islamic Book Service (1982).
- H. S. Bhatia, “Studies in Islamic Law, Religion and Society” Deep & Deep, Publications, New Delhi (1989).
- Dr. Muhammad Zia-ul-Haq, “Introduction to Al Sharia Al Islamia” Allama Iqbal Open University, Islamabad (2001).



**Course Title: INTRODUCTION TO COMPUTING**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 315

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

**Objectives:**

The course introduces the effective use of different productivity and end user software in analytical situations and also includes a serious in depth introduction of computer hardware and software. Topics covered include hardware devices, software functions, and office automation software.

**Contents:**

**Week 1<sup>st</sup> Introduction**

- Introduction to Information Technology, Benefits of IT,
- Functions of IT
- Introduction to Computers , Hardware, Software ,IT People
- Systems, Origin of Internet, Capabilities of Internet
- Internet Community, Browsers Software

**Week 2<sup>nd</sup> Refresher to Word**

- File Management, Creating Folders and Sub Folders,
- Introduction To Word XP, Toolbar Command Functions
- Shortcut Menus And Keystrokes, Quick Movement Around Document
- Quick Selection Of Text, Editing Documents,
- Entering And Altering Existing Text, Deleting Text
- Handling Documents, Retrieving Existing Documents, Saving Files,
- Location Of Folders, Using Document Folders, Different Views Of The Document,
- Using The Zoom Function, Printing, Working With Multiple Documents, Switching
- Between Multiple Documents, Closing A Document And Quitting Word, Tables,
- Creating Tables, Adding Borders, Merging Cells, Splitting Cells

**Week 3<sup>rd</sup> Editing**

- Using Cut, Copy and Paste
- Exchanging data between Documents
- Formatting, Text Formatting, Paragraph Formatting, Tabs Settings, Larger Documents
- Page Breaks, Setting Margins, Paper Size, Paper Source, Using the Go To Command



- Headers and Footers, Automatic Page Numbering, Timesavers
- New Feature of AutoCorrect, New Features of AutoText, Auto Check Spelling Facility
- Setting up an Automatic Date Field, Styles, Using Styles New Features, Templates
- Creating and Saving Templates, Recalling Templates

#### **Week 4<sup>th</sup> Refresher to Excel**

- Toolbar Command Functions, Customizing
- Zooming In and Out of Areas
- Viewing Multiple Worksheets on one Screen
- Moving and Changing the Order of Worksheets
- Switching Between Multiple Worksheets
- Manipulating the Worksheet
- Inserting, Deleting, Columns, Rows, Cells
- Showing Formulae
- Auto series Feature
- Sorting Cell Data into specific Orders
- Manipulating the Workbook
- Printing

#### **Week 5<sup>th</sup> Refresher to PowerPoint**

- Toolbar, Customizing, Shortcut Menus and keystrokes,
- Editing and existing presentation
- How to plan and design with in a time limit Organizational charts
- Creating different types of Organizational charts
- Changing text formatting
- Enhancing the outlines of the chart with lines, shadows and color
- Adding and Editing Link Lines using word art
- Creating special effects for text using word Art
- Choosing the shape, size, format and color
- How often should you save a presentation
- Speakers Notes , Build and Custom Animation View, Presentations Custom Animation, Printing, Slide Shows, Running Video and Sound on Slide Shows

#### **Week 6<sup>th</sup> Introduction to Management Information System**

- IS Framework for Business Professional
- Components of IS
- What is an Information System?
- What is System?
- Data Versus Information
- Attributes of Information Quality
- Logical Data Elements
- Major Roles of Information System





- History of Role of IS
- The e-Business Enterprise
- Types of Information System
- Information System Development Process

#### **Week 7<sup>th</sup> Competing with Information Technology**

- The competitive Environment
- Fundamental Competitive Strategies
- Strategic Uses of Information Technology
- Value Chain & Internet Value Chain
- Customer Focused E-Business
- Business Re-Engineering & Quality Management
- Knowledge Management System

#### **Week 8<sup>th</sup> Computer Hardware**

- Computer System Categories
- Trends in Computer System Capabilities
- Microcomputer System & Network Computers & Terminals
- Computer Systems Component
- Input Technology Trends
- Output Technology Trends
- Primary & Secondary Storage Media
- Computer Software
- Categories of Computer Software
- Trends in Computer Software
- Common General Purpose Application
- Web browsers
- Database Management Packages
- Multimedia Technologies
- Business Enterprise Application Software
- Functions of Operation System

#### **Week 9<sup>th</sup> Overview of E-Commerce & E-Business 1**

- EC Concepts & Definitions
- E-Business Definitions & Concepts
- EC Framework
- Classification of EC by Nature of the transaction
- Inter disciplinary Nature of EC

#### **Week 10<sup>th</sup> Overview of E-Commerce & E-Business 2**

- History of EC
- Benefits of EC
- Limitations of EC
- Concept of Digital Economy
- Digital Revolution & the Economic impact of EC
- Contribution of EC towards modern Organization
- Business Pressure
- Organization Responses



### **Week 11<sup>th</sup> E-commerce & Applications 1**

- Importance of Customers
- Ritchey Design Learns about Customers
- Model of EC Consumer Behavior
- Consumer Behavior Online
- Decision Making Process
- Consumer Decision Making Essentials

### **Week 12<sup>th</sup> E-commerce & Applications 2**

- One to One Relationship are practiced
- Implementing Customer Services
- Market Research of EC
- Limitation of Online Market Research methods
- Organizational Buyer's Behavior

### **Week 13<sup>th</sup> Internet Consumer & Market Research 1**

- Internet Consumer & Market Research
- Importance of Customers
- Ritchey Design Learns about Customers
- Model of EC Consumer Behavior

### **Week 14<sup>th</sup> Internet Consumer & Market Research 2**

- Decision making process
- Customer Satisfaction & loyalty
- Market Research for EC
- Intelligent Agents for Consumers

### **Week 15<sup>th</sup> Practical Work**

- Market Research for EC
- Intelligent Agents for Consumers

### **Week 16<sup>th</sup> Review of the course**

- Market Research for EC
- Intelligent Agents for Consumers

### **Evaluation Criteria:**

Quizzes, presentations, case study, mid exam, final exam.

### **Teaching Methodology:**

Lectures are supported with multimedia, and practical lab.

### **Resources:**

Internet, Library.

### **Text Book:**

Management Information System, Latest Edition, by James o'Brien

### **Reference Books/Websites:**

Exploring Microsoft office XP [www.microsoft.com](http://www.microsoft.com), Internet



**Course Title: Introduction to Business Contemporary World**

---

*Title of Program:* BBA (Hons)  
*Course Code:* BBA 316  
*Pre-Requisite:* Nil  
*Credit Hours:* 03  
*Contact Hours:* 48

**Objectives:**

To equipped students about the prevailing situation.

Familiar with different economic philosophies.

To know the Islamic concept of business and aware of the resources of the Muslim world.

Develop an understanding of changes that have taken place due to globalization.

**Course Outline**

**Week 1**

- Introduction to Business
- Factors of Production
- Key elements of business
- Sole Proprietorship

**Week 2,3**

- Partnership
- Joint Stock company
- Economy
- Capitalism/Market Economy

**Week 4,5**

- Socialism
- Economic System in Islam



- Suggestions for Economic uplift of the Muslim world
- Economic Resources
- Exploitation through W.T.O

#### **Week 6,7**

- Globalization
- Challenges of Globalization
- To control the Muslim World
- O.I.C

#### **Week 8,9**

- Suggestion to Improve O.I.C
- Banking
- Types of Banks
- E-Commerce
- Islamic Banking

#### **Week 10,11**

- Mudarabah
- Musharakah
- Ijarah
- Murabiha

#### **Week 12,13**

- Debit Card
- Credit Card
- ATM
- Cheque
- Central Bank

#### **Week 14**

- International monetary fund
- Asian Development bank



**Week 15,16**

- The Muslim World after 9/11
- Impact of Terrorism on the Economy of Pakistan
- Impact of Afghan war on the Economy of Pakistan

**Recommended Book:**

The Muslim World, By Professor Bakhtiar



## **Semester II**

### **Course Title: ARABIC I**

---

*Title of Program: BBA (Hons)*

*Course Code: BBA 321*

*Pre-Requisite: Nil*

*Credit Hours: 03*

*Contact Hours: 48*

### **Objectives:**

The objectives of the course are to build the sound vocabulary of students and improve the linguistic skills of the students. The course comprises paragraphs writing, comprehensions, precise writing, dialogue writing, letters, proof reading, and how to write an article and grammatical weight.

### **Contents:**

#### **Week 1st: (Introduction)**

- Introduction to Arabic language
- Importance of Arabic language
- Arabic vocabulary

#### **Week 2nd: Unit 1 (Salam and Introduction)**

- Salam and Introduction
- Asking about name, city and country
- Interrogative and demonstrative pronoun
- Counting from 1 to 5
- Test

#### **Week 3rd: Unit 2 (Family)**

- Introduction to members of family and their works
- Asking about members of family
- Interrogation

#### **Week 4th:**

- About some places about home
- Counting from 6 to 10
- Test

#### **Week 5th: Unit 3 (Residence)**

- Asking about residence
- Flat, room and their numbers



- Dialogue about residence

#### **Week 6th:**

- Demand and interrogation
- Rooms of home and Furniture
- Days of the week
- Test

#### **Week7th: Unit 4 (Daily life)**

- Asking about time
- Sources of media
- Holiday

#### **Week 8th:**

- Interrogation
- Words about Daily works
- -----numbers from 1 to 5 for masculine
- Test

#### **Week 9th: Unit 5 (Eating and drinking)**

- Asking about times of eating and foods
- Weight
- Demand of foods and drinks
- Asking about hunger and thirst

#### **Week10th:**

- Reply with yes and no
- Future tense
- Method of exclamation
- Arrange numbers from 1 to 5 for Feminine
- Test

#### **Week11th: Unit 6 (Namaz)**

- Asking about Namaz and to go for it
- Places of the mosque
- Request
- Conjunction and interrogation
- Names of prayers

#### **Week 12th:**

- About Azaan
- About Mosques
- Arrange numbers from 6 to 10 for masculine
- Test



**Week13th: Unit 7 (Study)**

- About study
- Asking about a work
- Asking about exams, study and holiday
- Discussion about future life

**Week14th:**

- Order verb
- Objectives
- Instruments of study
- Places of study
- Arrange numbers from 6 to 10 for feminine
- Test

**Week15th: Unit 8 (Work)**

- Introduction to professions
- Asking about places of work
- Hours of work
- Asking about the scholarships in future

**Week16th:**

- Asking about kids
- Time
- Interrogation
- Test

**Evaluation Criteria:**

Quizzes, Home assignments, Presentations, Mid exam, Final exam.

**Teaching methodology:**

Lectures are supported with multimedia.

**Resources:**

Books, News papers, Internet, Library

**Reference book:**

Al Arabia baynsa yadaik

Al Arabia lin Nasheen





## **Course Title: FRESHMEN ENGLISH II**

---

*Title of Program: BBA (Hons)*

*Course Code: BBA 322*

*Pre-Requisite: BBA 312*

*Credit Hours: 03*

*Contact Hours: 48*

### **Objectives:**

- a) Familiarize students with the rubrics of effective writing.
- b) Help students develop application of basic writing mechanics.
- c) Prepare them for effective use of speaking and writing skills on professional careers.

### **Contents:**

#### **Week 1<sup>st</sup> Free Writing**

- Practicing Free Writing 2 Activities

#### **Week 2<sup>nd</sup> Writing From A Stem Word Or Phrase**

- Practicing Stem Writing 2 Activities

#### **Week 3<sup>rd</sup> Sentence Structure, Paragraph Development**

- Qualities of effective sentences:
- Common errors in sentences structure:
- Identifying incomplete sentences
- Economy of words
- Correcting faulty sentences
- Paragraph development techniques

#### **Week 4<sup>th</sup> and 5<sup>th</sup> Articles**

- Organizing ideas
- Linking words & phrases in articles
- Writing first & last paragraphs
- Selecting & ordering information
- Writing an article based on a conversation

#### **Week 6<sup>th</sup> and 7<sup>th</sup> Instructions**

- Organizing ideas
- Using reporting words
- Writing paragraphs
- Comparing texts – organization
- Practicing writing instructions

#### **Week 8<sup>th</sup> Stating an Opinion I**

- Organizing ideas
- Linking words & phrases



- Showing attitudes
- Comparing texts
- Writing an essay based on visual information

#### **Week 9<sup>th</sup> Stating an Opinion I**

- Organizing ideas
- Linking words & phrases
- Showing attitudes
- Comparing texts
- Writing an essay based on visual information

#### **Week 10<sup>th</sup> Book Review Writing**

- Format
- Case study
- Practice

#### **Week 11<sup>th</sup> Special Speeches**

- Practice memory management

#### **Week 12<sup>th</sup> Effective Interaction in Meetings**

- Practice

#### **Week 13<sup>th</sup> Collection Campaign**

- Friendly reminder
- Stronger reminder
- Discussion or inquiry letter
- Urgent appeal

#### **Week 14<sup>th</sup> and 15<sup>th</sup> Negotiations**

- Tricky conversations
- Resolve difficulties
- Asking for a pay rise
- Difficult clients

#### **Week 16<sup>th</sup> Presentations by Students**

- Revision and Presentations

#### **Evaluation Criteria:**

Quizzes, home assignments, presentations, case study, mid exam, final exam.

#### **Teaching Methodology**

Lectures are supported with multimedia, case studies, assignments and activities.

#### **Resources:**

Internet, Library.



**Text Book:**

Effective Writing Author: Jean Withrow

**Reference Books/Websites:**

1. Effective Writing By: Jean Withrow
2. English Language Skills (Guide to the General Paper) By: Grace Tan
3. Writing Still Counts by Diane E. Lewis
4. [www.creativewriting.com](http://www.creativewriting.com)
5. [www.bestessaytips.com](http://www.bestessaytips.com)



## **Course Title: HUMAN PSYCHOLOGY**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 323

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

### **Objectives:**

An introductory and modern course in psychology will help the students to understand such applied and vital areas as organizational behaviour, human resource management, consumer behaviour, marketing management, advertising, and management in general. This course will also help the students to have a deeper understanding of their own selves and also to cope with the environment pressures and to improve their quality of life.

### **Contents:**

#### **Week 1<sup>st</sup> Introduction to Psychology**

- Definition, applied fields, and goals of psychology,
- The rise of psychology as a science,
- Major trends in the development of psychology,
- Introduction to Psychology

#### **Week 2<sup>nd</sup> Research methods in Psychology**

- Naturalistic observation
- Experimental method
- Survey and interview
- Case study and focus group

#### **Week 3<sup>rd</sup> Research Methods in Psychology**

- Meta analysis
- Biological basis of Behaviour
- Neural structure and synaptic transmission
- Structure and functions of nervous system
- Endocrine system
- Sensation,
- Sensory processing,
- Vision,
- Audition,
- Perception,
- Attentional processes,

#### **Week 4<sup>th</sup> Organizational Processes in Perception**

- Organizational processes in perception
- Identification and recognition processes
- Learning and behavior



- Classical conditioning
- Operant conditioning
- 

#### **Week 5<sup>th</sup> Cognitive Learning**

- Cognitive learning
- Observational learning
- Memory
- Sensory memory,
- Short-term memory
- Learning and encoding in long-term memory Remembering,

#### **Week 6<sup>th</sup> Motivation and Emotion**

- Motivation and Emotion
- Definition and type of motives (primary, secondary, and general),

#### **Week 7<sup>th</sup> Motivation and Emotion**

- Basic emotions and culture,
- Theories of emotions,
- Functions of emotions

#### **Week 8<sup>th</sup> Life-styles, Stress, and Health**

- Life-styles
- Stress and health
- Life-style choices and consequences
- Healthy and unhealthy life-styles,

#### **Week 9<sup>th</sup> Life-styles, Stress, and Health**

- Stress
- Causes and effects of stress,
- Stress coping strategies

#### **Week 10<sup>th</sup> Cognitive Processes**

- Cognitive processes
- Studying cognition
- Language use,
- Visual cognition,
- Problem solving and reasoning,
- Judging and deciding

#### **Week 11<sup>th</sup> Personality**

- Personality
- Definition and assessment of personality
- Psychodynamic
- Behavioristic
- Humanistic, and trait theory of personality,

#### **Week 12<sup>th</sup> Intelligence**

- Intelligence and assessment of intelligence,



- The origin of intelligence testing,
- IQ test,
- Theories of intelligence,
- The politics of intelligence,

#### **Week 13<sup>th</sup> Behavior**

- Abnormal behavior
- Nature and causes of mental disorders
- Brief introduction to classification and diagnosis of mental disorders

#### **Week 14<sup>th</sup> and 15<sup>th</sup> Psychotherapy**

- Psychotherapy
- Psychoanalysis and modern psychodynamic approach
- Behavior modification techniques
- Cognitive and eidetic therapy
- Social psychology, Social cognition
- Attitudes and their formation
- Prejudice, Social influences and group behavior
- Interpersonal attraction and loving

#### **Week 16<sup>th</sup> Psychology Application to Business**

- Psychology Application to Business and
- Other Professions
- Research Assignment Presentations

#### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignment, Presentations and Final Term Test

#### **Teaching Methodology:**

Lectures, Presentation through Multimedia, Class Tests, Mid and Final Term Exams

#### **Resources:**

Periodicals, Magazines and other Articles, Internet and Libraries

#### **Text Books:**

1. Lahey, Benjamin: Psychology. McGraw-Hill

#### **Reference Books:**

1. Feldman, Robert S.: Understanding Psychology McGraw Hill
  2. Gerow Josh, R.: Psychology and Introduction. Longman
  3. Carlson, Neil R. & Buskist, William: Psychology. Allyn and Bacon
- Zimbardo, Philip G. & Gerring, Richard J.: Psychology and Life. Harper Collin Publishers



## **Course Title: Micro Economics**

---

*Title of Program: BBA (Hons)*

*Course Code: BBA 324*

*Pre-Requisite: Nil*

*Credit Hours: 03*

*Contact Hours: 48*

### **Course Objective**

Purpose of this course is to provide a firm base in microeconomic analysis. The course introduces different types of microeconomic analyses, goals and nature of microeconomic models.

### **COURSE OUTLINE**

#### **Week 1<sup>st</sup> Introduction to Microeconomic Analysis**

- What is microeconomics?
- Uses of microeconomics.

#### **Week 2<sup>nd</sup> and 3<sup>rd</sup> Demand and supply**

- Introduction
- Individual and market demand
- Changes in demand
- Individual and market supply
- Changes in supply
- Market equilibrium and impact of changes in demand and supply
- General principles of demand and supply analysis
- Exceptions to the laws of demand and supply



### **Week 4<sup>th</sup> Demand and Revenue Functions and Elasticity**

- Price elasticity of demand and its measurement
- Cross Elasticity of demand, Partial elasticity of demand
- Income elasticity of demand

### **Week 5<sup>th</sup> and 6<sup>th</sup> Buyer Demand: The Cardinal and Ordinal Utility Models**

- Utility, utility functions and their attributes.
- Assumptions of cardinal utility approach.
- The Conditions for utility maximizing.
- Derivation of consumer's demand curve through utility approach. The concept of consumers' surplus.
- Assumptions of indifference curve approach. The concept of indifference curves, their shape and characteristics, the Marginal Rate of Substitution, Budget Constraint.
- The maximization of satisfaction. Impact of income and price changes.

### **Week 7<sup>th</sup> and 8<sup>th</sup> Production Functions and Conditions for Efficient Production**

- Production functions with fixed and variable inputs
- Mathematical relationships between an input's marginal and average product
- Role of technologies in driving competition in the market place
- The stages of production
- Determining optimal input proportions: Isoquant and Isocost curves and optimum mix of resources. Returns to Scale
- Applications to business firms

### **Week 9<sup>th</sup> and 10<sup>th</sup> Cost Analysis**

- Short run and long run costs.
- The family of unit and total cost curves
- Short run cost functions, empirical evidence, and applications to business firms
- Long run cost behavior and plant size





- Long-run cost behavior and firm size
- The characteristics of a perfectly competitive market
- Short run equilibrium of the firm with total profit or loss
- Perfectly competitive firm's and industry's short run supply curve
- Long run equilibrium condition in a perfectly competitive market.

### **Week 11<sup>th</sup> and 12<sup>th</sup> How Markets Function- The Case of Monopoly**

- Equilibrium of pure monopoly in the short and long run
- Constraints upon the market power of a monopolist, monopoly versus competition. Bilateral Monopoly
- Regulation of monopoly, controlling monopoly through taxation

### **Week 13<sup>th</sup> and 14<sup>th</sup> The Model of Monopolistic Competition**

- The characteristics: Short and long run equilibrium of a monopolistically competitive firm
- Competitive strategies for such firms
- Advertising and its impact and economic significance
- Determining the profit maximizing output rate and level of advertising expenditure

### **Week 15<sup>th</sup> Many Models of Oligopoly**

- Characteristics of oligopolistic markets
- The Kinked Demand Curve Model
- Models of Market Share Rivalry
- Cooperative versus Non-cooperative Competitive Strategies
- Cartels, detecting and deterring cheating among cartel members
- Price leadership models.
- Game theory models. Public announcements and price coordination. Using media to send "price signals". Business Applications.



## **Week 16th Presentation and Quizzes.**

### **Recommended Books**

Samuelson and Nordhaus: Economics

McConnel and Brue: Economics

Hussain Ch. M.: Economic Theory

Walter Nicholson: Micro Economics, Theories: Basic Principles and Extensions



**Course Title: PRINCIPLES OF MANAGEMENT**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 325

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

**Objectives:**

This course covers management principles, methodology, and its application to manufacturing and other enterprises covering managers functions in general business, operational area, organizational structures, planning processes, organizing individuals, information flow, motivation, leadership, and decision making processes.

**Contents:**

**Week 1<sup>st</sup> Introduction**

- Management Introduction
- Characteristic of Organization
- Organizational Levels

**Week 2<sup>nd</sup> Management Functions,**

- Management Functions,
- Management Roles,
- Management Skills.

**Week 3<sup>rd</sup> Evaluation of Management**

- The Early Years
- Scientific Management
- General Administrative Theorists
- The Human Resource Approach

**Week 4<sup>th</sup> Quantitative Approach**

- Recent Years
- The Process Approach
- The Contingency Approach

**Week 5<sup>th</sup> Decision Making**

- Decision Making
- Decision Making Process
- The Rational Decision Maker
- Assumptions of Rationality
- Limits to Rationality
- Bounded Rationality
- Problems and Decisions
- Types of Problems
- Types of Decisions
- Integration

**Week 6<sup>th</sup> Decision Making**

- Decisions Making Styles



- Analyzing Decisions Alternatives
- Certainty
- Risk
- Uncertainty
- Group Decision Making
- Advantages Disadvantages
- Effectiveness and Efficiency
- Techniques for Improving Group Decision Making

### **Week 7<sup>th</sup> Planning**

- The Nature and Purpose of Planning
- Steps in Planning
- Types of Plans
- Strategic Vs. Operational Plans
- Short-Term Vs. Long-Term Plans
- Specific Vs. Directional Plans
- Steps in Typical MBO Program

### **Week 8<sup>th</sup> Strategic Management**

- Strategic Management
- Levels of Strategy
- Corporate Level Strategy
- Business Level Strategy
- Functional Level Strategy
- Strategic Management Process

### **Week 9<sup>th</sup> Organization Structure & Design**

- Defining Organization Structure & Design
- Building the Vertical Dimension of Organization
- Unity of Command
- Authority and Responsibility
- Span of Control
- Centralization and Decentralization
- Building the Horizontal Dimension of Organization
- Division of Labor
- Departmentalization

### **Week 10<sup>th</sup> Human Resource Management**

- **Introduction to Human Resource Management Process**
- Human Resource Planning
- Current Assessment
- Future Assessment
- Developing a Future Plan

### **Week 11<sup>th</sup> Staffing, Situational Factors Affecting Staffing**

- Staffing, Situational Factors Affecting Staffing
- Identifying Job Requirements
- Selection (System Approaches to Selection)



### **Week 12<sup>th</sup> Position Requirement and Job Design**

- Position Requirement and Job Design
- Skills and Characteristic Needed by Managers.
- Selection Process (Techniques and Instruments)
- Employee Training
- Skill Categories
- Employee Training
- Training Methods

### **Week 13<sup>th</sup> Motivation**

- Motivation
- Introduction to Motivation
- Early theories of Motivation
- Hierarchy of Needs Theory
- Theory X and Theory Y
- Motivation-Hygiene Theory
- Contemporary Issues in Motivation
- Motivating a Diverse Workforce
- Pay for Performance
- Employee Stock Ownership Plans (ESOPs)
- Motivating Minimum Wage Employee

### **Week 14<sup>th</sup> Leadership**

- Leadership
- Trait Theories
- Behavioral Theories
- Autocratic-DEMOCRATIC Continuum
- Ohio State Studies
- University of Michigan Studies
- Managerial Grid
- Contingency Theory
- Fiedler Model
- Heresy-Blanchard Situational Theory
- Path Goal Theory

### **Week 15<sup>th</sup> Emerging Approaches**

- Emerging Approaches
- Attribution Theory
- Charismatic Theory
- Transactional and Transformational Leadership
- Contemporary Issues in Leadership
- Leading Through Empowerment
- Gender and Leadership
- Leadership Styles and Different Cultures

### **Week 16<sup>th</sup> The System & Process of Controlling**

- The System & Process of Controlling
- Basic Control Process
- Measuring
- Comparing
- Taking Managerial Actions



## *Centre for Management and Commerce* *University of Swat*

---

- Critical Control Points and Standards
- Control as a Feedback Systems
- 

### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

### **Text Books:**

1. Stephen P. Robins, Mary Coulter: Management

### **Reference Books:**

1. H. Koontz Odonnel and H. Weihrich: Management
2. Mc Farland: Management: Foundation and Practice
3. Robert M. Fulmer: The New Management



**Course Title: BUSINESS MATHEMATICS**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 326

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

**Objectives:**

Mathematics is a very useful subject having substantial influence in the fields of Computer Science, Information Technology, Engineering Sciences and Business Administrations. Business Maths as the name signifies has very deep involvement in the area of Business Administration and Management Sciences especially in making financial and investment decisions. The core objective of the course is to multiply the mathematical skills of the students in order to facilitate the application of these skills so as to ensure fruitful, financial and investment decisions.

Contents:

**Week 1<sup>st</sup> Functions**

- Domain and Range Considerations
- Restricted Domain and Range
- Multivariate Functions
- Types of Functions
- Constant Functions
- Linear Functions

**Week 2<sup>nd</sup> Functions**

- 
- Quadratic Functions
- Cubic Functions
- Polynomial Function
- Rational Functions
- Application of the above functions in Business

**Week 3<sup>rd</sup> Functions**

- Graphical representation of Functions
- Graphing Functions in two Dimensions
- Limits
- Limits of Functions

**Week 4<sup>th</sup> Properties of Limits and continuity**

- Continuity at a Point
- Continuity over an interval
- Two- Variable Systems of Equations
- Graphical Analysis
- Slope- Intercept Relations



- Graphical Solutions

### **Week 5<sup>th</sup> Elimination procedure**

- Gaussian Elimination Procedure for (3x3) Systems

### **Week 6<sup>th</sup> Linear Programming**

- Requirements (properties) of an LP problem
- Basic assumptions of an LP-Problem
- General formulation of LP Problems
- Some examples to formulate of LP Problems
- Solution of LP Problems
- Explanation of the Graphical Method

### **Week 7<sup>th</sup> Linear Programming**

- Solving maximization Problems by using graphic method
- Solving minimization Problems by using graphic method

### **Week 8<sup>th</sup> Revenue, Cost and Profit Application**

- Revenue Applications
- Cost Applications
- Profit Applications

### **Week 9<sup>th</sup> Revenue, Cost and Profit Application**

- Marginal Approach to Profit Maximization
- Marginal Revenue
- Marginal Cost

### **Week 10<sup>th</sup> Break – Even Analysis**

- Break – Even Models
- Break Even Analysis

### **Week 11<sup>th</sup> Mathematics of Finance-I**

- Percentage mark-up
- Simple interest and present value
- Simple Discount
- Discounting negotiable instruments
- Equivalent values of different debts and their payments

### **Week 12<sup>th</sup> Mathematics of Finance-II**

- Definitions of Compound Amount and Compound Interest
- Compound Amount Formula
- Use of Compound Interest Tables
- Number periods and interest rate
- Effective rate of interest
- Equivalent rates
- Depreciation by reducing balance

### **Week 13<sup>th</sup> Differential Calculus**

- Introduction to derivatives, functions, limits the concept of rate of change
- Interpretation of a derivative
- Graphical illustrative of derivative





- Derivative of  $x^n$ .
- Derivative of a constant.
- Derivative of two or more functions.
- Differentiations of logarithmic and exponential functions.
- Product of two or more functions.

#### **Week 14<sup>th</sup> and 15<sup>th</sup> Differential Calculus**

- Chain Rule.
- Quotient of two functions.
- Second derivative.
- Marginal Analysis and derivatives.
- Maxima and Minima of a function.
- Method of determination of maxima, minima and point of inflection.
- Applications of maxima of minima.
- Production units resulting in minimum
- Most economical order quantity.
- Introduction to practical derivative.
- Maxima or Minima of a function of two variables.

#### **Week 16<sup>th</sup> Integral Calculus**

- Revenue and Cost Functions, Rules of Integration
- Applications
- Series
- Taylor Series
- Maclaurin Series
- Revision

#### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

#### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

#### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

#### **Text Books:**

Frank's. Budnic: Application of Mathematics for Business, Economics and Social Sciences

#### **Reference Books:**

1. Bowen: Mathematics with application in Management and Economics
2. Mirza Muhammad Hassan & Mohammad Ali Mirza: Business Mathematics,



## Semester III

### Course Title: ORAL COMMUNICATION

---

*Title of Program:* BBA (Hons)  
*Course Code:* BBA 411  
*Pre-Requisite:* BBA 312, BBA 322  
*Credit Hours:* 03  
*Contact Hours:* 48

#### Objectives:

The objective of the course is to make students follow certain strategies to improve their oral communication skills in different settings (relationships, groups & public). Various oral communication activities will help them polish these skills. All forms of oral communication activities will be conducted to prepare students for real business world. Class presentations by the students will improve their confidence and help them polish their speaking skills, which is the key to a successful business.

#### Contents:

##### Week 1<sup>st</sup> Introduction

- Communication & Effective Communication
- Definition & Meaning
- Concepts & components

##### Week 2<sup>nd</sup> Message

- Structure & Components of Message
- Sender and Receiver

##### Week 3<sup>rd</sup> Feedback

- Communication Types,
- Intra person communication
- Inter person communication
- Communication Barriers

##### Week 4<sup>th</sup> Perception

- Types of perceptions

##### Week 5<sup>th</sup> Effective Communication

- The Seven Cs of Effective Communication

##### Week 6<sup>th</sup> Verbal and Non-Verbal Communication

- Verbal Communication
- Types of verbal communication
- Non-verbal Communication
- Types of Non-verbal communication

##### Week 7<sup>th</sup> Communication Skills

- Listening Skills



- Difficulties in listening
- How can listening be improved?
- Speaking Skills

#### **Week 4<sup>th</sup> Presentation Skills**

- Presentation Skills
- Techniques for enhancing speaking & presentation Skills

#### **Week 8<sup>th</sup> Reading Skills**

- Reading Skills
- Kind of reading
- Aims of reading

#### **Week 9<sup>th</sup> Writing Skills**

- Writing Skills
- Job resume
- Kinds of job resume
- Job Application
- Kinds of job application

#### **Week 10<sup>th</sup> Interviews**

- Interviews
- Types of interview
- Formal Interview
- Informal Interview
- Structured Interview
- Unstructured Interview

#### **Week 11<sup>th</sup> Business Letters**

- Business Letters
- Different types of business letters.
- Techniques of writing an effective business letter

#### **Week 12<sup>th</sup> Memos and Messages**

- Memos and Messages
- Good News Messages
- Bad News Messages
- Persuasive Messages

#### **Week 13<sup>th</sup> Reports**

- Business reports
- Types of reports
- Parts of reports

#### **Week 14<sup>th</sup> Agenda**

- Importance of Agenda
- Importance of Minutes

#### **Week 15<sup>th</sup> and 16<sup>th</sup> Review and Presentation**

- Revision/ Review
- Presentation



- Quizzes

#### **Evaluation Criteria**

- Quizzes, home assignments, presentations, case study, mid exam, final exam.

#### **Teaching Methodology**

- Lectures are supported with multimedia, case studies and practical lab.

#### **Resources**

- Internet, Library

#### **Text Book**

- Business Communication By P D Chaturvedi & Mukesh Chaturvedi

#### **Reference Books/Websites**

- 101 Ways to better presentations by Elizabeth Tierney
- Business Communication Process & Product By Nerry Ellen Guffy
- [graphicssoft.about.com](http://graphicssoft.about.com)
- [www.ukans.edu/cwis/units/com2/vpa/vpa.htm](http://www.ukans.edu/cwis/units/com2/vpa/vpa.htm)



**Course Title: BUSINESS STATISTICS**

---

*Title of Program: BBA (Hons)*

*Course Code: BBA 412*

*Pre-Requisite: Nil*

*Credit Hours: 03*

*Contact Hours: 48*

**Objectives:**

This course aims at equipping the students with the quantitative tools and techniques in . Most of these tools have a wide range of applications including banking and finance. The focus of this course is managerial decision making by applying mathematical models.

**Contents:**

**Week 1<sup>st</sup> Introduction**

- Meaning of Statistics
- Characteristics of Statistics
- Descriptive and Inferential Statistics
- Populations and Samples

**Week 2<sup>nd</sup> Introduction**

- Importance of Statistics
- Observations and Variables
- Discrete and Continuous Variables
- Measurement Scales
- Errors of Measurement
- Significant Digits
- Collection of Data
- Collection of Primary Data
- Collection of Secondary Data
- Editing of Data

**Week 3<sup>rd</sup> Presentation of Data**

- Introduction to Classification
- Aims of Classification
- Basic Principles of Classification
- Tabulation
- Types of Tables
- Main Parts of Tables
- Frequency Distribution.
- Class Limits
- Class Boundaries

**Week 4<sup>th</sup> Presentation of Data**

- Class Marks
- Class Interval
- Constructing Grouped Frequency Distribution



- Stem and Leaf Display
- Graphical Representation.

#### **Week 5<sup>th</sup> Presentation of Data**

- Diagrams
- Simple Bar Chart
- Multiple Bar Chart
- Component Bar Chart
- Related Problems

#### **Week 6<sup>th</sup> Measures of Central Tendency**

- Criteria of Satisfactory Average
- Types of Averages
- The Arithmetic Mean
- The Weighted Arithmetic Mean

#### **Week 7<sup>th</sup> Measures of Central Tendency**

- Properties of Arithmetic Mean
- Mean from Grouped Data
- Change of Origin and Scale.
- The Geometric Mean
- The Harmonic Mean
- The Median

#### **Week 8<sup>th</sup> Measures of Central Tendency**

- The Quartiles
- The Mode.
- Empirical Relation between Mean, Median and Mode.
- Relative Merits and Demerits of various averages.

#### **Week 9<sup>th</sup> Measures of Dispersion, Movements and Kurtosis**

- Introduction to Range
- Quartile Deviation
- Mean Deviation
- Change of Origin and Scale

#### **Week 10<sup>th</sup> Measures of Dispersion, Movements and Kurtosis**

- The Variance
- The Standard Deviation
- The Coefficient of Variation
- The Properties of Variance and Standard Deviation
- Skew ness, Kurtosis,
- Related Problems

#### **Week 11<sup>th</sup> Index Numbers**

- Simple and Composite Index Numbers
- Problems involved in Index Numbers
- Selection of Commodities for inclusion.
- Selection of Base Period
- Selection of Average



### **Week 12<sup>th</sup> Index Numbers**

- Selection of appropriate weights
- Un weighted Index Numbers
- Simple Aggregative Index
- Simple Average of Relative
- Weighted Index Numbers
- Weighted Aggregative Price Index Numbers
- Weighted Average of Relative Price
- Quality Index Numbers
- Test for Index Number Formulae.

### **Week 13<sup>th</sup> Index Numbers**

- Time Reversal Test
- Factor Reversal Test
- Circular Test
- Consumer Price Index Number
- Construction of Consumer Price Index Number
- Draw backs of Consumer Price Index Numbers
- Use of Index Numbers
- Limitation of Index Numbers

### **Week 14<sup>th</sup> Simple regression and correlation**

- Estimation using the regression line
- Correlation analysis
- Making Inference about population parameters

### **Week 15<sup>th</sup> Probability and Simple regression and correlation**

- Limitations
- Errors
- Caveats
- Introduction to Sets, Sub Sets
- Venn Diagram
- Operations on Sets
- Algebra of Sets
- Partition of Sets
- Class of Sets
- Cartesian Product Sets
- Relation and Function
- Random Experiment
- Sample Space, Events
- Events and Symbolic Representation

### **Week 16<sup>th</sup> Probability**

- Definition of Probability
- Subjective Probability
- Laws of Probability
- Conditional Probability
- Independent Events
- Dependent Events



- Related Problems

**Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

**Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

**Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

**Text Books:**

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

**Reference Books:**

1. GM Clarke and Arnol : A Basic Course in Statistics
2. Richard I. Levin : Statistics for Management





## **Course Title: Macro Economics**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 413

*Pre-Requisite:* BBA 324

*Credit Hours:* 03

*Contact Hours:* 48

### **Objectives**

To familiarize students with the principles of macroeconomics and to equip them with appropriate tools for applying theory into practice in business environment. Moreover, to enable them to understand the complex working of national economies with reference to close integration of economies under globalization.

### **Week 1<sup>st</sup> National Income Accounts**

- The Concept of Economy
- Measures of Economic Activity
- Three Approaches to Measure GDP
- Defining Terms used in National Income Accounts

### **Week 2<sup>nd</sup> Macroeconomic Framework**

#### **Demand Side of the Economy**

##### **The Goods Market**

- Investment Decision (Concepts of Desired Capital Stock and User Cost of Capital)
- Determinants of Saving
- The Goods Market Equilibrium – IS Curve
- Different Slopes of the IS Curve
- Factors that Shift the IS Curve

### **Week 3<sup>rd</sup> The Money Market**

- Money Demand Function
- Money Supply Process
- Money Market Equilibrium – LM Curve
- Different Slopes of the LM Curve
- Factors that Shift the LM Curve

### **Week 4<sup>th</sup> General Equilibrium**

- Equilibrium in Goods and Money Markets
- Derivation of AD Curve
- Liquidity Trap and the AD Curve
- Wealth Effect and the AD Curve
- Demand Management Policies

### **Week 5<sup>th</sup> Keynesian Macroeconomics without LM Curve**

#### **Supply Side of the Economy**



### **Week 6<sup>th</sup> Labor Market**

- Production Function
- Labor Demand Curve
- Utility Maximization and the Labor Supply Curve
- Equilibrium in the Labor Market
- Wage Rigidity and Unemployment

### **Week 7<sup>th</sup> Phillips Curve**

- Short run Phillips Curve
- Long run Phillips Curve and Role of Adaptive Expectations

### **Week 8<sup>th</sup> Aggregate Supply Curve**

- From Phillips Curve to AS Curve
- Labor Market and the AS Curve
- Different Slopes of Phillips Curve
- Factors that Shift the AS Curve

### **Week 9<sup>th</sup> Controversy in the Traditional AD-AS Framework Traditional Controversies**

- Keynes vs Classics
- The concept of Adaptive expectations
- Keynesians vs Monetarists

### **Week 10<sup>th</sup> Rational Expectations Revolution**

- The Concept of Rational Expectations
- Implications of Rational Expectations Hypothesis
- Lucas Critique

### **Week 11<sup>th</sup> New Classical Macroeconomics**

- Misperception Theory and Lucas Supply Curve
- Policy Irrelevance Proposition
- Time Inconsistency Problem
- Game Theoretic Approach to Policy Formulation

### **Week 12<sup>th</sup> New Keynesian Macroeconomics**

- Staggered Price Adjustment Models
- Menu Cost Theory
- New Phillips Curve
- Rational Expectations and the new IS Curve
- Policy Implications of the New Keynesian Framework

### **Week 13<sup>th</sup> Fiscal Side of the Economy**

- Government Budget Restraint
- Financing the Fiscal Deficit
- Is Fiscal Policy Expansionary?
- Ricardian Equivalence Hypothesis

### **Week 14<sup>th</sup> Open Economy Macroeconomics**

- Balance of Payments Account



- Exchange Rate Determination
- Fixed vs Flexible Exchange Rate Regime
- Demand Management in Open Economy

### **Week 15<sup>th</sup> Behavioral Macroeconomics** **Theories of Consumption Behavior**

- Keynesian Consumption Function
- Life – Cycle Model of Consumption
- Permanent Income Hypothesis
- Random Walk Model of Consumption

Liquidity Constraint and RW model  
Precautionary Saving and RW model  
Myopia and RW model

### **Week 7<sup>th</sup> Theories of Investment**

- Neo – Classical Model of Investment
- Investment Model with Adjustment Cost – q-Theory of Investment

### **Week 7<sup>th</sup> Theories of Money Demand**

- Quantity Theory of Money
- Keynesian Theory of Money Demand
- Friedman's Theory of Money Demand
- Inventory Theoretic Approach – Baumol-Tobin Model
- Money in the Utility Function

### **Week 7<sup>th</sup> Macroeconomics of the Long run – Growth Theories**

- Harrod – Domar Model
- Solow – Swan Model
- Ramsey Model
- Diamond Model
- Modern Growth Theories

### **Recommended Books:**

*Macroeconomics: An Introduction to advanced Methods*, 2<sup>nd</sup> Edition by Willam M. Scarth

*Advance Macroeconomics*, 3<sup>rd</sup> Edition by David Romer

*An Introduction to Economic Growth*, 2<sup>nd</sup> Edition by Charles I. Jones

*Macroeconomics* 5th edition by Endrew. B. Abel and Ben S. Bernanke

*Macroeconomics: Theory and policy*, 8<sup>th</sup> Edition Richard T. Froyen

*Macroeconomics* Fourth Edition, by N. Gregory Mankiw

*Macroeconomics* Ninth Edition, Rudiger Dornbusch, Stanley Fischer and Richard Startz

*International Economics: Theory and Policy*, by Paul R. Krugman & Maurice Obstfeld



## **Course Title: Arabic II**

---

*Title of Program: BBA (Hons)*

*Course Code: BBA 414*

*Pre-Requisite: BBA 321*

*Credit Hours: 03*

*Contact Hours: 48*

### **Objectives:**

The objectives of the course are to built the sound vocabulary of students and improve the linguistic skills of the students. The course comprises paragraphs writing, comprehensions, precise writing, dialogue writing, letters, proof reading, and how to write an article and grammatical weight.

### **Contents:**

#### **Week 1st: (Introduction)**

- Introduction to Arabic language
- Importance of Arabic language
- Arabic vocabulary

#### **Week 2nd: Unit 9 (Marketing)**

- Greetings
- Interrogation
- Asking with respect

#### **Week 3rd:**

- Reply with respect
- Asking about prices
- Grammar
- Test

#### **Week 4th: Unit 10 (Climate)**

- Asking about weather and climate
- Asking about quantity
- Call a person
- Telephonic conversation

#### **Week 5th:**

- Comprehension about relaxation
- Interrogation
- Pronouns
- Future tense
- Test



**Week 6th: Unit11 (people and places)**

- Asking about reason
- Asking about communication sources
- Work places

**Week7th:**

- Listening skills
- Reading skills
- Writing skills
- Speaking skills

**Week 8th: Unit 12 (Hobbies)**

- Asking about preference of hobbies
- Pronouns
- Future tens
- Test

**Week 9th: Unit 13 (Travel)**

- Asking about services
- Information
- Loss of things

**Week10th:**

- Well come
- Negative sentences
- Vocabulary
- Test

**Week11th: Unit 14 (Hajj and Umra)**

- Asking about spending holidays
- Happiness
- Performance of Hajj
- Performance of Umra

**Week 12th:**

- Nouns
- Future tense
- Past tense
- Counting from 3 to 10
- Test

**Week13th: Unit 14 (Health)**

- Appointment with a Doctor
- Telling about pain
- Asking about result, reason and demand
- Pray for recovery

**Week14th:**

- Interrogation
- Words and meanings
- Test



**Week15th: Unit 16 (Holiday)**

- Asking about Eid and holidays
- Travel
- Interrogation
- Learning skills

**Week16th:**

- Listening skills
- Reading skills
- Writing skills
- Test

**Evaluation Criteria:**

Quizzes, Home assignments, Presentations, Mid exam, Final exam.

**Teaching methodology:**

Lectures are supported with multimedia.

**Resources:**

Books, News papers, Internet, Library

**Reference book:**

Al Arabia bayna yadaik.



## **Course Title: Introduction to HRM**

---

*Title of Program:* BBA (Hons)  
*Course Code:* BBA 415  
*Pre-Requisite:* BBA 325  
*Credit Hours:* 03  
*Contact Hours:* 48

### **COURSE DESCRIPTION**

This course is basically designed to provide students the basic understanding of key HRM functions, which include HR planning, recruitment & selection, compensation, performance evaluation, and training & development. Since human resource provides a competitive advantage that ultimately has a vital role in success and effectiveness of any organization, this course emphasizes on the understanding of the basic concepts of managing human resource and their applications in today's organizations. The course is designed to help the students understand if western human resource management theories and practices have any relevance to the local settings. The course will also discuss the Islamic perspective of managing human resource. It will shed light on the basic tenets of human resource management given by Qura'n and Sunnah. The students will also be encouraged to compare and contrast the human resource practices suggested in their text books and the practices critical for achieving success from indigenous perspective.

### **INTENDED LEARNING OUTCOMES**

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

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



- communicate results effectively to colleagues and peers.
- Understand the difference between HRM theories, their relevance and
- application from indigenous context.

## **Content:**

### **Week 01 Introduction**

- Meeting present human resource requirements
- What is HRM
- Why HRM is important

### **Week 02**

- Emerging Human resource management challenges.
- Trends in HRM
- Global vs local HRM practices

### **Week 03**

- HRM from Islamic and indigenous perspective

### **Week 04**

- Basic Islamic philosophy of managing human resource
- Conducting Job analysis.
- HR Planning
- Job Description
- Job Specifications

### **Week 05 Staffing**

- Recruiting and selecting employees
- Recruitment techniques
- Sources of recruitment
- Selection tests and Interviewing techniques

### **Week 06**

### **Employee development**

### **Week 07**

- Performance appraisals
- Performance management
- Training and development
- Training the employees
- Types of training
- Technique of training

### **Week 08**

### **Week 09**

- Developing careers
- Career growth

### **Week 10**





- Project Description and discussion

### **Week 11**

#### **Compensations**

- Managing compensation
- Types of compensation

### **Week 12**

- Rewarding performance
- Pay for Performance

### **Week 13**

- Designing and administering benefits
- Types of benefits

### **Week 14**

- Employee relations

### **Week 15**

- Project Presentations

### **Week 16**

- Conclusion Session
- Terminal Exam (to be announced by the University)

## **RECOMMENDED BOOKS**

1. By Luis R. Gomez Mejia, David B. Balkin, Robert L. Cardy ***Managing Human Resources.*** (Fourth ed.)



## **Course Title: SOCIOLOGY**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 416

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

### **Objectives:**

The course is designed to provide the student with solid principles, theories and concepts of sociology. It also familiarizes them with underlying human behavior. Beside it helps them in understanding the social base of business organization systems and practices and the changes occurring there in. Its contents have been developed with the expressed objective that both business and management is Socialist to make them human welfare oriented and over students become successful business managers alive to their responsibilities.

### **Contents:**

#### **Week 1<sup>st</sup> Introduction to Sociology**

- Definition
- Nature and Scope of Sociology
- Fields of Sociology
- Development of Sociology

#### **Week 2<sup>nd</sup> Methods of Study**

- Cross Sectional Study
- Longitudinal Study
- Laboratory Study
- Field Study
- Observational Study

#### **Week 3<sup>rd</sup> Role of Sociologist**

- As a research Scientist
- As a Policy Consultant
- As technician and As Teacher

#### **Week 4<sup>th</sup> The Culture**

- Definition of Culture
- Cultural Context
- Culture and Society
- Social and Cultural Development
- Biological Factors, Geographical Factors

#### **Week 5<sup>th</sup> Prosperities of Culture**

- Main Categories of Culture
- Material Culture
- Non Material Culture

#### **Week 6<sup>th</sup> Social Organization**

- The Family



- Structure of Family
- Composition of the Family Group
- Marriage
- Different Family System
- Function of Pakistan Family

### **Week 7<sup>th</sup> Social Institution**

- Social Structure
- Simple and Complex Social Structure
- Inter-relationship with Other Institutions
- Family. (b) Economy. (c) Religion. (d) Govt. (e) Policies

### **Week 8<sup>th</sup> Religion**

- Definition
- Components of Religion
- Belief, Symbols, Rituals, Sacred Object
- Functions of Religion
- Religion of the World
- Christianity, Judaism
- Hinduism, Buddhism
- Confucianism
- Islam

### **Week 9<sup>th</sup> Economic Institutions**

- Definition of Economic Institution
- Structure Of Economic Institution
- Economic System, Division of Labour, Economic Organization, Role of Technology and Govt
- Institution

### **Week 10<sup>th</sup> Political Institutions**

- Definition of Political Institution
- Structure of Political Institution
- Formal and Informal
- Main Branches of Govt
- Judiciary, Executives, Legislation

### **Week 11<sup>th</sup> Educational Institutions**

- Definition of Educational Institutions
- Structure of Educational Institutions
- Formal and Informal Education
- Educational System

### **Week 12<sup>th</sup> Social Mobility**

- Definition of Mobility
- Types of Mobility
- Horizontal Mobility
- Vertical Mobility
- Zero Mobility
- Territorial Mobility/ Geographical
- Different Factor Favorable to Social Mobility



### **Week 13<sup>th</sup> Social Stratification**

- Social Class
- Kinds of Classes
- General Classification
- Defined Classes, Cultural Classes, Economic Classes
- Political Classes, Self-identified Classes and Participation
- Sociological Classifications
- Upper Class, Middle Class, Lower Class

### **Week 14<sup>th</sup> Political Economic System**

- Development Of Political Economic Institutions
- Political Economic Institutions Patterns
- Socialism, Capitalism, Mixed Economy, Islamic System
- Advantages derived by Human Society in General form Islam

### **Week 15<sup>th</sup> Sociology of Pakistan**

- Characteristics
- Social Problems
- Kinds of Social Problems in Pakistan
- Population Problems
- Health Problems

### **Week 16<sup>th</sup> Sociology of Pakistan**

- Educational Problems
- Woman Development Problems
- Poverty
- Rural Urban Migration

### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

### **Text Books:**

1. Kendall, Diana: Sociology in our Times. Wadsworth

### **Reference Books:**

2. Henslin, James M. Sociology. Allyn & Bacon
3. Brgjar, George J. & Soroka, Michael P. Sociology. Allyn & Bacon



## Semester IV

### Course Title: BUSSINESS COMMUNICATION

---

*Title of Program:* BBA (Hons)  
*Course Code:* BBA 421  
*Pre-Requisite:* BBA 312, BBA 322, BBA 411  
*Credit Hours:* 03  
*Contact Hours:* 48

#### Objectives:

The objective of the course is to make students follow certain strategies to improve their written communication skills. Various written communication activities will help them polish these skills. All forms of written communication activities will be conducted to prepare students for real business world. Class presentations by the students will improve their confidence and help them polish their speaking skills, which is the key to a successful business.

#### Contents:

##### Week 1<sup>st</sup> Effective Business Communication

- Nature & Process of Communication
- Characteristics of Effective Business Communication
- Basic Forms of Communication
- Communication in Organizational Setting
- Communication Barriers
- Guidelines for overcoming the barriers

##### Week 2<sup>nd</sup> Seven Cs of Effective Communication

- Clearness
- Concreteness
- Correctness
- Conciseness
- Courtesy
- Completeness
- Character

##### Week 3<sup>rd</sup> Writing Business messages

- The Important of Appearance
- Stationary, Letterhead, Layout of the Letter
- Standard Parts of a Business Letter
- Optional Parts
- Important Aspects of Format
- Three Styles of Letter

##### Week 4<sup>th</sup> Writing Memos and Types of Memos

- Memo Format
- Common Types of Memos



### **Week 5<sup>th</sup> Writing Positive News Messages**

- The Importance of Writing Directly
- Deliver the News or Make the Request
- Include Details or Explanations
- Close Positively with Action Step
- Discussion over Sample Positive Letters

### **Week 6<sup>th</sup> Writing Negative News Messages**

- The Importance of Writing Indirectly
- Steps in Transmitting Bad News
- Beginning with a Neutral Statement
- Explaining the Denial
- End on a Positive Note
- Discussion over Sample Negative Letters

### **Week 7<sup>th</sup> Writing Persuasive News Messages**

- Importance of Writing Persuasive Letters
- Using AIDA Approach
- Collection Letters
- Types of Collection Letters
- Discussion over Sample Persuasive Letters

### **Week 8<sup>th</sup> Planning Business Reports & Proposals**

- Understanding Reports & Proposals
- Informational Reports & Types of Informational Reports
- Analytical Reports & Types of Analytical Reports
- Writing Proposals
- Planning Reports –
- Applying Three Step Writing Process to Business Reports & Proposals

### **Week 9<sup>th</sup> Writing Business Reports & Proposals**

- Organizing Business Reports & Proposals
- Deciding on Format & Length
- Choosing an Approach
- Structuring Business Reports & Proposals
- Composing Business Reports & Proposals
- Drafting
- Choosing Proper Degree of Formality

### **Week 10<sup>th</sup> Completing Business Reports & Proposals**

- Revising Reports & proposals
- Producing Formal Reports & Proposals
- Proofreading
- Components of a Formal Report
- Components of a Formal Proposal

### **Week 11<sup>th</sup> Writing Job Applications & Resumes**

- Resume & CVs
- Preparing Resume
- Planning, Writing & Completing Resume
- Types of Resume



- Cover Letters
- Solicited & Unsolicited Application Letters
- Using AIDA Approach in Cover Letters
- Discussion on the Sample Cover Letters

### **Week 12<sup>th</sup> Employments Messages**

- Follow – up Messages after Interview
- Thank You Letter
- Letter of Inquiry
- Request for Time Extension
- Letter of Acceptance
- Letter Declining a Job Offer

### **Week 13<sup>th</sup> Letter of Resignation**

- Letter of Resignation

### **Week 14<sup>th</sup> Employments Interviews**

- Interview Structure
- Types
- Do's & Don'ts of the Interview

### **Week 15<sup>th</sup> Leading & Recording Business Meetings**

- Task Duties of the Chairperson
  - I. Developing Agenda
  - II. Selecting Participants
  - III. Deciding Where & When to Hold a Meeting
- People Duties of the Chairperson
- Minutes of a Meeting

### **Week 16<sup>th</sup> Talking to Customers**

- Customer Type
- Dynamic
- Conservative
- Style of Conversation

### **Evaluation Criteria**

Quizzes, home assignments, presentations, case study, mid exam, final exam.

### **Teaching Methodology**

Lectures are supported with multimedia, case studies and assignments and activities.

### **Resources**

Internet, Library., Magazines

### **Text Bosok**

1. Business Communication Today, Ed. 7, By Courtland L. Bovee & V. Thill
2. Improving Business Communication Skills By Deborah Britt Roebuck

### **Reference Books/Websites:**

1. Business Communication, Concepts Cases & Applications by PD Chaturvedi
2. Successful Writing at Work by Philip C. Kolin



*Centre for Management and Commerce*  
*University of Swat*

---

3. Communication between Cultures by Larry A. Samovar and Richard E. Porter
4. Bov'ee D. Philips: Business Communication Today
5. Himstreet & Batty: Business Communication
6. Kitty O Locker: Business & Administrative communication
7. Stewart, Zimiber & Clark: Business English & Communication
8. [www.fedex.com](http://www.fedex.com)
9. [www.toolkit.cch.com/scripts/sohotoc.asp](http://www.toolkit.cch.com/scripts/sohotoc.asp)





---

**Course Title: PAKISTAN STUDIES**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 422

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

*Objectives:*

By the end of this course, Student Teachers will be able to:

- create awareness among children about Pakistan as an enlightened nation by comparing it with the rationale and endeavors for Pakistan's creation
- educate children about the key concepts in disciplines comprising Pakistan Studies, including history, geography, economics, and political science
- assist children in identifying various perspectives on current, persistent, and controversial issues in Pakistan; identify their own position on these issues, and be able to support them
- instill in Student Teachers a sense of patriotism, tolerance, active citizenship, and respect for cultural diversity and religious harmony
- design and implement a project to promote active and responsible citizenship and help children and young people do the same.

**Contents**

The course content will be covered within one semester (year 1, semester 2) and has four units. Relevant topics will be covered in each unit, which is given below by week.

**Week 1st Introduction: the concept of civilization**

- Introduction to the course
- Civilization
- Ancient civilizations of Indus Valley: Mohenjo-Daro and Harappa
- Skills development
- Inquiry skills
- Presentation skills
- Teaching history: facts versus opinions

**Week 2nd Ideological rationale with reference to important personalities**

- Two-nation theory: Sir Syed Ahmad Khan, Allama Iqbal, and
- Quaid-e-Azam Muhammad Ali Jinnah
- Factors leading to the birth of a nation
- Economic, social, and political factors leading to the creation of Pakistan

**Week 3rd Factors leading to the birth of a nation**

- Economic, social, and political factors leading to the creation of Pakistan
- The struggle for Pakistan
- British colonization and the Muslim reform movement (1857–1905)
- The struggle for independence (1905–1940)

**Week 4<sup>th</sup> The struggle for Pakistan**

- The Pakistan Movement (1940–1947)
- The teething years (1947–1958)
- Modern-day Pakistan (1959–2012)
- Geography of Pakistan
- General overview of the geography of Pakistan
- Introduction to project work

**Week 5<sup>th</sup> Map skills**

- Globes and different types of maps
- Skill development: reading and interpreting maps
- Physical features of Pakistan



## *Centre for Management and Commerce* *University of Swat*

---

- Northern and Western Highlands
- The Punjab Plain
- The Sind Plain
- The Baluchistan Plateau
- The Thar Desert

### **Week 6<sup>th</sup> Weather and climate and the factors affecting them**

- Factors that influence the weather and climate of Pakistan
- Major climatic zones of Pakistan and their characteristics
- Environmental problems in Pakistan
- Major natural and man-made disasters in Pakistan
- Disaster management and preparedness

### **Week 7<sup>th</sup> Movement and human–environment interactions**

- Movement: people, goods and ideas
- Humans adapt to, modify, and depend on the environment
- Population and its effects on the economy
- Population density and distribution
- Population growth and its effects on the national economy

### **Week 8<sup>th</sup> Economic system of Pakistan**

- Mixed economy
- GDP, budgets, expenditure, income, and taxes

### **Week 9<sup>th</sup> Agriculture in Pakistan**

- The role and importance of agriculture in Pakistan's economy
- Agricultural production and productivity
- Industry in Pakistan
- The industrial sector's contribution to the national economy
- Prospects for industrialization

### **Week 10<sup>th</sup> Trade in Pakistan**

- Major imports and exports of Pakistan
- Economic development
- Economic development and growth
- Economic development of Pakistan

### **Week 11<sup>th</sup> The government of Pakistan**

- Introduction
- Systems, levels, functions, and branches of government
- The Constitution of Pakistan: key features and implications

### **Week 12<sup>th</sup> The Political phases**

- Pakistan: the early years (1947–1958)
- The Ayub era (1958–1969)
- The Yahya regime (1969–1971)
- The Z. A. Bhutto era (1971–1977)
- The Political phases
- The Zia regime (1977–1988)
- Civilian rule (1988–1999)
- Musharraf's rule (1999–2008)
- Zardari's rule (2009–present)

### **Week 13<sup>th</sup> The media's role in Pakistan**

- Citizen participation
- The role of the citizen in a democracy
- Civil society and its role
- Major civil society organizations: origin, growth, contribution, and impact

### **Week 14<sup>th</sup> Citizen Participation**

- The role of major political parties in politics of Pakistan
- Contemporary Pakistan
- Politics



## Centre for Management and Commerce University of Swat

---

### Week 15<sup>th</sup> Contemporary issues

- Major social, cultural, sectarian, and ethnic issues
- The future of Pakistan
- Economic prospects
- Positional opportunities and threats

### Week 16<sup>th</sup> Contemporary issues

- Major social, cultural, sectarian, and ethnic issues
- The future of Pakistan
- Economic prospects
- Positional opportunities and threats

### Evaluation Criteria:

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

### Teaching Methodology:

Lectures, Presentation through Multimedia, Question Answer Session, Group Discussions, Class Tests, and Case Studies

### Resources:

Periodicals, Magazines and other Articles, Internet and Libraries

### Text Books:

- S. Q. Abid, A Muslim Struggle for Independence: Sir Syed to Muhammad Ali Jinnah (Lahore: Sang-i-Meel, 2007).
- C. M. Ali, The Emergence of Pakistan (Lahore: Research Society of Pakistan, 1998).
- S. Anwar, Issues and Realities of Pakistani Politics (Lahore: Research Society of Pakistan, University of the Punjab, 2007).
- S. M. Burke and S. D. Qureshi, The British Raj in India (Karachi: Oxford University, 1995).
- Citizenship Rights and Responsibilities Pakistan (CRRP) Programme, Youth in Elections: Voting for Our Future (Islamabad: The Asia Foundation, 2007).
- S. P. Cohen, The Idea of Pakistan (Karachi: Oxford University Press, 2005).
- B. L. Dean, R. Joldoshalieva, and A. Fazilat, Creating a Better World: Education for Citizenship, Human Rights and Conflict Resolution. (Karachi: Aga Khan University, 2006).
- M. R. Kazimi, Pakistan Studies (Karachi: Oxford University Press, 2007).
- M. R. Kazimi, A Concise History of Pakistan (Karachi: Oxford University Press, 2009).
- C. Kennedy (ed.), Pakistan 2005 (Karachi: Oxford University Press, 2006).
- F. K. Khan, A Geography of Pakistan: Environment, People and Economy (Karachi: Oxford University Press, 1991).
- H. Khan, Constitutional and Political History of Pakistan (Karachi: Oxford University Press, 2001).
- H. Malik and Y. V. Gankovsky (eds.), The Encyclopedia of Pakistan (Karachi: Oxford University Press, 2006).
- M. I. Rabbani, Introduction to Pakistan Studies (revised edition) (Lahore: Caravan Book House, 2003).
- S. Shafqat, New Perspectives on Pakistan: Visions for the Future (Karachi, Oxford University Press, 2007).
- N. Smith, Pakistan: History, Culture and Government (Karachi: Oxford University Press, 2007).
- H. Yusuf, A Study of Political Development 1947–99 (Lahore: The Academy, 1998).

### Reference Books:

Story of Pakistan: A Multimedia Journey

Ø<http://www.storyofpakistan.com/>

Government of Pakistan

Ø<http://www.pakistan.gov.pk/>

Pakistan Institute of Trade and Development

Ø[www.pitad.org.pk](http://www.pitad.org.pk)

Pakistan Agricultural Research Council

Ø<http://www.parc.gov.pk/>

Geographical Association

Ø<http://www.geography.org.uk/>

Defence Journal

Ø<http://www.defencejournal.com>

Constitution of Pakistan

Ø<http://www.mofa.gov.pk/Publications/constitution.pdf>

Draft Declaration on Rights and Duties of States

Ø[http://untreaty.un.org/ilc/texts/instruments/english/draft%20articles/2\\_1\\_1949.pdf](http://untreaty.un.org/ilc/texts/instruments/english/draft%20articles/2_1_1949.pdf)



**Course Title: INTRODUCTION TO ENVIRONMENTAL SCIENCE**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 423

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

### Objectives

To introduce the students with basic concepts and the history of development of Environmental Science as an academic discipline, its importance in human life, its interdisciplinary nature and provide students with an understanding of the relationships between different components of environment, current global, and national environmental challenges for sustainable development.

### Course Outlines

#### Week 1st

- Introduction to Environmental Sciences.
- Basic concepts
- History of Environmental Sciences

#### Week 2nd

- Nature and scope of Environmental Science and its contribution to society.

#### Week 3rd

- Different aspects of environment: physical ecological, socio-economic, ethical, philosophical.

#### Week 4th

- Major components of environment: physio-chemical, biological and social

#### Week 5th

- Relationships of various environmental factors with each other. Human environment and its problems

#### Week 6th

- Global Environmental issues i.e global warming, ozone layer depletion.

#### Week 7th

- National Environmental issues i.e deforestation, solid wastes, threatened and endangered species.

#### Week 8th

- Regional Environmental issues i.e acid rain, salinity, soil erosion and eutrophication.

#### Week 9th

- Environmental challenges for sustainable development an over view.



**Week 10th**

- Current and future trends in population growth

**Week 11th**

- Environmental pollution, industrial and agriculture development, urbanization.

**Week 12th**

- Poverty and resource depletion.

**Week 13th**

- Soil pollution, air pollution and noise pollution.

**Week 14th**

- Thermal pollution, water pollution an overview environmental laws of Pakistan

**Week 15th**

- Kyoto protocol, Cartagena protocol and Ramsar convention

**Week 16th**

- Presentation and Quizzes

**Recommended Books:**

1. *Environmental Science: Earth as a Living Planet*, Botkin, D.B & Keller, E.A. 6<sup>th</sup> Ed. John Wiley & Sons, 2007.
2. *Environmental Science: systems and solutions*, McKinney, M.L., Schoch, R.M. & Yonavjak, L. 4<sup>th</sup> Ed. Jones & Bartlett Publishers, 2007
3. *Environmental Science: Toward a Sustainable Future*, Wright, R.T. & Nebel, B.J. 10<sup>th</sup> Ed. Pearson Educational, 2007.
4. *Environmental Science: working with the Earth*. Miller, G., Thomson Learning, 2002.



## **Course Title: FINANCIAL ACCOUNTING II**

---

*Title of Program: BBA (Hons)*

*Course Code: BBA 424*

*Pre-Requisite: BBA 311*

*Credit Hours: 03*

*Contact Hours: 48*

### **Objectives:**

This Course has been designed to multiply the student understandings in the preliminary areas of financial accounting. The course broadly covers the concepts of Financial Accounting including GAAP, Accounting standards, Merchandise Business Accounting. Cash flow statement and also provides glimpses about the corporations / company Accountancy.

### **Contents:**

#### **Week 1<sup>st</sup> Introduction**

- Accounting Concept
- Generally Accepted Accounting Principles
- Disclosure Principle
- Materiality
- Consistency Principle
- Conservatism Principle

#### **Week 2<sup>nd</sup> Liabilities**

- Liabilities
- Nature of Liabilities
- Difference between Debts and Equity
- Current Liabilities
- Notes Payable
- Accounts Payable
- Accrued Liabilities
- Payroll Liabilities
- Unearned Revenue

#### **Week 3<sup>rd</sup> Liabilities**

- Long Term Liabilities
- Installment Notes Payable
- Amortization Table
- Preparation of Amortization table

#### **Week 4<sup>th</sup> Bonds and its valuation**

- Bonds
- Issuance of Bonds
- Accounting Entries for Bonds Payable
- Issue at Bonds at discounts and Premium
- Accounting Procedures
- Practical Numerical



### **Week 5<sup>th</sup> Corporation**

- Formation of a Corporation
- Paid-in Capital
- Retained Earnings
- Authorized Capital
- Issued Capital
- Par Value
- Accounting Procedures
- Practical Numerical

### **Week 7<sup>th</sup> and 8<sup>th</sup> Common Stock**

- Characteristics of Common Stock
- Preferred Stock
- Characteristics of preferred Stock
- Cumulative Preferred Stock
- Callable Preferred Stock
- Convertible Preferred Stock
- Accounting Procedures
- Practical Numerical

### **Week 9<sup>th</sup> Common Stock**

- Stock Splits
- Treasury Stock
- Reissue of Treasury Stock
- Cash Dividend
- Stock Holder Equity Statement
- Practical Numerical

### **Week 10<sup>th</sup> Statement of Cash Flow**

- Statement of Cash Flow
- Purpose of The statement
- Classification of Cash Flow
- Operating Activities
- Practical Numerical

### **Week 9<sup>th</sup> Statement of Cash Flow**

- Investing Activities
- Financing Activities
- Preparation of Cash Flow Statement
- Preparation of Cash Flow Statement
- Practical Numerical

### **Week 11th Merchandizing Activities**

- Accounting for Merchandise Business
- Inventory
- Inventory Cost
- Specific Identification
- Cost Flow Assumption
- Practical Numerical



### **Week 12<sup>th</sup> and 13<sup>th</sup> Cost Flow Assumption**

- Cost Computation Methods
- Average Cost Method
- Practical Numerical
- First-In, First-Out
- Last-in First-Out
- Practical Numerical
- Cost of Goods Sold
- Ending Inventory
- Gross Profit Method
- Retail Method

### **Week 14<sup>th</sup> Computer Based Accounting**

- Introduction to Computer Based Accounting
- Peach Tree (Computer Based Accounting)

### **Week 15<sup>th</sup> Computer Based Accounting**

- Peach Tree (Computer Based Accounting)

### **Week 16<sup>th</sup>**

- **Presentation and Quizzes**

### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests, Case Studies.

### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

### **Text Books:**

1. Robert F.Meigs and Walter B.Meigs: Accounting: The Basis for Business Decisions, McGraw Hill, Inc

### **Reference Books:**

1. Eric G. Flamholtz, Diana Troik Flamholtz, Michael A.Diamond: Principle of Accounting, Macmillan Publishing Co. New York
2. Frankwood, Business Accounting-I and Business Accounting-II
3. Simon and Karren Brock: Intermediate Accounting





## **Course Title: PAKISTAN ECONOMY**

---

*Title of Program: BBA (Hons)*

*Course Code: BBA 425*

*Pre-Requisite: Nil*

*Credit Hours: 03*

*Contact Hours: 48*

### **Objectives:**

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

### **Contents:**

#### **Week 1<sup>st</sup> Developing Economies and Its Characteristics**

- What is Economic Development?
- Economic growth and Economic Development.
- What is Economic growth?
- Elements of Economic Growth.
- Elements of Economic Development.
- Characteristics of Developing countries (Pakistan).

#### **Week 2<sup>nd</sup> Agricultural Sector Development**

- Importance of Agriculture in Economic Development.
- Review of Past performance of Agriculture.
- Subsistence farming Vs Commercial farming
- Agricultural production and its Problems.

#### **Week 3<sup>rd</sup> Basic Concepts in Agriculture Development.**

- Basic concepts in agriculture Development.
- Mechanization of Agriculture.
- Cooperative Farming.
- Land reforms.
- Marketing.
- Credit.

#### **Week 4<sup>th</sup> Industrial Development in Pakistan**

- Introduction to industrial sector in Pakistan.
- Historical growth of industrial sector.
- Role of industrialization in the Economic Development of the country.
- Cause of industrial backwardness in Pakistan.
- Contribution of principal industries of Pakistan.



**Week 5<sup>th</sup> Different concepts of Industrialization.**

- Public sector Vs Private sector
- Privatization
- Downsizing

**Week 6<sup>th</sup> International Trade/Foreign Trade**

- Foreign Trade as engine of growth.
- Contribution of Foreign Trade in Economic Development.
- Pakistan Exports Performance.
- Imports and exports of Pakistan.

**Week 7<sup>th</sup> Balance of trade.**

- Devaluation and its impact on the economy
- Trade policy 2005-06.
- Globalization, WTO and Pakistan.
- Role of export promotion bureau and Textile Industry in Pakistan Economy.

**Week 8<sup>th</sup> Balance of payment in Pakistan**

- Definition of Balance of Payment
- Problems in Balance of Payment
- Measure for correcting of Balance of Payment.

**Week 9<sup>th</sup> Foreign Investment**

- The importance of Foreign Investment.
- Foreign Debt
- Benefits and costs of Economic Assistance
- Debt saving problems in Pakistan

**Week 10<sup>th</sup> Monetary policy of Pakistan**

- Goals and Objectives of Monetary policy
- Quantitative/Qualitative control of Money Supply
- State Bank and its role in monetary Policy

**Week 11<sup>th</sup> Fiscal Policy in Pakistan**

- Objectives
- Tools of Fiscal Policy
- Government Expenditure
- Taxation
- Revenue

**Week 12<sup>th</sup> Inflation**

- Definition and Importance
- Causes of Inflation
- Measures for Correction of Inflation



### **Week 13<sup>th</sup> Unemployment**

- Definition and importance
- Causes of Unemployment
- Measures for Correction of Unemployment

### **Week 14<sup>th</sup> Health**

- The performance of Health Sector
- Problems and Measures for Improvement of Health Sector

### **Week 15<sup>th</sup> Education**

- The role of Education in Economic Development
- Govt Education Policy

### **Week 16<sup>th</sup> Infrastructure**

- Infrastructure development in Pakistan
- The Role of Infrastructure in Economic Development of Pakistan.

### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

### **Text Books:**

1. Saeed, Amjad Khawaja: Economy of Pakistan

### **Reference Books:**

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



## **Course Title: BUSINESS FINANCE**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 426

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

### **Objectives:**

The course has been designed to introduce the students of Bachelor of Business Administration to the first course of Business Finance. The principal focus of this course is on basic concepts, principles and techniques of Business Finance. In addition, the course also covers the techniques of time value of money, financial forecasting and the basics of capital budgeting.

### **Contents:**

#### **Week 1<sup>st</sup> Introduction**

- Finance and the Firm
- Financial Management
- The role of the financial manager

#### **Week 2<sup>nd</sup> The basic financial Goal of the Firm**

- The basic financial Goal of the Firm
- Legal and Ethical Challenges in Financial Management
- Forms of Business Organization

#### **Week 3<sup>rd</sup> Financial Markets and Interest Rates**

- The Financial System
- Financial Markets
- Securities in the Financial Marketplace
- Securities in the Money Market

#### **Week 5<sup>th</sup> Financial Markets and Interest Rates**

- Securities in the Capital Market
- Interest

#### **Week 6<sup>th</sup> Financial Statement Analyses**

- The Scope and purpose of Financial Analysis
- Financial Statement Analysis
- Vertical Analysis
- Horizontal Analysis

#### **Week 7<sup>th</sup> Financial Statement Analyses**

- Ratio Analysis
- Summary and Limitations of Ratio Analysis

#### **Week 8<sup>th</sup> Time Value of Money**

- Why Money has Time Value



- Measuring the Time Value of Money
- Working with compound interest

### **Week 9<sup>th</sup> Time Value of Money**

- Working with Annuities
- Special Time Value of Money Problems
- Problems and Questions

### **Week 10<sup>th</sup> Working Capital and its Management**

- Managing Working Capital
- Why Business Accumulate Working Capital
- Liquidity Versus Profitability
- Establishing the Optimum Level of Current Assets

### **Week 11<sup>th</sup> Working Capital and its Management**

- Managing Current Liabilities
- Risk And Return
- Three Working Capital Approaches
- Working Capital Financing And Financial Ratios

### **Week 12<sup>th</sup> Short Term Financing**

- The need for short -term financing
- Short -term financing versus Long-term financing
- Short-term financing
- Alternatives

### **Week 13<sup>th</sup> Short Term Financing**

- How loan term affect the Effective Interest Rate of a Loan
- The Effective Interest Rate
- Computing the amount to Borrow
- Collateral For short term Loans

### **Week 14<sup>th</sup> Financing Through Equities (Long Term Financing)**

- Bonds Basics
- Features of Bond Indentures
- Types of Bonds

### **Week 15<sup>th</sup> Common Stock and its Features**

- Rights of Common Stock Shareholders
- Preferred Stock
- Leasing

### **Week 16<sup>th</sup> Warrants and Convertibles**

- Introduction
- Warrants
- Convertibles
- Karachi Stock Exchange



## *Centre for Management and Commerce* *University of Swat*

---

- How to Calculate KSE100 Index Points
- Bearish , Bullish and Stag

### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

### **Text Books:**

1. James C. Vanhorne: Fundamentals of Financial Management

### **Reference Books:**

1. Andrew JR, Timothy: Financial Management
2. Eugene F. Brigham: Fundamental of Financial Management



## **Semester V**

### **Course Title: COST ACCOUNTING**

---

*Title of Program:* BBA (Hons)  
*Course Code:* BBA 511  
*Pre-Requisite:* BBA 311, BBA 424  
*Credit Hours:* 03  
*Contact Hours:* 48

#### **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.

#### **Contents:**

##### **Week 1<sup>st</sup> Introduction**

- The Nature and Concept of Cost Accounting
- Classification of Cost and Financial Forecasting
- Product Cost Accumulation System
- Absorption Costing, Master Budget

##### **Week 2<sup>nd</sup> Job Order Costing System**

- Cost Accumulation Procedure
- Job Order Cost Accumulation Procedure
- Cost Accounting Procedure for Material

##### **Week 3<sup>rd</sup> Job Order Costing System**

- Cost Accounting Procedure for Labour
- Cost Accounting procedure for (F.O.H)
- Job order Cost Sheet

##### **Week 4<sup>th</sup> Process Costing**

- Characteristics of Process Costing
- Procedure of Process Costing
- Cost of Production Report
- Equivalent Production
- Unit Cost for Material, Labour and F.O.H

##### **Week 5<sup>th</sup> Process Costing**

- Normal Loss of Unit
- Abnormal Loss of Unit
- Procedure for the Material



- Procedure for Labour and F.O.H

### **Week 6<sup>th</sup> Process Costing**

- By Product and Joint Product Costing
- Difficulties in Costing by Product and Joint Product
- Nature of By Product
- Methods of by Products and Joint Products
- Characteristics of Joint Products

### **Week 7<sup>th</sup> Material Costing Method**

- Controlling and Costing Material
- Procedure for Material Procurement and Use
- Material Costing Method
- FIFO Method

### **Week 8<sup>th</sup> Material Costing Method LIFO, Average Methods**

- Perpetual Inventory System
- Physical Inventory System

### **Week 9<sup>th</sup> and 11<sup>th</sup> Departmental Costing Method**

- Costing and Controlling of Factory overhead
- Concept of Departmentalization
- Direct Departmental Expenses
- Indirect Departmental Expenses
- Establishing Departmental overheads

### **Week 10<sup>th</sup> Controlling and Costing for Labour**

- Controlling and Costing for Labour
- Basis for Labour Cost Control
- Productivity Measurement
- Efficiency measurement

### **Week 11<sup>th</sup> Labour Performance report**

- Labour Performance report
- Organization for labour cost control
- Procedure for Labour Costing

### **Week 12<sup>th</sup> Wages plans**

- Incentive wage plan types
- Requirement of wage plan
- Purpose of wage plan

### **Week 13<sup>th</sup> Standard Costing**

- Standard Costing
- Objectives of standard costing
- Budgets and standard
- Material, labour, F.O.H. cost standard
- Analysis of variance

### **Week 14<sup>th</sup> Standard Costing**

- Direct Costing





- Definition of direct costing
- Facts of direct costing
- Internal uses of direct costing
- External uses of direct costing

#### **Week 15<sup>th</sup> Break Even Analysis and Cost Volume Profit Analysis**

- Break Even Analysis and Cost Volume Profit Analysis
- The Nature of Break Even Analysis
- Determining Break Even Point

#### **Week 16<sup>th</sup> Break Even Analysis and Cost Volume Profit Analysis**

- Break Even analysis for Decision Making
- Effects of changes and fixed Cost
- Effects of changes sales

#### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

#### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

#### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

#### **Text Books:**

1. COST ACCOUNTING by Hrngrn Usry, Hilton

#### **Reference Books:**

1. COST ACCOUNTING by Hrngrn Usry, Hilton
2. COST ACCOUNTING by Ralphs. Polimeni, Frnk J. Favozz and Arthur H. Adelberg.



**Course Title: MARKETING MANAGEMENT**

---

*Title of Program: BBA (Hons)*

*Course Code: BBA 512*

*Pre-Requisite: BBA 313*

*Credit Hours: 03*

*Contact Hours: 48*

**Objectives:**

The course contains basic information's and concepts regarding field of MARKETING and also contains practical examples from real life situation it describes basically how things happen in world of MARKETING so it will really help in provision of basic ideas and practical understanding about this important subject.

**Contents:**

**Week 1<sup>st</sup> Nature & Scope of Marketing**

- Evolution of Marketing
- The Marketing Concept
- Ethics in Marketing
- Importance of Marketing
- The Global Perspective;
- Who exports which products to the U.S?

**Week 2<sup>nd</sup> The Dynamic Marketing Environment**

- Environmental Monitoring
- External Macro Environment
- External Microenvironment

**Week 3<sup>rd</sup> The Dynamic Marketing Environment**

- Organization Internal Environment
- The Global Perspective,
- How competitive do want to be?

**Week 4<sup>th</sup> The consumer markets and Buying Behaviour**

- The consumer markets
- Consumer decision making process
- Social influences on consumer buying behavior
- Psychological Influences on consumer buying behavior

**Week 5<sup>th</sup> The consumer markets and Buying Behavior**

- Situational Influences on Consumer Buying Behavior
- The Global Perspective; is western marketing changing Chinese women?

**Week 6<sup>th</sup> Market Segmentation**

- An overview of Market Segmentation and Target Markets
- Market Segmentation



- Segmenting the Consumer Markets
- Segmenting Business Market
- Target Market Strategies
- Product Positioning
- The Global Perspective; Do Segments Transcend Borders?

### **Week 7<sup>th</sup> Product Planning and Development**

- The meaning of Product
- classifications of Products
- Importance of Product Innovation

### **Week 8<sup>th</sup> Product Planning and Development**

- Development of new Products
- New Product Adoption & Diffusion
- Organizing for Product Innovation
- A Global Perspective “Can new Products Ideas Be Found on other Continents”?

### **Week 9<sup>th</sup> Product Mix Strategies**

- Product mix and Product Line
- Product Mix Strategies
- Product Life Cycle
- 4. Planned Obsolescence and fashion  
The Global Perspective; How do new fashions make it so quickly from Europe to the U.S

### **Week 10<sup>th</sup> Pricing Strategies**

- What is Price?
- Price .vs. Non Price Competition
- Market Entry Strategies
- Discount & Allowances

### **Week 11<sup>th</sup> Pricing Strategies**

- Geographic Pricing Strategies
- Special pricing Strategies
- Importance of Pricing
- Pricing Objectives
- THE GLOBAL PERSPECTIVE;
- Does the Wal Mart way work around the globe?

### **Week 12<sup>th</sup> Retailing**

- Nature and Importance of Retailing
- Retailers Classified by forms of ownership
- Retailers Classified by Marketing Strategies

### **Week 13<sup>th</sup> Non Store Retailing**

- Non Store Retailing
- Institutional Changes in Retailing
- THE GLOBAL PERSPECTIVE; “Are All Retailers moving into foreign countries”



### **Week 14<sup>th</sup> Wholesaling and Physical Distribution**

- Nature and Importance of Wholesaling
- Merchant Wholesalers
- Agent wholesaling Middlemen
- Nature & Importance of Physical Distribution
- THE GLOBAL PERSPECTIVE; Avon Calling with international ads
- Ethics Track; Covert Advertisements, Advertorials, and other puffing

### **Week 15<sup>th</sup> Personal selling and Strategic sales Force Management**

- Nature of personal selling
- Changing Patterns in personal Selling
- The Personal Selling Process
- Strategic sales Force Management
- Staffing and Operating a Sales Force
- Evaluating Sales Person Performance
- THE GLOBAL PERSPECTIVE; Is it possible to have too much of a good thing?

### **Week 16<sup>th</sup> Advertising, Sales Promotion and public relations**

- Nature and Scope of advertising
- Developing and advertising Campaign
- Organizing for Advertising
- Sales Promotion
- Public Relations
- THE GLOBAL PERSPECTIVE;
- If a global marketing strategy won't work How about global advertising Campaign?

### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

### **Text Books:**

1. Philip Kotler : Principles of Marketing

### **Reference Books:**

1. Etzel Stanton, and Walker, Fundamentals of Marketing
2. McCarthy: Basic Marketing
3. Peter Rix: Fundamentals of Marketing



## **Course Title: LOGIC AND CRITICAL THINKING**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 513

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

### **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

### **Contents:**

#### **Week 1<sup>st</sup> Basic Logic Concept:**

- Introduction...
- Definition of logic.
- Logic as a science and art
- Proposition and argument
- Deductive and Inductive argument
- Validity and Truth

#### **Week 2<sup>nd</sup> Analyzing Argument**

- Paraphrasing Arguments
- Diagramming arguments
- Complex argumentative passages
- Problems in reasoning.

#### **Week 3<sup>rd</sup> Informal Logic**

- Language functions
- Emotive Language, Neutral Language, and Disputes
- Disputes and Ambiguity
- Definitions and their uses
- The Structure of definitions: Extension and intension
- Definition by Genius and difference

#### **Week 4<sup>th</sup> Fallacies**

- What is Fallacy?
- Classification of fallacies.
- Fallacies of Relevance
- Fallacies of Defective inductions
- Fallacies of Presumption
- Fallacies of Ambiguity



### **Week 5<sup>th</sup> Classical Logic**

- The theory of deduction
- Classes and categorical proposition
- Kinds of categorical proposition
- Quality, quantity and distribution

### **Week 6<sup>th</sup> Classical Logic**

- The traditional square of opposition
- Further immediate inferences
- Existential Import in the interpretation of categorical Propositions
- Symbolism and diagrams for categorical proposition

### **Week 7<sup>th</sup> Categorical Syllogisms**

- Standard Form Categorical syllogism
- The formal nature of syllogistic argument
- Venn diagram technique for testing syllogisms
- Syllogistic rules and syllogistics fallacies
- Exposition of the 15<sup>th</sup> valid forms of the categorical syllogism

### **Week 8<sup>th</sup> Syllogisms in ordinary language**

- Syllogistics arguments
- Reduction the number of terms to three
- Translating categorical proposition in to standard form
- Uniform translation
- Enthymemes
- Sorites
- Disjunctive and hypothetical syllogisms
- The dilemma

### **Week 9<sup>th</sup> Symbolic Logic**

- Modern logic and its symbolic language
- The symbols for conjunction, negations, and disjunctions
- Conditional statements and material implications
- Argument forms and refutations by logical analogies
- Precise meaning of “invalid” and “valid”

### **Week 10<sup>th</sup> Symbolic Logic**

- Testing argument validity using truth tables
- Some common argument forms
- Statement forms and material equivalence
- Logical equivalence
- The three “Laws of thought”

### **Week 11<sup>th</sup> Methods of deduction**

- Formal proof of validity
- The elementary valid argument forms



- Formal proofs of validity exhibited
- Constructing formal proofs of validity
- Constructing more extended formal proofs
- Expanding the rules for inference: Replacement rules

#### **Week 12<sup>th</sup> Methods of deduction**

- The system of natural deduction
- Constructing formal proofs using the 19 rules of inference
- Proof of invalidity
- Inconsistency
- Indirect proof of validity
- Shorter truth-table technique

#### **Week 13<sup>th</sup> Quantification theory**

- The need for quantification
- Singular proposition
- Universal and existential quantifiers
- Traditional subject- predicate proposition
- Proving validity
- Proving invalidity
- A syllogistic inference

#### **Week 14<sup>th</sup> Analogical Reasoning**

- Induction and deduction revisited
- Argument by analogy
- Appraising analogical arguments
- Refutation by logical analogy

#### **Week 15<sup>th</sup> Casual reasoning**

- Cause and effect
- Casual laws and uniformity of nature
- Inductions by simple enumeration
- Methods of casual analysis
- Limitation of inductive techniques

#### **Week 16<sup>th</sup> Science and Hypothesis**

- Scientific explanation
- Scientific Inquiry: Hypothesis and confirmation
- Evaluating scientific explanation
- Classification as hypothesis

#### **Probability**

- Alternative conceptions of probability
- The probability calculus
- Probability in everyday life

#### **Evaluation criteria:**

Quizzes, Midterm Test, Viva Voce, Assignments, Presentations and Final Term Test



**Teaching Methodology:**

Lectures, Questions Answers Session, Group Discussions, Class Tests

**Resources:**

Books, Periodicals, Magazines and other Article, Internet and Libraries

**Text Books:**

Irving M Copi and Carl Cohen: Introduction to Logic 13<sup>th</sup> Edition

**Reference Books:**

1. Karamat Hussain: A textbook of Deductive Logic
2. Karamat Hussain: A textbook of Inductive Logic





**Course Title: FINANCIAL MANAGEMENT**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 514

*Pre-Requisite:* BBA 426

*Credit Hours:* 03

*Contact Hours:* 48

**Objectives:**

The course has been designed to explain how financial theories can be applied to solve practical problems. The principal focus is on basic concepts, principles and techniques of financial management. In addition, it is intended to interest students of accounting and other disciplines, for it explores the connection between investment, finance, marketing and production decisions.

**Contents:**

**Week 1<sup>st</sup> Introduction**

- What is finance, Business Finance and Financial Management
- Nature, Scope and Functions
- Key ideas in financial Management
- The Goal of the firm to maximize its market value
- Financial markets are efficient
- Individuals Act in Their Own self interest: Agency problems
- Firms focus on Cash Flows and Their Incremental Effects
- A dollar today is worth more than tomorrow
- Risk and return Go Hand-in-Hand
- Options are valuable
- The Finance Manager

**Week 2<sup>nd</sup> Financial Markets**

- The primary Markets
- The Secondary System
- The money market
- The Capital market
- The Over-the-Counter OTC markets
- Market Efficiency

**Week 3<sup>rd</sup> Money and Capital Markets**

- Securities in the Financial marketplace
- Securities in the Capital Market

**Week 4<sup>th</sup> Financial Institutions**

- Commercial Banks
- The Federal Reserve System
- Savings and Loan Association
- Credit Unions
- Finance, Companies, Insurance Companies and Pension Funds



### **Week 5<sup>th</sup> The Cost of Capital**

- Cost of Capital Defined
- Computing Individual Costs of Capital
- Measuring the Overall Cost of Capital
- Level of Financing and the Marginal Cost of Capital (MCC)

### **Week 6<sup>th</sup> The Opportunity Cost of Capital**

- What is the Firm's Opportunity Cost of Capital
- Definition and calculation
- Basic assumptions
- Calculating costs and Financing Proportions
- Cost of Debt

### **Week 7<sup>th</sup> The Opportunity Cost of Capital**

- Cost of Preferred Stock
- Cost of Common Equity
- The Financing Proportions
- Calculating the Opportunity Cost of Capital

### **Week 8<sup>th</sup> The Opportunity Cost of Capital**

- The Opportunity Cost for Ambassador
- What if the Amount of Required Financing Increases?
- How often should the Cost of Capital Be Calculated?

### **Week 9<sup>th</sup> Capital Budgeting Techniques**

- Capital Budgeting and the Value of the Firm
- Project classification
- Value Maximization
- The Capital Budgeting Process
- Identifying Growth Opportunities
- Estimating the Magnitude, Timing, and Riskiness of Cash Flows
- Selecting or Rejecting Projects
- Evaluating Performance: Control and Post completion Audit

### **Week 10<sup>th</sup> Selecting Capital Budgeting Projects**

- Payback Period
- Case Study; Financial Management Today: Capital Budgeting at Boing
- Net Present Value
- Internal Rate of Return
- Why NPV is preferred

### **Week 11<sup>th</sup> Capital Budgeting Applications**

- Estimating Cash Flows
- Depreciation and Tax Assumptions
- The Relevant Cash Flows
- Expansion Projects
- The initial investment
- Operating Cash flows



- Terminal Cash flows
- An expansion Project Example

### **Week 12<sup>th</sup> Replacement Decisions**

- Incremental Cash flows
- Estimating incremental Cash Flows for Replacement Decisions
- A Replacement project example
- Case Study

### **Week 13<sup>th</sup> Capital Structure**

- Capital Structure and the value of the Firm
- The assumption of Capital structure theory
- The MM No-Tax Case
- The MM Tax Case
- Comparing the No Tax Case and The Tax Case
- Looking Further for Capital Structure Impacts
- Personal Taxes and the Value of the Firm
- Non-Debt Tax Shields
- Financial Distress Costs

### **Week 14<sup>th</sup> Capital Structure**

- Agency Costs
- Impact on Capital Investment Decisions
- Debt/Equity Ratios in Practice
- Aggregate Debt/Equity Ratios
- Industry Debt/Equity Ratios
- Debt/Equity Ratios within industries

### **Week 15<sup>th</sup> Dividend policy**

- Dividends And Financing
- Does Dividend Policy Matter? The irrelevance Arguments
- Modigliani and Miller Irrelevance Argument
- The Residual Theory of Dividends
- Why Do Firms Pay Cash Dividends?
- Taxes, Free Cash Flow, And Growth
- Signaling
- Some Further Arguments for the influence of Dividend Policy

### **Week 16<sup>th</sup> Is there Optimum Dividend Policy?**

- Other Factors in The Dividend Decision
- Constraints on Dividends
- Dividend payment Procedures
- Dividend Reinvestment Plans
- Repurchasing Stock
- Stock Split and Dividend Policy



- Stock Split
- Stock Dividend
- Beware of False Gifts!
- Why Declare a Stock Split or Stock Dividend?
- Mergers and Acquisitions
- Introduction
- Mergers
- Acquisition Terms
- Acquisitions
- Mergers and Acquisitions
- The Effect of a Merger on Earnings per Share and Market Price per Share of stock
- Holding Company
- Tender offer

**Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

**Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

**Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

**Text Books:**

1. George E. Pinches: Essential of Financial Management, 5<sup>th</sup> Ed.

**Reference Books:**

1. James C. Van Horne: Financial Management & Policy, Prentice Hall.
2. Weston & Brigham: Financial Management, The Dryden Press.
3. Gitman: Managerial Finance.
4. Block & Heart: Foundation of Financial Management
5. Brearley and Myers: Principles of Corporate Finance, 7<sup>th</sup> Ed
6. Shim and Joel G. Siegel: Theory and Problems of Managerial Finance
7. Joseph D. Andrew, JR: Principles and Practice, Financial Management, **Sources of Finance**



**Course Title: BUSINESS LAW**

---

*Title of Program: BBA (Hons)*

*Course Code: BBA 515*

*Pre-Requisite: Nil*

*Credit Hours: 03*

*Contact Hours: 48*

**Objectives:**

The subject of business law is included in the course which is aimed to let the student s understand the core concept of entering in to business contracts and to know their rights and duties being a business man and being a workman.

**Contents:**

**Week 1<sup>st</sup> Contract**

- Definition of Contract, Agreement
- Enforceability
- Essentials of Contract
- Kinds of valid Contract
- According to Enforceability

**Week 2<sup>nd</sup> Contract**

- According to Formation
- According to Performance
- Offer or Proposal
- Essentials of Valid Offer
- Revocation of Offer

**Week 3<sup>rd</sup> Contract**

- Acceptance
- Definition
- Essentials of Valid Acceptance
- Revocation of Acceptance
- Communication of
- Offer, Acceptance and Revocation

**Week 4<sup>th</sup> Performance of Contract**

- Performance of Contract
- Performance of Single Promise
- Performance of Joint Promises
- Order of Performance of Reciprocal Promises
- Mode of Performance

**Week 5<sup>th</sup> Breach of Contract**

- Breach of Contract
- Rescission of the Control



- Suit for Damages
- Suit for Quantum Meruit
- Suit for Specific Performance
- Suit for an Injunction

#### **Week 6<sup>th</sup> Indemnity and Guarantee**

- Indemnity and Guarantee
- Contract of Indemnity
- Contract of Guarantee
- Essential of Contract of Guarantee
- Distinction between Indemnity and Guarantee
- Discharge of Surety from Liability

#### **Week 7<sup>th</sup> Contract of Bailment**

- Contract of Bailment
- Definition & Parties to Bailment
- Essential Features of Contract of Bailment
- Duties of Bailee
- Duties of Bailor
- Termination of Bailment

#### **Week 8<sup>th</sup> Contract of Agency**

- Contract of Agency
- Introduction to Agent & Principal
- Essentials of Agency
- Creation of Agency
- By Expressed & Implied Agreement
- By Necessity
- By Ratification & Operation of Law

#### **Week 9<sup>th</sup> Duties of Different Parties**

- Duties of Agent
- Duties of Principal
- Termination of Agency
- Contract of Sale of Goods
- Definition & Its Essentials

#### **Week 10<sup>th</sup> Distinction between Sale and Agreement to sell**

- Distinction between Sale and Agreement to sell
- Kinds of Goods
- Conditions and Warrants
- Distinction between conditions and warranties
- Transfer of Property in Specific Goods
- Transfer of Property in Un ascertained
- And future goods

#### **Week 11<sup>th</sup> Definition & Feature of Unpaid Seller**

- Definition & Feature of Unpaid Seller



- Rights of Unpaid Seller against the Goods & against the Buyer
- Definition & Characteristics of Negotiable Instruments
- Definition & Parties to Promissory Note

#### **Week 12<sup>th</sup> Promissory Note and Bill of exchange**

- Essentials of Promissory Note
- Definition & Parties to bill of exchange
- Essentials of bill of exchange

#### **Week 13<sup>th</sup> Cheque & Bill of Exchange**

- Distinction between Promissory Note and bill of exchange
- Definition & Parties to Cheque
- Distinction between Cheque & Bill of Exchange

#### **Week 14<sup>th</sup> Factories Act**

- Factories Act
- Inspectors, Powers, and Duties
- Health of Workers and Provision in Act
- Safety of Workers and Provision in Act
- Working hours, Child worker and Women Worker

#### **Week 15<sup>th</sup> Industrial Relation Ordinance**

- Industrial Relation Ordinance
- Definition and Registration of Trade Union
- Unfair Labor Practices of Employee
- Unfair Labor Practices of Workman
- Collective Bargaining Agent

#### **Week 16<sup>th</sup> Labor Court**

- Labor Court
- Functions, Powers and Procedures
- NIRC, Functions and Process
- Workers participation in Management
- Illegal Strikes and Lockout

#### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

#### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

#### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

#### **Text Book:**

2. Khawaja Amjad Saeed: Mercantile and Industrial Law in Pakistan

#### **Reference Books:**

3. I.R. Hashmi: Mercantile Law-Relevant Acts and Ordinances



4. BUSINESS LAW, Khalid Mehmood Cheema, 2004 Edition
5. MERCANTILE LAW, I.R Hashmi
6. MERCANTILE LAW, M.C. Shukla
7. Latest Acts and Publications





## Semester VI

### Course Title: BUSINESS ETHICS

---

*Title of Program:* BBA (Hons)  
*Course Code:* BBA 521  
*Pre-Requisite:* Nil  
*Credit Hours:* 03  
*Contact Hours:* 48

#### Objectives:

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

#### Contents

##### Week 1<sup>st</sup> Introduction

- The Nature of Business Ethics
- Morality and Ethics, Business Ethics

##### Week 2<sup>nd</sup> Moral Standards

- Moral Standards
- Application of Moral Standards to Individuals & Corporation
- The Multinational Corporations and Business Ethics

##### Week 3<sup>rd</sup> Moral Development

- Moral Development
- Levels of Moral Development
- Pre-Conventional Stages
- Conventional Stages
- Post Conventional Stages

##### Week 4<sup>th</sup> Moral Analyzing

- Moral Reasoning, Analyzing Moral Reasoning,
- Logical Reasoning
- Accurate, Relevant and Complete Judgment
- The Consistency Requirement

##### Week 5<sup>th</sup> The Major Ethical Systems

- The Major Ethical Systems
- Relativism
- Utilitarianism



- Universalism
- Rights
- Distributive Justice
- Eternal Law

#### **Week 6<sup>th</sup> The Market and Business**

- The Market and Business
- Market System versus Command System
- Evolution to a Market Economy
- Free Markets and Rights

#### **Week 7<sup>th</sup> The Ethics of Consumer Production and Marketing**

- The Ethics of Consumer Production and Marketing
- Markets and Consumer Protection
- The Contract View of Business Duties to Consumer

#### **Week 8<sup>th</sup> The Business Moral Duties to Consumers as per Contractual –Theory**

- The Business Moral Duties to Consumers as per Contractual –Theory
- The Duty to Comply
- The Duty of Disclosure
- The Duty not to Misrepresent
- The Duty not to Coerce

#### **Week 9<sup>th</sup> Advertising Ethics**

- Advertising Ethics
- Definition
- Social Effects of Advertising
- Advertising and the Creation of Consumer Desires
- Advertising and its Effects
- Consumer Beliefs

#### **Week 10<sup>th</sup> An Islamic Approach to Business Ethics**

- An Islamic Approach to Business Ethics
- Business Ethics in the Light of Quran
- Business Ethics in the Light of Ahadiths
- The Role of Business today

#### **Week 11<sup>th</sup> The Principles of Business Ethics in Islam**

- The Principles of Business Ethics in Islam
- Trust and Trustee for Allah
- Justice and Honesty
- Mutual Respect

#### **Week 12<sup>th</sup> Axioms of Islamic Ethical Philosophy**

- Axioms of Islamic Ethical Philosophy
- Unity
- Equilibrium



- Free will
- Responsibility
- Benevolence

#### **Week 13<sup>th</sup> Factors Influencing Ethical Behavior in Islam**

- Factors Influencing Ethical Behavior in Islam
- Legal Interpretations
- Organizational Factors
- Individual Factors

#### **Week 14<sup>th</sup> An Islamic Perspective of the Social Responsibility of – Organization**

- An Islamic Perspective of the Social Responsibility of – Organization
- Developing an Ethical Organization Climate
- Corporate Ethics Policies
- Ethics Officers

#### **Week 15<sup>th</sup> Islamic Tenets Concerning Business Transactions**

- Islamic Tenets Concerning Business Transactions
- Keenness to Earn Legitimate Earnings
- Trade through Mutual Consent
- Truthfulness in Business Transactions
- Trustworthiness in Business Transactions
- Generosity and Leniency in Business Transactions
- Honoring and Fulfilling Business Obligations
- Fair Treatment of Workers

#### **Week 16<sup>th</sup> Prohibited Matters in Business Transactions**

- Prohibited Matters in Business Transactions
- Dealing in Prohibited Items
- Sale of Al-Gharar
- Arbitrarily Fixing the Prices
- Hoarding of Food Stuff
- Exploitation of One's Ignorance of Market Conditions
- Al-Najash
- Cheating and Fraud in Business Transactions
- Swearing
- Giving Short Measures
- Dealing in Stolen Goods
- Exploitation in the form of Interest bearing Transactions

#### **Recommended Books**

#### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

#### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests



**Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

**Text Books:**

1. BUSINESS ETHICS (Concepts And Cases), Manuel G.Velassquez, Fifth Edition, Published by Pearson Education Inc New Delhi.

**Reference Books:**

1. ETHICAL DISCISION MAKING AND CASES, Ferrell, O.C, and Fraedrich, John, Fifth Edition, Published by Houghton Mifflin, 2002 New York.
2. BUSINESS ETHICS (A Manual for Managing a Responsible Business Enterprise in Emerging Market Economies) a Publication of the Good Governance Program. U.S. Department of Commerce, International Trade Administration. Washington, D.C.
3. ISLAMIC BUSINESS ETHICS, Dr. Rafik Issa Beekun, University of Nevada, and Islamic Training Foundation, Published by Amana Publication C/O Brother Adnan Mohtasib 10710 Tucker Street Beltsville, MD 20705-2223.
4. Ferrell, O.C., and Fraedrich, John, Ethical Decision Making and Cases, New York: Houghton Mifflin



## **Course Title: ORGANIZATIONAL BEHAVIOUR**

---

*Title of Program:* BBA (Hons)  
*Course Code:* BBA 522  
*Pre-Requisite:* BBA 325, BBA 415  
*Credit Hours:* 03  
*Contact Hours:* 48

### **Objectives:**

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

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

### **Contents:**

#### **Week 1<sup>st</sup> Introduction to organizational behavior**

- organization
- Characteristics of an organization
- Forms of an organization
- Defining organizational behavior
- Relationship with other subjects

#### **Week 2<sup>nd</sup> Perception and attribution**

- The nature and importance of perception
- Perceptual selectivity and organization
- Social perception

#### **Week 3<sup>rd</sup> Attribution**

- Attribution
- Impression management
- Case Studies

#### **Week 4<sup>th</sup> Personality and attitudes**

- The meaning of personality
- The nature and dimensions of attitudes
- Job satisfaction

#### **Week 5<sup>th</sup> Organizational commitment**

- Organizational commitment



- Case Study

#### **Week 6<sup>th</sup> Motivational needs and process**

- The meaning of motivation
- Work motivation approaches
- The content theories of work motivation

#### **Week 7<sup>th</sup> Theories of Motivation**

- The process theories of work motivation
- Contemporary theories of work motivation

#### **Week 8<sup>th</sup> Motivation across cultures**

- Motivation across cultures
- Case Study

#### **Week 9<sup>th</sup> Stress and conflict**

- The emergence of stress
- The causes of stress
- Intraindividual conflict

#### **Week 10<sup>th</sup> Interactive conflict**

- The effects of stress and intraindividual conflict

#### **Week 11<sup>th</sup> Coping strategies for stress and conflict**

- Coping strategies for stress and conflict
- Negotiation skills

#### **Week 12<sup>th</sup> Power and politics**

- The meaning of power
- The special case of empowerment
- Political implications of power

#### **Week 13<sup>th</sup> Groups and teams**

- The nature of groups
- The dynamics of informal groups

#### **Week 14<sup>th</sup> The dysfunctions of groups and teams**

- The dysfunctions of groups and teams
- Teams in the modern workplace

#### **Week 15<sup>th</sup> Leadership**

- Leadership
- Leadership styles



**Week 16<sup>th</sup> Qualities of a leader**

- Qualities of a leader
- Case Studies

**Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

**Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

**Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

**Text Books:**

Organizational behavior by Fred luthans

**Reference Books**

- Casicio: Organizational Behaviour
- Fred Luthans: Organizational Behaviour
- Robins: Organization Behaviour
- Mullins: Organizational Behaviuor



## **Course Title: CONSUMER BEHAVIOUR**

---

*Title of Program:* BBA (Hons)  
*Course Code:* BBA 523  
*Pre-Requisite:* BBA 313, BBA 512  
*Credit Hours:* 03  
*Contact Hours:* 48

### **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.

### **Contents:**

#### **Week 1<sup>st</sup> Introduction:**

- Consumer Behavior: Origins and Strategic Applications
- Development of Marketing Concept
- Segmentation, Targeting, and Positioning
- Customer Value, Satisfaction, and Retention
- Model of Consumer Decision Making

#### **Week 2<sup>nd</sup> Market Segmentation**

- Who uses Market Segmentation?
- How market segmentation operates?
- Bases for Segmentation (Geographic, Demographic, Psychological, Psychographic, Socio-cultural, Use-related, Usage-situation, and Benefit Segmentation)

#### **Week 3<sup>rd</sup> Consumer Motivation**

- Motivation
- Needs
- Goals
- Positive and Negative Motivation
- Rational and Emotional Motives

#### **Week 4<sup>th</sup> The dynamics of Motivation**

- The dynamics of Motivation
- Multiplicity of needs and variation of goals
- Arousal of Motives

#### **Week 5<sup>th</sup> Personality and Consumer Behavior**

- Personality
- Nature of Personality
- Consumer Innovativeness and personality traits





- Consumer ethnocentrism
- Brand Personality

#### **Week 6<sup>th</sup> Consumer Perception**

- Perception
- Perceptual Selection
- Perceptual Organization
- Perceptual Interpretation

#### **Week 7<sup>th</sup> Product Positioning**

- Product Positioning
- Product Repositioning
- Perceived Price
- Perceived Quality
- Price/quality relationship

#### **Week 8<sup>th</sup> Consumer Learning**

- The elements of consumer learning
- Classical conditioning: Strategic applications
- Instrumental Conditioning: Strategic applications
- Modeling/Observational learning
- Involvement Theory
- Brand Equity

#### **Week 9<sup>th</sup> Consumer Attitude**

- What are attitudes?
- Attitude toward the ad model
- Attitude formation
- How attitude are learned
- Sources of influence on attitude formation
- Associating the product with a special group, event, or cause

#### **Week 10<sup>th</sup> Communication and Consumer Behavior**

- Components of communication
- Case Study

#### **Week 11<sup>th</sup> Designing persuasive communications**

- Communication strategy
- Target Audience
- Media Strategy
- Message Strategies

#### **Week 12<sup>th</sup> Reference Groups and Family Influence**

- Reference group
- Friendship group
- Shopping group
- Case Study



### **Week 13<sup>th</sup> Reference Groups and Family Influence**

- Work group
- Reference group appeals
- Case Study

### **Week 14<sup>th</sup> Social Class and Consumer Behavior**

- What is social class?
- The affluent consumer
- Middle class consumers
- The working class consumers
- Case Study

### **Week 15<sup>th</sup> Social Class and Consumer Behavior**

- Recognizing the techno-class
- Consumer behavior applications of social class
- Case study

### **Week 16<sup>th</sup> Consumer Decision Making**

- Levels of consumer decision making
- Views of consumer decision making
- A model of consumer decision making

### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

### **Text Books:**

1. Shiffman, Leon G. and Kannk, Leslie Lazer: Consumer Behavior

### **Reference Books:**

1. Wilkie William: Consumer Behavior,
2. Loudon David L. and Della Bitta, Albert J.: Consumer Behavior
3. Consumer Behavior (9<sup>th</sup> ed.): by Leon G. Schiffman and Leslie Lazar Kanuk
4. Consumer Behavior (9<sup>th</sup> ed.): by Roger D. Blackwell, Paul W. Miniard and James F. Engel
5. Consumer Behavior: by David L. Loudon and Albert J. Della Bitta



**Course Title: MANAGEMENT INFORMATION SYSTEM**

---

*Title of Program: BBA (Hons)*

*Course Code: BBA 524*

*Pre-Requisite: Nil*

*Credit Hours: 03*

*Contact Hours: 48*

**Objectives:**

This course focuses on familiarizing students with desktop and web enabled database applications. Most of the business solutions provided are covered in this course like Management Information System, Student Information Systems, Inventory Control System, Payroll Systems etc.

**Contents:**

**Week 1<sup>st</sup> Introduction**

- Why study Information Systems
- Why Business Need Information Technology

**Week 2<sup>nd</sup> Fundamentals of Information Systems in Business**

- Fundamental Information System Concepts
- Overview of Information Systems

**Week 3<sup>rd</sup> Solving Business Problems with Information Systems**

- System approach to Problem Solving
- Developing Information System solutions

**Week 4<sup>th</sup> Computer Hardware**

- Computer Systems: End User and Enterprise Computing
- Computer Peripherals: Input, Output, and storage Technologies

**Week 5<sup>th</sup> Computer Software**

- Application Software: End User Applications
- System Software: Computer System Management

**Week 6<sup>th</sup> Telecommunications**

- Telecommunication and the internet worked Enterprise
- Technical Telecommunication Alternatives

**Week 7<sup>th</sup> Database Management**

- Managing Data Resources
- Technical Foundations of Database Management

**Week 8<sup>th</sup> The Internet and Electronic Commerce**

- The Internet and Business
- Fundamentals of Electronic Commerce



**Week 9<sup>th</sup> Intranet, Extranet, and Enterprise Collaboration**

- Intranet and extranet in Business
- Enterprise Collaboration Systems

**Week 10<sup>th</sup> Information Systems for Business Operations**

- Business Information Systems
- Transaction Processing Systems

**Week 11<sup>th</sup> Information Systems for Managerial Decision Support**

- Management Information and Decision Support Systems
- Artificial Intelligence Technologies in Business

**Week 12<sup>th</sup> Information Systems for Strategic Advantage**

- Fundamentals of Strategic Advantage
- Strategic Applications and Issues in Information Technology

**Week 13<sup>th</sup> Managing IT: Enterprise and Global Management**

- Managing Information Resources and Technologies
- Global Information Technologies Management

**Week 14<sup>th</sup> Managing IT: Planning and Implementing Change**

- Planning for Business Change with IT
- Implementing Business Change with IT

**Week 15<sup>th</sup> Managing IT: Security and Ethical Challenges**

- Security and Control Issues in Information Systems
- Ethical and Social Challenges of IT

**Week 16<sup>th</sup> Review of the course**

- Presentations

**Evaluation Criteria:**

Quizzes, home assignments, presentations, case study, mid exam, final exam.

**Teaching Methodology:**

Lectures are supported with multimedia, and practical lab.

**Resources:**

Internet, Library.

**Text Book:**

Management Information System, 4<sup>th</sup> Edition, by James A. O'Brien

**Reference Books/Websites:**

MIS by khalid khan



## Semester VII

### Course Title: BUSINESS RESEARCH METHODS & Report Writing

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 611

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

#### Objectives:

The course aims at the value of learning research process skills. Identify and formulate research questions and hypotheses; write and critically evaluate research proposals; understand and apply the major types of research designs; understand the relationships that exist between variables in research design and the steps for evaluating those relationships; plan and collect sample data for a research project; understand and evaluate content, criterion-related and construct validity and reliability; understand the various scale formats for measurement and how to construct each; develop survey instruments and conduct survey research; design and conduct experimental research; design and conduct qualitative studies; collect, code and analyze various types of data; explore, display and examine data; present research results via both written and oral reports.

#### Contents:

##### Week 1<sup>st</sup> Introduction To Research

- Definition Of Research
- Applies And Basic Research
- Why Managers Should Know About Research

##### Week 2<sup>nd</sup> Scientific Investigation

- The Hallmarks Of Science
- Limitation To Scientific Research In Management
- The Hypothetic Deductive Methods Of Research
- The Seven Steps Of Hypothetic Deductive Method.
- Other Type Of Research

##### Week 3<sup>rd</sup> The Research Process-----Steps 1 to 2

- The Broad Problem Area
- Preliminary Data Collection
- Some Information Vital For Research
- Literature Survey
- Writing Up The Literature Survey Or The Literature Review

##### Week 4<sup>th</sup> The Research Process-----Step 3

- Problem Definition
- Managerial Implications

##### Week 5<sup>th</sup> The Research Process----- Steps 4 & 5

- The Need For A Theoretical Frame Work



- Variables
- The Theoretical Frame Work And Its Five Basic Features
- Hypothesis Development
- Managerial Applications

#### **Week 6<sup>th</sup> The Research Process----- Steps 6**

- The Research Design
- Purpose Of The Study
- Type Of Investigation
- Unit Of Analysis
- Time Of Horizon Of Study
- Managerial Implication

#### **Week 7<sup>th</sup> How to Write a Research Proposal**

- What is Research Proposal?
- Parts of Research Proposal
- Class Exercise

#### **Week 8<sup>th</sup> Experimental Design**

- Lab And Field Experiments
- Controlling The Contaminating Variables
- Validity Of Lab Experiments
- Factors Affecting Internal Validity
- Factors Affecting External Validity

#### **Week 9<sup>th</sup> Measurement Of Variables: Operational Definition And Scales**

- Measurement Of Variables
- Operational Definition
- The Four Types Of Scale

#### **Week 10<sup>th</sup> Measurement: Scaling, Reliability, Validity**

- Scaling Techniques Frequently Used
- Rating Scales
- Ranking Scales

#### **Week 11<sup>th</sup> Goodness Of Measures**

- Stability
- Internal Consistency
- Validity
- Content Validity
- Criterion Related Validity
- Construct Validity

#### **Week 12<sup>th</sup> Data Collection Methods**

- Sources Of Data
- Data Collection Methods
- Interviewing
- Questionnaires And Questionnaires Design



- Observational Studies
- Projective Tests

### **Week 13<sup>th</sup> Sampling**

- Population
- Element
- Population Frame
- Sample, Subject

### **Week 14<sup>th</sup> Sampling**

- Reasons Of Sampling
- Probability Sampling
- Non-Probability Sampling
- Sampling In Cross Cultural Research
- Sample Size And Hypothesis Testing
- Sample Size
- Sampling And Qualitative Studies

### **Week 15<sup>th</sup> Data Analysis and Interpretation**

- Getting Data Ready For Analysis
- Data Analysis
- Data Analysis And Interpretation

### **Week 16<sup>th</sup> The Research Report**

- The Research Proposal
- The Written Report
- Contents Of Research Report
- Oral Presentation

### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

### **Text Books:**

1. Sekaran. Uma, Research Methods for Business, Fourth Edition

### **Reference Books:**

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



## **Course Title: OPERATIONS/PRODUCTION MANAGEMENT**

---

*Title of Program:* BBA (Hons)

*Course Code:* BBA 612

*Pre-Requisite:* Nil

*Credit Hours:* 03

*Contact Hours:* 48

### **Objectives:**

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

### **Contents:**

#### **Week 1<sup>st</sup> Introduction of Operation Management**

- The Operations Function
- Other functions of Marketing, Finance, Supporting functions and Interdependence of functions

#### **Week 2<sup>nd</sup> Manufacturing and non-Manufacturing Operation**

- Providing Products and Services, Manufacturing and non-Manufacturing Operation, Challenges to Service Operation
- Manager's Role in Operations
- Activities and Skills and Operations Manager for Success
- Operation Strategy
- Strategy Provides Focus

#### **Week 3<sup>rd</sup> Strategy Formulation**

- Strategy Formulation, Internal and External Conditions
- Different Operations and Different Strategies
- Operations is a Vital Element in Strategy
- Strategy Decisions for Operation
- Positioning, Application and other Strategy

#### **Week 4<sup>th</sup> Product Design**

- Product Design, an Important Strategy Factor
- Product Design, in Manufacturing and Non-Manufacturing Operations
- Aggregate Capacity Planning
- Plan and Forecasts

#### **Week 5<sup>th</sup> Strategies for Non-Uniform Demand**

- Strategies for Non-Uniform Demand
- Approaches to Aggregate Planning





- Bottom-up Aggregate Planning
- Production, Detected Scheduling and Resource Planning

#### **Week 6<sup>th</sup> Top-down Aggregate Planning**

- Top-down Aggregate Planning
- Selecting an Aggregate Planning Horizon
- New Product Design
- Origin of New Product
- Product Life-Cycle
- Research and Development and its Organization

#### **Week 7<sup>th</sup> Designing Products, Services and Product**

- Designing Products, Services and Product
- New Product Design
- Origin of New Product
- Product Life-Cycle
- Research and Development Process

#### **Week 8<sup>th</sup> The Product Development Process**

- The Product Development Process
- Product Reliability and Design Process
- Modular Design and Standardization
- Manufacturing Process technology
- Ways of Organizing Process Flows

#### **Week 9<sup>th</sup> Flexible Manufacturing System**

- Flexible Manufacturing System
- Designing Services and Service Process
- Service Process Matrix
- Scheduling and Controlling Manufacturing Operations
- Moving from Plan to Reality

#### **Week 10<sup>th</sup> Week The Nature Job- Shop Manufacturing**

- The Nature Job- Shop Manufacturing
- Job Shop Scheduling and Production Control
- Production Activity Control with MRP
- Production Control for Repetitive Manufacturing

#### **Week 11<sup>th</sup> Lean Thinking**

- Just-In-Time Production
- Uniform Production Rate
- The Kanban System
- Small Lot Sizes, Quick and Inexpensive Setup

#### **Week 12<sup>th</sup> Multi Skilled Workers and Flexible Facilities**

- Multi Skilled Workers and Flexible Facilities
- Quality, Maintenance and System
- Layout Planning and Concept



- Types of Manufacturing and Service Operations

### **Week 13<sup>th</sup> Layouts and Location**

- Basic Layouts
- Developing the Product Layout Model and Behavior
- Facility Location
- The Importance of Location

### **Week 14<sup>th</sup> Layouts and Location Related Factors**

- Competition, Cost and Hidden Effects
- Location, Decisions, and Systems View
- Location Factors
- Markets-Related, Tangible Cost and Intangible Factors

### **Week 15<sup>th</sup> Location Evaluation Methods**

- Location Evaluation Methods
- General Steps in Location Selection
- Grouping of Service Areas
- Break-Even Analysis

### **Week 16<sup>th</sup> Location Evaluation Methods**

- Point Rating
- Transportation Method
- Review
- Presentation and Viva
- Examination

### **Recommended Books**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

### **Teaching Methodology**

Lectures, Question Answer Session, Group Discussions, Class Tests

### **Resources**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

### **Text Books**

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

### **Reference Books**

1. PRODUCTION AND OPERATIONS MANAGEMENT, James-B-Dilworth, (3<sup>rd</sup> Edition) McGraw Hill Corporation.
2. PRODUCTION AND OPERATIONS MANAGEMENT, Evette, Adams-Jr and Ronald-J-Ebert edition) McGraw Hill Corporation.
3. MODERN PRODUCTION/OPERATIONS MANAGEMENT, Elwood-S-Buffa and Rakesh-K-Sarin (8<sup>th</sup> Edition) WellyEvaluation Criteria:



## **Course Title: Business Policy**

---

*Title of Program:* BBA (Hons)  
*Course Code:* BBA 613  
*Pre-Requisite:* Nil  
*Credit Hours:* 03  
*Contact Hours:* 48

### **COURSE DESCRIPTIONS**

Course (Catalog) Description: This course is a “capstone” seminar in general management and can be only taken upon successful completion of the five preceding courses. The knowledge, theories, skills, and techniques derived from all previous courses will be integrated. Analysis and diagnosis of business problems will be applied in order to formulate strategies, tactics, plans, and policies for the improvement of organizational performance. Accomplished through practice in rational and responsible decision-making processes, the course will develop a well defined approach to solving the technical, economic, and human problems of management.

### **INDENTED LEARNING OUTCOMES**

At the conclusion of this course, the student should able to:

- Providing recapitulations and summaries;
- Making observations that integrate concepts and discussions;
- Citing relevant personal examples;
- Asking key questions that lead to revealing discussions;
- Engaging in devil's advocacy;
- Disagreeing with the instructor when the difference of opinion serves as both counterpoint and a way of exploring all sides of a concept, issue, or practice;
- Presenting one of his/her thought items to the class;
- Working with others to come to a common understanding of topics -- in and out of the classroom;
- Offering a different and unique, but relevant insight into the issue;
- Moving the discussion forward with a concrete example to generate a deeper, richer appreciation of the conceptual issue; and
- Transcending the “I feel” syndrome, meaning your comment is embedded in some conceptual or experiential framework.

### **COURSE CONTENT**

#### **Week 01, 02**

- Introductory Lecture
- “The Dynamics of Business and Economics”

#### **Week 03, 04**

- Ethical Business Policy and Strategy



*Centre for Management and Commerce*  
*University of Swat*

---

- Business Ethics and Social Responsibility

**Week 05, 06**

- Business in a Borderless World

**Week 07, 08**

- Managing Unionized Employees”
- In-Class Handout: “Labor Relations in a Global Context

**Week 09, 10**

- Managing Human Resources
- The Nature of Management

**Week 11, 12**

- Organization, Teamwork, and Communication
- Motivating the Workforce

**Week 13**

- Options for Organizing Business
- Small Business, Entrepreneurship, and Franchising

**Week 14**

- Customer-Driven Marketing
- Dimensions of Marketing Strategy

**Week 15**

- Accounting and Financial Statements
- Money and the Financial System

**Week 16**

- Financial Management and Securities Markets

**REQUIRED TEXTBOOKS:**

1. Paperback O. C. Ferrell and Geoffrey Hirt. Business: A Changing World. Sixth Edition. McGraw-Hill Irwin, 2008.



**Course Title: ENTREPRENEURSHIP**

---

*Title of Program: BBA (Hons)*

*Course Code: BBA 614*

*Pre-Requisite: Nil*

*Credit Hours: 03*

*Contact Hours: 48*

**Objectives:**

The objective of this course is to equip the students with skills of preparing business plans, marketing plans, and organizational plans. This will also enable student to analysis risk and return analysis of the business in advance.

**Contents:**

**Week 1<sup>st</sup> The nature and importance of Entrepreneurship**

- Nature and development of entrepreneurship
- Earliest stage
- Middle age
- 17<sup>th</sup> century
- 18<sup>th</sup> century
- 19<sup>th</sup> and 20<sup>th</sup> century
- Definition of Entrepreneurship
- The enterprise decision process

**Week 2<sup>nd</sup> The nature and importance of Entrepreneurship**

- Change from present lifestyle
- Desirability of new venture formation
- Possibility of new venture formation
- Types of startups
- Role of entrepreneurship in Economic development

**Week 3<sup>rd</sup> The nature and importance of Entrepreneurship**

- Government as an innovator
- Intrapreneurship
- Entrepreneurship
- Entrepreneurial career and education
- Ethics and social responsibility of entrepreneurs
- The future of entrepreneurship

**Week 4<sup>th</sup> The individual Entrepreneur**

- Entrepreneurial feelings
- Locus of control
- Feelings about independence and need for achievement
- Risk Taking
- Entrepreneur Background and characteristics
- Childhood Family Environment



- Education
- Personal Values
- Age
- Work history

#### **Week 5<sup>th</sup> The individual Entrepreneur**

- Motivation
- Role models and support systems
- Professional support network
- Male versus female entrepreneurs
- Minority entrepreneurship
- Entrepreneur Vs inventors
- General non-entrepreneurial profile

#### **Week 6<sup>th</sup> Creativity and the business idea**

- Sources of new idea
- Consumers
- Existing companies
- Distribution channels
- Federal Government
- Research and development
- Method for Generating ideas
- Focus group
- Brainstorming
- Problem inventory analysis

#### **Week 7<sup>th</sup> Creativity and the business idea**

- Creative problem solving
- Brainstorming
- Reverse brainstorming
- Synectics
- Gordon method
- Checklist method
- Free association
- Forced relationship
- Collective notebook method
- Heuristics
- Scientific method

#### **Week 8<sup>th</sup> Creativity and the business idea**

- Value analysis
- Attribute listing
- Matrix charting
- Big-dream approach
- Parameter analysis

#### **Week 9<sup>th</sup> Creativity and the business idea**

- Product planning and development process



- Established evaluation criteria
- Idea stage
- Concept stage
- Product development stage
- Test marketing stage

### **Week 10<sup>th</sup> The Business Plan**

- Planning as part of the business operation
- What is the business plan
- Who should write the plan
- Scope and value of the business plan – who reads the plan?
- How do potential lenders and investors evaluate the plan?
- Information needs
- Market information
- Operations information needs
- Financial information needs
- Using internet as a resource tool
- Writing the business plan
- Introductory page
- Executive summary
- Industry analysis

### **Week 11<sup>th</sup> The Business Plan**

- Description of venture
- Production plan
- Marketing plan
- Organizational plan
- Assessment of risk
- Financial plan
- Using and implanting the business plan
- Measuring plan progress
- Updating the plan
- Why some business plan fail

### **Week 12<sup>th</sup> The Marketing Plan**

- Market Research for the new venture
- Understanding the marketing plan
- Characteristics of marketing plan
- Environmental analysis
- The marketing mix
- Steps in preparing the marketing plan
- Contingency planning
- Why some plans fail

### **Week 13<sup>th</sup> The Financial Plan**

- Operating and capital budgets
- Pro forma income statement



- Break even Analysis
- Pro forma cash flow
- Pro forma balance sheet
- Pro forma sources and uses of funds

#### **Week 14<sup>th</sup> The Organizational Plan**

- Developing the management team
- Marketing oriented organization
- Building the successful organization
- Job description
- Job specification
- The of a board of directors
- The board of advisors
- Legal forms of business
- Ownership
- Liability of owners
- Costs of starting a business
- Continuity of business
- Transferability of interest
- Capital requirement
- Management control
- Distribution of profit and losses
- Attractiveness for raising capital
- S corporation
- Advantages of an S corporation
- Disadvantages of an S corporation
- The limited liability company

#### **Week 15<sup>th</sup> Source of Capital**

- Debt or equity financing
- Internal or external funds
- Personal funds
- Family and friends
- Commercial banks
- Types of bank loans
- Cash flow financing
- Bank lending decisions
- Small business administration loans
- Research and development limited partnership
- Major elements
- Procedure
- Benefits and costs
- Types of investors

#### **Week 16<sup>th</sup> Informal Risk Capital and Venture Capital**

- Financing the business
- Informal Risk Capital Market





- Venture capital
- Nature of venture capital
- Overview of venture capital industry
- Venture capital process
- Locating venture capitalist
- Valuing you company
- Factors in valuation
- General valuation approaches
- General valuation method
- Deal structure

**Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

**Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests, Case Studies of Successful Entrepreneurs

**Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

**Text Book:**

1. Entrepreneurship” by Hisrich Peters 5<sup>th</sup> edition

**Reference Books:**

1. Paul Burns and Jim Dew Hurst: Small Business and Entrepreneurship
2. P.N. Singh: Entrepreneurship fo0r Economic Growth
3. Peter F. Drucker: Innovation and Entrepreneurship Peter F. Drucker
4. John B. Miner: Entrepreneurial Success
5. David H. Holt: Entrepreneurship, New Venture Creation, Prentice Hall
6. Bill Bolton & John Thompson: Entrepreneurs Talent, Temperament, Technique, Butterworth Heinemann



## **Semester VIII**

**Course Title: GLOBAL/INTERNATIONAL BUSINESS MANAGEMENT**

---

*Title of Program: BBA (Hons)*

*Course Code: BBA 621*

*Pre-Requisite: Nil*

*Credit Hours: 03*

*Contact Hours: 48*

### **Objectives:**

The course is designed with an aim to enhance the apprehension of students in the field of international business and trade. The course includes such topics as Challenges of International Business, Political and Economic integration and International Cultural. The course is adequately supported by practical assignments, presentations and field trips in order to improve the spontaneous vision of the participants.

### **Contents:**

#### **Week 1<sup>st</sup> International Business**

- Challenges of International Business
- The Role of Small Business
- World Business Review
- Export and Import, Foreign Direct Investment
- The Study of International Market and Businesses

#### **Week 2<sup>nd</sup> Multinational Enterprise**

- Nature and characteristics of MNE
- Why firms become MNE
- Strategic Management of MNE

#### **Week 3<sup>rd</sup> Triad and International Business**

- Role of Triad
- Triads dominate the concept of F.D.I
- Relationship of various Triad members
- Dominance of Japan with in Triads

#### **Week 4<sup>th</sup> International Politics and Economics Integration**

- Political Ideologies and Economics
- Political and Economic System
- Govt Control of Assets

#### **Week 5<sup>th</sup> Privatization in Action**

- Privatization in Action
- Government Business Cooperation



### **Week 6<sup>th</sup> Economic Integration**

- Economic Integration
- Trade Creation, Trade Diversion
- Level of Economic Integration

### **Week 7<sup>th</sup> International Culture, Trade and Finance**

- International Culture, Trade and Finance
- Element of Culture
- Phenomenon Governing Cultural latitude
- Strategic Management of Cross Cultural Training
- Trade Theory and Trade Barriers
- International Monetary System
- Pre-Requisites in determining the Monetary Funds
- Management of Foreign Exchange Market

### **Week 8<sup>th</sup> Global Strategic Planning**

- Global Strategic Planning
- Overview of Strategic Orientations
- Strategy Formulation
- Internal and External Environmental Assessment

### **Week 9<sup>th</sup> Organizing, Production, Marketing Strategy**

- Organizing, Production, Marketing Strategy
- Global Organizational Structure
- Strategic Management & Organizing Strategy
- Generation of Goods and Services
- International Markets Assessment

### **Week 10<sup>th</sup> Human Resource Management**

- Human Resource Management
- Selection and Repatriation
- Training and Developing
- Types of Training

### **Week 11<sup>th</sup> Political Issues**

- Political Risk & International Financial Management
- Nature and Managing Political Risk
- Polycentric, Ethnocentric & Geocentric Solution
- Determining Parent-Subsidiary Relationship

### **Week 12<sup>th</sup> Managing Global Cash Flow**

- Managing Global Cash Flow
- International Fund Flow
- Funds Positioning Techniques

### **Week 13<sup>th</sup> Corporate Strategy Competitiveness**

- Corporate Strategy Competitiveness
- Porten Diamond



- Determinants External Visually
- Factor Conditions, Demand Condition

#### **Week 14<sup>th</sup> Related and Supporting Industries, Firm Strategy**

- Related and Supporting Industries, Firm Strategy
- Role of Change Government
- Critique and Evaluation

#### **Week 15<sup>th</sup> Doing Business with E.C, Japan**

- Doing Business with E.C, Japan
- E.C Environment
- Emergence of a single European Market
- Profile of Japan

#### **Week 16<sup>th</sup> Doing Business in North America and Non Triad Nation**

- Doing Business in North America and Non Triad Nation
- Canadian Economy & Business Environment
- Market Access to the Triad
- Latin America, Chile, Brazil

#### **Evaluation Criteria:**

Quizzes, Mid Term Test, Viva Voce, Assignments, Presentations and Final Term Test

#### **Teaching Methodology:**

Lectures, Question Answer Session, Group Discussions, Class Tests

#### **Resources:**

Books, Periodicals, Magazines and other Articles, Internet and Libraries

#### **Text Books:**

Don Ball: International Business Management Wendell McCulloch

#### **Reference Books:**

1. INTERNATIONAL BUSINESS, Alan. M. Rugman. Richard M. Hodgetts, International Edition, McGraw Hill
2. INTERNATIONAL BUSINESS TEXT AND CASES, Jill Preston, Pitman Publishing.