

Name of the course	Contemporary World
Course Code	104
Semester	1 st
Credit Hours	3
Prerequisite	-

Learning outcomes	<p>After completion of this course, the students are expected to:</p> <ol style="list-style-type: none"> 1. Have developed about basic concepts in organizations, management, marketing, finance and other business-related areas. 2. Have gained knowledge about contemporary issues in business functions like corporate social responsibility, business ethics, Islamic work practices, Islamic banking and finance. 3. Have developed concepts and gained knowledge regarding international trade, global marketing, integrated marketing communications, e-business, and entrepreneurship.
Contents	<p>Unit-1 Introduction to contemporary world</p> <ol style="list-style-type: none"> 1.1 Understanding the concept of business 1.2 Contemporary Business Practices 1.3 Historical background of business 1.4 Doing business in the new Era 1.5 The Internet, Globalization, Knowledge Management <p>Unit-2 Making ethical decisions and managing socially responsible businesses</p> <ol style="list-style-type: none"> 2.1 Understanding business ethics 2.2 How organizations influence ethical conduct? 2.3 Managing a socially responsible business 2.4 Responsibilities to stakeholders 2.5 Approaches towards social responsibility <p>Unit-3 Organizational culture and the Environment</p> <ol style="list-style-type: none"> 3.1 The organization's culture 3.2 Current Organizational Culture issues facing managers 3.3 The environment 3.4 The decision-making process 3.5 Decision making for today's world <p>Unit-4 Competing in the Global Workplace</p> <ol style="list-style-type: none"> 4.1 Why nations trade? 4.2 Barriers to trade? 4.3 How to foster global trade? 4.4 Threats and opportunities in the Global marketplace <p>Unit-5 Forms of business ownership</p> <ol style="list-style-type: none"> 5.1 Sole Proprietorship 5.2 Partnership 5.3 Corporation 5.4 Specialized forms of business ownership 5.5 Franchising 5.6 Mergers and acquisitions 5.7 Trends in business ownership <p>Unit-6 Entrepreneurship</p> <ol style="list-style-type: none"> 6.1 Starting and managing your own business 6.2 Characteristics of successful entrepreneurs 6.3 Managing a small business 6.4 Administration of a small business 6.5 Trends in entrepreneurship and small business

Unit-7	Management And Leadership In Today's Organizations
	7.1 Functions of management
	7.2 Managerial roles
	7.3 Managerial skills
	7.4 Traits of business leaders
	7.5 Contemporary trends in management and leadership
Unit-8	Human Resource Management
	8.1 The HRM process
	8.2 HR planning
	8.3 Employee performance management; Compensation/Benefits; Career development
	8.4 Current issues in HRM
Unit-9	Designing Organizational Structures
	9.1 Building structures
	9.2 Contemporary structures
	9.3 Degree of centralization
	9.4 Organizational design considerations
	9.5 Trends in organizational structures
Unit-10	Motivating Employees
	10.1 What is motivation?
	10.2 Early theories of motivation
	10.3 Maslow's hierarchy of needs
	10.3 Contemporary theories of motivation
	10.4 Current issues in motivation
Unit-11	Understanding Money, Financial Management and Institutions
	11.1 The role of finance and finance manager
	11.2 Obtaining short term financing
	11.3 Raising long-term financing
	11.4 Equity financing
	11.5 Understanding financial institutions
	11.6 International banking
Unit-12	Creating Products and Pricing Strategies
	12.1 The marketing concept
	12.2 Creating a marketing strategy
	12.3 Developing a marketing mix
	12.4 Market segmentation
	12.5 Creating products that deliver value
	12.6 The product life cycle
	12.7 Trends in developing products and pricing
Unit-13	Using Technology to Manage Information
	13.1 Transforming business through information
	13.2 Management Information Systems
	13.3 Technology management and planning
	13.4 Trends in Information Technology

Teaching & Learning Strategies	A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.
Assignment	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)
Suggested Readings	<p>Boone, L. E., Kurtz, D. L., & Berston, S. (2019). <i>Contemporary business</i>. John Wiley & Sons</p> <p>Parment, A., Kotler, P., & Armstrong, G. (2016). <i>Principles of marketing</i>. Pearson Education Limited.</p> <p>Robbins, S. P., & Coulter, M. (2017). <i>Management (13th Ed.</i> Pearson India.</p> <p>Straub, F. (2010). <i>Introduction to Business</i>. Tata McGraw-Hill.</p> <p>Erasmus, B., Botha, T., Van Rensburg, M., Du Toit, G. S., & Motlatla, M. D. C. (2016). <i>Introduction to business management</i>. Oxford University Press.</p> <p>Needle, D., & Burns, J. (2004). <i>Business in context: An introduction to business and its environment</i>. Thomson.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)