

**UNIVERSITY OF THE PUNJAB**

**NOTIFICATION**

It is hereby notified that the Vice-Chancellor has, in exercise of the powers vested in him under Section 15(3) of the University of the Punjab, Act 1973 and in anticipation of the approval of the Syndicate, approved the recommendations made by the Higher Education Commission vide communication No. PHEC/(QA)5-2/2016/796, dated 23-01-2016, regarding approval of the Course Contents of 1st Semester (only) for Associate Degree Bachelors in Commerce (Specialization in Accounting & Finance) under Semester System for Community Colleges, Pilot Project Launched by PHEC in collaboration with HED, with effect from the Academic Session, 2016-2018 and onward.

The Course Contents are enclosed here with, vide Annexure-'B'.

**Admin. Block,  
Quaid-i-Azam Campus,  
Lahore.  
No. D/985/Acad.**

**Sd/-  
Prof. Dr. Muhammad Naeem Khan  
Registrar**

**Dated: 24/02/2017.**

Copy of the above is forwarded to the following for information and necessary action:-

1. Pro-Chancellor,  
Minister of Education,  
Govt. of Punjab, Lahore.
2. Members of the Syndicate
3. Dean, Faculty of Commerce
4. Principal, Hailey College of Commerce
5. Director, Undergraduate Studies
6. Principals, Affiliated Colleges
7. Controller of Examinations
8. Director, IT.
9. Deputy Controller (Conduct)
10. Deputy Controller (Secrecy)
11. Deputy Controller (Computer)
12. Deputy Registrar (General)
13. Assistant Registrar (Statutes)
14. Secretary to the Vice-Chancellor
15. P.S. to the Registrar
16. Assistant Syndicate (With file).

  
24/02/17  
PK/17

**Deputy Registrar (Academic)  
for Registrar**

**COMMUNITY COLLEGES 2-YEAR PROGRAM****Index**

<b>Associate Degree in Commerce (Specialization in Accounting &amp; Finance)</b>			
<b>Course Title</b>	<b>Course Code</b>	<b>Cr. Hrs.</b>	<b>Common With</b>
Business Mathematics	BC-101	3	Same as Math 112
Financial Accounting I	BC-103	4	New Course
Functional English	BC-104	3	New Course
Introduction to Business	BC-105	3	New Course
Islamic & Pakistan Studies	BC-115	3	New Course
<b>Total</b>		<b>16</b>	

**HAILEY COLLEGE OF COMMERCE**

University of the Punjab, Lahore

Course outline and weekly lecture plans

**BC-101**

(B.Com Semester I)

Business Mathematics (3 Credit Hrs.)

Course Instructor: Dr. Zulfiqar Ahmad Bowra +92 (042) 99230327 [zulfiqar.hcc@pu.edu.pk](mailto:zulfiqar.hcc@pu.edu.pk)**Course Objectives:**

This course will introduce mathematical concepts and their applications on economics, Business and Finance. Therefore, this course is designed to provide strong mathematical foundations. This course also aims to give you practical skills by providing class lectures and by taking class quizzes. This course covers the mathematical processes and techniques currently used in the fields of business and finance. The purpose of the *Course* is to help you to learn the specific concepts of business mathematics. It includes a review of basic business math skills with particular emphasis on equations, percentages, interest, discounts, simple interest, compound interest, loan installments. This course will introduce mathematical concepts and their applications on economics, Business and Finance. Therefore, this course is designed to provide strong mathematical foundations. This course also aims to give you practical skills by providing class lectures and by taking class quizzes.

**Prerequisites:** Basic mathematical concepts**Text Books:**

- Z A Bowra, Business Statistics and Mathematics.
- Syed Hassan Mirza, Business Mathematic for Management and Finance.
- L W Stafford, Business Mathematics.
- Richard Lacava, Business Statistics.

**Additional Resources:**

- Lavin, Business Statistics, Prentice Hall Inc.
- Nasir Ali Syed, and G H Gill, Statistics & Business Mathematics, Fair Publication, Lahore

**Teaching Methods:**

Class Lectures, Class attendance is compulsory. Students are required to dress appropriately, to silent mobile phones and not to make noise during the class.

**Assessment:**

Assignments and tests will be administered regularly. Tests will be announced a week in advance to allow students to prepare for the tests. Assignments are intended to develop your skills in understanding and communicating mathematics. We agree with the proverb "if you can't explain it, you don't understand it". Students are required to sit in mid-term and final-term exams. Failure to sit in the exams will cause you fail in this course.

Your grading will be composed from three components:

1- Tests and assignments	25%
2- Mid Term exam	35%
3- Final Term exam	40%

$2 + 3 = 5$

### Topical Out Line

- a) Unit 1 Basic Algebra (Revising the basic functions of mathematics: addition, subtraction, division and multiplication. Solving algebraic expressions and operations of brackets with negative and positive signs.
- b) Unit 2 Equations (For use in Business Problems). Linear and Quadratic equation with application to statement problems.
- c) Unit 3 Logarithms (with Applications). How to operate roots and powers in solving problem with help of logarithms.
- d) Unit 4 Progression or Series (Arithmetic and Geometric). Application to business problems.
- e) Unit 5 Permutation, Combinations and Binomial Expansion with their application to business problems.
- f) Unit 6 Mathematics of Finance-I (Principles and methods calculation of profits, Commissions and Simple Interest)
- g) Unit 7 Mathematics of Finance-II (Principles and methods of calculation of Compound Interest)
- h) Unit 8 Annuities (Fixation of Installment- for sum of annuities and present value of annuities).
- i) Unit 9 Matrix Algebra (Determinants, Inverse of matrix, solving the linear equations with the help of matrix).

The first five units review fundamental mathematical skills, such as algebra and other mathematical techniques that students must be able to perform in order to solve mathematical problems encountered in business. Units 6 to 9 are topics of Financial Mathematics.

## Weekly Lecture Plan

week	Topics Covered	Objective/ Learning Outcomes
1	1- Introduction of Basic Algebra. 2- Basic Mathematical Operations with the help of Algebra. (Addition, Subtraction, Division, Multiplication) 3- Factorization	The students will be able to easily solve the algebraic expression and also able to find the value of in the Business problems even where there are direct calculations are impossible.
2	1- What is Mathematical Equation? 2- Types of Equations. 3- Linear Equation. 4- Simultaneous Equations	The student will be able to solve the equations and statistical problem and can solve the Business Problems and find the Hidden Value
3	1- Quadratic Equation 1.1- Factorization 1.2- Completing Square 1.3- Quadratic Formula 2- Introduction of Logarithms 3- Rules for Determining Characteristics and Mantissa.	Finally the student will be able to identify the types of equation and can solve it with different methods. By the Introduction of Logarithm the students will learn the Concept of Logarithm.
4	1- Use of Logarithm Table 2- Methods of Interpolation 3- Laws of Logarithm 4- Application of Logarithm	The students will be able to find the higher square and roots with high value by applying the Logarithm which is not possible in simple calculation easily.
5	1- Introduction of Progression OR Series. 2- Arithmetic Progression 3- The Sum of Arithmetic Progression 4- Arithmetic Mean of a Progression	The students will be familiar with progression and able to find the missing value of series and Sum of a series and any term of a series that will help them in Business Decision making process.
6	1- Introduction of Geometric Progression 2- Infinity 3- Geometric Mean 4- Application of Geometric Mean	The students will be familiar with Geometric progression and able to find the missing value of a Geometric Progression and Sum of a series and any term of a series that

		will help them in Business Decision making process. And able to find the sum of an Infinity
7	1- Introduction of Permutation. 2- What is General Term 3- Circular Permutation 4- Introduction of Combinations	The students will be able to solve the mathematical and business problems with in a given situation and with a particular give conditional arrangement.
8	1- Introduction of Binomial Theorem 2- How we can solve a Binomial Expression 3- Pascal Triangle.	The students can solve the different Binomial expressions and can apply them in solving out the difficult mathematical issues which can not be solve in ordinary course.
Mid-Term Exam		
9	1- Introduction of Percentage 2- Percentage Mark-up 3- Introduction of Simple interest 4- Simple Interest and Present Value	The Student can find the return on business Investment and increase the value in Percentages and can compeer the value
10	1- Simple Discount 2- Discounting the Negotiable Instruments 3- Equivalent value of Different Debts and their Payments	The students able to make the Business decision and plan accordingly on the Basis of Interest and discount rate by finding the Present value
11	1- What is Compound Interest 2- Compound Amount 3- Use of Compound Interest Table. 4- Effective Rate of Interest 5- Equivalent Rates	The students able to make the Business decision and plan accordingly on the Basis of compound Interest and compeer the simple and compound Interest returns and chose the Best option.
12	1- Present Value with Compound Interest 2- Comparison between Simple and Compound Interest rates	The students able to make the Business decision and plan accordingly on the Basis of Interest and discount rate by finding the Present value with simple interest rate and compound interest rate

		and able to take the best decision by analyzing both of them
13 ✓	1- Introduction of ANNUITIES 2- How we can find the Amount and present Value of an Annuity. 3- Types of annuity.	The students able to make the Business decision and plan accordingly to obtain a loan or to make an investment.
14 ✓	1- Ordinary Annuity 2- Annuity Due 3- Perpetuity	The students able to make the Business decision and plan accordingly with the help of annuity application and find the different elements such as Installment of a loan, Interest Rate, Total Payment etc.
15	1- Matrix Algebra 1.1- Definition of Matrix 1.2- Notation of Matrix 1.3- Components of Matrix 1.4- Dimension of Matrix 1.5- Types of Matrix 1.6- Application of Matrix 2- Arithmetic Operations of Matrices	The students able to construct a Model from past information and forecasting on the Basis of That Model. Also with the help of Model devolving Skill the students can be predicates the efforts of an economy and Business as well
16 ✓	1- Laws in Matrix Algebra 2- Concept of Minors and Co-Factors 3- Inverse of a Matrix	The students able to construct a Model from past information and forecasting on the Basis of That Model. Also with the help of Model devolving Skill the students can be predicates the efforts of an economy and Business as well
Final Term Exam		

*Best of Luck*

**HAILEY COLLEGE OF COMMERCE**

University of the Punjab, Lahore

Course outline and weekly lecture plans

**BC-103**

(B.Com Semester I)

Financial Accounting-I (4 Credit Hrs.)

**Course Instructor:** Prof. Azam Shafiq, Assistant Professor, 0333-4696062**Course Objectives:**

To provide more comprehensive introduction to the process of financial reporting and the role played by financial statements by considering the various steps involved in the completion of the accounting cycle. The course also explains the accounting process through the use of work sheet. It further introduces generally accepted accounting principles and the situations where they are applied. Keeping in view the contemporary business practices, the course emphasizes perpetual inventory systems but at the same time manages the operation of the periodic inventory system also. For the use of accounting information, the classified financial statements are also introduced.

**Prerequisites:**

The course requires basic knowledge of accounting process for instance transaction approach and book keeping.

**Text Books:**

Meigs & Meigs, *Accounting the basis for business decisions*, McGraw Hill Publishing Company.

**Additional Resources:**

Niswonger & Fess, *Accounting Principles*, South Western Publishing Company.

M.A.Ghani, *Principles of Accounting*, Pak Imperial Book Depot, Lahore.

M.Arif & Sohail Afzal, *Accounting*, Azeem Academy, Lahore.

Ch.Muhammad Hanif & Azam Shafiq, *Fundamentals of Accounting*, Kitab Markaz, Faisalabad.

**Teaching Methods:** Lectures, discussions, presentations, quiz and assignments.

**Assessments:** Mid Term Examination 35%, Sessional Marks (Quiz, Assignments, Projects, Presentations, Attendance, Class Participations, Behavior), Final Term Examination 50% (As per the uniform policy by University of the Punjab for all semester based programs.)

## Weekly Lecture Plan

Week	Topics Covered	Objectives / learning outcomes
1	What is Accounting, The Financial Reporting Process, Generally Accepted Accounting Principles	The student should be able to define accounting, understand the philosophy of accounting principles and the need of financial reporting
2	Financial Statements, Accounting Equation,	The student should know the components of financial statements. They should also know the residual claim through accounting equation
3	Effects of transactions upon Balance Sheet and Accounting Equation, Balance Sheet in evaluating the short-term solvency	The student should know the probable change in the financial position due to any economical activity. He must also know to measure the ability of the business to pay off its debts
4	Competence, Integrity and Professional Judgment, numerical problems	The students must be able to identify several areas in which accountants must exercise professional judgment where necessary
5	Explaining double-entry system of accounting	A student must be familiar with the transaction approach
6	Journal and its relationship to the ledger, preparing journal entries	Students must know the format of a journal and the rules of debit and credit for the formation of journal entries
7	Ledger accounts and a ledger, Trial Balance, its use and limitations, locating errors, basic steps in accounting cycle	Acquaintance of knowledge regarding the 'T' type accounts and running balance format of a ledger, A student must know what is a Trial Balance, why it is prepared and what are some basic points to keep in mind in order to locate an error
8	Numerical problems	Solving problems and acquiring practical skills
9	Nature of net income, revenue, and expenses. Realization and Matching principles, rules for debit and credit for nominal accounts, Defining depreciation expense	A student should know the concept of revenues and expenditure, the principles that are related to these terms and the concept of a gradual conversion of an asset into an expense
10	Income statement and statement of owner's equity, closing entries, accrual and cash basis of accounting, numerical problems	A student must be able to make a classified income and the Owner's equity statement along with a classified balance sheet, he should learn to account for when a transaction takes place on account,

		should know to pass the closing entries
11	Adjusting entries and accrual accounting, types of adjusting entries, principle of materiality	A student must know how to pass the adjusting entries, he should also know the concept of cost effectiveness
12	Work Sheet, accounting cycle, numerical problems	A student should be able to prepare a complete 10 column work sheet, related problem solving
13	Operating cycle of a merchandising company, subsidiary ledgers and control accounts, sale and purchase account, perpetual / periodic inventory system	A student must be able to develop an inventory card under the perpetual inventory system
14	Computation of various ratios, cash discounts, merchandise returns, transportation costs, sales taxes, numerical problems	He should know the significance of working capital, current and quick ratios, problem solving in the related arguments
15	Advantages and disadvantages of a periodic inventory system, accounting of merchandising transactions under periodic inventory system, closing entries and the entry to reopen the inventory account	A student should know the characteristics of the periodic inventory system of the merchandising company
16	Numerical problems	Problem solving of the related topics

HAILEY COLLEGE OF COMMERCE  
UNIVERSITY OF THE PUNJAB, LAHORE  
(B.COM SEMESTER 1)  
**BC-104**  
FUNCTIONAL ENGLISH (3 CREDIT HOURS)

**Instructors:**

Prof. Tahira Akbar

Lecturer (English) M.Phil (Linguistics), PhD Scholar

Email: [tahiraakbarsial@yahoo.com](mailto:tahiraakbarsial@yahoo.com)

Cell No: 0345-4029174

Prof. Bushra Siddiqui

Lecturer (English) P.hD Scholar

Email: [bushra.pu@hcc.edu.pk](mailto:bushra.pu@hcc.edu.pk)

Cell No: 0321-4602079

Prof. Tabassum Saba

Lecturer (English)

Email: [tabassum\\_saba13@yahoo.com](mailto:tabassum_saba13@yahoo.com)

Cell No: 0323-4193881

**Course Objectives:**

To develop an impressive expression in the written and oral communication of the students which will make them able to compose various expressions in a precise and concrete manner with the help of impressive word bank to meet the challenges of competitive environment confidently.

**Prerequisites:**

For the acquisition of English as a second language learner they should be able to have four skills i.e. listening, reading, writing and speaking.

## Outline

### Weekly Lecture Plan

Week	Topics Covered	Objective/learning outcomes.
1.	Sentence Structure	Students will know about phrase and clause along with their types.
2.	Noun + Pronoun	To find out the parts of run-on sentences.
3.	Verb + Adverbs	To know the difference of words grammatically.
4.	Articles + Adjectives	How the words change the meanings of the sentence.
5.	The participle + the gerunds + the auxiliary + Pairs of Words	Vocabulary building is an essential outcome of this exclusive work.
6.	Punctuation + pairs of words	For the correct usage of formal writing by making the meanings clear.
7.	Pairs words + comprehension	To improve their level of understanding.
8.	Revision + Exercises	To resolve the queries of the students.
9.	The Tenses	To provide them proper structure of English grammar to improve their oral and written English.
10.	Active and passive voice + Prepositions	To develop awareness regarding grammar.
11.	Direct and Indirect narration + Prepositions	It develops co-ordination between writing and oral communication.
12.	Synonyms + Antonyms + one word substitution	Students will add up new words in their word bank.
13.	Idiomatic phrases	To give pithy expression to their writings.
14.	Précis writing	How to analyze and synthesis words.
15.	Essay writing	To give expression to their thoughts and convert it in to words.
16.	Revision + exercises	To resolve the queries of the students.

**Text Book:**

Functional English for B.Com (I.T) By Prof. A.R.Chohan

**Additional Resources:****Recommended Books (Latest Edition)**

1. Atta-ur-Rehman Functional English, Furrkh & Brothers, Lahore
2. "J. Chilver" , English for Business A Functional Approach, DP Publication Limited.
3. "Wren & Martin" High School English Grammar & Composition S. Chand & Company Limited.
4. "Michael Swan" Practical English Usage, Oxford University Press.
5. A.J. Thomson & A.V. Martinet, A Practical English Grammar.
6. "Robert E. Barry" Basic Business English, Prentice Hall Inc. Englewood Cliffs New Jersey.

**Teaching Methods:**

Lectures, discussions, presentations, quiz & assignments.

**Assessment:**

Mid Term Examination 35%, Sessional Marks (Quiz, Assignments, Projects, Presentations, Attendance, Class Participations, Behavior), Final Term Examination 50% (As per the uniform policy by University of the Punjab for all semester based programs.)

**Course outline:**

To develop a sound analytical knowledge of key areas of English grammar the following topics will be covered;

Parts of speech- Major word classes, Nouns-with further classifications (regular, countable, uncountable; singular, plural) pronouns-with further classification-three degrees of comparison, Adverbs with further classifications, Interjections, Auxiliary Verbs, Determiners, Punctuation, Articles, Verbal's, Gerunds, Imperatives (types and functions).

**Practical Grammar-Sentence Structure:**

Types of sentences-based on function e.g. Interrogative sentences, based on structure e.g. Compound sentences, parts of a sentence – subject, predicate, complements, Rules for structuring sentences, Phrases-types and functions, Clauses-types and functions.

Punctuation: Tenses Types, Structure, Function, Conversion into negative and Interrogative.

Active and passive Voice.

Direct and Indirect Speech.

To develop impressive Oral communication and written expression the following contents will be considered:

Idioms & Phrases-Pair of Words-Substitution of one word for many words.

Newspapers:

Writing composition is a gate-way towards verbal communication which includes

Letters

Paragraph

Essays

Instead of following the beaten track by reading and reproducing the provided stereotype essays; they should be able to analyze, synthesize and open up new vistas to compose write-up with novel ideas based on practical approach.

HAILEY COLLEGE OF COMMERCE  
UNIVERSITY OF THE PUNJAB, LAHORE

(B.COM SEMESTER 1)

**BC-105**

**Introduction to Business (3 Credit hours)**

**Instructor:**

Abdul Jabbar Khan

Assistant Professor

M.Com (Pb), M.phil

abduljabbar.hcc@gmail.com

0333-4271988

**Objectives of the Course:**

The subject Introduction to business is perhaps the foundation of almost all of the subjects that any business program has to offer. Whether it is finance, marketing, accounting, tax, auditing or management, each of them consists of concepts about the basic functioning of the business and corporate organizations. Thus, in our course we try to equip the students in the very beginning of their 4 year academic journey, with the arsenal of knowledge and understanding of the international business universe as well as the local business galaxy. Moreover, this course aims at developing an acute understanding of the actual business environment which our students might have to face even after the academic career i.e. in performance of their professional duties.

**Prerequisites:**

The subject is aimed at developing a basic understanding of the business syllabus and is termed as "introduction" to business, thus, has no prerequisite subject or personal requirements.

**BOOKS RECOMMENDED (Latest Editions)**

1. Asakari Zaidi S A, Fundamentals of Business, Orient Publishers, Karachi.
2. Nisar-ud-Din, Business Organization, Aziz Publishers, Urdu Bazar, Lahore.
3. Muhammad Irshad, Introduction to Business, Naveed Publications Lahore.
4. Khalid Mehmood Cheema, Introduction to Business, Syed Mobin Mahmood & company, Lahore.

5. Theodore J Sielaff and John W Aberle, Introduction to Business, Belmont, California Wardsworth Publishing Company, Inc.
6. Glass & Baker, Introduction to Business.
7. Ali M H, Introduction to Business.
8. Koontz & Weirick, Management.

Note: *Latest Editions of the recommended books may be included.*

### Additional Resources:

- <http://www.businessstudiesonline.co.uk/live/>
- <http://www.bized.co.uk/>
- <http://www3.open.ac.uk/study>
- <http://c4lpt.co.uk/learn-about-business/>
- <http://www.businessenglishstudy.com/>

### Teaching Methods

- 48 lectures during 16 weeks
- Case studies at the end of each topic
- A surprise quiz anytime during the semester
- An assignment of at least 1000 words
- A formal Presentation.

### Assessment:

Assignments and tests will be administered regularly. Tests will be announced a week in advance to allow students to prepare for the tests. Assignments are intended to develop your skills in understanding and communicating mathematics. We agree with the proverb "If you can't explain it, you don't understand it". Students are required to sit in mid-term and final-term exams. Failure to sit in the exams will cause you fail in this course.

## Course Outline

Week no.	Topics to be covered	Objectives
1.	<b>What is Business:</b> Meaning, Nature, Scope and Importance, Problems, Functions and Qualities of a Businessman, Types of Businesses.	Students coming from various educational backgrounds will be taught the basic meaning and essence of business, its scope and problems faced by business. They might become a businessman themselves, so, the students will also be taught that once they do so what qualities they must possess and what types of businesses they can pursue.
2. 7.	Characteristics of business, objectives of business, business and profession.	Moving on with introductory chapter, the aim this week is to define business in detail and also to clarify the misunderstandings students might have regarding between profession and business.
3.	<b>Sole Proprietorship:</b> Features, Importance, Merits and Demerits.	An understanding of the basic and first form of business i.e. single person business or sole tradership shall be discussed. Students will be taught any advantages this form of business has over the other as well as the disadvantages.
4.	<b>Partnership:</b> Features, Merits and Demerits, Co-ownership Vs. Partnership; Classification of Partners;	The next form of business i.e. the partnership would be introduced to the students along with different types of partners that exist.
5.	Rights Duties and Liabilities of Partners, partnership deed, minor partner, registration of partnership	Students shall be made aware of the responsibilities and duties that the partners possess over each other. The most important document of the partnership i.e. the Deed together with its features shall also be discussed along with the rights of a minor partner.
6.	Kinds of partnership, Dissolution of Partnership, Islamic forms of Partnership	Continuing with partnership, various kinds will be discussed. The students will also be familiarized with the different Islamic forms of partnership (mudaraba, musharika). In the end, an understanding of the termination of partnership shall be given by discussing the ways of its dissolution
7.	<b>Joint Stock Company:</b> Features, Merits and Demerits, Formation,	The most important and biggest form of business, the joint stock company shall be introduced. The formation of the company and its advantages and disadvantages over the other forms of business shall help the students develop a better understanding about the joint stock company.
8.	Memorandum of Association; Articles of Association, Prospectus,	The organization has some very important documents and these will now be discussed in order to give further understanding about the functioning of the joint stock company.
9.	Kinds of companies Meetings, resolution, Hierarchy of Management	Other issues occurring in a joint stock company which include its meetings and resolutions shall be explained to the students with their various kinds. The different kinds of joint stock companies and how they differ from each other is another important component of this week's

		syllabus. An understanding of the personnel arrangement shall help answer many questions the students have in mind regarding the functioning of the organization.,
10.	Kinds of Capital, Capital Management, debenture and its types, Winding up.	The business requires money to operate. During this week we shall look upon the various ways in which that money maybe raised and how does the company use it in the best interest of its owners. Lastly, everything has come to an end and how does a company end up and what are the implications while winding up is another thing to learn.
11.	<b>Cooperative Society:</b> Features, Kinds, Merits and Demerits.	Cooperative society is a new topic that has been included due to the ever increasing focus on ethics. Students shall be able to identify a cooperative society from its feature and then asses its usefulness.
12.	<b>Business Combination:</b> Meaning, Causes and Purposes, Advantages and Disadvantages. Types of Combination. Forms of Combination.	Business combines with other to grow. During this week we shall discuss in detail the different methods and forms the businesses take when they combine and the problems that may arise along with some fruits that might accompany a combination as well.
13.	<b>Trade:</b> Wholesales, Retail, Import and Export. Export Promotion Bureau and its role.	Trade and business are inseparable and thus, we will give a detailed look on the ways of trade and also discuss the importance of the export promotion bureau to the country.
14.	<b>Marketing Operation:</b> Definition, Functions, Marketing mix, Scope Advantage and Disadvantage, Marketing Versus Selling.	Nowadays, companies have shifted their focus on marketing activities as competition of cost and quality has almost shrunk to no competition. Students will be given a basic understanding of marketing terminologies together with the pros and cons and the ways in which it differs from just selling.
15.	<b>Sales Promotion:</b> Meaning, Objects and Methods. <b>Advertising:</b> Meaning, Objects, Types, Merits and Demerits Advertising Media.	Continuing with marketing techniques, the current emphasis on the methods by which the products are introduced to the customers prone us to study advertising and sales promotion. We shall study how do businesses promote and advertise their products and what implications shall they consider.
16.	<b>Business Risk:</b> Definition, Types, Methods of Handling Risk. <b>Insurance:</b> Meaning, Principles, Kinds (Life, Fire, Marine) Importance.	Finally, the business has some dangers to its survival. During the last week of the course, we make the students aware of those risks so that they may be able to avoid them once they start their businesses. One of the ways by which they can reduce their risk is insurance. Therefore, we discuss in detail various types of insurance as well.

Course outline and weekly lecture plans

**BC-115**

(B.Com Semester I)

**Islamic & Pakistan Studies (3 Credit Hrs.)**

Course Instructor	Dr. Muhammad. Akram Sajid
E-mail	makramsajid@gmail.com
Objectives	To enable students a responsible Pakistani, good Muslim and make others also good
Outcome	At the end of the semester the students will be able to lead the people in right way.
	Additional Resources, Newspapers, Internet
Additional Resources:	Lectures, discussions, quiz and assignments
Teaching Methods:	Mid Term Examination 35%, Sessional Marks (Quiz, Assignments, Projects, Presentations, Attendance, Class Participations, Behavior), Final Term Examination 50% (As per the uniform policy by University of the Punjab for all semester based programs.)
Assessment:	
Recommended Books / References	i) Pakistan Studies by M. Akram Sajid ii) Mayari Islamiyat by Dr. Hafiz Mehmud Akhtar

Week	Topic
1 <sup>st</sup>	<b>Pakistan Movement: Historical and Ideological Perspective</b> Muslim Revivalist Movements in India The Two Nation Theory: From Sir Syed Ahmed Khan to Allama Iqbal
2 <sup>nd</sup>	<b>Quaid-e-Azam Muhammad Ali Jinnah and the Struggle for Pakistan.</b> Creation of Pakistan: Early Challenges
3 <sup>rd</sup>	<b>Land and People of Pakistan</b> Physical features and Geo-Strategic Location of Pakistan Culture and Traditions: Regional Dimensions
4 <sup>th</sup>	<b>History and Politics in Pakistan (1947-2008)</b> Early Parliamentary Phase Ayub and Yahya's Era
5 <sup>th</sup>	<b>Democratic Era (1971-1977)</b> Zia Era (1977-88)
6 <sup>th</sup>	<b>Contemporary Pakistan</b> The Constitution of 1973: Salient Features
7 <sup>th</sup>	<b>Foreign Policy and Relations with Neighboring Countries</b>
8 <sup>th</sup>	<b>Salient Features of Economy, Agriculture and Industry, National Resources</b>

## Syllabus (Weekly Scheme) (Islamic Studies)

Week	Topic
1 <sup>st</sup>	سورہ البقرہ آیت 1 تا 5، 284 تا 286
2 <sup>nd</sup>	سورۃ الاحزاب آیت 6، 21، 32، 33، 40، 56، 57، 58، 59
3 <sup>rd</sup>	سورۃ الفتح آیت 29 اور سورۃ الصف 1 تا 14
4 <sup>th</sup>	حدیث 1 تا 12
5 <sup>th</sup>	مطالعہ سیرت کی اہمیت، ہجرت مدینہ، میثاق مدینہ
6 <sup>th</sup>	صلح حدیبیہ، حجۃ الوداع، عشرہ مبشرہ، ازواج مطہرات
7 <sup>th</sup>	اسلامی تہذیب و ثقافت کی خصوصیات، برصغیر اور مغربی تہذیب کی اسلام کی آمد سے قبل خصوصیات اور اسلام کے اثرات
8 <sup>th</sup>	اسلامی تہذیب کے عالمی اثرات، تہذیبی تصادم