

**Institute of English Studies
Faculty of Arts and Humanities
University of the Punjab, Lahore.
Course Outline**



Programme	BS English Literature	Course Code	GENT-	Credit Hours	3
Course Title	Business Fundamentals, Ethics & Corporate Law				
Course Introduction					
The rapidly evolving global workplace requires graduates to possess interdisciplinary knowledge, professional skills, and an understanding of business practices beyond their core discipline. Designed as a multidisciplinary course for BS English Literature students, Business Fundamentals, Ethics, and Corporate Law introduces the fundamental concepts of business, management, marketing, business ethics, and corporate law. Through interactive learning, case studies, discussions, and practical activities, students develop business literacy while enhancing critical thinking, communication, team-work, ethical decision-making, and problem-solving skills. The course prepares graduates to adapt confidently to diverse organizational and professional environments and enhances their employ-ability in an increasingly interconnected global economy.					
Learning Outcomes					
1. Develop a foundational understanding of business fundamentals, management, marketing, business ethics, and corporate law, and recognize their significance in contemporary organizations, society, and the evolving global business environment. 2. Apply fundamental business concepts to analyze workplace situations, evaluate ethical and legal issues, and support informed decision-making by demonstrating business literacy, ethical reasoning, and legal awareness in multidisciplinary and professional settings. 3. Integrate business knowledge with the communication, critical thinking, collaboration, and analytical skills developed through English Literature to enhance employ-ability and contribute effectively in diverse organizational and global workplace environments.					
Course Content				Assignments/Readings	
Week 1	Unit I: Principles of Management 1.1 Introduction to Management: Definition, Nature and Scope Explains what management is, its universal characteristics, and the scope of the four core functions (planning, organizing, leading, controlling) that guide organizational activity.			Write a note on the evolution of management as a discipline	
	Unit I 1.2 Evolution of Management Thought: Classical, Behavioural and Modern Approaches Traces management thought from Taylor's scientific management and Fayol's administrative principles through the behavioural/human-relations school to modern systems and contingency approaches.			Compare the classical and behavioural approaches to management	
Week 2	Unit I 1.3 Planning: Nature, Types and Process of Planning Examines planning as the primary management function, distinguishing strategic, tactical and operational plans and			Prepare a sample business plan outline for a small enterprise	

	outlining the steps of the planning process.	
	Unit I 1.4 Organizing: Organizational Structure and Departmentalization Covers how work is divided and coordinated through organizational structures (functional, divisional, matrix) and departmentalization methods.	
Week 3	Unit I 1.5 Staffing: Human Resource Planning, Recruitment and Selection Introduces human resource planning used to forecast staffing needs, and the recruitment and selection process used to attract and choose qualified employees.	Write a note on the recruitment and selection process
	Unit I 1.6 Directing and Leadership: Styles and Approaches Discusses the directing function and compares leadership styles (autocratic, democratic, laissez-faire, transformational) and their effect on employee performance.	
Week 4	Unit I 1.7 Motivation: Theories and Practical Applications Reviews major motivation theories (Maslow, Herzberg, McGregor, Vroom) and how managers apply them to improve employee engagement and productivity.	Case study: Analyze employee motivation in a local organization
	Unit I 1.8 Controlling: Process, Techniques and Importance Explains the control process (setting standards, measuring performance, correcting deviations) and the techniques managers use to keep operations on track.	Write a note on the relationship between planning and controlling
Week 5	Unit II: Principles of Marketing 2.1 Introduction to Marketing: Concepts, Philosophies and Importance Defines marketing, surveys the production, product, selling, marketing and societal marketing philosophies, and highlights marketing's role in creating customer value.	Write a note on the evolution of the marketing concept
	Unit II 2.2 Marketing Environment and Consumer Behaviour Analyzes the micro and macro forces shaping marketing decisions and the psychological, social and cultural factors influencing consumer buying behaviour.	
Week 6	Unit II 2.3 Market Segmentation, Targeting and Positioning (STP) Covers how markets are divided into segments, how target segments are selected, and how products are positioned in customers' minds relative to competitors.	Segment a local market for a chosen product or service

	Unit II 2.4 Product Strategy and the Product Life Cycle Examines product-related decisions such as branding, packaging and product lines, and the four stages of the product life cycle with their corresponding strategies.	
Week 7	Unit II 2.5 Pricing and Distribution (Place) Strategies Explores pricing methods and objectives alongside distribution channel design and logistics decisions that move products to customers.	Analyze the pricing strategy of a familiar brand
	Unit II 2.6 Promotion and Integrated Marketing Communication Introduces the promotional mix (advertising, sales promotion, public relations, personal selling, digital media) and how it is coordinated into integrated marketing communication.	Design a short promotional campaign for a product
	MID TERM EXAMINATIONS	
Week 8	Unit III: Business Ethics 3.1 Introduction to Business Ethics: Concepts, Nature and Importance Defines business ethics, distinguishes it from law and personal morality, and explains why ethical conduct matters for organizations and society.	Write a note on the need for ethics in business
	Unit III 3.2 Ethical Theories and Frameworks for Decision-Making Presents normative ethical frameworks, including utilitarianism, deontology, virtue ethics and justice theory, as tools for analyzing business dilemmas.	
Week 9	Unit III 3.3 Corporate Social Responsibility (CSR): Concept and Practices Explains the concept of Corporate Social Responsibility, its economic, legal, ethical and philanthropic dimensions, and how companies implement CSR initiatives.	Case study on the CSR initiatives of a Pakistani company
	Unit III 3.4 Ethics in Functional Areas: Marketing, Finance and Human Resource Applies ethical principles to specific business functions, addressing issues such as deceptive advertising, financial misreporting and workplace fairness.	
Week 10	Unit III 3.5 Corporate Governance and Ethical Leadership Covers governance structures, the role of boards of directors, and how ethical leadership shapes organizational culture and accountability.	Write a note on the role of a code of conduct in organizations

	Unit III 3.6 Ethical Issues in the Global Business Environment Discusses cross-cultural ethical challenges facing multinational firms, including bribery, labour standards and differing legal and cultural norms.	Discuss an ethical dilemma commonly faced by multinational companies
Week 11	Unit IV: Corporate Law 4.1 Introduction to Business Law and Legal Systems Introduces the sources and branches of business law and gives an overview of Pakistan's legal system as it applies to commercial activity.	Write a note on the sources of business law in Pakistan
	Unit IV 4.2 Law of Contract: Essentials and Formation of a Valid Contract Covers the essential elements of a valid contract, offer, acceptance, consideration, capacity and lawful object, and the process of contract formation.	
Week 12	Unit IV 4.3 Law of Contract: Performance, Breach and Remedies Examines how contracts are performed and discharged, the types of breach, and the legal remedies (damages, specific performance, injunction) available.	Analyze a case involving breach of contract
	Unit IV 4.4 Company Law: Formation and Types of Companies Explains the procedure for incorporating a company and distinguishes types of companies, such as private, public and single-member, under corporate law.	
Week 13	Unit IV 4.5 Company Law: Directors, Shareholders and Meetings Covers the rights and duties of directors and shareholders and the legal requirements for conducting company meetings.	Write a note on the rights and duties of company directors
	Unit IV 4.6 Partnership and Sole Proprietorship Law Compares the legal characteristics, formation and liability rules of partnerships and sole proprietorships as business forms.	
Week 14	Unit IV 4.7 Intellectual Property Law and Consumer Protection Introduces intellectual property protections (patents, trademarks, copyrights) and the legal framework safeguarding consumer rights.	Write a note on the importance of intellectual property protection for businesses
	Unit IV 4.8 Corporate Compliance, Winding Up and Insolvency Covers regulatory compliance obligations for companies and the legal processes involved in winding up and insolvency.	Case study on the corporate winding-up procedure
	END TERM EXAMINATIONS	

Teaching Learning Strategies	
1. Case Study Method 2. Business Simulation Activities 3. Guest Speaker Sessions / Entrepreneur Talks 4. Field Visits to Incubators / SMEs / Markets	
Textbooks and Reading Material	
• Fernando, A. C. (2019). Business Ethics and Corporate Governance (3rd ed.). Pearson Education • Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2021). Business Ethics: Ethical Decision Making and Cases (13th ed.). Cengage Learning. • Griffin, R. W. (2021). Fundamentals of Management (10th ed.). Cengage Learning. • Kotler, P., & Armstrong, G. (2021). Principles of Marketing (18th ed.). Pearson Education. • Kubasek, N. K., Brennan, B. A., & Browne, M. N. (2019). The Legal Environment of Business (9th ed.). Pearson Education. • Majeed, A. (2020). Mercantile Law of Pakistan. Nadeem Law Book House, Lahore. • Robbins, S. P., & Coulter, M. (2021). Management (15th ed.). Pearson Education.	