

University of the Punjab

Course outline

Associated Degree in Commerce (Specialization in Accounting & Finance)

Semester	2		
Course Name	Business Sociology		
Course Code	ACD 316		
Credit Hours	3		
Prerequisites	NONE		
Follow Up	If any required		
Subject Objective	<p>This course has been formulated to:</p> <ul style="list-style-type: none"> • Build a confidence for Social Interaction and Relationship • Learn how they behave in Social Groups, Community, Social Institutions and with different Personalities. 		
Teaching Strategies	<p>e.g.</p> <ol style="list-style-type: none"> i. Lectures ii. Handouts iii. Group discussions iv. Class-room presentations v. Projects and term paper vi. Quizzes vii. Case study, reading assignment 		
Assessment Criteria	Mid-term		Final Examination
	(Assessment by respective College)		(Assessment by University of the Punjab)
	40 %		60 %
	Quizzes and Tests, Assignment and Presentations, Viva, Attendance, Class Participations and discipline etc.	Written Paper	Written Paper

Weekly Lecture Plan

Weeks	Topics Covered	Detail
1	Introduction.	<ul style="list-style-type: none"> Nature, scope and subject matter of Sociology Brief historical development of Sociology
2	Introduction.	<ul style="list-style-type: none"> Introduction to Quranic Sociology Society and community
3	Introduction.	<ul style="list-style-type: none"> Relationship with other social Sciences Social Interaction Processes The study of social life
4	Introduction.	<ul style="list-style-type: none"> Exploring the global village Sociology as a science
5	Introduction.	<ul style="list-style-type: none"> The Sociological imagination The development of Sociology Pioneers of Sociology
6	Social groups	<ul style="list-style-type: none"> Definition Structure and function of social institutions
7	Social groups	<ul style="list-style-type: none"> Inter-relationships among various social institutions
8	Social Institutions	<ul style="list-style-type: none"> Culture and related concepts Definition and aspects of culture Elements of culture
9	Social institutions	<ul style="list-style-type: none"> Organization of culture Other concepts, cultural relativism, sub cultures, ethnocentrism, cultural lag
10	Socialization and personality	<ul style="list-style-type: none"> Role and status Socialization Culture and personality
11	Deviance and social control	<ul style="list-style-type: none"> Definition and types of deviance Juvenile delinquency Formal and Informal method of social control
12	Social stratification	<ul style="list-style-type: none"> Approach to study social stratification Caste class and race as basics of social stratification
13	Concept of social movement	<ul style="list-style-type: none"> Theories of social movement Social and cultural change Collective behavior
14	Concept of social movement	<ul style="list-style-type: none"> Definition ,Characteristics, Causes, Types Social movements
15	Social and cultural change	<ul style="list-style-type: none"> Definition of social change Dynamics of social change Impact of globalization on society and culture Resistance to Change
16	Revision & tests	

Primary Recommended Book	Horton and Hungt, Sociology, Latest Edition, McGraw Hill
Additional Books	<ul style="list-style-type: none"> Tischler, Hnry L, Introduction to Sociology, Latest Edition, Horcourt Macionis, John J and Plummer, Ken, Sociology, A Global International, Latest Edition, Prentice Hall.