

HAILEY COLLEGE OF BANKING & FINANCE

University of the Punjab, Lahore

COURSE OUTLINE

Program		Course Instructor	
Year / Semester		E-Mail	
Code	BHBF311		
Title	Contemporary Business Studies		
Credit hours	3		
Type	Core course		
Pre-requisites	None		
Introduction	Overall business principles are used in both for-profit and non-profit institutions. This course provides an overview of these key principles. As you progress through your business education classes, you will discover that there are whole semester courses devoted to some of the topics that we will be discussed in this course.		
Objectives	<ul style="list-style-type: none"> • Provide an introduction to fundamental business concepts • Define key terms, concepts and theories related to managing a business. • Develop a basic understanding of how business principles, practices, and processes apply to organizations. 		
Outcome	Students will get an understanding of the contemporary Business environment, organization, marketing and financing the organization.		
Recommended Books / References	Introduction to Business How Companies Create Value for People By Gareth R. Jones	Introduction to Business By Saeed M. Nasir	

Syllabus (Weekly Scheme) Before Mid-Term Examination

Week	Topic
1 st	What is Business?
2 nd	The Evolution of Business
3 rd	Entrepreneurs, Managers, Managers and Employees
4 th	Multinationals and the Global Environment of Business

Week	Topic
5 th	Business Ethics and the Legal Environment of Business
6 th	Leadership, Influence and Communication in Business
7 th	Motivating and Managing People and Groups in Business Organizations
8 th	The Structure and Culture of a Business Organization

Mid Term Examination

Syllabus (Weekly Scheme) Before Final-Term Examination

Week	Topic
9 th	Managing Information, Knowledge and Business Relationships Marketing and Product Development, Sales, Distribution and CRM
10 th	Operations and Material Management: Managing the production and flow of Goods and Services
11 th	Accounting: Measuring How Efficiently and Effectively Resources are creating Value and Profit Finance: Balancing Risk and Return to increase Profitability
12 th	HRM: Acquiring and Building Employees' Skills and Capabilities
13 th	Sole Proprietorship (Features, Importance, Merits & Demerits) Partnership (Features, Merits & Demerits, Classification, Duties & Liabilities & Dissolution)
14 th	Joint Stock Company (Features, Merits & Demerits, Formation, MOA, AOA, Prospectus, Capital, management, Meetings & Winding up)
15 th	Mergers, Acquisitions, Franchising.
16 th	Presentations

Final Examination

Teaching Strategies		Participatory lectures, case studies, workshop sessions, presentations, term papers			
Assessment Criteria	Marks %	Session	Mid	Final	Total %
			25	35	40
	Result				
Recommendations	All assignments must be completed and presented on time.				
Note:					
➤ 75% Class Attendance is mandatory, failing which the student shall be dropped from the class. Students are advised to keep the course outlines in record in their own interest for future reference and studies abroad.					

Governing Rules

- Students are advised to go through the rules and regulations governing their class attendance, display of College ID Card, use of mobile phones, eating / smoking, roaming, general behavior, etc. on the Campus.
- Any violation thereof is punishable under the relevant rules.

---BEST OF LUCK---