

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 Punjab Act, 1973 and in anticipation approval of the Syndicate, approved the recommendations of the Director, Institute Business Administration duly forwarded by the Dean, Faculty of Business Economics & Administrative Science regarding approval of BBA 5th to 8th Semester Syllabus (in replacement of MBA) in the subject of Business Administration for Affiliated Colleges with effect from the Academic Session 2021.

The Syllabus of BS 5th to 8th Semester in BBA is Attached herewith vide Annexure 'A'.

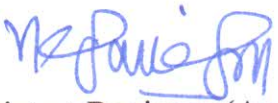
**Admin. Block,
Quaid-i-Azam Campus,
Lahore**

No. D/ *84* /Acad.

Sd/-
Muhammad Rauf Nawaz
Registrar

Dated: **06/01/2022.**

1. Pro- Chancellor,
The Minister of Education/
Govt. of the Punjab, Lahore.
2. Members of the Syndicate
3. Dean, Faculty of Business Economics & Administrative Sciences
4. Director, Institute of Business Administration
5. Principals of Affiliated Colleges
6. Controller of Examinations
7. Director, Quality Enhancement Cell
8. Director, IT (for Uploading on website)
9. Deputy Registrar (Affiliation)
10. Deputy Registrar (General)
11. Secretary to the Vice-Chancellor
12. PS to Pro Vice-Chancellor
13. P.S. to the Registrar
14. Admin Officer Syndicate (with file)
15. Assistant Syllabus


Assistant Registrar (Academic)
for Registrar

Syllabi of 5th Semester to 8th Semester of BBA (Hons) for Affiliated Colleges

Semester V					
1.	BLAW-111	Business Law	Core		3
2.	ACC-202	Cost Accounting-II	Elective	Cost Accounting-I	3
3.	PSY-111	Human Psychology	GR		3
4.	PST-111	Pakistan Studies	CR		3
5.	HQ-005	Tadrees Tarjima Quran	CR		0
6.	-	Specialization Course I (To be offered from the pool)	Specialization		3
Total Credit Hours					15
Semester VI					
1.	MGMT-303	Business Ethics	GR		3
2.	BSTAT-102	Business Statistics-II	Elective		3
3.	MGMT-302	Taxation Management	Elective		3
4.	MGMT-202	Organizational Behaviour	Elective		3
5.	HQ-006	Tadrees Tarjima Quran	CR		1
6.	-	Specialization Course II (To be offered from the pool)	Specialization		3
Total Credit Hours					16
Semester VII					
1.	BUS-301	Business Research & Report Writing	Core		3
2.	MGMT-408	Strategic Management	Elective		3
3.	COMP-311	Data Base Management Systems (DBMS)	Elective		3
4.	ENT-101	Entrepreneurship	Elective		3
5.	HQ-007	Tadrees Tarjima Quran	CR		0
6.	-	Specialization Course III (To be offered from the pool)	Specialization		3
Total Credit Hours					15
Semester VIII					
1.	MGMT-304	Operation Management	Elective		3
2.	MGMT-311	Management Information System	Elective		3
3.	LOG-111	Logic	GR		3

4.	BUS-401	International Business Management	Elective		3
5.	HQ-008	Tadrees Tarjima Quran	CR		1
6.	-	Specialization Course IV (To be offered from the pool)	Specialization		3
Total Credit Hours					16
Total Credit Hours for BBA (Hons) for 5th semester to 8th semester for affiliated colleges					62

List of Specialization Courses

Finance Specialization Courses		
Sr. No	Code	Course Title
1	FIN-432	Financial Reporting and Analysis
2	FIN-301	Managerial Accounting
3	FIN-413	Investment Analysis and Portfolio Management
4	FIN-402	Financial Management-II
Marketing Specialization Courses		
Sr. No	Code	Course Title
1	MKT-412	Consumer Behaviour
2	MKT-411	Advertising
3	MKT-415	Sales Management
4	MKT-421	Marketing Research
Human Resource Management Specialization Courses		
Sr. No	Code	Course Title
1.	MGMT-424	Strategic Human Resource Management
2.	MGMT-418	Human Resource Development
3.	MGMT-417	Organizational Development
4.	MGMT-411	Labour Laws in Pakistan

**Compulsory, General, Core, & Elective
Courses
for BBA**

Name of the course	Business Law
Course Code	BLAW-111
Semester	V
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Define and understand the business law 2. Understand the Sale of Goods Act, 1930 3. Know the Partnership Act, 1932 4. Understand the Negotiable Instruments Act, 1881 5. Apply and practice the law in business filed
Contents	<p>Unit- 1 Introduction</p> <ol style="list-style-type: none"> 1.1 Introduction to the Law of Contract 1.2 Offer and Acceptance 1.3 Consideration 1.4 Misrepresentation 1.5 Discharge of Contract 1.6 Breach of Contract: Consequences and Remedies 1.7 Contracts of Indemnity and Guarantee 1.8 Contract of Bailment 1.9 Creation of Agency 1.10 The Agency Relationship 1.11 The Contract Act, 1872 <p>Unit- 2 Sale of Goods Act, 1930</p> <ol style="list-style-type: none"> 2.1 Contract for the Sale of Goods 2.2 Transfer of Property and Possession 2.3 Remedies in Contract for the Sale of Goods <p>Unit- 3: Partnership Act, 1932</p> <ol style="list-style-type: none"> 3.1 The Law of Partnership <p>Unit- 4: Negotiable Instruments Act, 1881</p> <ol style="list-style-type: none"> 4.1 Negotiable Instruments 4.2 Cheques
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>Beatty, J. F., Samuelson, S. S., & Abril, P. (2018). <i>Essentials of Business Law</i>. Cengage Learning.</p> <p>Cheema, K. M. (2017). <i>Business laws</i>. Syed Mobin Mahmud & Co.</p> <p>Clarkson, K. W., & Miller, R. L. (2020). <i>Business law: Text and cases</i>. Cengage Learning.</p> <p>Miller, R. L. (2016). <i>Business Law Today, Comprehensive</i>. Cengage learning.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Cost Accounting – II
Course Code	ACC-202
Semester	V
Credit Hours	3
Prerequisite	Cost Accounting-I
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Determine per unit cost of the products and services 2. Generate such useful financial and non-financial information that can be used by the management to plan, measure and control the performance.
Contents	<p>Unit-1 Review of Cost Accounting-I</p> <ol style="list-style-type: none"> 1.1 Basic concepts of cost accounting 1.2 Objectives of cost accounting 1.3 Differences between financial accounting & cost accounting <p>Unit-2 Cost Classification</p> <ol style="list-style-type: none"> 2.1 Classification from decision making point of view 2.2 Other Classification <p>Unit-3 Marginal and Absorption Costing</p> <ol style="list-style-type: none"> 3.1 Difference between marginal and absorption costing 3.2 Preparing income statement under both costing 3.3 Reconciling profit of marginal costing with absorption costing <p>Unit-4 Process Costing</p> <ol style="list-style-type: none"> 4.1 What is process costing? 4.2 How process costing is different from job costing? 4.3 Features of process costing 4.4 Situations where process costing can be employed 4.5 Concepts of normal & abnormal losses and abnormal gain 4.6 Concept of equivalent production 4.7 Apportioning process costs among work-in-process, output, and abnormal loss units 4.8 Preparing cost of production report under different situations

Unit-5	Job Costing
5.1	What is job costing?
5.2	Situations where job costing can be used
5.3	What is a job cost card?
5.4	Preparing a job card and job account
Unit-6	Batch Costing
6.1	What is batch costing?
6.2	Situations where batch costing can be used
6.3	Calculating cost for a batch and a unit in the batch
Unit-7	Service Costing
7.1	What is service costing?
7.2	Situations where service costing can be used
7.3	Specific characteristics of services
7.4	Problems with service costing
7.5	Calculating cost for a service organization/department
Unit-8	Joint Products and By Products
8.1	What are joint products?
8.2	What are by products?
8.3	Joint processing costs
8.4	Split-off point
8.5	Problems with joint products
8.6	Methods to apportion joint cost between joint products
8.7	Accounting for by products
Unit-9	Budgeting
9.1	What are budgets and forecasts?
9.2	What are the objectives of preparing a budget?
9.3	Budget period
9.4	Budget manual
9.5	Budget committee
9.6	Responsibility of preparing budgets
9.7	Principal budget factor
9.8	Types of budget
9.8.1	Functional and master budget
9.8.2	Zero-based and incremental budget
9.8.3	Fixed and flexible budget
Unit-10	Standard Costing
10.1	What is standard cost?
10.2	What is standard costing process?
10.3	What is a standard cost card?
10.4	How standard cost card is prepared?
10.5	Types of performance standards
10.5.1	Ideal standards
10.5.2	Attainable standards
10.5.3	Current standards
10.5.4	Basic standards
Unit-11	Variance Analysis

	<p>11.1 What is meant by a variance?</p> <p>11.2 Favorable and adverse variances</p> <p>11.3 Material price & usage variance</p> <p>11.4 Labour rate and efficiency variance</p> <p>11.5 Variable overheads expenditure and efficiency variance</p> <p>11.6 Fixed overheads expenditure and volume variance</p> <p>11.7 Fixed overheads capacity and efficiency variance</p> <p>11.8 Sales price and sales volume variance</p> <p>11.9 Preparing operating statement</p>
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, presentation, attendance and quiz
Suggested Readings	<p>BPP Learning Media. (2016). <i>ACCA: Management accounting practice and revision kit (FMA/F2)</i>. Huazhong University of Science and Technology Press.</p> <p>Datar, S. M., & Rajan, M. (2018). <i>Hornsgren's cost accounting: A managerial emphasis</i>. Pearson.</p> <p>Drury, C. M. (2013). <i>Management and cost accounting</i>. Springer.</p> <p>Hornsgren, C. T. (2009). <i>Cost accounting: A managerial emphasis</i> (13th ed.). Pearson.</p> <p>Hornsgren, C. T., Datar, S. M., & Rajan, M. V. (2012). <i>Cost accounting: A managerial emphasis</i>. Pearson Education.</p> <p>Matz, A., & Usry, M. F. (2004). <i>Cost accounting: Planning and control</i>. South-Western Publishing Company.</p> <p>Usry, M. F., Hammer, L. H., & Carter, W. K. (1991). <i>Cost accounting: Planning and control</i>. South-Western Publishing Company.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Human Psychology
Course Code	PSY-111
Semester	V
Credit Hours	3
Prerequisite	-

Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Know human psychology 2. Understand emotion, perceptions of human being, conditioning, and human memory. 3. Know individual differences of human being 4. Understand development and social psychology 5. Understand basic concept of abnormal and applied psychology
Contents	<p>Unit- 1 Introduction</p> <ol style="list-style-type: none"> 1.1 What is Psychology? 1.2 Human Psychology <ol style="list-style-type: none"> 1.2.1 Perception 1.2.2 Emotion 1.2.3 Conditioning 1.2.4 Memory and Learning <p>Unit-2 Individual Differences</p> <ol style="list-style-type: none"> 2.1 Intelligence 2.2 Personality 2.3 Heredity and Environment <p>Unit-3 Development and Social Psychology</p> <ol style="list-style-type: none"> 1.1 Development Psychology 1.2 Interpersonal Process 1.3 Group Process 1.4 Attitude <p>Unit-4 Abnormal and applied psychology</p> <ol style="list-style-type: none"> 1.1 Abnormal Behavior and its types 1.2 Theories of Abnormal Behavior 1.3 Treatments <ol style="list-style-type: none"> 1.3.1 Physical 4.3.2 Counselling
Teaching & Learning Strategies	<p>A combination of lecturing, computer lab, 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.</p>
Assignment	<p>Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)</p>
Suggested Readings	<p>Dolinski, D. (2018). Is psychology still a science of behaviour?. <i>Social Psychological Bulletin</i>, 13(2), 1-14.</p> <p>Eysenck, H. J., Wilson, G.D. (2017) <i>A textbook of human psychology</i>. MTP.</p> <p>Giorgi, A. (2020). <i>Psychology as a human science: A phenomenological based approach</i>. University Professors Press.</p> <p>Valsiner, J., Chaudhary, N., & Benetka, G. (2017). <i>From methodology to methods in human psychology</i>. Springer International Publishing.</p> <p>You, Y. (2019). New orientation of study on economic psychology and behaviour. <i>Translational neuroscience</i>, 10(1), 87-92.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Pakistan Studies
Course Code	PST-111
Semester	V
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 6. Know Pre Pakistan movements 7. Understand challenges faced by new born Pakistan 8. Know land and people of Pakistan 9. Understand historical and political perspectives of Pakistan 10. Understand constitutions of Pakistan 11. Know foreign policy and relation with neighbor countries of Pakistan
Contents	<p>Unit-1 Pre Pakistan-Movements</p> <ol style="list-style-type: none"> 1.1 Historical and ideological perspective 1.2 Muslim revivalist movements in India the “Two Nation Theory”. 1.3 Movements from Sir Syed Ahmed Khan to Allama Iqbal 1.4 Quaid-e-Azam Muhammad Ali Jinnah and the Struggle for Pakistan. <p>Unit-2 Challenges of New Born Pakistan</p> <ol style="list-style-type: none"> 2.1 Political challenges 2.2 Social challenges 2.1 Economic challenges 2.2 Rehabilitation challenges <p>Unit-3 Land and People of Pakistan</p> <ol style="list-style-type: none"> 11.1 Physical features and geo-strategic location of Pakistan 11.2 Regional dimensions 11.3 Culture and traditions of Pakistan <p>Unit-4 History and politics of Pakistan (1947-2020)</p> <ol style="list-style-type: none"> 4.1 Early parliamentary phase 4.2 Ayub and Yahya’s Era 4.3 Democratic Era (1971-1977) 4.4 Separation of Eastern Pakistan – Causes 4.5 Zia Era (1977-88) 4.6 Afghan Jihad 4.7 Contemporary Pakistan

	<p>Unit-5 Constitutions of Pakistan 5.1 The Constitution 1956 5.2 The Constitution 1962 5.3 The Constitution of 1973</p> <p>Unit-6 Foreign Policy and Relations with Neighbor Countries 6.1 India (Particularly Kashmir Issue) 6.2 China 6.3 Iran 6.4 Afghanistan</p> <p>Unit-7 Salient Features of Pakistan 7.1 Economy 7.2 Agriculture and Industry, 7.3 National Resources</p>
Teaching & Learning Strategies	A combination of lecturing, computer lab, 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	Akram, S. (2017). <i>Mutaliya Pakistan</i> . Pak Publisher. Muhammad, Y., & Brett, P. (2015). Beyond binary discourses? Pakistan studies textbooks and representations of cultural, national, and global Identity. <i>IARTEM e-Journal</i> , 7(3), 74-101. Raja, A. H. (2005). <i>Pakistan studies: According to all universities of Islamic republic of Pakistan</i> . Azeem Academy Publisher.

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Tadrees Tarjima Quran
Course Code	HQ-005
Semester	V
Credit Hours	Nil
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Know the basic information about Surah Mariam with translation 2. Understand the Surah Taa Haa with translation 3. Know the basic information about Surah Al Raad with translation 4. Understand the Surah Al Anbiaa with translation

	<p>5. Know the basic information about Surah Al Muminoon with translation</p> <p>6. Understand the Surah Al Noor with translation</p> <p>7. Know the basic information about Surah Al Furkan with translation</p>
Contents	<p>Unit-1 Basic Concepts and Tarjama of Surah Mariam</p> <p>1.1 History and Importance of Surah Mariam</p> <p>1.2 Translation of Surah Mariam</p> <p>Unit-2 Basic Concepts of Surah Taa Haa</p> <p>2.1 History and Importance of Surah Taa Haa</p> <p>2.2 Translation of Surah Taa Haa</p> <p>Unit-3 Basic Concepts of Surah Al Raad</p> <p>3.1 History and Importance of Surah Al Raad</p> <p>3.2 Translation of Surah Al Raad</p> <p>Unit-4 Basic Concepts of Surah Al Anbiaa</p> <p>4.1 History and Importance of Surah Al Anbiaa</p> <p>4.2 Translation of Surah Al Anbiaa</p> <p>Unit-5 Basic Concepts and Tarjama of Surah Al Muminoon</p> <p>5.1 History and Importance of Surah Al Muminoon</p> <p>5.2 Translation of Surah Al Muminoon</p> <p>Unit-6 Basic Concepts of Surah Al Noor</p> <p>6.1 History and Importance of Surah Al Noor</p> <p>6.2 Translation of Surah Al Noor</p> <p>Unit-7 Basic Concepts of Surah Al Furkan</p> <p>7.1 History and Importance of Surah Al Furkan</p> <p>7.2 Translation of Surah Al Furkan</p>
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, presentation and Quiz (No marks)
Suggested Readings	<p>Abu Tahir, Z. A. (2007). <i>Terjama Jamia Teramzi</i>. Darussalam.</p> <p>Ali, A. Y. (1975). <i>The Glorious Quran: translation and commentary</i>. eduright4all.</p> <p>Eisa, M. (2017). <i>Jami at tirmidhi</i>. Darussalam.</p> <p>Mododi, A. A. (1986). <i>Tafheem ul Quran</i>. Adara Terjaman un-Quran.</p> <p>Muhsin, M. K. (). The translation of the meaning of Sahih Al-Bukhari. Darussalam.</p> <p>Shafi, M. (2019). <i>Maraf ul Quran</i>. Adara Almaraf.</p> <p>Taqi-Ud-Din, M. (2000). <i>The Noble Quran</i>. Darussalam.</p>

Assessment and Examinations

No assessment and examination as per notification No. D/330/Acad. Dated 05-01-2021, Punjab University, Lahore.

Name of the course	Business Ethics
Course Code	MGMT-303
Semester	VI
Credit Hours	3

Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the business ethics 2. Know different ethical theories 3. Recognize the value of ethics in business 4. Understand philosophical background of business ethics 5. Practice in business according to defined ethics
Contents	<p>Unit- 1 Introduction</p> <ol style="list-style-type: none"> 1.1 The Nature of Business 1.2 The Importance of Ethics 1.3 The Businessman's Myths about Business Ethics 1.4 The Relationship Between Ethics and Business 1.5 Moral Reasoning in Business 1.6 The Morality of Profit-Motive. 1.7 Business Ethics Defined <p>Unit- 2 The Philosophical Background of Business Ethics</p> <ol style="list-style-type: none"> 2.1 Ethics and Philosophy 2.2 Ethics and Morality 2.3 Ethics as a Normative Science 2.4 The Problem of Ethical Relativism and Situation Ethics 2.5 Deontological vs. Teleological Approaches to Ethical Evaluation of the Human Conduct 2.6 The Moral Sense in Us 2.7 Two Ethical Systems <p>Unit- 3 The Different Normative Ethical Theories Commonly Used in Business Decision-Making</p> <ol style="list-style-type: none"> 3.1 The Norms of Morality according to Scholastic Philosophy 3.2 The Kantian Ethics 3.3 The Machiavellian Principle 3.4 Utilitarianism of Jeremy Bentham and John Stuart Mill 3.5 The Moral Positivism of Thomas Hobbes 3.6 Divine Command Ethics. 3.7 Ethical Egoism of Ayn Rila. 3.8 Virtue this 3.9 The Concepts of Good and Evil in Epicureanist and Hedonist Philosophies 3.10 The Pragmatism of Peirce, James, and Dewey <p>Unit- 4 Ethical Issues and Problems in Business and the Corporate World</p> <ol style="list-style-type: none"> 4.1 Harassment 4.2 The Problem of Just Wage 4.3 Gift Giving and Bribery
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	Abend, G. (2016). <i>The moral background: An inquiry into the history of business ethics</i> (Vol. 60). Princeton University Press. Barry, N. (2016). <i>Business ethics</i> . Springer. Moriarty, J. (2019). <i>Business ethics</i> . Oxford University Press. Shaw, W. H. (2016). <i>Business ethics: A textbook with cases</i> . Nelson Education. Trevino, L. K., & Nelson, K. A. (2016). <i>Managing business ethics: Straight talk about how to do it right</i> . John Wiley & Sons.

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Business Statistics-II
Course Code	BSTAT-102
Semester	VI
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: 1. Understand statistics and data handling in statistic 2. Understand presenting data in statistics. 3. Understand the basic statistics techniques
Contents	<p>Unit-1 Introduction to Statistics & Data Collection</p> <p>1.1 Understanding data types and summarizing as well 1.2 Types of variables: quantitative, categorical, nominal, ordinal & Exercises</p> <p>Unit-2 Presenting Data in Tables and Charts</p> <p>2.1 Tables and graphs for categorical variables 2.2 Summary table, bar charts, pie charts, pareto chart, exercises, table and graph for bi-variate categorical variables, exercises 2.3 Organizing numerical data 2.4 Ordered array, stem n leaf display, Exercises</p> <p>Unit-3 Table and Charts for Numerical Data</p> <p>3.1 The Frequency Distribution, relative frequency distribution and percentage distribution, cumulative distribution, histograms, polygon, cumulative percentage polygon. 3.2 Table and graph for bi-variate numerical variables. 3.3 Contingency table, scatter plots and time series plot.</p>

	3.4 Measures of central tendency 3.5 Numerical descriptive measure for population 3.6 Quartiles and box plots 3.7 Covariance and coefficient of correlation 3.8 Basic probability concepts 3.9 Discrete Probability Distribution 3.10 Variance and standard deviation
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	Chaudhry, S.M., & Kamal, S. (2010) <i>Introduction to statistical theory</i> (Part I). Ilmi Kitab Khana. Keller, G. (2015). <i>Statistics for management and economics: Abbreviated</i> . Cengage Learning. Spiegel, M. R., & Stephens, L.J. (1984) <i>Statistics</i> . McGraw Hill Book Company. Thomas, G. B., Weir, M. D., Hass, J., Giordano, F. R., & Korkmaz, R. (2010). <i>Thomas' calculus</i> . Pearson. Walpole, R. E. (1981). <i>Introduction to statistics</i> (2 nd ed.). Little Brown & Company

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Taxation Management
Course Code	MGMT-302
Semester	VI
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: 1. Explain the federal taxes in Pakistan. 2. Understand element of a tax system, authorities and their limits. 3. Deal with the situation in the field of tax.
Contents	Unit-1 Income tax 1.1 Introduction 1.2 Categories of revenue

	<p>1.3 Features of a good tax system</p> <p>1.4 Nature of tax</p> <p>1.5 Scope of Income Tax Law</p> <p>1.6 Definition & terminology</p> <p>1.7 Income Tax Authorities - Powers & Functions</p> <p>1.8 Scope of Tax</p> <p>1.9 Exemption & concessions</p> <p>Unit-2 Assessment</p> <p>2.1 Salaried individuals, Non salaries persons, AOP & Company</p> <p>2.2 Salary, Provident Fund, Income from business, Income from property</p> <p>2.3 Assets and depreciation</p> <p>2.4 Methods of accounting</p> <p>2.5 Income from other sources</p> <p>2.6 Capital gains</p> <p>2.7 Tax credits</p> <p>2.8 Set off and carry forward losses</p> <p>Unit-3 Payment of tax</p> <p>3.1 Assessment procedure</p> <p>3.2 Offences and penalties</p> <p>3.3 Tax refunds</p> <p>3.4 Appeals and revisions</p> <p>3.4 CVT</p> <p>Unit-4 Sales Tax</p> <p>4.1 Introduction</p> <p>4.2 Sales tax authorities</p> <p>4.3 Scope</p> <p>4.4 Registration</p> <p>4.5 Record and books</p> <p>4.6 Returns</p> <p>4.7 Offences and penalties</p> <p>4.8 refunds and recoveries</p> <p>4.9 sales tax calculations</p> <p>Unit-5 Federal excise duty</p> <p>5.1 Introduction</p> <p>5.2 Levy and collection</p> <p>5.3 Appeals and revisions</p> <p>Unit-6 Custom duty</p> <p>6.1 Definition</p> <p>6.2 Scope</p> <p>6.3 Warehousing</p> <p>6.4 Drawbacks</p> <p>6.5 Appeals and revisions</p>
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	Hussain, M. M (2019). <i>Synopsis of taxes in Pakistan</i> (36 th ed.). Iqbal Brothers Publications. Mughal, M. M. (2018). <i>Income tax principles and practice</i> . Syed Mobin & Co. Mughal, M. M. (2018). <i>Sale tax</i> . Syed Mobin & Co. Qureshi, S. A. (2012). <i>Income tax ordinance 2001: Updated & amended to date</i> . Mansoor Books. Sales Tax Advisory Services. (2003). <i>Sales tax Act 1990</i> (updated & amended to date). Sales Tax Advisory Services. The Parliament of Pakistan. (2005). <i>The federal excise Act 2005: Updated & amended to date</i> . Federal Board Revenue. www.fbr.gov.pk Federal Board of Revenue. (2006). <i>The customs act 1969: Updated & amended to date</i> . Nadeem Law Books House. www.fbr.gov.pk

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Organizational Behaviour
Course Code	MGMT-202
Semester	VI
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Explain the organization and different organization behavior. 2. Understand element of Individual behavior, value of individual process in organization. 3. Deal with the situation in the field of organization. 4. Know the interpersonal process of an organization. 5. Understand the different types of organizations, its process and characteristics.
Contents	Unit- 1 Introduction to Organizational Behavior 1.2 An overview of Organizational Behavior 1.2 The Changing Environment of Organizations Unit -2 Individual Processes in Organizations 2.3 Foundations of Individual Behavior

	<p>2.4 Motivation in Organization</p> <p>2.5 Motivating Employee Performance through Work</p> <p>2.6 Motivating Employee Performance through Rewards</p> <p>2.7 Managing Stress and the Work-life Balance</p> <p>2.8 Decision Making and Problem Solving</p> <p>Unit-3 Interpersonal Processes in Organization</p> <p>3.1 Foundations of Interpersonal and Group Behavior</p> <p>3.2 Using Teams in Organization</p> <p>3.3 Communication in Organization</p> <p>3.4 Traditional Models for Understanding leadership</p> <p>3.5 Contemporary Views of Leadership in Organizations</p> <p>3.6 Power, Politics, and Organizational Justice</p> <p>3.7 Conflict and Negotiation in Organizations</p> <p>Unit-4 Organizational Processes and Characteristics</p> <p>4.16 Foundations of Organization Structure</p> <p>4.17 Organization Design</p> <p>4.18 Organization Culture</p> <p>4.19 Organization Change and Development</p>
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>McShane, S., & Glinow, M. A. V. (2017). <i>Organizational behavior</i>. McGraw-Hill Education.</p> <p>Moor Head, G., & Griffin, R.W. (2017). <i>Organizational behavior</i>. Biztantra.</p> <p>Robbins, S. P., & Judge, T. A. (2019). <i>Organizational behavior</i>. Pearson.</p>

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Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Tadrees Tarjima Quran
Course Code	HQ-006
Semester	VI
Credit Hours	1
Prerequisite	-

Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Know the basic information about Surah Al Shuraha with translation 2. Understand the Surah Al Namal with translation 3. Know the basic information about Surah Al Qasas with translation 4. Understand the Surah Al Ankaboot with translation 5. Know the basic information about Surah Al Room with translation 6. Understand the Surah Luqman with translation 7. Know the basic information about Surah Al Sajdah with translation 8. Know the basic information about Surah Al Ahzab with translation 9. Understand the Surah Saba with translation 10. Know the basic information about Surah Faatir with translation 11. Understand the Surah Yaa Seen with translation 12. Know the basic information about Surah Al Saafaat with translation 13. Understand the Surah Saad with translation
Contents	<p>Unit-1 Basic Concepts and Tarjama of Surah Al Shuraha 1.1 History and Importance of Surah Al Shuraha 1.2 Translation of Surah Al Shuraha</p> <p>Unit-2 Basic Concepts of Surah Al Namal 2.1 History and Importance of Surah Al Namal 2.2 Translation of Surah Al Namal</p> <p>Unit-3 Basic Concepts of Surah Al Qasas 3.1 History and Importance of Surah Al Qasas 3.2 Translation of Surah Al Qasas</p> <p>Unit-4 Basic Concepts of Surah Al Ankaboot 4.1 History and Importance of Surah Al Ankaboot 4.2 Translation of Surah Al Ankaboot</p> <p>Unit-5 Basic Concepts and Tarjama of Surah Al Room 5.1 History and Importance of Surah Al Room 5.2 Translation of Surah Al Room</p> <p>Unit-6 Basic Concepts of Surah Luqman 6.1 History and Importance of Surah Luqman 6.2 Translation of Surah Luqman</p> <p>Unit-7 Basic Concepts of Surah Al Sajdah 7.1 History and Importance of Surah Al Sajdah 7.2 Translation of Surah Al Sajdah</p> <p>Unit-8 Basic Concepts of Surah Al Ahzab 8.1 History and Importance of Surah Al Ahzab 8.2 Translation of Surah Al Ahzab</p> <p>Unit-9 Basic Concepts of Surah Saba 9.1 History and Importance of Surah Saba 9.2 Translation of Surah Saba</p> <p>Unit-10 Basic Concepts and Tarjama of Surah Faatir 10.1 History and Importance of Surah Faatir 10.2 Translation of Surah Faatir</p> <p>Unit-11 Basic Concepts of Surah Yaa Seen 11.1 History and Importance of Surah Yaa Seen 11.2 Translation of Surah Yaa Seen</p> <p>Unit-12 Basic Concepts of Surah Al Saafaat</p>

	12.1 History and Importance of Surah Al Saafaat 12.2 Translation of Surah Al Saafaat Unit-13 Basic Concepts of Surah Saad 13.1 History and Importance of Surah Saad 13.2 Translation of Surah Al Saad
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, presentation and Quiz (No marks)
Suggested Readings	Abu Tahir, Z. A. (2007). <i>Terjama Jamia Teramzi</i> . Darussalam. Ali, A. Y. (1975). <i>The Glorious Quran: translation and commentary</i> . eduright4all. Eisa, M. (2017). <i>Jami at tirmidhi</i> . Darussalam. Mododi, A. A. (1986). <i>Tafheem ul Quran</i> . Adara Terjaman un-Quran. Muhsin, M. K. (). The translation of the meaning of Sahih Al-Bukhari. Darussalam. Shafi, M. (2019). <i>Maraf ul Quran</i> . Adara Almaraf. Taqi-Ud-Din, M. (2000). <i>The Noble Quran</i> . Darussalam.

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Business Research & Report Writing
Course Code	BUS-301
Semester	VII
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Develop the ability to convert their managerial/administrative concerns into research problem in a clear, objective, and pragmatic manner; and 2. Prepare a road map or a blueprint of the research (Research Report). 3. Make an appropriate use of various research methodologies and tools learnt in this course
Contents	Unit-1 The Research Process <ol style="list-style-type: none"> 1.1 Research defined. Scientific method of research (Main Characteristics) 1.2 Theory and Research; relationship between theory and research

		1.3	The steps in research process: An overview
		1.4	Classification of research
	Unit-2		Review of Literature
		2.1	Elements of a good literature review
		2.2	Major approaches to literature review
		2.3	Sources of literature
		2.4	Writing the literature review
		2.5	Ethical issues in borrowing ideas, and material
		2.6	Plagiarism
	Unit-3		Theoretical Framework
		3.1	Concepts, variables, and relationship between variables
		3.2	Building of Propositions
		3.3	Hypothesis: types and characteristics of hypotheses
	Unit-4		Measurement of Concepts
		4.1	Theoretical and operational definitions; Dimensions, elements
		4.2	Criteria for good measurement: Validity, reliability, sensitivity
	Unit-5		Qualitative Research
		5.1	Introduction to qualitative research.
		5.2	Theoretical position underlying qualitative research; Ethnography; Feminism and Gender Studies
		5.3	Research Process in qualitative research
		5.4	Research strategies: Case study, Ethnography, Participant observation, Phenomenology, Ethnomethodology, Grounded theory, Biographical method, Historical method
	Unit-6		Research Design
		6.1	Elements of research design
		6.2	Survey research
		6.3	Tools of data collection: quantitative research tools (Interview schedule, questionnaire, interview guide), qualitative research tools (interviews, focus group discussions, observations)
		6.4	Sampling
	Unit-7		Data Analysis
		7.1	Data handling: Dealing with data, coding, data entries in computer, cleaning.
		7.2	Data transformation: scoring and score index.
		7.3	Use of descriptive statistics.
		7.4	Interpreting the data and testing the Hypothesis
		7.5	Content analysis
	Unit-8		Report Writing Form
		8.1	Thesis, report for funded research
		8.2	Referencing: different formats. Citations

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	Flick, U. (2018). <i>An introduction to qualitative research</i> . Sage Publications Limited. Hesse-Biber, S. N., & Leavy, P. (2010). <i>The practice of qualitative research</i> . Sage. Sekaran, U. (2018). <i>Research methods for business</i> (7 th ed.). John Wiley & Sons. Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). <i>Business research methods</i> (8 th ed.). Cengage Learning.

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Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Strategic Management
Course Code	MGMT-408
Semester	VII
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> Analyze and evaluate, both qualitatively and quantitatively, the performance of people responsible for strategic decisions. Understand the present and future environment in which corporations must function. Develop analytical and decision-making skills for dealing with complex conceptual problems in an ethical manner. Demonstrate the functions of strategic management.
Contents	<p>Unit-1 An Overview</p> <ol style="list-style-type: none"> Strategic management: Definition and process Key terms in Strategic Management The nature of strategic decisions. The strategy managers: the role and tasks. Strategic planning and its benefits and pitfalls <p>Unit-2 Strategy Formulation</p> <ol style="list-style-type: none"> Vision and Mission

	2.2	The business vision & mission
	2.3	Importance of vision and mission
	2.4	Components of mission statement
	2.5	Writing and evaluating mission statement
Unit-3		Strategy Formulation: External & Internal Assessment
	3.1	Operating environment scanning
	3.2	Structural analysis of competitive forces
	3.3	The structure and performance of the industry as a whole
	3.4	The structure and performance of individual competitors
	3.5	Company situation analysis
	3.6	Financial diagnosis
	3.7	Other functional areas diagnosis
	3.8	Existing strategies audit
	3.9	SWOT analysis
Unit-4		Strategies in Action
	4.1	Long-term Objectives
	4.2	Types of Strategies
	4.3	Integration Strategies
	4.4	Intensive Strategies
	4.5	Diversification Strategies
	4.6	Defensive Strategies
	4.7	Michael Porter's Generic Strategies
	4.8	Means for achieving Strategies
	4.9	Strategic Management in non-profit and Government Organization
	4.10	Strategic Management in small firms
Unit-5		Strategy Formulation: Organizational Process
	5.1	The strategy-making hierarchy
	5.2	Corporate strategy
	5.3	Line of business strategies
	5.4	Functional strategies
	5.5	Operating strategies
	5.6	The factors shaping strategy
	5.7	Strategy and ethics
	5.8	The basic strategy-making approaches.
Unit-6		Strategy Analysis and Choice
	6.1	A comprehensive strategy formulation framework
	6.2	The input stage
	6.3	The matching stage
	6.4	SWOT Matrix
	6.5	Space Matrix
	6.6	BCG Matrix
	6.7	IE Matrix
	6.8	The Grand Strategy Matrix
	6.9	The decision
	6.10	QSPM Matrix

	<p>6.11 Strategy choice criteria</p> <p>6.12 Consistency tests</p> <p>6.13 Clarity of goals</p> <p>6.14 Appropriate timing</p> <p>6.15 Flexibility</p> <p>6.16 Management commitment</p> <p>6.17 The politics of strategy choice</p> <p>Unit-7 Strategy Implementation</p> <p>7.1 Analyzing strategy-change</p> <p>7.2 Analyzing organizational structure</p> <p>7.3 Analyzing organizing culture</p> <p>Unit-8 Strategies Evaluation</p> <p>8.1 Evaluation Framework</p> <p>8.2 Characteristics of an effective evaluation system</p> <p>8.3 Contingency planning</p> <p>8.4 Auditing</p> <p>8.5 21st century challenges in Strategic Management</p> <p>Unit-9 Strategic Control</p> <p>9.1 The strategic control process</p> <p>9.2 The management information system (MIS) and strategic control</p> <p>9.3 Top management & strategic control</p> <p>Unit-10 A Case Analysis Framework</p> <p>10.1 Diagnosis and record of the current situation</p> <p>10.2 Identification and record of the strategic issues and key problems</p> <p>10.3 Formulation and evaluation of alternative course of actions</p> <p>10.4 Selection of an action plan and set of recommendation</p> <p>10.5 How to avoid pitfalls in case analysis</p> <p>10.6 Communication of case analysis</p> <p>10.7 The written report</p> <p>10.8 The oral presentation and discussion</p>
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>Campbell, D., Edgar, D., & Stonehouse, G. (2011). <i>Business strategy: an introduction</i>. Macmillan International Higher Education.</p> <p>David, F. R., & David, F. R. (2018). <i>Strategic management concepts and cases: A competitive advantage approach</i> (16th ed.). Pearson.</p> <p>Gamble, J., Thompson, A. A., & Peteraf, M. (2010). <i>Essentials of strategic management</i>. McGraw-Hill Publishing.</p> <p>Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2012). <i>Strategic management cases: Competitiveness and globalization</i> (9th ed.). Cengage Learning.</p>

	<p>Jenkins, W., & Williamson, D. (2015). <i>Strategic management and business analysis</i>. Routledge.</p> <p>Peter, J. P., & Certo, S. C. (1988). <i>Strategic management: Concepts and applications</i>. McGraw-Hill.</p> <p>Scholes, K., & Johnson, G. (Eds.). (2001). <i>Exploring public sector strategy</i>. Pearson Education.</p>
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Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Data Base Management Systems (DBMS)
Course Code	COMP-311
Semester	VII
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On successful completion of this course, students are expected to have knowledge about:</p> <ol style="list-style-type: none"> 1. Basic concepts about data, information, database management systems, functions and important. 2. Organizational, business, and strategic issues related with IT/IS Management. 3. Analyzing and evaluate the database management systems and practices and future potential.
Contents	<p>Unit- 1 Introduction</p> <ol style="list-style-type: none"> 1.1 Concept of System 1.2 Information System and its classification 1.3 Database Systems and its Components <p>Unit-2 Database Concept</p> <ol style="list-style-type: none"> 3.1 Introduction 3.2 Data, Information and metadata 3.3 File terminology 3.4 Association between Fields 3.5 Association between Files and its types 3.6 File Organization <p>Unit-3 Data Structure</p> <ol style="list-style-type: none"> 3.1 Introduction 3.2 Location Methods 3.3 Types of Pointers 3.4 Inter record Data Structure <p>Unit- 4 Data Model</p>

	1.4 Introduction 1.5 Classification of Data Model 1.6 Entity relationship Model Unit- 5 Database Design 1.1 Introduction 1.2 Steps of Database Design 1.3 Normalization 1.4 Case Problem 1.5 Data Volume and Usage Analysis Unit- 6 Database Design Implementation 1.1 Introduction 1.2 Implementation design 1.3 Guidelines for Mapping 1.4 Program Design Guidelines
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	Gupta, S. B.,Mittal, A.(2017). <i>Introduction to database management systems</i> . University Science Press. Kahate, A. (2009). <i>Introduction to database management systems</i> . Pearson. Panneerselvam, R. (2018). <i>Database management system</i> (3 rd ed.). PHI Learning. Zhang, M., Martin, P., Powley, W., & Chen, J. (2017). Workload management in database management systems: A taxonomy. <i>IEEE Transactions on Knowledge and Data Engineering</i> , 30(7), 1386-1402.

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Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Entrepreneurship
Course Code	ENT-101
Semester	VII
Credit Hours	3
Prerequisite	-

Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand entrepreneurship concept as a whole. 2. Make the relation of entrepreneurship with economy 3. Explain the role and importance of the small and medium sized enterprises in the economy. 4. Explains the characteristics of small and medium sized enterprises. 5. Understands the sections of business plan. 6. Analyze the future and success of the entrepreneurial process.
Contents	<p>Unit-1 Entrepreneurship: An Evolving Concept</p> <ol style="list-style-type: none"> 1.1 Entrepreneurship–A perspective 1.2 Emerging Trends: The Internet and E-Commerce 1.3 Entrepreneurial Opportunities 1.4 The evolution of Entrepreneurship 1.5 The myths & approaches to entrepreneurship <p>Unit-2 Understanding Strategic Issues in Business Plan Development</p> <ol style="list-style-type: none"> 2.1 Comparative analysis entrepreneurship in other countries 2.2 Strategic Objectives 2.3 Competitor Analysis 2.4 STP Strategies 2.5 Marketing Mix Strategies <p>Unit-3 Understanding the Entrepreneurial Perspective in Individuals</p> <ol style="list-style-type: none"> 3.1 The Entrepreneurial Perspective 3.2 The Dark Side of Entrepreneurship 3.3 Entrepreneurial Motivation 3.4 Entrepreneurial Perspective in Organizations 3.5 Corporate Entrepreneurship 3.6 Social Entrepreneurship and the Ethical Challenges of Entrepreneurship <p>Unit-4 Innovation: The Creative Pursuit of Ideas</p> <ol style="list-style-type: none"> 4.1 Opportunity Identification: The search for New Ideas 4.2 Entrepreneurial Imagination and Creativity 4.3 The role of Creative Thinking 4.4 Arenas in Which People Are Creative 4.5 Innovation and the Entrepreneur 4.6 The Innovation Process <p>Unit-5 Pathways to Entrepreneurial Ventures</p> <ol style="list-style-type: none"> 5.1 The Pathways to New Ventures for Entrepreneurs 5.2 Creating New Ventures 5.3 Acquiring an Established Entrepreneurial Venture 5.4 Franchising: The Hybrid <p>Unit-6 Legal Challenges for Entrepreneurial Ventures</p> <ol style="list-style-type: none"> 6.1 Legal Challenges for the Entrepreneurial Venture 6.2 Intellectual Property Protection: Patents, Copyrights, and Trademarks

	6.3	Identifying Legal Structures for Entrepreneurial Ventures
	6.4	Sole Proprietorships
	6.5	Partnerships
	6.6	Corporations
	6.7	Specific Forms of Partnerships and Corporations
	6.8	Understanding Bankruptcy
Unit-7		Sources of Capital for Entrepreneurial Ventures
	7.1	The Entrepreneur's Search for Capital
	7.2	Debt Versus Equity
	7.3	The Venture Capital Market
	7.4	Informal Risk Capital: "Angel" Financing
Unit-8		Assessment of Entrepreneurial Plan
	8.1	The Challenge of New - Venture Start-Ups
	8.2	Pitfalls in Selecting New Ventures
	8.3	Critical Factors for New-Venture Development
	8.4	Why New Ventures Fail
	8.5	The Evaluation Process
Unit-9		Marketing Challenges for Entrepreneurial Ventures
	9.1	The Marketing Concept for Entrepreneurs
	9.2	Marketing Research
	9.3	Inhibitors to Marketing Research
	9.4	Internet Marketing
	9.5	Developing the Marketing Concept
	9.6	Developing a Marketing Plan
	9.7	Pricing Strategies
Unit-10		Financial Preparation for Entrepreneurial Ventures
	10.1	The Importance of Financial Information for Entrepreneurs
	10.2	Understanding the Key Financial Statements
	10.3	Preparing Financial Budgets
	10.4	Pro Forma Statements
	10.5	Capital Budgeting
	10.6	Break-Even Analysis
	10.7	Ratio Analysis
Unit-11		Developing an Effective Business Plan
	11.1	What is a Business Plan?
	11.2	Pitfalls to Avoid in Planning
	11.3	Benefits of a Business Plan
	11.4	Developing a Well - Conceived Business Plan
	11.5	Elements of a Business Plan
	11.6	Updating the Business Plan
	11.7	Presentation of the Business Plan: The "Pitch"
Unit-12		Strategic Entrepreneurial Growth
	12.1	The Nature of Strategic Planning in Emerging Firms
	12.2	Strategic Planning
	12.3	The Lack of Strategic Planning
	12.4	The Value of Strategic Planning

	<p>12.5 Managing Entrepreneurial Growth</p> <p>12.6 Venture Development Stages</p> <p>12.7 The Entrepreneurial Company in the Twenty-First Century</p> <p>12.8 Building the Adaptive Firm</p> <p>12.9 The Transition from an Entrepreneurial Style to a Managerial Approach</p> <p>12.10 Understanding the Growth Stage</p> <p>12.11 Unique Managerial Concerns of Growing Ventures</p> <p>12.12 The International Environment: Global Opportunities</p> <p>12.13 Achieving Entrepreneurial Leadership in the New Millennium</p> <p>Unit-13 Valuation of Entrepreneurial Ventures</p> <p>13.1 The Importance of Business Valuation</p> <p>13.2 Underlying Issues When Acquiring a Venture</p> <p>13.3 Due Diligence</p> <p>13.4 Analyzing the Business</p> <p>13.5 Establishing a Firm's Value</p> <p>13.6 Term Sheets in Venture Valuation</p> <p>13.7 Additional Factors in the Valuation Process</p> <p>Unit-14 Harvesting the Entrepreneurial Venture</p> <p>14.1 Harvesting the Venture: A Focus on the Future</p> <p>14.2 The Management Succession Strategy</p> <p>14.3 Key Factors in Succession</p>
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>Hisrich, R. D. (1990). Entrepreneurship/intrapreneurship. <i>American psychologist</i>, 45(2), 209.</p> <p>Hisrich, R. D., Manimala, M. J., Peters, M. P., & Shepherd, D. A. (2013). <i>Entrepreneurship</i>. McGraw Hill.</p> <p>Kearney, C., Hisrich, R., & Roche, F. (2008). A conceptual model of public sector corporate entrepreneurship. <i>International Entrepreneurship and Management Journal</i>, 4(3), 295-313.</p> <p>Kuratko, D. F. (2016). <i>Entrepreneurship: Theory, process, and practice</i>. Cengage Learning.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College

3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.
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Name of the course	Tadrees Tarjima Quran
Course Code	HQ-007
Semester	VII
Credit Hours	Nil
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Know the basic information about Surah Al Zumar with translation 2. Understand the Surah Al Ghaafir with translation 3. Know the basic information about Surah Fussilat with translation 4. Understand the Surah Al Shooraa with translation 5. Know the basic information about Surah Al Zukhruf with translation 6. Understand the Surah Al Dukkhan with translation 7. Know the basic information about Surah Al Jaathiyah with translation 8. Know the basic information about Surah Al Ahqaaf with translation 9. Understand the Surah Muhammad with translation 10. Know the basic information about Surah Al Fatah with translation 11. Understand the Surah Hujuraat with translation 12. Know the basic information about Surah qaaf with translation
Contents	<p>Unit-1 Basic Concepts and Tarjama of Surah Al Zumar</p> <ol style="list-style-type: none"> 1.1 History and Importance of Surah Al Zumar 1.2 Translation of Surah Al Zumar <p>Unit-2 Basic Concepts of Surah Al Ghaafir</p> <ol style="list-style-type: none"> 2.1 History and Importance of Surah Al Ghaafir 2.2 Translation of Surah Al Ghaafir <p>Unit-3 Basic Concepts of Surah Fussilat</p> <ol style="list-style-type: none"> 3.1 History and Importance of Surah Fussilat 3.2 Translation of Surah Fussilat <p>Unit-4 Basic Concepts of Surah Al Shooraa</p> <ol style="list-style-type: none"> 4.1 History and Importance of Surah Al Shooraa 4.2 Translation of Surah Al Shooraa <p>Unit-5 Basic Concepts and Tarjama of Surah Al Zukhruf</p> <ol style="list-style-type: none"> 5.1 History and Importance of Surah Al Zukhruf 5.2 Translation of Surah Al Zukhruf <p>Unit-6 Basic Concepts of Surah Al Dukkhan</p> <ol style="list-style-type: none"> 6.1 History and Importance of Surah Al Dukkhan 6.2 Translation of Surah Al Dukkhan <p>Unit-7 Basic Concepts of Surah Al Jaathiyah</p> <ol style="list-style-type: none"> 7.1 History and Importance of Surah Al Jaathiyah 7.2 Translation of Surah Al Jaathiyah <p>Unit-8 Basic Concepts of Surah Al Ahqaaf</p> <ol style="list-style-type: none"> 8.1 History and Importance of Surah Al Ahqaaf 8.2 Translation of Surah Al Ahqaaf <p>Unit-9 Basic Concepts of Surah Muhammad</p> <ol style="list-style-type: none"> 9.1 History and Importance of Surah Muhammad

	<p>9.2 Translation of Surah Muhammad</p> <p>Unit-10 Basic Concepts and Tarjama of Surah Al Fatah</p> <p>10.1 History and Importance of Surah Al Fatah</p> <p>10.2 Translation of Surah Al Fatah</p> <p>Unit-11 Basic Concepts of Surah Al Hujuraat</p> <p>11.1 History and Importance of Al Hujuraat</p> <p>11.2 Translation of Surah AL Hujuraat</p> <p>Unit-12 Basic Concepts of Surah Qaaf</p> <p>12.1 History and Importance of Surah Qaaf</p> <p>12.2 Translation of Surah Al Qaaf</p>
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, presentation and Quiz (No marks)
Suggested Readings	<p>Abu Tahir, Z. A. (2007). <i>Terjama Jamia Teramzi</i>. Darussalam.</p> <p>Ali, A. Y. (1975). <i>The Glorious Quran: translation and commentary</i>. eduright4all.</p> <p>Eisa, M. (2017). <i>Jami at tirmidhi</i>. Darussalam.</p> <p>Mododi, A. A. (1986). <i>Tafheem ul Quran</i>. Adara Terjaman un-Quran.</p> <p>Muhsin, M. K. (). The translation of the meaning of Sahih Al-Bukhari. Darussalam.</p> <p>Shafi, M. (2019). <i>Maraf ul Quran</i>. Adara Almaraf.</p> <p>Taqi-Ud-Din, M. (2000). <i>The Noble Quran</i>. Darussalam.</p>

Assessment and Examinations

No assessment and examination as per notification No. D/330/Acad. Dated 05-01-2021, Punjab University, Lahore.

Name of the course	Operation Management
Course Code	MGMT-304
Semester	VIII
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the administration of business practices to create the highest level of efficiency possible within an organization. 2. Build the theoretical ideas of converting materials and labor into goods and services as efficiently as possible to maximize the profit of an organization. <p>Develop theoretical ideas as to how operations management teams attempt to balance costs with revenue to achieve the highest net operating profit possible.</p>
Contents	<p>Unit-1 Introduction</p> <p>1.1 Introduction to operations management</p> <p>1.2 Competitiveness, strategy and productivity</p> <p>Unit-2 Operations Management Models</p>

	<p>2.2 Forecasting</p> <p>2.3 Decision Making</p> <p>2.4 Transportation models</p> <p>2.5 Waiting lines models</p> <p>2.6 Learning curves</p> <p>Unit-3 System Design</p> <p>3.1 Product and Service Design: Reliability</p> <p>3.2 Strategic Capacity Planning for Products and Services: Decision Theory</p> <p>3.3 Process Selection and Facility Layout: Linear Programming</p> <p>3.4 Design of work systems: Learning Curves</p> <p>3.5 Location Planning and Analysis: The Transportation Model</p> <p>Unit-4 Quality</p> <p>4.1 Management of Quality</p> <p>4.2 Quality Control: Acceptance Sampling</p> <p>Unit-5 Inventory Management and Scheduling</p> <p>5.1 Inventory Management</p> <p>5.2 Aggregate Planning</p> <p>5.3 MRP and ERP</p> <p>5.4 JIT and Lean Operations: Maintenance</p> <p>5.5. Scheduling</p> <p>Unit-6 Supply Chain Management</p> <p>6.1 Supply Chain Strategies</p> <p>6.2 Vendor selection, Internet purchasing, Supplier quality and reliability</p> <p>6.3 Benchmarking</p> <p>6.4 Types of Facilities and location analysis techniques</p> <p>6.5 Transportation and distribution system</p> <p>Unit-7 Project Management</p> <p>7.1 Waiting Lines and Simulations</p> <p>Unit-8 Layout Strategy</p> <p>8.1 Basics layouts</p> <p>8.2 Designing process layouts</p> <p>8.3 Designing product layouts</p> <p>8.4 Warehousing and storage layouts</p> <p>8.5 Assembly line balancing</p> <p>8.6 Hybrid layouts</p>
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	Heizer, J., Render, B., & Munson, C. (2008). <i>Operations management</i> . Prentice-Hall.

<p>Heizer, J., Render, B., & Munson, C. (2014). <i>Operations management sustainability and supply chain management</i> (11 ed.). Pearson.</p> <p>Meredith, J. R., & Shafer, S. M. (2002). <i>Operations management for MBAs</i>. John Wiley & Sons. Inc.</p> <p>Russell, R. S., & Taylor, B. W. (2014). <i>Operations and supply chain management</i>. John Wiley & Sons.</p> <p>Stevenson, W. J. (2018). <i>Operations management</i> (12th ed.). McGraw-Hill Education.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Management Information System
Course Code	MGMT-311
Semester	VIII
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>After successful completion of this course, students are expected to have::</p> <ol style="list-style-type: none"> 1. Knowledge about basic concepts about IT/IS systems, functions and important. 2. Understand organizational, business, and strategic issues related with IT/IS Management. 3. Able to analyze and evaluate the IT/IS management practices and future potential.
Contents	<p>Unit-1 Introduction</p> <ol style="list-style-type: none"> 1.1 Management Information System and its Subsystems 1.2 Information Resource Management 1.3 Goals of Information System 1.4 Key Issues and Challenges in MIS <p>Unit-2 System & Models</p> <ol style="list-style-type: none"> 2.1 System 2.2 Components of System 2.3 Environment, Open Vs Specific Models, Levels of Models <p>Unit-3 Models of Organizational System</p> <ol style="list-style-type: none"> 3.1 General Model of Organization 3.2 Strategic Planning Model <p>Unit-4 Management & Decision Making</p> <ol style="list-style-type: none"> 1.7 Management 1.8 Contingency Approach

	<ul style="list-style-type: none"> 1.9 Managerial Decision-Making 1.10 Characteristic of Effective Information 1.11 Types of Decisions, Decision Making Process 1.12 Evaluating Decision Making Process
Unit-5	Roles of Manager, Planning and Control
	2.1 Management Styles
Unit-6	Database Management
	3.1 Over View of Database Management System
	3.2 Concept of File
	3.3 Limitations of File
	3.4 Database Models
	3.5 Database Administrator
	3.6 SQL, Concurrent Access
	3.7 Security, Data Dictionaries
Unit-7	Networking
	4.1 Networks, Exchanging the Information,
	4.2 Types of Network LAN, WAN,
	4.3 Clients/Servers and Peer-to-Peer Networks
	4.4 Networking Topologies
	4.5 Networking Media
	4.6 Networking Protocols
Unit-8	Transaction Processing
	5.1 Transaction Processing System
	5.2 Transaction Processing Cycle
	5.3 Transaction Processing Subsystems
Unit-9	Management Reporting System
	6.1 Types of Reports, Structuring Reports
	6.2 Role of MRS
Unit-10	Decision Support System (DSS)
	10.1 DSS, Goals and Applications
	10.2 Components of DSS
	10.3 DSS Development
	10.4 Group Decision Support System (GDSS)
	10.5 Components, Configuration, Classification and Goals
Unit-11	Executive Information System (EIS)
	11.1 Executive, Executives' Role in Decision-Making
	11.2 Executive Decision-Making Environment
Unit-12	Knowledge Based Systems
	12.1 Artificial Intelligence (AI), AI Applications
	12.2 Need for Expert Systems (ES)
	12.3 Components of ES, Developing ES
	12.4 ES Vs. Conventional Applications
	12.5 Uses and Limitations of ES
Unit-13	Office Information Systems (OIS)
	13.1 Office and Office Systems
	13.2 Types of Office Automation Systems

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>Aldarbesti, H., & Saxena, J. P. (2014). Management information system for education. <i>IOSR Journal of Research & Method in Education</i>, 4(1), 36-44.</p> <p>Berisha-Shaqiri, A. (2014). Management Information System and Decision-Making. <i>Academic Journal of Interdisciplinary Studies</i>, 3(2), 19.</p> <p>Laudon, K. C., & Laudon, J. P. (2015). <i>Management information systems</i> (p. 143). Upper Saddle River: Pearson.</p> <p>Paraforos, D. S., Vassiliadis, V., Kortenbruck, D., Stamkopoulos, K., Ziogas, V., Sapounas, A. A., & Griepentrog, H. W. (2016). A farm management information system using future internet technologies. <i>IFAC-PapersOnLine</i>, 49(16), 324-329.</p> <p>Wang, D., Yang, D., Zhou, H., Wang, Y., Hong, D., Dong, Q., & Song, S. (2020). A Novel Application of Educational Management Information System based on Micro Frontends. <i>Procedia Computer Science</i>, 176, 1567-1576.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Logic
Course Code	LOG-111
Semester	VIII
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the logic its types and value 2. Know the Reasoning 3. Able to think critically 4. Able to write, communicate, logically
Contents	<p>Unit- 1 Introduction of Logic</p> <ol style="list-style-type: none"> 1.1 What is logic 1.2 Importance of Logic 1.3 Historical Background

	<p>Unit- 2 Argument 2.1 Introduction of Argument 2.2 Language of Argument 2.3 Inductive, deductive arguments and fallacies 2.4 Casual arguments</p> <p>Unit- 3 Types of Logic</p> <p>Unit- 4 Reasoning 13.3 Definition of Reasoning 13.4 Types of Reasoning. 13.5 Value of Reasoning</p> <p>Unit-5 Critical Thinking 1.6 Definition and examples 1.7 Value and importance</p>
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	Black, M. (2018). <i>Critical thinking: An introduction to logic and scientific method</i> . Pickle Partners Publishing. Byerly, T. R. (2017). <i>Introducing Logic and Critical Thinking: The Skills of Reasoning and the Virtues of Inquiry</i> . Baker Academic. McPeck, J. E. (2016). <i>Critical thinking and education</i> . Routledge. McPeck, J. E. (2016). <i>Teaching critical thinking: Dialogue and dialectic</i> . Routledge. Paul, R., & Elder, L. (2019). <i>The miniature guide to critical thinking concepts and tools</i> . Rowman & Littlefield.

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	International Business Management
Course Code	BUS-401
Semester	VIII
Credit Hours	3
Prerequisite	-

Learning outcomes	
Contents	<p>Unit-1 Introduction</p> <p>1.1 The Management of International Business</p> <p>1.2 Socio Ethical Issues and International Management</p> <p>1.3 Culture and Behavior and International Management</p> <p>1.4 International Communication and Negotiation</p> <p>Unit-2 External Environment</p> <p>2.1 Political Environment</p> <p>2.2 Economic Environment</p> <p>2.3 Legal Environment</p> <p>2.4 Physical and Technological Environment</p> <p>2.5 Religious and Ethical Environment</p> <p>Unit-3 Managing the Global Firms</p> <p>Unit-4 International Trade Theories</p> <p>Unit-5 ROLE OF INTERNATIONAL TRADE</p> <p>1.1 Why international trade?</p> <p>1.2 International trade barriers</p> <p>1.3 Trade agreement, alliances and organizations</p> <p>5.4 International business strategies</p> <p>Unit- 6 International Human Resource Management</p> <p>3.5 Staffing</p> <p>3.6 Recruitment and Selection</p> <p>3.7 Training</p> <p>Unit- 7 International Marketing</p> <p>Unit- 8 International Industrial Relations</p> <p>8.1 Cross-cultural difference in industrial relations and collective bargaining</p> <p>8.2 Discuss key issues in industrial relations and the policies and practices of multinationals</p> <p>8.3 Examine the potential constraints that trade unions may have on multinationals.</p> <p>8.4 Outline key concerns for trade unions.</p> <p>8.5 Discuss recent trends and issues in the global workforce context.</p> <p>8.6 Discuss the formation of regional economic zones such as the European Union, and impact of opponents to globalization.</p> <p>8.6 Transition of the organized labor in emerging market</p>
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	Beamish, P. W., & Lupton, N. C. (2016). Cooperative strategies in international business and management: Reflections on the past 50

	<p>years and future directions. <i>Journal of World Business</i>, 51(1), 163-175.</p> <p>Buckley, P. J., Enderwick, P., & Cross, A. R. (Eds.). (2018). <i>International business</i>. Oxford University Press.</p> <p>Hamilton, L., & Webster, P. (2018). <i>The international business environment</i>. Oxford University Press.</p> <p>Timpe, A. D. (1992). <i>Performance: The art and science of business management</i>. Kendall Publishing</p>
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Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Tadrees Tarjima Quran
Course Code	HQ-008
Semester	VIII
Credit Hours	1
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Know the basic information about Surahs Al Zariyaat to Surah Al Naas (Surah no 51 to surah no 114). 2. Understand the historical back ground of Surahs Al Zariyaat to Surah Al Naas (Surah no 51 to surah no 114) 3. Know the translation of Surahs Al Zariyaat to Surah Al Naas (Surah no 51 to surah no 114).
Contents	<p>Unit-1 Basic Concepts of Surahs Al Zariyaat to Surah Al Naas</p> <ol style="list-style-type: none"> 1.1 History and Importance 1.2 Basic concept and themes of Surahs Al Zariyaat to Surah Al Naas <p>Unit-2 Translation of Surahs Al Zariyaat to Surah Al Naas</p> <ol style="list-style-type: none"> 2.1 Translation of Surah Al Zariyaat to Al Insaan (51-76) 2.2 Translation of Surah AL Mursalat to Al Takasar (77-102). 2.3 Translation of Surah Al Aser to Al Naas (103-114).
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, presentation and Quiz (No marks)
Suggested Readings	<p>Abu Tahir, Z. A. (2007). <i>Terjama Jamia Teramzi</i>. Darussalam.</p> <p>Ali, A. Y. (1975). <i>The Glorious Quran: translation and commentary</i>. eduright4all.</p>

	<p>Eisa, M. (2017). <i>Jami at tirmidhi</i>. Darussalam.</p> <p>Mododi, A. A. (1986). <i>Tafheem ul Quran</i>. Adara Terjaman un-Quran.</p> <p>Muhsin, M. K. (). The translation of the meaning of Sahih Al-Bukhari. Darussalam.</p> <p>Shafi, M. (2019). <i>Maraf ul Quran</i>. Adara Almaraf.</p> <p>Taqi-Ud-Din, M. (2000). <i>The Noble Quran</i>. Darussalam.</p>
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Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

**Finance Specialization
Courses
for BBA**

Name of the course	Financial Reporting and Analysis
Course Code	FIN-432
Semester	V
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 2. Understand the historical development of financial reporting. 3. Know the theoretical underpinning of conceptual framework. 4. Recognize the technical and conceptual implications of important IAS and IFRS. 5. Prepare final accounts of companies. 6. Analyze the financial statements for economic decision making. 7. Understand the issues and controversies in financial statements.
Contents	<p>Unit-1 An Overview of Financial Reporting</p> <ol style="list-style-type: none"> 1.1 The history of Accounting 1.2 Development of Accounting Standards: From 1929 NY 1.3 Stock crash to International Financial Reporting Standards (IFRS) 1.4 The Security Exchange Commission of Pakistan (SECP) and regulatory requirements for Financial Reporting. 1.5 Underlying issues and objectives of financial reporting <p>Unit-2 Conceptual Framework</p> <ol style="list-style-type: none"> 2.1 The history of conceptual framework 2.2 Major Issues on agenda 2.3 Rule based vs. Principal based standards debate 2.4 The ambiguity of financial terminology and efforts to standardize interpretations. 2.5 Basics for financial modeling <p>Unit-3 Important IAS and IFRS</p> <ol style="list-style-type: none"> 3.1 IAS 1 Presentation of Financial Statements 3.2 IAS 2 Inventories 3.3 IAS 5 Information to Be Disclosed in Financial Statements 3.4 IAS 7 Statement of Cash Flows 3.5 IAS 18 Revenue 3.6 IAS 36 Impairment of Assets 3.7 IAS 37 8Accounting for Research and Development Activities 3.8 IAS 38 Intangible Assets 3.9 IFRS 10 Consolidated Financial Statements <p>Unit-4 Preparation of Financial Statements</p> <ol style="list-style-type: none"> 4.1 Balance Sheet 4.2 Profit and Loss Account/ Income Statement 4.3 Cash Flow Statement <p>Unit-5 Issues and Controversies in Financial Reporting</p> <p>Unit-6 Earnings Management</p> <ol style="list-style-type: none"> 6.1 Red flags

	<p>6.2 Fraud triangle</p> <p>6.3 Accounting shenanigans on cash flow statement.</p> <p>6.4 Stretching out payables</p> <p>6.5 Financing of payables</p> <p>6.6 Securitization of receivables</p> <p>6.7 Using stock buybacks to offset dilution of earnings</p> <p>Unit-7 Financial analysis techniques</p> <p>7.1 Ratio analysis</p> <p>7.2 Common size financial statements</p> <p>7.3 Charts in financial analysis</p> <p>7.4 Limitations of ratio analysis</p> <p>7.5 Activity, liquidity, solvency, profitability and valuation ratios Du-Pont analysis</p> <p>7.6 Equity analysis, credit analysis, and segment analysis</p> <p>Unit-8 Financial Statement Analysis: Applications</p> <p>8.1 Company's past financial performance evaluation and finding company' strategy reflected in past financial performance</p> <p>8.2 Basic projection of a company's future net income and cash flow</p> <p>8.3 Role of financial statement analysis in assessing the credit quality of a potential debt investment.</p> <p>8.4 Financial statement analysis in screening for potential equity investments.</p> <p>8.5 Appropriate analyst adjustments to a company's financial statements to facilitate comparison with another company.</p>
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>Brealey, R. A., Myers, S. C., Allen, F., & Mohanty, P. (2018). <i>Principles of corporate finance</i> (12th ed.). McGraw-Hill.</p> <p>Brigham, E. F., & Houston, J. F. (2012). <i>Fundamentals of financial management</i> (12th ed.). Cengage Learning.</p> <p>Brigham, E. F., & Houston, J. F. (2015). <i>Fundamentals of financial management concise</i> (8th ed.). Cengage Learning.</p> <p>Meigs, R. F., Williams, J. R., Haka, S. F., & Bettner, M. S. (1999). <i>Accounting: The basis for business decisions</i>. McGraw Hill</p> <p>Van Horne, J. C., & Wachowicz, J. M. (2012). <i>Fundamentals of financial management</i> (13th ed). Pearson Education.</p> <p>White, G. I., Sondhi, A. C., & Fried, D. (2016) <i>The analysis and use of financial statements: Version 1.0</i> (3rd ed). John Wiley.</p> <p>Zeff, S. A., & Dharan, B. G. (1994). <i>Readings and notes on financial accounting: Issues and controversies</i>. McGraw-Hill.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Managerial Accounting
Course Code	FIN-301
Semester	VII
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand how management accounting helps to create value for the organization by managing resources, activities and people to achieve the organization's goals. 2. Understand how management accounting systems can be effective tools in providing information that is useful in decision making at all levels in the organization. 3. Apply modern cost accounting techniques including activity-based costing, target costing, and life cycle costing to the products and services.
Contents	<p>Unit-1 Introduction to Managerial Accounting</p> <ol style="list-style-type: none"> 1.4 Basic concepts of managerial accounting 1.5 Objectives of managerial accounting 1.6 Differences between financial, cost, & managerial accounting <p>Unit-2 Relevant Costing</p> <ol style="list-style-type: none"> 2.1 What is a relevant cost? 2.2 Characteristics of a relevant cost 2.3 Avoidable and unavoidable costs 2.4 Relevant costs for materials 2.5 Relevant costs of labour 2.6 Relevant costs of overheads 2.7 Application of relevant costing in short term decisions <p>Unit-3 Cost-Volume-Profit Analysis</p> <ol style="list-style-type: none"> 3.1 What is CVP analysis? 3.2 Break-even point and its calculation 3.3 Margin of safety and its calculation 3.4 Determining sales to earn target profit 3.5 Breakeven chart, contribution chart and PV chart <p>Unit-4 Linear Programming</p> <ol style="list-style-type: none"> 4.1 What is a limiting factor?

	<p>4.2 What is a linear programming technique?</p> <p>4.3 Limitations of linear programming</p> <p>4.4 Steps involved in linear programming process</p> <p>4.5 Profit maximization and cost minimization using linear programming</p> <p>Unit-5 Activity-Based Costing</p> <p>5.1 What is ABC?</p> <p>5.2 Comparison between ABC and traditional costing</p> <p>5.3 Advantages and disadvantages of ABC</p> <p>5.4 Limitations of ABC</p> <p>Unit-6 Target Costing</p> <p>6.1 What is target cost?</p> <p>6.2 What is target costing?</p> <p>6.3 Target costing vs cost plus pricing</p> <p>6.4 Stages of target costing process</p> <p>6.5 Ways to minimize cost gap</p> <p>Unit-7 Life-cycle Costing</p> <p>7.1 What is product life cycle?</p> <p>7.2 Stages of product life cycle</p> <p>7.3 Benefits of life-cycle costing</p> <p>Unit-8 Revision of Budgeting</p> <p>8.1 What is budget and forecast?</p> <p>8.2 Imposed, participative, and negotiated budget</p> <p>8.3 Rolling and periodic budgets</p> <p>8.4 Functional and master budgets</p> <p>8.5 Behavioral aspects of budgeting</p> <p>Unit-9 Variance Analysis</p> <p>9.1 Basic variances of cost and sales (Revision)</p> <p>9.2 Material mix and yield variances</p> <p>9.3 Sales mix and sales quantity variance</p> <p>9.4 Interlink between variances</p>
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>BPP Learning Media (2019). <i>ACCA paper F5: Performance management study text</i>. BPP Learning Media Publishing.</p> <p>BPP Learning Media. (2016). <i>ACCA: Performance management (Study text. F5)</i>. Huazhong University of Science and Technology Press.</p> <p>Drury, C. M. (2013). <i>Management and cost accounting</i>. Springer.</p> <p>Horngren, C. T. (2009). <i>Cost accounting: A managerial emphasis</i> (13th ed.). Pearson.</p> <p>Horngren, C. T., Datar, S. M., & Rajan, M. V. (2012). <i>Cost accounting: A managerial emphasis</i>. Pearson Education.</p> <p>Matz, A., & Usry, M. F. (2004). <i>Cost accounting: Planning and control</i>. South-Western Publishing Company.</p>

	Usry, M. F., Hammer, L. H., & Carter, W. K. (1991). <i>Cost accounting: Planning and control</i> . South-Western Publishing Company.
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Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Investment Analysis and Portfolio Management
Course Code	FIN-413
Semester	VI
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand why return and risk are two critical components of investment decision making. 2. Know the scope of investment decisions and operating environment. <p>Adopt investments as a profession.</p>
Contents	<p>Unit-1 An Overall Perspective on Investment</p> <ol style="list-style-type: none"> 1.1 Meaning of investment 1.2 Characteristics of investment 1.3 investment vs speculation 1.4 Types of investors 1.5 Establishing a Framework for Investing 1.6 Importance of Studying of investing 1.7 A prospective for investing in financial assets 1.8 Understanding the investment decision, return and risk trade-off, rationale decision making on investment <p>Unit-2 Direct Investment</p> <ol style="list-style-type: none"> 2.1 Non-marketable financial assets 2.2 Money market securities 2.3 Capital market securities 2.4 Fixed income securities 2.5 Equity securities <p>Unit-3 Indirect Investing</p> <ol style="list-style-type: none"> 3.1 What is investment companies 3.2 Individual vs institutional investors 3.3 Closed ended investment companies 3.4 Exchange traded funds

	3.5	Types of mutual funds
Unit-4	Risk	
	4.1	Meaning of risk,
	4.2	Elements of Risk
	4.3	Measurement of Risk
Unit-5	Fundamental analysis	
	5.1	Fundamental analysis
	5.2	Economy-Industry-Company analysis framework
	5.3	Economic analysis
	5.4	Economic Forecasting
	5.5	Country Risk Analysis
	5.6	Market indicators
Unit-6	Efficient Market theory	
	6.1	Efficient Market theory
	6.2	The efficient market hypothesis
	6.3	Forms of efficient market
Unit-7	Portfolio and Capital Market Theory	
	7.1	Components of returns, calculation of total return, return relative, cumulative wealth index, statistics for return Plus Exercise numerical
	7.2	Modern Portfolio theory (MPT), significance contribution of MPT, Calculation of risk using probability distribution, calculating expected return for a security
	7.3	Calculating risk for a security, portfolio expected return, portfolio risk, Risk reduction, diversification, Calculation of correlation coefficient
	7.4	Calculation of covariance, importance of covariance, calculation of variance-covariance matrix, two security case, more than two security case
Unit-8	Portfolio Analysis	
	8.1	Portfolio Analysis
	8.2	Expected return of a portfolio
	8.3	Reduction of portfolio risk through diversification
	8.4	Feasible set of Portfolios, Selection of optimal portfolio, Limitation of MPT
Unit-9	Capital Asset Pricing Model (CAMP)	
	9.1	Understanding about Capital Asset Pricing Model (CAMP)
	9.2	Assumptions of CAMP
	9.3	Constructions of efficient frontiers with riskless lending and borrowing
	9.4	Capital Market line
	9.5	Security Market line
Unit-10	Portfolio Revision	
	10.1	Portfolio Revision
	10.2	Need for revision
	10.3	Meanings of revision

	<p>10.4 Constrains in portfolio revision</p> <p>Unit-11 Portfolio Evaluation</p> <p>11.1 Portfolio Evaluation</p> <p>11.2 Need for Evaluation</p> <p>11.3 Differential Returns</p>
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>Bernstein, W. J. (2010). <i>The four pillars of investing: Lessons for building a winning portfolio</i>. McGraw Hill.</p> <p>Jones, C. P. (2016). <i>Investments: Principles and concepts</i> (12th ed.). John Wiley.</p> <p>Kevin, S. (2006). <i>Portfolio management</i>. PHI Learning Pvt. Ltd.</p> <p>Kevin, S. (2015). <i>Security analysis and portfolio management</i>. PHI Learning Pvt. Ltd.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Financial Management- II
Course Code	FIN-402
Semester	VIII
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the development of the theory of corporate finance. 2. Recognize the basics of finance theory as it applies to corporate financial decisions. 3. Realize issues of valuation and their application for Take-Over, acquisition and merger. 4. Understand and appreciate the difference between conventional and Islamic finance. <ol style="list-style-type: none"> 1. Determine the current economic crisis and to suggest the corrective measures.
Contents	<p>Unit-1 An Economic Overview of Corporate Institutions</p> <p>1.1 Corporate Governance</p>

	1.2	Corporate Financing: Some Stylized Facts
	1.3	Historical development of corporate finance theories
	1.4	Economic theories as the basis
	1.5	Comparative overview of different economic systems and its impact on financial management practices
	1.6	Corporate Financing and Agency Costs
	1.7	Outside Financing Capacity
	1.8	The Role of Net Worth: A Simple Model of Credit
Unit-2		Rationing
	2.1	Debt Overhang
	2.2	Borrowing Capacity: The Equity Multiplier
	2.3	Related Models of Credit Rationing:
	2.4	Inside Equity and Outside Debt
	2.5	Determinants of Borrowing Capacity
	2.6	Pledge able Income
	2.7	Boosting the Ability to Borrow:
	2.8	Diversification and Its Limits
	2.9	The Costs and Benefits of Collateralization
	2.10	The Liquidity–Accountability Tradeoff
	2.11	Inalienability of Human Capital
	2.12	Group Lending and Microfinance
	2.13	Sequential Projects
Unit-3		Modigliani–Miller and the Financial Structure Puzzle
	3.1	Debt Instruments
	3.2	Equity Instruments
	3.3	Financing Patterns
Unit-4		Liquidity and Risk Management, Free Cash Flow, and Long-Term Finance
	4.1	The Maturity of Liabilities
	4.2	The Liquidity–Scale Tradeoff
	4.3	Corporate Risk Management
	4.4	Endogenous Liquidity Needs, the Sensitivity of Investment to Cash Flow, and the Soft Budget Constraint
	4.5	Free Cash Flow
Unit-5		Corporate Financing under Asymmetric Information
	5.1	Implications of the Lemons Problem and of Market Breakdown
	5.2	Dissipative Signals
	5.3	Contract Design by an Informed Party:
	5.4	Optimal Contracting in the Privately-Known-Prospects Model
	5.5	The Debt Bias with a Continuum of Possible Incomes
	5.6	Signaling through Costly Collateral
	5.7	Short Maturities as a Signaling Device
	5.8	Formal Analysis of the Underpricing Problem
Unit-6		Islamic Banking and Finance
	6.1	Theoretical basis of Islamic Economics

	<p>6.2 History and development of Islamic Banking</p> <p>6.3 Modes of Islamic Financing</p> <p>6.4 Current Status of Islamic Banking</p> <p>6.5 Future of Islamic Banking</p> <p>6.6 Sakuks</p> <p>6.7 Islamic Perspective of Capital Markets</p> <p>Unit-7 Corporate restructuring</p> <p>7.1 Describe divestitures and the reasons for it</p> <p>7.2 Describe various forms of divestiture and the reasons for each</p> <p>7.3 Describe and evaluate leverage buyouts and leverage recapitalization</p> <p>7.4 Corporate financial distress and its consequences</p> <p>7.5 Aspects of financial distress</p> <p>7.6 Causes of financial distress</p> <p>7.7 Early detection of financial distress</p> <p>7.8 Reorganization vs. liquidation</p> <p>7.9 Reorganize-liquidate decisions</p> <p>Unit-8 Takeovers</p> <p>8.1 The Pure Theory of Takeovers: A Framework</p> <p>8.2 Extracting the Raider's Surplus:</p> <p>8.3 Takeover Defenses as Monopoly Pricing</p> <p>8.4 Takeovers and Managerial Incentives</p> <p>8.5 Positive Theory of Takeovers: Single-Bidder Case</p> <p>8.6 Multiple Bidders</p> <p>8.7 Managerial Resistance</p> <p>Unit-9 Mergers and Acquisitions, and the Equilibrium</p> <p>9.1 Determination of Asset Values</p> <p>9.2 Valuing Specialized Assets</p> <p>9.3 General Equilibrium Determination of Asset Values, Borrowing Capacities, and Economic Activity:</p> <p>9.4 The Kiyotaki–Moore Model Types of long-term debt</p> <p>9.5 Main features of long-term debt</p> <p>9.6 Designing a long-term debt issue</p>
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>Brigham, E. F., & Houston, J. F. (2012). <i>Fundamentals of financial management</i>. Cengage Learning.</p> <p>Copeland, T. E., Weston, J. F., & Shastri, K. (2005). <i>Financial theory and corporate policy</i> (Vol. 4). Pearson Addison Wesley.</p> <p>Ehrhardt, M. C., & Brigham, E. F. (2011). <i>Financial management: theory and practice</i>. South-Western Cengage Learning.</p> <p>Hillier, D., Ross, S., Westerfield, R., Jaffe, J., & Jordan, B. (2013). <i>Corporate finance</i> (2nd ed). McGraw Hill</p>

	<p>Meggison, W. L. (2017). <i>Corporate finance theory</i>. Addison-Wesley.</p> <p>Ross, S., Westerfield, R., & Jaffe, J. (2018). <i>Corporate finance</i> (11th ed.). McGraw-Hill Higher Education.</p> <p>Tirole, J. (2010). <i>The theory of corporate finance</i>. Princeton University Press.</p>
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Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

**Marketing Specialization
Courses
for BBA**

Name of the course	Consumer Behaviour
Course Code	MKT-412
Semester	V
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the different aspects of consumer attributes. 2. Sketched down the specific needs of consumers. 3. Have a good foundation for specializing in marketing.
Contents	<p>Unit-1 Introduction</p> <ol style="list-style-type: none"> 1.1 Definition 1.2 Concept of consumer behavior 1.3 Its practical evolution 1.4 The consumer decision making process 1.5 Consumer-Customer; Pyramid Framework 1.6 Differentiating between consumer and the customer <p>Unit-2 Consumers and Market Segment</p> <ol style="list-style-type: none"> 2.1 Determinants of market segments and their characteristics <p>Unit-3 Consumer Research Process</p> <p>Unit-4 Consumer Decision Process</p> <p>Unit-5 Influences on Consumer Behaviour</p> <ol style="list-style-type: none"> 5.1 Cultural influence on CB 5.2 Social class influence on CB 5.3 Family life cycle and their influence on CB 5.4 Demographics and their influence on CB <p>Unit-6 Personal Influence on Consumer Behaviour</p> <ol style="list-style-type: none"> 6.1 Personality and self-concept 6.2 Motivation 6.3 Attitude and change 6.4 Information processing and learning <p>Unit-7 Consumer Innovation and Adaptation Process</p> <p>Unit-8 Characteristics of B2B Buying Behavior</p> <p>Unit-9 Organizational Buying Behavior</p> <p>Unit-10 Consumer Markets</p>
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>Bitta, D., & Loudon, D. L. (1993). <i>Consumer behavior: Concepts and application</i>. McGraw Hill.</p> <p>Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2019). <i>Consumer Behavior</i> (12 ed.). Pearson Higher Education.</p> <p>Solomon, M. R., White, K., Dahl, D. W., Zaichkowsky, J. L., Polegato, R. (2017). <i>Consumer behavior: Buying, having, and being</i>. Pearson.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Sales Management
Course Code	MKT-415
Semester	VII
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the various roles of sales manager. 2. Familiar with various sales techniques. <p>Opens new horizons for selling profession.</p>
Contents	<p>Unit-1 The Nature and Role of Selling Types of selling: order takers, order getters, order creators. Selling as a career Image of selling</p> <p>Unit-2 The Nature and Role of Sales Management Successive stages in the solution of modern business practices Sales and marketing planning. Implementing the marketing concept Factors that affect the consumer decision making process Factors affecting organizational buyer behavior</p> <p>Unit-3 Types of life-cycle costs</p> <p>Unit-4 The product types</p> <p>Unit-5 Importance of purchasing to buying organizations</p> <p>Unit-6 Sale management in practice Sales responsibilities. Sources of prospects Customers' records and information feedback Preparation for pure selling and campaign Identifying and understanding the target audience Setting campaign objectives Creative decisions Media decisions</p> <p>Unit-7 Environmental and managerial forces impacting sales Behavioral forces Technological forces Managerial forces</p> <p>Unit-8 Profit potential</p> <p>Unit-9 Characteristics of sales channels</p>

	Unit-10 Industrial/commercial/public authority selling.
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	Gustafson, B. M., Pomirleanu, N., & John-Mariadoss, B. (2018). A review of climate and culture research in selling and sales management. <i>Journal of Personal Selling & Sales Management</i> , 38(1), 144-167. Jobber, D., & Lancaster, G. (2019). <i>Selling and sales management</i> (10 th ed.). Pearson Education. Malek, S. L., Sarin, S., & Jaworski, B. J. (2018). Sales management control systems: Review, synthesis, and directions for future exploration. <i>Journal of Personal Selling & Sales Management</i> , 38(1), 30-55. Misra, S. (2019). Selling and sales management. In Dube, J. P & Rossi, P. E (Eds.), <i>Handbook of the Economics of Marketing</i> (Vol. 1, pp. 441-496). North-Holland.

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Advertising
Course Code	MKT-411
Semester	VI
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will: 1. Have exposure to the emerging advertising techniques and strategies and how these techniques are being used with other promotional techniques. 2. Equip with IMC (integrated marketing communication) concepts and its utilization over time. Understand the strategies of creating effective communication campaigns.
Contents	Unit-1 Strategic Brand Communications 1.1 The role of IMC towards effective marketing communication

	<p>1.2 Understanding the need of IMC in today's turbulent marketing era</p> <p>1.3 The role of IMC in creating effective marketing communication campaigns</p> <p>1.4 Understanding the seven basic dimensions of effective IMC and tools to be used in IMC</p>
Unit-2	<p>Advertising</p> <p>2.1 What is Advertising</p> <p>2.2 Advertising's Role in Marketing</p> <p>2.3 The role of IMC in Marketing process</p> <p>2.4 Understanding consumer needs and building the product as per the needs of the consumer.</p> <p>2.5 Reviewing marketing process in detail with all the ingredients of a marketing process</p>
Unit-3	<p>How Brand Communication Works</p> <p>3.1 Understanding consumer behavior</p> <p>3.2 Relationship between consumer behavior and effective marketing communication</p> <p>3.3 The major behavioral elements affecting the consumer attitude and way of purchases</p> <p>3.4 Understanding Sigmund Freud's theory of sub-consciousness and Maslow's Hierarchy of need theory</p>
Unit-4	<p>Source, Message and Channel Factors in Advertising</p> <p>4.1 Understanding the sources of the message</p> <p>4.2 The impact of the key sources on effective delivery of the message</p> <p>4.3 The message structure, format and presentation style to effectively communicate to the target audience</p> <p>4.4 Understanding the effectiveness of the message source and channel factors</p> <p>4.5 Implying the effect of timeliness of message understanding the concept of message flight</p>
Unit-5	<p>Analyzing the Communication Process</p> <p>5.1 Explaining the effective communication process in order to attract the target customer</p> <p>5.2 Matching communication objectives with the needs of the customer</p> <p>5.3 Deciding from main objectives of making consumer aware, informing the consumer and persuade them</p>
Unit-6	<p>Creative Strategy</p> <p>6.1 Understanding the planning phase of creative strategy</p> <p>6.2 Planning a message through understanding the needs of the market, customer and competition</p> <p>6.3 Developing the message based on the creative concept</p> <p>6.4 Understanding story-boarding and the concept of developing story boards</p> <p>6.5 Implementing the message strategy into practicality and understanding the way customer perceives the message</p>

	<p>6.6 Evaluating the effectiveness of the message through different KPIs</p> <p>Unit-7 Broadcast Media, Interactive & Alternate Media</p> <p>Unit-8 The Creative Side of Advertising.</p> <p>Unit-9 Promotional Writing</p> <p>9.1 Sales promotion as a tool towards IMC and its effectiveness</p> <p>9.2 Difference between sales promotion, trade promotion and business promotion</p> <p>Unit-10 Public Relations and Personal Selling</p> <p>Unit-11 Evaluation of Effectiveness</p>
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>De Mooij, M. (2018). <i>Global marketing and advertising: Understanding cultural paradoxes</i>. Sage Publishing.</p> <p>Moriarty, S. E., Mitchell, N., Wells, W., & Moriarty, S. E. (2015). <i>Advertising and IMC: Principles and practice</i>. Pearson.</p> <p>Thorson, E., & Rodgers, S. (2019). <i>Advertising theory in the digital age</i> (2nd ed.). Routledge. https://doi.org/10.4324/9781351208314</p> <p>Wells, W., Burnett, J., Moriarty, S. E., Pearce, R. C., & Pearce, C. (2006). <i>Advertising: Principles and practice</i> (7th ed.). Prentice Hall.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Marketing Research
Course Code	MKT-421
Semester	VIII
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand how market research can help them make business decisions.

	<p>2. Learn how they can transform research findings into actionable business insights.</p> <p>3. Gain the ability to evaluate and interpret research designed and conducted by outside providers.</p>
Contents	<p>Unit-1 Introduction to Marketing Research and Research Design</p> <p>1.1 The Definition of Marketing Research</p> <p>1.2 The Marketing Research Process</p> <p>1.3 Marketing Research and Marketing Decision Making</p> <p>1.4 The Importance of Defining the Problem</p> <p>1.5 Decision Problem and the Marketing Research Problem</p> <p>1.6 Research Questions and Hypothesis</p> <p>Unit-2 Basic Research Design and Types of Research</p> <p>Unit-3 Exploratory Research</p> <p>3.1 Secondary vs. Primary Data</p> <p>3.2 How to Use Secondary Data</p> <p>3.3 Sources of Secondary Data</p> <p>3.4 Introduction to Qualitative Research</p> <p>3.5 Focus Groups</p> <p>Unit-4 Descriptive Research</p> <p>4.1 Survey Methods</p> <p>4.2 How to Choose a Survey Method</p> <p>4.3 Observational Methods</p> <p>4.4 How to Choose Between Surveys and Observation</p> <p>Unit-5 Scaling</p> <p>5.1 Primary Scales of Measurement</p> <p>5.2 Comparative Scales</p> <p>5.3 Non comparative Scales</p> <p>5.4 Non comparative Scale Decisions</p> <p>5.5 Scale Evaluation</p> <p>5.6 Questionnaire Design</p> <p>Unit-6 Sampling</p> <p>6.1 The Concept of Sampling</p> <p>6.2 The Sampling Design Process</p> <p>6.3 Nonprobability Sampling</p> <p>6.4 Probability Sampling</p> <p>6.5 Internet Sampling</p> <p>Unit-7 Data Analysis and Reporting</p> <p>7.1 Data Collection</p> <p>7.2 Data Preparation</p> <p>7.3 Data Analysis</p> <p>7.4 Communicating the Research Results</p> <p>Unit-8 Soft wares for Quantitative and Qualitative data</p> <p>8.1 SPSS</p> <p>8.2 NVIVO</p>
Teaching & Learning Strategies	<p>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.</p>

Assignment	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)
Suggested Readings	Babin, B. J., & Zikmund, W. G. (2015). <i>Exploring marketing research</i> (11 ed.). Cengage Learning. McDaniel Jr, C., & Gates, R. (2018). <i>Marketing research</i> . John Wiley & Sons. Wilson, A. (2018). <i>Marketing Research</i> . Macmillan International Higher Education. Zikmund, W. G., D'Alessandro, S., Winzar, H., Lowe, B., & Babin, B. (2014). <i>Marketing research</i> . Cengage Learning.

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

**Human Resource Management
Specialization Courses
for BBA**

Name of the course	Strategic Human Resource Management
Course Code	MGMT-424
Semester	V
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <p>8. Explain Strategic Human Resource Management</p> <p>9. Understand different context of Strategic Human Resource Management</p> <p>10. Know essential of Strategic Human Resource Management</p> <p>11. Understand new form of Strategic Human Resource Management</p>
Contents	<p>Unit-1 The Outline of Strategic Human Resource Management</p> <p>1.1 The Global Context</p> <p>1.2 The Change Context</p> <p>1.3 Strategic Management and Strategic Human Resource Management</p> <p>Unit-2 Framework of Strategic Human Resource Management</p> <p>2.1 The Strategic Role of Human Resource Functions</p> <p>2.2 Human Resource Strategy</p> <p>2.3 The Foundation of Strategic Human Resource Management</p> <p>2.4 Resource Based and Institutional Perspectives of Strategic Human Resource Management</p> <p>Unit-3 Strategic Essentials</p> <p>1.1 Strategic Human Resource Management development</p> <p>1.2 Strategic Human Resource Management and Talent Management</p> <p>1.3 Strategic Human Resource Management and Employee Relation</p> <p>1.4 Strategic Human Resource Management an Employee engagement</p> <p>1.5 Strategic Human Resource Management and Knowledge Management</p> <p>1.6 Strategic Human Resource Management Business Ethics, Corporate responsibility, and Sustainability</p> <p>1.7 Strategic Human Resource Management and Change Management</p> <p>Unit-4 New form of Strategic Human Resource Management</p>
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>Bailey, C., Mankin, D., Kelliher, C., & Garavan, T. (2018). <i>Strategic human resource management</i>. Oxford University Press.</p> <p>Delery, J. E., & Roumpi, D. (2017). Strategic human resource management, human capital and competitive advantage: is the field going in circles? <i>Human Resource Management Journal</i>, 27(1), 1-21.</p>

	<p>Rees, G., & Smith, P. (2017). <i>Strategic human resource management: An international perspective</i>. Sage.</p> <p>Wright, P. M., & Ulrich, M. D. (2017). A road well-traveled: The past, present, and future journey of strategic human resource management. <i>Annual Review of Organizational Psychology and Organizational Behavior</i>, 4, 45-65.</p>
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Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Organizational Development
Course Code	MGMT-417
Semester	VII
Credit Hours	3
Prerequisite	Human Resource Management, Organizational Behaviour
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand of organization development theories and concepts. 2. Apply the theories and concepts to their own experiences, observations and future involvement in change processes. 3. Understand the dynamics of the change process and resistance to change in organizations. 4. Know range of organization development interventions and techniques.
Contents	<p>Unit-1 Introduction to Organization Development (OD)</p> <ol style="list-style-type: none"> 1.1 OD defined 1.2 Growth and relevance of OD 1.3 Short history of OD 1.4 Evolution of OD <p>Unit-2 The Nature of Planned Change</p> <p>Unit-3 The Organization Development Practices</p> <p>Unit-4 Entering and Contracting</p> <ol style="list-style-type: none"> 4.1 Entering an OD Relationship 4.2 Elements of Contracting <p>Unit-5 Unit Diagnosing Organizations</p> <ol style="list-style-type: none"> 5.1 Need for Diagnosis 5.2 Diagnostic Models 5.3 Open Systems Model <p>Unit-6 Diagnosing Groups and Jobs</p> <ol style="list-style-type: none"> 6.1 Group Level Diagnosis 6.2 Individual Level Diagnosis

	<p>6.3 The Diagnostic Relationship</p> <p>Unit-7 Collecting and Analyzing Data</p> <p>7.1 Techniques for Analyzing Data</p> <p>Unit-8 Unit Feeding Back Diagnostic Data</p> <p>8.1 Determining the Content of the Feedback</p> <p>8.2 Characteristics of the Feedback Process</p> <p>8.3 Survey Feedback</p> <p>8.4 Determining Next Steps</p> <p>Unit-9 Unit Designing Interventions</p> <p>Unit-10 Unit Leading and Managing Change</p> <p>Unit-11 Interpersonal and Group Process Approach;</p> <p>Unit-12 Organization Process Approach</p> <p>12.1 Process Consultation</p> <p>12.2 Team Building</p> <p>12.3 Appreciative Inquiry</p> <p>12.4 Large Group Interventions</p> <p>12.5 Organization Conflict Meeting</p> <p>12.6 Intergroup Relations Interventions</p> <p>Unit-13 Redesigning Organization</p> <p>Unit-14 Employee Involvement</p> <p>Unit-15 Work Design</p> <p>Unit-16 Performance Management</p> <p>Unit-17 Developing and Assisting Members</p> <p>Unit- 18 Strategic Change Interventions</p> <p>Unit-19 Competitive and Collaborative Strategies</p> <p>Unit-20 Organizational Transformation</p> <p>Unit-21 Psychologically Health Workplace</p> <p>Unit-22 Unit Organizational Development in Global Settings</p>
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>Anderson, D. L. (2019). <i>Organization development: The process of leading organizational change</i>. SAGE Publications.</p> <p>Church, A. H. (2017). The art and science of evaluating organization development interventions. <i>Organization Development Practitioner</i>, 49(2), 26-35.</p> <p>Cummings, T. G., & Worley, C. G. (2018). <i>Organization development and change</i> (10th ed.). Cengage learning.</p> <p>Huffington, C. (2018). <i>A manual of organizational development: The psychology of change</i>. Routledge.</p> <p>Smither, R., Houston, J., & McIntire, S. (2016). <i>Organization development: Strategies for changing environments</i>. Routledge.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Human Resource Development
Course Code	MGMT-418
Semester	VI
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the practical application of the theories and tools learned in this and other HR courses when dealing with HRD functions. 2. Focus on the role of HR in impacting executive leadership, line management, 3. Understand staff development, performance management, change management, successful planning and training.
Contents	<p>Unit-1 Introduction to Human Resource Development</p> <ol style="list-style-type: none"> 1.1 Evolution of HRD 1.2 HRD structure and functions 1.3 Role and competencies of HRD professionals 1.4 Challenges to HRD professionals <p>Unit-2 Training Needs Assessment</p> <ol style="list-style-type: none"> 2.1 The needs assessment process 2.2 Systematic approach to Needs Assessment <p>Unit-3 Learning and HRD</p> <ol style="list-style-type: none"> 3.1 The forces influencing working and learning 3.2 Learning Theories 3.3 Implications of learning theories for effective HRD programs <p>Unit-4 Training Program Design</p> <ol style="list-style-type: none"> 4.1 The design process 4.2 Preparing a lesson plan 4.3 Training design work sheet 4.4 Preparing training materials 4.5 Scheduling the training program 4.6 Implementing the training program 4.7 Program development issues <p>Unit-5 Transfer of Learning</p> <ol style="list-style-type: none"> 5.1 Theories of transfer

	<p>Unit-6 Evaluating HRD Programs</p> <p>6.1 Importance of evaluation</p> <p>6.2 Evaluation process</p> <p>6.3 Training outcomes</p> <p>6.4 Determining R.O.I</p> <p>Unit-7 Training Delivery</p> <p>7.1 Traditional training methods.</p> <p>7.2 Importance of training administration</p> <p>7.3 Training administrative sequence</p> <p>Unit-8 Use of New Technologies in Training</p> <p>8.1 E- Learning and use of technology</p> <p>Unit-9 Special Issues in Training and Development</p> <p>9.1 Potential legal issues related to training</p> <p>Unit-10 Cross-cultural Training</p> <p>10.1 Approaches to employee development</p> <p>10.2 Comparison between training and development</p> <p>Unit-11 The Future of Training and Development</p> <p>11.1 A vision of an evolving future for the training function</p> <p>11.2 What does today's trainer need to do?</p>
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>Harris, D. M., & DeSimone, R. L. (2001). <i>Human resource development</i> (3rd ed.). Thomas Nelson and Sons Ltd.</p> <p>Noe, R. A. (2010). <i>Employee training and development</i> (5th ed). Irwin McGraw-Hill.</p> <p>Noe, R. A., & Kodwani, A. D. (2018). <i>Employee training and development</i>. (7th ed). McGraw-Hill Education.</p> <p>Pace, R. W. (1991). <i>Human resource development: The field</i>. Prentice Hall.</p> <p>Stewart, J., & McGoldrick, J. (1996). <i>Human resource development: Perspectives, strategies and practice</i>. Pitman.</p> <p>Werner, J. M., & DeSimone, R. L. (2011). <i>Human resource development</i>. Cengage Learning.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.

Name of the course	Labour Laws in Pakistan
Course Code	MGMT-411
Semester	VIII
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be: 1. Familiar with laws relating to labour and industry. 2. Aware the knowledge of industrial laws and working of labour courts and trade unions.
Contents	Unit-1 Introduction and Scope of labour laws Introduction, Scope, history, how labour union emerge, Unit-2 Constitution Provisions regarding Labour Industrial relations ordinance 2012 Factories act 1934 Workman Compensation Act Industrial and commercial Employment (Standing Orders) Ordinance 1968 Social Security Ordinance 1965 Payment of wages Act 1936 Companies Profit (Workers' compensation Act) Employees old age benefits Act 1978 Unit-3 Trade Unions Unit-4 Labour courts in Pakistan Unit-5 International labour organization
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	Cheema, K. M. (2017). <i>Business laws</i> . Syed Mobin Mahmud & Co. Mohammed, F. (2011). Protecting Pakistani laborers post-eighteenth amendment: Recognizing rights after the devolution of power. <i>Loyola University Chicago International Law Review</i> 9 (2), 265- 295. The Punjab Assembly. (2010). <i>Complete set of labour laws in Pakistan</i> . Manzoor Law Book House.

Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.