

UNIVERSITY OF THE PUNJAB

NOTIFICATION

It is hereby notified that the Vice-Chancellor has, in exercise of the powers vested in him under Section 15(3) of the University of the Punjab, Act 1973 and in anticipation of the approval of the other relevant bodies, approved the recommendations made by the Board of Studies in Business Administration regarding approval of Syllabi & Courses of Reading for BBA (4-Years) Program under Semester System for Affiliated Colleges with effect from the Academic Session, 2020 and onward.

The Syllabi & Courses of Reading for BBA (4-Years) is attached herewith as Annexure-‘A’.

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

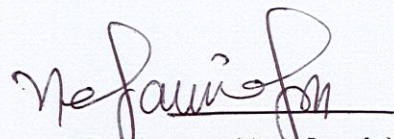
**Sd/-
Dr. Muhammad Khalid Khan
Registrar**

No. D/ 811 /Acad.,

Dated: 20-01-2021.

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

1. Pro-Chancellor,
Minister of Education,
Govt. of the Punjab, Lahore
2. Members of the Syndicate
3. Dean, Faculty of Economics & Management Sciences
4. Director, Institute of Business Administration
5. Principal of all Affiliated Colleges
6. Controller of Examinations
7. Director, IT
8. Deputy Registrar (Affiliation)
9. Admin. Officer (Statutes)
10. Secretary to the Vice-Chancellor
11. Private Secretary to the Registrar


**Assistant Registrar (Academic)
for Registrar**

Program Title: Bachelor of Business Administration
Department: Institute of Business Administration (IBA)
Faculty: Faculty of Economics and Management Sciences

Curriculum for BBA(Hons) Program under Semester System for Affiliated Colleges

1. Department Mission

We aim to produce ethical business graduates with the right attitude who are ready to enter the market with the relevant Knowledge, Skills, Abilities (KSAs). To accomplish this, we aim to create market-driven curricula and generate relevant business research to foster academia-industry linkages by involving all the stakeholders and promoting an enterprising culture of excellence.

2. Introduction

Institute of Business Administration traces its history back to 1972 when it was established as a department. Later on, in 1987, the department was upgraded to the status of Institute. This was a great milestone in the history of the University, as IBA was the second Institute in Pakistan where Business Administration was taught. The Institute was shifted to its existing building in 1994.

Over the years, IBA has earned national and international repute for its teaching and research. It has been honoured with “Innovation Leadership Award” in the 2nd Asia’s Best Business School Awards 2011 in Singapore. Continuous improvement of courses helps the Institute to anticipate and reflect business trends. Emphasis on projects and team work makes learning a challenging and stimulating experience and develops the personal initiative and communication skills, which are in such high demand with today’s employers.

The Institute is located within University of the Punjab, Quaid-e-Azam Campus, Lahore. The present campus is entirely purpose-built and prides itself upon the state-of-the-art equipment, the finest learning aids and environment. This houses lecture rooms, seminar rooms, computer lab, wireless internet connectivity, library, faculty offices, staff offices and a cafeteria. A meticulously furnished ladies lounge is available for female students where they can sit and relax during their free time. Restroom and prayer facilities are also available.

3. Program Introduction

This program is aimed at high-caliber under-graduate students who are both academically able and exhibit strong managerial potential. This program spreads over 8 semesters and covers 138 credit hours in 4 years. The package consists of 44 courses with 2 months internship in a reputed public or private organization.

4. Program Objectives

The objectives of the two years program are to meet the needs of the society for managerial talent by:

1. Bringing forth management generalists having comprehensive and extensive training in Business Administration for socially responsible leadership in business and industry.
2. Assisting students to achieve special competence & skills in area of Business Administration;
3. Developing general understanding in fundamental areas of business administration.
4. Building for socially responsible leadership in business and industry with effective critical thinking and ethical responsibilities.
5. Helping students develop their problem-solving, effective oral and written communication skills and decision-making skills.

5. Market Need / Rationale of the Program

In order to cater to the growing needs of the corporate sector, Institute of Business Administration (IBA), being the business school in the largest public sector university in Pakistan, aims to tap this opportunity to meet the emerging market needs. This program attempts to nurture future business leaders through a rigorous training of managerial skills, ethics and critical thinking and intends to offer insights on the socio-economic dimensions of business in Pakistan with knowledge of modern management philosophy. This program will also be offered at undergraduate level in affiliated colleges of university of the Punjab, Lahore.

The Institute of Business Administration makes efforts to encourage these students to become more productive and effective managers in their organizations to fulfill the dying need of the time in Pakistan that the organization should be run by professional managers, so that the efficiency and effectiveness of the organizations can be increased to its maximum level.

The development of the students will open different avenues for growth. The students will be able to explore various professional opportunities that exist in the field of business administration. The development process at the institute will sharpen the cognitive skills, and moral and ideological values of the participants. Nonetheless, the visionary objectives to develop the students include the strengthening of love for their country and to become good citizen.

a) *Potential Students for the program.*

The students who have completed 12 years of schooling will be the potential students for this degree program.

b) *Potential Employers*

Employers of this degree in business administration include banks, industries, corporate sector, multi-national companies, software houses, small medium enterprises, government sectors, etc. Current and future prospects of job market seem bright with emerging new markets at local as well as global level.

c) *Academic Projections*

This degree program is well established in universities nationally as well as internationally.

d) *Faculty.*

The institute has currently seventeen faculty members. Out of which, ten faculty members are PhD degree holders and remaining are M.Phil./MS or pursuing their PhD. They are regularly publishing research papers in well reputed national and international journals.

e) *Physical Facilities*

- Two floors Library with 21000 books in hard and thousands in soft form on different subjects relevant to business administration, nine daily newspapers (Urdu and English), and different magazines.
- Two state-of-the-art computers lab with 170 computers
- Two common rooms for girls
- Heating/cooling system in classroom/seminar rooms
- 12 Seminar rooms with state-of-the-art facilities like white board, multimedia projector etc.
- Cafeteria
- Faculty Rooms

6. Admission Eligibility Criteria

Twelve years of education with at least second division and the general criteria set by the university.

- **Years of Study completed:** 12 years
- **Study Program/Subject** The students from any subject area will be eligible to apply for the program.
- **Percentage/CGPA** At least second division in intermediate examination

Entry Test Not required.

7. Duration of the Program

4 years (8 Semesters) and total number of credit hours: 138

8. Categorization of Courses as per HEC Recommendation and Difference

Semester	Courses	Category (Credit Hours)					Semester Load
		Compulsory Requirement (CR)	General Requirement (GR)	Discipline Specific Requirement			
				Core	Elective	Specialization	
1	7	9	6	3			18
2	7	4	3	12			19
3	7	9	3	3	3		18
4	7	4		3	12		19
5	6	3	3	3	3	3	15
6	6	1	3		9	3	16
7	6			3	9	3	15
8	6	1	3		9	3	16
PU	5 - 6						15 – 19
HEC Guidelines	5 – 6						15-18
Difference (HEC&) PU	0						1

Note: The difference of one credit hour between PU and HEC guidelines of credit hours is due to addition of the course of “Tadrees Tarjima Quran” required by The Punjab University notification No. D/330/Acad. Dated 05-01-2021.

9. Scheme of Studies / Semester-wise workload

Sr. No	Code	Course Title	Course Type	Prerequisite	Credit hours
Semester I					
1.	BBA 101	Arabic-I	GR		3
2.	BBA 102	Business Mathematics	CR		3
3.	BBA 103	Freshman English-I	CR		3
4.	BBA 104	Contemporary World	GR		3
5.	BBA 105	Introduction to Computer Concepts and Applications	Core		3
6.	BBA 106	Islamic Studies	CR		3
7.	HQ-001	Tadrees Tarjima Quran	CR		0
Total Credit Hours					18

Sr. No	Code	Course Title	Course Type	Prerequisite	Credit hours
Semester II					
1.	BBA 107	Arabic-II	GR	Arabic-I	3
2.	BBA 108	Introduction to Human Resource Management	Core		3
3.	BBA 109	Financial Accounting-I	Core		3
4.	BBA 110	Freshman English-II	CR	Freshman English-I	3
5.	BBA 111	Introduction to Management	Core		3
6.	BBA 112	Microeconomics	Core		3
7.	HQ-002	Tadrees Tarjima Quran	CR		1
Total Credit Hours					19
Semester III					
1.	BBA 201	Financial Accounting-II	Elective		3
2.	BBA 202	Business Statistics	CR		3
3.	BBA 203	Macroeconomics	CR	Microeconomics	3
4.	BBA 204	Oral Communication	CR		3
5.	BBA 205	Sociology	GR		3
6.	BBA 206	Principles of Marketing	Core		3
7.	HQ-003	Tadrees Tarjima Quran	CR		0
Total Credit Hours					18
Semester IV					
1.	BBA 207	Business Communication	CR		3
2.	BBA 208	Financial Management-I	Core		3
3.	BBA 209	Cost Accounting-I	Elective		3
4.	BBA 210	Money and Banking	Elective		3
5.	BBA 211	Marketing Management	Elective	Principles of Marketing	3
6.	BBA 212	Human Rights and Fundamental Rights	GR		3
7.	HQ-004	Tadrees Tarjima Quran	CR		1
Total Credit Hours					19
Semester V					
1.	BBA 301	Business Law	Core		3
2.	BBA 302	Cost Accounting-II	Elective	Cost Accounting-I	3
3.	BBA 303	Human Psychology	GR		3

Sr. No	Code	Course Title	Course Type	Prerequisite	Credit hours
4.	BBA 304	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.	BBA 305	Business Ethics	GR		3
2.	BBA 306	Business Statistics-II	Elective		3
3.	BBA 307	Taxation Management-I	Elective		3
4.	BBA 308	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.	BBA 401	Business Research & Report Writing	Core		3
2.	BBA 402	Strategic Management I	Elective		3
3.	BBA 403	Data Base Management Systems (DBMS)	Elective		3
4.	BBA 404	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.	BBA 405	Operations Management	Elective		3
2.	BBA 406	Management Information Systems	Elective		3
3.	BBA 407	Logic	GR		3
4.	BBA 408	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

Sr. No	Code	Course Title	Course Type	Prerequisite	Credit hours
Total Credit Hours					16
Internship for duration of 9 weeks after fourth semester during summer break					6
Total Credit Hours for BBA Degree					142

List of Specialization Courses

Finance Specialization Courses		
Sr. No	Code	Course Title
1	BBA 421	Financial Reporting and Analysis
2	BBA 422	Managerial Accounting
3	BBA 423	Investment Analysis and Portfolio Management
4	BBA 424	Financial Management-II
Marketing Specialization Courses		
Sr. No	Code	Course Title
1	BBA 431	Consumer Behaviour
2	BBA 432	Advertising
3	BBA 433	Sales Management
4	BBA 434	Marketing Research
Human Resource Management Specialization Courses		
Sr. No	Code	Course Title
1.	BBA 441	Strategic Human Resource Management
2.	BBA 442	Human Resource Development
3.	BBA 443	Organizational Development
4.	BBA 444	Labour Laws in Pakistan

Research Thesis / Project /Internship

Internship is mandatory for duration of 9 weeks after 4th semester with 6 credit hours during summer break.

10. Award of Degree

2.0 CGPA is required and have to qualify the internship viva.

11. NOC from Professional Councils (if applicable)

Not applicable.

12. Faculty Strength

Degree	Area/Specialization	Total
PhD	1. Business Management/Administration. 2. Management 3. Economics	10
MS/MPhil	1. Business Administration 2. Management 3. Computer Sciences 4. Banking & Financial Economics	7
Total		17

13. Present Student Teacher Ratio in the Department

Currently student teacher ratio in the institute 24:1

Program Coordinator - IBA

Director - IBA

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

Name of the course	Arabic-I
Course Code	101
Semester	1 st
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of the course students will be able to:</p> <ol style="list-style-type: none"> 1. Know basics of Arabic language. 2. Know about Arab countries, their culture and art. 3. Integrate the modern needs with the spirit of their heritage. 4. Learn vocabulary and grammar for daily routine especially while they are doing job in gulf countries.
Contents	<p>Unit-1 Introduction</p> <ol style="list-style-type: none"> 1.1 Arabic Alphabets 1.2 Short Vowels 1.3 Vocabulary Words 1.4 Joining up the Letters <p>Unit- 2 Basics of the Arabic Language</p> <ol style="list-style-type: none"> 2.1 Tanween in Arabic Language 2.2 Long Vowels 2.3 Shadda in Arabic Language 2.4 Vocabulary in Arabic Language <p>Unit- 3 Understand the Arabic Language</p> <ol style="list-style-type: none"> 3.1 Similar Sounding Letters 3.2 Sun and Moon Letters 3.3 Vocabulary <p>Unit- 4 Recognize Arabic Language</p> <ol style="list-style-type: none"> 4.1 Question signs 4.2 Pronouns 4.3 Vocabulary 4.4 Role play 4.5 Hamza 4.6 Perfect Names of Allah <p>Unit- 5 Frequently Used Arabic phrases</p> <ol style="list-style-type: none"> 5.1 Gender Adjectives 5.2 Vocabulary 5.3 Role Play <p>Unit- 6 Use of Prepositions</p> <ol style="list-style-type: none"> 6.1 Dialogues 6.2 Creative writing 6.3 Conversation
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	<p>Al-Dajani, B. A. S. (2019). The Function of Arabic Literature in Arabic Language Teaching: A Gateway to Cultural Literacy. <i>Dirasat, Human and Social Sciences</i>, 46(1).</p> <p>Al-Musawi, M. J. (2017). <i>Arabic literature for the classroom: teaching methods, theories, themes and texts</i>. Taylor & Francis.</p> <p>Beeston, A. F. L. (2016). <i>The Arabic language today</i>. Routledge.</p> <p>Hayek, G. (2017). The urban gateway: Teaching the city in modern Arabic literature. <i>Arabic Literature for the Classroom: Teaching Methods, Theories, Themes and Texts</i>, 156-170.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Business Mathematics
Course Code	102
Semester	1 st
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>After completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Understand business mathematics. 2. Develop their numerical skills which can lead to getting better jobs 3. Develop ability for logical and structured problem analysis
Contents	<p>Unit-1 Arithmetic Refresher</p> <ol style="list-style-type: none"> 1.1 Number systems 1.2 Basic operations and order of operations 1.3 Fractions, decimals <p>Unit-2 Algebra Refresher</p> <ol style="list-style-type: none"> 3.1 Definition, rules 3.2 Formulating equations 3.3 Expansion of expressions 3.4 Factorization, powers <p>Unit-3 Equations, Linear Programming</p> <ol style="list-style-type: none"> 3.1 Introduction 3.2 Graphically, supply and demand analysis, simultaneous; Quadratic: solving (factorizing, formula), simultaneous, business application 3.3 Linear programming models 3.4 Solving algebraically <p>Unit-4 Functions I</p> <ol style="list-style-type: none"> 4.1 Definitions, 4.2 Polynomials

	<p>4.3 Inequalities, sign diagrams, applications</p> <p>Unit-5 Functions II</p> <p>5.1 Geometric properties (increasing/decreasing, concave / convex),</p> <p>5.2 Shifting graphs</p> <p>5.3 Inverse functions,</p> <p>Unit-6 Differentiation I</p> <p>Difference quotient, rules of differentiation</p> <p>Unit-7 Differentiation II</p> <p>Optimization (with one independent variable), second derivative</p> <p>Unit-8 Economic Applications of Functions and Derivatives</p> <p>Total, average, marginal costs, relationships between cost functions, revenue functions, profit maximization</p> <p>Unit-9 Economic Applications II</p> <p>9.1 Integration</p> <p>9.2 Indefinite, definite, economic applications</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	<p>Budnick, F. S., Quinn, S., Bowser, K., & Flaherty, E. H. (2008). <i>Applied mathematics for business, economics, and the social sciences</i>. McGraw-Hill.</p> <p>Jacques, I. (2009). <i>Mathematics for Economics and Business</i>. Pearson Education.</p> <p>Renshaw, G. (2012). <i>Maths for economics</i>. Oxford University Press.</p> <p>Sydsaeter, K., & Hammond, P. J. (2015). <i>Essential mathematics for economic analysis</i>. Pearson Education.</p> <p>Tarasov, V. E. (2020). <i>Mathematical Economics: Application of fractional calculus</i>. Springer.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Freshman English – 1
Course Code	103
Semester	1 st
Credit Hours	3
Prerequisite	-

Learning outcomes	<p>On completion of the course students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the principles of English grammar. 2. Know about active and passive voice. 3. Familiar with direct and indirect narration. 4. Write paragraphs and letters in systematical way. 5. Familiar with use of dictionary. 6. Read comprehension in better way. 7. Make and deliver effective business presentations.
Contents	<p>Unit-1 English Grammar</p> <ol style="list-style-type: none"> 1.1 Introduction to Sentence <ol style="list-style-type: none"> 1.1.1 What is a sentence? 1.1.2 Subject & Predicate 1.2 Types of sentences <ol style="list-style-type: none"> 1.2.1 Simple, Compound, Complex 1.2.2 Interrogative, Imperatives, Exclamatory 1.3 Introduction to Phrase & Clause <ol style="list-style-type: none"> 1.3.1 What is a phrase? 1.3.2 Types of phrases 1.3.3 What is a clause? 1.3.4 Types of clauses 1.4 Parts of Speech <ol style="list-style-type: none"> 1.4.1 Introduction & Classification of: 1.4.2 Noun, Pronoun, Verb, Adverb, Adjective, 1.4.3 Preposition, Conjunction & Interjection 1.4.4 Verb 1.5 Active & Passive voice 1.6 Infinitive; Participle; Gerund; Auxiliaries 1.7 Tenses <ol style="list-style-type: none"> 1.7.1 Past Tense <ol style="list-style-type: none"> 1.7.1.1 <i>Simple past</i> 1.7.1.2 <i>Past continuous</i> 1.7.1.3 <i>Past perfect</i> 1.7.1.4 <i>Past perfect continuous</i> 1.7.2 Present Tense <ol style="list-style-type: none"> 1.7.2.1 <i>Simple present</i> 1.7.2.2 <i>Present continuous</i> 1.7.2.3 <i>Present perfect</i> 1.7.2.4 <i>Present perfect continuous</i> 1.7.3 Future Tense <ol style="list-style-type: none"> 1.7.3.1 <i>Simple future</i> 1.7.3.2 <i>Future continuous</i> 1.7.3.3 <i>Future perfect</i> 1.7.3.4 <i>Future perfect continuous</i> <p>Unit-2 Direct and Indirect Narration</p> <p>Unit-3 Active and Passive Voice</p> <p>Unit-4 Writing Composition</p> <ol style="list-style-type: none"> 4.1 Paragraph Writing 4.2 Letter Writing

	4.3 Picture Description 4.4 Picture Story 4.5 Comprehension Unit-5 Use of Punctuation Unit-6 Understanding Idioms Unit-7 Dictionary Skills 7.1 Pronunciation 7.2 Syllabication 7.3 Etymology 7.4 Usage 7.5 Meaning 7.6 Synonyms/Antonyms Unit-8 Vocabulary Development 8.1 Word formation (prefixes, affixes, suffixes) Unit-9 Reading Comprehension 9.1 Reasons for poor comprehension 9.2 Techniques for good comprehension Unit-10 Business Presentations and Public Speaking 10.1 Introduction & importance 10.2 Strategies to improve
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	Murphy, R. (2019). <i>Essential grammar in use: A reference and practice book for elementary students of English</i> (6 th ed.). Cambridge University Press. Nelson, G., & Greenbaum, S. (2018). <i>An introduction to English grammar</i> . Routledge. Wren, P. C., & Martin, H. (2015). <i>High school English grammar and composition</i> . Pearson.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Contemporary World
Course Code	104
Semester	1 st
Credit Hours	3
Prerequisite	-

Learning outcomes	<p>After completion of this course, the students are expected to:</p> <ol style="list-style-type: none"> 1. Have developed about basic concepts in organizations, management, marketing, finance and other business-related areas. 2. Have gained knowledge about contemporary issues in business functions like corporate social responsibility, business ethics, Islamic work practices, Islamic banking and finance. 3. Have developed concepts and gained knowledge regarding international trade, global marketing, integrated marketing communications, e-business, and entrepreneurship.
Contents	<p>Unit-1 Introduction to contemporary world</p> <ol style="list-style-type: none"> 1.1 Understanding the concept of business 1.2 Contemporary Business Practices 1.3 Historical background of business 1.4 Doing business in the new Era 1.5 The Internet, Globalization, Knowledge Management <p>Unit-2 Making ethical decisions and managing socially responsible businesses</p> <ol style="list-style-type: none"> 2.1 Understanding business ethics 2.2 How organizations influence ethical conduct? 2.3 Managing a socially responsible business 2.4 Responsibilities to stakeholders 2.5 Approaches towards social responsibility <p>Unit-3 Organizational culture and the Environment</p> <ol style="list-style-type: none"> 3.1 The organization's culture 3.2 Current Organizational Culture issues facing managers 3.3 The environment 3.4 The decision-making process 3.5 Decision making for today's world <p>Unit-4 Competing in the Global Workplace</p> <ol style="list-style-type: none"> 4.1 Why nations trade? 4.2 Barriers to trade? 4.3 How to foster global trade? 4.4 Threats and opportunities in the Global marketplace <p>Unit-5 Forms of business ownership</p> <ol style="list-style-type: none"> 5.1 Sole Proprietorship 5.2 Partnership 5.3 Corporation 5.4 Specialized forms of business ownership 5.5 Franchising 5.6 Mergers and acquisitions 5.7 Trends in business ownership <p>Unit-6 Entrepreneurship</p> <ol style="list-style-type: none"> 6.1 Starting and managing your own business 6.2 Characteristics of successful entrepreneurs 6.3 Managing a small business 6.4 Administration of a small business 6.5 Trends in entrepreneurship and small business

	Unit-7	Management And Leadership In Today's Organizations
	7.1	Functions of management
	7.2	Managerial roles
	7.3	Managerial skills
	7.4	Traits of business leaders
	7.5	Contemporary trends in management and leadership
	Unit-8	Human Resource Management
	8.1	The HRM process
	8.2	HR planning
	8.3	Employee performance management; Compensation/Benefits; Career development
	8.4	Current issues in HRM
	Unit-9	Designing Organizational Structures
	9.1	Building structures
	9.2	Contemporary structures
	9.3	Degree of centralization
	9.4	Organizational design considerations
	9.5	Trends in organizational structures
	Unit-10	Motivating Employees
	10.1	What is motivation?
	10.2	Early theories of motivation
	10.3	Maslow's hierarchy of needs
	10.3	Contemporary theories of motivation
	10.4	Current issues in motivation
	Unit-11	Understanding Money, Financial Management and Institutions
	11.1	The role of finance and finance manager
	11.2	Obtaining short term financing
	11.3	Raising long-term financing
	11.4	Equity financing
	11.5	Understanding financial institutions
	11.6	International banking
	Unit-12	Creating Products and Pricing Strategies
	12.1	The marketing concept
	12.2	Creating a marketing strategy
	12.3	Developing a marketing mix
	12.4	Market segmentation
	12.5	Creating products that deliver value
	12.6	The product life cycle
	12.7	Trends in developing products and pricing
	Unit-13	Using Technology to Manage Information
	13.1	Transforming business through information
	13.2	Management Information Systems
	13.3	Technology management and planning
	13.4	Trends in Information Technology

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>Boone, L. E., Kurtz, D. L., & Berston, S. (2019). <i>Contemporary business</i>. John Wiley & Sons</p> <p>Parment, A., Kotler, P., & Armstrong, G. (2016). <i>Principles of marketing</i>. Pearson Education Limited.</p> <p>Robbins, S. P., & Coulter, M. (2017). <i>Management (13th Ed.</i> Pearson India.</p> <p>Straub, F. (2010). <i>Introduction to Business</i>. Tata McGraw-Hill.</p> <p>Erasmus, B., Botha, T., Van Rensburg, M., Du Toit, G. S., & Motlatla, M. D. C. (2016). <i>Introduction to business management</i>. Oxford University Press.</p> <p>Needle, D., & Burns, J. (2004). <i>Business in context: An introduction to business and its environment</i>. Thomson.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Introduction to Computer Concepts and Applications
Course Code	105
Semester	1 st
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 basic concepts of information technology. 2. Know the different areas of computer science. 3. Know the concept and types of applications and system software. 4. Develop programming skills.
Contents	<p>Unit-1 Introduction to Computers</p> <ol style="list-style-type: none"> 1.1 Overview course 1.2 Characteristics of computer 1.3 The component of computers 1.4 Categories of computers 1.5 Computer application in society <p>Unit-2 Component of System Unit</p> <ol style="list-style-type: none"> 2.1 The system unit, Processor and data representation. 2.2 Memory.

	2.3 Expansion slots and adapter card 2.4 Ports, connectors, and Buses 2.5 Power supply.
Unit-3	Input 3.1 Input devices, keyboard, pointing devices, Mouse, 3.2 Other pointing devices, Voice input, digital camera, video input, Scanner and reading devices.
Unit-4	Output 4.1 Output devices (Printers, Speakers and Handsets, Other output devices) 4.2 Display devices 4.3 Flat Panel devices.
Unit-5	Storage 5.1 Floppy disk, Zip drives, Hard disk, CDs and DVDs, Tape.
Unit-6	Operating system and Utility Programs 6.1 System software 6.2 Operating system functions, 6.3 Operating system utility programs 6.4 Type of operating systems.
Unit-7	Application Software's 7.1 Business Software 7.2 Graphics and multimedia software 7.3 Software of homes, personal and educational use 7.4 Application software for communication 7.5 Application software on the web.
Unit-8	Web Development 8.1 Internet, history of internet, how internet works, 8.2 The world wide web 8.3 Internet services 8.4 Netiquettes.
Unit-9	Microsoft Office Word 9.1 Opening and Saving a MS Word document 9.2 Giving Meaningful names to MS Word documents 9.3 Basic Text Formatting 9.4 Cut, Copy and Paste Commands 9.5 Use of Clipboard 9.6 Formatting (font formatting, paragraph formatting, styles & headings, editing, pagination, cover pages, illustrations, Page background, paragraph, table of contents, footnotes, citation, bibliography, formatting tables and figures, mail merge, spelling, grammar, and thesaurus.
Unit-10	Microsoft Office Power Point Slides, slide numbers, footer, designs, transitions, animations, slide show, and slide master.
Unit-11	Microsoft Office Excel Workbook, worksheet, cell, alignment, numbers, sorting, filter, charts, page setup, formulas, functions, names, data validation.

	Unit-12 Computers and Society, Security, Privacy and Ethics 12.1 Computer security risk 12.2 Computer viruses and worms 12.3 Unauthorized access and use 12.4 Backing up 12.5 Internet security risk 12.6 Ethics and society 12.7 Information privacy
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	Davis, G. (2006). <i>Mastering Microsoft VBA</i> . John Wiley & Sons. Shelly, G. B., Gunter, G. A., & Gunter, R. E. (2013). <i>Teachers discovering computers: Integrating technology in a connected world</i> . Cengage Learning. Sinha, P. K., & Sinha, P. (2010). <i>Computer fundamentals</i> . BPB publications. Vermaat, M. E. (2013). <i>Discovering computers 2014</i> . Cengage Learning. Vermaat, M., Sebok, S. L., Freund, S. M., Frydenberg, M., & Campbell, J. T. (2016). <i>Enhanced discovering computers 2017</i> . Nelson Education. Vermaat, M. E. (2014). <i>Microsoft Office 2013: Post advanced</i> . Cengage Learning. Vermaat, M. E. (2015). <i>Enhanced Microsoft Office 2013: Introductory</i> . Cengage Learning.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Islamic Studies
Course Code	106
Semester	1 st
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: 1. Know the basic information about Islamic Studies. 2. Understand the Islamic civilization. 3. Understand issues related to faith, social and religious life. 4. Perform a good citizen of Islamic country

	5. Understand how the religion provides the solution of human being's problems and worries.
Contents	<p>Unit-1 Basic Concepts of Qur'an</p> <p>1.1 History and Importance of Qur'an</p> <p>1.2 Uloom-UI-Qura'n</p> <p>1.3 Selected Ayat From SURAH Al Baqrah, Imaniyat</p> <p>1.4 Selected Ayat From Surah Inaam, Huqooq Ul Ibaad</p> <p>1.5 Selected Ayat From Surah Saff</p> <p>1.6 Selected Ayat From Surah Nahl, Taffakur</p> <p>1.7 Selected Ayat From Surah Al-Hujurat</p> <p>1.8 Selected Ayat From Surah Al-Furqan</p> <p>1.9 Selected Ayat From Surah Al-Fatah</p> <p>1.10 Selected Ayat From Surah Al-Ahzab</p> <p>Unit-2 Introduction to Hadith</p> <p>2.1 History of Hadith</p> <p>2.2 Sunnah and Hadith</p> <p>2.3 Selected Ahadith from the Recommended Book (1 To 6)</p> <p>2.4 Selected Ahadith From the Recommended Book (7 To 13)</p> <p>2.5 Selected Ahadith from Recommended Book (14 To 20)</p> <p>2.6 Selected Ahadith from Recommended Book (21 To 26)</p> <p>2.7 Importance of Hadith for Understanding of Quran</p> <p>Unit-3 Muslim Ummah History</p> <p>3.1 Definition of Muslim Ummah</p> <p>3.2 Problems and Solutions</p> <p>3.3 A Glimpse Of Comparison Of Islamic And Pre Islamic Period</p> <p>3.4 Period of Khilafat E Rashida</p> <p>3.5 Khulafa E Rashideen As Role Models</p> <p>Unit-4 Life of Prophet (PBUH)</p> <p>4.1 Social Behaviors of Muhammad (SAW)</p> <p>4.2 Qualities of Muhammad (SAW)</p> <p>4.3 Status of Holy Prophet</p> <p>4.4 Seerat of Holy Prophet</p> <p>Unit-5 Characteristics</p> <p>5.1 Its Importance for Character Building</p> <p>5.2 Meanings of Civilization</p> <p>5.3 Characteristics of Islamic Civilization</p> <p>5.4 Comparison with Other Civilizations</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	Al-Azmeh, A. (2017). <i>The emergence of Islam in late antiquity: Allah and his people</i> . Cambridge University Press.

	<p>Islam, M. H. (2019). Islam and civilization: Analysis study on the history of civilization in islam. <i>Al-Insyiroh: Jurnal Studi Keislaman</i>, 5(1), 22-39.</p> <p>Muhammad, K. (2018) <i>Islamic studies</i>. Ilmi Kutab Khana.</p> <p>Ramadan, T. (2017). <i>Introduction to Islam</i>. Oxford University Press.</p> <p>Sindima, H. J. (2017). <i>Major issues in Islam: The challenges within and without</i>. Rowman & Littlefield.</p>
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Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Tadrees Tarjima Quran
Course Code	HQ-001
Semester	1 st
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 and historical background of Surah Fatiha with translation and Tafseer. 2. Know the basic information and historical background of Surah Bakarah with translation and Tafseer. 3. Understand the surah Al Imran with translation and Tafseer of selected ayats.
Contents	<p>Unit-1 Basic Concepts Translation and Tafseer of Surah Fatiha</p> <ol style="list-style-type: none"> 1.1 History and Importance of Surah Fatiha 1.2 Translation of Surah Fatiha 1.3 Tafseer of Surah Fatiha <p>Unit-2 Basic Concepts Translation and Tafseer of Surah Bakarah</p> <ol style="list-style-type: none"> 2.1 History and Importance of Surah Bakarah 2.2 Translation of Surah Bakarah 2.3 Tafseer of selected ayats of Surah bakarah <p>Unit-3 Basic Concepts Translation and Tafseer of Surah Al Imran</p> <ol style="list-style-type: none"> 3.1 History and Importance of Surah Al Imran 3.2 Translation of Surah Al Imran 3.3 Tafseer of selected ayats of Surah Al Imran
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.

	<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

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

Name of the course	Arabic-II
Course Code	107
Semester	II
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of the course students will be able to:</p> <ol style="list-style-type: none"> 1. Communicate in Arabic. 2. Understand Holy Qur'an. 3. Learn the values and the Ethics of Islam in Arabic language
Contents	<p>Unit-1 Understand Grammar</p> <ol style="list-style-type: none"> 1.1 Counting 1.2 Singular, Dual, Plural 1.3 Demonstrative pronouns 1.4 Vocabulary <p>Unit- 2 Make a Sentence</p> <ol style="list-style-type: none"> 2.1 Use of numbers 2.2 Conversation 2.3 Greetings 2.4 Verb 2.5 Table of verbs 2.6 Subject and object 2.7 Formation of sentences <p>Unit-3 Advance in Making a Sentence</p> <ol style="list-style-type: none"> 3.1 Attached pronouns 3.2 Genitive 3.3 Leave application <p>Unit- 4 Writing of Arabic Language</p> <ol style="list-style-type: none"> 4.1 Creative writing 4.2 Cardinal numbers 4.3 Ordinal numbers 4.4 Adjectives 4.5 Comparative Adjectives 4.6 Role Play

	Unit- 5 Tenses in Arabic Language 3.1 Present Tense 3.2 Past Tense 3.3 Future Tense
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	Al-Dajani, B. A. S. (2019). The Function of Arabic Literature in Arabic Language Teaching: A Gateway to Cultural Literacy. <i>Dirasat, Human and Social Sciences</i> , 46(1). Al-Musawi, M. J. (2017). <i>Arabic literature for the classroom: teaching methods, theories, themes and texts</i> . Taylor & Francis. Beeston, A. F. L. (2016). <i>The Arabic language today</i> . Routledge. Hayek, G. (2017). The urban gateway: Teaching the city in modern Arabic literature. <i>Arabic Literature for the Classroom: Teaching Methods, Theories, Themes and Texts</i> , 156-170.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Introduction to Human Resource Management
Course Code	108
Semester	II
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Understand the theories and practices of HRM 2. Develop and design different employment forms. 3. Participate in selection of personnel using psychometric assessment techniques
Contents	Unit-I Human Resource Management: Present and Future <ol style="list-style-type: none"> 1.1 What is HRM? 1.2 Why and how is HRM important? 1.3 Introduction to the era of management and inclusion of HRM 1.4 Challenges of HRM 1.5 Current trends in HRM 1.6 Specific and general services of HRM 1.7 Functions of HRM

	<p>Unit-II Job Analysis</p> <p>2.1 HR planning</p> <p>2.2 Job description</p> <p>2.3 Job specification</p> <p>Unit-III Requirement</p> <p>3.1 Recruitment of employees</p> <p>3.2 Recruitment techniques</p> <p>3.3 Sources of recruitment</p> <p>3.4 Types of job test</p> <p>Unit-IV Staffing</p> <p>4.1 Types of interviews</p> <p>4.2 Interview techniques</p> <p>Unit-V Employee development</p> <p>5.1 Performance appraisal</p> <p>5.2 Performance management</p> <p>Unit-VI Training development</p> <p>6.1 Types of training</p> <p>6.2 Training techniques</p> <p>Unit-VII Developing careers</p> <p>7.1 Career growth</p> <p>7.2 Responsibility of career growth</p> <p>7.3 Factors of career growth</p> <p>Unit-VIII Compensation</p> <p>8.1 Compensation management</p> <p>8.2 Types of compensation</p> <p>Unit-IX Rewards</p> <p>9.1 Types of rewards</p> <p>9.2 Rewarding performance</p> <p>9.3 Pay for performance</p> <p>Unit-X Benefits</p> <p>10.1 Benefits administration</p> <p>10.2 Types of benefits</p> <p>10.3 Pay equity</p> <p>10.4 Pay dissatisfaction model</p> <p>10.5 Employee and labour relations</p> <p>10.6 Employee health and safety</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>Byars, L. L., & Rue, L. W. (2008). <i>Human resource management</i> (9th ed.). McGraw-Hill Irwin.</p> <p>Dessler, G., & Varkkey, B. (2018). <i>Human resource management</i> (15th ed.). Pearson.</p>

	Ren, S., Tang, G., & Jackson, S. E. (2018). Green human resource management research in emergence: A review and future directions. <i>Asia Pacific Journal of Management</i> . 35(3), 769-803.
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Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Financial Accounting-1		
Course Code	109		
Semester	II		
Credit Hours	3		
Prerequisite	-		
Learning outcomes	On completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Understand the language of accounting and financial reporting. 2. Understand the complete Accounting Cycle. 3. Prepare the Journal, Ledger and subsidiary books. Prepare the balance sheet, profit and loss account and cash flow statement		
Contents	<div> Unit-1 Accounting and its role <ol style="list-style-type: none"> 1.1 Development of accounting 1.2 Accounting Theory and Conceptual framework 1.3 Accounting Defined 1.4 Why study Accounting 1.5 Financial statements 1.6 Major fields of Accounting 1.7 Accounting as a Career </div> <div> Unit-2 Basic Accounting Concepts <ol style="list-style-type: none"> 2.1 The Entity Concept 2.2 The Reliability (or Objectivity) principle 2.3 The cost Principle 2.4 The Going-Concern Assumptions 2.5 The Stable Currency Assumptions 2.6 Ethics-the-Most Fundamental Principle of Accounting 2.7 Qualitative characteristics of Financial statements </div> <div> Unit-3 The recording process <ol style="list-style-type: none"> 3.1 The Recognition Issue 3.2 The Valuation Issue 3.3 The Classification Issue 3.4 The Recording Process 3.5 Analysis of Transaction 3.6 The Journal 3.7 The Ledger </div>		

		3.8	Balancing the Accounts
	Unit-4		Preparation of Financial Statements
		4.1	Preparing Trial Balance
		4.2	Locating and correcting errors in recording process
		4.3	Preparing Profit and Loss Account and Balance Sheet
	Unit-5		The Adjusting and Closing Entries
		5.1	Need for Adjusting Entries
		5.2	Recording adjusting entries
		5.3	Preparing adjusted trial balance
		5.4	Recording closing entries
		5.5	Preparing post-closing trial balance
		5.6	Preparing work-sheet
		5.7	Preparation of Financial Statements
	Unit-6		Accounting for Trading Organization
		6.1	The Purchase function
		6.2	Accounting for purchases and sales
		6.3	Return and allowances
		6.4	Periodic system
		6.5	Perpetual system
		6.6	Worksheet
		6.7	Preparation of financial statements
		6.8	Departmental accounts
	Unit-7		Accounting Systems
		7.1	Developing a system
		7.2	Subsidiary journals
		7.3	Subsidiary ledgers
		7.4	Cash book
		7.5	Petty cash book
		7.6	Control accounts
	Unit-8		Cash and Temporary Investment
		8.1	Nature and composition of cash
		8.2	Cash management and control
		8.3	Maintaining bank account
		8.4	Bank reconciliation
		8.5	Short term investments
	Unit-9		Accounting for Debtors and Stock
		9.1	Accounting treatment of bad debts
		9.2	Direct write-off method
		9.3	Aging schedule
		9.4	Percentage of sales method
		9.5	Recoveries of bad debts
		9.6	Stock
		9.7	Measurement of stock quantity
		9.8	Measurement of stock cost
		9.9	Perpetual stock system
		9.10	Periodic stock system
	Unit-10		Accounting for Property, Plant and Equipment
		10.1	Property, Plant and equipment

	10.2 Lump-sum purchase 10.3 Subsequent expenditure 10.4 Depreciation methods 10.5 Revaluation 10.6 Review of useful life 10.7 Intangible assets and amortization 10.8 Wasting assets and depletion
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	Bettner, M., Williams, J., Haka, S., & Carcello, J. (2014). <i>Financial & managerial accounting</i> . Tata McGraw-Hill. Khan, A. (1999). <i>Financial accounting: Managerial perspective</i> . Anas Publishers. Williams, J. R., Haka, S. F., Bettner, M. S., & Carcello, J. V. (2017). <i>Financial and managerial accounting</i> . McGraw-Hill. Wood, F., & Sangster, A. (2018). <i>Frank Wood's business accounting</i> (12 th ed., Vol. 1). Pearson Education

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Freshman English – II		
Course Code	110		
Semester	II		
Credit Hours	3		
Prerequisite	-		
Learning outcomes			
Contents	Unit-1 Background for Effective Business Communication 1.1 Importance and benefits of effective communication 1.2 Components of communications 1.3 Concepts and problems of communication 1.4 Non-verbal communication Unit-2 The Seven Cs of Effective Communication 2.1 Completeness 2.2 Conciseness 2.3 Consideration 2.4 Concreteness		

	2.5 Clarity 2.6 Courtesy 2.7 Correctness Unit-3 Process of Preparing Effective Business Messages 3.1 Five planning steps 3.2 Basic organizational plans (direct-deductive) (indirect, inductive) 3.3 Beginning and endings 3.4 Confirming the message (Drafting, Revising, Editing and proofreading) Unit-4 Business letter appearance and design of Business messages Business Letters Standard parts of a letter Optional parts Letter layout Unit-V Memorandums Parts of the memorandum Layout of the memorandum Unit-VI Short Reports Developing the Main sections Outlining the Major Sections Including other desirable section Unit-VII Informational Memorandum Report Unit-VIII Strategies for Successful speaking and successful of listening Strategies for improving Oral Presentations Steps for preparing effective Oral Presentations Kinds of Oral Presentations Unit-IX Strategies for reducing stage insights Strategies for improve listening skills Faults in listening Purposes for listening Results of good listening Unit-X Bad News Messages The right attitude plans for bad news messages indirect plan/direct plan negative replies to requests Refusing adjustments on claims and complaints Refusing credit Declining invitations unfavorable unsolicited messages Announcing bad news about prices or services Conveying bad news. Unit-XI Writing Practice Job application Process Self-assessment Market assessment Resume Cover Letter to Resume Exercises
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	Unit-XII Interpersonal Communication Dyadic Communication Interviewing Telephoning Unit-XIII Individual Development Confidence building, tips to be impressive
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	Bovee, C. L., Thill, J. V., & Raina, R. L. (2016). <i>Business communication today</i> . Pearson Education. Murphy, H. A., Hildebrandt, H. W., & Thomas, J. P. (2016). <i>Effective business communication</i> . McGraw Hill. Covey, S. R. (2004). <i>7 habits of highly effective people: Powerful lessons in personal change</i> . Simon & Schuster.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Introduction to Management
Course Code	111
Semester	II
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Understand fundamental concepts and principles of management, including the basic roles, skills, and functions of managers; 2. Get detail information about historical development, theoretical aspects and practical application of managerial process; 3. Familiar with interactions between the environment, technology, human resources, and organizations in order to achieve high performance; 4. Aware of the ethical dilemmas faced by managers and the social responsibilities of business.
Contents	Unit-1 Introduction to Management and Organizations <ol style="list-style-type: none"> 1.1 Who are managers? 1.2 What is management? 1.3 What do managers do? 1.4 What is an organization?

	1.5	Why study management?
Unit-2	Management yesterday and today	
	2.1	Historical background of management
	2.2	Managing in the new Era
	2.3	The Internet, Globalization, Knowledge Management
Unit-3	Organizational culture and the Environment	
	3.1	The manager: Omnipotent or Symbolic
	3.2	The organization's culture
	3.3	Current Organizational Culture issues facing managers
	3.4	The environment
	3.5	The decision-making process
	3.6	The manager as decision maker
	3.7	Decision making for today's world
Unit-4	Foundations of Planning	
	4.1	What is planning?
	4.2	Why do managers plan?
	4.3	How do managers plan?
	4.4	Establishing goals and developing plans
Unit-5	Strategic Management	
	5.1	Strategic management process
	5.2	Types of organizational strategies
	5.3	Strategic management in today's environment
Unit-6	Planning tools and techniques	
	6.1	Techniques for assessing the environment
	6.2	Techniques for allocating resources
	6.3	Contemporary planning techniques
	6.4	Defining organizational structure
	6.5	Organizational design decisions
	6.6	Common organizational designs
Unit-7	Communication and Information Technology	
	7.1	Understanding communication
	7.2	The process of interpersonal communication
	7.3	Organizational communication
	7.4	Understanding IT
	7.5	Communication issues in today's organizations
Unit-8	Human Resource Management	
	8.1	The HRM process
	8.2	HR planning
	8.3	Employee performance management; Compensation/Benefits; Career development
	8.4	Current issues in HRM
Unit-9	Foundations of Behaviour	
	9.1	Why look at individual behavior?
	9.2	Attitudes
	9.3	Personality
	9.4	Perception
	9.5	Learning

	Unit-10 Motivating Employees 10.1 What is motivation? 10.2 Early theories of motivation 10.3 Contemporary theories of motivation 10.4 Current issues in motivation Unit-11 Leadership 11.1 Managers versus leaders 11.2 Early leadership theories 11.3 Contingency theories of leadership 11.4 Issues in 21 st century Unit-12 Foundations of Control 12.1 What is control and why is it important? 12.2 The control process 12.3 Controlling for organizational performance 12.4 Tools for controlling organizational performance 12.5 Contemporary issues in control
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	Koontz, H. (2010). <i>Essentials of management</i> . Tata McGraw-Hill. Robbins, S. P., & Coulter, M. (2018). <i>Management</i> (15 th ed.). Pearson. Wehrich, H., & Koontz, H. (2014). <i>Management: A global perspective</i> (14 th ed.). Tata McGraw-Hill.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Microeconomics
Course Code	112
Semester	II
Credit Hours	3
Prerequisite	-
Learning outcomes	Upon successful completion of the course, students will be able: <ol style="list-style-type: none"> 1. To interpret, apply and relate economic principles to current economic issues 2. Explain and predict how supply and demand concept will affect prices in market economies 3. Distinguish between the economic outcomes associated with perfect competition, monopolistic competition, oligopoly and monopoly

Contents	<p>Unit-1 Basic Economic Concepts</p> <p>1.1 What is Microeconomic about?</p> <p>1.2 The scope and role of microeconomics?</p> <p>1.3 Normative and positive analysis</p> <p>1.4 Key assumptions underpinning standard microeconomic models - Scarcity, trade-offs, sunk costs and opportunity costs</p> <p>Unit-2 Utility theory</p> <p>2.1 Law of diminishing marginal utility</p> <p>2.2 Law of equi-marginal utility</p> <p>Unit-3 Demand and Supply</p> <p>3.1 Demand determinants of demand, law of demand, shifts and shift factors in demand</p> <p>3.2 Law of supply; shifts & shift factors in supply.</p> <p>3.3 Market equilibrium-surplus and shortage conditions</p> <p>3.4 Elasticity of Demand and Supply</p> <p>3.4.1 Elasticity of demand, Price, income and cross elasticity, Point and Arc Elasticity</p> <p>3.4.2 Measurement of elasticity of demand: Percentage, graphic and Total Outlay methods</p> <p>3.4.3 Elasticity of supply, Measurement & Determinants of elasticity of supply.</p> <p>Unit- 4 Production and Cost</p> <p>4.1 Law of Variable Proportions</p> <p>4.2 Traditional theory of costs, average, marginal and total costs</p> <p>4.3 Long run average cost</p> <p>Unit-5 Markets, Efficiency and Welfare</p> <p>5.1 Perfect competition: Price and output determination in the short and long run</p> <p>5.2 Monopoly: Price and output determination in the short and long run, Price discrimination</p> <p>5.3 Monopolistic Competition: Price and output determination in the short and long run</p> <p>5.4 Economics of public sectors</p> <p>5.5 Economic of labor markets</p> <p>5.6 Consumer Surplus and Producer Surplus</p> <p>5.7 Economic efficiency and deadweight loss</p> <p>5.8 The impact of: price ceilings; price floors; and government taxes and subsidies</p> <p>Unit-6 Analysis of Competitive Markets</p> <p>6.1 The costs of production in the short run and the long run</p> <p>6.2 Profit and entry and exit in a perfectly competitive market</p> <p>6.3 The “Invisible Hand” – perfect competition leads to economic efficiency</p> <p>6.4 Market Power: Monopoly and Monopsony</p> <p>6.5 Pricing with Market Power</p> <p>6.6 Monopolistic Competition and Oligopoly</p>
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	Unit-7 Markets and the role of Government 7.1 The economic bases for government intervention: public goods, externalities 7.2 The welfare implications of different market structures 7.3 Asymmetric information & game theory 7.4 Market failure vs. government failure
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	Gans, J., King, S., Byford, M., & Mankiw, N. G. (2018). <i>Principles of Microeconomics: Australia and New Zealand Edition</i> . Cengage McConnell, C. R., Brue, S. L., & Flynn, S. M. (2018). <i>Economics: principles, problems, and policies</i> (21th ed.). McGraw-Hill. Pindyck, R. S., Rubinfeld, D. L. (2017) <i>Microeconomics</i> (8 th ed.). Prentice Hall. Varian, H. R. (2014). <i>Intermediate microeconomics: A modern approach</i> . WW Norton & Company.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Tadrees Tarjima Quran
Course Code	HQ-002
Semester	II
Credit Hours	1
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: 1. Know the basic information about Surah Nisa with translation and Tafseer of selected Ayats. 2. Understand the Surah Maidah with translation and Tafseer of selected Ayats. 3. Understand the Surah Al Inam with translation and Tafseer of selected Ayats
Contents	Unit-1 Basic Concepts of Surah Nisa 1.1 History and Importance of Surah Nisa 1.2 Translation of Surah Nisa 1.3 Tafseer of Selected Ayats of Surah Nisa Unit-2 Basic Concepts of Surah Maidah 2.1 History and Importance of Surah Maidah

	2.2 Translation of Surah Maidah 2.3 Tafseer of Surah Maidah Unit-3 Basic Concepts of Surah Al Inam 3.1 History and Importance of Surah Al Inam 3.2 Translation of Surah Al Inam 3.3 Tafseer of selected ayats of Surah Al Inam
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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the Course	Financial Accounting-II
Course Code	201
Semester	III
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: 1. Understand plant asset and natural asset management in accounting. 2. Understand the partnership, corporation related accounting. 3. Understand the application of accounting electronically. 4. Understand the management of inventory in accounting records and so as per contents
Contents	Unit-1 Accounting for Merchandising Concerns 1.1 Purchase, sales, discounts, returns and allowances, 1.2 FOB destination and shipping point, cost of goods sold, completing the accounting cycle, financial statement formats.

	<p>Unit-2 IAS-2 Inventories</p> <p>2.1 Inventories and its types</p> <p>2.2 Inventory costing under perpetual and periodic systems</p> <p>2.3 Financial statement effects of costing methods, inventory errors and decision analysis.</p> <p>Unit-3 Internal Control</p> <p>3.1 Types, purpose and limitations, control of cash, banking activities as controls, bank statement, bank reconciliation, Cash book.</p> <p>Unit-4 Accounting for Accounts</p> <p>4.1 Account receivables, notes receivables, its recognition and disposition, bad debts, direct and allowance approach, provision and reserve</p> <p>Unit-5 Accounting for Fixed Assets</p> <p>5.1 property plant and equipment</p> <p>5.2 Cost determination of fixed assets, accounts for assets acquired in non-monetary exchanges, disposal of fixed assets.</p> <p>Unit- 6 Depreciation</p> <p>6.1 Purpose, process and calculation of depreciation, depletion and amortization, impairment of assets and revision of depreciation.</p> <p>6.2 Natural resources & intangibles</p> <p>Unit-7 Current Liabilities</p> <p>7.1 Partnership accounts with reference to Partnership Act-1932 Formation, admission, retirement, death, profit distribution and dissolution.</p> <p>7.2 Companies' accounts</p> <p>7.3 Corporation, Companies' formation, recording of issue of shares.</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>Dauderies, H., & Annand, D. (2019). <i>Introduction to financial accounting</i>. Lyryx.</p> <p>Hall A. J. (2009), <i>Accounting information system</i> (6th ed.). Thomson</p> <p>Larson, K. D., Wild, J. J., & Chiappetta, B. (2005). <i>Fundamentals of financial accounting</i> (17th ed.). McGraw Hill Irwin.</p> <p>Meigs, B. W., Johnson, E. C, & Meigs, F. R. (2018). <i>Accounting: The basis of business decisions</i>. McGraw Hill.</p> <p>Meigs, B. Walter., Johnson, E. Charles. & Meigs, F. Robert (2003). <i>Accounting: the basis of Business decisions</i> (11th ed.). McGraw Hill.</p> <p>South-Western.</p>

	Zeff, S. A., & Dharan, B. G. (1994). <i>Readings and notes on financial accounting: Issues and controversies</i> . McGraw-Hill.
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Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Business Statistics
Course Code	202
Semester	III
Credit Hours	3
Prerequisite	-
Learning outcomes	- -
Contents	<p>Unit-1 Introduction to Statistics & Data Collection</p> <p>1.1 Understanding data types and summarizing as well</p> <p>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</p> <p>2.2 Summary table, bar charts, pie charts, pareto chart, exercises, table and graph for bi-variate categorical variables, exercises</p> <p>2.3 Organizing numerical data</p> <p>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.</p> <p>3.2 Table and graph for bi-variate numerical variables.</p> <p>3.3 Contingency table, scatter plots and time series plot.</p> <p>3.4 Measures of central tendency</p> <p>3.5 Numerical descriptive measure for population</p> <p>3.6 Quartiles and box plots</p> <p>3.7 Covariance and coefficient of correlation</p> <p>3.8 Basic probability concepts</p> <p>3.9 Discrete Probability Distribution</p> <p>3.10 Variance and standard deviation</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	<p>Chaudhry, S.M., & Kamal, S. (2010) <i>Introduction to statistical theory</i> (Part I). Ilmi Kitab Khana.</p> <p>Keller, G. (2015). <i>Statistics for management and economics: Abbreviated</i>. Cengage Learning.</p> <p>Spiegel, M. R., & Stephens, L.J. (1984) <i>Statistics</i>. McGraw Hill Book Company.</p> <p>Thomas, G. B., Weir, M. D., Hass, J., Giordano, F. R., & Korkmaz, R. (2010). <i>Thomas' calculus</i>. Pearson.</p> <p>Walpole, R. E. (1981). <i>Introduction to statistics</i> (2nd ed.). Little Brown & Company</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Macroeconomics
Course Code	203
Semester	III
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>At the end of the course students should be able to:</p> <ol style="list-style-type: none"> 1. Describe the basic macroeconomic variables. 2. Understand the models that determine the basic macroeconomic variables. 3. Distinguish between the long run and the short run. 4. Understand how the government and the central bank can influence outcomes in the economy. 5. Understand current macroeconomic events. Understand the models that determine the basic macroeconomic variables.
Contents	<p>Unit-1 Introduction to Macroeconomics</p> <ol style="list-style-type: none"> 1.1 Objectives and instruments of macroeconomics. 1.2 Tools of macroeconomics policy. 1.3 Aggregate demand and supply. <p>Unit-2 Measuring Economic Activity</p> <ol style="list-style-type: none"> 2.1 Concepts of National Income. 2.2 Measurement of National Income. GDP, NDP, GNP & NNP, Personal Income & Disposable Personal Income 2.3 GDP Deflator and a real GDP 2.4 National Income as a measure of economic welfare <p>Unit-3 Consumption and Investment</p> <ol style="list-style-type: none"> 3.1 Consumption, Income and saving. 3.2 Consumption Function.

	<p>3.3 Saving Function.</p> <p>3.4 The Marginal Propensity to Consume and Average Propensity to consume</p> <p>3.5 The Marginal Propensity to Save and Average Propensity to save</p> <p>3.6 Determinants of Consumption</p> <p>3.7 Determinants of Investment (Rate of interest, MEC)</p> <p>Unit- 4 Income and Employment Determination</p> <p>4.1 Classical approach.</p> <p>4.2 Modern approach (Keynesian)</p> <p>4.3 Post Keynesian</p> <p>4.4 Approach</p> <p>4.5 Investment Multiplier.</p> <p>4.6 Tax multiplier, foreign trade multiplier and super multiplier</p> <p>Unit- 5 Fiscal and Monetary Policies</p> <p>5.1 Fiscal Policy</p> <p>5.2 Monetary Policy</p> <p>Unit- 6 Inflation</p> <p>6.1 Nature and kinds</p> <p>6.2 Inflationary and deflationary gaps</p> <p>6.3 Inflation and unemployment</p> <p>Unit-7 Business Cycle</p> <p>7.1 The concept of Business Cycle</p> <p>7.2 Business Cycle Theories Business Cycle & Business Decision Making</p> <p>Unit-8 International Trade</p> <p>8.1 Classical Theory of International trade (CIT)</p> <p>8.2 Modern theory of International trade</p> <p>8.3 Economic Integration and Regional Cooperation.</p> <p>8.4 Protection and free trade</p> <p>8.5 WTO (Objectives and Role)</p> <p>Unit-9 Balance of Payments</p> <p>9.1 Balance of Payments Accounts.</p> <p>9.2 Disequilibrium & Imbalance of Payments.</p> <p>9.3 Causes and Remedies.</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	<p>Blanchard, O. (2018), <i>Macroeconomics</i> (6th ed.). Prentice Hall.</p> <p>McConnell, C. R., Brue, S. L., & Flynn, S. M. (2013). <i>Macroeconomics: Brief Edition</i>. McGraw-Hill.</p> <p>McConnell, C. R., Brue, S. L., & Flynn, S. M. (2018). <i>Macroeconomics</i>. (21st ed). McGraw-Hill.</p> <p>Nakamura, E., & Steinsson, J. (2018). Identification in macroeconomics. <i>Journal of Economic Perspectives</i>, 32(3), 59-86.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Oral Communication
Course Code	204
Semester	III
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 ability to reflect and speak persuasively. 2. communicate and interpret effectively 3. Become dynamic speakers and presenters 4. Know the pronunciation and develop neutral accent as compared to regional accent. 5. Develop and maintain the sense of confidence and self-worth. 6. Objective participation in meetings, seminars, debates and discussion panels.
Contents	<p>Unit-1 Communication at Work</p> <ol style="list-style-type: none"> 1.1. The Importance of Communication 1.2. The Nature of Communication 1.3. The Process of Communication 1.4. Using Communication Networks 1.5. Choosing the Optimal Communication Channel <p>Unit-2 Personal Skills</p> <ol style="list-style-type: none"> 2.1. Communication Verbal and Non-Verbal Messages 2.2. Types of Non-Verbal Communication 2.3. Characteristics, Differences, Functions <p>Unit-3 Listening</p> <ol style="list-style-type: none"> 3.1. Importance of Listening 3.2. Approaches to Listening 3.3. Barriers to Effective Listening 3.4. Reasons for Listening <p>Unit-4 Developing the Presentation</p> <ol style="list-style-type: none"> 4.1. Oral Presentations 4.2. Establishing a Purpose 4.3. Developing the Thesis <p>Unit-5 Organizing Your Ideas</p> <ol style="list-style-type: none"> 5.1. The Importance of Clear Organization 5.2. Gathering Ideas and Material 5.3. Organizing the Body 5.4. Planning the Introduction 5.5. Planning the Conclusion 5.6. Adding Transitions

	Unit-6 Verbal and Visual Support in Presentation 6.1. Functions of Supporting Material 6.2. Verbal Support 6.3. Visual Aids
	Unit-7 Delivering the Presentation 7.1. Types of Delivery 7.2. Guidelines for Delivery 7.3. Speaking with Confidence
	Unit-8 Interpersonal Skills 8.1. Understanding Interpersonal Relationship 8.2. Characteristics 8.3. Managing Conflicts 8.4. Dealing with Criticism 8.5. Negotiating Skills
	Unit-9 Informative Group and Special Occasions 9.1. Occasion Meeting 9.2. Informative Presentations 9.3. Group Presentations 9.4. Special Occasion Speeches
	Unit-10 Persuasive Presentations 10.1. Types of Persuasive Presentations 10.2. Persuasive Strategies 10.3. Maximizing Speaker Credibility 10.4. Organizing Persuasive Messages
	Unit-11 Principles of Interviewing 11.1. Planning the Interview 11.2. Conducting Successful Interviews
	Unit-12 Types of Interviews 12.1. Information Gathering Interview 12.2. The Employment Interview 12.3. Performance Appraisal Interview
	Unit-13 Working in Teams 13.1. Approaches to Working in Groups and Teams 13.2. Problem Solving Communication 13.3. Effective Communication in Groups and Teams
	Unit-14 Effective Meetings 14.1. Types of Meetings 14.2. Planning Problem Solving Meetings 14.3. Conducting Meetings
	Unit-15 Communicating Effectively in International Business 15.1. Non-Verbal Communication in International Business 15.2. Training Needs in International Business 15.3. Criteria for Communicating Effectively
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>Bovee, C. L., Thill, J. V., & Raina, R. L. (2016). <i>Business communication today</i>. Pearson Education.</p> <p>Lawson, C., Gill, R., Feekery, A., & Witsel, M. (2019). <i>Communication skills for business professionals</i>. Cambridge University Press.</p> <p>Murphy, H. A, Hildebrandt, H. W, & Thomas, J. P. (2016). <i>Effective business communication</i>. McGraw Hill.</p> <p>Pirzadeh, P., Lingard, H., & Blismas, N. (2020). Effective communication in the context of safe design decision making. <i>Safety Science</i>, 131(1), 104-113.</p> <p>Thompson, N. (2018). <i>Effective communication: A guide for the people professions</i>. Macmillan International Higher Education.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Sociology
Course Code	BBA-205
Semester	III
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 recent trends in sociological thought. 2. Serve as intellectual resource in this region 3. Enable the students to apply sociological knowledge for the economic and social betterment of Pakistan 4. Develop high quality professionals and social scientists that the committed to pursuit of excellence, and are endowed with vision, courage, and dedication.
Contents	<p>Unit-1 Introduction to Sociology</p> <ol style="list-style-type: none"> 1.1 Meaning, Definition and Scope of Sociology 1.2 Utility/Importance of Sociology 1.3 Sociology as Science 1.4 Relationship of Sociology with other Social Sciences <p>Unit-2 Role of Sociologists</p> <ol style="list-style-type: none"> 2.1 As a research Scientist 2.2 As a Policy Consultant 2.3 As a Teacher 2.4 As a Business Person <p>Unit-3 Society</p> <ol style="list-style-type: none"> 3.1 Meaning and Definition of Society 3.2 Characteristics of Society

		3.3	Types of Society
		3.4	Basis of Society
	Unit-4	The Culture	
		4.1	Definition of Culture
		4.2	Types of Culture
		4.3	Culture and Society
		4.4	Social and Cultural Change
		4.5	Characteristics of Culture
	Unit-5	Methods of Study in Sociology	
		5.1	Cross Sectional Study
		5.2	Longitudinal Study
		5.3	Laboratory Study
		5.4	Field Study
		5.5	Observational Study
	Unit-6	Social Stratification	
		6.1	Definition of Social Stratification
		6.2	Types of Social Stratification
		6.3	Classes: Definition of Class
		6.4	General Classification of Class
		6.5	Sociological Classification of Class
		6.6	Caste: Definition of Caste
		6.7	Characteristics of Caste
		6.8	Difference between Class and Caste
	Unit-7	Social Groups	
		7.1	Definition and Functions
		7.2	Types of Groups
		7.3	In and out groups
		7.4	Primary and Secondary groups
		7.5	Reference Groups
		7.6	Formal and Informal Groups
		7.7	Pressure Groups
	Unit-8	Social Mobility	
		8.1	Definition of Mobility
		8.2	Types of Mobility
		8.3	Horizontal Mobility
		8.4	Vertical Mobility
		8.5	Zero Mobility
		8.6	Territorial Mobility/ Geographical
		8.7	Different Factor Favorable to Social Mobility
	Unit-9	Social Institutions	
		9.1	Definition of Social Institution
		9.2	Elements of Social Institution
		9.3	Functions of Social Institution
	Unit-10	Family Institution	
		10.1	Definition of Family
		10.2	Characteristics of Family
		10.3	Types/Classification of Families
		10.4	Functions of Family Institution

	<p>Unit-11 Religious Institutions</p> <p>11.1 Definition, Components of Religion</p> <p>11.2 Beliefs, Symbols, Rituals</p> <p>11.3 Sacred Objects</p> <p>11.4 Functions of Religion</p> <p>11.5 Religion of the World</p> <p>11.6 Christianity, Judaism, Hinduism, Buddhism, Confucianism, Islam</p> <p>Unit-12 Economic Institution</p> <p>12.1 Definition of Economic Institution</p> <p>12.2 Structure of Economic Institution</p> <p>12.3 Characteristics of Economic Institution</p> <p>12.4 Functions of Economic Institution</p> <p>Unit-13 Political Institution</p> <p>13.1 Definition of Political Institution</p> <p>13.2 Structure of Political Institution</p> <p>13.3 Formal and Informal</p> <p>13.4 Main Branches of Govt, Judiciary, Executives</p> <p>13.5 Legislation</p> <p>Unit-14 Educational Institution</p> <p>14.1 Definition of Educational Institutions</p> <p>14.2 Structure of Educational Institutions</p> <p>14.3 Formal and Informal Education</p> <p>14.4 Educational System</p> <p>Unit-15 Sociology of Pakistan</p> <p>15.1 Characteristics</p> <p>15.2 Social Problems of Pakistan</p> <p>15.3 Poverty as social problem</p> <p>15.4 Crime as social problem</p> <p>15.5 Pollution as Social Problem</p> <p>15.6 Population Explosion as Social Problem</p> <p>15.7 Urbanization as Social Problem</p> <p>Unit-16 Presentation Session</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>Giddens, A., Duneier, M., Appelbaum, R. P., & Carr, D. (2006). <i>Essentials of sociology</i>. Norton.</p> <p>Maconis J. (2019). <i>Sociology</i> (17th ed.). Pearson.</p> <p>Taga, A. H. (2005). <i>Sociology and social problems</i>. Abdul Hameed & Sons.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Principles of Marketing		
Course Code	BBA 206		
Semester	III		
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. Develop an understanding of key marketing concepts of marketing. 2. Enhance the conceptual knowledge of marketing as applicable to decision making process with a focus on tactical marketing mix decisions. 3. Understand comprehensive framework of marketing that helpful to evaluate marketing decisions and to create successful marketing initiatives 		
Contents	<p>Unit-1 Understanding the marketplace and customer</p> <ol style="list-style-type: none"> 1.1 What is marketing? 1.2 Understanding the marketplace and customer need <p>Unit-2 Designing a customer-Driven marketing strategy</p> <ol style="list-style-type: none"> 2.1 Designing a customer-Driven marketing strategy 2.2 Preparing an integrated marketing plan 2.3 Capturing value from customers 2.4 Companywide strategy planning 2.5 Planning marketing: Partnering to build customer relationships 2.6 Marketing strategy and marketing mix 2.7 Return on marketing investment <p>Unit-3 Model of Consumer Behavior</p> <p>Unit-4 Characteristics Affecting Consumer Behavior</p> <p>Unit-5 The Buyer Decision Process</p> <p>Unit-6 The Buyer Decision Process</p> <ol style="list-style-type: none"> 7.1 The Buyer Decision Process 7.2 Market Segmentation 7.3 Market Targeting <p>Unit-7 Differentiation and Positioning</p> <p>Unit-8 Product, Services, and Branding Strategies</p> <ol style="list-style-type: none"> 8.1 What is a Product? 8.2 Product and Service Decision 8.3 Branding Strategy 8.4 Services Marketing 		

	<p>Unit-9 New-Product Development and Product Life-Cycle Strategies</p> <p>9.1 New Product Development Strategy</p> <p>9.2 Managing New Product Development Process</p> <p>9.3 Product Life-Cycle Strategies</p> <p>Unit-10 Pricing Strategies</p> <p>10.1 New-Product Pricing Strategies</p> <p>10.2 Product Mix Pricing Strategies</p> <p>10.3 Price Adjustment Strategies</p> <p>10.4 Price Changes</p> <p>Unit-11 Retailing and Wholesaling</p> <p>11.1 Retailing</p> <p>11.2 Wholesaling</p> <p>Unit-12 Advertising, Sales Promotion, And Public Relations</p> <p>12.1 Advertising</p> <p>12.2 Sales Promotion</p> <p>12.3 Public Relations</p> <p>Unit-13 Personal Selling and Direct Marketing</p> <p>13.1 Personal Selling</p> <p>13.2 Managing Sales Force</p> <p>13.3 The New Direct Marketing Model</p> <p>13.4 Growth and Benefits of Direct Marketing</p> <p>13.5 Customer Databases and Direct Marketing</p> <p>13.6 Forms of Direct Marketing</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>Armstrong, G. M., Kotler, P., Harker, M., & Brennan, R. (2018). <i>Marketing: An introduction</i>. Pearson.</p> <p>Kotler, P. (2019). <i>A framework for marketing management</i> (6th ed.). Pearson.</p> <p>Kotler, P., Armstrong, G., Haque, E., & Agnihotri, Y. (2010). <i>Principles of marketing: A South Asian perspective</i> (13th ed.). Pearson.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Tadrees Tarjima Quran
Course Code	HQ-003
Semester	III
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 Araf with translation 2. Understand the Surah Al anfaal with translation 3. Know the basic information about Surah Tobaha with translation 4. Understand the Surah Yoouns with translation and Tafseer of selected Ayats
Contents	<p>Unit-1 Basic Concepts and Tarjama of Surah Al Araf</p> <ol style="list-style-type: none"> 1.1 History and Importance of Surah Al Araf 1.2 Translation of Surah Al Araf <p>Unit-2 Basic Concepts of Surah Al Anfaal</p> <ol style="list-style-type: none"> 2.1 History and Importance of Surah Al Anfaal 2.2 Translation of Surah Al Anfaal <p>Unit-3 Basic Concepts of Surah Tobaha</p> <ol style="list-style-type: none"> 3.1 History and Importance of Surah Tobaha 3.2 Translation of Surah Tobaha <p>Unit-4 Basic Concepts of Surah Yoouns</p> <ol style="list-style-type: none"> 4.1 History and Importance of Surah Yoouns 4.2 Translation of Surah Yoouns
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 Communication
Course Code	BBA 207
Semester	IV
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>This course is designed to develop students' professional communication skills. As a result of this course, students are expected to:</p> <ol style="list-style-type: none"> 1. Understand the importance of effective communication in a business setting. 2. Understand and utilize the basic forms (e-mail, memos, letters, informal and formal) 3. Know informal and formal presentations that are used in effective business communication. 4. Write well-organized and effective business memos, letters, and reports. 5. Reinforce and further develop presentation skills in order to deliver professional presentations. 6. Understand and use computer-aided communication including e-mails and presentation software. 7. Work effectively in a team to improve communication skills and to prepare and present group projects.
Contents	<p>Unit-1 Effective Communications in Business</p> <ol style="list-style-type: none"> 1.6. Importance & Benefits of Effective Organizational Communication 1.7. Components of Communication- Communication Model (internal, external, vertical, horizontal and lateral communication) 1.8. The Language of Business <p>Unit-2 The Seven C's of Effective Communication in Business Writing</p> <ol style="list-style-type: none"> 2.1. Completeness, Conciseness, Consideration, 2.2. Concreteness, Clarity, Courtesy, Correctness 2.3. You-Attitude 2.4. Exercises <p>Unit-3 Business Communication and the Technology Context</p> <ol style="list-style-type: none"> 3.1. Email and other technologies being used in businesses. 3.2. Managing information outside organizations. <p>Unit-4 The Process of Preparing Effective Business Messages</p> <ol style="list-style-type: none"> 13.1. Five Planning Steps 13.2. Beginnings & Endings 13.3. Composing the Message <p>Unit-5 The Appearance and Design of Business Messages</p> <ol style="list-style-type: none"> 14.1. Business Letters, Memos, Special Timesaving Message, Media 14.2. Good News and Neutral Messages 14.3. Organizational Plan

	<p>Unit-6 Favorable Replies</p> <p>15.1. Answering Queries/Granting Requests/Approving Credit</p> <p>15.2. Neutral Messages</p> <p>15.3. Announcements</p> <p>15.4. Transmittals</p> <p>Unit-7 Bad News messages</p> <p>16.1. The Right Attitude</p> <p>16.2. Plans for Bad News Messages, Negative Replies to Requests</p> <p>16.3. Unfavorable, Unsolicited Messages, Refusing Claims and Adjustments. Non-Conformity to Rules</p> <p>Unit-8 Persuasive Written Messages</p> <p>17.1. Organization of Persuasive Messages</p> <p>17.2. Persuasive Requests</p> <p>17.3. Persuasive Sales Letters</p> <p>Unit-9 Strategies for Successful Speaking and Successful Listening</p> <p>Unit-10 Strategies for Successful Informative and Persuasive Speaking</p> <p>Unit-11 Strategies for Business & Group Meetings</p> <p>26.1. Background Information on Groups</p> <p>26.2. Purposes & Kinds of Meetings</p> <p>26.3. Writing Agendas and Minutes of Meetings</p> <p>26.4. Solving Problems in Meetings or Groups</p> <p>26.5. Leadership Responsibilities in Meetings</p> <p>26.6. Participant Responsibilities in Meetings</p> <p>26.7. Exercise (meetings conducted in a group of 4-5 students on any business related topic)</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>Bovee, C. L., Thill, J. V., & Raina, R. L. (2016). <i>Business communication today</i>. Pearson Education.</p> <p>Lawson, C., Gill, R., Feekery, A., & Witsel, M. (2019). <i>Communication skills for business professionals</i>. Cambridge University Press.</p> <p>Murphy, H. A, Hildebrandt, H. W, & Thomas, J. P. (2016). <i>Effective business communication</i>. McGraw Hill.</p> <p>Pirzadeh, P., Lingard, H., & Blismas, N. (2020). Effective communication in the context of safe design decision making. <i>Safety Science, 131(1)</i>, 104-113.</p> <p>Thompson, N. (2018). <i>Effective communication: A guide for the people professions</i>. Macmillan International Higher Education.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Financial Management- I
Course Code	208
Semester	IV
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 role and purpose of financial management 2. Evaluate the overall management of working capital 3. Assess appropriate sources of finance for particular situations
Contents	<p>Unit-1 Role of Financial Management</p> <ol style="list-style-type: none"> 1.1 What is financial management 1.2 Functions of financial manager 1.3 Financial institutions and markets 1.4 Goal of the firm 1.5 Agency issues <p>Unit-2 The Time Value of Money</p> <ol style="list-style-type: none"> 2.1 Role of time value in finance 2.2 Simple and compound interest 2.3 Present and future value of single amounts 2.4 Types of annuities 2.4 Present and future value of ordinary annuity 2.5 Present and future value of annuity due 2.6 Present value of perpetuity 2.7 Compounding more than annually 2.8 Continuous compounding 2.9 Nominal and effective annual rates of interest 2.10 Loan amortization 2.11 Sinking funds <p>Unit-3 The Valuation of Long-Term Securities</p> <ol style="list-style-type: none"> 3.1 Basic valuation model 3.2 Bond valuation: bond fundamentals, valuation model, yield to maturity 3.3 Preferred stock valuation: features of preferred stock, valuation model 3.4 Common stock valuation: features of common stock, three valuation models <p>Unit-4 Financial Statement Analysis</p> <ol style="list-style-type: none"> 4.1 Four key financial statements 4.2 Trend analysis of balance sheet and income statement

		4.3	Common size analysis of balance sheet and income statement
		4.4	Ratio analysis of balance sheet and income statement
		4.4	Liquidity ratios, activity ratios, debt ratios, profitability ratios and market ratios
		4.5	Complete ratio analysis
	Unit-5		Funds Analysis, Cash-Flow Analysis, and Financial Planning
		5.1	Operating cash flows
		5.2	Investing cash flows
		5.3	Financing cash flows
		5.4	Classification of an item as operating, investing or financing cash flow
		5.5	Computation and interpretation of statement of cash flows using direct and indirect method
	Unit-6		Risk and Return
		6.1	Stand Alone Risk
		6.2	The Trade Off between Risk and Return
		6.3	Risk in a Portfolio Context
		6.4	The Relationship between Risk and Rates of Return
		6.5	Physical Assets versus Securities
		6.6	Some Concerns about Beta and the CAMP
		6.7	Volatility Versus Risk
		6.8	Calculate component cost of debt
		6.9	Calculate component cost of preferred stock
		6.10	Calculate component cost of common stock
		6.11	Calculate the weighted average cost of capital
	Unit-7		Capital Budgeting and Estimating Cash Flows
		7.1	Capital budgeting decision process
		7.2	Relevant cash flows
		7.3	Finding initial investment
		7.4	Finding the operating cash flows
		7.5	Finding the terminal cash flows
	Unit-8		Capital Budgeting Techniques
		8.1	Capital budgeting techniques
		8.2	Payback period
		8.3	Net Present Value
		8.4	Internal Rate of Return
		8.5	Profitability Index
		8.6	Comparing the techniques and project evaluation
		8.7	Breakeven analysis
	Unit-9		Operating and Financial Leverage
		9.1	Operating leverage, financial leverage and total leverage
	Unit-10		Overview of Working Capital Management
		10.1	The firm's capital structure
		10.2	EBIT-EPS approach to capital structure
		10.3	Choosing the optimal capital structure
		10.4	Net working capital fundamentals
		10.5	Calculating and interpreting the cash conversion cycle

	10.6 Strategies for managing cash conversion cycle Unit-11 Cash and Marketable Securities Management 11.1 Cash Management 11.2 The Cash Budget 11.3 Cash Management Techniques 11.4 Marketable Securities Unit-12 Accounts Receivable and Inventory Management 12.1 Inventory management: common techniques for managing inventories 12.2 Accounts Receivable management: credit selection, credit terms and credit monitoring
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	Block, S. B., Hirt, G. A., & Danielsen, B. R. (2014). <i>Foundations of financial management</i> . McGraw-Hill Education. Brealey, R. A., Myers, S. C., & Marcus, A. J. (2012). <i>Fundamentals of corporate finance</i> . McGraw-Hill. Brigham, E. F., & Ehrhardt, M. C. (2013). <i>Financial management: Theory & practice</i> . Cengage Learning. Gitman, L. J., & Zutter, C. J. (2017). <i>Principles of managerial finance</i> (13 th ed.). Pearson. Gitman, L. J., Juchau, R., & Flanagan, J. (2015). <i>Principles of managerial finance</i> . Pearson Higher Education. Van Horne, J. C., & Wachowicz, J. M. (2012). <i>Fundamentals of financial management</i> . Prentice Hall International.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Cost Accounting- I
Course Code	209
Semester	IV
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: 1. Understand the central concepts of cost accounting

	<p>2. Examine cost accounting as a tool for providing information for manufacturing, internal reporting, external reporting as well as for managerial decision making</p> <p>3. Use cost accounting as a tool for information provision and managerial decision making.</p>
Contents	<p>Unit-1 Introduction to Cost Accounting</p> <p>1.1 Basic concepts of cost accounting</p> <p>1.2 Objectives of cost accounting</p> <p>1.3 Differences between financial accounting & cost accounting</p> <p>Unit-2 Cost Classification</p> <p>2.1 Functional classification</p> <p>2.2 Classification from traceability point of view</p> <p>2.3 Classification from cost behavior point of view</p> <p>2.4 Classification from controllability point of view</p> <p>2.5 Other Classification</p> <p>Unit-3 Cost Behavior</p> <p>3.1 What is cost behavior?</p> <p>3.2 Basic principle of cost behavior</p> <p>3.3 Cost behavior patterns</p> <p>3.4 Analyzing mixed cost</p> <p>Unit-4 Cost Flow</p> <p>4.1 What is cost accounting cycle?</p> <p>4.2 Journal entries involved in the cost accounting cycle</p> <p>Unit-5 Financial Statements</p> <p>5.1 Cost of goods manufactured and sold statement</p> <p>5.2 Income statement</p> <p>5.3 Balance sheet</p> <p>Unit-6 Cost Elements: Material</p> <p>6.1 Procedures and documents necessary for ordering, receiving and issuing of materials from inventory</p> <p>6.2 Difference between perpetual and periodic inventory systems</p> <p>6.3 Stock ledger cards and bin cards</p> <p>6.4 Free inventory</p> <p>6.5 Deciding the most economic order quantity</p> <p>6.6 Inventory control levels</p> <p>6.7 Accounting for material</p> <p>Unit-7 Cost Elements: Labour</p> <p>7.1 Methods to measure labour activity</p> <p>7.2 Remuneration Methods</p> <p>7.2.1 Time work schemes</p> <p>7.2.2 Piece work schemes</p> <p>7.2.3 Bonus/incentive schemes</p> <p>7.3 Idle time and Idle time ratio</p> <p>7.4 Labour turnover ratio</p> <p>7.4.2 How to calculate labour turnover?</p> <p>7.4.3 Reasons of high turnover rate</p>

	<p>7.4.4 Costs of labour turnover</p> <p>7.5 Interpreting labour costs from ledger accounts</p> <p>Unit-8 Cost Elements: Overheads</p> <p>8.1 What are overheads?</p> <p>8.2 What is absorption costing process?</p> <p>8.3 Stages of absorption costing</p> <p>8.3.1 Allocation</p> <p>8.3.2 Apportionment</p> <p>8.3.2.1 Primary</p> <p>8.3.2.2 Secondary</p> <p>8.3.3 Absorption</p> <p>8.4 Departmental rates versus blanket rate</p> <p>8.5 Interpreting overheads from ledger accounts</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>Afzal, S., & Ahmad, Z. (2014) <i>Cost accounting (Revised ed.)</i>. Azeem Academy Publisher & Book Sellers.</p> <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>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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Money and Banking
Course Code	210
Semester	IV
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the main elements of the financial system and describe the roles played by different financial assets and players in this system;

	<ol style="list-style-type: none"> 2. Outline and give a detailed justification of the main goals of monetary policy; Assess the relative merits of different countries' monetary policy institutions; Analyze monetary policy using the New-Keynesian macroeconomic model; 3. Critically discuss a whole range of current macroeconomic issues, especially pertaining to the recent financial crises; Conduct individual and collaborative research using actual data and other resources; 4. Understand the legal and regulatory environment of Pakistan; 5. Articulate the basic philosophy of Islamic banking and finance and be familiar with the major contemporary practices and products; Obtain official data on macroeconomic issues and use Excel, Stata and other tools to analyze such data; Express their view about pertinent monetary and financial issues in a clear way both orally and in writing. Demonstrate familiarity with key theoretical tools that can be used to analyze issues within Money and Banking.
Contents	<p>Unit- 1 Introduction</p> <ol style="list-style-type: none"> 1.1 Why study Money and Banking? 1.2 An Overview of the Financial Markets 1.3 What is Money <p>Unit- 2 Financial Markets</p> <ol style="list-style-type: none"> 2.1 Understanding Interest Rates 2.2 The Behavior of Interest Rates 2.3 The Risk and Term Structure of Interest Rates 2.4 The Stock Market, the Theory of Rational Expectations, and the Efficient Market Hypothesis <p>Unit- 3 Financial Institutions</p> <ol style="list-style-type: none"> 3.1 An Economic Analysis of Financial Structure 3.2 Banking and, Management of Financial Institutions 3.3 Economic Analysis of Financial Regulation 3.4 Banking Industry: Structure and Competition 3.5 The Financial Sector and Crises <p>Unit- 4 Central Banking and the Conduct of Monetary Policy</p> <ol style="list-style-type: none"> 4.1 Central Banks 4.2 The Money Supply Process 4.3 The Tools of Monetary Policy 4.4 The Conduct of Monetary Policy: Strategy and Tactic <p>Unit- 5 Monetary Theory</p> <ol style="list-style-type: none"> 5.1 Quantity Theory, Inflation, and the Demand for Money 5.2 The New-Keynesian Model and 5.3 Macroeconomic Policy 5.4 Monetary Policy Theory and Applications 5.5 The Role of Expectations in Monetary Policy 5.6 Transmission Mechanism of Monetary Policy 5.7 Issues in Monetary Policy

	Unit- 6 International Finance and Monetary Policy 6.1 The Foreign Exchange Market 6.2 The International Financial System Unit- 7 Legal and Regulatory Framework of Banking Sector in Pakistan 7.1 Prudential Regulations for Infrastructure Project Finance (IPF) 7.2 Prudential Regulations for SME Financing, effective from December 31 2017 7.3 Prudential Regulations for Agriculture Financing 7.4 Prudential Regulations for Corporate/ Commercial Banking (Revised till January 2015) 7.5 Prudential Regulations for Consumer Financing (as of August 03, 2016) 7.6 Prudential regulations for Micro Finance Banks 7.7 Prudential Regulations for Housing Finance
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	Andolfatto, D., Berentsen, A., & Martin, F. M. (2020). Money, Banking, and Financial Markets. <i>The Review of Economic Studies</i> , 87(5), 2049-2086. Brandl, M. (2020). <i>Money, banking, financial markets & institutions</i> . Cengage Learning. Mishkin, F. S., & Serletis, A. (2018). <i>The economics of money, banking and financial markets</i> (7 th ed.). Pearson Canada Inc. Visser, H. (2019). <i>Islamic finance: Principles and practice</i> . Edward Elgar Publishing.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Marketing Management
Course Code	BBA 211
Semester	IV
Credit Hours	3
Prerequisite	Principle of Marketing

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 nature and purpose of effective marketing management in the marketplace. 2. Identify and apply the marketing concepts, processes and activities within appropriate types of business environment. 3. Identify and analysis the environmental factors (internal and external) that have implication for marketing management and will affect the marketing decisions. 4. Analyze and seek to identify gaps in the needs and wants of the customer so that appropriate strategy can be proposed to create customer value through competitive advantage. 5. Apply and practice the concepts of marketing in the marketplace within the ethical standards of cultural diversity, religion and mankind.
Contents	<p>Unit-1 Marketing: An Overview</p> <ol style="list-style-type: none"> 1.1 Definitions 1.2 The evolution of marketing management. 1.3 The marketing concept and social responsibility. 1.4 The importance and scope of marketing. 1.5 The basic functions of marketing. <p>Unit-2 Marketing Information Systems</p> <ol style="list-style-type: none"> 2.1 Concept and components of marketing information systems. 2.2 Marketing intelligence system. 2.3 Marketing research system. 2.4 Analytical marketing system. 2.5 Marketing decision support system. <p>Unit-3 Consumer Markets and Consumer Behavior Analysis</p> <ol style="list-style-type: none"> 3.1 Demographic dimensions of consumer market. 3.2 Behavioral dimensions of consumer market. 3.3 The consumer's decision process. 3.4 The buyer's decision process. 3.5 The industrial market, the reseller market and the Government market. 3.6 Organizational markets and their buying objectives & structures. <p>Unit-4 STP Marketing</p> <ol style="list-style-type: none"> 4.1 An overview of marketing opportunities and target markets 4.2 Market segmentation concept patterns & procedure 4.3 Dimensions to segment consumer and industrial markets 4.4 Market targeting and product positioning <p>Unit-5 Product Markets Strategies</p> <ol style="list-style-type: none"> 5.1 Basic concepts of product planning. 5.2 The product lifecycle: Stages and marketing strategies. 5.3 New product planning and development. 5.4 Product-mix strategies. 5.5 Branding, packaging and labeling.

	<p>Unit-6 Pricing Strategies and Policies</p> <p>6.1 Procedure for price setting.</p> <p>6.2 Methods of setting prices.</p> <p>6.3 Price-adaptation strategies</p> <p>6.4 One-price and flexible-price policies.</p> <p>6.5 Price level policies over the product life cycle.</p> <p>6.6 Initiating and responding to price changes.</p> <p>Unit-7 Marketing Channel Decisions</p> <p>7.1 Channel- design decisions.</p> <p>7.2 Channel- management decisions.</p> <p>7.3 Channel dynamics</p> <p>Unit-8 Promotional Strategies</p> <p>8.1 Effective advertising programs.</p> <p>8.2 Sales promotion and public relations programs.</p> <p>8.3 The strategic personal selling process.</p> <p>8.4 Strategic sales-force 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>Kotler, P. (2017). <i>Marketing management: Analysis, planning, implementation and control</i>. Prentice Hall.</p> <p>McCarthy, E. J. (1960). <i>Basic marketing: A managerial approach</i>. Homewood, Illinois.</p> <p>Perreault, W. D., & McCarthy, E. J. (2002). <i>Basic marketing: A global managerial approach</i>. McGraw-Hill.</p> <p>Sheth, J. N., & Garrett, D. E. (2016). <i>Marketing management: A comprehensive reader</i>. South-Western.</p> <p>William, J. S., & Futrell, C. (1994). <i>Fundamentals of marketing</i> (10th ed.). McGraw Hill.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Human Rights and Fundamental Rights
Course Code	212
Semester	IV
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 human rights and fundamental rights. 2. Understand the different movement beyond the human rights and fundamental rights 3. Know the different human rights and fundamental rights Act 4. Understand the human rights and fundamental rights in Islam
Contents	<p>Unit- 1 Introduction Human Rights and Fundamental Rights</p> <ol style="list-style-type: none"> 1.1 Definition 1.2 Historical Perspectives 1.3 Distinction between Human Rights and Fundamental Rights. <p>Unit- 2 Laws on Human Rights and Fundamental Rights</p> <ol style="list-style-type: none"> 2.1 Constitutional provisions regarding fundamental rights articles 8 to 28 2.2 National rights, Constitutional Rights, Universal Rights; 2.3 Universal Declaration of Human Rights 2.4 SAARC charter of demo <p>Unit- 3 Human Rights and Fundamental Rights in Islam</p> <p>Unit- 4 Human Rights and Fundamental Rights in Pakistan</p> <ol style="list-style-type: none"> 4.1 Protection of rights in domestic courts the jurisprudence of the Constitutional Courts and of the Pakistan Supreme Court 4.2 Access to justice: the jurisprudence developed in regard of Art. 199 & 184 of the Constitution of Pakistan 4.3 Freedom of Speech – European, American, & Pakistan 4.4 Religious Freedom – a comparative approach; 4.5 Women’s Rights: The distinction between the public and the private in International Human Rights Law and in domestic law; violence against women: international protections, national compliance? 4.6 Minorities’ rights.
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>Berendt, B., Littlejohn, A., & Blakemore, M. (2020). AI in education: learner choice and fundamental rights. <i>Learning, Media and Technology</i>, 45(3), 312-324.</p> <p>Docksey, C. (2016). Four fundamental rights: finding the balance. <i>International Data Privacy Law</i>, 6(3), 195-209.</p> <p>Donnelly, J. (2019). <i>The concept of human rights</i> (Vol. 19). Routledge.</p> <p>Freeman, M. (2017). <i>Human rights</i>. John Wiley & Sons.</p> <p>Mayer, A. E. (2018). <i>Islam and human rights: Tradition and politics</i>. Routledge.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Tadrees Tarjima Quran
Course Code	HQ-004
Semester	IV
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 Hood with translation 2. Understand the Surah Yousaf with translation 3. Know the basic information about Surah Al Raad with translation 4. Understand the Surah Ibrahim with translation 5. Know the basic information about Surah Al Hjr with translation 6. Understand the Surah Al Nahal with translation 7. Know the basic information about Surah Al Israa with translation 8. Understand the Surah Al kahaf with translation.
Contents	<p>Unit-1 Basic Concepts and Tarjama of Surah Hood</p> <ol style="list-style-type: none"> 1.1 History and Importance of Surah Hood 1.2 Translation of Surah Al Hood <p>Unit-2 Basic Concepts of Surah Yousaf</p> <ol style="list-style-type: none"> 2.1 History and Importance of Surah Yousaf 2.2 Translation of Surah Yousaf <p>Unit-3 Basic Concepts of Surah Al Raad</p> <ol style="list-style-type: none"> 3.1 History and Importance of Surah Al Raad 3.2 Translation of Surah Al Raad <p>Unit-4 Basic Concepts of Surah Ibrahim</p> <ol style="list-style-type: none"> 4.1 History and Importance of Surah Ibrahim 4.2 Translation of Surah Ibrahim <p>Unit-5 Basic Concepts and Tarjama of Surah Al Hjr</p> <ol style="list-style-type: none"> 5.1 History and Importance of Surah Al Hjr 5.2 Translation of Surah Al Hjr <p>Unit-6 Basic Concepts of Surah Al Nahal</p> <ol style="list-style-type: none"> 6.1 History and Importance of Surah Al Nahal 6.2 Translation of Surah Al Nahal <p>Unit-7 Basic Concepts of Surah Al Isra</p> <ol style="list-style-type: none"> 7.1 History and Importance of Surah Al Isra 7.2 Translation of Surah Al Isra <p>Unit-8 Basic Concepts of Surah Al Kahaf</p> <ol style="list-style-type: none"> 8.1 History and Importance of Surah Al kahaf 8.2 Translation of Surah Al Kahaf

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

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Business Law
Course Code	301
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"> Define and understand the business law Understand the Sale of Goods Act, 1930 Know the Partnership Act, 1932 Understand the Negotiable Instruments Act, 1881 Apply and practice the law in business filed
Contents	<p>Unit- 1 Introduction</p> <ol style="list-style-type: none"> Introduction to the Law of Contract Offer and Acceptance Consideration Misrepresentation Discharge of Contract Breach of Contract: Consequences and Remedies Contracts of Indemnity and Guarantee Contract of Bailment Creation of Agency The Agency Relationship The Contract Act, 1872

	Unit- 2 Sale of Goods Act, 1930 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 Unit- 3: Partnership Act, 1932 3.1 The Law of Partnership Unit- 4: Negotiable Instruments Act, 1881 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	Beatty, J. F., Samuelson, S. S., & Abril, P. (2018). <i>Essentials of Business Law</i> . Cengage Learning. Cheema, K. M. (2017). <i>Business laws</i> . Syed Mobin Mahmud & Co. Clarkson, K. W., & Miller, R. L. (2020). <i>Business law: Text and cases</i> . Cengage Learning. Miller, R. L. (2016). <i>Business Law Today, Comprehensive</i> . Cengage learning.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Cost Accounting – II
Course Code	BBA 302
Semester	V
Credit Hours	3
Prerequisite	Cost Accounting-I
Learning outcomes	On completion of this course, the students will be able to: 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	Unit-1 Review of Cost Accounting-I 1.4 Basic concepts of cost accounting 1.5 Objectives of cost accounting 1.6 Differences between financial accounting & cost accounting

	Unit-2	Cost Classification
	2.1	Classification from decision making point of view
	2.2	Other Classification
	Unit-3	Marginal and Absorption Costing
	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
	Unit-4	Process Costing
	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?

	<ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 9.8.1 Functional and master budget 9.8.2 Zero-based and incremental budget 9.8.3 Fixed and flexible budget <p>Unit-10 Standard Costing</p> <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 10.5.1 Ideal standards 10.5.2 Attainable standards 10.5.3 Current standards 10.5.4 Basic standards <p>Unit-11 Variance Analysis</p> <ul style="list-style-type: none"> 11.1 What is meant by a variance? 11.2 Favorable and adverse variances 11.3 Material price & usage variance 11.4 Labour rate and efficiency variance 11.5 Variable overheads expenditure and efficiency variance 11.6 Fixed overheads expenditure and volume variance 11.7 Fixed overheads capacity and efficiency variance 11.8 Sales price and sales volume variance 11.9 Preparing operating statement
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	BPP Learning Media. (2016). <i>ACCA: Management accounting practice and revision kit (FMA/F2)</i> . Huazhong University of Science and Technology Press. Datar, S. M., & Rajan, M. (2018). <i>Horngren's cost accounting: A managerial emphasis</i> . Pearson. Drury, C. M. (2013). <i>Management and cost accounting</i> . Springer. Horngren, C. T. (2009). <i>Cost accounting: A managerial emphasis</i> (13 th ed.). Pearson. Horngren, C. T., Datar, S. M., & Rajan, M. V. (2012). <i>Cost accounting: A managerial emphasis</i> . Pearson Education. Matz, A., & Usry, M. F. (2004). <i>Cost accounting: Planning and control</i> . South-Western Publishing Company.

	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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Human Psychology
Course Code	303
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"> 3.1 Development Psychology 3.2 Interpersonal Process 3.3 Group Process 3.4 Attitude <p>Unit-4 Abnormal and applied psychology</p> <ol style="list-style-type: none"> 4.1 Abnormal Behavior and its types 4.2 Theories of Abnormal Behavior 4.3 Treatments <ol style="list-style-type: none"> 4.3.1 Physical 4.3.2 Counselling

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	<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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Pakistan Studies
Course Code	304
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

	<p>2.2 Social challenges</p> <p>2.1 Economic challenges</p> <p>2.2 Rehabilitation challenges</p> <p>Unit-3 Land and People of Pakistan</p> <p>11.1 Physical features and geo-strategic location of Pakistan</p> <p>11.2 Regional dimensions</p> <p>11.3 Culture and traditions of Pakistan</p> <p>Unit-4 History and politics of Pakistan (1947-2020)</p> <p>4.1 Early parliamentary phase</p> <p>4.2 Ayub and Yahya's Era</p> <p>4.3 Democratic Era (1971-1977)</p> <p>4.4 Separation of Eastern Pakistan – Causes</p> <p>4.5 Zia Era (1977-88)</p> <p>4.6 Afghan Jihad</p> <p>4.7 Contemporary Pakistan</p> <p>Unit-5 Constitutions of Pakistan</p> <p>5.1 The Constitution 1956</p> <p>5.2 The Constitution 1962</p> <p>5.3 The Constitution of 1973</p> <p>Unit-6 Foreign Policy and Relations with Neighbor Countries</p> <p>6.1 India (Particularly Kashmir Issue)</p> <p>6.2 China</p> <p>6.3 Iran</p> <p>6.4 Afghanistan</p> <p>Unit-7 Salient Features of Pakistan</p> <p>7.1 Economy</p> <p>7.2 Agriculture and Industry,</p> <p>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	<p>Akram, S. (2017). <i>Mutaliya Pakistan</i>. Pak Publisher.</p> <p>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.</p> <p>Raja, A. H. (2005). <i>Pakistan studies: According to all universities of Islamic republic of Pakistan</i>. Azeem Academy Publisher.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Tadrees Tarjima Quran
Course Code	HQ-005
Semester	V
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 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 5. Know the basic information about Surah Al Muminoon with translation 6. Understand the Surah Al Noor with translation 7. Know the basic information about Surah Al Furkan with translation
Contents	<p>Unit-1 Basic Concepts and Tarjama of Surah Mariam</p> <ol style="list-style-type: none"> 1.1 History and Importance of Surah Mariam 1.2 Translation of Surah Mariam <p>Unit-2 Basic Concepts of Surah Taa Haa</p> <ol style="list-style-type: none"> 2.1 History and Importance of Surah Taa Haa 2.2 Translation of Surah Taa Haa <p>Unit-3 Basic Concepts of Surah Al Raad</p> <ol style="list-style-type: none"> 3.1 History and Importance of Surah Al Raad 3.2 Translation of Surah Al Raad <p>Unit-4 Basic Concepts of Surah Al Anbiaa</p> <ol style="list-style-type: none"> 4.1 History and Importance of Surah Al Anbiaa 4.2 Translation of Surah Al Anbiaa <p>Unit-5 Basic Concepts and Tarjama of Surah Al Muminoon</p> <ol style="list-style-type: none"> 5.1 History and Importance of Surah Al Muminoon 5.2 Translation of Surah Al Muminoon <p>Unit-6 Basic Concepts of Surah Al Noor</p> <ol style="list-style-type: none"> 6.1 History and Importance of Surah Al Noor 6.2 Translation of Surah Al Noor <p>Unit-7 Basic Concepts of Surah Al Furkan</p> <ol style="list-style-type: none"> 7.1 History and Importance of Surah Al Furkan 7.2 Translation of Surah Al Furkan
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>Tagi-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	305
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

	Unit- 4 3.10 The Pragmatism of Peirce, James, and Dewey Ethical Issues and Problems in Business and the Corporate World 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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Business Statistics-II
Course Code	BBA 306
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	Unit-1 Introduction to Statistics & Data Collection 1.1 Understanding data types and summarizing as well 1.2 Types of variables: quantitative, categorical, nominal, ordinal & Exercises Unit-2 Presenting Data in Tables and Charts 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 Unit-3 Table and Charts for Numerical Data 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. 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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Taxation Management
Course Code	307
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. 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	<p>Unit-1 Income tax</p> <ol style="list-style-type: none"> 1.1 Introduction 1.2 Categories of revenue 1.3 Features of a good tax system 1.4 Nature of tax 1.5 Scope of Income Tax Law 1.6 Definition & terminology 1.7 Income Tax Authorities - Powers & Functions 1.8 Scope of Tax 1.9 Exemption & concessions <p>Unit-2 Assessment</p> <ol style="list-style-type: none"> 2.1 Salaried individuals, Non salaries persons, AOP & Company 2.2 Salary, Provident Fund, Income from business, Income from property 2.3 Assets and depreciation 2.4 Methods of accounting 2.5 Income from other sources 2.6 Capital gains 2.7 Tax credits 2.8 Set off and carry forward losses <p>Unit-3 Payment of tax</p> <ol style="list-style-type: none"> 3.1 Assessment procedure 3.2 Offences and penalties 3.3 Tax refunds 3.4 Appeals and revisions 3.4 CVT <p>Unit-4 Sales Tax</p> <ol style="list-style-type: none"> 4.1 Introduction 4.2 Sales tax authorities 4.3 Scope 4.4 Registration 4.5 Record and books 4.6 Returns 4.7 Offences and penalties 4.8 refunds and recoveries 4.9 sales tax calculations <p>Unit-5 Federal excise duty</p> <ol style="list-style-type: none"> 5.1 Introduction 5.2 Levy and collection 5.3 Appeals and revisions

	Unit-6 Custom duty 6.1 Definition 6.2 Scope 6.3 Warehousing 6.4 Drawbacks 6.5 Appeals and revisions
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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Organizational Behavior
Course Code	308
Semester	VI
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: 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	<p>Unit- 1 Introduction to Organizational Behavior 1.2 An overview of Organizational Behavior 1.2 The Changing Environment of Organizations</p> <p>Unit -2 Individual Processes in Organizations 2.3 Foundations of Individual Behavior 2.4 Motivation in Organization 2.5 Motivating Employee Performance through Work 2.6 Motivating Employee Performance through Rewards 2.7 Managing Stress and the Work-life Balance 2.8 Decision Making and Problem Solving</p> <p>Unit-3 Interpersonal Processes in Organization 3.1 Foundations of Interpersonal and Group Behavior 3.2 Using Teams in Organization 3.3 Communication in Organization 3.4 Traditional Models for Understanding leadership 3.5 Contemporary Views of Leadership in Organizations 3.6 Power, Politics, and Organizational Justice 3.7 Conflict and Negotiation in Organizations</p> <p>Unit-4 Organizational Processes and Characteristics 4.16 Foundations of Organization Structure 4.17 Organization Design 4.18 Organization Culture 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	McShane, S., & Glinow, M. A. V. (2017). <i>Organizational behavior</i> . McGraw-Hill Education. Moor Head, G., & Griffin, R.W. (2017). <i>Organizational behavior</i> . Biztantra. Robbins, S. P., & Judge, T. A. (2019). <i>Organizational behavior</i> . Pearson.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

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</p> <ol style="list-style-type: none"> 1.1 History and Importance of Surah Al Shuraha 1.2 Translation of Surah Al Shuraha <p>Unit-2 Basic Concepts of Surah Al Namal</p> <ol style="list-style-type: none"> 2.1 History and Importance of Surah Al Namal 2.2 Translation of Surah Al Namal <p>Unit-3 Basic Concepts of Surah Al Qasas</p> <ol style="list-style-type: none"> 3.1 History and Importance of Surah Al Qasas 3.2 Translation of Surah Al Qasas <p>Unit-4 Basic Concepts of Surah Al Ankaboot</p> <ol style="list-style-type: none"> 4.1 History and Importance of Surah Al Ankaboot 4.2 Translation of Surah Al Ankaboot <p>Unit-5 Basic Concepts and Tarjama of Surah Al Room</p> <ol style="list-style-type: none"> 5.1 History and Importance of Surah Al Room 5.2 Translation of Surah Al Room <p>Unit-6 Basic Concepts of Surah Luqman</p> <ol style="list-style-type: none"> 6.1 History and Importance of Surah Luqman 6.2 Translation of Surah Luqman <p>Unit-7 Basic Concepts of Surah Al Sajdah</p> <ol style="list-style-type: none"> 7.1 History and Importance of Surah Al Sajdah 7.2 Translation of Surah Al Sajdah <p>Unit-8 Basic Concepts of Surah Al Ahzab</p> <ol style="list-style-type: none"> 8.1 History and Importance of Surah Al Ahzab 8.2 Translation of Surah Al Ahzab <p>Unit-9 Basic Concepts of Surah Saba</p> <ol style="list-style-type: none"> 9.1 History and Importance of Surah Saba 9.2 Translation of Surah Saba <p>Unit-10 Basic Concepts and Tarjama of Surah Faatir</p> <ol style="list-style-type: none"> 10.1 History and Importance of Surah Faatir 10.2 Translation of Surah Faatir <p>Unit-11 Basic Concepts of Surah Yaa Seen</p> <ol style="list-style-type: none"> 11.1 History and Importance of Surah Yaa Seen

	11.2 Translation of Surah Yaa Seen Unit-12 Basic Concepts of Surah Al Saafaat 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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Business Research & Report Writing
Course Code	401
Semester	VII
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: 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). Make an appropriate use of various research methodologies and tools learnt in this course
Contents	Unit-1 The Research Process 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	<p>Flick, U. (2018). <i>An introduction to qualitative research</i>. Sage Publications Limited.</p> <p>Hesse-Biber, S. N., & Leavy, P. (2010). <i>The practice of qualitative research</i>. Sage.</p> <p>Sekaran, U. (2018). <i>Research methods for business</i> (7th ed.). John Wiley & Sons.</p> <p>Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). <i>Business research methods</i> (8th ed.). Cengage Learning.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Strategic Management – I
Course Code	402
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. Analyze and evaluate, both qualitatively and quantitatively, the performance of people responsible for strategic decisions. 2. Understand the present and future environment in which corporations must function. 3. Develop analytical and decision-making skills for dealing with complex conceptual problems in an ethical manner <p>Demonstrate the functions of strategic management.</p>
Contents	<p>Unit-1 An Overview</p> <ol style="list-style-type: none"> 1.1 Strategic management: Definition and process 1.2 Key terms in Strategic Management 1.3 The nature of strategic decisions. 1.4 The strategy managers: the role and tasks. 1.5 Strategic planning and its benefits and pitfalls <p>Unit-2 Strategy Formulation</p> <ol style="list-style-type: none"> 2.1 Vision and Mission 2.2 The business vision & mission 2.3 Importance of vision and mission 2.4 Components of mission statement

	Unit-3	2.5	Writing and evaluating mission statement
		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
	Unit-4	3.8	Existing strategies audit
		3.9	SWOT analysis
		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
	Unit-5	4.9	Strategic Management in non-profit and Government Organization
		4.10	Strategic Management in small firms
		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
	Unit-6	5.6	The factors shaping strategy
		5.7	Strategy and ethics
		5.8	The basic strategy-making approaches.
		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
		6.11	Strategy choice criteria
		6.12	Consistency tests
		6.13	Clarity of goals

	6.14 Appropriate timing 6.15 Flexibility 6.16 Management commitment 6.17 The politics of strategy choice Unit-7 Strategy Implementation 7.1 Analyzing strategy-change 7.2 Analyzing organizational structure 7.3 Analyzing organizing culture Unit-8 Strategies Evaluation 8.1 Evaluation Framework 8.2 Characteristics of an effective evaluation system 8.3 Contingency planning 8.4 Auditing 8.5 21st century challenges in Strategic Management Unit-9 Strategic Control 9.1 The strategic control process 9.2 The management information system (MIS) and strategic control 9.3 Top management & strategic control Unit-10 A Case Analysis Framework 10.1 Diagnosis and record of the current situation 10.2 Identification and record of the strategic issues and key problems 10.3 Formulation and evaluation of alternative course of actions 10.4 Selection of an action plan and set of recommendation 10.5 How to avoid pitfalls in case analysis 10.6 Communication of case analysis 10.7 The written report 10.8 The oral presentation and discussion
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	Campbell, D., Edgar, D., & Stonehouse, G. (2011). <i>Business strategy: an introduction</i> . Macmillan International Higher Education. David, F. R., & David, F. R. (2018). <i>Strategic management concepts and cases: A competitive advantage approach</i> (16 th ed.). Pearson. Gamble, J., Thompson, A. A., & Peteraf, M. (2010). <i>Essentials of strategic management</i> . McGraw-Hill Publishing. Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2012). <i>Strategic management cases: Competitiveness and globalization</i> (9 th ed.). Cengage Learning. Jenkins, W., & Williamson, D. (2015). <i>Strategic management and business analysis</i> . Routledge.

	<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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Data Base Management System (DBMS)
Course Code	403
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"> 2.1 Introduction 2.2 Data, Information and metadata 2.3 File terminology 2.4 Association between Fields 2.5 Association between Files and its types 2.6 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> <ol style="list-style-type: none"> 4.4 Introduction 4.5 Classification of Data Model 4.6 Entity relationship Model <p>Unit- 5 Database Design</p> <ol style="list-style-type: none"> 5.1 Introduction

	5.2 Steps of Database Design 5.3 Normalization 5.4 Case Problem 5.5 Data Volume and Usage Analysis Unit- 6 Database Design Implementation 6.1 Introduction 6.2 Implementation design 6.3 Guidelines for Mapping 6.4 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.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Entrepreneurship
Course Code	404
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. 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> <p>1.1 Entrepreneurship–A perspective</p> <p>1.2 Emerging Trends: The Internet and E-Commerce</p> <p>1.3 Entrepreneurial Opportunities</p> <p>1.4 The evolution of Entrepreneurship</p> <p>1.5 The myths & approaches to entrepreneurship</p> <p>Unit-2 Understanding Strategic Issues in Business Plan Development</p> <p>2.1 Comparative analysis entrepreneurship in other countries</p> <p>2.2 Strategic Objectives</p> <p>2.3 Competitor Analysis</p> <p>2.4 STP Strategies</p> <p>2.5 Marketing Mix Strategies</p> <p>Unit-3 Understanding the Entrepreneurial Perspective in Individuals</p> <p>3.1 The Entrepreneurial Perspective</p> <p>3.2 The Dark Side of Entrepreneurship</p> <p>3.3 Entrepreneurial Motivation</p> <p>3.4 Entrepreneurial Perspective in Organizations</p> <p>3.5 Corporate Entrepreneurship</p> <p>3.6 Social Entrepreneurship and the Ethical Challenges of Entrepreneurship</p> <p>Unit-4 Innovation: The Creative Pursuit of Ideas</p> <p>4.1 Opportunity Identification: The search for New Ideas</p> <p>4.2 Entrepreneurial Imagination and Creativity</p> <p>4.3 The role of Creative Thinking</p> <p>4.4 Arenas in Which People Are Creative</p> <p>4.5 Innovation and the Entrepreneur</p> <p>4.6 The Innovation Process</p> <p>Unit-5 Pathways to Entrepreneurial Ventures</p> <p>5.1 The Pathways to New Ventures for Entrepreneurs</p> <p>5.2 Creating New Ventures</p> <p>5.3 Acquiring an Established Entrepreneurial Venture</p> <p>5.4 Franchising: The Hybrid</p> <p>Unit-6 Legal Challenges for Entrepreneurial Ventures</p> <p>6.1 Legal Challenges for the Entrepreneurial Venture</p> <p>6.2 Intellectual Property Protection: Patents, Copyrights, and Trademarks</p> <p>6.3 Identifying Legal Structures for Entrepreneurial Ventures</p> <p>6.4 Sole Proprietorships</p> <p>6.5 Partnerships</p> <p>6.6 Corporations</p> <p>6.7 Specific Forms of Partnerships and Corporations</p> <p>6.8 Understanding Bankruptcy</p> <p>Unit-7 Sources of Capital for Entrepreneurial Ventures</p> <p>7.1 The Entrepreneur’s Search for Capital</p>
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		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
		12.5	Managing Entrepreneurial Growth
		12.6	Venture Development Stages
		12.7	The Entrepreneurial Company in the Twenty-First Century
		12.8	Building the Adaptive Firm
		12.9	The Transition from an Entrepreneurial Style to a Managerial Approach
		12.10	Understanding the Growth Stage
		12.11	Unique Managerial Concerns of Growing Ventures

	12.12 The International Environment: Global Opportunities 12.13 Achieving Entrepreneurial Leadership in the New Millennium Unit-13 Valuation of Entrepreneurial Ventures 13.1 The Importance of Business Valuation 13.2 Underlying Issues When Acquiring a Venture 13.3 Due Diligence 13.4 Analyzing the Business 13.5 Establishing a Firm's Value 13.6 Term Sheets in Venture Valuation 13.7 Additional Factors in the Valuation Process Unit-14 Harvesting the Entrepreneurial Venture 14.1 Harvesting the Venture: A Focus on the Future 14.2 The Management Succession Strategy 14.3 Key Factors in Succession
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	Hisrich, R. D. (1990). Entrepreneurship/intrapreneurship. <i>American psychologist</i> , 45(2), 209. Hisrich, R. D., Manimala, M. J., Peters, M. P., & Shepherd, D. A. (2013). <i>Entrepreneurship</i> . McGraw Hill. 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. Kuratko, D. F. (2016). <i>Entrepreneurship: Theory, process, and practice</i> . Cengage Learning.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Tadrees Tarjima Quran
Course Code	HQ-007
Semester	VII
Credit Hours	Nil
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: 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	Unit-1 Basic Concepts and Tarjama of Surah Al Zumar 1.1 History and Importance of Surah Al Zumar 1.2 Translation of Surah Al Zumar Unit-2 Basic Concepts of Surah Al Ghaafir 2.1 History and Importance of Surah Al Ghaafir 2.2 Translation of Surah Al Ghaafir Unit-3 Basic Concepts of Surah Fussilat 3.1 History and Importance of Surah Fussilat 3.2 Translation of Surah Fussilat Unit-4 Basic Concepts of Surah Al Shooraa 4.1 History and Importance of Surah Al Shooraa 4.2 Translation of Surah Al Shooraa Unit-5 Basic Concepts and Tarjama of Surah Al Zukhruf 5.1 History and Importance of Surah Al Zukhruf 5.2 Translation of Surah Al Zukhruf Unit-6 Basic Concepts of Surah Al Dukkhan 6.1 History and Importance of Surah Al Dukkhan 6.2 Translation of Surah Al Dukkhan Unit-7 Basic Concepts of Surah Al Jaathiyah 7.1 History and Importance of Surah Al Jaathiyah 7.2 Translation of Surah Al Jaathiyah Unit-8 Basic Concepts of Surah Al Ahqaaf 8.1 History and Importance of Surah Al Ahqaaf 8.2 Translation of Surah Al Ahqaaf Unit-9 Basic Concepts of Surah Muhammad 9.1 History and Importance of Surah Muhammad 9.2 Translation of Surah Muhammad Unit-10 Basic Concepts and Tarjama of Surah Al Fatah 10.1 History and Importance of Surah Al Fatah 10.2 Translation of Surah Al Fatah Unit-11 Basic Concepts of Surah Al Hujuraat 11.1 History and Importance of Al Hujuraat 11.2 Translation of Surah AL Hujuraat Unit-12 Basic Concepts of Surah Qaaf 12.1 History and Importance of Surah Qaaf 12.2 Translation of Surah Al Qaaf

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	405
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> <ol style="list-style-type: none"> 1.1 Introduction to operations management 1.2 Competitiveness, strategy and productivity <p>Unit-2 Operations Management Models</p> <ol style="list-style-type: none"> 2.2 Forecasting 2.3 Decision Making 2.4 Transportation models 2.5 Waiting lines models 2.6 Learning curves <p>Unit-3 System Design</p> <ol style="list-style-type: none"> 3.1 Product and Service Design: Reliability 3.2 Strategic Capacity Planning for Products and Services: Decision Theory

	<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	<p>Heizer, J., Render, B., & Munson, C. (2008). <i>Operations management</i>. Prentice-Hall.</p> <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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Management Information System
Course Code	BBA 406
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"> 4.7 Management 4.8 Contingency Approach 4.9 Managerial Decision-Making 4.10 Characteristic of Effective Information 4.11 Types of Decisions, Decision Making Process 4.12 Evaluating Decision Making Process <p>Unit-5 Roles of Manager, Planning and Control</p> <ol style="list-style-type: none"> 5.1 Management Styles <p>Unit-6 Database Management</p> <ol style="list-style-type: none"> 6.1 Over View of Database Management System 6.2 Concept of File 6.3 Limitations of File 6.4 Database Models 6.5 Database Administrator

	6.6 SQL, Concurrent Access 6.7 Security, Data Dictionaries Unit-7 Networking 7.1 Networks, Exchanging the Information, 7.2 Types of Network LAN, WAN, 7.3 Clients/Servers and Peer-to-Peer Networks 7.4 Networking Topologies 7.5 Networking Media 7.6 Networking Protocols Unit-8 Transaction Processing 8.1 Transaction Processing System 8.2 Transaction Processing Cycle 8.3 Transaction Processing Subsystems Unit-9 Management Reporting System 9.1 Types of Reports, Structuring Reports 9.2 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	Aldarbesti, H., & Saxena, J. P. (2014). Management information system for education. <i>IOSR Journal of Research & Method in Education</i> , 4(1), 36-44. Berisha-Shaqiri, A. (2014). Management Information System and Decision-Making. <i>Academic Journal of Interdisciplinary Studies</i> , 3(2), 19. Laudon, K. C., & Laudon, J. P. (2015). <i>Management information systems</i> (p. 143). Upper Saddle River: Pearson.

	<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>
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Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Logic
Course Code	407
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</p> <ol style="list-style-type: none"> 2.1 Introduction of Argument 2.2 Language of Argument 2.3 Inductive, deductive arguments and fallacies 2.4 Casual arguments <p>Unit- 3 Types of Logic</p> <p>Unit- 4 Reasoning</p> <ol style="list-style-type: none"> 13.3 Definition of Reasoning 13.4 Types of Reasoning. 13.5 Value of Reasoning <p>Unit-5 Critical Thinking</p> <ol style="list-style-type: none"> 5.6 Definition and examples 5.7 Value and importance

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>Black, M. (2018). <i>Critical thinking: An introduction to logic and scientific method</i>. Pickle Partners Publishing.</p> <p>Byerly, T. R. (2017). <i>Introducing Logic and Critical Thinking: The Skills of Reasoning and the Virtues of Inquiry</i>. Baker Academic.</p> <p>McPeck, J. E. (2016). <i>Critical thinking and education</i>. Routledge.</p> <p>McPeck, J. E. (2016). <i>Teaching critical thinking: Dialogue and dialectic</i>. Routledge.</p> <p>Paul, R., & Elder, L. (2019). <i>The miniature guide to critical thinking concepts and tools</i>. Rowman & Littlefield.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	International Business Management
Course Code	408
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>5.1 Why international trade?</p> <p>5.2 International trade barriers</p>

	<p>5.3 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	<p>Beamish, P. W., & Lupton, N. C. (2016). Cooperative strategies in international business and management: Reflections on the past 50 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>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

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>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

**Finance Specialization
Courses
for BBA**

Name of the course	Financial Reporting and Analysis
Course Code	421
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"> Understand the historical development of financial reporting. Know the theoretical underpinning of conceptual framework. Recognize the technical and conceptual implications of important IAS and IFRS. Prepare final accounts of companies. Analyze the financial statements for economic decision making. Understand the issues and controversies in financial statements.
Contents	<p>Unit-1 An Overview of Financial Reporting</p> <ol style="list-style-type: none"> The history of Accounting Development of Accounting Standards: From 1929 NY Stock crash to International Financial Reporting Standards (IFRS) The Security Exchange Commission of Pakistan (SECP) and regulatory requirements for Financial Reporting. Underlying issues and objectives of financial reporting <p>Unit-2 Conceptual Framework</p> <ol style="list-style-type: none"> The history of conceptual framework Major Issues on agenda Rule based vs. Principal based standards debate The ambiguity of financial terminology and efforts to standardize interpretations. Basics for financial modeling <p>Unit-3 Important IAS and IFRS</p> <ol style="list-style-type: none"> IAS 1 Presentation of Financial Statements IAS 2 Inventories IAS 5 Information to Be Disclosed in Financial Statements IAS 7 Statement of Cash Flows IAS 18 Revenue IAS 36 Impairment of Assets IAS 37 8Accounting for Research and Development Activities IAS 38 Intangible Assets IFRS 10 Consolidated Financial Statements <p>Unit-4 Preparation of Financial Statements</p> <ol style="list-style-type: none"> Balance Sheet Profit and Loss Account/ Income Statement 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"> 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>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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Managerial Accounting		
Course Code	422		
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"> 1.7 Basic concepts of managerial accounting 1.8 Objectives of managerial accounting 1.9 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? 4.2 What is a linear programming technique? 4.3 Limitations of linear programming 4.4 Steps involved in linear programming process 		

	<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> <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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Investment Analysis and Portfolio Management
Course Code	423
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 <p>Unit-4 Risk</p> <ol style="list-style-type: none"> 4.1 Meaning of risk, 4.2 Elements of Risk 4.3 Measurement of Risk <p>Unit-5 Fundamental analysis</p> <ol style="list-style-type: none"> 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
		10.4	Constrains in portfolio revision
	Unit-11		Portfolio Evaluation
		11.1	Portfolio Evaluation
		11.2	Need for Evaluation
		11.3	Differential Returns

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	Bernstein, W. J. (2010). <i>The four pillars of investing: Lessons for building a winning portfolio</i> . McGraw Hill. Jones, C. P. (2016). <i>Investments: Principles and concepts</i> (12 th ed.). John Wiley. Kevin, S. (2006). <i>Portfolio management</i> . PHI Learning Pvt. Ltd. Kevin, S. (2015). <i>Security analysis and portfolio management</i> . PHI Learning Pvt. Ltd.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Financial Management- II
Course Code	424
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. 4. Determine the current economic crisis and to suggest the corrective measures.
Contents	<p>Unit-1 An Economic Overview of Corporate Institutions</p> <ol style="list-style-type: none"> 1.1 Corporate Governance 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

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

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

**Marketing Specialization
Courses
for BBA**

Name of the course	Consumer Behaviour
Course Code	431
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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Sales Management
Course Code	433
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> <p>Unit-10 Industrial/commercial/public authority selling.</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>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.</p> <p>Jobber, D., & Lancaster, G. (2019). <i>Selling and sales management</i> (10th ed.). Pearson Education.</p> <p>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.</p> <p>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.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Advertising
Course Code	432
Semester	VI
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will:</p> <ol style="list-style-type: none"> 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. <p>Understand the strategies of creating effective communication campaigns.</p>
Contents	<p>Unit-1 Strategic Brand Communications</p> <ol style="list-style-type: none"> 1.1 The role of IMC towards effective marketing communication 1.2 Understanding the need of IMC in today's turbulent marketing era 1.3 The role of IMC in creating effective marketing communication campaigns

		1.4 Understanding the seven basic dimensions of effective IMC and tools to be used in IMC
	Unit-2 Advertising	2.1 What is Advertising
		2.2 Advertising's Role in Marketing
		2.3 The role of IMC in Marketing process
		2.4 Understanding consumer needs and building the product as per the needs of the consumer.
		2.5 Reviewing marketing process in detail with all the ingredients of a marketing process
	Unit-3 How Brand Communication Works	3.1 Understanding consumer behavior
		3.2 Relationship between consumer behavior and effective marketing communication
		3.3 The major behavioral elements affecting the consumer attitude and way of purchases
		3.4 Understanding Sigmund Freud's theory of sub-consciousness and Maslow's Hierarchy of need theory
	Unit-4 Source, Message and Channel Factors in Advertising	4.1 Understanding the sources of the message
		4.2 The impact of the key sources on effective delivery of the message
		4.3 The message structure, format and presentation style to effectively communicate to the target audience
		4.4 Understanding the effectiveness of the message source and channel factors
		4.5 Implying the effect of timeliness of message understanding the concept of message flight
	Unit-5 Analyzing the Communication Process	5.1 Explaining the effective communication process in order to attract the target customer
		5.2 Matching communication objectives with the needs of the customer
		5.3 Deciding from main objectives of making consumer aware, informing the consumer and persuade them
	Unit-6 Creative Strategy	6.1 Understanding the planning phase of creative strategy
		6.2 Planning a message through understanding the needs of the market, customer and competition
		6.3 Developing the message based on the creative concept
		6.4 Understanding story-boarding and the concept of developing story boards
		6.5 Implementing the message strategy into practicality and understanding the way customer perceives the message
		6.6 Evaluating the effectiveness of the message through different KPIs
	Unit-7 Broadcast Media, Interactive & Alternate Media	
	Unit-8 The Creative Side of Advertising.	

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

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Marketing Research
Course Code	434
Semester	VIII
Credit Hours	3
Prerequisite	-
Learning outcomes	On completion of this course, the students will be able to: 1. Understand how market research can help them make business decisions. 2. Learn how they can transform research findings into actionable business insights. 3. Gain the ability to evaluate and interpret research designed and conducted by outside providers.
Contents	Unit-1 Introduction to Marketing Research and Research Design 1.1 The Definition of Marketing Research 1.2 The Marketing Research Process 1.3 Marketing Research and Marketing Decision Making

	1.4 The Importance of Defining the Problem 1.5 Decision Problem and the Marketing Research Problem 1.6 Research Questions and Hypothesis Unit-2 Basic Research Design and Types of Research Unit-3 Exploratory Research 3.1 Secondary vs. Primary Data 3.2 How to Use Secondary Data 3.3 Sources of Secondary Data 3.4 Introduction to Qualitative Research 3.5 Focus Groups Unit-4 Descriptive Research 4.1 Survey Methods 4.2 How to Choose a Survey Method 4.3 Observational Methods 4.4 How to Choose Between Surveys and Observation Unit-5 Scaling 5.1 Primary Scales of Measurement 5.2 Comparative Scales 5.3 Non comparative Scales 5.4 Non comparative Scale Decisions 5.5 Scale Evaluation 5.6 Questionnaire Design Unit-6 Sampling 6.1 The Concept of Sampling 6.2 The Sampling Design Process 6.3 Nonprobability Sampling 6.4 Probability Sampling 6.5 Internet Sampling Unit-7 Data Analysis and Reporting 7.1 Data Collection 7.2 Data Preparation 7.3 Data Analysis 7.4 Communicating the Research Results Unit-8 Soft wares for Quantitative and Qualitative data 8.1 SPSS 8.2 NVIVO
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	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.
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Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

**Human Resource Management
Specialization Courses
for BBA**

Name of the course	Strategic Human Resource Management
Course Code	441
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>3.1 Strategic Human Resource Management development</p> <p>3.2 Strategic Human Resource Management and Talent Management</p> <p>3.3 Strategic Human Resource Management and Employee Relation</p> <p>3.4 Strategic Human Resource Management an Employee engagement</p> <p>3.5 Strategic Human Resource Management and Knowledge Management</p> <p>3.6 Strategic Human Resource Management Business Ethics, Corporate responsibility, and Sustainability</p> <p>3.7 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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Organizational Development		
Course Code	443		
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 6.3 The Diagnostic Relationship <p>Unit-7 Collecting and Analyzing Data</p> <ol style="list-style-type: none"> 7.1 Techniques for Analyzing Data 		

	<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
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Human Resource Development		
Course Code	442		
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> <ol style="list-style-type: none"> 6.1 Importance of evaluation 6.2 Evaluation process 		

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

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)

Name of the course	Labour Laws in Pakistan
Course Code	444
Semester	VIII
Credit Hours	3
Prerequisite	-

Learning outcomes	<p>On completion of this course, the students will be:</p> <ol style="list-style-type: none"> 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	<p>Unit-1 Introduction and Scope of labour laws Introduction, Scope, history, how labour union emerge,</p> <p>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</p> <p>Unit-3 Trade Unions</p> <p>Unit-4 Labour courts in Pakistan</p> <p>Unit-5 International labour organization</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>Cheema, K. M. (2017). <i>Business laws</i>. Syed Mobin Mahmud & Co.</p> <p>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.</p> <p>The Punjab Assembly. (2010). <i>Complete set of labour laws in Pakistan</i>. Manzoor Law Book House.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)