

Bachelor of Business Administration (BBA) 4 Years Program under Semester System after 12 years of Education

Applicable w.e.f Fall 2023
under HEC New Undergraduate Education Policy 2023



Malik Firoz Khan Noon Business School
University of Sargodha

Bachelor of Business Administration (BBA)

4 Years Program under Semester System after 12 years of Education

Designed in the light of

Vision

To become leading contributor towards modern business economy in the era of globalization through excellence in academics and research.

Mission

Grooming future business leaders by employing best of human resources and technology to produce business intellectuals, professionals and entrepreneurs to meet local and global challenges.

1. Title of the Degree Program: Bachelor of Business Administration (BBA)

2. Program Learning Objectives

Bachelors of business administration program aims at

- 1) Producing well educated business graduate who have the capacity for independent thought and work, as well as for team work. The emerging global scenario has compelled the commerce and the industry to look for a new breed of business graduates capable of responding to the market demands.
- 2) This program develops critical and conceptual thinking skills in the participants. It also provides them exposure of cutting edge business issues being faced by the real world.

3. Program Structure:

Duration	Minimum 4 Years (8 Semesters)
Admission Requirement	12 Years of education/Intermediated with at least 45% marks Or have passed Part-I and awaiting Part-II result.
Degree Completion Requirement	130 Credit hours courses (Including Capstone Project & Internship)

Final Oral Examination/Viva Voce

Students fulfilling the requirements mention above shall be eligible for appearing in the final oral examination. Those who will be declared pass in the oral examination will be awarded the degree of BBA.

4. General Education (Gen Ed) Requirements: (Mandatory/Core Courses):

The minimum requirement for Gen Ed is 30 credits hours and will be offered in first four semesters only.

Sr. No.	Semester	Course Code	Course Title	Credit Hours	Prerequisite
1.	2	URCG-5112	Fables, Wisdom and EPICS	2(2-0)	Nil
2.	4	URCG-5114	Basic Science	3(2-1)	Nil
3.	2	URCG-5116	Science of Society-I	2(2-0)	Nil
4.	1	URCG-5118	Functional English	3(3-0)	Nil
5.	3	URCG-5119	Expository Writing	3(3-0)	Nil
6.	2	URCG-5120	Exploring Quantitative Skills	3(3-0)	Nil
7.	3	URCG-5121	Tools for Quantitative Reasoning	3(3-0)	Nil
8.	1	URCG-5105 URCG-5126	Islamic Studies (OR) Religious Education/Ethics	2(2-0)	Nil
9.	3	URCG-5122	Ideology and Constitution of Pakistan	2(2-0)	Nil
10.	1	URCG-5123	Applications of Information and Communication Technologies (ICT)	3(2-1)	Nil
11.	4	URCG-5124	Entrepreneurship	2(2-0)	Nil
12.	4	URCG-5125	Civics and Community Engagement	2(2-0)	Nil
13.	1-8	URCG-5111	Translation of Holy Quran	NC	Nil
14.	2	URCG-5127	Seerat of the Holy Prophet (SAW)	1(1-0)	Nil
General Education Total Credit Hours				31	

5. Single Major Courses

Major-1	BUSB-5101	Introductory Business Economics	3(3-0)	Nil
Major-2	BUSB-5102	Financial Accounting-I	3(3-0)	Nil
Major-3	BUSB-5103	Introduction to Business	3(3-0)	Nil
Major-4	BUSB-5104	Financial Accounting-II	3(3-0)	BUSB-5102
Major-5	BUSB-5105	Business Law	3(3-0)	BUSB-5103
Major-6	BUSB-5106	Principles of Management	3(3-0)	Nil
Major-7	BUSB-5107	Principles of Marketing	3(3-0)	Nil
Major-8	BUSB-5108	Money banking and Credit	3(3-0)	
Major-9	BUSB-5109	Business Communication and Report Writing	3(3-0)	Nil
Major-10	BUSB-5110	Financial Management	3(3-0)	BUSB-5103
Major-11	BUSB-5111	Cost and Management Accounting	3(3-0)	BUSB-5104
Major-12	BUSB-5112	Business Taxation	3(3-0)	Nil
Major-13	BUSB-6101	Marketing Management	3(3-0)	Nil
Major-14	BUSB-6102	Human Resource Management	3(3-0)	Nil
Major-15	BUSB-6103	Corporate Finance	3(3-0)	Nil
Major-16	BUSB-6104	Inferential Analysis	3(3-0)	Nil
Major-17	BUSB-6105	Organizational Behavior	3(3-0)	Nil
Major-18	BUSB-6106	Managerial Economics	3(3-0)	Nil
Major-19	BUSB-6107	Introduction to Data Analytics	3(3-0)	Nil
Major-20	BUSB-6108	Operations and Supply Chain Management	3(3-0)	Nil
Major-21	BUSB-6109	Business Research Methods	3(3-0)	Nil
Major-22	BUSB-6110	Digital Marketing	3(3-0)	Nil
Major-23	BUSB-6111	Ethics	3(3-0)	Nil
Major-24	BUSB-6112	Investment and Portfolio Analysis	3(3-0)	Nil
Major-25	BUSB-6113	Corporate Governance	3(3-0)	Nil
Major-26	BUSB-6114	E-commerce	3(3-0)	Nil
Major-27	BUSB-6115	Strategic Business Management	3(3-0)	Nil
Major Total Credit Hours			81	

6. Interdisciplinary/Allied courses: minimum 12 credit hours: Interdisciplinary/Allied courses will be offered after 4th semester

ID-1	PSYC-5101	Introduction to Psychology	3(3-0)	Nil
ID-2	POLS-6107	Introduction to International Relations	3(3-0)	Nil
ID-3	SOCI-6138	Logic and Critical Thinking	3(3-0)	Nil
ID-4	MCOM-5101	Introduction to Conventional and Digital Communication	3(3-0)	Nil
Interdisciplinary Credit Hours			12	

7. Field experience/internship: Minimum 03 credit hours:

Lasting 6-8 weeks and ideally scheduled during summer breaks after 4th semester (after 5th semester for Spring Admission)

Comp	BUSB5150	Internship	3(3-0)	Nil
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8. Capstone project: Minimum 03 credit hours:

This project, after the sixth semester, requires faculty supervision and evaluation following department guidelines

Comp	BUSB 6151	Capstone project	3(3-0)	Nil
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Secondary Course Distribution

31 Credit Hours Compulsory Courses (NCR requires 25 credit hour courses)	31 General Requirement	URCG-5112	Fables, Wisdom and EPICS	2(2-0)	Nil
		URCG-5114	Basic Science	3(2-1)	Nil
		URCG-5116	Science of Society-I	2(2-0)	Nil
		URCG-5118	Functional English	3(3-0)	Nil
		URCG-5119	Expository Writing	3(3-0)	Nil
		URCG-5120	Exploring Quantitative Skills	3(3-0)	Nil
		URCG-5121	Tools for Quantitative Reasoning	3(3-0)	Nil
		URCG-5105	Islamic Studies (OR)	2(2-0)	Nil
		URCG-5126	Religious Education/Ethics		
		URCG-5122	Ideology and Constitution of Pakistan	2(2-0)	Nil
		URCG-5123	Applications of Information and Communication Technologies (ICT)	3(2-1)	Nil
		URCG-5124	Entrepreneurship	2(2-0)	Nil
		URCG-5125	Civics and Community Engagement	2(2-0)	Nil
		URCG-5111	Translation of Holy Quran	NC	Nil
URCG-5127	Seerat of the Holy Prophet (SAW)	1(1-0)	Nil		
27 Credit Hours General Courses from other disciplines	ID-1	PSYC-5101	Introduction to Psychology	3(3-0)	Nil
	ID-2	POLS-6107	Introduction to International Relations	3(3-0)	Nil
	ID-3	SOCI-6138	Logic and Critical Thinking	3(3-0)	Nil
	ID-4	MCOM-5101	Introduction to Conventional and Digital Communication	3(3-0)	Nil
	Major-16	BUSB-6104	Inferential Analysis	3(3-0)	Nil
	Major-23	BUSB-6111	Ethics	3(3-0)	Nil
	Major-5	BUSB-5105	Business Law	3(3-0)	BUSB-5103
	Major-9	BUSB-5109	Business Communication and Report Writing	3(3-0)	Nil
Major-19	BUSB-6107	Introduction to Data Analytics	3(3-0)	Nil	
24 Credit Hours of Functional Areas	Major-2 (Accounting)	BUSB-5102	Financial Accounting-I	3(3-0)	Nil
	Major-4 (Accounting)	BUSB-5104	Financial Accounting-II	3(3-0)	BUSB-5102
	Major-10 (Finance)	BUSB-5110	Financial Management	3(3-0)	BUSB-5103
	Major-15 (Finance)	BUSB-6103	Corporate Finance	3(3-0)	Nil
	Major-7 (Marketing)	BUSB-5107	Principles of Marketing	3(3-0)	Nil
	Major-13 (Marketing)	BUSB-6101	Marketing Management	3(3-0)	Nil
	Major-6 (Management)	BUSB-5106	Principles of Management	3(3-0)	Nil
	Major-14 (Management)	BUSB-6102	Human Resource Management	3(3-0)	Nil
6 Credit Hours of Economics Courses	Major-1	BUSB-5101	Introductory Business Economics	3(3-0)	Nil
	Major-18	BUSB-6106	Managerial Economics	3(3-0)	Nil
24 Credit Hours of Optional courses other than	Major-3	BUSB-5103	Introduction to Business	3(3-0)	Nil
	Major-8	BUSB-5107	Money banking and Credit	3(3-0)	BUSB-5102
	Major-25	BUSB-6113	Corporate Governance	3(3-0)	Nil
	Major-20	BUSB-6109	Operations and Supply Chain Management	3(3-0)	Nil
	Major-21	BUSB-6111	Business Research Methods	3(3-0)	Nil
	Major-12	BUSB-5112	Business Taxation	3(3-0)	Nil
Major-27	BUSB-6115	Strategic Business Management	3(3-0)	Nil	

Quantitative Techniques	Major-26	BUSB-6114	E-commerce	3(3-0)	Nil
12 Credit Hours of Intermediate Level	Major-11	BUSB-5111	Cost and Management Accounting	3(3-0)	BUSB-5104
	Major-24	BUSB-6112	Investment and Portfolio Analysis	3(3-0)	Nil
	Major-22	BUSB-6110	Digital Marketing	3(3-0)	Nil
	Major-17	BUSB-6105	Organizational Behavior	3(3-0)	Nil

Scheme of Studies
Bachelors of Business Administration (BBA)

Semester - I

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-1	URCG- 5118	Functional English	3(3-0)	Nil
GE-2	URCG-5105 URCG-5126	Islamic Studies OR Religious Education/Ethics	2(2-0)	Nil
GE-3	URCG-5123	Application of Information & Communication Technologies (ICT)	3(2-1)	Nil
Major-1	BUSB-5101	Introductory Business Economics	3(3-0)	Nil
Major-2	BUSB-5102	Financial Accounting-I	3(3-0)	Nil
Major-3	BUSB-5103	Introduction to Business	3(3-0)	Nil
Semester Total Credit Hours: 17				

Semester - II

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-4	URCG-5111	Translation of The Holy Quran-I*	NC	Nil
GE-5	URCG-5112	Fables, Wisdom and Epic.	2(2-0)	Nil
GE-6	URCG-5116	Science of Society-I	2(2-0)	Nil
GE-7	URCG-5120	Exploring Quantitative Skills	3(3-0)	Nil
GE-8	URCG-5127	Seerat of the Holy Prophet (SAW)	1(1-0)	Nil
Major-4	BUSB-5104	Financial Accounting-II	3(3-0)	BUSB-5102
Major-5	BUSB-5105	Business Law	3(3-0)	BUSB-5103
Major-6	BUSB-5106	Principles of Management	3(3-0)	Nil
Semester Total Credit Hours: 17				

Semester - III

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-9	URCG-5119	Expository Writing	3(3-0)	Nil
GE-10	URCG-5121	Tools for Quantitative Reasoning	3(3-0)	Nil
GE-11	URCG- 5122	Ideology and Constitution of Pakistan	2(2-0)	Nil
Major-7	BUSB-5107	Principles of Marketing	3(3-0)	Nil
Major-8	BUSB-5108	Money banking and Credit	3(3-0)	
Major-9	BUSB-5109	Business Communication and Report Writing	3(3-0)	Nil
Semester Total Credit Hours: 17				

Semester - IV

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-4	URCG-5111	Translation of The Holy Quran-II*	NC	Nil
GE-12	URCG-5114	Basic Science	3(3-0)	Nil
GE-13	URCG-5124	Entrepreneurship	2(2-0)	Nil
GE-14	URCG-5125	Civics and Community Engagement	2(2-0)	Nil
Major-10	BUSB-5110	Financial Management	3(3-0)	BUSB-5103
Major-11	BUSB-5111	Cost and Management Accounting	3(3-0)	BUSB-5104
Major-12	BUSB-5112	Business Taxation	3(3-0)	Nil
Semester Total Credit Hours: 16				

Summer after 4th Semester (For student admitted in Fall/For Spring admissions the internship would be after 5th semester)

	BUSB-5150	Internship	3(3-0)	Nil
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Semester - V

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
ID-1	PSYC-5101	Introduction to Psychology	3(3-0)	Nil
ID-2	POLS-6107	Introduction to International Relations	3(3-0)	Nil
Major-13	BUSB-6101	Marketing Management	3(3-0)	Nil
Major-14	BUSB-6102	Human Resource Management	3(3-0)	Nil
Major-15	BUSB-6103	Corporate Finance	3(3-0)	Nil
			Semester Total Credit Hours: 15	

Semester - VI

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-4	URCG-5111	Translation of The Holy Quran-III*	NC	Nil
ID-3	SOCI-6138	Logic and Critical Thinking	3(3-0)	Nil
ID-4	MCOM-5101	Introduction to Conventional and Digital Communication	3(3-0)	Nil
Major-16	BUSB-6104	Inferential Analysis	3(3-0)	Nil
Major-17	BUSB-6105	Organizational Behavior	3(3-0)	Nil
Major-18	BUSB-6106	Managerial Economics	3(3-0)	Nil
			Semester Total Credit Hours: 15	

Semester - VII

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
Major-19	BUSB-6107	Introduction to Data Analytics	3(3-0)	Nil
Major-20	BUSB-6108	Operations and Supply Chain Management	3(3-0)	Nil
Major-21	BUSB-6109	Business Research Methods	3(3-0)	Nil
Major-22	BUSB-6110	Digital Marketing	3(3-0)	Nil
Comp	BUSB-6151	Capstone Project	3(3-0)	Nil
			Semester Total Credit Hours: 15	

Semester - VIII

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-4	URCG-5111	Translation of The Holy Quran-IV*	NC	Nil
Major-23	BUSB-6111	Ethics	3(3-0)	Nil
Major-24	BUSB-6112	Investment and Portfolio Analysis	3(3-0)	Nil
Major-25	BUSB-6113	Corporate Governance	3(3-0)	Nil
Major-26	BUSB-6114	E-commerce	3(3-0)	Nil
Major-27	BUSB-6115	Strategic Business Management	3(3-0)	Nil
			Semester Total Credit Hours: 15	
			Degree Program Total Credit Hours: 130	

* Translation of the Holy Quran I, II, III, IV are compulsory only for Muslim students.

The course aims at providing an understanding of a writer's goal of writing (i.e. clear, organized and effective content) and to use that understanding and awareness for academic reading and writing. The objectives of the course are to make the students acquire and master grammatical academic writing skills. The course would enable the students to develop argumentative writing techniques. The students would be able to logically add specific details on the topic such as facts, examples and statistical or numerical values. The course will also provide insight to convey the knowledge and ideas in an objective and persuasive manner. Furthermore, the course will also enhance the students' understanding of ethical considerations in writing academic assignments and topics including citation, plagiarism, formatting and referencing the sources as well as the technical aspects involved in referencing.

Contents

1. Developing Analytical Skills
2. Transitional devices (word, phrase and expressions)
3. Development of ideas in writing
4. Reading Comprehension
5. Precis Writing
6. Developing argument
7. Sentence structure: Accuracy, variation, appropriateness, and conciseness
8. Appropriate use of active and passive voice
9. Organization and Structure of a Paragraph
10. Organization and structure of Essay
11. Types of Essays

Recommended Texts

1. Bailey, S. (2011). *Academic writing: A handbook for international students* (3rd ed.). New York: Routledge.
2. Eastwood, J. (2011). *A Basic English grammar*. Oxford: Oxford University Press.
3. Swales, J. M., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rd ed.). Ann Arbor: The University of Michigan Press.
4. Swan, M. (2018). *Practical English usage* (8th ed.). Oxford: Oxford University Press.

Suggested Readings

1. Biber, D., Johansson, S., Leech, G., Conrad, S., Finegan, E., & Quirk, R. (1999). *Longman grammar of spoken and written English*. Harlow Essex: MIT Press.
2. Cresswell, G. (2004). *Writing for academic success*. London: SAGE.
3. Johnson-Sheehan, R. (2019). *Writing today*. Don Mills: Pearson.
4. Silvia, P. J. (2019). *How to write a lot: A practical guide to productive academic writing*. Washington: American Psychological Association
5. Thomson, A. J., & Martinet, A. V. (1986). *A Practical English Grammar*. Oxford: Oxford University Press

Introductory/compulsory foundation course

Islamic Studies engages in the study of Islam as a textual tradition inscribed in the fundamental sources of Islam; Qur'an and Hadith, history and particular cultural contexts. The area seeks to provide an introduction to and a specialization in Islam through a large variety of expressions (literary, poetic, social, and political) and through a variety of methods (literary criticism, hermeneutics, history, sociology, and anthropology). It offers opportunities to get fully introductory foundational bases of Islam in fields that include Qur'anic studies, Hadith and Seerah of Prophet Muhammad (PBUH), Islamic philosophy, and Islamic law, culture and theology through the textual study of Qur'an and Sunnah.

- To make students understand the relevance and pragmatic significance of Islam in their lives.
- To make learners comprehend the true spirit of Islam with reference to modern world.
- To generate a sense of Islamic principles as a code of living that guarantee the effective solutions to the current challenges of being.
- To provide Basic information about Islamic Studies
- To enhance understanding of the students regarding Islamic Civilization
- To improve Students skill to perform prayers and other worships
- To enhance the skill of the students for understanding of issues related to faith and religious life.

Contents**Introduction to Qur'anic Studies**

- 1) Basic Concepts of Qur'an
- 2) History of Quran
- 3) Uloom-ul-Quran

مطالعہ قرآن (تعارف قرآن ، منتخب آیات کا ترجمہ و تفسیر: سورة البقرہ آیات، 5-1، 482-482؛ سورة الحجرات آیات 18-1؛ سورة الفرقان آیات 26-77؛ سورة المؤمنون آیات 1-11؛ سورة الحزاب آیات، 2، 41، 64-66، 24، 52-55؛ سورة النعام آیات 156-151؛ سورة الصف آیات 1-12؛ الحشر آیات 18-44؛ آل عمران آیات 154-154؛ النحل آیات 12-14؛ لقمن آیت، 44 حم السجده آیت 56

Introduction to Sunnah

- 1) Introduction of Hadith
- 2) Legal Status of Hadith
- 3) History of the compilation of Hadith
- 4) Kinds of Hadith

حدیث کا تعارف، حدیث کی دینی حیثیت، حفاظت و تدوین حدیث، حدیث کی اقسام متن، حدیث: 1 درج ذیل موضوعات پر احادیث کا مطالعہ 1۔ اعمال کا اجر نیت پر منحصر ہے۔ 4۔ بہترین انسان قرآن کا طالب علم اور اس کا معلم ہے۔ 6۔ کتا ب وسنت گمراہی سے بچنے کا ذریعہ ہیں۔ 2۔ ارکان اسلام 5۔ اسلام ، ایمان ، احسان اور قیامت کی نشانیاں، 2۔ بچوں کی نماز کی تلقین 7۔ دین کا گہرا فہم ہلا کی خاص عنایت ہے 8۔ حصول علم، تالوت قرآن اور عمل کی اہمیت و فضیلت، 5۔ روز محشر کا محاسبہ، 14۔ حقوق ہلا کے ساتھ ساتھ حقوق العباد کا لحاظ رکھنا بھی الزم ہے 11۔ حسن خلق کی عظمت اور فحش و بد گوئی کی مذمت 14۔ دنیا و آخرت کی بھائی کی ضامن چار چیزیں، 16۔ ہالک کر دینے والی سات چیزیں 12۔۔ بے عمل مبلغ کا عبرت ناک انجام 15۔ ہر شخص نگران ہے اور (ہر شخص مسئول 1)

- 1) Sirah of the Prophet
- 2) Importance of the Study of Sirah
- 3) Character building method of the Prophet

(سیرت النبوی صلی اللہ علیہ وسلم) مطالعہ سیرت کی ضرورت و اہمیت ، تعمیر، سیرت و شخصیت کا نبوی منہاج اور عملی نمونے ، اقامت دین کا نبوی طریق کار ، اقامت دین بعہد خلافت راشدہ، میثاق مدینہ ، خطبہ حجۃ الوداع، اخلاقی تعلیمات ، تشکیل اجتماعیت اور اسوہ حسنہ ، قرآن مجید میں سیرت سرور عالم کا بیان، غزوات نبوی صلی اللہ علیہ وسلم کے مقاصد و حکمتیں

Islamic Culture & Civilization

- 1) Basic Concepts of Islamic Culture & Civilization
- 2) Historical Development of Islamic Culture & Civilization
- 3) Characteristics of Islamic Culture & Civilization
- 4) Islamic Culture & Civilization and Contemporary Issues .2

اسلامی تہذیب و تمدن (اسلامی تہذیب کا مفہوم، اسلامی کے عوامل و عناصر، اسلامی تہذیب کی خصوصیات، اسلامی تہذیب، علمی، معاشرتی اور سماجی اثرات، تہذیبوں کے تصادم کے نظریے کا تنقیدی جائزہ، تہذیبی تصادم کے اثرات و نتائج، طبعی، حیاتیاتی اور معاشرتی علوم میں مسلمانوں کا کردار، نامور مسلمان سائنسدان

Pre-Requisite: Nil

Recommended Books

- 1) Hameed ullah Muhammad, —Emergence of Islam, IRI, Islamabad
- 2) Hameed ullah Muhammad, —Muslim Conduct of State
- 3) Hameed ullah Muhammad, —Introduction to Islam
- 4) Ahmad Hasan, —Principles of Islamic Jurisprudence, Islamic Research, Institute, International Islamic University, Islamabad (1993)
- 5) Dr. Muhammad Zia-ul-Haq, —Introduction to Al Sharia Al Islamial Allama Iqbal Open University, Islamabad (2001)
- 6) Dr. Muhammad Shahbaz Manj, Teleemat-e- Islam UQCG-5126 ETHICS

URCG-5123 Application of Information Communication Technologies (ICT) 3(2-1)

The course introduces students to information and communication technologies and their application in the workplace. Objectives include basic understanding of computer software, hardware, and associated technologies. How computers can be used in the workplace, how communications systems can help boost productivity, and how the Internet technologies can influence the workplace. Students will get basic understanding of computer software, hardware, and associated technologies. They will also learn how computers are used in the workplace, how communications systems can help to boost productivity, and how the Internet technologies can influence the workplace.

Contents

1. Introduction, Overview of Information Technology.
2. Hardware: Computer Systems & Components, Storage Devices.
3. Software: Operating Systems, Programming and Application Software.
4. Databases and Information Systems Networks.
5. File Processing Versus Database Management Systems.
6. Data Communication and Networks.
7. Physical Transmission Media & Wireless Transmission Media.
8. Applications of smart phone and usage.
9. The Internet, Browsers and Search Engines.
10. Websites and their types.
11. Email Collaborative Computing and Social Networking.
12. E-Commerce.
13. IT Security and other issues.
14. Cyber Laws and Ethics of using Social media.
15. Use of Microsoft Office tools (Word, Power Point, Excel) or other similar tools depending on the operating system.
16. Other IT tools/software specific to field of study of the students if any.

Recommended Texts

- 1) Discovering Computers 2022: Digital Technology, Data and Devices by Misty E. Vermaat, SusanL. sebok; 17th edition.

Suggested Readings

- 1) Computing Essentials 2021 by Timothy J. O'Leary and Linda I. O'Leary, McGraw Hill Higher Education; 26th edition.
- 2) Computers: Understanding Technology by Fuller, Floyd; Larson, Brian: edition 2018

BUSB-5104**Introductory Business Economics****3(3-0)**

Micro and Macro Business Economics examines how economic decisions are made by households and firms, and how they interact to determine the quantities and prices of goods and the allocation of resources under different market structures. It also studies the equilibrium in presence of externalities/public goods and information asymmetry. The course examines micro and macro economic policy and the role of government in allocating resources. It will develop ability to apply the knowledge acquired to the analysis of specific economic cases, recognizing proper framework of analysis and constructing and analyzing adequate economic model within this framework.

Course Learning Objectives

1. To clarify and extend the Microeconomic concepts and to develop analytical skills and solving petty problems.
2. To enabling them to understand the Microeconomic functions.
3. To equip students with advanced theoretical concepts and rigorous analysis with mathematical tools at hand.

Contents

1. Scope of Microeconomics and areas of its concern
2. Theory of Consumer Behavior, Cardinal and ordinal approach to indirect utility functions
3. Demand & Elasticity: Derivation of demand functions using indifference curves
4. Production Functions, Different production functions: Cobb Douglas and CES etc
5. Cost of Production, Different types of costs, Cost minimization subject to given output
6. Monopoly and Monopsony, bilateral monopoly, price discrimination
7. Monopolistic Competition and Oligopoly, Pricing of the Factors of Production
8. The introduction of Keynesian revolution and growth of Macroeconomics
9. Oken's Law and unemployment, Price Indices and Inflation
10. Exogenous and Endogenous variables and their functional relationships
11. Introduction to the Classical and Keynesian Schools of Thought
12. Measurement of National Income
13. Injections into and Leakages from the economy: Saving and Investment
14. The closed and open economy models
15. Real and Financial investment, Autonomous and Induced investment
16. Lags in Investment Demand, Volatility of Investment, Equilibrium in the goods market
17. The demand for money, The Quantity Theory of Money, The Liquidity Preference
18. The supply of money: M1, M2, M3 concepts
19. Derivation of LM Curve (graphic)
20. Aggregate supply and the labor market
21. Inflation and Unemployment

Recommended Texts

1. Koutsoyiannis, A. (1975). *Modern Microeconomics*. (2nded.). London: Macmillan.
2. Mankiw, G. N. (2018). *Macroeconomics*. (4th ed.). Worth Publishers.

Suggested Readings

1. Silberberg, E. (2000). *The Structure of Economics: A Mathematical Analysis*. (3rded.). NJ: McGraw Hill.

BUSB- 5102**Financial Accounting-I****3(3-0)**

Bookkeeping is important for helping you maintain accurate financial records. Yet still, many businesses fail to implement this integral process. Without bookkeeping or accounting, you are blindly driving your business. The bookkeeping process primarily records the financial effects of transactions. An important difference between a manual and an electronic accounting system is the former's latency between the recording of a financial transaction and its posting in the relevant account.

Course Learning Objectives

1. To introduce the students with basics of Book-keeping and Accounting.
2. To create understanding of students' with cash book, purchase book and sales book.
3. To prepare students to immediately documenting a financial transaction.

Contents

1. Introduction to the main concepts of accounting
2. Need, purpose and objectives of accounting
3. Types of transactions, Nature of transactions
4. Detail overview of accounting resources and Claims Against Resources
5. Detail overview of sources of funds
6. The Accounting Equation, Shortcomings of accounting equation
7. Business Entity Principle
8. Money measurement principle
9. Class Activity, The Accounting Process
10. Objectivity Principle
11. Time Period Principle
12. Going Concern Assumption
13. Rules of Recording and Debit & Credit
14. Preparation of Final Accounts from Trial Balance without Adjustments
15. Importance of trial balance

Recommended Text

1. Williams, J. R., Haka, S. F., Bettner, M. S., & Carcello V.J. (2020). *Financial & Managerial Accounting: the basis for business decisions*. (18thed). New York: McGraw-Hill College.

Suggested Readings

1. Larson, K. D., Wild, J. J., & Chiappetta, B. (2005). *Financial Accounting*. (18thed.). Irwin: McGraw.Hill.
2. Hall, A. James., (2009). *Accounting Information System*. (6thed). Thomson: South-Western.

BUSB-5103**Introduction to Business****3(3-0)**

This is a foundation course which provides basic knowledge about the nature and importance of business, its concepts, functions, principles etcetera. A good understanding of business and its types and nature of operation is fundamentally important to proceed further into his or her business education.

Course Learning Objectives

1. To enabling students to know how about the businesses and their structures.
2. To equip students with basic role of business in our society requires exploration into various areas.
3. To prepare students to explore and examine various aspects of business, their interrelation with business system.

Contents

1. Nature and Scope of Business
2. Types of Business Ventures
3. Concept, Importance
4. Objectives, Divisions
5. Partnership for of Business
6. Types of Partnership Businesses
7. Reconstitutions of partnership, admission withdraw of partner and minor partner
8. Registration of business, Dissolution of Partnership Business
9. Sole proprietorship vs. partnership
10. Management and Direction of a Company
11. Management, Shareholders, rights, directors, CEO and managing agents
12. Company Meetings: resolutions, legal conditions of various forms of business organizations

Recommended Text

1. Shoukat, A. (2012). *Introduction to Business*. Karachi: Rehber Publisher.

Suggested Readings

1. Rober, C. A. (2013). *Modern Business Administration* (6th ed.). London: Prentice Hall.

URCG-5111**Translation Of The Holy Quran – I****0(0+0)**

Topic	Details
Semester/Level	In some discipline 1 st semester and in some discipline 2 nd Semester/ADP Program 1 st Year
Course Code	URCG-5111
Course Title	Translation of the Holy Quran–I
Credit Hours	Non-Credit
Objectives	<ul style="list-style-type: none"> • To familiarize the students to keys and fundamentals of recitation of the holy Quran. • To develop the skill of the students of recitation of the last revelation. • Students will learn the basic Arabic grammar in a practical way. • To develop an eagerness among the students to explore the last divine Book.
Course Contents:	<p>پہلیوں پارہ ن اظہر ہم عتجوید پہلیوں پارہ ن اظہر ہم عتجوید اسم اور اسکے منعلقات: اسم فاعل، مفعول، مفعول، مفعول، مفعول اور اس کی اقسام: ماضی، مضارع، امر، نہی حرف اور اس کی اقسام: حروف علت، حروف جارہ، مشبہ بالفاعل</p>
Memorization:	پہلیوں پارہ ن اظہر ہم عتجوید (حفظ عترجمہ)

The course will enable students to explore human experiences, cultivate an appreciation of the past, enrich their capacity to participate in the life of their times, and enable an engagement with other cultures and civilizations, both ancient and modern, but independently of any specific application, the study of these subjects teaches understanding and delight in the highest achievements of humanity. The three components of the course, including fables, wisdom literature and epic, will enable the learners to explore and understand the classic tradition in literature. Development of personal virtue, a deep Sufi ethic, and an unwavering concern for the permanent over the fleeting and the ephemeral are some of the key themes explored in the contents that will develop an intimate connection between literature and life.

Course Learning Objectives

1. Introduction to the Methodologies and Currents in Literature.
2. Discussing the nature and attributes of literature.
3. Attempting to discover the hidden meaning of theodicy
4. Equipping you with a better understanding of the dynamics of Wisdom and Literature
5. To develop an understanding and linkage with Pakistani Literature

Contents

1. Fables
 - The Fables of Bidpai
 - The Lion and the Bull
 - The Ring-dove
 - The Owls and the Crows
2. Selected poem from Bang-i-Dara
3. Gulistan-e- Sa'di
 - Ten hikāyāt from John T. Platts, *The Gulistan*
4. Epic
 - THE SHĀHNĀMA OF FIRDAUSI

Recommended Texts

1. John T. P. (1876). *The Gulistan; or, Rose Garden of Shaikh Muslihu'd- Dīn Sa'dī of Shīrāz*. London: Wm. II. Allen.
2. Chishti, Y.S. (1991). *Sharaḥ-i bāng-i darā*. Lāhaur: Maktaba-i ta'mīr-i insāniyat

Suggested Readings

1. Thackston, W. (2000). *A Millennium of Classical Persian Poetry*. Maryland: Ibex Publishers.
2. Wood, R. (2013). *Kalila and Dimna: Fables of Conflict and Intrigue*. United Kingdom: Medina Publishing, Limited.

Course Description:

This course will introduce students with the subject matter of social science, its scope, nature and ways of looking at social phenomenon. It will make the participants acquaintance with the foundations of modern society, state, law, knowledge and selfhood. While retaining a focus on Pakistani state and society, students will encounter theoretical concepts and methods from numerous social science disciplines, including sociology, politics, economics anthropology and psychology and make them learn to think theoretically by drawing on examples and case studies from our own social context. Students will be introduced to the works of prominent social theorists from both western and non-western contexts. Instruction will include the use of written texts, audio-visual aids and field visits.

Learning Outcomes:

The course has following outcomes:

It will

- Introduce student with the nature of human social behavior and foundations of human group life
- Analyze the reciprocal relationship between individuals and society
- Make student aware with the nature of societies existing in modern world
- Make students familiar with the philosophy of knowledge of social sciences
- Introduce students with the works of prominent theories explain human group behavior
- Help students to understand the foundations of society including culture, socialization, politics and economy
- Introduce students with various dimensions of social inequalities with reference to gender, race, ethnicity and religion
- Make them aware about the understanding of various themes pertains to social science in local context
- Help them recognize the difference between objective identification of empirical facts, and subjective formulation of opinionated arguments

Course Outlines:**1. Introduction to Social Sciences**

- Social world, Human Social behavior, Foundations of society
- Evolution of Social sciences
- Philosophy of Science
- Scope and nature of social sciences
- Modernity and social sciences
- Branches of social science: Sociology, Anthropology, Political Science, Economics

Society and Community, Historical evolution of Society

- Types of Societies
- Foraging society, Horticultural society, Pastoralist society
- Agrarian societies, Industrial society, Postindustrial society

- **2. Philosophy of Knowledge in social Science and social inquiry** • Understanding social phenomenon • Alternative ways of knowing • Science as a source to explore social reality
- Objectivity, Value-Free research • Positivism vs Interpretivism • Qualitative vs Quantitative

3. Culture and Society

- Idea of Culture, Assumptions of Culture
- Types, Components, Civilization and culture
- Individual and culture. Cultural Ethnocentrism, Cultural Relativism
- Outlook of Pakistani culture
- Global Flows of culture, Homogeneity, Heterogeneity

4. Social Stratification and Social inequality

- Dimensions of inequality, Social class
- Gender, Race, Religion, Ethnicity, Caste
- Patterns of social stratification in Pakistan
- Class, caste system in agrarian society

- Ascription vs Achievement, Meritocracy
- Global stratification in modern world, Global patterns of inequality

5. Personality, Self and Socialization

- Concept of self, Personality
- Nature vs Nurture, Biological vs Social
- Development of Personality
- Socialization as a process, Agents of socialization
- Socialization and self/group identity

6. Gender and Power

- Understanding Gender
- Social construction of Patriarchy
- Feminism in Historical context, Gender Debates
- Gender and Development
- Gender issues in Pakistani society, Women Participation in politics, economy and education
- Toward a gender sensitive society, Gender mainstreaming

Pakistan: State, Society, Economy and Polity • Colonialism, colonial legacy, National identity

- Transformation in Pakistani society: Traditionalism vs Modernism • Economy, Informality of Economy, Modern economy and Pakistan • Political Economy, Sociology of Economy

Recommended Textbooks and Reading Materials:

1. Giddens, A. (2018). Sociology (11th ed.). UK: Polity Press.
2. Henslin, J. M. (2018). Essentials of Sociology: A Down-to-Earth Approach.(18th Edition) Pearson Publisher.
3. Macionis, J. J. (2016). Sociology (16th ed.). New Jersey: Prentice-Hall.
4. Qadeer, M. (2006) Pakistan - Social and Cultural Transformation in a Muslim Nation.
5. Smelser, N.J. and Swedburg, R., The Handbook of Economic Sociology, Chapter 1 'Introducing Economic Sociology', Princeton University Press, Princeton.
6. Systems of Stratification | Boundless Sociology (no date). Available at: <https://courses.lumenlearning.com/boundless-sociology/chapter/systems-of-stratification/>
7. Jalal, A. (ed.) (1995) 'The colonial legacy in India and Pakistan', in Democracy and Authoritarianism in South Asia: A Comparative and Historical Perspective. Cambridge: Cambridge University Press (Contemporary South Asia)
8. Zaidi, S. A. (2015) Issues in Pakistan's Economy: A Political Economy Perspective. Oxford University Press. Chapter 26
9. Akhtar, A. S. (2017) The Politics of Common Sense: State, Society and Culture in Pakistan. Cambridge: Cambridge University Press.
10. Smelser, N.J. and Swedburg, R., The Handbook of Economic Sociology, Chapter 1 'Introducing Economic Sociology', Princeton University Press, Princeton.

Since ancient times, numbers, quantification, statistics and mathematics has played a central role in scientific and technological development. In the 21st century, Quantitative Reasoning (QR) skills are essential for life as they help to better understand socio-economic, political, health, education, and many other issues, an individual now faces in daily life. The skills acquired by taking this course will help the students to apply QR methods in their daily life and professional activities. This course will also change student's attitude about statistics and mathematics. It will not only polish their QR skills, but also enhance their abilities to apply these skills.

Contents

1. Introduction to quantitative reasoning
2. Overview of contributions of Mathematicians and Statisticians especially Muslim scholars.
3. Types of standard numbers
4. Proportions, rates, ratio and percentages
5. Odds and odds ratio
6. Scale of measurements
7. Number sequence and series
8. Unit analysis as a problem-solving tool
9. Data handling (small and large)
10. Data errors, absolute and relative and their applications
11. Descriptive statistics
12. Rules of counting: multiplication rule, factorial, permutation and combination
13. Probability and its application in real life
14. A graphical perspective through Venn Diagram
15. Financial indicator analysis, and money management (profit, loss, simple and compound interest)
16. Practical scenarios involving algebraic expressions: linear and quadratic

Recommended Texts

1. Akar, G. K., Zembat, İ. Ö., Arslan, S., & Thompson, P. W. (2023). *Quantitative Reasoning in Mathematics and Science Education*. 1st Ed., Springer, USA.
2. Peck, R., Olsen, C., & Devore, J. L. (2015). *Introduction to statistics and data analysis*. 5th Ed., Brooks Cole, USA.
3. Devlin, K. J. (2012). *Introduction to mathematical thinking*. Palo Alto, CA: Keith Devlin.

Suggested Readings

1. Triola, M. F., Goodman, W. M., Law, R., & Labute, G. (2006). *Elementary statistics*. Reading, MA: Pearson/Addison-Wesley.
2. Blitzer, R., & White, J. (2005). *Thinking mathematically*. Pearson Prentice Hall.

Objectives of the Course	<p>۱۔ علماء کو مطالعہ سیر و طیبہ کی ضرورت و اہمیت سے آگاہ کرنا</p> <p>۲۔ غیر طہیبت میں مطالعہ سیر و طیبہ کے کردار کو واضح کرنا</p> <p>۳۔ طہیبت نبوی کے موقع، اقامت، عالم کی عمومی صورت حال سے آگاہ کرنا</p> <p>۴۔ رسول اکرم صلی اللہ علیہ وسلم کی کنی اور مدنی زندگی کا اس طرح مطالعہ کرنا کہ علماء ان واقعات سے نتائج کا استخراج کر سکیں</p> <p>۵۔ علماء کو عہد نبوی کی معاشرت، سیاست، معیشت سے آگاہ کرنا</p>
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Course Description

S.No.	Title	Description
1	حضور صلی اللہ علیہ وسلم کے ابتدائی حالات زندگی	۱۔ حضور صلی اللہ علیہ وسلم کا مقدس نسب و نسب ۲۔ پیدائش اور ابتدائی تربیت ۳۔ لوگین اور جہاننی کے حالات زندگی
2	بیت نبوی کے وقت دنیا کے حالات (۱)	۱۔ بیت نبوی کے وقت ہم تہذیبیں ۲۔ عرب، مصر، حبشہ، ہندوستانی، ساسانی
3	بیت نبوی	۱۔ کنی عہد میں دعوت اسلام
4	بیت نبوی	۱۔ مدنی عہد میں دعوت اسلام
5	خصائص انبی	آپ بظہور پیمانہ برآمد
6	خصائص انبی	بکلیت استاد و معلم
7	خصائص انبی	بکلیت تاجر
8	خصائص انبی	بکلیت سربراہ ریاست
9	خصائص انبی	ذاتی محاسن اور صالحہ اثرات

10	خصائص انبی	ناموس رسالت
11	اسوہ حسنہ اور عصر حاضر	غیر مسلموں سے تعلقات
12	اسوہ حسنہ اور عصر حاضر	اسوہ حسنہ کی روشنی میں مگر بی زندگی
13	اسوہ حسنہ اور عصر حاضر	مشترک تہذیب اور مطالعہ سیرت
15	اسوہ حسنہ اور عصر حاضر	وطن سے محبت اور سیرت
16	اسوہ حسنہ اور عصر حاضر	مشترک تہذیب کے امتزاجات اور ان کے جہاںات

نصاب کتب

نمبر شمار	نام مؤلف	نام کتاب
1	ابن ہشام	السیرۃ النبویہ
2	مولانا علی نعمانی، سید سلمان ندوی	سیرۃ نبوی صلی اللہ علیہ وسلم
3	قاضی محمد سلیمان، سلمان منصور پوری	رحمۃ اللعالمین
4	مولانا سید ابوالحسن علی ندوی	نبی رحمت صلی اللہ علیہ وسلم
5	ڈاکٹر یحییٰ عظیم، صدر علی	عہد نبوی کا کلام حکومت
6	ڈاکٹر خالد طلحی	الانسان کامل

حوالہ جاتی کتب

نمبر شمار	نام مؤلف	نام کتاب
1	سید ابوالاعلیٰ مودودی	سیرت سرور عالم صلی اللہ علیہ وسلم
2	مولانا صفی الرحمن مبارکپوری	الاربعین المختوم
3	پروفیسر محمد شامہ زہری	نبی اللہ صلی اللہ علیہ وسلم
4	ڈاکٹر اکرم اللہ صدیقی، امیری	السورة النبویة الصحيحة
5	مولانا محمد رفیع داتا پوری	اصح اسیر

(3-0)

It is very important to understand the language of the business. A business graduate must understand the language of the business i.e. accounting. Accounting is the system of recording financial transactions with both numbers and text in the form of financial statements. It provides an essential tool for billing customers, keeping track of assets and liabilities (debts), determining profitability, and tracking the flow of cash.

Course Learning Objectives

1. To provide students with financial information of stakeholders, business owners, lenders, employees, managers, customers and others.
2. To help students in understanding the nature of transactions and their recording cycle for any particular business.
3. To equip students with foundation of building advance level understanding at the latter point of study.

Contents

1. Fundamental concepts in Accounting and Accounting cycle
2. Accounting for Marketable Securities
3. Accounting for Inventories
4. Perpetual and Periodic Inventory systems
5. Cost Flow Assumptions and Comprehensive Problem
6. Plant Assets and Depreciation
7. Plant Asset acquisition, Determination of Cost Price
8. Capital and Revenue Classification
9. Methods of Deprecation, Straight Line, Declining Balance, Unit of out
10. Sum of Year Digit Depreciation Schedule for Straight Line, Declining Balance Method
11. Disposal of Fixed Asset
12. Accounting for Asset trade in Accounting for Natural and Intangible Assets, Liabilities
13. Further Readings on Income and Changes in Retained Earnings Partnership Accounting
14. Admission of a Partner, Dissolution of Partnership when all partners are solvent
15. Statement of Cash Flows Further Readings on Statement of Cash Flows

Recommended Text

1. Meigs, R. F., Williams, J. R., Haka, S. F., & Bettner, M. S. (2020). *Accounting: the basis for business decisions*. (17thed). New York: McGraw-Hill College.

Suggested Readings

1. Kermit D. Larson , John J Wild, Barbara C, Kermit L. John W.(2004). *Fundamental Accounting Principles*. (17thed.). Irwin: McGraw-Hill.

BUSB-5105**Business Law****3(3-0)**

Business law course develops critical thinking skills and focus on teaching the substantive legal basics of law that inform every aspect and stage of industry. The subject commences with an introduction to Pakistan's law and its legal system, including: basic jurisprudential perspectives; - legal system taxonomy, including public and private law, other families of legal systems, including the international legal system and the common law/civil law divide; the historical background and the development of the Pakistan's legal system; the roles of the courts in Pakistan.

Course Learning Objectives

1. To provide students with understanding of important elements and aspects of business and industrial laws.
2. To equip them with necessary skills and aptitude to deal successfully with the complex and challenging situations arising out of legal jargon.
3. To acquaint students with legal system of Pakistan and to familiarize the students with different mercantile laws affecting business environment.

Contents

1. Law of contract: essentials of valid contract, performance of the contract, discharge of contract, the law of sales of goods, rights of unpaid seller against the goods, sale by auction
2. Breach of contract
3. Law governing partnership: types of partnership, essential elements of partnership
4. Registration of partnership firms, partnership becoming illegal, partnership agreement
5. Personal profit earned by partnership, Implied authority of a partnership, Dissolution of partnership, The law of negotiable instruments
6. Payment, discharge from liabilities dishonor of instrument, notice and protesting
7. Acceptance and payment for honor, factories act,
8. Industrial relations ordinances and payment of wages act

Recommended Texts

1. Saeed, K. A. (2013). *Mercantile and Industrial Law in Pakistan*. (2nded.). Karachi: Oxford University Press.
2. Adams, A., Caplan, S., & Lockwood, G. (2020). *Law for business students*. London: Pearson Higher Ed.

Suggested Readings

1. I.R. Hashmi: *Mercantile Law-Relevant Acts and Ordinances* (Latest Edition). Karachi: Oxford University Press.

BUSB-5106**Principles of Management****3(3-0)**

The course provides a review of management as an area of theoretical development as well as a field of practice. It comprises classical management theories and modern approaches to organization and business. Main blocks of the course are functions of management, managerial processes and interaction between organizations and their environment. The course includes elements of organizational behavior. Business cases are used as application of theoretical concepts.

Course outline:

1. Who are the managers and where do they work?
 - What Three Characteristics Do All Organizations Share?
 - How Are Managers Different from Non-managerial Employees?
 - What Titles Do Managers Have
2. What Managers do?
 - Functions Approach
 - Management Roles Approach
 - Skills and Competencies
3. What Is Management? Why study Management? What Factors are reshaping and Redefining Management?
4. The Management Environment
 - What Is the External Environment and Why Is It Important?
 - How Does the External Environment Affect Managers?
 - How Does Organizational Culture Affect Managers? What are the current issues?
5. Important Managerial Issues
 - Globalization, Society,
6. Making Decisions
 - How do Managers make decisions?
 - Approaches to make decisions
 - Rational, Bounded Rationality and Intuition
 - Type of Decisions and Conditions
 - Group decision making
 - Contemporary issues in decision-making
7. Planning and Goal Setting
8. Managing Change and Innovation
9. Managing Entrepreneurial Ventures
 - Entrepreneurial process, planning, organizing, leading, and controlling the new venture,
10. Organizational Structure and Design
 - Elements of Organizational design, common organizational design, Challenges,

Recommended Text

1. Robbins, S. P., Coulter, M., & Langton, N. (2007). Fundamentals of management. (9th ed). NJ: Pearson Prentice Hall.

Suggested Readings

1. Hannaway, J. (1999). Managers Managing: The Workings of an Administrative System. (1st ed). New York: Oxford University Press.

This course prepares undergraduates to become successful writers and readers of English. The course helps students develop their fundamental language skills with a focus on writing so that they can gain the confidence to communicate in oral and written English outside the classroom. The course is divided into five units and takes a Project-based Learning approach. Unit themes target the development of 21st century skills and focus on self-reflection and active community engagement. The course completion will enable the students to develop communication skills as reflective and self-directed learners. They will be able to intellectually engage with different stages of writing process, and develop analytical and problem-solving skills to address various community-specific challenges.

Contents

1. Self-Reflection
 - Introduction to the basics of the writing process
 - Introduction to the steps of essay writing
 - Prewriting activities: Brainstorming, listing, clustering and freewriting
 - Practicing Outlining of the essay
2. Personalized Learning
 - Learning Process, Learning Styles, Goal Setting and Learning Plan
3. Oral Presentation
 - Structure and Significance, Content Selection and Slide Presentation, Peer Review
4. Critical Reading Skills
 - Introducing Authentic Reading (Dawn and non-specialist academic books/texts)
 - Reading Strategies and Practice: Skimming, scanning, SQW3R, Annotating, Detailed reading and note-taking, Standard Test Practice: TOEFL and IELTS, Model Review Reports and Annotated Bibliographies
5. Community Engagement
 - Student-led brainstorming on local versus global issues, Identifying research problems
 - Drafting research questions, Drafting interview/survey questions for community research (in English or L1)
 - Engaging students in Critical reading, Presenting interview/ survey information, Field work
 - Writing Community Engagement Project
6. Letter to the Editor
 - Types of letters, Format and purpose of letter to the editor, Steps in writing letter-to-editor

Recommended Texts

- 1) Bailey, S. (2011). *Academic writing: A handbook for international students* (3rd ed.). New York: Routledge.
- 2) Swales, J. M., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rd ed.). Ann Arbor: The University of Michigan Press.

Suggested Readings

- 1) Cresswell, G. (2004). *Writing for academic success*. London: SAGE.
- 2) Johnson-Sheehan, R. (2019). *Writing today*. Don Mills: Pearson.
- 3) Silvia, P. J. (2019). *How to write a lot: A practical guide to productive academic writing*. Washington: American Psychological Association.

URCG-5121**Tools for Quantitative Reasoning****3(3+0)**

This course is based on quantitative reasoning 1 course. It will enhance the quantitative reasoning skills learned in quantitative reasoning 1 course. Students will be introduced to more tools necessary for quantitative reasoning skills to live in the fast paced 21st century. Students will be introduced to importance of mathematical skills in different professional settings, social and natural sciences. These quantitative reasoning skills will help students to better participate in national and international issues like political and health issues. This course will prepare the students to apply quantitative reasoning tools more efficiently in their professional and daily life activities. This course will help them to better understand the information in form of numeric, graphs, tables, and functions.

Contents

1. Types of data and its graphical representation (Histogram, Stem and Leaf display, Box Plot, Scatter diagram, Histogram, Bar chart, etc)
2. Solving practical problems using linear and exponential models
3. Population growth models
4. Analytical approach to solve simultaneous equations
5. Inequalities and their application
6. Comparing quantities using analytical tools
7. Logical reasoning and their application in modern age
8. Logical reasoning and decision making
9. Data tendencies via measure of location
10. Variability and Measure of dispersion
11. Measuring relationships via Regression analysis and correlation
12. Statistical inference: sampling techniques, estimation techniques and hypothesis testing for decision and policy making

Recommended Texts

1. Akar, G. K., Zembat, İ. Ö., Arslan, S., & Thompson, P. W. (2023). *Quantitative Reasoning in Mathematics and Science Education*. 1st Ed., Springer, USA.
2. Sharma, A. K. (2005). *Text book of elementary statistics*. Discovery Publishing House.
3. Blitzer, R. (2014). *Precalculus*, 5th Ed.. Pearson Education, Limited. New York

Suggested Readings

1. Gupta, S. C., & Kapoor, V. K. (2020). *Fundamentals of mathematical statistics*. 12th Ed, Sultan Chand & Sons.
2. Aufmann, R. N., Lockwood, J., Nation, R. D., & Clegg, D. K. (2007). *Mathematical thinking and quantitative reasoning*. Cengage Learning
3. Blitzer, R., & White, J. (2005). *Thinking mathematically*. Pearson Prentice Hall.

This course focuses on ideological background of Pakistan. The course is designed to give a comprehensive insight about the constitutional developments of Pakistan. Starting from the Government of India Act, 1935 till to date, all important events leading to constitutional developments in Pakistan will be the focus of course. Failure of the constitutional machinery and leading constitutional cases on the subject. Moreover, students will study the process of governance, national development, issues arising in the modern age and posing challenges to Pakistan. It will also cover the entire Constitution of Pakistan 1973. However, emphasis would be on the fundamental rights, the nature of federalism under the constitution, distribution of powers, the rights, and various remedies, the supremacy of parliament and the independence of judiciary

Contents

- Ideology of Pakistan
 - Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-e-Azam Muhammad Ali Jinnah. Two Nation Theory and Factors leading to Muslim separatism.
- Constitutional Developments
 - Salient Feature of the Government of India Act 1935
 - Salient Feature of Indian Independence Act 1947
 - Objectives Resolution
 - Salient Feature of the 1956 Constitution and Developments leading to its abrogation
 - Salient features of the 1962 Constitution and Causes of its failure
 - Comparative study of significant features of the Constitution of 1956, 1962 and 1973
- Fundamental rights
- Principles of policy
- Federation of Pakistan
 - President
 - Parliament
 - The Federal Government
- Provinces
 - Governors
 - Provincial assemblies
 - The provincial Government
- The Judiciary
 - Supreme Court High Courts
 - Federal Shariat Courts Supreme Judicial Council
 - Administrative Courts and tribunals
- Islamic Provisions in Constitution
- Significant Amendments of Constitution of Pakistan 1973

Recommended Books

1. Constitutional and Political History of Pakistan by Hamid Khan
2. Mahmood, Shaukat and Shaukat, Nadeem. Constitution of the Islamic Republic of Pakistan, 3rd re edn. Lahore: Legal Research Centre, 1996.
3. Munir, Muhammad. Constitution of the Islamic Republic of Pakistan: Being a Commentary on the Constitution of Pakistan, 1973. Lahore, Law Pub., 1975.
4. Rizvi, Syed Shabbar Raza. Constitutional Law of Pakistan: Text, Case Law and Analytical Commentary. 2nd re edn. Lahore: Vanguard, 2005.
5. The Text of the Constitution of the Islamic Republic of Pakistan, 1973 (as amended).
6. Fundamental Laws of Pakistan by A.K. Brohi

The basic objective of those subjects is to introduce the marketing concept and how we identify, understand and satisfy the needs of customers and markets. To analyze companies and competitors and to introduce marketing strategy to increase awareness of the strategic and tactical decisions behind today's top performing brands. Main purpose of the course is to teach students how marketing works in industrial life. Students must be aware of products, brands, and their pricing strategies, modes of transportation, logistics and types of communication for marketing. Advertising is the key to marketing. This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has a current events component to help emphasize the marketing principles in today's business world. Subjects covered include consumers, market research and target markets, feasibility analysis, products, promotion, channels of distribution, pricing, international marketing and use of technology in marketing.

Course Learning Objectives

1. To apply the basic principles and tools of marketing
2. To Discuss concepts, tools, and skills necessary in developing an effective marketing plan
3. To integrate theoretical concepts with practical marketing problems

Contents

1. Introduction: Marketing in Changing World: Creating Customer Value and Satisfaction.
2. Strategic Planning and the Marketing Process
3. Global Marketing Environment; Marketing
4. Research and Information Systems
5. Consumer Markets and Consumer Buyer Behavior,
6. Business Markets and Business Buyer Behavior
7. Marketing Segmentation, Targeting, and
8. Positioning for Competitive Advantage Product and Services strategy
9. New Products Development and Product Life-Cycle Strategies
10. Pricing Products: Pricing Considerations and Approaches
11. Pricing Strategies Distribution Channels and Logistics Management
12. Retailing
13. Wholesaling

Recommended Texts

1. Kotler, Philip, Armstrong, Gary, Opresnik, Marc Oliver. (2018). Principles of marketing 17th ed. (17th ed., Global Ed.).Harlow: Pearson.

Suggested Readings

2. W. D. Perreault, Jr., J.P Cannon, and E. J. McCarthy (2009).*Basic Marketing: A Marketing Strategy and Planning Approach*. (17thed). Irwin/McGraw Hill.

The role of the financial system is to intermediate between lenders and borrowers, providing a menu of saving vehicles with differing risk and return characteristics. Financial intermediaries help the investors find the financing they need, taking into account the returns and risks on the project they wish to undertake. In carrying out their functions, financial intermediaries reduce transaction costs for savers and investors and help reduce problems of asymmetric information that are inherent in the relationships between investors and entrepreneurs.

Course Learning Objectives

1. To provide true understanding of commercial system and reasons behind globalization.
2. To equip students with the sense of globalization and financial structure development.
3. To develop an understanding about historical as well as future perspective of monetary systems and financial markets.

Contents

1. Introduction to Money
2. Bank Accounts, Banker Customer Relationship
3. Credit Creation
4. Bank Advances and Securities, E Banking
5. Letter of Credit
6. Islamic Finance
7. Value of Money
8. Negotiable Instruments
9. Change in Value
10. Measurement of change in value
11. Foreign Exchange
12. Introduction to Money and Capital Market
13. Trade Cycle
14. International Monetary system
15. Islamic Finance

Recommended Text

1. Ahmed, R. (2003). *Money Banking and Finance*. Lahore: Khuwaja Publisher

Suggested Reading

1. Miranda, G. S. (1994). *Essentials of Money, Credit and Banking*. London: L & G Business House

The course aims at application of business communication principles through creation of effective business documents and oral presentations. It includes study and application of team communication, and use of technology to facilitate the communication process. Program learning outcomes define the knowledge, skills, and abilities are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine learning and to evaluate overall program effectiveness.

Course Learning Objectives

1. To understand and apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
2. To demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
3. To make understanding of the importance of specifying audience and communication choices.

Contents

1. Flow of communication, Barriers to effective communication
2. How to make communication effective
3. Letter-Memorandum-Circular
4. Agenda and minutes of meeting
5. 7'Cs of communication: Conciseness-Correctness-Completeness
6. Clarity-Consideration- Courtesy-Concreteness
7. Communication theories. Interaction-information-Completeness
8. Written communication, Business research report
9. Types, Format, Language & Style
10. Market report:
11. Types- Format, Thesis and assignment writing
12. Presentation or speech
13. Types-Planning-Delivering the presentation or speech
14. Workshop and seminar: Planning-Conduct
15. Meeting and interview types and conduct

Recommended Text

1. Murphy and Hildebrandt.(2014). *Effective Business Communication*. (7thed.) Hoboken: Wiley Publisher

Suggested Readings

1. Coutland L. Bovee, Jhon V. Thill. (2016). *Business Communication Today*. (14thed). Hoboken: Wiley Publisher

Topic	Details
Semester/Level	In some discipline 3 rd semester and in some discipline 4 th Semester/ADP Program 2 nd Year
Course Code	URCG-5111
Course Title	Translation of the Holy Quran-II
Credit Hours	Non-Credit
Objectives	<ul style="list-style-type: none"> ▪ Students will come to know about the real nature, significance and relevance of the Islamic beliefs in light of the text of the Holy Quran. ▪ Students will seek knowledge of translation and transliteration of the Holy Book Quran. ▪ To familiarize the students with the concept of <i>flbādah</i> (Its significance, scope and relevance) and its types in Islam. ▪ Students will learn literal and idiomatic way of translation of the Holy Book. ▪ Students will learn about the polytheism and its incompatibility in Islam highlighted by the Holy Quran. ▪ To highlight the significance of learning through using all human faculties provided by the almighty Allah and familiarize the students about condemnation of ignorance mentioned in the Quranic text. ▪ To develop Awareness among the students about rights and duties of different circles of society in the light of Holy Quran. ▪ To introduce the students to Quranic Arabic grammar in practical manner.
Course Contents:	<p>○ ایمانیات اور عبادات بلاہر ایمان، فرشتوں پر ایمان، رس و لوگوں پر ایمان، آسمانی کتابوں پر ایمان یومِ آخرت پر ایمان، نبدی پر ایمان نماز روزہ، زکوٰۃ، حج، جہاد ○ معاشرے کے حقوق</p> <ul style="list-style-type: none"> ● خانہ دہان کی تکوین ● حق مہر ● رضاعت و حمل ● اوالد کو نزل کرنے کے ممانعت ● شوہر کی نافرمانی ● طالق ● بیوہ کی عدت کے احکام ● نکاح کا پیغام بھیجنا ● عورت کی وراثت (اس کے شوہر کی طرف سے) ● والدین کے حقوق ● بیویوں اور اوالد کے بیچ عداوت ○ خاندان کے حقوق ● مہمان کی عزت ● اجازت طلب کرنے کے اصول ● مچھاپس کے آداب ● متعلون اور بہائی چارہ ● گروہ بندی ● محبت ● لوگوں کے درمیان صلح ● غنودر گزر، غصہ ہر قلوب اور م عاف کرنا ● شعوب و قبائل ● لوگوں کے بیچ اختلافات ● حمایت و نگہبازی
Grammar:	● قرآنی عربی گرامر کے اصول اور ان کے اطلاقات (من قرآنی پر اطلاق سے توضیحات)
Detailsof	♣ منتخب آیات مع ترجمہ و تجوید

<p>Chapters andverseNumbers:</p>	<p>♣ البقره ((١١٧ ، ٢٣٨ ، ٤٥ ، ١١٨ ، ٢٧٨ ، ١٧٧ ، ٤٥ ، ٣٤٧ ، ١٥٨ ، ٧١٨ ، ٤٢٨ ، ٥٣ ، ٤٢٨ ، ٤٧ ، ٢٨٧ ، ٣٤٨ ، ٢٢ ، ٨٢ ، ٢٨٧ ، ٤٢٨ ، ٢٤٨ ، ١١٧ ، ٢٣٧ ، ٢٢٧ ، ١١٨ ، ٥٢٧ ، ٣٢٧ ، ٢٧٨ ، ٢٤٧ ، ٧٥٨ ، ٢٢٧ ، ١٨٨ ، ٢٨٨ ، ١٣٨ ، ٢٨٨ ، ٧٣٨ ، ١٣٨ ، ٤٣٨ ، ١٣٨ ، ٨٢ ، ٥٢٧ ، ٣٣٨ ، ٨٢٧ ، ١٢٧ ، ٣٢) ♣ النساء (٤٢ ، ٨٢ ، ٢٤ ، ٢٣٧ ، ٢٢ ، ١٢ ، ٣٧ ، ٢٢ ، ١٢ ، ٢٢ ، ٢٣ ، ٢١٧ ، ٨٧ ، ٤٣ ، ٢٨٧ ، ٥٣ ، ٧٧ ، ٥ ، ٢١٧ ، ٥٨ ، ٤٨ ، ٧٧ ، ٧٧ ، ٢٨٧ ، ٧٢٧ ، ٤٣ ، ١٨ ، ٤٣ ، ٧٢٧ ، ٢ ، ٧ ، ١٨ ، ٧ ، ٢٧ ، ٢٧ ، ٢٥٧ ، ٥٤ ، ٢٨٧ ، ٧٢) ♣ النعام (٨٨ ، ٨٢ ، ٥٧ ، ١٣٧ ، ٧٤٧ ، ٢٥ ، ٥٤) ♣ آل عمران (١٢ ، ٢٣ ، ٤٢ ، ٤٨٧ ، ٥٢ ، ٥٥٧ ، ٧ ، ٢٧) ♣ المائدة (٥٤ ، ٨ ، ٨٢ ، ٢٣ ، ٢٧ ، ٨٢ ، ٤ ، ٨) ♣ العراف (٢٢٧ ، ٢٢٧ ، ٤٣) ♣ التوبه (١٨ ، ٢٧ ، ٧١) ♣ بود (٨٧) ♣ الزمر (٢) ♣ النور (٥٤ ، ٨٤ ، ٢٨ ، ١٨ ، ١٢ ، ٢٨) ♣ محمد (٣٣) ♣ انفال (٨٢ ، ١٨) ♣ الرعد (٣) ♣ الطالق (٥) ♣ الحج (٤) ♣ ابراهيم ((٣٨ ، ٥٥) ♣ السراء (٣٨ ، ٥٨) ♣ الحقاف (٤٧) ♣ المومنون (١٨) ♣ العنكبوت (٢٥ ، ٤٨ ، ٢) ♣ النحل (٨٨) ♣ لقمان (٥ ، ٤٧ ، ٥٧) ♣ الحزاب ((٤٣ ، ٢٣ ، ١٤ ، ٢٥) ♣ الشعراء (١) ♣ الروم (٧٨) ♣ مريم (٢٨ ، ٥٧) ♣ المجادله (٧٧ ، ٨٧)</p>
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3(2+1)

Life, its characteristics, natural science, biology and its branches; Importance of Flora & Fauna in biodiversity; Importance of Natural Compounds in daily life, medicine and human health; Latest developments in natural sciences (Biotechnology); Ecosystem and its components; Environment and its components; Pollutants and their effect on the environment (Greenhouse effect, global warming, acid rains, water pollution and ozone depletions etc); Introduction to micro-organism and its types (bacteria, fungi, viruses)

Practical:

- 1: Field Survey of Flora & Fauna and their identification
- 2: Study of herbarium
- 3: Study of Museum

Recommended Texts

1. Keddy, P.A. (2017). *Plant ecology origins, processes, consequences*. Cambridge, University Press.
2. Canadell, J.G., Diaz, S., Heldmaier, G., Jackson, R.B., Levia, D.F., Schulze, E.D. & Sommer, U. (20 19). *Ecological studies*. Springer.
3. Bhat, S.V., Nagasampagi, B.A. & Sirakumar, M. (2006). *Chemistry of Natural Products*. Springer Science
4. De, A.K. (2019). *Environmental Chemistry*. New Age International Press

Suggested Books

1. Fath, B. (2018). *Encyclopedia of ecology*. Elsevier.
2. Ajith, H .. Urmas. P., Pastur, G. M & Iversion L. R. (2018). *Ecosystem services from forest landscapes: broadsclaes consideration*. 1stEdition. Springer International Publishing AG.
3. Xu, R., Ye, Y. & Zhao, W. (2011). *Introduction to Natural Product Chemistry*. CRC Press
4. Tayler, D.J., Green, N.P.O. & Stout, G.W. (1997). *Biological Science 1&2*. Cambridge University Press
1. 5. Tayler, M.R., Simon, E.J., Dickey, D.J. & Hogan, K.A. (2020). *Campbell Biology: Concepts & Connections (10th Edition)*. Pearson

This course addresses the unique entrepreneurial experience of conceiving, evaluating, creating, managing, and potentially selling a business idea. The goal is to provide a solid background with practical application of important concepts applicable to the entrepreneurial environment. Entrepreneurial discussions regarding the key business areas of finance, accounting, marketing and management include the creative aspects of entrepreneurship. The course relies on classroom discussion, participation, the creation of a feasibility plan, and building a business plan to develop a comprehensive strategy for launching and managing a new venture.

Course Learning Objectives

1. Increase the 'entrepreneurial intentions' of the students by improving their willingness for business.
2. To understand the process of entrepreneurship and learn the ways to manage it by working individually in the class and in the form of groups outside the class to conduct field assignments.
3. To educate the students about the practical underpinnings of the entrepreneurship.

Contents

1. Background: What is an Organization, Organizational Resources, Management Functions, Kinds of Managers, Mintzberg's Managerial Roles.
2. Forms of Business Ownership: The Sole proprietorship, Partnership, Joint Stock Company
3. Entrepreneurship: The World of the Entrepreneur, what is an entrepreneur? The Benefits of Entrepreneurship, The Potential Drawbacks, Behind the Boom: Feeding the Entrepreneurial Fire.
4. The Challenges of Entrepreneurship: Diversity in Entrepreneurship, The Power of "Small" Business, Putting Failure into Perspective, The Ten Deadly Mistakes, How to Avoid the Pitfalls, Idea Discussions & Selection of student Projects, Islamic Ethics of Entrepreneurship.
5. Inside the Entrepreneurial Mind: From Ideas to Reality: Creativity, Innovation, and Entrepreneurship, Creativity – Essential to Survival, Creative Thinking, Barriers to Creativity, How to Enhance Creativity, The Creative Process, Techniques for Improving the Creative Process, Protecting Your Ideas, Idea Discussions & Selection of student Projects.
6. Products and technology, identification opportunities
7. Designing a Competitive Business Model and Building a Solid Strategic Plan: Building a strategic plan, Competitive Advantage, The Strategic Management Process, formulate strategic options and select the appropriate strategies, Discussion about execution of Students' Project.
8. Conducting a Feasibility Analysis and Crafting a Winning Business Plan: Conducting a Feasibility Analysis, Industry and market feasibility, Porter's five forces model, Financial feasibility analysis. Why Develop a Business Plan, The Elements of a Business Plan, What Lenders and Investors Look for in a Business Plan, Making the Business Plan Presentation.
9. Building a Powerful Marketing Plan: Building a Guerrilla Marketing Plan, Pinpointing the Target Market, Determining Customer Needs and Wants. Plotting a Guerrilla Marketing Strategy: Build a Competitive Edge, Feed Back & Suggestions on Student Project, Islamic Ethics.
10. E-Commerce and the Entrepreneur: Factors to Consider before Launching into E-Commerce, Ten Myths of E-Commerce, Strategies for E-Success, designing a Killer Web Site, Tracking Web Results, Ensuring Web Privacy and Security, Feed Back & Suggestions on Student Project.
11. Pricing Strategies: Three Potent Forces: Image, Competition, and Value, Pricing Strategies and Tactics, Pricing Strategies and Methods for Retailers, The Impact of Credit on Pricing
12. Attracting Venture Capitalist: Projected Financial Statements, Basic Financial Statements, Ratio Analysis, Interpreting Ratios, Breakeven Analysis, Feed Back & Suggestions on Project,
13. Idea Pitching: Formal presentation, 5-minutes pitch, funding negotiation and launching.

Recommended Texts

1. Scarborough, N. M. (2011). *Essentials of entrepreneurship and small business management*. Publishing as Prentice Hall, One Lake Street, Upper Saddle River, New Jersey 07458.

Suggested Readings

1. Burstiner, I. (1989). *Small business handbook*. Prentice Hall Press.

The Civics and Community Engagement course is designed to provide students with an understanding of the importance of civic participation, culture and cultural diversity, basic foundations of citizenship, group identities and the role of individuals in creating positive change within their communities. The course aims at developing students' knowledge, skills and attitudes necessary for active and responsible citizenship.

Learning outcomes

After completing this course, students will be able to

- Understand the concepts of civic engagement, community development, and social responsibility.
- Understand rights and responsibilities of citizenship
- Understand cultural diversity in local and global context
- Analyze the significance of civic participation in promoting social justice, equity, and democracy.
- Examine the historical and contemporary examples of successful civic and community engagement initiatives.
- Identify and assess community needs, assets, and challenges to develop effective strategies for community improvement.
- Explore the ethical implications and dilemmas associated with civic and community engagement.
- Develop practical skills for effective community organizing, advocacy, and leadership.
- Foster intercultural competence and respect for diversity in community engagement efforts.
- Collaborate with community organizations, stakeholders, and fellow students to design and implement community-based projects.
- Reflect on personal growth and learning through self-assessment and critical analysis of community engagement experiences.

Course Content:

Introduction to Civics & Community Engagement

- Overview of the course: Civics & Community Engagement
- Definition and importance of civics
- Key concepts in civics: citizenship, democracy, governance, and the rule of law
- Rights and responsibilities of citizens

Citizenship and Community Engagement

- Introduction to Active Citizenship: Overview of the Ideas, Concepts, Philosophy and Skills
- Approaches and Methodology for Active Citizenship

Identity, Culture, and Social Harmony

- Concept and Development of Identity, Group identities
- Components of Culture, Cultural pluralism, Multiculturalism, Cultural Ethnocentrism, Cultural relativism, Understanding cultural diversity, Globalization and Culture, Social Harmony,
- Religious Diversity (Understanding and affirmation of similarities & differences)
- Understanding Socio-Political Polarization
- Minorities, Social Inclusion, Affirmative actions

Multi-cultural society and inter-cultural dialogue

- Inter-cultural dialogue (bridging the differences, promoting harmony)
- Promoting intergroup contact/ Dialogue
- Significance of diversity and its impact
- Importance and domains of Inter-cultural dialogue

Active Citizen: Locally Active, Globally Connected

- Importance of active citizenship at national and global level
- Understanding community
- Identification of resources (human, natural and others)
- Utilization of resources for development (community participation)
- Strategic planning, for development (community linkages and mobilization)

Human rights, constitutionalism and citizens' responsibilities

- Introduction to Human Rights
- Human rights in constitution of Pakistan
- Public duties and responsibilities
- Constitutionalism and democratic process

Social Institutions, Social Groups, Formal Organizations and Bureaucracy

- Types of Groups, Group identities, Organizations
- Bureaucracy, Weber's model of Bureaucracy
- Role of political parties, interest groups, and non-governmental organizations

Civic Engagement Strategies

- Grassroots organizing and community mobilization
- Advocacy and lobbying for policy change
- Volunteerism and service-learning opportunities

Social issues/Problems of Pakistan

- Overview of major social issues of Pakistani society

Social Action Project

Recommended Books:

1. Kennedy, J. K., & Brunold, A. (2016). Regional context and Citizenship education in Asia and Europe. New York: Routledge, Falmer.
2. Henslin, James M. (2018). Essentials of Sociology: A Down to Earth Approach (13th ed.). New York: Pearson Education
3. Macionis, J. J., & Gerber, M.L. (2020). Sociology. New York: Pearson Education

Reference Books:

1. Glencoe McGraw-Hill. (n.d.). Civics Today: Citizenship, Economics, and Youth.
2. Magleby, D. B., Light, P. C., & Nemacheck, C. L. (2020). Government by the People (16th ed.). Pearson.
3. Sirianni, C., & Friedland, L. (2005). The Civic Renewal Movement: Community-Building and Democracy in the United States. Kettering Foundation Press.
4. Bloemraad, I. (2006). Becoming a Citizen: Incorporating Immigrants and Refugees in the United States and Canada. University of California Press.
5. Kuyek, J. (2007). Community Organizing: Theory and Practice. Fernwood Publishing.
6. DeKieffer, D. E. (2010). The Citizen's Guide to Lobbying Congress. TheCapitol.Net.
7. Rybacki, K. C., & Rybacki, D. J. (2021). Advocacy and Opposition: An Introduction to Argumentation (8th ed.). Routledge.
8. Kretzmann, J. P., & McKnight, J. L. (1993). Building Communities from the Inside Out: A Path Towards Finding and Mobilizing a Community's Assets. ACTA Publications.
9. Patterson, T. E. (2005). Engaging the Public: How Government and the Media Can Reinvent American Democracy. Oxford University Press.
10. Love, N. S., & Mattern, M. (2005). Doing Democracy: Activist Art and Cultural Politics. SUNY Press.

Financial management discusses the role that financial manager plays in businesses and the financial market environment in which firms operate. It argues that the goal of managers should be to maximize the value of the firm and by doing so maximize the wealth of its owners. The main objective of this course is to give an understanding of financial environment and financial instruments and basis of evaluation of business entity. The scope of the course includes historical, theoretical, and procedural analysis of the firm's finance function with specific emphasis on maximizing shareholder value. Focus areas include capital structure, working capital management, and estimation of cash flows, capital budgeting techniques and valuation. Through analyzing cases, as well as completing assigned exercises and problems, this course will further develop and strengthen the financial management skills required to meet the challenges facing today's complex organizations.

Course Learning Objectives

1. To enable the students to understand how corporations make important investment and financing decisions.
2. Students will understand techniques for managing working capital effectively.
3. To help students to explore the financial environment in which firms and managers must operate.

Contents

1. Introduction to managerial finance: the role of managerial finance, the financial market environment
2. Financial Tools: Financial statements and Ratio Analysis
3. Financial Tools: Cash Flow and Financial Planning
4. Financial Tools: Time Value of Money
5. Valuation of Securities: Interest Rates and Bond Valuation
6. Valuation of Securities: Stock Valuation
7. Risk and the Required Rate of Return: Risk and Return
8. Risk and the Required Rate of Return: The Cost of Capital
9. Long term Investment Decision: Capital Budgeting Technique
10. Long term Investment Decision: Capital Budgeting Cash Flows

Recommended Texts

1. Van Horne, J. C. (2009). *Fundamentals of Financial Management* (13th ed.). London: Prentice Hall.

Suggested Readings

2. Gitman, L. J., Apte, P. G., & Kapshe, S. (2020). *International Financial Management*. New York: McGraw-Hill Education., & Zutter, C. J. (2015). *Principles of managerial finance* (14th ed.). London: Pearson Education

The aim of this course is to provide a platform of essential techniques for management accounting in practice as well as leading on to the stage three management accounting courses in strategic management accounting, performance measurement and evaluation, and revenue and cost management. This course provides the basic competencies for careers in management accounting and business consulting as well as being an essential course for the professional accounting body qualification. Management accounting, which involves providing information for planning, controlling, and decision-making within businesses, is in a state of transformation. Far from the “bean counter” stereotype of the past, management accountants are increasingly being tasked with strategic responsibilities. Management accountants (also called managerial accountants) look at the events that happen in and around a business while considering the needs of the business.

Contents:

1. Introduction and Definition of Cost and Management Accounting. Cost Concepts, Cost
2. Classification and Cost Accounting Information Systems, Difference in Financial Cost and
3. Management Accounting, Why to study Cost Accounting
4. Cost Accounting Cycle, Financial Statements for Manufacturing Concerns
5. Cost Systems and Cost Accumulation
6. Further Readings on Cost systems and Cost Accumulation, Job Order Costing
7. Process Costing
8. Managerial Accounting Introduction: Cost Behavior Analysis, Introduction to Budgeting
9. Variable costing vs. absorption costing
10. Activity based costing
11. Cash Budgeting and Flexible Budgeting
12. Standard Costing: Setting Standards and Analyzing Variances
13. Direct Costing: CVP analysis and Break-Even Point
14. Planning for Capital Expenditures
15. Differential Cost Analysis

Recommended Texts:

1. Matz, U. (2012). Cost Accounting Planning and Control (14th ed.). Cincinnati: South-Western Publishers.
2. Garrison, R. H., & Noreen, E. W. Brewer, P. C., (2021). *Managerial accounting*. (17th ed.) McGraw-Hill Create.

Suggested Readings:

1. Collis, J., & Hussey, R. (2017). Cost and management accounting (12th ed.). NY: Macmillan International Higher Education

This course provides an understanding of the tax system, the importance of taxation in business, and the mechanism of business taxation. The course provides an overview of the taxation system. Introduces with the principles of taxation law, examines in detail selected topics in Pakistan's income tax law. Develop skills in recognizing tax issues in factual situations. Enhance ability to solve tax problems through the development of skills in interpreting legislation and cases and in finding the applicable law.

Course Learning Objectives

1. To develop the student's theoretical knowledge about business taxation.
2. To understand the numerical insight about business taxation.
3. To bridge the gap between industry and academia through the practical exposure.

Contents

1. Introduction of taxation system in Pakistan, sources of tax law
2. Definitions in taxation, tax calculation for salary
3. Tax Calculation for business
4. Tax Calculation for property
5. Tax Calculation for other income
6. Tax Calculation for depreciation, set off of losses
7. Carry forward of losses
8. Capital value tax
9. Sales tax
10. Custom and excise duty

Recommended Texts

1. Mughal, M. M. (2018). *Income Tax Principles & Practice*. (33rded). London: Bloomsbury Publishing.

Suggested Readings

1. Income Tax, Sales Tax and Custom & Excise Tax Acts. June 2020

This course has been designed to ensure an effective orientation of students towards the discipline of psychology so that they may come to appreciate the diversity of the subject and its pragmatic significance. This course provides an introduction to the concepts and theories of psychology and to their application to real life situations. Topics include history, research methods, sensation, perception, consciousness, stress and coping, learning, memory, motivation and emotions. Main objectives of the course include to make students familiar with the essential's features of human personality; to inculcate a sense of personal relevance of Psychology as a subject with the potential of gaining better insight into one's own self and others.

Course Learning Objectives

- 1- Have an introductory knowledge of selected areas of basic psychological enquiry
- 2- Be able to: differentiate between scientific and non-scientific information about human behaviors and mental processes.
- 3- Describe major developments and research methods used in psychology.
- 4- Explain psychological processes involved in sensation, perception, learning, memory, motivation, emotion, states of consciousness and health
- 5- Analyze the variety of factors affecting sensation, perception, consciousness, learning, memory, motivation, emotion, and health.
- 6- Apply psychological concepts and principles to situations in everyday life.

Contents

1. Introduction to Psychology: Definition of psychology, Goals of psychology,
2. Major schools of thought in psychology, Major fields of psychology
3. Basic research Methods in Psychology: Survey research, Experimental research, Case study method
4. Biological Basis of Behavior: Brain and nervous system, Structure and function of major brain areas, Neurotransmitters and their functions
5. Sensation and Perception: Difference between sensation and perception, Principles of perception, Role of perception in human cognition
6. Motivation and Emotion: Concept & Theories of motivation and emotion
7. Learning: Definition of Learning, Types of Learning
(i) Classical Conditioning (ii) Operant Conditioning, (iii) Observational Learning
8. Memory and Intelligence: Definition and stages of human memory, Types of memory, Concept of intelligence, Basic theories of intelligence
9. Personality development: Concept & Theories; Tips to improve personality
10. Health and Stress, Stress and Coping, Stress, Health, and Coping in the Workplace
11. Effective Measure to deal with stress and ways to cope.
12. Application of Psychology in Our Social Lives

Recommended Texts

1. Weiten, W. (2017). *Psychology: Themes and variations*. (10th ed.). Boston: Cengage Learning.
2. Nolen-Hoeksema, S., & Hilgard, E. R. (2015). *Atkinson and Hilgard's introduction to psychology* (16th ed.). New Dehli: Cengage Learning.

Suggested Readings

1. Flanagan, C., Berry, D., Jarvis, M., & Liddle, R. (2015). *AQA psychology*. London: Illuminate Publishing Cheltenham.

The study and practice of international relations is interdisciplinary in nature, blending the fields of economics, history, and political science to examine topics such as human rights, global poverty, the environment, economics, globalization, security, global ethics, and the political environment. Historically, the establishment of treaties between nations served as the earliest form of international relations. International relations allows nations to cooperate with one another, pool resources, and share information as a way to face global issues that go beyond any particular country or region. This course provides a comprehensive introduction to international relations, focusing in particular on its origins and historical evolution, its key concepts, major theoretical frameworks, main actors and institutions, the global architecture of power, and its dynamic nature in the process of globalization. More specifically, this course introduces concepts of power, statecraft, diplomacy, foreign policy, political economy and international security, and examines the evolution of international relations as a subject.

Contents

1. IR as an academic Field
2. Realism, Liberalism, Marxism, Social Constructivism
3. Relevance to Current Issues
4. US, Russia and Rise of China
5. Development of the International System
6. History of state development (City State to Empires)
7. Westphalia and Emergence of State system
8. Industrial revolution and French Revolution
9. World War I & World War II
10. Cold War and Post-Cold War
11. States and Other Actors
12. Sovereignty and Nationalism
13. States, IGOs, TNAs
14. Globalization
15. Foreign Policy
16. Diplomacy
17. Domestic politics and the outside world, public opinion
18. International Institutions, United Nations, Security Council, General Assembly
19. UN Agencies, World Bank / IMF
20. Regional organizations: NATO, ASEAN and SAARC etc.

Recommended Texts

1. Devetak, R., George, J. & Percy, S. (2017). *An introduction to international relations*. Cambridge: Cambridge University Press.
2. Baylis, J., Smith, S., & Owens, P. (2004). *The globalization of world politics*. Oxford: Oxford University Press.

Suggested Readings

1. Jackson, R. & Sorensen, G., (2016). *Introduction to international relations*. (6thed.). Oxford: Oxford University Press.
2. Carlsnaes, W., Carlsnaes, W., Risse-Kappen, T., & Simmons, B. (2013). *Handbook of international relations*. Santa Barbara: SAGE Publications.

Marketing provides the interface between the customer and the firm in which the customer has become pivotal to the success of business activities. The marketer role is to develop an understanding of the customer and then use a variety of tools to design, promote and deliver sustainable marketing strategies.

New media i.e. digital is influencing consumers and businesses. Relationship building has become a major commitment for many organizations to retain customer loyalties. This course introduces marketing management concepts/terminologies and strategic issues to the students from various perspectives. An opportunity to study several situations in which effective marketing management strategies can be developed and insight is provided through group discussion and case studies. The course is focused on equipping students with ethical marketing concepts with applications in both Pakistani and global context.

Course Objectives:

1. To enable the students to explain different terminologies and concepts related to Marketing Management.
2. To sharpen skills for critical analytical thinking, strategy and effective communication.
3. To introduce students to marketing strategy formulation and to the elements of marketing analysis.
4. To enable the students to analyze customer, competitors and Product portfolios. To make analysis of company's strategic position.
5. To familiarize students with the elements of the marketing mix (product strategy, pricing adjustments, advertising, promotion, and distribution).

Content:

1. Defining Marketing For The 21st Century. Importance and scope of Marketing.
2. Fundamental Marketing Concepts, How Marketing Management changed. How does the Marketing affect customer Value?
3. Identifying Market Segments and Targets.
4. Creating and delivering Customer Value, satisfaction and loyalty.
5. Analyzing Consumer Markets & Globalization How do consumer characteristics influence buying behavior & major psychological processes influence consumer Responses to the marketing program?
6. Crafting the Brand Positioning How can a firm choose and communicate an effective positioning in the market & how brands are differentiated.
7. University Creating Brand Equity Neuro Marketing How brands create brand Equity
8. Setting Product Strategy and how companies differentiate products?
9. How should a company set prices initially for products or services? When should company initiate a price change? How should a company respond to a competitor's price change?
10. Designing and Managing Value Networks and Channels. The students need to recognize the importance of designing marketing channel system
11. Managing Retailing, Wholesaling. Importance of different marketing channels.
12. Designing & Managing Integrated Marketing Communications Role of Marketing Communication. What are the guidelines for effective marketing communication mix?
13. What steps are required in developing an advertising program? What are the guidelines for effective brand-building events and experiences?
14. Sales Promotions, Events, Public Relations and service marketing

Recommended text

1. Marketing Management 16th Edition (A South Asian Perspective) by Philip Kotler & Kevin Lane Keller.

Suggested Readings

2. Basic Marketing (1st Edition) by Salman Zaheer
3. Blue Ocean Strategy by Renée Mauborgne and W. Chan Kim.

BUSB-6102**Human Resource Management****3 (3-0)**

The principal objective of this course is to gain knowledge in the field of human resource management and enabling them to understand the human resource functions and practices in banks/organization for improved performance and help create a transparent organizational culture and maintain competitive advantage. The course also provides an overall understanding of organizational behavior concepts to assist in recognizing organizational structure, culture and development concepts so that they are better equipped to perform in the organization, make informed decisions and effectively manage supervisors and subordinates for enhanced performance.

Course Learning Objectives

1. To prepare students to gain knowledge in the field of human resource management
2. To enabling them to understand the human resource functions
3. To equip students with skills to make informed decisions and effectively manage supervisors and subordinates for enhanced performance.

Contents

1. Concepts of human resource management
2. Human Resource Challenges
3. Human Resource Functions
4. Philosophical approaches to Human Resource Management Job Design and Analysis
5. An overview of Job design
6. Techniques of job design, Job analysis
7. Planning & Recruitment
8. Significance of Human Resource Planning, The planning process, the implementation of program
9. Recruitment & selection policy issues, Source of recruitment, Selection process & procedure
10. Evaluation of Human Resource Planning & Recruitment, Career
11. Planning & Development: Promotion, Anachronism, Demotion
12. Separation., Training and Development
13. Significance of training & development, Principles of training & development
14. Training & development methods, Evaluation of training & development

Recommended Text:

1. DeCenzo, David A. *Fundamentals of human resource management* / David A. DeCenzo, Stephen P. Robbins, Susan L. Verhulst.-- 12th edition.

2. Werther, W. B & Davis, K. *Human Resource & Personnel*. New York McGraw Hill.

Suggested Readings:

1. Bazerman, M. H., & Gino, F. (2012). Behavioral ethics: Toward a deeper understanding of moral judgment and dishonesty. *Annual Review of Law and Social Science*, 8(1), 85-104.

The course is designed to provide you with a comprehensive understanding of corporate finance theory, and to enable you to reflect on the extent to which real-world management practice has been shaped by it. Critically evaluate corporate finance theories with reference to seminal research and real-world practice. Analyze a range of financial decisions in the context of real-world problems and discuss the implications of the analysis to the corporation. Corporate Finance is the worldwide leading discipline in business administration that describes the theory and practice of corporate finance. Throughout this course the instructors shall show how managers use financial theory to solve practical problems and as a way of learning how to respond to change by showing not just how but why companies and management act as they do.

Course Learning Objectives

1. Enable students to have a good command on fundamental theories and knowledge.
2. To have a good command of analytical methods and decision-making tools.
3. To emphasize the applied side of corporate finance, and is structured around the most important financial decisions made by a firm in an uncertain environment.

Contents

1. An Overview of Corporate Financing: Book value vs. market value; dividend, stockholders' rights, classes of stocks and convertible securities
2. How corporations Issue securities, Venture capital, the underwriters, General Cash offers by public companies and the private placement.
3. Corporate Payout Policy
4. Does Debt Policy Matters
5. How much should a corporate borrow
6. Financing and Valuation
7. Financing and Valuation
8. Credit Risk and the value for corporate debt
9. The Many different kinds of debt, leasing
10. Managing Risk, managing International risk
11. Working Capital Management
12. Mergers and Corporate Restructuring

Recommended Texts

1. Brealey, R., Myers, S., & Allen, F. (2023). *Principles of Corporate Finance*. (14th ed). New York: McGraw-Hill.

Suggested Readings

1. Gitman, L. J., & Zutter, C. J. (2012). *Principles of Managerial Finance*. (14th ed.). London: Pearson Education limited.

Topic	Details
Semester/Level	In some discipline 5 th semester and in some discipline 6 th Semester/BS(5 th Semester intake) 1 st /2 nd
Course Code	URCG-5111
Course Title	Translation of the Holy Quran-III
Credit Hours	Non-Credit
Objectives	<ul style="list-style-type: none"> To introduce ethics and highlight its importance, need and relevance for individual and collective life. To illuminate the students with the Quranic norms of Morality i.e. truthfulness, patience, gratitude, modesty, forgiving, hospitality etc. To familiarize the students with immoral values like falsify, arrogance, immodesty, extravagance, backbiting etc. To inculcate ethical and moral values in our youth. To develop a balanced dynamic and wholesome personality. To introduce the students to Quranic Arabic grammar in practical manner.
Course Contents:	<p>○ اخلاق (تعرف، ضرورت و اہمیت، اقسام، م عز و نیت) اخلاق حسنة:</p> <ul style="list-style-type: none"> • برائی کو نہ کی سے مٹانا • نہ کی کے کاموں میں مسابقت • لوگوں کے درمیان صلح • عدل و انصاف • سچائی • ایثار • سلیم ٹب • مہمان زوازی • لغویات سے اعراض • عاجزی و انکساری • نگاہ اور آواز کو بہت رکھنا • چال میں مہانہ روی • شرمگاہوں کی حفاظت • صبر • شکر • امور میں مہانہ روی <p>اخلاق میں نیکو:</p> <ul style="list-style-type: none"> • ظلم اور زیادتی • غرور و تکبر • نفسانی خواہشات کی پیروی • بدگمانی • جھوٹ • چغلی اور نہمت • تمسخر اور شیخی خوری • لہو و لعب • برے ناموں سے پکارنا • احسان چنانا اور تکلیف دینا • فضول خرچی اور حد سے بڑھنا • حسد اور ننگدل • بے پردگی
Grammar:	<p>• قرآنی عربی گرامر کے اصول اور ان کے اطلاقات (مئن قرآنی پر اطلاق سے نوضیحات)</p>

Detailsof Chapters andverseNumbers:	<p>♣ منتخب آيات مع ترجمه وتجويد ♣ البقره (٨٧٧، ٤٥٨، ٣٢، ٨٢٧، ٨١٧، ٨٤٧، ٨١٧، ٨٤، ٣٤٧، ١١٧، ١٤٨، ٤٨٧، ١٨، ٨٨٨، ١١، ٨٢٧، ٢٥٧، ١٢٧، ٢١٧، ٥٢٨، ٣٢٨، ٨٢٨، ٨٧٨، ١٢، ٧٣٨، ١٧، ٥٣، ٥٨٧، ٢٤٨، ١٨، ٧١، ٣٢، ٢٨٨، ٤٢٧، ٢١) ♣ آل عمران (٥٤٧، ٥٧، ٥٨، ٤٢٧، ٨٣٧، ٢٥٧، ٥٣٧، ٤٥٧، ١٧، ١١٨، ٤٨٧، ٣٣٧، ٥٧٧، ٥١٧، ٥١٧، ٢٨، ٢١، ٧٥٧، ١٥٧، ٢٤٧) ♣ النساء (٤٣٧، ٣٨، ٨٨، ٢١٧، ١١٧، ٤١٧، ٥٤، ١٨، ١٨، ٣١٧، ٢٣، ٤٨، ٥٨، ١٥، ١٤، ٥٨) ♣ المائدة (٢٤، ١٤، ٣٢، ٣٧، ٢، ٧٥، ٢٧) ♣ النحل (١٢، ٢٨٧، ٤١٧، ٣٧٧، ١٣، ٢٨٧، ٤٨٧) ♣ الرعد (٤٨، ١٨، ٥٨، ٨٨، ٢) ♣ العراف (٧٣، ٢٢، ٧٤، ٢٥٧، ١٥، ٥، ١٨، ٥٥٧، ٢٢٧، ٤٢، ٧٢) ♣ القصص (٥٤، ٥٢) ♣ فصلت (٥٣) ♣ النعام (٨٣، ١١، ١١، ١٣٧، ٤٤٧، ١٢٧) ♣ النمل (١٢، ٢٥) ♣ الحج (١٣، ٢٤، ١٢، ٢٢، ١١) ♣ الحجرات (٢، ٧٧، ٢، ٧٧، ٣، ٨٧، ٤٧، ١٧) ♣ الحزاب (٣٨، ١٤، ٢٤، ٢٤، ٨٤، ٤٤، ٢٤، ٤٣، ٥٨، ٤٣) ♣ الحشر (٢) ♣ طه (٨١) ♣ النعام (٥٢٧، ٧٥٧، ٢٧٧، ٧٤٧، ٣٢، ١٨٧) ♣ ق (٥٣) ♣ النفال (١٨، ٢٥، ٧٢) ♣ الفتح (٤٧) ♣ يونس (١٧، ٢٧، ٨٧، ٢٢، ٨٨، ٨٨) ♣ الفرقان (٣٢، ٧٨، ١٢، ٣٢) ♣ النور (٣٨، ٢، ٥، ١٣، ٧٣، ٣٣، ٣٣، ٧٢، ٧٣، ٨٨) ♣ لقمان (٢، ٣٣، ٢٧، ٨٣، ٢٧) ♣ السراء (١٣، ١٣٧، ٤، ١٣) ♣ المزمل (٢٧) ♣ المدثر (٢، ٥) ♣ المدثر (٥١) ♣ فاطر (٨٣) ♣ الفتح (٢٨) ♣ البلد (١٧) ♣ الزمر (٣، ١٧) ♣ الحجر (٤٢) ♣ النجم (٧٣) ♣ الرح من (١٢) ♣ هود (٢، ٨١٧، ٣) ♣ الكهف (٨، ٢٤) ♣ الشورى (١٣) ♣ غافر (٢٨، ١٨) ♣ الحديد (١٨، ١٨) ♣ مريم (٢٤) ♣ النازعات (٧٥) ♣ التوبه (٤٢، ٥٢، ١١) ♣ الهمزه (٧)</p>
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SOCI-6138**Logical & Critical Thinking****3(3+0)**

This course is an introduction both to logic and to critical thinking, assuming no previous work in logic or philosophy. The critical thinking portion of the course covers the distinction between logic and rhetoric, the distinction between deductive and inductive arguments, the analysis of ambiguities and the nature of common fallacies in reasoning. In the logic portion of the course, the basic topics include the symbolization and evaluation of deductive arguments using truth tables and the construction of proofs to assess validity. We will also look at extensions of classical logic (such as modal logics, epistemic and deontic logics, multi-valued logics), as well as discuss some fundamental issues pertaining to the nature of reasoning and logic more generally. The objectives of the course, then, are both to become familiar and competent with basic techniques of formal logic and to acquire skill in using these and related formal techniques to assess reasoning in a wide variety of applications.

Contents

1. Introduction to logic and critical thinking
2. Basic Concepts Recognizing Arguments Diagramming arguments
3. Deduction and Induction
4. Truth, Validity and Soundness, Problem Solving
5. Classical Deductive Logic: The logic of terms
6. Immediate Inferences, Square of Opposition
7. Obversion, Conversion Contraposition
8. Categorical Syllogism: Mood and Figure, Categorical Proposition
9. Validity with the help of Venn Diagram Validity with the help of Rules and Fallacies
10. Translation of Ordinary language propositions into standard categorical Form
11. Categorical Syllogism in ordinary language Enthymemes Sorites, Disjunctive Syllogism
12. Hypothetical Syllogism: Modus Ponens, Modus Tollens and Pure HS
13. Dilemma, Reduction ad Absurdum
14. Modern Deductive Logic: The Logic of Propositions, Propositional Calculus: Syntax and Semantics
15. Logical Connectives: Negation, Conjunction, Disjunction, Conditional, & Bi conditional
16. Truth Table: Truth value of molecular proposition, Equivalence, Contradiction and Tautologies
17. Validity, Shorter Truth Table: Validity and Counter example, Truth Tree and its applications
18. Formal Deduction and validity, Predicate Logic: Quantifiers
19. Translation of ordinary language proposition into Predicate Logic Validity
20. Counter example
21. Predicate Logic

Recommended Texts

1. Copi, I.M. (2002) Introduction to Logic (11th ed.). New York: Pearson Education Inc
2. Restall, G. (2006). Logic: An Introduction (1st ed.). New York: Taylor & Francis Group.

Suggested Readings

1. Tu, A. (2011). Introduction to logic (14th ed.). New York: Taylor & Francis Group.
2. Hurle, P.J. (2003). A Concise Introduction to Logic (10th ed.). Woodsworth: Thomson

MCOM-5101 Introduction to Conventional and Digital Communication 3(3+0)

This course is aimed at introducing the students with basic concepts of conventional and emerging concepts of digital communication. Students would be able to identify and distinguish between the key concepts of conventional and digital communication. Conventional media such as television, radio, newspapers and magazines have long been the primary outlet for communication campaigns, but added to this now are digital channels like social media (Facebook, Twitter, Instagram) that have increased the opportunities for companies, big and small, to connect and spread the word. Digital communications media are inherently capable of being more interactive, more participatory, more egalitarian, more decentralized, and less hierarchical. As such, the types of social relations and communities which can be built on these media share these characteristics. This course further enables the students to understand the communication process, conventional and digital communication systems, problems and prospects of conventional and digital communication and distinguish among various forms of mass media.

Contents

1. Communication : process, and function
2. Barriers in communication
3. Models of mass communication: linear, circular, transactional
4. Print media communication: newspapers, magazines, periodicals, books, pamphlets, etc.
5. Electronic media communication: radio, television, film
6. New media (internet): website, blog, vlog, and social media
7. ICTs and emerging platforms of new media: web 2.0, 3.0
8. The phenomenon of social media: Facebook, Twitter, LinkedIn, Google, youtube
9. Integration, convergence, consumerism and amplifications of mass contents on ICT platforms
10. Media Literacy: difference between real and fake news, propaganda, Framing, angeling.

Recommended Texts

1. Baran, S. (2016). *Introduction to mass communication: Media literacy and culture* (10th ed.). New York: McGraw-Hill.
2. Campbell, R., Martin, C., & Fabos, B. (2014). *Media and communication: Mass communication in a digital age*. New York: St. Martin's.

This course is based on different statistical concepts and techniques that are useful in business management. The goal is to provide the community with high skills to play the major role in science and technology by statistical ideas and methods. This course enables to develop a proper understanding of Statistical applications in business administration and commerce. The course explores the basic concepts of statistical theory and its applications for decision-making in business and solving business management problems. Students are introduced to the fundamental concepts involved in using sample data to make inferences about populations.

Course Learning Objectives

1. To understand the terminology related to Inferential Statistics, the role of sampling theory in estimation of population parameters and testing of hypotheses concerning parameters.
2. To provide with the background in different estimation methods of population parameters on the basis of a sample.
3. To develop an understanding about the set of rules that lead to a decision culminating in the acceptance or rejection of some statement or hypothesis about the population.

Contents

1. Inferential Statistics and its importance
2. Sampling Theory & Estimation Theory
3. Testing of Hypothesis: One sample Tests, Two Sample Tests, Multiple sample tests
4. Testing Regression and correlation coefficients, Analysis of Variance
5. The Chi-Square Distribution
6. Chi-square test for single and multiple population variance testing
7. Testing of independence
8. Goodness of fit test, Contingency table
9. F-test for two variances
10. Computer applications in Statistics

Recommended Texts

1. Levin, R. I., & Rubin, D. S. (2011). *Statistics for management* (7thed.). New Delhi: Pearson Education.
2. Anderson, D. R., Sweeney, D. J., & Williams, T. A. (2010). *Essentials of statistics for business and economics*. (6thed.). Boston: Cengage.

Suggested Readings

1. Berenson, M. L., Levine, D. M., & Krehbiel, T. C. (2011). *Basic business statistics: Concepts and applications* (12thed.). New Delhi: Pearson Education.
- Özdemir, D. (2016). *Applied statistics for economics and business* (12thed.). NJ: Springer

This course examines the nature of individual and group employee behavior in a work environment and how it affects organizational performance. Psychological principles explain how and why people act as they do. It includes an emphasis on the use of theories as conceptual tools for analyzing and solving personnel problems. The approach taken in this course will expose students to psychological theories that will enable them to gain insight into behavior in organizations. The use of case studies will provide students the opportunity to apply theories to real life organizational issues and analyses the contributions and limitations of relevant theories. The course is ideally suited to those who wish to develop a critical understanding of human behavior in organizations.

Course Learning Objectives

1. To provide better understanding of organizations
2. To provides better understanding of organizational values norms and their culture
3. To observe and analyze group behavior in a work team setting.

Contents

1. Introduction and Background:
2. Organizational behavior:
3. Key concepts, A historical perspective on organizational behavior, Organizational behavior and
4. Contemporary issues.
5. Organization, Design
6. The classical and modern concepts of organization, Span of control and organization structures,
7. Authority relations: Line functional,
8. Authority: Delegation and decentralization,
9. Departmentalization, Organizational life cycle stages,
10. The contingency approach of organization design, Today's organizations and various designs,
11. Organizational effectiveness Organizational Culture:
12. The dynamics of organization's culture, the basic approaches to organizational culture,
13. The cross-cultural awareness, Total quality culture creation,
changing and developing cohesive organization's culture Organizational Change and
envelopment:
14. The nature and typology of organizational change, The diagnosis of forces for change,
15. The models and dynamics of planned change, Techniques for managing change,
16. Organizational development:

Recommended Texts

1. Organizational Behavior (What's New in Management) 18th Edition by Stephen Robbins (Author), Timothy Judge
2. Robert Kreitner & Angelo Kinicki (1991). *Organizational Behavior*. (10thed). New York: McGraw-Hill.

Suggested Readings

1. Langton, Robbbins and Judge (2007). *Fundamentals of Organizational Behavior*. (4thed.). London: Pearson Princeton Hall.

Managerial economics course is of importance to deal with business and professional lives in the future. This course is carefully designed keeping in view the changing global managerial perspectives in today's global economy. This course introduces and discusses various management concepts from an economic point of view.

Course Learning Objectives

1. To enable the students, learn to implement the economic and quantitative techniques in the world of business and finance.
2. To enable students to make optimal decisions in real life scenario.
3. To not only furnishes students with information regarding optimal decisions in business but also enable them to collect, analysis and decipher data in real life situations.

Contents

1. Opportunity cost, theories and models, quantitative methods, role of government
2. Theory of firm, agency problem, mathematical economics, functional relationship
3. Linear equations, graphs, geometric progressions
4. Derivative of a function, implicit differentiation, average and marginal relationships
5. First order condition, partial derivative, constraints optimization
6. Partial derivative (revision), constraints optimization (revision)
7. Determinants of market demand, market demand equation, law of supply
8. Estimation of demand function using OLS, fundamentals of managerial economics
9. The market mechanism, rationing function of prices
10. Price ceiling, price floor, allocation function & Concepts in Price elasticity of demand
11. A formal relationship between the price elasticity of demand and total revenue, decision making
12. Role of the firm, production function, law of diminished marginal utility, output elasticity
13. economies of scale, multi-product cost function, profit maximization, optimal input combination, unconstrained optimization
14. total revenue maximization, characteristics of market structure, equilibrium price, monopoly
15. Monopolistic competition, short-run monopolistic equilibrium
16. advertising in monopolistically competitive industries, characteristics of duopoly and oligopoly, Game theory, price discrimination, no marginal pricing, multiproduct pricing

Recommended Texts

1. Webster, T. J. (2003). *Managerial Economics: Theory and Practice*. West Yorkshire: Emerald Publishing

Introduction to Business Analytics is a course that provides students with a fundamental understanding of how businesses can use data analytics to make better decisions. The course covers a range of topics: The course may also include case studies and practical applications of business analytics. The goal of the course is to equip students with the knowledge and skills necessary to apply business analytics in real-world situations

Introduction to Business Analytics

Definition and scope of business analytics

Importance of business analytics for decision-making

Data analytics vs. business analytics

Key terminologies in business analytics

Data Collection and Preprocessing

Types of data and their sources

Data preprocessing and cleaning

Data transformation and normalization

Data sampling and imputation

Descriptive Analytics

Introduction to descriptive analytics

Data visualization using charts and graphs

Measures of central tendency and dispersion

Frequency distributions and histograms

Predictive Analytics

Introduction to predictive analytics

Regression analysis and its applications

Time series analysis and forecasting

Classification techniques and clustering

Prescriptive Analytics

Introduction to prescriptive analytics

Linear programming and optimization

Decision analysis and decision trees

Simulation and scenario analysis

Big Data Analytics

Introduction to big data analytics

Characteristics of big data

Hadoop ecosystem and its components

MapReduce programming model

Applications of Business Analytics

Marketing analytics Financial analytics

Operations analytics

Human resources analytics

Required Textbooks

Essentials of Business Analytics (1st Ed.) by

Camm/Cochran/Fry/Ohlmann/Anderson/Sweeney/Williams ISBN: 978-1-285-18727-3

Levin, R. I., & Rubin, D. S. (2011). *Statistics for management* (7th ed.). New Delhi: Pearson Education.

A supply chain is comprised of all the parties involved in fulfilling a customer request. The integrated management of this network is a critical determinant of success in today's competitive environment. Companies like Nokia, Toyota, Dell, Procter & Gamble, and a relatively newcomer like Tata Motors are proof that excellence in supply chain management is a must for financial strength and industry leadership. With increasing competition around the globe, supply chain management is both a challenge and an opportunity for companies. Hence a strong understanding of supply chain management concepts and the ability to recommend improvements should be in the toolbox of all managers.

Course Learning Objectives

1. To help students to analyze the creation of new value in the supply chain for customers, society, and the environment
2. To introduce students to the concepts and techniques to analyze, manage and improve supply chain processes for different industries and markets
3. To equip the students with the skills to assess supply chain performance and make recommendations to increase supply chain competitiveness

Contents

1. Understanding the supply chain
2. Supply chain performance: achieving strategic fit and scope
3. Supply chain drivers and metrics
4. Designing distribution network and application to online sales
5. Network design in the supply chain
6. Planning supply and demand in a supply chain
7. Coordination in a supply chain
8. Managing economies of scale in supply chain
9. Cycle inventory managing uncertainty in a supply chain
10. Safety inventory
11. Transportation in a supply chain
12. Pricing and revenue management distribution in a supply chain
13. Sustainability in a supply chain

Recommended Text

1. Chopra, S., Meindl, P., & Kalra, D. V. (2013). *Supply Chain Management: Strategy, Planning, and Operation* (Vol. 232). Boston: MA Pearson.

Suggested Readings

- Buurman, J. (2002). *Supply Chain Logistics Management*. (3rded.). McGraw-Hill.

It will bring together students' theoretical and practical appreciation of how to identify and investigate business opportunities or problems as well as analyses data and conclude on the relevance of research findings as the research aim is unpacked, the student will be introduced to a range of relevant quantitative and qualitative business research methods and will select from these in determining a project design. Second major focus is business report writing. Business report writing is the means by which one presents any business-related information. Some reports might provide a definite solution to solve a business problem; other reports might touch on historical business information that would be used for future business planning. Conventional reports, such as Business Plans & Marketing plans, provide the concepts, management models, commercial goals and operational measures. Business reports are a critical part of performing business activities.

Course Learning Objectives

1. To develop business research skills
2. To define, explore and solve a business research question
3. To be able to convey information that would assist in decision-making process

Contents

1. Introduction to Business Research: Definition & Nature and The Scientific Method
2. The Business Research Process, Errors in Business Research.
3. Research Design and Data Sources, Types of research and research designs,
4. Primary and Secondary data and their sources
5. Data Collection Procedures: The Measurement Process
6. Concepts of validity and reliability, The casual design procedures
7. Data Collection Methods, Observation, Documentary-Historical Method, The Survey Method
8. Instruments: Questionnaire, Interview and Scheduling, Problems in Data Collection
9. Sampling: Sampling Concepts, The Sampling Procedures (Types of Sampling),
10. Determining a sample size
11. Selection of sample. Data Processing and Analysis
12. Basic concepts of data processing:
13. Computer representation, Data Matrix, Data Storage Data Processing flow
14. Editing, Coding, Handling Blank Responses, Coding, Categorization
15. Converting, Weighting, Storing etc.
16. Alternative processing flows
17. University data analysis, Measurement of central tendency
18. Measurement of dispersion, Hypothesis Testing, Bavaria data analysis
19. Linear Correlation, Simple Regression, The Chi-Square Test, The Cross-Tabular Tables
20. Elaboration of Relationships, Multivariate data analysis: Interdependence Methods, Factor analysis

Recommended Texts

1. Ranjit K. (n.d.) *Research Methodology*. (3rded.). Boston: Sage Publications

Suggested Readings

1. C. William Emory (n.d.). *Business Research Method*. (12thed.).New York: McGraw-Hill

The focus of this course will be to provide the student with e-Marketing techniques and strategies that can help any forward-thinking organization be competitive in today's business environment. Key areas that promise to leverage the power of Internet are: customer relationship management (CRM); 1:1 marketing; permission-based e-mail marketing; viral marketing; attributes of a good Website and Website marketing goals; Website promotion/search engine positioning/ranking, and key Internet technologies/terminologies/acronyms.

Course Learning Objectives

1. Analyze any website from the perspective how its user experience supports business goals.
2. Articulate how to integrate Internet marketing programs, tactics and strategies into traditional marketing strategies and plans to meet corporate objectives.
3. Audit a company's organic search engine presence and make recommendations to elevate its position for desired keywords.
4. Define important Internet Marketing terminology and acronyms.
5. Measure the effectiveness of various Digital Marketing channels, such as website performance, email and PPC advertising.
6. Use email marketing to build programs that drive awareness, as well as loyalty and retention.
7. Utilize paid search engine marketing programs to drive qualified traffic to an organization's website

Contents

1. Introduction to Digital Marketing
2. Structuring your website: Websites, Microsites, and Landing Pages & Mobile
3. Segmentation
4. Creating better structured content
5. Mobile options
6. CMS Systems and design options
7. Identifying changes in your website
8. Digital Campaigns (& Conversions)
9. **Content Marketing**
10. **Analytics**
11. **SEO, Social Media Marketing**
12. **Email Marketing & Marketing Automation**
13. **SEM Microsim, Online Ads**
14. **Bringing it all together: Strategy**
15. **Emerging Tech**
16. Bit Strategies & Match Types

Recommended Texts:

Chaffey, D., & Smith, P. R. (2022). Digital marketing excellence: planning, optimizing and integrating online marketing. Taylor & Francis.

Suggested Readings

Charlesworth, A. (2014). Digital marketing: A practical approach. Routledge.

The Capstone Project provides an opportunity for students to engage in high-level inquiry focusing on an area of specialization i.e. Banking or Finance. Capstone projects will be inquiry and practice-centered and will draw upon areas of interest to the student and focus on combining various aspects learned throughout the program such as philosophy, sociology, research, quantitative skills, and report writing among others. All capstones aim to bridge theory and practice and are aimed to have an impact on the professional life of students.

Course Learning Objectives

1. develop skills to manage the dynamics of a diverse team (both peers and supervisors)
2. develop skills to communicate with and balance the interests of multiple stakeholders.
3. synthesize and apply technical knowledge acquired in other courses to real-life problems.
4. think broadly and critically about the implications of technical design choices: from data collection to assessment of the downstream socio-technical impact.

Contents

1. Introduction of various types of research and their methodology
2. Contents of a standard capstone report/project/article.
3. Thinking research project, Explaining Research Problem, Explaining Research Design,
4. As extensive class room discussion on research ideas and finalizing of research topic broadly.
5. Discussing Plagiarism documents of HEC (available on HEC website)
6. Learning Turnitin software. Visual demonstration of Plagiarism test.
7. Testing and generating report of individual research projects.
8. Philosophical foundation. Research problem,
9. Research Questions, objectives and significance of study.
10. Literature Review and Sources and Data basis from where research papers can be downloaded.
11. Ethics in citation. (in Computer Lab).
12. Measurement and scaling techniques. Testing for reliability and validity. Test of practicality,
13. Summation of scales. (in Computer Lab), Methodology Data Collection process.
14. Data collection will be started in this week.
15. A Comprehensive demonstration of Principal Component Analysis & Factor Analysis.
16. Section from their instructor. Coding a questionnaire and entering data
17. Learning SPSS and AMOS and performing analysis
18. Understanding outputs (PCA/FA/Regression), Interpretation of results (in Computer Lab)
19. Writing research analysis part. Student will complete and present his/her analysis
20. Complete write up of analysis section and submit.
21. 2 Styles of referencing and bibliography, various styles of referencing (APA and others),
22. Funding Agencies in Pakistan,
23. Downloading and filling sponsorship forms of funding agencies NRPU research grant HEC

Recommended Texts

1. Krishnaswami, O. R., & Ranganatham, M. (2011). *Methodology of Research in Social Sciences* (4thed.). Mumbai: Himalaya Publishing House.

Suggested Readings

1. Kothari, C. R. (2013). *Research Methodology: Methods and Techniques* (2nd ed.). New Delhi: New Age International Pvt Ltd Publishers.

- الكهف(٢١٧، ٧٤، ١٥، ٤٥، ٨٣، ١٧، ٤٥)
- الجاثية(٤)
- فاطر(٣٧، ٨٧، ١٨)
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- الروم(١٤)
- السراء(٢٢، ١١)
- الرعد(٨)
- السبا(٨٨، ٣، ١٧)
- يونس(٨٨، ٤، ٥٨، ٥٨، ١٧، ٧١٧، ٢٢)
- يوسف(٥٧، ٥٢)
- الفرقان(٣٤، ٨٢)
- لقمان(٢٧، ٢٨)
- طه(٣٤، ٥٧٧)
- النحل(٢، ٢، ٤٧٧، ٢٢، ٢٢، ٢١، ٢٥، ٧٢، ٧٧، ٤١)
- النمل(٢٧، ١٧، ٢٧، ٨٢، ١٢، ٢٢، ٥٢، ٥٢)
- السجده(١٨)
- الحديد(٢)
- هود(٢، ٣٥)
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- الروم(٢٥، ٥٨، ٢٧، ١٤، ٢٣، ٢٣)
- فصلت(٢٣، ٢٣)
- الحج(٣١، ٨٨، ٤٢، ٧٢)
- الحجر(٨٨، ٢٧)
- الزبواء(١٥، ١٣، ٧٣)
- الزاريات(١٥)
- الزلزله(٧)
- القصص(٨٢، ٧٢، ١٢، ٢١، ٢١)
- الزور(٣٥، ٤٥، ١٥، ٨٨، ٨٨، ١٣)
- الجمع(٤، ٧٧، ١٧، ٨٢، ٧٧)
- القمر(١)
- الواقع(٢٢)
- الفاطر(٣٧، ١٨)
- الملك(٢٧)
- الصف(١٧)
- الجن(٣٧)
- الثورى(٢٨)
- الزخرف(٧٧)
- النبيل(٧)

BUSB-6111**Ethics****3(3+0)**

The overall objective of this course is for each student to develop a critical thinking approach regarding many of the significant ethical concerns confronted by organizational members within the contemporary business world. The extent to which firms are responsible to society concerning such critical issues as the environment will be explored in depth. This course introduces Business ethics as the modern managerial approach to ethical questions in business environment. It gives not only understanding of main theoretical concepts, but also developing skills of identification, analysis and permission of ethical dilemmas on a workplace and managing ethics in organizations. The first part, which is called Universal ethics, takes into account the nature and essence of ethics, problems and possibilities of individual ethical and moral behavior formation. In the second part, named Applied Ethics, - questions and problems of ethical decision-making in the company are considered. Moreover, the third part concerns CSR, its contribution to strategic advantages of the company and its integration into business process.

Course Learning Objectives

1. To know the ethical concepts that are relevant to resolving moral issues in business
2. To identify the moral issues involved in the management of specific problem
3. To solve the actual moral dilemmas faced by businesses

Contents

1. Universal Ethics
2. The Importance of Business Ethics
3. Emerging Business Ethics Issues,
4. Business Ethics in depth (Applied side)
5. The Institutionalization of Business Ethics
6. Ethical Decision-Making and Ethical Leadership
7. Individual Factors: Moral Philosophies and Values
8. Organizational Ethics: The Role of Ethical Culture and Relationships
9. Corporate Social Responsibility
10. Developing an Effective Ethics Program
11. Managing and Controlling Ethics Programs

Recommended Texts

1. Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2000). *Business Ethics Decision Making and Cases*. Boston: Cengage Learning

Suggested Readings

1. Bazerman, M. H., & Gino, F. (2012). Behavioral ethics: Toward a deeper understanding of moral judgment and dishonesty. *Annual Review of Law and Social Science*, 8, 85-104.

This course will explore the theories and practices of classical and contemporary portfolio management. Besides, the module is intended to extend further ability to understand, critically evaluate, and carry out analytical and empirical research in the subject area, particularly in capital markets. Published research papers will be discuss and critique the most motivation for empirical research, the connection between theory and empirical work particularly in context of banking mutual funds alongside the research design typically used, and the methods of analysis typically employed.

Course Learning Objectives

1. Student will be able to understand main themes of investment management.
2. To explain and become aware of the practical implications of advanced portfolio management concepts for banks and possible research avenues.
3. To become aware of the relevant empirical finance research.

Contents

1. Understanding Investment: Overall perspective
2. Understanding Investment Decision: Investment Alternatives
3. Money Market Securities, Capital Market, Fixed Income, Equity Securities
4. Indirect Investing: What is an Investment Company
5. Major Types, Detail of Indirect Investing, and Investing Internationally
6. Security Markets and Market Indices. How Securities are Traded: Brokerage
7. Capital Market Theory and Asset Pricing Model; CAPM, SML, APT etc.
8. Revision of Common Stock Valuation, Common Stock Analysis, and Strategies
9. Market Efficiency: Weak, Semi, strong, and strong.
10. Economy/Market Analysis, Economy and Stock Market Boom, Modeling Market Forecasts
11. Company Analysis, Financial Statement Analysis & Technical Analysis
12. Mutual Funds, their formation and Mutual funds in Pakistan

Recommended Texts

1. Jones, C. P. (2019). *Investments: analysis and management*. (14th ed.). Hoboken: John Wiley & Sons.

Suggested Readings

Reilly, F. K., & Brown, K. C. *Investment Analysis and Portfolio Management*. (10th ed.). New York: McGraw Hill publishers.

BUSB-6113**Corporate Governance****3 (3-0)**

This course clearly discusses the two main aspects of internal and external forms of governance. You will learn the relationships between managers, employees, and the owners of a firm as well as the system of laws, regulations, and market forces that ensure a fair and transparent organization. You will also learn about watchdog organizations which are usually driven by non-profit groups or government agencies whose purpose is to alert the public about the misdeeds of organizations. This course will teach the fundamental theories and practice of corporate governance. This course covers the history of the corporation, boards of directors, the division of profit sharing and various forms of employee ownership and equity ownership among insiders, regulation, shareholder activism, the impact of takeovers and mergers and acquisitions on governance, ethical issues such as conflicts of interest and insider trading, international corporate governance, and policy developments likely to impact the corporation. Class will be a mix of lecture, case and topic discussion.

Contents

1. The corporate Governance Problem
2. Introduction
3. The conflict between managers and shareholders Agency Theory: The implications of the conflict
4. The Principal – agent Conflict
5. The Impact of Ownership Structure Ownership and agency theory
6. Institutional ownership
7. Inside Ownership Family Ownership
8. Pyramidal Ownership and Business Groups
9. Enlarging the Stakeholder Perspective
10. Resolving the Agency Problem
11. Board of directors
12. Executive Compensation
13. Corporate Governance – Broader Issues
14. Additional Influences on Corporate Governance Convergence & divergence – Issues in Corporate Governance

Recommended Texts

1. Mallin, C. (2018). *Corporate Governance* (6th ed). Oxford: Oxford University Press.

Suggested Readings

1. Cadbury, A. (2002). *Corporate Governance and Chairmanship* (1st ed). Oxford: Oxford University Press.

The growth of the Internet continues to have a tremendous influence on business. Companies and organizations of all types and sizes are rethinking their strategies and how they run their operations. This new course explores the realities and implications of internet business (i.e., e-commerce) from a marketer's perspective. Electronic Commerce provides an overview of the fundamental concepts of online marketing, creating a web site, gaining customers online. Business-to-consumer (B2C) and business-to-business (B2B) E-Commerce markets are examined.

Course Learning Objectives

1. To analyze the impact of E-commerce on business models and strategy.
2. To describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
3. To describe the infrastructure for E-Commerce.

Contents

1. Defining E-Commerce and E-business, Reasons for going Online
2. Differentiating between E-Business Categories, using the new Paradigm of E-business
3. Pure and Partial E-Commerce, Preparing the Online Business: Competitor Analysis
4. Supply Chain Management. Technical Infrastructure: Exploring the IT Infrastructure
5. Deciding on the Enterprise, Middleware, Choosing the Right Enterprise Application
6. Building the E-business applications, Marketing Strategies on the Web
7. Web Design, Attracting Visitors to your Site, Virtual Societies, Localization
8. Promoting your E-business, Banner and Campaigning, Online Measurement
9. Direct Marketing, Search Engine Optimization Technique
10. Interactive Communication Experiences: The Basics, Moderating Online Meetings
11. Internet Chat Solutions, Internet-based Trainings, Discussion Forums
12. Internet Information Security: Creating a Security Strategy
13. Cryptographic Tools, Applications of Cryptology, Privacy on the Internet
14. Security Threats in E- Commerce, Use of Third-Party Security Services
15. Implications of the new Economy Electronic Software Distribution

Recommended Texts

1. Rayport, J. F., & Jaworski, B. J. (2002). *Introduction to e-commerce*. New York: McGraw-Hill

Suggested Readings

1. Varey, R. J. (2002). *Relationship marketing: dialogue and networks in the e-commerce era*. Chichester: Hoboken: Wiley.

In this course all functional disciplines are integrated together in an attempt to look at and comprehend the wholesome business picture. The course is designed to give the basic ideas for the how the company as a whole is evolving over time. The senior managers should have good vision to shape up the company's destiny not just by exploiting the emerging opportunities in the surrounding environment, but also creating its own opportunities. When the market is intensely competitive, the managers must be able to run the company based on their wholesome integrated view of the company. This requires a constant monitoring of the company's external and internal-organizational environment to aware of the dynamics of the situation. In the environment of intense competition and rapid technological innovation, it is imperative that managers are fully aware of the dynamics of strategic management and take appropriate & timely actions to adapt with the changing environment and direct the company responsively and proactively. This course focuses on strategy, its formulation& its implementation in organizations.

Contents

1. "What is Strategy?"
2. External Environment
3. How to do industry Analysis
4. Cost and Differentiation Analysis
5. Introduction to Business Unit Level Strategy
6. Discussion on competitive strategy (Cases)
7. Implementation and Control
8. Merger's Acquisitions
9. Strategy and Innovation
10. Industry Evolution
11. Creating Competitive
12. Strategic Management Tools: ARC, PEST, SWOT
13. Ethics

Recommended Texts

1. David, Fred R. (2011). *Strategic Management: Concepts and cases* (13th ed). Ny: Prentice Hall, Inc.

Suggested Readings

1. Abrams , R. and Doerr, J. (2010). *Successful Business Plan: Secrets & Strategies*.NY: Planning Shop Publisher.
2. Baye, M. (2009).*Managerial Economics & Business Strategy*. NY: McGraw-Hill/Irwin.
3. Kim, W.C. and Mauborgne, R. (2005). *Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant*.Boston: Harvard Business Review Press.

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