Introduction to Business
- Definition of Business
- Characteristics of Business
- Importance of Business
- Qualities of a successful Businessman
- Stakeholders in Business

Sole Proprietor form of Business
- Sole proprietorship and its characteristics
- Advantages and Disadvantages of Sole proprietorship

Partnership form of Business
- Definition of Partnership
- Salient feature of Partnership
- Partnership Deed
- Types of Partners
- Position of a minor in a Partnership
- Mutual duties, rights and liabilities of Partners
- Reconstitution of Partnership
- Registration of a firm
- Dissolution of a Partnership firm

Joint Stock Company
- Joint Stock Company
- Joint Stock Company and its features
- Classification of companies
- Advantages and Disadvantages of a Company
- Private limited Company
- Public limited Company
- Main features of Partnership, Private limited and Public limited Company
- Company promoters and their functions

Formation of a Company
- Formation of a Public Company
- Basic legal documents issued by a company
Classes of Capital
- Classes of capital
- Classes of shares
- Bonds/ Debentures
- Underwriting of shares, Managing Agents, Dividend

Management of a Company
- Management of a company
- Company meetings
- Liquidation of a joint stock company

Business Finance
- Financial Sources, Why firm need funds
- Comparing Equity and Debt Financing
- Sources of Short Term Financing
- Sources of Medium Term Financing
- Sources of Long Term Financing

Marketing
- Marketing Goods and Services
- Marketing Strategy
- Products and Services
- Product Identification and Branding
- Promotion Strategies

Function of Stock Exchange
- Stock exchange and its features
- How business is transacted at the stock exchange
- Bullish and Bearish trend
- Causes of fluctuations in security prices

Business Risk and Insurance
- Business Risk and Insurance
- What is Business Risk?
- Requisites of Insurance
- Principles of Insurance
- Advantages of Insurance

Human Resource Management
- Human Resource Management
- Definition, Objectives of HRM
- The process of selection

RECOMMENDED BOOKS:
1. Business Today by Stephen P. Robbins
2. Introduction to Business by Brown/ Peterlod
3. Financial Management by I. M. Padey
4. Introduction to Business by M. Saeed Nasir

Discipline: **BBA**
Course Name: **PAKISTAN & ISLAMIC STUDIES**

**COURSE CONTENTS:**
- Ideology of Pakistan, Pakistan Ideology
- Historical perspective of Pakistan Ideology
- Aligarh movement, Establishment of Pakistan, Land of Pakistan
- Geographic boundaries of Pakistan, Resources of Pakistan
- Division of Assets, Ayub Khan’s era, Creation of Bangladesh.
- Butto’s reforms, Zia’s era, Social structure of Pakistan
- Literacy in Pakistan, Agriculture of Pakistan
- Industries of Pakistan, Foreign policy of Pakistan
- Pakistan and the Muslim World
- Pakistan and ECO
- Pakistan and India

**RECOMMENDED BOOKS:**

1. Ikrame Rabbani: Pakistan Studies
2. Dr. Javaid Iqbal: Ideology of Pakistan, Ferozsons, Rawalpindi
حصیرہ

(الف) اسلام کی عرفانی تربیت

(ب) اسلام کی معاشرتی تربیت

(ج) اسلام کی اقتصادی تربیت
در پیام که برای ارسال به پدر نشر کرد
قرآن با کتابی که قدرت در آن می‌باشد، تخلیه می‌نماید (الشعرای ۱۰۴)
امکان به کتابی که قدرت در آن می‌باشد، تخلیه می‌نماید (الشعرای ۱۰۵)
می‌گوید: اگر از درون‌های زیر، درد می‌درخی بزد یا درد می‌درخی بزد و درد می‌درخی بزد
(الشعرای ۱۰۳)
می‌گوید: اگر از درون‌های زیر، درد می‌درخی بزد یا درد می‌درخی بزد و درد می‌درخی بزد
(الشعرای ۱۰۴)
می‌گوید: اگر از درون‌های زیر، درد می‌درخی بزد یا درد می‌درخی بزد و درد می‌درخی بزد
(الشعرای ۱۰۵)
پجھاہیت

جمالیاتہ اندازی (جمالت انجام دیتی اور مبدع کے ذریعہ)

آیات کی ایک فہرست

8) میکان، 97)

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کورت طبیعی:

مطالعہ کرت ہیں، اور کسی شخص کے

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بہت کم تھی، کہ وہ میں کسی بھی موصل کو حیاتی، سجاوٹی، یا اور کوئی عوامل

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Discipline: **BBA**  
Course Name: **BUSINESS ENGLISH-I**  

**Course Contents:**
- Grammar review
- Vocabulary Development
- Pronunciation
- Drills
- The psychology of effective communication
- Principle of communication psychology
- Presentation
- Report writing
- The need for business report
- Informational report
- Analytical reports
- Writing headings and sub-headings
- Using visual aid
- Proof reading
- Presentations

**RECOMMENDED BOOKS**
2. Stewart, Zimiber & Clark: Business English & Communication  
3. Himstreet & Batty: Business Communication  
4. Kitty O Locker: Business & Administrative communication  
5. Practical English Usage
Introduction
   Basic Concept of economics
   Definition of Economics
   Factors of Production
   Types of Economies

Scarcity Problem
   The Economic Problem of Scarcity
   Limited Resources and Goods
   Goals of Market Oriented Economy
   Concepts of Graph in Economics

Basic Elements of Supply and Demand
   Definition of Demand, Law of Demand, Assumptions, Limitations, Shifts in Demand Curve, Individual and market Demand, Determinants of Demand
   Elasticity of Demand, Income Elasticity, Price Elasticity, Cross Elasticity
   Determinants of Elasticity
   Definition of Supply
   Law of Supply
   Assumptions, Limitation, Shifts in Supply curve
   Determinants of Supply
   Market Equilibrium
   The Effects of Demand Shift on Equilibrium
   The Effect of Supply shifts on Equilibrium

Demand and Consumer Behavior
   Introduction
   Utility
   Law of Diminishing Marginal Utility
   Law of Equal and Marginal Utility
   Indifference Curve Approach
   It’s Shape
   Assumptions
   Budget constraint
   Income And Substitution Effects of a consumer

Analysis of Cost
   Introduction
   Total cost, Fixed Cost, Variable Cost
Marginal Cost, Average Cost
Average Fixed and Variable Cost

Behavior of Perfect Competitive Markets
Markets
Kinds of markets
Behavior of Perfectly Competitive Market
Conditions of Perfectly Competitive Market
Long and short Run Analysis and Short Comings

Monopolistic competition
Monopoly
Conditions of Monopoly
Long Run and Short Run Analysis
Monopolistic Competition
Oligopoly Markets
Duopoly Markets
Conditions of Oligopoly Markets and Duopoly Markets
Long Run and Short Run Analysis

Factor Pricing
Introduction
Marginal Productivity theory
Explanations and Assumptions
Factors of Production

Labor Market
Introduction
Efficiency of Labor
Demand for Labor, Supply of Labor

Land and Capital
Characteristics of Land, Productivity of Land
Extensive Cultivation, Intensive Cultivation
Capital, Forms of capital
Productivity of Capital
Capital Formation

Recommended Books:
Course Name:  **INTRODUCTION TO SOCIOLOGY**

**Introduction to Sociology**
- Meaning, Definition and Scope of Sociology
- Utility/Importance of Sociology
- Sociology as Science
- Relationship of Sociology with other Social Sciences

**Role of Sociologists**
- As a research Scientists
- As a Policy Consultants
- As a Teachers
- As a Business Person

**Society**
- Meaning and Definition of Society
- Characteristics of Society
- Types of Society
- Basis of Society

**The Culture**
- Definition of Culture
- Types of Culture
- Culture and Society
- Social and Cultural Change
- Characteristics of Culture

**Methods of Study**
- Cross Sectional Study
- Longitudinal Study
- Laboratory Study
- Field Study
- Observational Study

**Social Stratification**
- Definition of Social Stratification
- Types of Social Stratification
- Classes
- Definition of Class
- General Classification of Class
- Sociological Classification of Class
Caste
Definition of Caste
Characteristics of Caste
Difference between Class and Caste

Social Groups
Definition and Functions
Types of Groups
In and out groups, Primary and Secondary groups, Reference Groups, Formal and Informal Groups and Pressure Groups.

Social Mobility
Definition of Mobility
Types of Mobility
Horizontal Mobility
Vertical Mobility
Zero Mobility
Territorial Mobility/ Geographical
Different Factor Favorable to Social Mobility

Social Institutions
Definition of Social Intuition
Elements of Social Intuition
Functions of Social Institution

Family Institution
Definition of Family
Characteristics of Family
Types/Classification of Families
Functions of Family Institution

Religious Institutions
Definition
Components of Religion, Beliefs, Symbols, Rituals, Sacred Objects
Functions of Religion, Religion of the World
Christianity, Judaism, Hinduism, Buddhism
Confucianism
Islam

Economic Institution
Definition of Economic Institution
Structure of Economic Institution
Characteristics of Economic Institution
Functions of Economic Institution
Political Institution
- Definition of Political Institution
- Structure of Political Institution
- Formal and Informal
- Main Branches of Govt
- Judiciary, Executives, Legislation

Educational Institution
- Definition of Educational Institutions
- Structure of Educational Institutions
- Formal and Informal Education
- Educational System

Sociology of Pakistan
- Characteristics
- Social Problems of Pakistan
- Poverty as social problem
- Crime as social problem
- Pollution as Social Problem
- Population Explosion as Social Problem
- Urbanization as Social Problem

RECOMMENDED BOOKS
1. SOCIOLOGY-Paul B. Horton. And Chester L.Hunt. 6th Edition
2. SOCIOLOGY- John Macionis
3. DOWN TO EARTH SOCIOLOGY- James Henslin
4. SOCIOLOGY C. N. Shankar Rao
5. SOCIOLOGY AND SOCIAL PROBLEMS -- Prof. Abdul Hamid Taga

BBA
Semester II

Discipline: BBA
Credit Hours: 03

Course Name: PRINCIPLES OF MANAGEMENT

An Overview of Management
- Definitions of Management
- Characteristics of Management
- Different between Management and Administration
Functions of Management
Functions a brief Treatment
Planning, Organizing, Staffing
Directing, Controlling, Coordination

Principles of Management
Taylor’s Principles
Fayol’s Principles
General Principles
Importance and Scope of Management
Importance of Management
Scope of Management

Nature of Management
Management as an art
Management as a Science
Management as a Profession

Planning
Definition, Nature and Characteristics
Importance of Planning
Limitations of Planning
Essentials of a good Plan
Steps in Planning Process
Types of Planning

Decision Making
Meaning and Elements of Decision Making
Importance and Process of Decision Making
Salient Features of a good or an Effective Decision
An Effective Decision Making

Organizing
Nature and Importance of Organization
Steps in the Process of Organization
Formal and Informal Organization
Principles of Organization

Communication
Definition of Communication
Process of Communication
Importance of Communication
Types of Communication
Barriers to Communication
Over Coming the Barriers
Characteristics of a good Communication System
Staffing
Definition of Staffing, Sources of Recruitment
Steps in Selection Process
Orientation or Induction
Training and Education
Types and Methods of Training

Directing / Direction
Definition, Nature and Importance
Principles & Techniques

Leadership
Definition
Traits / Qualities of a Successful Leader
Leadership Styles, Function of Leadership

Motivation
Meaning and Importance
Financial and Non Financial Incentives
Theory X and Theory Y
Maslow’s Need Priority Model

Controlling
Definition of Controlling
Characteristics of Controlling
Objectives of Controlling
Steps in the Process of Controlling
Essentials of an Effective Control System

RECOMMENDED BOOKS
Discipline: BBA  Credit Hours: 03

Course Name: BUSINESS ENGLISH-II

COURSE CONTENTS
- Paragraph Writing
- Comprehensions
- Précis Writing
- Dialogue Writing
- Discussions and Presentations
- Importance of web sites in business
- How to launch a product
- Political influences on the banking sector of Pakistan
- Fate of luck which plays important role in our industry
- Proof Reading
- Letters
- Paragraphs
- Articles
- How to make your sentences alive?
- What is emphasis?
- Emphasis by Weight
- Grammatical Weight
- Emphasis by Position
- Emphasis by Separation and Isolation
- Emphasis by Repetition

RECOMMENDED BOOKS:
1. Business Communications by Wills
2. Exploring the World of English by Saadat Ali Shah
3. Business Opportunities by Vicky Hollet
4. Practical English Usage
Course Name: MACROECONOMICS

Introduction
Introduction to Macroeconomics
Principles of Macroeconomics
Objectives and Tools of Macroeconomics

National Income Accounting.
The Economy’s Income and Expenditure.
Measuring Gross Domestic Product (GDP).
The components of GDP/GNP.
Real Versus nominal GDP.
Keynesians Three Sector Macroeconomic Model.

Money and Interest.
Definition of Money.
Barter System and its difficulties.
Kinds of Money
Functions of Money.
Quantity Theory of Money.
Keynesian Theory of Money.

Aggregate Demand and Aggregate Supply.
Introduction.
Deriving the Aggregate Demand and supply Curve.
Movements and shifts along Demand and Supply Curve.
Market equilibrium.

Consumption, Investment and Savings.
Introduction
Keynes Consumption Function
Marginal propensity to consume
Average propensity to consume
Business fixed investment
Residential Investment
Inventory Investment.
Functions of savings.

Inflation and Unemployment.
Definition.
Measure of Inflation
Types of Inflation
Demand Pull Inflation.
Cost Push Inflation.
Identifying Unemployment.
Theory of Efficiency wages.

**Taxation**
- Introduction
- Canon of Taxes
- Kinds of taxes
- Sources of Govt. Revenue
- Government Expenditure.

**Business Cycle.**
- Introduction.
- Trade Cycle Theories.

**Monetary Policy**
- Definition of Monetary Policy.
- Objectives of Monetary Policy
- Tools of Monetary Policy.

**Fiscal Policy.**
- Definition of Fiscal Policy.
- Objectives of Fiscal Policy.
- Tools of Fiscal Policy.

**RECOMMENDED BOOKS**
5. Shahid Hamid Macroeconomics.
Discipline: **BBA**  
Credit Hours: **03**

Course Name: **BUSINESS MATHEMATICS**

**Functions**
- Domain and Range Considerations
- Restricted Domain and Range
- Multivariate Functions
- Types of Functions
- Constant Functions
- Linear Functions
- Quadratic Functions
- Cubic Functions
- Polynomial Function
- Rational Functions, (Application of the above functions in Business)

**Revenue, Cost and Profit Application**
- Revenue Applications
- Cost Applications, Profit Applications
- Graphical representation of Functions
- Graphing Functions in two Dimensions

**Two-Variable Systems of Equations**
- Graphical Analysis
- Slope- Intercept Relations
- Graphical Solutions

**Linear Programming**
- Requirements (properties) of an LP problem
- Basic assumptions of an LP-Problem
- General formulation of LP Problems
- Some examples to formulate of LP Problems
- Solution of LP Problems
- Explanation of the Graphical Method
- Solving maximization Problems by using graphic method
- Solving minimization Problems by using graphic method

**Matrix algebra**
- Introduction
- Matrix addition and subtraction
- Matrix multiplication, Determinant of matrix
- Solution of linear equation by inverse of a matrix

**Marginal Approach to Profit Maximization**
Marginal Revenue
Marginal Cost
Break - Even Models
Break Even Analysis

Integral Calculus
Revenue and Cost Functions,
Rules of Integration
Applications

Exponential and Logarithmic Functions
Application of Exponential Functions
Logarithms and logarithmic Functions

Interest and its Computation
Simple Interest
Compound Interest
The Power of Compound Growth
Single Payment Computation
Compound Amount
Present Value
Other Application Of the Compound Amount Formula.
Effective Interest Rates

RECOMMENDED BOOKS

Course Name: **FUNDAMENTALS OF ACCOUNTING**

**Introduction:**
- Purpose and Nature of Accounting,
- Various areas of Accounting
- Forms of Business enterprises,
- Accounting Information users,
- GAAP, Accounting Systems. Accounting Terminology

**Recording Business Transactions:**
- Types of Accounts.
- Debit & Credit Rules.
- Journal, Ledger, Trial Balance;
- Accounting equation.

**Measuring of Business Income:**
- Preparation of Income Statement, Statement of Owner’s Equity.
- Adjusting Process.
- Preparation of Balance Sheet,
- Closing Entries.
- Preparation of Work sheet,

**Controlling Accounts & Subsidiary Ledger Accounts.**
- Special Journal for Purchase & Sales,
- Purchase Returns & Sales Returns.
- Cash Receipts and Cash Payment Journal
- Accounts Receivables & Accounts Payables

**Control of Cash Transactions and Bank Reconciliation Statement.**
- Cash Book.
- Bank Reconciliation Statement.

**Capital & Revenue:**
- Capital & Revenue Expenditures
- Capital & Revenue Receipts
- Capital & Revenue Profits
- Capital & Revenue Losses.

**Text Books:**
- Frankwood: Business Accounting-I, Business Accounting-II
BBA
Semester III

Course Name: PRINCIPLES OF MARKETING

Understanding Marketing and Marketing Process
  What is marketing?
  Marketplace and customers needs
  Basic functions of marketing
  Importance of marketing

Marketing Strategy: Building strong customers relationship
  Defining marketing role
  Marketing strategy and marketing Mix
  Managing the marketing efforts

Consumer Buying Behavior.
  What influence consumers behavior
  Types of buying decision behavior
  The buying decision process
  The buying decision process for new products

Business markets and Business Buyers’ Behavior
  Business markets
  Business buying behavior
  Stages in business buying process
  Institutional and government markets

Market Segmentation, Targeting and positioning for competitive advantage
  Market Segmentation
  Market Targeting
  Differentiation and positioning

Product and Services Marketing Strategies.
  What is product and service
  Level of product and services
  Product and services classification
  Product and services decision
  Services marketing

New product development strategies
New product development process
Product life cycle strategies

**Developing pricing Strategies**
- What is price?, Setting price, Price adjustment strategies
- New-product pricing strategies, Price changes

**Marketing channels and Supply Chain Management.**
- Nature and importance of marketing channels
- Various marketing channels
- Channel design decision
- Channel management decision

**Retailing and Wholesaling**
- Types of retailers
- Retailers marketing decision
- The future of retailing
- Types of wholesaling
- Wholesalers marketing decision
- Trends in wholesaling

**Integrated Marketing Communication.**
- The marketing communication mix
- A view of communication process
- Steps in developing effective communication
- Socially responsible marketing communication

**Advertising and Public Relations.**
- Setting advertising objectives
- Types of advertising
- The advertising decision process
- The role and impact of public relation
- Major public relation tools

**RECOMMENDED BOOKS**
1. William J. Stanton and Charles Furtrell, Fundamentals of Marketing
2. The Principles of Marketing by Philip Kotler and Gray Arms
3. PRINCIPLES OF MARKETING --- Michael J.Etzel, Brvce J.Walker_William J.Stanton
4. PRINCÍPIES OF MARKETING --- Thomas C. Kinnear, Kenneth L- Bern_Hardt,4th
   Edition Kathleen A.Krentler, Honper Collin College Publishers
Discipline: BBA

Course Name: FINANCIAL ACCOUNTING

Accounting Concepts: (Review)
- GAAP, The Consistency Principle,
- The Disclosure Principle,
- Materiality Principle,
- Conservatism Principal,
- International Accounting Standards-Overview.

Partnership Accounts:
- Introduction,
- Formation, Admission & Liquidation,
- Division of Income,

Corporation Accounting:
- Introduction,
- Formation of Corporation,
- Types of Capital
- Types of Shares/Stock & Debentures/Bond,
- Accounting process for issue of shares and Debentures,
- Preparation of Corporation’s Balance Sheet,

Statement of Cash Flow:
- Introduction & Purpose,
- Classification of Cash Flow,
- Preparation of Cash Flow Statement

Plant Assets & Depreciation:
- Categories of Plant Assets.
- Depreciation Methods
- MACRS Methods.
- Amortization & Depletion Methods

Inventories:
- Introduction, Types of Inventories.
- Inventory costing Methods
- LIFO, FIFO, AVERAGE.

Text Books:
- Frankwood, Business Accounting-I and Business Accounting-II
- M.A.Ghani, Principles of Accounting.
- Fundamentals of Accounting, Aftab Ahmed
Course Name: **BUSINESS STATISTICS**

**What is Statistics?**
- Introduction to Statistics
- Key Statistical Concept
- Practical Application
- How managers use Statistics

**Collection and Presentation of data**
- Types of Data
- Collection of Primary and Secondary Data
- Presentation of Data
- Frequency Distribution
- Stem and Leaf Diagram
- Graphical Techniques for Quantitative data
  - Scatter diagrams, Pie Charts, Bar Charts and Line Charts

**Numerical Descriptive Measures**
- Measures of Central Location
- Measures of Variability
- Interpreting the Standard Deviation and Coefficient of Variation
- Measures of Moments and Skewnes

**Index Numbers**
- Simple and Composite Index Numbers
- Main Steps in the Construction of Index Numbers of whole sale Prices
- Fixed Base Method and Chain Base Method
- Weighted and Unweighted Index Numbers
- Quantity Index Numbers

**Simple Regression and Correlation**
- Simple Regression
- Deterministic and Probabilistic Models
- Simple Linear Regression Model
- Standard Deviation of Regression Estimate
- Correlation
- Pearson Product Moment Correlation Coefficient

**Probability**
- Introduction
- Assigning Probabilities to events
- Conditional Probability
Rules of Probability
Independent and Dependent Events

Random Variables and Probability Distributions
Introduction
Distribution Function
Discrete and Continuous Random Variables and its Density Functions
Binomial and Poisson probability Distributions
Normal Probability Distribution

RECOMMENDED BOOKS

2. Basic Statistics for Business and Economics by EARLK. BOWN AND MARTIN STARR
Course Name: BUSINESS COMMUNICATION

Course Contents:

The art of listening
The importance of listening
Improving listening efficiency
Effect of listening on other communication skills
Listening & Job Success
Practice
Interviewing: What is interview?, Physical and mental preparation, Knowing your abilities, Getting information about company, Body language, What to do during interview, Kinds of interview, Follow up communication
Application Packages: Resume writing, Chronological resumes, Skills resumes.
Preparing different resume for different jobs, What do your employer wants to
Know about you, Covering letter, What should be there in covering letter?, Ready to respond every question.
Meeting & Conference Participation: Qualities of effective speaking, Creating favorable impression, Enunciation, pronunciation
Planning & Writing: Business letter format & letter styled, Arrangement styles of letters, Punctuation styles for business letters, A final word
What do we know about Human Behavior, Non-verbal communication, Promoting Goodwill, Stimulating desired reaction.

RECOMMENDED BOOKS:
1. Bov’ee D. Philips: Business Communication Today
2. Himstreet & Batty: Business Communication
4. Murphy: Business Communication
INTRODUCTION TO COMPUTER

INTRODUCION & HISTORY OF COMPUTER
- Computer (Definition)
- Characteristic of Computer
- Function of Computer
- Brief History
- Computer Generations
- Types of Computer
- Classification of Computers

HARDWARE & SOFTWARE
- Hardware Definition
- Types of Hardware
- Input & Output Devices
- Software Definition
- Types of Software
- The System Unit

OPERATING SYSTEM & DATABASE MANAGEMENT SYSTEM (DBMS)
- Programming Languages
- Introduction to DBMS
- Types of DBMS

INTERNET & WORLD WIDE WEB
- Uses and Feature of Internet
- Creating Dialup Connection for Internet
- Web Browsing

E-COMMERCE & ON-LINE BANKING / SHOPPING
- Introduction of E-Commerce
- Types of E-Commerce
- Benefits of E-Commerce
- Features On-Line Banking / Shopping
- Tips & Techniques

NETWORK & DATA COMMUNICATION
- Benefits / Uses of Network
- Types of Network
INTRODUCTION TO GUI (Graphical User Interface)
   Desktop
   Icons
   Start Menu
   Programs
   Settings
   Control Panel
   Display
   Date & Time
   Keyboard / Mouse
   Shutdown

INTRODUCTION TO MS-OFFICE
   MS-Word
   MS-Excel
   MS-Power Point

RECOMMENDED BOOKS
1. Introduction to Computer by Peter Norton,

BBA
Semester IV

Discipline: BBA  Credit Hours: 03
Course Name: HUMAN RESOURCE MANAGEMENT

THE HUMAN RESOURCE FRAMEWORKS
   Introduction to Human Resource Management
   Objectives of Human Resource Management
   Human Resource Management Activities
   External Organizational Challenges to Human Resource Management
Internal Organizational Challenges to Human Resource Management

**HUMAN RESOURCE PLANNING**
- Need for Human Resource Planning
- Factors Shaping Organization Demand for Human Resources
- Forecasting Techniques for Human Resource
- Career Planning Defined, Advantages of Career Planning
- Major Actions Aiding Career Development

**RECRUITMENT & SELECTION**
- Definition of Recruitment
- Recruitment Process
- Constraints and Challenges of Recruitment Process
  - Recruitment Channel
- Selection Defined
- Selection Process

**EQUAL EMPLOYMENT OPPORTUNITY**
- HRM in Global Environment
- Current Issues

**PERFORMANCE APPRAISAL**
- Introduction to Performance Appraisal
- Uses of Performance Appraisal
- Elements of Performance Appraisal Systems
  - Appraisal Methods

**TRAINING AND DEVELOPMENT**
- Difference between Training and Development
- Steps to Training and Development

**INTERACTIVE CONFLICTS AND NEGOTIATION SKILLS**
- Individual Conflicts
- Interpersonal Conflicts
- Inter Group Behavior and Conflicts
- Organizational Conflicts
- Negotiation Skills
- Traditional Negotiation Skills
- Newly Emerging Skills

**HEALTH & SAFETY AT WORK PLACE**
- Introduction
- Important of Health & Safety at Work
- Health & Safety Policies & Implementation
- Changing attitude to Health & Safety
COMPENSATION AND BENEFITS
Objectives of Compensation Management
Challenges affecting Compensation

MOTIVATION & REWARD SYSTEM
Concept of motivation
Reward system
Motivation techniques
Employees Disciplines

COLLECTIVE BARGAINING & INTERNAL EMPLOYEE RELATIONS
The Collective Bargaining Process
Bargaining Issues
A Global Perspective of IER

RECOMMENDED BOOKS
1. Human Resource & Personnel, William B. Werther & Keith Davis
   McGraw Hill.
   McGraw Hill.
Understanding marketing management
What is marketing management?
Functions of marketing management
Scope of marketing management
Evolution of marketing management
Develop culture value and relationships through marketing.
Customer perceived value, monitoring satisfaction.

Linking marketing and corporate strategies
Developing marketing strategies and plans
The value delivery process
The value chain process
Core competencies
Central role of strategic planning
Define corporate or business mission
Establishing strategic business units/ SWOT analysis
Marketing innovation.

Scanning the marketing environment
Analyzing the macro environment
Needs and trends
Identifying the major forces
Demographic environment
Social-culture environment
Economic environment
Natural environment
Technological
Political-legal
Influence of these forces over marketing decisions.

Consumer behavior
What influence consumer behavior
Cultural factors
Social factors
Personal factors
Psychological factors

Organizational markets
Business markets v/s consumer markets
Market structure and demand
Institutional markets
Government markets

Buying Behavior
What is organizational buying?
Buying situations
System buying & selling
Stages in buying process
Buying centre
The purchasing process

**Turning marketing information in action**
Definition
Gathering information
Marketing database system
Marketing intelligence
Marketing research process
Steps involve in marketing research

**Identifying market segments & targets**
Levels of market segmentation
Segment marketing
Niche marketing
Local marketing
Bases for segmenting consumer markets
1) geographic
2) demographic
3) psychographic
4) behavioral
Market targeting
Effective segmentation criteria
Evaluating & selecting the market segments
Additional considerations

**Developing new products**
New product options
Make or buy
Types of new product
Challenges in new product development
The innovation imperative
New product success
New product failure
Organizational arrangements.
Budgeting for new product development
Organizing new product development

**Managing products and brands**
Concept development and testing
Marketing strategy development
Product development
Market testing
Commercialization
The consumer adoption process
Stages
Factors influencing the adoption process

Designing and managing marketing channels
The importance of channels
Channel development
Developing distribution channels
Roles of marketing channels
Channel management decisions
Channel integration and sytem

Wholesaling & Retailing
Trends in wholesaling
Types of retailers
The retail environment
Marketing decisions

Integrated marketing communication and direct marketing
The role of marketing communications
Marketing communication, brand equity and sales.
The communication process model
Select the communication channels
Deciding on the market communication mix

Advertising, sales promotion and public relations
Developing and managing advertising program
Setting objectives
Deciding the advertising budget
Deciding media and measuring effectiveness
Sales promotion
Objectives
Major decisions
Public relations
Marketing public relations
Major decisions in marketing public relations

Personal selling and sales management
Principles of personal selling
The six steps
Sales force structure
Sales force size
Managing sales force
Recruiting and selecting representivities
Training and supervising
Monitoring
evaluating

**Building the price foundation**

Arriving the price foundation
Setting the price
Step: 1 selecting the price objective
Step: 2 determining demand
Step: 3 estimating costs
Step: 4 analyzing competitors
Step: 5 selection pricing model
Step: 6 selecting final price

Adopting price

**Recommended Books**

1. Philip Kotler Kevin lane kller, Araham Koshey, 13th edition
4. Marketing a strategic approach; McColl-Kennedy & Kiel
INTRODUCTION TO ORGANIZATION BEHAVIOR
The Challenges to the Modern Management
Undergoing a Paradigm Shift
The new Perspective of Management
Theoretical Framework of OB
Organizational Behavior Model

REVIEW OF PERCEPTION PROCESS
The Nature and Impact of Perception
Sensation versus Perception
Sub Processes of Perception
Perceptual Selectivity
External Attention Factors
Internal set Factors

PERCEPTUAL ORGANIZATION
Impression Management
The Process of Impression Management
Employee Impression Management, Strategies

PERSONALITY AND ATTITUDES
The Development of Personality and Socialization
The Nature and Dimensions of Attitudes
Components of Attitudes
Antecedents of Work-Related Attitudes
Functions of Attitudes, Changing Attitudes

JOB SATISFACTION
Organizational Commitment
Meaning and the Outcomes of Organizational Commitment

MOTIVATION NEEDS & PROCESSES
The Meaning of Motivation
Primary Motives
Secondary Motives
General Motives
Content Theories of Motivation
Maslow’s Need Hierarchy Theory
Herzberg’s Two Factors Theory
Adlerfer’s ERG Theory
LEARNING PROCESS
The Theoretical Processes of Learning
Behaviorist Theories
Social Learning Theories
Principles of Learning, Punishment and Reinforcement

POWER AND POLITICS
The Meaning of Power
Classification of Power
Political implications of Power

CHANGE MANAGEMENT
Introduction
What do you mean by Change?
Change Models
Guidelines for Change Management

STRESS
The Meaning of Stress
Causes of Stress, Extra Organizational Stressors
Organizational Stressors
Group Stressors
Individual Stressors

GROUPS AND TEAMS
The nature of groups
Teams in the work place

THE GREAT LEADERS/LEADERSHIP
Leadership in the Environment
Leadership Styles

RECOMMENDED BOOKS:-

2. ORGANIZATIONAL BEHAVIOR—Robert Kriether, and Angelo Kinicki, Irwin McGraw Hill Publisher,
INTRODUCTION
The concepts of Business and Finance
An overview of Financial Management
The Financial System and environment
An overview of Financial Markets
Interest Rates and its determinants
An overview of Financial Statements

THE TIME VALUE OF MONEY
Concepts of the Time Value of Money
Relationship to the Capital Outlay Decision
Future Value of a Single Cash Flow
Future Value of an Annuity
Present Value of a Single Cash Flow
Present Value of an Annuity

MODE OF FINANCING
Short term Financing
Term Financing
Long Term Financing
Financial planning / forecasting
Need for Financial Planning
Steps in Financial Planning
Limitations of Financial Planning

RISK AND RETURN
The concept of Risk
Risk Aversion
The Risk - Return relationship
The Types of Risks Firms Encounter

WORKING CAPITAL MANAGEMENT
Overall Consideration of Working Capital
Characteristics of Current Assets

FACTORS INFLUENCING WORKING CAPITAL REQUIREMENTS
Nature of Business
Seasonality of Operations
Production Policy
Supply Conditions
Market Conditions
Working Capital Policy
Operating Cycle Analysis

CASH MANAGEMENT

Cash in Narrow and Broad Sense
Motives for Holding Cash
Monitoring Cash Collections and Disbursements
Cash Management Strategies
Lock - Box System and Concentration Banking System

TERM LOANS AND LEASES

Term loans, provisions of loan agreements
Equipment financing, lease financing
Evaluating lease financing in relation to debt financing
Accounting treatment of leases.

RECOMMENDED BOOKS
1. FINANCIAL MANAGEMENT T.J Gahagher And J.D.Andrew, Jr, McGraw Hill 1997
2. FOUNDATION OF FINANCIAL MANAGEMENT---
4. FUNDAMENTAL OF FINANCIAL MANAGEMENT, James C.Vanhone
5. FUNDAMENTAL OF FINANCIAL MANAGEMENT, Ramesh Rao
Discipline: **BBA**  
Credit Hours: **03**

**Course Name:** **STATISTICAL INFRINGEMENT**

**Statistical Inference**
- Introduction
- Sources of Data
- Data type and Problem Objective

**Sampling and Sampling Distribution**
- Introduction
- Sampling and Sampling Plans
- Errors Involved in Sampling
- Sampling Distribution of the Sample mean
- Other Sampling Distributions

**Estimation: Describing a single population**
- Introduction
- Point and Interval Estimates Basic Concepts
- Confidence and Interval estimates of the Mean and Proportion from Large samples
- Interval estimates Using the t-distribution
- Determining the Sample Size

**Hypothesis testing: Describing a single population**
- Introduction
- Concepts Basic to the Hypothesis testing
- Testing the population mean when the Variance is known
- Testing the population mean when the Variance is unknown
- Calculating the Power of a Hypothesis Test
- Testing the population Proportion, Large samples

**Chi-Square Distribution and Statistical Inference**
- Introduction
- Chi-squared test of a multinomial experiment
- Chi-squared test of a contingency table
- Chi-square as a test of Goodness of Fit
- Inferences about a Population variance

**F-Distribution and Statistical Inference**
- Introduction
- Confidence Interval for the Variance Ratio
- Testing Hypothesis about the Equality of Two Variances

**Analysis Of Variance**
- Introduction
One way Analysis of Variance For Equal and Unequal sample sizes
Two way Analysis of Variance without Interaction

**Nonparametric Methods**

- Introduction to Nonparametric Statistics
- The Sign test for Paired Data
- Rank sum tests: The Mann-Whitney U Test and the Kruskal-Wallis Test
- One sample Runs Test, Rank Correlation Test

**Time Series and Forecasting**

- Introduction
- Variation in time Series
- Trend Analysis, Cyclical, Seasonal and Irregular Variation
- Time Analysis in Forecasting

**RECOMMENDED BOOKS**

1. Introduction to Statistical Theory, Part II, by Prof. Sher Muhammad Chaudry.
2. Basic Statistics for Business and Economics by EARLK. BOWN AND MARTIN STARR
Course Name: LOGIC AND CRITICAL THINKING

Course Contents:

Definition of Logic
Logic as a science and an art
Scope of logic, the laws of logic
Induction and essential characteristics of induction.

Categorical proposition and classes
Quality, quantity and distribution
The traditional square of opposition
Immediate inferences, conversion
Obversion, contraposition, inversion
Existential import.

Symbolism and diagram for categorical proposition
Three basic uses of language, Discourse serving multiple functions
The form of discourse, Emotive words
Kinds of agreement and disagreement
Emotively neutral language

The purpose of definition
The types of definition
Various kinds of meaning
Techniques for defining

Standard form categorical syllogisms
The formal nature of syllogistic arguments
Venn diagram techniques for testing syllogisms
Reducing the number of terms in categorical syllogism.
Translating categorical proposition into standard forms

Rules and fallacies
Uniform translation
Enthymemes
The dilemma, Informal fallacies
Fallacies of ambiguity
The avoidance of fallacies

RECOMMENDED BOOKS:
1. Irving M. Copi: Introduction to logic
2. Karamat Hussain: A textbook of Deductive Logic
3. Karamat Hussain: A textbook of Inductive
BBA
Semester V

Discipline: BBA  Credit Hours: 03

Course Name: MANAGERIAL ECONOMICS

Introduction
- The Scope of Managerial Economics
- Definition of Managerial Economics
- Relationship to Economic Theory, Decision Sciences and Functional Areas of Business Administration
- The Theory of the Firm, Functions, Objectives, Constraints and Limitation of the Theory of Firm
- The Nature, Functions and Theories of Profit

Optimization Techniques
- Methods of Expressing Economic Relationships
- Total, Average and marginal Cost
- Optimization by Marginal Analysis
- Differential Calculus: The Derivative and Rules of Differentiation
- Optimization with Calculus
- Multivariate Optimization
- Constrained Optimization

Demand Theory
- The Demand for a commodity
- From Individual to Market Demand
- Price Elasticity of Demand, Point Elasticity, Income Elasticity, Cross Elasticity and Arc Elasticity of Demand, Price Elasticity, Total Revenue and Marginal Revenue

Demand Estimation
- Introduction to Regression Analysis
- Simple Regression Analysis, The Ordinary Least Square (OLS) Method, Examples, Multiple Regression Analysis, Problems in Regression Analysis

Demand Forecasting
- Qualitative Forecasts
- Survey Techniques, Opinion Polls, Soliciting a Foreign Perspective, Time Series Analysis, Reasons for Fluctuations in Time Series Data

Production Theory and Estimation
- The Organization of Production and production Function
The Production Function with One Variable Input
Total, Average and Marginal Product
The Law of Diminishing Returns and Stages of Production
The Production with Two variables Input

**Cost Theory and Estimation**
The Nature of Costs
Short Run Cost Functions
Short Run Total and per Unit Cost Curves
Long Run Cost Curves

**Market Structure**
Market Structure and Degree Competition
Perfect Competition
Price Determination under Competition
Short Run Analysis of a Perfectly Competitive Firm
Long Run Analysis of a Perfectly Competitive Firm

**Monopoly**
Sources of Monopoly
Short Run Price and Output Determination under Monopoly
Long Run Price and Output Determination under Monopoly
Meaning and Importance of Monopolistic Completion
Meaning and Condition for Price Discrimination

**RECOMMENDED BOOKS**

The Role of Financial Management
   Introduction, What is Financial Management?
   The Goal of the Firm
   Organization of the Financial Management Function
   The Tax Environment, The Financial Environment

The Time Value of Money an Overview
   The Interest Rate, Simple Interest, Compound Interest
   Compounding More Than Once a Year
   Amortizing a Loan

The Valuation of Long Term Securities
   Distinctions Among Valuation Concepts
   Bond Valuation, Bonds With a Finite Maturity
   Preferred Stock Valuation, Common Stock Valuation
   Rates of Return (or Yields)

Financial Statement Analysis
   Financial Statements
   A Possible Framework for Analysis
   Balance Sheet Ratios

Financial Planning and Forecasting
   Cash-Flow Forecasting
   Range of Cash-Flow Estimates
   Forecasting Financial Statements
   Statement of Cashflows

Cash and Marketable Securities Management
   Motives for Holding Cash, Speeding Up Cash Receipts
   Slowing Down Cash Payouts, Electronic Commerce
   Outsourcing, Cash Balances to Maintain
   Investment in Marketable Securities

Accounts Receivable Management
   Credit and Collection Policies
   Analyzing the Credit Applicant
Capital Budgeting
The Basics of Capital Budgeting
The Concept of Capital Budgeting
Capital Budgeting Process
Capital Budgeting Decision Making
The Pay Back Method
The Net Present Value Method
The Internal Rate of Return Method

Cost of Capital/Capital Structure
Creation of Value, Overall Cost of Capital of the Firm
Project-Specific and Group-Specific Required Rate of Return

Operating and Financial Leverage
Operating Leverage, Financial Leverage, Total Leverage
Cash-flow Ability to Service Debt

Receivables Management
Credit Policy, Credit Policy Variables
Credit Standards, Credit Period
Cash Discount
Collection Programme
Credit Evaluation
The Three C’s of a Credit Applicant
Analysis of the Three C’s
Credit Granting Decisions,
Control of Receivables

RECOMMENDED BOOKS
3. FUNDAMENTALS OF FINANCIAL MANAGEMENT, Prasanna Chandra, Tata Mcgraw-Hill Publishing Company Limited, New Delhi
4. FUNDAMENTALS OF FINANCIAL MANAGEMENT  James C. venhorne
Course Name: **ENTREPRENEURSHIP & SME (SMALL & MEDIUM ENTERPRISE)**

**Defining Entrepreneurship:** Creation economic organization, dimensions of entrepreneurship.

**The Macro Environment for Entrepreneurship:** process of environmental analysis, sources of opportunities, industry and market structure.

**The Competitive Environment:** the perfect competition model, industry analysis, buyer power, supplier power, the threats of substitutes, entry barriers, rivalry between firms, competitor’s analysis.

**The International Environment:** the macro environment of international entrepreneurship, international entrepreneurial strategies, international organization behavior.

**Business Plan and Entrepreneurial Strategy:** entry wedges, resource based strategies, strategy and industrial environment.

**Marketing New Ventures:** the marketing of entrepreneurship interface, marketing concepts and orientation, marketing strategy and sales forecasting.

**Element of New Ventures:** creating the organization

**SME Definition:** Importance of SME, SME in Pakistan.

**Best Quality Management Practice in SME:** customer relation management in SME.

**Strategies of success of SME:** The Business plan. Case study, Practical plan and Implementation

**RECOMMENDED BOOKS**

INTRODUCTION


RESEARCH PROBLEM

Problem, research problem, definition, causes, types, formulation, importance. The Research Process, the Theoretical Framework, its Components. The Variables of research problem.

HYPOTHESIS

Definition and Types of Hypothesis, Definition, Features Types and Needs. The Development of Hypothesis. The Stages in its Development Hypothesis Testing with Quantities and Qualitative Data

RESEARCH DESIGN


RESEARCH INSTRUMENTS

DATA COLLECTION METHODS

Questionnaire, Definition, Nature and Importance. Types of Question and Their Respective Merits and Demerits. Data Collection Methods Observation, Definition, Features Types and Importance. Different Types of Observation and their Respective Merits and Demerits.

STATISTICAL TOOLS


RECOMMENDED BOOKS

3. INTRODUCTION TO BUINESS RESEARCH--- Prof: Fazli Wahid, 2003 Additions, Research and Development Center Peshawar
Discipline: **BBA**

Credit Hours: **03**

Course Name: **OFFICE MANAGEMENT TOOLS**

**MS Excel**
- Inserting and Deleting Rows and Columns, Inserting and Deleting Cells, Moving and Coping Cells
- Creating Formulas, Static Formula, Dynamic Formula
- Inserting Functions, SUM, IF, COUNT, MAX, SUM IF, STDEV, NOW, DATE, AND, FALSE, IF, NOT, OR, TRUE, FV, FV, IRR, NPV
- Format Cell, Validation, Sub Total, Conditional Formatting

**MS Access**
- Database Management System
- Database, Field, Record, Table, Primary Key, Foreign Key, Relation
- Create Table in design view, Create Table by using wizard
- Create query in Design view, Create query by using wizard
- Create form in design view, Create form by using wizard
- Create reports in design view, Create reports by using wizards

**Accounting Software**
- Peachtree
- Quick Book

**Statistical Packages for Social Sciences (SPSS)**
- Introduction
- Interface of SPSS, Editing, deleting, inserting data
- Defining variables, creating variables
- Standard Deviation analysis, Covariance, variance, Coefficient of Variance, Regression Analysis

**RECOMMENDED BOOKS**
1. **MS Office 2003** by Microsoft
2. **Introduction to Computer** by Peter Norton,
3. **Mastering Microsoft Office 2000** by Gini Courter, Anneth Marquis Professional Edition
5. **Fundamentals Concepts of Computer System** by **Asiya Sultan & Amena Nudrat**.
BBA
Semester VI

Course Name: PROJECT PLANNING & MANAGEMENT

INTRODUCTION
Definition
Understanding Project Management
The relationship between Project Management & General Management.

PROJECT SELECTION
Determining Feasibility
Factors for Project Selection Process
External Factors & Internal Factors
Quantitative Factors & Qualitative Factors

PROJECT SELECTION MODELS
The Project Model
Phases of Project Management
Criteria/Checklist for Project Selection
Types of Project Selection Models

PROJECT PLANNING
Programs & Projects, Planning Components
Preliminary coordination
Work plans, Work Breakdown Structure (WBS)
Action Plans
Linear Responsibility Chart
Schedules
Status Reporting

BUDGETING
Estimating Project Budgets

PROJECT RISK MANAGEMENT
Nature of Risk
Risk Identification
Risk Quantification
Risk Quantification Techniques
Expected Value
Sensitivity Analysis
Monte Carlo Simulation
Failure Mode effect Analysis
Project Proposals

TIME PLANNING
Project Scheduling
Types of Scheduling
Gantt chart
Program Evaluation Review Technique (PERT)
Critical Path Method (CPM)

PROJECT CONTROL
Elements for Project Control
Requirements for Control System
Levels of control processes
Characteristics of a successful control system

PROJECT AUDITING
Definition & Purpose of Auditing
Construction and use of Audit Report
Project Audit Life Cycle

PROJECT TERMINATION PROCESS
Completion & Handover
Closing down Project Systems
Reviews
Relocation of Staff
Disposal of Surplus Assets
The Final Report

RECOMMENDED BOOKS

 Discipline: BBA  
Credit Hours: 03

Course Name: COST ACCOUNTING

Introduction
- The Nature and Concept of Cost Accounting
- Classification of Cost and Financial Forecasting
- Product Cost Accumulation System
- Absorption Costing, Master Budget

Job Order Costing System
- Cost Accumulation Procedure
- Job Order Cost Accumulation Procedure
- Cost Accounting Procedure for Material

Cost Accounting Procedure for Labour
- Cost Accounting procedure for (F.O.H)
- Job order Cost Sheet

Process Costing
- Characteristics of Process Costing
- Procedure of Process Costing
- Cost of Production Report
- Equivalent Production
- Unit Cost for Material, Labour and F.O.H
- Normal Loss of Unit
- Abnormal Loss of Unit
- Procedure for the Material
- Procedure for Labour and F.O.H

By Product and Joint Product Costing
- Difficulties in Costing by Product and Joint Product
- Nature of By Product
- Methods of by Products and Joint Products
- Characteristics of Joint Products

Controlling and Costing Material
- Procedure for Material Procurement and Use
- Material Costing Method
- FIFO Method
- LIFO, Average Methods
- Perpetual Inventory System
- Physical Inventory System

Costing and Controlling of Factory overhead
- Concept of Departmentalization
- Direct Departmental Expenses
- Indirect Departmental Expenses
Establishing Departmental overheads
Controlling and Costing for Labour
Basis for Labour Cost Control
Productivity Measurement
Efficiency measurement

Labour Performance report
Organization for labour cost control
Procedure for Labour Costing
Incentive wage plan types
Requirement of wage plan
Purpose of wage plan

Standard Costing
Objectives of standard costing
Budgets and standard
Material, labour, F.O.H. cost standard
Analysis of variance

Direct Costing
Definition of direct costing
Facts of direct costing
Internal uses of direct costing
External uses of direct costing

Break Even Analysis and Cost Volume Profit Analysis
The Nature of Break Even Analysis
Determining Break Even Point
Break Even analysis for Decision Making
Effects of changes and fixed Cost
Effects of changes sales

Inventory Management
Need for Inventory,
Objectives of Inventory Management
Financial Objectives

Operating Objective
Different Levels of Inventory
Ordering Point, Minimum Level, Maximum Level
Average Stock Level, Danger Level, Economic Order Quantity
Factors Influencing the Different Levels of Inventory

RECOMMENDED BOOKS
1. COST ACCOUNTING by Hrngren Usry, Hilton
Introduction:

Definition and objectives of Consumer Behavior, Application of CB to Marketing

Consumer and Market Segmentation:

Alternative Market Strategies, Demographic Segmentation, Usage Segmentation
Benefits Segmentation, Product Positioning

Environmental Influence on CB:

Family, Culture and Sub-culture, Social class, Reference group, Adoption and Diffusion of Innovation

Individual Determinants of CB:

Personality and Self Concept, Motivation and Involvement, Consumer Learning and Memory, Information Processing, Attitudes

Consumer Decision of CB:

Problem Recognition, Information Search and Evaluation, Purchase Process, Post purchase Behavior

Organizational Buying Behavior:

Nature of Organizational Buying, Influence on Organizational Buying Behavior, Organizational Buying Decision

RECOMMENDED BOOKS:

1. Shiffman, Leon G. and Kannk, Leslie Lazer: Consumer Behavior
2. Wilkie William: Consumer Behavior,
3. Loudon David L. and Della Bitta, Albert J.: Consumer Behavior STRATEGIC
Discipline: BBA  Credit Hours: 03

Course Name: BUSINESS LAW

CONTRACT ACT

Definition of Contract, Agreement
Enforceability
Essentials of Contract
Kinds of valid Contract
According to Enforceability
According to Formation
According to Performance

OFFER AND ACCEPTENCE

Essentials of Valid Offer
Revocation of Offer
Acceptance
Definition
Essentials of Valid Acceptance
Revocation of Acceptance
Communication of Offer, Acceptance and Revocation

PERFORMANCE OF CONTRACT

Performance of Single Promise
Performance of Joint Promises
Order of Performance of Reciprocal Promises
Mode of Performance

BREACH OF CONTRACT

Rescission of the Control
Suit for Damages
Suit for Quantum Merit, Suit for Specific Performance
Suit for an Injunction

INDEMNITY AND GUARANTEE

Contract of Indemnity
Contract of Guarantee
Essential of Contract of Guarantee
Distinction between Indemnity and Guarantee
Discharge of Surety from Liability

**CONTRACT OF BAILMENT**

Definition & Parties to Bailment
Essential Features of Contract of Bailment
Duties of Bailee
Duties of Bailor
Termination of Bailment

**CONTRACT OF SALES OF GOODS**

Distinction between Sale and Agreement to sell
Kinds of Goods
Conditions and Warrants
Distinction between conditions and warranties
Transfer of Property in Specific Goods
Transfer of Property in Un ascertained
And future goods

**NEGOTIABLE INSTRUMENTS**

Definition & Characteristics of Negotiable Instruments
Definition & Parties to Promissory Note
Essentials of Promissory Note
Definition & Parties to bill of exchange
Essentials of bill of exchange
Distinction between Promissory Note and bill of exchange
Definition & Parties to Cheque
Distinction between Cheque & Bill of Exchange

**OTHER BUSINESS RELATED LAWS**

Intellectual Property Laws

**RECOMMENDED BOOKS**

1. BUSINESS LAW, Khalid Mehmood Cheema, 2004 Edition
2. MERCANTILE LAW, I.R Hashmi
3. MERCANTILE LAW, M.C. Shukla
4. Latest Acts And Publications
Course Name: OPERATIONS AND PRODUCTIONS MANAGEMENT

Introduction of Operation Management
- The Operations Function
- Other functions of Marketing, Finance, Supporting functions and Interdependence of functions
- Providing Products and Services, Manufacturing and non-Manufacturing Operation, Challenges to Service Operation

Manager’s Role in Operations
- Activities and Skills and Operations Manager for Success
- Operation Strategy
- Strategy Provides Focus
- Strategy Formulation, Internal and External Conditions
- Different Operations and Different Strategies
- Operations is a Vital Element in Strategy
- Strategy Decisions for Operation
- Positioning, Application and other Strategy

Product Design, an Important Strategy Factor
- Product Design, in Manufacturing and Non-Manufacturing Operations
- Aggregate Capacity Planning

Plan and Forecasts
- Strategies for Non-Uniform Demand
- Approaches to Aggregate Planning
- Bottom-up Aggregate Planning
- Production, Detected Scheduling and Resource Planning
- Top-down Aggregate Planning
- Selecting an Aggregate Planning Horizon
- New Product Design
- Origin of New Product
- Product Life-Cycle
- Research and Development and its Organization
- Designing Products, Services and Pr
- New Product Design
- Origin of New Product
- Product Life-Cycle
- Research and Development Process
Flexible Manufacturing System

- Designing Services and Service Process
- Service Process Matrix
- Scheduling and Controlling Manufacturing Operations
- Moving from Plan to Reality
- The Nature Job- Shop Manufacturing
- Job Shop Scheduling and Production Control
- Production Activity Control with MRP
- Production Control for Repetitive Manufacturing

Just-In-Time Production

- Uniform Production Rate
- The Kanab System
- Small Lot Sizes, Quick and Inexpensive Setup
- Multi Skilled Workers and Flexible Facilities
- Quality, Maintenance and System
- Layout Planning and Concept
- Types of Manufacturing and Service Operations
- Basic Layouts
- Developing the Product Layout Model and Behavior
- Facility Location
- The Importance of Location

Competition, Cost and Hidden Effects

- Location, Decisions, and Systems View
- Location Factors
- Markets-Related, Tangible Cost and Intangible Factor

Location Evaluation Methods

- General Steps in Location Selection
- Grouping of Service Areas
- Break-Even Analysis
- Point Rating
- Transportation Method

RECOMMENDED BOOKS

Course Name: BUSINESS ETHICS


Ethical issues in Business: Foundation of Ethical Conflict, Classifications of Ethical Issues, Ethical Issues Related to Participants and Functional Areas of Business, Recognizing an Ethical Issue, Applying Moral Philosophies to Business Ethics: Moral Philosophy Defined, Moral Philosophy Perspectives


The Influence of Significant Others in the Organization: Interpersonal Relationships in organizations, Organizational Pressures and Significant Others, Leadership, Significant others and Ethical Behavior in Business The Role of Opportunity and Conflict: Opportunity, Conflict

Development of an Effective Ethics Program: An Effective Ethical Compliance Program, Codes of Ethics and Compliance Standards, High-Level Manager’s Responsibility for Ethical Compliance Programs and the Delegation of Authority, Effective Communication of Ethical Standards, Establishing Systems to Monitor, Audit, and Enforce Ethical Standards, Continuous Improvement of the Ethical Compliance Program, The Influence of Personal Values in Business Ethics Programs, The Ethical Compliance Audit


RECOMMENDED BOOK:

Discipline: BBA Credit Hours: 03

Course Name: MANAGEMENT INFORMATION SYSTEM

Introduction
Management Information System and its Subsystems
Information Resource Management
Goals of Information System
Key ISSUES and Challenges in MIS

System & Models
System
Components of System
Environment, Open Vs Specific Models, Levels of Models

Models of Organizational System
General Model of Organization
Strategic Planning Model

Management & Decision Making I
Management
Contingency Approach

Roles of Manager, Planning and Control
Management Styles

Management & Decision Making II
Managerial Decision-Making
Characteristic of Effective Information
Types of Decisions, Decision Making Process
Evaluating Decision Making Process

Database Management
Over View of Database Management System
Concept of File
Limitations of File
Database Models
Database Administrator
SQL, Concurrent Access
Security, Data Dictionaries

Networking (I)
Networks, Exchanging the Information,
Types of Network LAN, WAN,
Clients/Servers and Peer-to-Peer Networks

Networking II
Networking Topologies
Networking Media
Networking Protocols

Transaction Processing
Transaction Processing System
Transaction Processing Cycle
Transaction Processing Subsystems

Management Reporting System
Types of Reports, Structuring Reports
Role of MRS

Decision Support System (DSS) I
DSS, Goals and Applications
Components of DSS
DSS Development

Decision Support System (DSS) II
Group Decision Support System (GDSS)
Components, Configuration, Classification and Goals

Executive Information System (EIS)
Executive, Executives’ Role in Decision-Making
Executive Decision Making Environment

Knowledge Based Systems
Artificial Intelligence (AI), AI Applications
Need for Expert Systems (ES)
Components of ES, Developing ES
ES Vs. Conventional Applications
Uses and Limitations of ES

Office Information Systems (OIS)
Office and Office Systems
Types of Office Automation Systems

Recommended Books


Assessing Pakistan’s Development
   Main Features of Pakistan Economy
   Five Decades and Five Epochs

Agriculture Sector
   The Development of Agriculture before the Consolidation of British Rule
   Importance of Agriculture Sector
   Problems of Agriculture Sector
   The Green Revolution
   Land Reforms

Agriculture: Critical Issues
   An Overview and major Trends
   Agricultural Pricing Policy
   Rural Financial Markets and Agricultural Credits
   ZTBL
   Mechanization
   Agricultural Income Tax

Industrialization in Pakistan
   History of Industries in Pakistan, Numbers and Trends in Industry
   Importance of Industrialization
   Causes of Industrialization
   Financial Institution for Industries
   The Public Sector Industry Been a Failure?
   The Privatization Process

Balance of Payment and Trade
   Pakistan’s Foreign Trade: basic facts
   Trade policy and Trade Regime
   The Exchange Rate
   Dealing with Globalization and WTO

Public Finance
   The Structure of Government and Taxation
   Public Finance: The Basic Facts
   Important Issues in Public Finance and Revenue Mobilization
   The Nature of Public Debt and Fiscal Deficit: A Preliminary Introduction
   Budget Preparation, Should Budgets always be Balanced?

Poverty, Trends, Causes and Solution
   What is Poverty and Absolute Poverty?
Trends in Poverty
Vicious Circle of Poverty
How to Break Vicious Circle of Poverty
Poverty Alleviation
Can Poverty be eliminated in Pakistan?

Population Issues
Causes of over Population
Malthus Theory of Population
Population and Economic Development
How to Control it?

Institutional Issues in the Social Sector
The Social Action Program (SAP)
Governance, Decentralization and Local Level Delivery
NGOs and Community Participation

Recommended Books
2. Saeed Nasir” Pakistan Economy: Latest Edition,
BBA
Semester VIII

Discipline:  BBA  Credit Hours: 03

Course Name: MONEY BANKING AND FINANCE

Money, Banking and Finance

Introduction;
i. Barter System
ii. Difficulties in Barter System.
iii. Definition of Money.
iv. Types of Money
v. Functions of Money
vi. Evolution of the Payments System.

The demand for Money;
i. Quantity theory of Money.
   a) Fisher Version
   b) Cambridge Version
ii. Keynesian Liquidity Preference theory.
   a) Transaction demand  b) Precautionary Demand
   c) Speculation Demand
iii. Friedman’s Modern Quantity Theory of Money
iv. Distinguishing between the Friedman’s and Keynes Theory.

Aggregate Demand and Supply Analysis;
i. Aggregate Demand
ii. Monetarist view of Aggregate Demand
iii. Keynesian View of Aggregate Demand
iv. Aggregate Supply
v. Shifts in Aggregate Demand Curve and Aggregate Supply Curve
vi. Equilibrium in Aggregate Demand and Aggregate Supply.

Central Banking;
i) Definition
ii) Function of Central Bank
iii) Credit Control and Central
   a) Banking  b) Finance Market
iv) Role of Central Bank in Developing Countries

Commercial Banking:

i) Definition
ii) Types of Commercial Banks
iii) Functions of Banks
iv) Essentials of Sound Banking System
v) Credit Creation by Commercial Banks

Money and Capital Markets;

i) Introduction
ii) Money Market Instruments
iii) Capital Market Instruments
iv) Financial Intermediaries
v) Roll of Financial Intermediaries in Economics Growth.

The International Monetary Fund;

i) The Origin of IMF
ii) Objectives of the Fund
iii) IMF and LDCs
iv) Pakistan and the IMF

The World Bank:

i) Introduction
ii) Borrowing and Lending Activities
iii) Capital Structure
iv) International Development Association (IDA)
v) The International Finance Corporation (IFC)
vi) The Multinational Investment Guarantor Agency (MIGA)

RECOMMENDED BOOKS:
2. Monetary Economics by M.L Jingan
Discipline: BBA
Credit Hours: 03

Course Name: QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Note: (These outlines will be reviewed and revised as per advice of the board of study, during course of time).

Probability

- Introduction
- Assigning Probabilities to events
- Conditional Probability
- Rules of Probability
- Independent and Dependent Events

Random Variables, Expectation and Probability Distributions

- Introduction
- Distribution Function
- Discrete and Continuous Random Variables and its Density Functions
- Expected Value & Monetary Value
- Decision Criterion utility & Expected Utility
- Binomial and Poisson probability Distributions
- Normal Probability Distribution

Sampling and Sampling Distribution

- Introduction
- Sampling and Sampling Plans
- Errors Involved in Sampling
- Sampling Distribution of the Sample mean
- Other Sampling Distributions
- Relationship between Sample Size & Standard Error

Estimation

- Introduction
- Point and Interval Estimates Basic Concepts
- Confidence and Interval estimates of the Mean and Proportion from Large samples
- Interval estimates Using Distribution
- Determining the Sample Size

Hypothesis Testing

- Introduction
- Concepts Basic to the Hypothesis testing
- Testing the population mean when the Variance is known
- Testing the population mean when the Variance is unknown
- Calculating the Power of a Hypothesis Test
Testing the population Proportion, Large samples

**Chi-Square Test**

Chi-square as a test of independence
Chi-square as a test of Goodness of fit

**Analysis of Variance**

Function of analysis of variance
Basics concepts of analysis of variance
Calculation of the variance among the sample means
Calculation of the variance within sample means
The F-distribution and the F hypothesis test
Inference about population variances
Two way analysis of variance
The hypothesis tests in two way analysis of variance

**Multi-Variate Analysis**

Introduction: The Multivariate Normal distribution
Evaluating Probabilities
Sample Estimates
The Sample Distribution of the sample centroids
Hypothesis tests about the population centroids
The shape and the Orientation of Bivariate Normal Density
Multivariate analysis of variance (MONOVA)
Discriminate Analysis

**RECOMMENDED BOOKS**

4. Les Oakshott, Essential Quantitative Methods for Business and Finance, Maenmillan
Course Name: **FINANCIAL INSTITUTIONS AND MARKETS**

**Course Objectives**
This course provides students with an overview of the basic contributions in the modern theory of corporate finance and financial institutions.

**Introduction:**
The Field of Finance
The role of the finance Manager
The basic financial goals of the firm

**The Financial System**
Surplus Economic Units
Deficit Economic Units
Securities/ Financial Assets
The Major Economic Systems
Capitalism
Communism
The Islamic Economic System

**Types of Financial institutions**
Commercial Bank
Importance of Commercial Banks
Functions of Commercial Banks

**Financial Markets**
Debt & Equity Market
Money and Capital Market
The Primary Market
The Secondary Market
The Money Market
The Capital Market
Security Exchanges
The Over- The- Counter (OTC) Market
Market Efficiency
Securities in the financial market place
Securities in the money market
Treasury bills
Commercial paper
Future Markets
Euro Dollars
Bankers’ acceptance
Stocks ,Bonds
Bond terminologies and types
Treasury notes and bonds
Corporate bonds
Corporate stock
Common stock
Preferred stock

**Non Banking Financial Intermediaries**
Investment Bankers
Brokers
Dealers
Mutual Fund Companies

**Central Bank**
Functions of Central Bank
Credit control
State Bank of Pakistan
Constitution
Function of State Bank
Principles of Note Issue

**Specialized Financial Institutions in Pakistan**
Small Medium Enterprises
Industrial development Bank of Pakistan
Investment Corporation of Pakistan
National investment trust

International Financial Institutions
World Bank
IMF

**RECOMMENDED BOOKS**
3. **PRINCIPLES OF MONEY, BANKING AND FINANCIAL INSTITUTIONS**