

UNIVERSITY OF SARGODHA, SARGODHA

NOTIFICATION

No. UOS/Acad/ 27

Dated: 10.01.2013

The Syndicate in its 4/2012 meeting held on 27.12.2012 has approved the curriculum of BBA (4-year) program under Term System w.e.f. 2012-13 session. Approved curriculum is annexed herewith and is also available on university website www.uos.edu.pk

Mudassar Kamran

(MUDASSAR KAMRAN)
Deputy Registrar (Acad)
for registrar

Distribution:

1. Chairman,
Department of Business Administration
2. Controller of Examinations
3. Principals of all affiliated colleges concerned
4. Web developer
(for uploading on university website)
5. Notification file

C.C.

- Secretary to the Vice-Chancellor
- P.A to Registrar
-

University of Sargodha, Sargodha

Bachelors of Business Administration
(BBA) Hons, 4 Years Program (Term
System through Affiliated Institutions)



Bachelors of Business Administration (BBA) Hons'

4 Years BBA Program (Term System through Affiliated Colleges)

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Bachelors of Business Administration Hons' (BBA)

4 Years BBA Program (Term System through Affiliated Colleges)

1. Introduction

Bachelors of business administration program aims at producing well trained 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. The innovative BBA HONS'4 Years 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. This program has been devised keeping in view the current market needs and global demands.

2. Eligibility criteria

2.1 Qualifications

Candidates having I.Com,D.Com,F.A, F.Sc, ICS, DAE or equivalent intermediate are eligible to apply for admission in BBA HONS'4 years program. The candidate must have at least 45% marks to apply for admission.

3. Degree Awarding Requirements

3.1 Evaluation

As per University of Sargodha regulations given at official website of the University.

3.2 Internship/Report

Students enrolled in BBA HONS'4 year Term system program will be required to do an internship of 6-8 weeks duration in any commercial organization and submit the internship report for evaluation.

3.3 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 HONS'.

Description of the Bachelors in Business Administration Program
Term Wise Course Breakup
BBA HONS' (4 YEARS) AFTER 12-YEARS SCHOOLING

132 Credit Hours

Term 1

| Sr. No. | Course Code | Course Title | Credit Hours |
|---------|-------------|---|---------------------|
| 1 | BSSC 3101 | Functional English-I | 3 (3-0) |
| 2 | BSSE 3102 | Introduction to Psychology <i>Same</i> | 3 (3-0) |
| 3 | BSSC 3103 | Islamic & Pakistan Studies | 3 (3-0) |
| 4 | BCMP 3101 | Introduction to Computers <i>Same</i> | 3 (3-0) |
| 5 | BMGT 3101 | Introduction to Business <i>Same</i> | 3 (3-0) |
| 6 | BACC 3101 | Introduction to Book Keeping & Accounting <i>Same</i> | 3 (3-0) <i>Same</i> |
| | | | 18 |

Term 2

| Sr. No. | Course Code | Course Title | Credit Hours |
|---------|-------------|-----------------------|--------------|
| 1 | BSSC 3204 | Functional English-II | 3 (3-0) |
| 2 | BMAT 3201 | Applied Mathematics | 3 (3-0) |
| 3 | BACC 3202 | Financial Accounting | 3 (3-0) |
| 4 | BSSC 3205 | Logics | 3 (3-0) |
| 5 | BECO 3201 | Micro Economics | 3 (3-0) |
| | | | 15 |

Term 3

| Sr. No. | Course Code | Course Title | Credit Hours |
|---------|-------------|-------------------------------|--------------|
| 1 | BSTA 4202 | Statistics | 3 (3-0) |
| 2 | BACC 4204 | Advanced Financial Accounting | 3 (3-0) |
| 3 | BMAT 4202 | Business Law | 3 (3-0) |
| 4 | BECO 4203 | Macro Economics | 3 (3-0) |
| 5 | BLAW 4203 | Money & Banking & Credit Mgt | 3 (3-0) |
| 6 | BSTA 4202 | Business Taxation | 3 (3-0) |
| | | | 18 |

Term 4

| Sr. No. | Course Code | Course Title | Credit Hours |
|---------|-------------|------------------------|--------------|
| 1 | BSTA 4202 | Statistical Inferences | 3 (3-0) |
| 2 | BACC 4204 | Cost Accounting | 3 (3-0) |
| 3 | BMAT 4202 | Calculus | 3 (3-0) |
| 4 | BECO 4203 | Pakistan Economy | 3 (3-0) |
| 5 | BLAW 4203 | Company Law | 3 (3-0) |
| | | | 15 |

Term 5

| Sr. No. | Course Code | Course Title | Credit Hours |
|---------|-------------|---|--------------|
| 1 | BMKT 5101 | Principles of Marketing | 3 (3-0) |
| 2 | BACC 5105 | Accounting for Decision Making | 3 (3-0) |
| 3 | BMGT 5103 | Principles of Management | 3 (3-0) |
| 4 | BSSE 5106 | Business Communication & Report Writing | 3 (3-0) |
| 5 | BMAT 5103 | Business Mathematics & Statistics | 3 (3-0) |
| 6 | BCMP 5102 | IT in Business and Office Automation | 3 (3-0) |
| | | | 18 |

Term 6

| Sr. No. | Course Code | Course Title | Credit Hours |
|---------|-------------|------------------------------------|--------------|
| 1 | BHRM 5201 | Human Resource Management | 3 (3-0) |
| 2 | BAAC 5206 | Industrial & Management Accounting | 3 (3-0) |
| 3 | BBRM 5201 | Applied Business Research | 3 (3-0) |
| 4 | BECO 5204 | Economic Theory and Issues | 3 (3-0) |
| 5 | BFIN 5201 | Financial Management | 3 (3-0) |
| 6 | BCMP 5203 | Management Information Systems | 3 (3-0) |
| | | | 18 |

Term 7

| Sr. No. | Course Code | Course Title | Credit Hours |
|---------|-------------|------------------------------------|--------------|
| 1 | BMGT 6104 | Production & Operations Management | 3 (3-0) |
| 2 | BMGT 6105 | Entrepreneurship | 3 (3-0) |
| 3 | BECO 6105 | Managerial Economics | 3 (3-0) |
| 4 | | Elective-I | 3 (3-0) |
| 5 | | Elective-II | 3 (3-0) |
| | | | 15 |

Term 8

| Sr. No. | Course Code | Course Title | Credit Hours |
|---------|-------------|-------------------------------|--------------|
| 1 | BMGT 6206 | Strategic Business Management | 3 (3-0) |
| 2 | BMGT 6207 | Organizational Behavior | 3 (3-0) |
| 3 | BMGT 6208 | Total Quality Management | 3 (3-0) |
| 4 | | Elective-III | 3 (3-0) |
| 5 | | Elective-IV | 3 (3-0) |
| | | | 15 |

Internship of 6 to 8 weeks

Qualifying

Specialization in Finance

Finance:

| Sr. No. | Course Code | Course Title | Credit Hours |
|---------|-------------|-----------------------------------|--------------|
| 1 | BACC 6108 ✗ | Financial Statement Analysis | 3 (3-0) |
| 2 | BFIN 6102 ✗ | Corporate Finance | 3 (3-0) |
| 3 | BFIN 6103 | International Finance Management | 3 (3-0) |
| 4 | BFIN 6205 | Investment & Portfolio Management | 3 (3-0) |

Specialization in Marketing

| Sr. No. | Course Code | Course Title | Credit Hours |
|---------|-------------|-------------------------|--------------|
| 1 | BMKT 6102 ✗ | Sales Management | 3 (3-0) |
| 2 | BMKT 6103 ✗ | Marketing Management | 3 (3-0) |
| 3 | BMKT 6204 ✗ | Advertising Management | 3 (3-0) |
| 4 | BMKT 6205 | International Marketing | 3 (3-0) |

Requirements for award of Degree:

- i) Successful Completion of all Courses
- ii) Business Internship 6-8 weeks (Qualifying)

Detailed Course Outlines

FUNCTIONAL ENGLISH I

Introduction:

The usefulness of English Language cannot be denied. It enriches our thought and culture, and provides us with the most important international vehicle of expression. It has opened for us several doors of light and knowledge, for it is the Lingua Franca of the world and the language of science, technology, commerce and diplomacy. Without English we shall be handicapped in our advancement and our progress will be seriously retarded in several important spheres of life. To give it up means putting the hands of the clock back by more than a century, to take several steps backwards, to surrender ground which has been gained through persistent toil and labour, to lose the front seat in international forum and to miss the opportunity of having a direct impact on the other people's mind.

Course Objectives:

The objectives of the course are:

1. To build the sound vocabulary of the students.
2. To improve the linguistic skills of the students.

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 sentence alive?**
 - What is emphasis?
 - Emphasis by Weight
 - Grammatical Weight
 - Emphasis of Position
 - Emphasis by Separation and Isolation
 - Emphasis by repetition.

Text Books:

- Business Communications by Wills (Latest Edition)
- Exploring the Word of English by Saadat Ali Shah(Latest Edition)
- Business Opportunities by Vicky Hollet.(Latest Edition)

INTRODUCTION TO PSYCHOLOGY

Course Objective:

Psychology is the scientific study of behaviour and cognitive processes. Psychology is curious, interesting and pragmatic. It attempts to comprehend human nature. The basic course in psychology will provide the basis for the better comprehension of Management Sciences. Management is essentially getting things done from other people and this is not possible without a deeper understanding of human behaviour. The scope of psychology is an ever-expanding phenomenon. Now psychological knowledge is applied to solve the problems of such diverse areas as management, environment, business, education, industry, and other important fields. An introductory and modern course in psychology will help the students to understand such applied and vital areas as organizational behaviour, human resource management, consumer behaviour, marketing management, advertising, and management in general. This course will also help the students to have a deeper understanding of their own selves and also to cope with the environment pressures and to improve their quality of life. To improve academic standard in this region through the generation, assimilation, and dissemination of knowledge

- To make the students aware of recent trends in psychology
- To prepare people of this area to serve as intellectual resource base in this region.
- To enable the students to apply psychological knowledge for the economic and social betterment of Pakistan
- To develop high quality professionals and behavioural scientists that are committed to pursuit of excellence, and are endowed with vision, courage, and dedication

Course Contents:

- **Introduction to Psychology**
 - Definition, applied fields, and goals of psychology
 - The rise of psychology as a science
 - Major trends in the development of psychology
- **Research methods in psychology**
 - Naturalistic observation
 - Experimental method
 - Survey and interview
 - Case study and focus group
 - Meta analysis
- **Biological basis of Behaviour**
 - Neural structure and synaptic transmission
 - Structure and functions of nervous system
 - Endocrine system

- **Sensation**
 - Sensory processing
 - Vision
 - Audition
- **Perception**
 - Antinational processes
 - Organizational processes in perception
 - Identification and recognition processes
- **Learning and behaviour**
 - Classical conditioning
 - Operant conditioning
 - Cognitive learning
 - Observational learning
- **Memory**
 - Sensory memory
 - Short-term memory
 - Learning and encoding in long-term memory
 - Remembering
- **Motivation and Emotion**
 - Definition and type of motives (primary, secondary, and general)
 - Basic emotions and culture
 - Theories of emotions
 - Functions of emotions
- **Life-styles, stress, and health**
 - Life-style choices and consequences
 - Healthy and unhealthy life-styles
 - Stress, causes, and effects of stress, and coping strategies
- **Cognitive processes**
 - Studying cognition
 - Language use
 - Visual cognition
 - Problem solving and reasoning
 - Judging and deciding
- **Personality**
 - Definition and assessment of personality
 - Psychodynamic, behavioristic, humanistic, and trait theory of personality
- **Intelligence and assessment of intelligence**
 - The origin of intelligence testing

- IQ test
- Theories of intelligence
- The politics of intelligence

- **Abnormal behaviour**
 - Nature and causes of mental disorders
 - Brief introduction to classification and diagnosis of mental disorders

- **Psychotherapy**
 - Psychoanalysis and modern psychodynamic approach
 - Behaviour modification techniques
 - Cognitive and eidetic therapy

- **Social psychology**
 - Social cognition
 - Attitudes and their formation
 - Prejudice
 - Social influences and group behaviour
 - Interpersonal attraction and loving

Text Books:

- Lahey, Benjamin: Psychology. McGraw-Hill(Latest Edition)
- Feldman, Robert S.: Understanding Psychology McGraw Hill(Latest Edition)
- Gerow Josh, R.: Psychology and Introduction. Longman(Latest Edition)
- Carlson, Neil R. & Buskist, William: Psychology. Allyn and Bacon(Latest Edition)
- Zimbardo, Philip G. & Gerring, Richard J.: Psychology and Life. Harper Collin Publishers(Latest Edition)

ISLAMIC & PAKISTAN STUDIES:

Course Description:

An introduction to the history of Pakistan is studied with reference to the history of pre independence period and then what were the reforms after the independence of Pakistan. The subject also discusses the different presidential eras and what contributions were made by different rulers in various fields of nation's development. The later division of the course focuses on the Islamic aspects of the country. Islamic studies are an integral part of any program in a Muslim state.

Purpose of the Course:

This is a history-related course with the goal to introduce the student to basic history. Students will be presented with material, which will give them a broad base of understanding of their nation history. Contemporary issues will also be discussed as well as the history of nations changes which have occurred over the past one hundred years.

Course Objectives:

Upon completion of this subject the students will be able to:

- Learn about the historical revolutions that led to freedom
- Understand the great works and study what steps their leaders had taken to free the nation
- The aims and goals of establishing a Muslim state
- What reform their leaders have made to develop the state

Course Contents Pak Studies:

- 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

Course Contents of Islamic Studies

Introduction to Quranic Studies

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

Study of Selected Text of Holly Quran

- 1) Verses of Surah Al-Baqra Related to Faith (Verse No-284-286)
- 2) Verses of Surah Al-Hujrat Related to Adab Al-Nabi (Verse No-1-18)
- 3) Verses of Surah Al-Mumanoon Related to Characteristics of faithful (Verse No-1-11)
- 4) Verses of Surah al-Furqan Related to Social Ethics (Verse No.63-77)
- 5) Verses of Surah Al-Inam Related to Ihkam (Verse No-152-154)

Study of Selected Text of Holly Quran

- 1) Verses of Surah Al-Ihzab Related to Adab al-Nabi (Verse No.6,21,40,56,57,58,)
- 2) Verses of Surah Al-Hashar (18,19,20) Related to thinking, Day of Judgment
- 3) Verses of Surah Al-Saf Related to Tafakar, Tadabar (Verse No-1,14)

Seerat of Holy Prophet (SAW) I

- 1) Life of Muhammad Bin Abdullah (Before Prophet Hood)
- 2) Life of Holy Prophet (SAW) in Makkah
- 3) Important Lessons Derived from the life of Holy Prophet in Makkah

Seerat of Holy Prophet (SAW) II

- 1) Life of Holy Prophet (SAW) in Madina
- 2) Important Events of Life Holy Prophet in Madina
- 3) Important Lessons Derived from the life of Holy Prophet in Madina

Introduction To Sunnah

- 1) Basic Concepts of Hadith
- 2) History of Hadith
- 3) Kinds of Hadith
- 4) Uloom –ul-Hadith
- 5) Sunnah & Hadith
- 6) Legal Position of Sunnah

Text Books:

- Ikram Rabbani: Pakistan Studies (Latest Edition)
- Dr. Jayaid Qbal: Ideology of Pakistan, Ferozsons, Rawalpindi (Latest Edition)
- Hameedullah Muhammad, "Emergence of Islam", IRI, Islamabad.

INTRODUCTION TO COMPUTERS:

Introduction to Information Technology, Understanding Computer Systems, Computer Hardware, Operating Systems, Application Software, Programming Languages, Files and Data Basics, Data Communication, Networking Basics, Internet Basics, E-Commerce, Computer Graphics, Computer Security and Controls, MS Office, MS Word, MS Excel, MS Access, MS Power point, MS Project, Internet Browsers, Databases, Information Systems importance in Business, E-Banking

Text Books:

- James A. Senn: Information Technology in Business, BPB Peter Norton's Introduction to Computers (Latest Edition)

INTRODUCTION TO BUSINESS:

Introduction to Business, Kinds of Business, Trade, Commerce, Manufacture, Sole Proprietorship, Partnership, Company, Kinds of Companies, Company formation, Meetings, Articles and Memorandum, Share Capital, Dissolution, channels of distribution, marketing, Banking, Insurance, Mergers and Combinations.

Text Books:

- Introduction to Business by M. Saeed Nasir. (Latest Edition)

INTRODUCTION TO BOOK KEEPING & ACCOUNTING:

Introduction: Purpose and Nature of Accounting, Various areas of Accounting Forms of Business enterprises, Accounting Information users, GAAP, Convention,

Business transaction and Accounting equation; Accounting Process: Recording changes in financial position, Double entry Accounting system, Journal, Ledger, Trial Balance; The Accounting cycle: Measuring business income, adjusting process, Completion of Accounting Cycle, Work sheet, Financial Statements; The control of Cash transaction and Bank Reconciliation; Accounting for receivables accounting for Inventory, Accounting for depreciation of fixed assets, Deprecation Methods

Text Books:

- Robert F.Meigs and Walter B.Meigs: Accounting: The Basis for Business Decisions, McGraw Hill, Inc (Latest Edition)
- Eric G. Flamholtz, Diana TroikFlamholtz, Michael A.Diamond: Principle of Accounting, Macmillan Publishing Co. New York(Latest Edition)
- Frankwood: Business Accounting-I, Business Accounting-II(Latest Edition)

FUNCTIONAL ENGLISH II:

Course Objective:

In this rapidly changing world communication has become very vital and important. Every time we have to contact each other for many reasons and without communication either for ourselves or on the behalf of the organization we cannot make progress in any sphere of life. "The persons we seek must have strong oral and written communication skills". From Chief Financial Officer to Product Manager, from Senior Economist to Personnel Analyst, from Senior Sales Representative to Petroleum Buyer – these positions will be filled by people who can communicate well. Focus will be on oral communication and presentation of students in the class in developing communication skills. As we all know, every message, whether verbal or nonverbal, communicates something about our values & ethics. Thus, this course will also instruct the students the means to anticipate and analyze the ethical dilemmas they will face on the job/practical life. Taking an ethical position on the face of pressures and temptations requires more than courage – it really requires strong communication skills.

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

Text Books:

- Bov'ee D. Philips: Business Communication today(Latest Edition)
- Stewart, Zimiber& Clark: Business English & Communication(Latest Edition)
- Himstreet&Batty:Business Communication(Latest Edition)
- Kitty O Locker: Business & Administrative communication(Latest Edition)

APPLIED MATHEMATICS:

Preliminaries, Linear Equations, Systems of Linear Equations, Linear Functions Applications, Mathematical Functions, Quadratic & Polynomial Functions, Exponential & Logarithmic Functions, Matrix Algebra, Differentiation & Integration, Mathematics of Finance, Basic Algebra, Linear Equations and Inequalities and Graphs, Quadratic Equation and their Application, Simultaneous Equations, Progressions of Sequence, and Series and their application in Business, Ratios, Proportions and Percentages.

Text Books:

- Frank S. Budnick: Applied Mathematics for Business Economics and Social Sciences(Latest Edition)
- Bowen: Mathematics with Applications in Management and Economics(Latest Edition)

FINANCIAL ACCOUNTING:

Accounting Concepts, GAAP, Professional Judgment and Ethical Conduct, The Consistency Principle, The Disclosure Principle, Materiality Principle and setting new Accounting Standards; International Accounting Standards-Overview. Accounting for Merchandize business, Classified. Balance Sheet, Simple and Multiple Income Statement; Design of Accounting System: The Company Information needs, Basic Functions of Accounting System, Special Journals, Controlling Accounts & Subsidiary Ledger Accounts, Data Base Systems, and Internal Control; Accounts Receivable, Notes Receivable, Inventories and Cost of Goods Sold, Ending Inventory Cost Computation Methods; Liabilities: Definite and Estimated Liabilities, Loss Contingencies and Payrolls; Corporation: Stockholder's Equity statement, Measuring Corporation Income, Reporting unusual Items, Earnings Per Share, Cash Dividend, Treasury Stock, Stock Split; Measuring Cash Flows: Statement of Cash Flows and Classification of cash flows, preparation of Cash Flows;

Text Books:

- Robert F.Meigs and Walter B.Meigs: Accounting: The Basis for Business Decisions, McGraw Hill, Inc(Latest Edition)
- Eric G. Flamholtz, Diana TroikFlamholtz, Michael A.Diamond: Principle of Accounting, Macmillan Publishing Co. New York(Latest Edition)
- Frankwood, Business Accounting-I and Business Accounting-II(Latest Edition)
- Simon and Karren Brock: Intermediate Accounting(Latest Edition)

LOGIC:

Course Objectives:

The objective of this course is to sharpen the intellect of the students, develop their reasoning ability, strengthen their understanding, and promote clear 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 propositions and classes
- Quality, quantity and distribution
- The traditional square of opposition
- Immediate inferences, conversion, aversion, 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
- Rules and fallacies
- Reducing the number of terms in categorical syllogism
- Translating categorical proposition into standard forms
- Uniform translation

University of Sargodha

- Enthymemes
- The dilemma
- Informal fallacies
- Fallacies of ambiguity
- The avoidance of fallacies

Text Books:

- Irving M. Copi: Introduction to logic(Latest Edition)
- KaramatHussain! A textbook of Deductive Logic(Latest Edition)
- KaramatHussain! A textbook of Inductive Logic(Latest Edition)

MICRO ECONOMICS:

- Introduction
- Basic elements of supply and demand
- Application of supply and demand
- Demand and consumer behavior
- Analysis of cost
- Behavior of perfectly competitive market
- Monopoly, duopoly and oligopoly
- Monopolistic competition
- Factor pricing
- Labor market
- Land and capital

Text Books:

- Samuelson and Nordhaus: *Economics*(Latest Edition)
- McConnel and Brue: *Economics*(Latest Edition)
- Hussain Ch. M.: *Economic Theory*(Latest Edition)
- Walter Nicholson: *Micro Economics, Theories : Basic Principles and Extensions*(Latest Edition)

STATISTICS:

3rd Term,

Introduction, Data Analysis, Data Summarizing: Frequency Distributions, Data summarizing: Measures of central tendency and variability, Measures of Dispersion, Moments skew ness, Simple linear regression and correlation, Index numbers. Probability. Discrete probability distributions. The normal distribution and other continuous probability distributions.

Text Books:

- Earl K. Bowen & Martin starr: *Basic statistics for Business and Economics*(Latest Edition)

ADVANCED FINANCIAL ACCOUNTING:

Accounting for Corporations, Issue of Shares, Right and Bonus Issue, Issue of Bonds and Debenture, Accounting Ratios, Accounting for Insurance, Banking, Departmental Stores, Branches, Hire Purchase and Installments, Joint ventures, Mergers and Acquisitions.

Text Books:

- Simon and Karren Brock Advanced Accounting.(Latest Edition)
- Modern Accountancy Mukherjee&Hanif.(Latest Edition)

BUSINESS LAW:

Course Objective:

This course is designed to acquaint the students with Business and Labour Laws. The course will provide guidelines to think pragmatically for the solution of Business and Industrial problems

Course Contents:

Law of Contract

Definitions, Communication, Acceptance and Revocation of proposal. Essentials of valid contract, performance of the contract, Discharge of contract. Breach of contract. Damages for breach of contract. Law governing indemnity, guarantee, Bailment and agency.

The Law of Sales of Goods

The formation of this contract, Effects of the contract, Performance of the contract, Rights of unpaid seller against the goods, Sale by auction, Breach of contract

Law Governing Partnership

Definitions, Types of Partnership: Essential elements of partnership, Registration of partnership firms, Partnership becoming illegal, Partnership distinguished from company, Partnership distinguished from private company, Partnership distinguished from co-ownership, Partnership agreement, Rights and liabilities of the members of partnership firm, Personal profit earned by partnership, The property of the firm, Implied authority of a partnership, Principles of holding out, Minor as a partner, Reconstitution of a firm, Dissolution of partnership, Rights and obligations of partners after dissolution of partnership.

The Law of Negotiable Instruments

Definitions, characteristics of a negotiable instrument, Notes, bills and cheques, Parties to instruments, Negotiation. Endorsement liabilities of parties, Payment, discharge from liabilities, Dishonour of instrument liabilities of parties. Payment, discharge from liabilities. Dishonour of instrument. Notice and protesting..acceptance and payment for honour. Compensation and presumptions. Factories act, industrial relations ordinances and payment of wages act

Text Books:

- KhawajaAmjadSaeed: Mercantile and Industrial Law in Pakistan(Latest Edition)
- I.R. Hashmi: Mercantile Law-Relevant Acts and Ordinances(Latest Edition)

MACRO ECONOMICS

Key macroeconomic indicators, Role of government in an economy, Measurement of gross domestic product (GDP), Components of aggregate demand, Consumption function and Keynesian multiplier, Investment function, Government intervention through monetary and fiscal policies, Impact of government intervention on economic activity, Inflation and unemployment, Aggregate supply and its determinants, Balance of payments (BOP) and trade Public finance, Growth and development.

Text Books:

- Samuelson and Nordhaus: *Economics*(Latest Edition)
- McConnel and Brue: *Economics*(Latest Edition)
- Saeed, AmjadKhawaja: *Economy of Pakistan*(Latest Edition)
- Malik, Sohail: *Economy of Pakistan*(Latest Edition)
- Survey of Pakistan (various issues)(Latest Edition)

MONEY BANKING& CREDIT MANAGEMENT:

Course Contents:

Money and its functions, The Monetary System, The Monetary Policy, The Role of, State Bank, Prudential Regulation, Commercial Banking, Banks and Financial Intermediaries, Credit Creation, The Macro Role of Banks, Modern Banking Instruments, Theories of Islamic Finance

Text Books:

- Robert.D.Auerbach: Money, Banking and Financial Markets, Maxwell Macmillan(Latest Edition)
- Dudley G. Lockett: Money and Banking, McGraw Hill(Latest Edition)
- Roger LeRoy Miller and David D. Van Hoose: Modern Money and Banking, McGraw Hill(Latest Edition)
- Baye and Jansen: Money, Banking and Financial Markets an Economic Approach, AITBS(Latest Edition)

- Bennett T. McCallum, Monetary Economics(Latest Edition)

BUSIENSS TAXATION:

Introduction to Taxation system in Pakistan, Sources of Tax Law, Definitions in Taxation, Tax Calculation for Salary, Business, Property, Other Incomes, Depreciations, Set of and Carry forward of Losses, Capital Value Tax, Sales Tax, Custom& Excise Duty.

Text Books:

- Income Tax By Muhammad MuzzamMoughal.(Latest Edition)
- Income Tax, Sales Tax and Custom & Excise Tax Acts.(Latest Edition)

STATISTICAL INFERENCES:

Sets and Probability, Concept of Random Variables, Possibilities, Probabilities and expectations, Some Rules of Probability, Sampling Theory, Estimation Theory, Testing Hypothesis: One sample Tests, Two Sample Tests, Regression and Correlation, Analysis of Variance, The Chi-Square Distribution, The F-Distribution and Statistical Inference Tests Based on F-Distribution, The students t-Distribution, Computer applications in Statistics

Text Books:

- Richard I. Levin: Statistics for Management(Latest Edition)
- Sher Muhammad Choudhry: Introduction to Statistical Theory(Latest Edition)
- Walpol: Statistical Inference(Latest Edition)
- Mensfield: Statistics for Business & Economics(Latest Edition)

COST ACCOUNTING

Introduction, Organization and overview of the course, cost of good soled, cost of good manufactured, the nature, concepts and classification of cost, product cost accumulation systems, costing and control of material, costing and control of labour, costing and control of factory over head. Job Order costing system, Process costing, Joint product and by product costing, Budgeting, Direct and absorption costing, Break-even analysis and cost- volume- profit analysis.

Text Books:

- Ralph S. Polimeni, Frank J. Fabozzi and Arthur H. Adelberg: Cost accounting(Latest Edition)
- Hilton , Horngren: Cost accounting(Latest Edition)
- T. Lucy: Cost Accounting(Latest Edition)

CALCULUS:

Objectives:

Introduce the students to differentiation and integration of basic functions of one variable; functions of several variables; partial derivatives; optimization problems; some applications to business and economics.

Course Description:

The Derivative. Results of Differentiation, Derivative of Logarithmic Exponential and Trigonometric Function. Differentials. Growth and decay Models. Definite and Indefinite Integrals. Techniques of integration. Integrals Involving Logarithmic, Exponential and Trigonometric Functions. Integration by Tables, Area under a curve and between curves. Functions of several variables, Partial derivatives and their applications to optimization.

Contents:

- Limits and continuity.
- The derivative
- Derivative of logarithmic, exponential and trigonometric functions
- Curve sketching
- Application of derivative in Business and Economics.
- Integration
- Using integral in finding areas
- Function of Several variables and their optimization
- Infinite series
- Differential equations.

Text Books:

- Ernets F, Heaussler, Jr, Richard S. Paul, Introductory Mathematical Analysis for Business, Economics and the Life and Social Sciences (Latest Edition)
- Budinck F.S Applied Mathematics for Business, Economics and Life and Social Sciences. (Latest Edition)

PAKISTAN ECONOMY:

Agricultural Sector: Major crops, cash crops, cultivated area, irrigated and un-irrigated area and agricultural inputs

Industry: Small, medium and large scale industries, major industries, employment, capital output ratio and industrial policy and prospects

Population: Population trend, birth rate, fertility rate, infant mortality rate, rural urban migration, male/female ratio, life expectancy and population pyramid

University of Sargodha

Education: Number of male/female educational institutions, student enrolment, teacher/student ratio, literacy ratio and education policy

Health: number of hospitals, doctors and paramedical staff; number of medical colleges, major diseases, access to clean water and sanitation

Services industry: Major services, hotels and motels, tourism and transportation

Foreign trade: Major imports and exports, commercial policy, tariffs and quotas, export subsidies and rebate, foreign exchange earnings and balance of trade

Monetary Policy: Role of State Bank of Pakistan in money supply, tools of monetary policy, open market operation, bank rate and required reserve ratio

Fiscal Policy: Direct and indirect taxes, excise duty, government budget and government expenditure

Banking: Commercial banking, non-banking financial institutions, insurance companies, mutual funds, investment banks, consumer banking and interest-free banking

Inflation: Measurement of inflation, consequences of inflation, inflation and unemployment

Labor Force: Male/female, skilled/ unskilled, rural/urban self-employed/employed labor force and manpower planning

GDP: Measurement of GDP, composition of GDP, growth rate of GDP, per capita GDP and growth vs. development

Capital Markets: Stock exchanges and their functioning, role of Security Exchange Commission of Pakistan (SECP), stock index, and foreign portfolio investment

Infrastructure: Roads, railway, airplanes and merchant ships, telephone, radio, tv, print media and Internet

Text Books:

- Saeed, AmjadKhawaja: *Economy of Pakistan*(Latest Edition)
- Malik, Sohail: *Economy of Pakistan*(Latest Edition)
- Waseer, Habibullah(Latest Edition)
- Hussain Ch. M. *Economic Theory*(Latest Edition)
- Pakistan Economic Survey (various issues)(Latest Edition)

COMPANY LAW:

Aims & Objectives:

This course will focus on the structure and characteristics of business organizations, with an emphasis on the corporate form of organization. Case law and statutory material will be based on Pakistani law. Students will not be taught, nor expected to know, all the pertinent Pakistani statutes in their entirety; however, after having taken this course, students should be able to identify, analyze and research all legal issues relevant to corporations under Pakistani law. Examples from American jurisprudence will be presented to emphasize certain issues and to give the students a comparative perspective. Topics will include (in no particular order) policy and economic underpinnings, basic fiduciary law, shareholder voting, derivative suits,

mergers and acquisitions, corporate governance and securities regulation. The method of teaching will be primarily Socratic.

Contents:

Historical Background, Kinds of Companies, Difference between a Company and other Associations, Formation of Company, Promoters, Pre-contracts, Articles and Memorandum of Association, Prospectus, Membership, Capital, Shares, Stock, Mortgages, Management, Directors, Meetings, Resolutions, Audit and Accounts, Winding Up, Schedules, Types, Consequences of Winding up and Dissolution. Company Secretary and Responsibilities.

Text Books:

1. Companies Ordinance 1984.(Latest Edition)
2. Company Law by LaqmanBaig(Latest Edition)

PRINCIPLES OF MARKETING:

Introduction: Marketing in Changing World: Creating Customer Value and Satisfaction. Strategic Planning and the Marketing Process, Global Marketing Environment; Marketing Research and Information Systems, Consumer Markets and Consumer Buyer Behaviour, Business Markets and Business Buyer Behaviour; Marketing Segmentation, Targeting, and Positioning for Competitive Advantage Product and Services strategy. New Products Development and Product Life-Cycle Strategies; Pricing Products: Pricing Considerations and Approaches, Pricing Strategies Distribution Channels and Logistics Management, Retailing and Wholesaling, Integrated Marketing Communication Strategy, Advertising, Sales Promotion and Public Relations, Personal Selling and Sales Management, Direct and Online Marketing; Competitive Strategies: Building Lasting Customer Relationships

Text Books:

- Philp, Kotler and Gary Armstrong : Principle of Marketing, McGraw Hill, Co.(Latest Edition)
- William J. Stanton; Fundamental of Marketing, Etzel, and Walker McGraw Hill(Latest Edition)

ACCOUNTING FOR DECISION MAKING:

Introduction: Purpose and Nature of Accounting, Various areas of Accounting, Forms of Business enterprises, Accounting Information users, GAAP, Conventions, Business transactions and Accounting equation; Accounting Process: Recording changes in financial position, Double entry Accounting system, Journal, Ledger, Trial Balance, the Accounting cycle, Measuring business income, adjusting process, Completion of Accounting Cycle, Work sheet, Financial Statements, and Accounting for merchandize business; Accounting Systems: Special Journals, and Internal control of Cash transactions, Bank Reconciliation, Accounts Receivables, and Inventories accounting Methods, Plant Assets, Depreciation, Intangible Assets, Amortization and Depletion Methods, Liabilities; Partnership: Formation, Division of Income and Liquidation process; Corporation: Organization, Classes of Stock, Stock holder's Equity statement, Stock value, Issuance of Stock, Stock Dividend, Treasury Stock, Stock split, Measuring Corporation Income, and Earnings Per Share; Measuring Cash Flows: Statement of Cash Flows, and Classification of cash flows

Text Books:

- Robert F. Meigs and Walter B. Meigs: Accounting: The Basis for Business Decisions(Latest Edition)
- Flamholtz, Michael A. Diamond: Principle of Accounting(Latest Edition)
- Frankwood: Business Accounting-I and Business Accounting-II(Latest Edition)

PRINCIPLES OF MANAGEMENT:

Introduction: Management Concept, Definition and process, Managerial levels, roles & skills, Evolution of management thought in changing environment, management's ethical and social responsibilities; Management Functions, Determination of Objectives & Goals, Effective goal setting, Management by objectives; Management Functions and Management Process: Planning, Organizing, Leading and Controlling; Planning: The nature, purpose and process, Hierarchy and types of organization's plans, Strategic planning, Environment analysis, SWOT analysis, corporate, business and functional strategies, Operational planning tools, Flow charts, the Gantt charts, the load charts, PERT, and the logical framework, Effective planning; Decision Making & Problem Solving: The rational Decision-making Model, Decision making styles, Committee and group aided decision-making, Organizing: Authority, Nature, Committee Leadership: The Nature of leadership, Leadership Theories, Styles, and Skill; Motivation: Concept, Primary and Secondary motives, Motivation theories; Elements of Controlling: An overview of control, control process, critical control points and standards, control system, Effective control system requirements, Resistance to control, Control strategy choice, and Methods of control.

Text Books:

- Harold Knootz & Heins Weihrich: Management (Latest Edition)
- Drucker, P.F.: The Practice of Management. (Latest Edition)
- Stephen P. Robbins and Mary Coulter: Management. (Latest Edition)

BUSINESS COMMUNICATION & REPORT WRITING:

Process of communication: Communication model, Channels of communication, Flow of communication, Barriers to effective communication, How to make communication effective. Communication theories: Interaction-information-Completeness. 7^c of communication: Conciseness-Correctness-Completeness, Clarity-Consideration- Courtesy-Concreteness. Written communication: Letter-Memorandum-Circular, Agenda and minutes of meeting, Business research report: Types, Format, Language & Style, Market report: Types- Format, Thesis and assignment writing. Oral communication: Meeting: Types and conduct, Interview: Types and conduct, Presentation or speech: Types-Planning-Delivering the presentation or speech, Workshop and seminar: Planning-Conduct. Communication strategy: Image building, Minus image and its implications, Developing a positive corporate image, Messages choice: Favorable, unfavorable, negative and persuasive. Précis writing: Methods of précis writing, Principle points to be kept in mind while writing précis, Specimen of passages and their précis. Essay writing: Characteristic of a good essay, Classification, Hints on essay writing: general preparation, special preparation.

Text Books:

- Murphy and Hildebrandt, Effective Business Communication. (Latest Edition)
- Coutland L. Bovee, Jhon V. Thill, Business Communication Today. (Latest Edition)

BUSINESS MATHEMATICS & STATISTICS:

Mathematics: Basic mathematical concepts and their application in various business real numbers, discrete and continuous variables, functions, linear and exponential functions, simultaneous equations, matrix algebra, compounding and discounting techniques, basic algebra and set theory, permutation and combination, and differential calculus.

Statistics: Introduction. The statistical analysis of managerial problems. The important aspects of statistics, which are applicable to management, are discussed. This includes collection and classification of data, measures of central tendency and dispersion, probability, probability distribution, estimation, regression and correlation analysis, time series analysis and forecasting and index numbers.

Text Books:

- Mansfield, E., Statistics for Business & Economics: Methods and Applications. (Latest Edition)

- Danier, W.W., Terrell, J.C., Business Statistics: Basic Concepts and Methodology.(Latest Edition)
- IqbalBhatti: Fundamental of Statistics. Latest Edition.
- Sher Muhammad, Elements of Statistics, Latest Edition.

IT IN BUSINESS AND OFFICE AUTOMATION:

Introduction: Definition of Computers, Types of Computers, And Generation of Computers Hardware: Hardware components and peripherals.

Software: Introduction and function of systems software, Application Packages, Level of languages Windows – XP: Introduction and concept of Operating Systems, Function Accessories

MS – Word: Introduction to Word Processing. Inserting, deleting text, save and exit file, open and close file, copy and paste text. Find and replace contents, bold, underline, italic, font and font size, paragraph settings, bullets and numbering, border and shading, columns, tab setting, change case, header and footer, print preview and print, insert page, page break, date and time, spelling and grammar, mail merge, tables, insert/delete column and row.

MS –Excel: Introduction to spreadsheets, inserting data in a worksheet, save and exit file, open and close, cut copy and paste the data, formatting, cell, column, bold, italic, underline, font and font size, borders. Formula writing, print preview and print, insert: cell, row, column, pictures, full and filter data, generating charts, spell checker, find and replace.

MS – Power Point: Creating a basic presentation, building presentation, modifying visual elements, formatting and checking text, inserting objects, applying transitions, Preparing handouts and slides for display.

MS – Access: Introduction to database, designing database files, commands in database, working with file, brows and edit, sort, indexing and filter printing and reporting, set command and functions, data importing and exporting, link with the files.

Text Books:

- Peter Norton: Introduction to Computers.(Latest Edition)
- Obrieh: Management Information System(Latest Edition)
- David Olson: Management Information System(Latest Edition)

HUMAN RESOURCE MANAGEMENT:

Introduction: Concepts of human resource management, Human Resource Challenges, Human Resource Functions, Philosophical approaches to Human Resource Management Job Design and Analysis: An overview of Job design, Techniques of job design, Job analysis, Collection of job information, Applications of job analysis information Human Resources Planning & Recruitment: Significance of Human Resource Planning, The planning process, the implementation of program, Recruitment & selection policy issues, Source of recruitment, Selection process & procedure, Evaluation of Human resource Planning & Recruitment Career Planning & Development: Promotion, Anachronism, Demotion, Separation Training and Development: Significance of training & development, Principles of training & development,

Training & development method. Evaluation of training & development, Motivation and Reward System: Concept of motivation, Reward systems, Motivation through job design, Motivation through employee participation, Other motivation techniques Performance Appraisal: Appraisal: Definition and applications, Basic consideration in appraisal, Appraisal methods, Legal issues for appraisal, Appraisal challenges Compensation and Services: Objectives/Rationale of Financial compensation, Challenges affecting compensation, Wage criteria, Policy and principles, Job evaluation and its system, Compensation for administrators & professionals, Financial benefits and other services Discipline: Concepts of discipline, Preventive & corrective discipline, Negative & positive approach, Administration of disciplinary action, Grievance handling.

Text Books:

- William B. Werther & Keith Davis: Human Resource & Personnel, McGraw Hill. (Latest Edition)
- Bernardin & Russell: Human Resource Management McGraw Hill. (Latest Edition)
- Fred Luthans: Organizational Behavior. McGraw Hill. (Latest Edition)
- Robert Kreitner & Angelokinicki: Organizational Behavior, IRWIN. (Latest Edition)

INDUSTRIAL AND MANAGERIAL ACCOUNTING:

Introduction: Managerial accounting: A perspective, Cost terms, concepts and classification. Responsibility Accounting and Cost Allocation concepts: Responsibility accounting centers and performance reports. Cost Flows and Accumulation: The basic cost flow model, Cost accumulation: Merchandising organizations- Manufacturing organizations- Service organizations. Costing Systems: Job order-costing systems, Process costing system, Hybrid product costing system, Cost management systems for new manufacturing environment. Cost Behavior and Estimation: Cost behavior patterns, Cost estimation methods. Cost – Volume – Profit Analysis: The breakeven point, CVP analysis, CVP with multiple products, Cost structure and leverage analysis. Standard Costing Systems: Standard costs and control, setting cost standards, Overhead application in a standard costing system, Analysis of cost variances. Differential Cost Analysis: Differential costs versus variable costs, Differential costs versus total costs, Cost analysis for pricing decisions, Make-or-buy decision. Variable Costing: Variable costing versus full absorption costing, Appropriateness of variable costing & full absorption costing methods. Flexible Budgeting: Static budget versus Flexible budget, Sales activity (Volume) Variance, Profit variance analysis, Variable manufacturing costs variance. Budgeting & Monitoring: Framework of budgeting, The master budget development process, Budgeting in merchandising operations, service enterprising & non-profit organization, Budget under uncertainty, Reports for monitoring.

Text Books:

- Ronald W. Hilton Managerial Accounting McGraw Hill. (Latest Edition)
- Charles T. Hongren Introduction to Managerial Accounting Prentice Hall, International. (Latest Edition)
- Garrison: Managerial Accounting McGraw Hill. (Latest Edition)

- Matz&Usry, Cost Accounting.(Latest Edition)

APPLIED BUSINESS RESEARCH:

Introduction to Business Research: Business Research: Definition & Nature, The Scientific Method, The Business Research Process, Errors in Business Research. Research Design and Data Sources: Types of research and research designs, Primary data and its sources, Secondary data and its sources. Data Collection Procedures: The Measurement Process, Concepts of validity and reliability, The casual design procedures, Data Collection Methods, Observation, Documentary-Historical Method, The Survey Method, Data Collection Instruments: Questionnaire, Interview and Scheduling, Problems in Data Collection. Sampling: Sampling Concepts, The Sampling Procedures (Types of Sampling), Determining a sample size & Selection of sample. Data Processing And Analysis: Basic concepts of data processing: Computer representation, Data Matrix, Data Storage Data Processing flow: Editing, Coding, Handling Blank Responses, Coding, Categorization, Converting, Weighting, Storing etc., Alternative processing flows, University data analysis, Measurement of central tendency, Measurement of dispersion, Hypothesis Testing, Bavaria data analysis, Linear Correlation, Simple Regression, The Chi-Square Test, The Cross-Tabular Tables, Elaboration of relationships, Multivariate data analysis: Interdependence Methods, Factor analysis, Cluster analysis, multidimensional analysis, Multivariate data analysis: Dependence methods, Multiple Regressions, Analysis of Variance & Covariance, Discriminate analysis. Research Project Proposal: Rationale for the study defining the problem, Research Objectives, Information needs, Research design, Data collection procedure, Data processing & analysis, Research Team and its profile, Budget, Time Table

Text Books:

- Ranjit Kumar, Research Methodology, Sage Publications.(Latest Edition)
- Dam Remenyl, Doing Research in Business and Management, Sage Publications.(Latest Edition)
- C. William Emory, Business Research Methods, IRWIN.(Latest Edition)

ECONOMIC THEORY AND ISSUES:

Introduction: Basic Economics Concepts, problems of Economic Organizations, Markets and Elements of supply and demand. Supply, demand and product markets: demand, utility and consumer behavior and business organizations. Theory of production and marginal products, analysis of costs, competitive markets, monopoly and imperfect competition. Production Function and Distribution: Factors of Production, Pricing of factors of production. Markets and Economic Efficiency, role of Government, Economic Systems, Economic Growth and International Trade. National Economy facts: National income Accounting, Measurement. Income and Spending, Money, Monetary and Fiscal Policy, International Linkages. Aggregate

Demand, Supply and Growth, Consumption and Saving, Inflation, Unemployment, Budget Deficit and International Adjustment.

Text Books:

- Robert S. Pindyck & Daniel L. Rubinfeld: Microeconomics, Prentice Hall (Latest Edition)
- Rudiger Dornbusch & Stanley Fischer: Microeconomics, McGraw Hill (Latest Edition)
- C. E. Ferguson & J. P. Gould: Microeconomics Theory (Latest Edition)
- Samuelson & Nordhaus: Economics, Tata McGraw Hill (Latest Edition)

FINANCIAL MANAGEMENT:

Introduction: Nature, scope and functions, Financial decisions areas, Objectives of financial management, Framework for financial management, Working Capital Management: Concepts and components, Determinants of working capital requirement, Working capital conversion cycle and identification of risk. Cash and Marketable Securities Management: Objectives of cash management, Rational for holding cash, Determinants of cash needs, Cash management strategies. Credit Policy: Optimal credit policy, Credit granting policy, Credit collection policy, Analysis of changes in credit policy. Financial Markets: Money market, Institutional framework with reference to Pakistan, Capital Markets, Primary vs secondary markets, Sources of Finance: Short term financing: Trade credit, commercial bank loans, collateral supported loans and commercial paper, Intermediate financing. The Valuation Concepts: Key concepts of value, Time-value concept, The valuation process, The fundamental valuation model, Valuation of securities. Financial Forecasting: Short term financial projections: Cash budget and pro-forma financial statements, Long term financial projections. Capital Budgeting: Nature & process, Estimation and identification of the relevant cash flows, Capital budgeting evaluation techniques, Capital rationing. Dividend Policy: Determinants of dividend policy, Alternate dividend policies.

Text Books:

- Weston & Brigham: Essentials of Managerial Finance, The Dryden Press. (Latest Edition)
- James C. Van Horne: Financial Management & Policy, Prentice Hall. (Latest Edition)
- Gitman: Managerial Finance. (Latest Edition)
- Richard Brearly & Stewart Myers: Principles of Corporate Finance. McGraw Hill. (Latest Edition)

MANAGEMENT INFORMATION SYSTEM:

INTRODUCTION TO INFORMATION TECHNOLOGY

INTRODUCTION TO COMPUTER SYSTEM: Hardware, Software, Electronic Data Processing, Input, Processing and Output Techniques

MANAGEMENT INFORMATION SYSTEM: Needs for MIS, Evolution & Types of Information System, (MIS, DSS, Expert System), The concept of Data and Information

DATABASE MANAGEMENT SYSTEMS: The concept of DBMS, Hierarchy of Database, Elements of DBMS, Contents of Files

INFORMATION SYSTEMS FOR BUSINESS APPLICATION: Executive Information System, Manufacturing Information System, Marketing Information System, FIS, HRIS.

COMPUTER NETWORKS: Types of Networks, Application of Networks, Network Structure, Network Standardization, Example Networks, Network Software.

INTRODUCTION TO BUSINESS TELECOMMUNICATION: Communication Channels, Channel Configuration, Channel Sharing, Modes of Transmission

OTHER RELEVANT TOPICS: Artificial Intelligence (AI), Office Automation, Multimedia, Computer Viruses

Text Books

- James O. Brien Introduction of Information Systems with supplement. McGraw Hill, New York.(Latest Edition)
- Robert Schulthies & Mary Sumner: Management Information System, with supplement. McGraw Hill, New York.(Latest Edition)
- David Olson: Management Information System. McGraw Hill.(Latest Edition)

PRODUCTION & OPERATION MANAGEMENT:

Introduction: Importance of operation management, design of and effective operational system including a thorough understanding of various operational strategies and their implicative impact on the over all production and operation of a company. Operations management and corporate profitability.Characteristics of a manufacturing system.Difference between manufacturing and service operations.Various forecasting techniques including simulations and aggregate product planning for attaining TQM. Japanese style of manufacturing utilizing techniques and trends for attaining quality assurance with the use of techniques such "kanban". Capacity planning, process design, facility layout and location.Implementation of an effective operational strategy with a perspective emphasizing on the operational system of the future in the global market.

Text Books:

- James D.Dilworth: Production and Operations Management, McGraw Hill.(Latest Edition)
- Elwood S. Buffa and Rakesh K. Sarin: Modern Production/Operations Management,8e,Wiley(Latest Edition)

ENTREPRENEURSHIP

Introduction: Entrepreneurial Perspective, economics and entrepreneurship, process, ventures, practices and characteristics. Entrepreneurship and new free enterprise: Entrepreneurship venture opportunities, innovations, change, fantasies, Environment of small business, sources and resolutions, corporate entrepreneurship, risk failure and new venture unit, feasibility of

planning and concepts of planning, stages of growth model, responsibility of feasibility plan. Product and services concepts: Product servicing concepts and commercial opportunities (macro over view), products and technology, identification opportunities, product development life cycle, product protection, trade mark and patents, process of patents, validity of property rights and accessing government information. Human resources side of enterprise, infrastructure of services, types of service venture, success factors. Marketing and new venture development: Marketing research for new ventures, marketing concepts, startup of marketing research, market focused on organization, sources of market intelligence, competitive analysis and implications of market research. Marketing strategies and functions and product concepts, 4 Ps, making marketing plan, changing international ventures. Entrepreneurial team and business formation: human resource and relations, BOD, legal aspects, acquiring a business, evaluation of acquisition opportunities and methods of valuation. Financial resources and asset management, different types of financing, buy or lease. Organization cycle and growth of organization, strategic management for success of enterprise, looking towards entrepreneurial career.

Text Books:

- David H. Holt: Entrepreneurship, New Venture Creation, Prentice Hall (Latest Edition)
- Bill Bolton & John Thompson: Entrepreneurs Talent, Temperament, Technique, Butterworth Heinemann (Latest Edition)

MANAGERIAL ECONOMICS:

Nature, Scope and Overview of Managerial Economics

The Nature and Scope of Managerial Economics. The Managerial decision making process. Theory of the firm: Profit maximization, Cost Minimization. Economic optimization. Economic relations of variables. The Incremental concept in Economic Analysis. Demand, Supply and Equilibrium.

Demand Analysis, Estimation and Forecasting

The Basis for Demand. The Market Demand function. Demand sensitivity analysis: Elasticity, Price Elasticity of Demand with Managerial applications. Income Elasticity of Demand with Managerial applications. Application of Regression Analysis: Demand estimation. Demand forecasting.

Production and Cost Analysis

Production functions. Total, Marginal and Average Product. Revenue and Cost in Production. Production function estimation. Productivity Measurement. Homogenous and Homothetic Production Function. Short run and long run cost curves. Learning curves and application. Cost-value-profit analysis.

Linear Programming

Production planning for a single product Production planning for a multiple products. Graphic specification and solution. Simplex method of solution. The dual in linear programming. Shadow prices in linear programming.

Decision Making Under Risk and Uncertainty

Introduction. Risk Analysis of Decision Alternatives. Adjustment for Risk in Decision Making. The Expected Value Criterion. The Standard Deviation Criterion. The Coefficient of Variation Criterion. The Certainty Equivalent Criterion. The Maxima and Maximax Criterion. The Decision Tree and Joint Probabilities. Optimal decision Strategy. Limit Pricing and Preventing entry.

Pricing Analysis and Decisions

A Review of Market Structures and Basic Pricing Models. Perfect Competition. Monopoly. Monopolistic Competition. Oligopoly. Selected Pricing Models. Marginalist Pricing. Mark up pricing. New Product Pricing. Oligopoly Model. Contestable Markets. Pricing Strategies for Firms and Market Power. Monopolistic Competition. Price Discrimination, Monoposony and Price Product.

A Critique of Traditional Theory of the Firm

Full Cost Pricing Model. Mark-up Pricing Model. Problem fro Marginal Price-formula. Limit Pricing Models.

Managerial Theories and Models of the Firm

Baumol's Theory of Sales Revenue Maximization. Marris's Model of Managerial Enterprise. Williamson's Model of Managerial Discretion Topics, Behavioral Model by Cyert and March.

Public Sector Production and Pricing of Goods.

Public and Private Goods and their pricing mechanism. Decreasing cost Industry and pricing. Externalities and Market Pricing issues. Rent seeking and control. Government Policy and International Trade, tariff and pricing. Import Competitiveness and tax, International pricing Techniques / Strategies.

Capital Budgeting and Investment

Pre-requisites of Capital Budgeting. Investment Criteria and Decisions. Cash flow estimation, Internal Rate of Return, Profitability-Index Criterion and other criterion. Optimal Capital Budget.

Text Books

1. Douglas, E. J., Managerial Economics, Prentice Hall, (1990).(Latest Edition)
2. Hirschey, M. Managerial Economics, (10th edition) U.S.A. Thomson South-Western, (2003). (Latest Edition)
3. Hirschey, M. and J.L. Pappas; Fundamentals of Managerial Economics, Dryden Press, (1998).(Latest Edition)
4. Kent P, and P Young., Managerial Economics: Economic Tools for Today's Decision Makers., (4th Edition) Pearson (2003).(Latest Edition)

Elective – I

Elective - II

STRATEGIC BUSINESS MANAGEMENT:

Introduction: Strategic management, Definition and process, nature of strategic decisions, The strategy managers: the role and tasks. Strategy Formulation: Information Inputs: Operating environment scanning, Structural analysis of competitive forces, The Structure and performance of the industry as a whole. Strategy Formulation: Mission and Objective: Concepts: Mission, goals, objectives and targets, Mission development and statement, Relationship. The strategy-making hierarchy, corporate strategy, Functional strategies, operating strategy, factors shaping strategy. Action Plan Choice: The generic competitive strategies, the offensive strategic postures, the defensive strategic postures, corporate diversification strategies. Strategies Evaluation and Selection: Evaluation models, Growth share matrix (GSM), General electric's stop light grid, Life cycle analysis, Gap analysis, Directional policy matrix (DPM), Selection models and contexts. Function-Strategy Formulation: Selection of functional areas, Formulation of functional objectives, Formulation of functional action plans. Strategy Implementation: Analyzing strategy-change, Analyzing organizational structure, Analyzing organizing culture, selecting an implementation approach. Strategic Control: The strategic control process. A Case Analysis Framework: Diagnosis and record of the current situation, Identification and record of the strategic issues and key problems.

Text Books:

- G. Johnson & K. Scholes: Exploring Corporate Strategy, Prentice Hall.(Latest Edition)
- Wheelen: Strategic Management(Latest Edition)
- Fried. R. David: Strategic Management, Prentice Hall.(Latest Edition)
- Thomous, Stricklend: Strategic Management; BPI, IRWIN.(Latest Edition)

ORGANIZATIONAL BEHAVIOUR:

Introduction and Background: Organizational behavior: Key concepts, A historical perspective on organizational behavior, Organizational behavior and contemporary issues. Organization: Structure and Design: The nature and purpose of organization, The classical and modern concepts of organization, Span of control and organization structures, Authority relations: Line, staff and functional, Authority: Delegation and decentralization, Departmentalization, Organizational life cycle stages, The contingency approach of organization design, Today's organizations and various designs, Organizational effectiveness Organizational Culture: The dynamics of organization's culture, the basic approaches to organizational culture, the cross-cultural awareness, total quality culture creation, changing and developing cohesive organization's culture Organizational Change and Development: The nature and typology of organizational change, The diagnosis of forces for change, The models and dynamics of planned change, Resistance to change and its management, Techniques for managing change, Organizational development: Objective & model, Change management and contemporary issues in TQM. Foundations of Individual Behaviour: The perception process, The attribution theory, Personality and organizational behaviour, Attitudes, personal values and ethics: Learning & behavioural modification Behaviour Modification: Behavioural learning models, Principles of behavior modification, the process of modifying on-the-job behaviour, Behavioural self management Socialization and Mentoring: The organizational socialization process, The socialization techniques, Mentoring, Organizational roles and norms Work Group Behaviour: Work group: Types, functions & development process, Work group structure, composition and effectiveness, Inter group interactions, Organization influence tactics, Organization's politics, Strategies for improving work group performance. Organizational Conflicts Management: The nature of conflict, Functional versus dysfunctional conflict, Approaches to effective conflict resolution, Conflict stimulation

Text Books:

- Judith R. Gordon, Organizational Behavior, Prentice Hall.(Latest Edition)
- Fred Luthans: Organizational Behaviour(Latest Edition)
- Davis and Newstrom, Human Behavior at Work: Organizational Behavior, McGraw Hill.(Latest Edition)
- Robert Kreitner & Angelo Kinicki Organizational Behavior, IRWIN(Latest Edition)

TOTAL QUALITY MANAGEMENT:

Unit 1. Introduction to Total Quality Management

- 1.1 Defining Total Quality Management
- 1.2 Basic Approaches of Total Quality Management
- 1.3 Gurus of Total Quality Management
- 1.4 TQM Framework
- 1.5 Awareness about the improved quality
- 1.6 Historical Review
- 1.7 Obstacles in implementing TQM
- 1.8 Benefits of TQM

Unit 2. Leadership and Total Quality Management

- 2.1 Defining Leadership
- 2.2 Characteristics of Quality Leaders
- 2.3 Leadership Concepts

- 2.4 The seven habits of highly effective people
- 2.5 Ethics and Quality
- 2.6 Deming Philosophy
- 2.7 Role of Leaders in TQM
- 2.8 Implementation
- 2.9 Quality control
- 2.10 Core Values, Concepts and Framework
- 2.11 Strategic Planning and Communication
- 2.12 Decision Making

Unit 3. Customer Satisfaction and Employee Involvement

- 3.1 Customer Satisfaction (An Overview)
- 3.2 What is customer?
- 3.3 Customer perception of Quality and feedback from customer
- 3.4 Effectively using customer complaints
- 3.5 Transforming needs into requirement of customers and importance of customer retention.
- 3.6 Employee involvement in improving quality.
- 3.7 Motivational theories
- 3.8 Empowerment
- 3.9 Teams and their effectiveness
- 3.10 Rewards, Recognition and Performance appraisal
- 3.11 Union and employee involvement
- 3.12 Benefits of employee involvement

Unit 4. Continuous Process of Improvement and Performance Measures

- 4.1 Perfection through continuous improving process
- 4.2 Process
- 4.3 The Juran Approach to continuous improvement process
- 4.4 Improvement Strategies
- 4.5 Types of Problems
- 4.6 Problem solving method
 - Kaizan
 - Reengineering
 - Six Sigma
- 4.7 Objectives of Performance measures
- 4.8 Appropriate Strategy
- 4.9 Presentation of Performance Measures
- 4.10 Quality Costs
- 4.11 Malcolm Baldrige National Quality Award.

Unit 5. Benchmarking "A tool for Continuous Improvement"

- 5.1 Concept of Benchmarking
- 5.2 Importance of Benchmarking
- 5.3 Definition of Benchmarking
- 5.4 Important Reasons of Benchmarking
- 5.5 Process of Benchmarking
- 5.6 Deciding what to Benchmark
- 5.7 Benchmark Planning
- 5.8 Actions to close the Gap between Benchmark
- 5.9 Pitfalls and Criticisms of Benchmarking

Unit 6. Quality Management System

- 6.1 ISO

- 6.2 Benefits of ISO registration
- 6.3 ISO 9000 Series of Standards
- 6.4 ISO 9001 requirements
- 6.5 Implementation of Quality Management System (ISO)
- 6.6 Documentation
- 6.7 Internal Audits
- 6.8 ISO Certification for Service Organizations
- 6.9 ISO Vs Baldrige Award
- 6.10 Standards in Pakistan

Unit 7. Environmental Management System

- 7.1 Introduction to Environmental Management Standards
- 7.2 ISO 14000 Series Standards
- 7.3 Concept of ISO 14001
- 7.4 Requirements of ISO 14001
- 7.5 Benefits of Environmental Management System
- 7.6 Integrating ISO 14000 with ISO 9000
- 7.7 Relationship of Standards with Health and Safety

Unit 8. Quality Function Deployment and Quality by Design

- 8.1 Concept of Quality Function Deployment
- 8.2 Role of team in QFD
- 8.3 Benefits of QFD
- 8.4 Driving force behind QFD
- 8.5 Process of information by organization
- 8.6 House of Quality
- 8.7 Building House of Quality
- 8.8 Quality Function Deployment Process
- 8.9 Concept of Quality by Design
- 8.10 Rational of Implementing Quality by Design
- 8.11 Benefits of Quality by Design
- 8.12 Communication Models
- 8.13 Implementation of Quality by Design
- 8.14 Tools used for implementing Quality by Design

Unit 9. Management and Technical Tools for improving

- 0.1 Introduction of Management Tools and their importance
- 0.2 Forced Field Analysis
- 0.3 Nominal Group Technique
- 0.4 Affinity Diagram
- 0.5 Tree Diagram
- 0.6 Matrix Diagram
- 0.7 Process decision program chart
- 0.8 Activity network diagram
- 0.9 Just in Time and Just in Case
- 0.10 Concept of Statistical Process Control
 - 0.10.1 Pareto Diagram
 - 0.10.2 Process Flow diagram
 - 0.10.3 Cause and effect diagram
 - 0.10.4 Check sheets
 - 0.10.5 Histogram
 - 0.10.6 Control Charts
 - 0.10.7 Scatter Diagram

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Text Books

1. Total Quality Management
By: Dale H. Besterfield
(Latest Edition)
2. Quality Management
By: Donna C.S. Summers
3. Total Quality Management
By: Joel E. Ross
(Latest Edition)

Elective –III

Elective - IV

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Specialization in Finance

FINANCIAL STATEMENT ANALYSIS

This course on financial statement analysis provides students with a fundamental understanding of how to interpret accounting data presented in financial statements issued by corporations. The course introduces and analyses the relationship between business activities (planning, financing, investing and operating) and financial statements. It demonstrates popular tools and techniques in analyzing and interpreting financial statements with an emphasis on the need of users' of financial statements. The basic concepts and conventions applied to the construction of financial statements is briefly viewed, Emphasis is placed on the interpretation of financial data by means of comparative statements, trend percentages, detailed analysis of working capital and extensive use of various generally accepted ratios. Sales Management

Course Content: Introduction to accounting & accounting principles, Generally accepted accounting principles (GAAP), Accounting cycle/process, Rules of Debit and Credit, Steps in accounting cycle, Limitations of trial balance, Preparing financial statements, Balance Sheet, Income Statement, Expenditures Vs Expenses, Adjusting entries and their types, Statement of owner's equity, Closing entries, Statement of Cash flows, Parts of cash flow statement, Notes to financial statements, Accounting Policies, Inventory Accounting Policies, Depreciation accounting policies, Methods of computing depreciation, Annual report generated by business, Audit's report, Types of business, Using Financial Statements Information, Financial Statement Analysis, Ratio Analysis, Vertical & horizontal analysis, Different types of ratios, Liquidity, Leverage, Coverage, Activity, and profitability Ratios.

Recommended Text

Financial Statement Analysis by Charles Gibson

CORPORATE FINANCE

Fundamentals of Corporate Finance, Introduction of Corporate Finance, Financial Management Vs. Management Accounting

Financial Management: An Overview

Concept of Profit Maximization vs. Value Maximization

Concept and Measurement of Cost of Capital

Concept and Measurement of Cost of Capital

Cost of Capital –Problems and Case Study

Financing Decisions

Operating, Financial and Combined leverage

Financing Decisions

Operating, Financial and Combined leverage

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Capital Structure: Cost of Capital and Valuation
Capital Structure: Cost of Capital and Valuation
Designing Capital Structure
Long Term Financing:
Capital Markets
Equity /Ordinary Shares
Term Loans, Debentures / Bonds and Securitisation
Hybrid Financing Instruments
Analysis of Risk and Uncertainty
Derivatives: Managing Financial Risk
Dividend and Valuation
Dividend and Valuation
Dividend Policy and Determinants of Dividend Policy
Theory of Working Capital Management
Management of Cash and Marketable Securities
Inventory Management
Receivables Management

Reference Books

1. Haley, Schal, Introduction to Financial Management, Tata McGraw Hill, New Delhi.
2. Pandey, I. M., Financial Management, Vikas Pub., New Delhi.
3. Van Horne, James C., Financial Management and Policy, Prentice Hall of India, New Delhi.
4. Mao, James C. T., Quantitative Analysis of Financial Decisions, Macmillan.
5. Solomon, Ezra, The Theory of Financial Management, Columbia University Press, NY.
6. Bierman, Harold and Smidt, Seymour, Capital Budgeting Decision, Collier.
7. Hampton, John J., Financial Decision Making, Prentice Hall of India, New Delhi.

INTERNATIONAL FINANCE

INTRODUCTION TO INTERNATIONAL FINANCE (Module One, 6-8 hours)

- Introduction to the Topic in Company Context
- Size and Scope of International Business
- Size and Scope of Foreign Exchange Markets
- How Foreign Exchange Affects International Business
- Why the Company Needs Expertise in International Finance

FACTORS THAT AFFECT EXCHANGE RATE MOVEMENTS (Module Four , 6-8 hours)

- The Problem of Foreign Exchange (FX or Forex) Changes
- Getting Started in Trading Currencies
- Principles of Forecasting
- Currency "Crises"
- Interest Rates - IRP
- Inflation - PPP
- Economic Growth
- Government Actions

MANAGING FOREIGN EXCHANGE RISKS (Module Five, 6-8 hours)

- ~~Tax~~ Speculator
- Adjusting Prices
- Dealing in Single Currency
- Leads and Lags
- Forward Contracts
- Futures
- Options
- Swaps
- Hedging Principles

FORECASTING EXCHANGE RATES (Module Six, 6-8 hours)

- Fundamental Forecasting
- Technical Forecasting
- Using Experts

MEASURING EXPOSURE TO FOREX RISKS (Module Seven, 6-8 hours)

- Inflows Exposure
- Outflows Exposure
- Netting
- Economic or Business Exposure
- Review Figures for Korea - Sensitivity Analysis
- Risk Assessment

MANAGING EXPOSURE, HEDGING METHODS (Module Eight, 6-8 hours)

- Arguments Regarding Hedging Risks
- Types of Exposure
- Assess & Manage Transaction, Economic, and Translation Exposure

FOREX EFFECTS ON DFI AND CAPITAL BUDGETING (Module Nine, 6-8 hours)

- Investing in Singapore
- Gathering the Facts
- Resources for the Analysis
- Risk Analysis
- Tax Exposure
- Capital Budgeting Review
- FASB Rules Review

FINANCING IMPORTS AND EXPORTS (Module Ten, 6-8 hours)

- Import-Export Opportunity
- Trade Terms and Resources
- Letters of Credit and Payment Terms
- OPIC
- Terms and Resources for Trade
- Methods of short term financing
- Counter Trade

THE FUTURE OF INTERNATIONAL FINANCE (MODULE Eleven, 4-6 hours)

- Argentina
- Japan
- Islam - Bahrain, Saudi Arabia, Libya
- China and India
- Keeping an Eye on the Future

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• Thoughts from Professional Financial Managers

Textbook

International Economics: Theory and Policy (Sixth Edition) by Paul Krugman and Maurice Obstfeld

Selected articles and readings as assigned.

Complementary Readings

International Monetary Economics by Bennett T. McCallum

International Macroeconomics and Finance by Nelson C. Mark

INVESTMENT AND SECURITY ANALYSIS

The goal of the course is to become familiar with the theory and empirical evidence related to investment management. Topics will include fundamentals of security valuation, the functioning of capital markets, optimal portfolio construction, elements of investor psychology, performance evaluation, and risk measurement. We'll emphasize stocks, but other investments such as fixed income securities and financial derivatives will also be considered.

Understanding the principles of investment management requires a solid grounding in statistics. Familiarity with statistics should extend through covariance, correlation, and regression analysis.

Course outline

Overview of financial markets/assets

Thurs Fundamental analysis

Fundamental analysis

Industry analysis

Analyst topics, risk and return

Securities trading

Stock report due (unofficially)

Portfolio theory and optimal asset allocation

CAPM BKM

APT and multiple factor models

Market efficiency

Anomalies

Behavioral finance (psychological biases)

Behavioral finance

Bond portfolio management BKM: 16

Derivatives

Hedge funds

Performance evaluation

Value at Risk

Risk management

Recommended Text:

Investments, Zvi Bodie, Alex Kane, and Alan Marcus, fifth edition, 2001. Irwin/ McGrawHill Publishing. (BKM)

Specialization in Marketing

SALES MANAGEMENT

The Sales Management Course is comprised of 11 comprehensive lessons. They are easy to follow, yet challenging and stimulating at the same time. Each lesson begins with a subject matter preview and objectives, an introductory note from your instructor and a vocabulary builder of new words and terms.

Course Outline

Lesson 1: Setting the Foundation; Customer Service

Lesson 2: Success as a Large Retail Store Department Manager

Lesson 3: Success as a Small Retail Store Entrepreneur

Lesson 4: The Exciting Retail World

Lesson 5: Multichannel Retailing & Consumer Behavior

Lesson 6: Strategic Planning & Financial Performance

Lesson 7: Location & Site Selection

Lesson 8: Managing Human Resources; Customer Relations; Information Systems

Lesson 9: Merchandise Assortment, Buying Systems & Vendor Relations

Lesson 10: Pricing & the Retail Communication Mix

Lesson 11: Store Management

Required Text and Case

- Management of Sales Force, 11th edition (2003). Irwin/McGraw-Hill. Spiro, Stanton & Rich
- Course packet containing 1 case study will be available in the next few weeks at GSB 3.136.

MARKETING MANAGEMENT

Course Objective

In today's fast-paced world, marketing has become more complex. Changes in technology and consumer and business needs, as well as, increased globalization pose new challenges for marketers. These events have made marketers more aware of the necessity for careful but speedy analysis and decision-making. The implication is that marketing management as a field of study has become more important. Marketing management is the art of optimal manipulation of the marketing mix to achieve business goals. It encompasses activities such as demand creation and stimulation, positioning, product differentiation, product and brand management among others. All these activities involve planning, analysis, and decision-making.

This course is geared toward providing an understanding of the rationale for marketing decisions from a managerial perspective. It also seeks to provide a framework for decision-making that is logical but does not stifle creativity. To meet these goals, this course will require the integration of theory and practice. Students will have to make strategic marketing decisions based on analytical techniques they will learn in this course. They will have to devise a plan that is based on a sound

conceptual framework, to implement the decision. It is hoped that through this exercise students will learn the value of marketing management in business

BRIEF CONTENTS

Who Markets?

Company Orientation toward the Marketplace

Marketing Management Tasks

Developing Marketing Strategies and Plans

Corporate and Division Strategic Planning

Channel Design Decisions

Channel Integration and Systems

Advertising Sales

Conducting Marketing Research and Forecasting Demand

Connecting with Customers

Analyzing Consumer Markets

Analyzing Business Markets

The Scope of Branding

Building Brand Equity

Managing Brand Equity

Customer Equity

Shaping the Market Offerings

Designing and Managing Services

Developing Pricing Strategies and Programs

Sales Promotion

Events and Experiences

Interactive Marketing

Word of Mouth

Managing the Sales Force

Creating Successful Long Term Growth

Tapping into Global Markets

Evaluating Potential Markets

Branding

Deciding on the Marketing Organization

Internal Marketing

Building a Creative Marketing Organization

Marketing Implementation

Recommended Text

Marketing Management by Philip Kotler

ADVERTISING

Course Description

Students will be able to:

1. Identify basic advertising terminology.
2. Explain the application of advertising principles as they relate to the marketing of goods and services for profit and non-profit businesses.
3. Produce a comprehensive advertising campaign.
4. Assess the types of media, such as: print, broadcast, interactive and outof- home media.
5. Outline the relationship between ethics, social responsibility and advertising.

Outline of Course Content

- A. Role of advertising in society
- B. The Evolution of Advertising
- C. Advertising and Consumer Behavior
- D. Ethics and social responsibility
- E. Social, and Regulatory Aspects of Advertising
- F. Advertising and the marketing mix
- G. Planning and Strategy
- H. Advertising research
- I. Media strategy in print, broadcast, out-of-home, and interactive media
- J. Creative Strategy and the Creative Process
- K. Creative aspects of advertising in print, broadcast, out-of-home, and interactive media
- L. Direct -Response advertising
- M. Interactive, Direct Mail & Out of Home Media
- N. Promotions
- O. Public Relations
- P. Developing an integrated advertising campaign

Recommended Text

Suggested textbook: Author(s): William F. Arens Title: Contemporary Advertising
Publisher: McGraw Hill, Edition: latest

INTERNATIONAL MARKETING

Course Objectives:

Many businesses today have expanded and are continuing to expand in the global arena in search of higher profits and market share. Their success depends on a large extent on

ability to apply business concepts in foreign markets. Given this trend, there has been a big demand for people who are able to apply business principles in an international setting. One of the objectives of this course is to prepare students to meet such needs. More fundamentally, the instructor seeks to give a broad understanding of international marketing.

This course is designed to provide students with the necessary marketing knowledge and skills to understand and function effectively in a global environment. It seeks to familiarize them with the international marketing concepts and applications. By doing so, it is hoped that students will develop a cultural sensitivity, in addition to enhancing their analytical and creative skills.

Course Contents

- I. Introduction
 - A. The Globalization of Markets
 - B. Protectionism vs. Int'l. Free Trade
 - C. Financial Risk Mgt. in Int'l Markets
- II. Environmental Variables in International Marketing
 - A. Geography, Culture, and History
 - B. Business Customs and Practices
 - C. Political and Legal Environments
 - D. Economic Development
 - E. Multinational Market Groups
- III. The International Marketing Mix
 - A. Global Marketing Management
 - B. Target Market Identification
 - C. Product Strategy
 - D. Pricing Strategy
 - E. Promotion Strategy
 - F. Distribution Strategy
 - G. International Negotiation

Required Text: *International Marketing*, 15th edition, by Cateora, Gilly and Graham