

# SEMESTER X

## ENGLISH-III (TECHNICAL WRITING AND PRESENTATION SKILLS)

2 (2-0)

### Learning outcomes:

At the end of the course, students will be able to:

1. Write well organized academic text e.g. assignments, examination answers
2. Write narrative, descriptive, argumentative essays and reports (assignments)
3. Write research/term papers

### Theory:

Presentation skills; essay writing, descriptive, narrative, discursive, argumentative, academic writing, how to write a proposal for research paper/term paper, how to write a research paper/term paper (emphasis on style, content, language, form, clarity, consistency), technical report writing, progress report writing.

### Recommended Books:

1. White, R. 1992. Writing. Advanced, Oxford Supplementary Skills. Third Impression.
2. Langan, J., 2004. College Writing Skills. McGraw-Hill Higher Education.
3. Kirszner, L.G. and S.R. Mandell. Patterns of College Writing (4th edition), St. Martin's Press.
4. Neulib, J., K.S.Cain, S. Ruffus, and M. Scharton (Ed.). The Mercury Reader. A Custom Publication. Compiled by Norther Illinois University

## LIVESTOCK ECONOMICS AND BUSINESS MANAGEMENT

2 (2-0)

### Learning outcomes:

At the end of the course, students will be able to:

1. Describe role of livestock in national economy
2. Design feasibility studies for livestock and related businesses
3. Describe salient international trade laws, regulations and alliance

Scope & definition of economics, growth and economic development, national income accounting GDP, GNP, NNP, demand & supply, share of livestock, poultry and dairy industry in Pakistani economy, financial and economic analysis of agro livestock business, feasibilities for livestock poultry and related businesses, livestock & poultry products market and functions, dairy marketing systems, poultry feed industry, whole sale and distribution & marketing of eggs and broilers, channels for value addition of livestock and poultry product, business & entrepreneurship, types of businesses, business cycle, new venture planning, management & organization, types of managers, small business role, project cycle and stages, evaluation of development project & management,

definition, nature & scope of marketing, product planning, development & marketing patents trade mark, market segmentation, marketing mix and four Ps of marketing, advertising, sales promotion strategy, supply chain management, brands, services marketing, companies, micro & macro environments, trade, law of comparative and absolute advantage- international trade and barrier, trade agreements, alliance, international economic integration and cooperation., WTO liberalization and international trade.

**Recommended Books:**

1. Nickels G.W., McHugh M.J. and McHugh Susan. Understanding Business. 7<sup>th</sup> Edition. McGraw-Hill Irwin.

**Reference Books:**

1. Koontz H., Cannice M.V. and Wehrich H. Management A global and entrepreneurial perspective 12<sup>th</sup> Edition.
2. Downey, W.D. & S.P. Enieson, 1998. Agricultural Business Management, McGraw-Hill Book Co; Singapore.
3. Terry G.R. and Franklin, 1992. Principles of Management, Interstate Printers and publishers, Illinois, U.S.A.
4. Ahmad, B., M. Ahmad, and M.A. Chaudhry, 1996. Economics of Livestock production and Management, University of Agriculture, Faisalabad, Pakistan.

**INTERNSHIP.** As specified by PVMC Regulations from time to time.