



Course Contents for Subjects with Code: BBA

This document only contains details of courses having code **BBA**.



Code	Subject Title	Cr. Hrs	Semester
BBA-101	Introduction to Business	3	I
Year	Discipline		
1	Business Administration, Commerce		

Business: Meaning, Nature, Scope and Importance. Problems, Functions and Qualities of a Businessman, Types of Businesses.

Sole Proprietorship: Features, Importance, Merits and Demerits.

Partnership: Features, Merits and Demerits, Co-ownership Vs. Partnership; Classification of Partners; Rights, Duties and Liabilities of Partners, Dissolution of Partnership.

Joint Stock Company: Features, Merits and Demerits, Formation, Memorandum of Association; Articles of Association, Prospectus, Capital, Management, Meetings, Winding up.

Cooperative Society: Features, Kinds, Merits and Demerits.

Combination: Meaning, Causes and Purposes, Advantages and Disadvantages. Types of Combination. Forms of Combination.

Trade: Wholesales, Retail, Import and Export. Export Promotion Bureau and its role.

Marketing Operation: Definition, Functions, Scope Advantage and Disadvantage, Marketing Versus Selling.

Channels of Distribution: Meaning, Functions, Kinds, Selection of Channels, Advantages.

Sales Promotion: Meaning, Objects and Methods.

Advertising: Meaning, Objects, Types, Merits and Demerits Advertising Media.

Warehousing: Definition, Functions, Kinds.

Business Risk: Definition, Types, Methods of Handling Risk.

Insurance: Meaning, Principles, Kinds (Life, Fire, Marine) Importance.

Recommended Books:

1. Asakari Zaidi S A, Fundamentals of Business, Orient Publishers, Karachi.
2. Nisar-ud-Din, Business Organization, Aziz Publishers, Urdu Bazar, Lahore.
3. Muhammad Irshad, Introduction to Business, Naveed Publications Lahore.
4. Khalid Mehmood Cheema, Introduction to Business, Syed Mobin Mahmood & company, Lahore.
5. Theodore J Sielaff and John W Aberle, Introduction to Business, Belmont, California Wardsworth Publishing Company, Inc.
6. Glass & Baker, Introduction to Business.
7. Ali M H, Introduction to Business.
8. Koontz & Weirick, Management.

Note: **Latest Editions of the recommended books may be included.**



Code	Subject Title	Cr. Hrs	Semester
BBA-102	Principles of Management	3	II
Year	Discipline		
1	Business Administration		

1. **Introduction to Management**
 - Theory versus Practice
 - Evolution
 2. **Decision Making**
 - a. Theory in Decision Making
 - b. Decision Making in Practice
 3. **Planning**
 - a. An Overview of Planning
 - b. Strategy Formation
 - c. Management
 4. **Organizing**
 - a. Organizing Structure
 - b. Authority
 - c. Staffing the Organization
 - d. Organizing for Maximum Performance
 5. **Leading**
 - a. Motivation
 - b. Leadership and Supervision
 - c. Management Change
 - d. Communication and Conflict
 6. **Controlling**
 - a. An Overview of Control
 - b. Control Techniques
 7. **Conclusions**
 - A Look Back and a Look Ahead
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Code	Subject Title	Cr. Hrs	Semester
BBA-103	Financial Accounting (Basic)	3	II
Year	Discipline		
1	Business Administration		

Role and importance of accounting business; Financial statements; Accounting equation; Business transactions and accounting equation; Debit and credit rules; General journal; Ledger and ledger account; Trial balance; Concepts of revenue and capital expenditure; Debit and credit rules for revenue and expenses transaction; Adjusting entries; Closing entries; Adjusted trial balance preparation; Income statement preparation; Balance sheet; Scope of a work sheet; Preparation of work sheet; Accounting system for measuring costs; Inventory control; Cash flow statements; Financial statements; ratio analysis



Code	Subject Title	Cr. Hrs	Semester
BBA-104	Introduction to Psychology (BBA)	3	II
Year	Discipline		
1	Business Administration		

- Man studies himself
- The biological basis of behavior
- The development of behavior
- Clinical approaches to a personality
- Psychometric approaches to personality
- Defining and measuring learning and retention
- The management of learning and retention
- Knowing the world
- Observation and action
- Thinking and deciding
- Motivation and drive
- Emotion
- Reactions to frustration
- Mental health and therapy
- The individual and the group
- Communication and persuasion



Code	Subject Title	Cr. Hrs	Semester
BBA-201	Principles of Marketing	3	III
Year	Discipline		
2	Business Administration		

1. Understanding Marketing and the Marketing Process:

Marketing Management and Marketing Philosophies. The goals of the marketing system. Strategic planning and the marketing process. The marketing management process and the marketing environment.

2. Analyzing Marketing Opportunities:

Market research and information systems; Consumer market and influences on consumer behavior.

3. Marketing Strategy

Market segmentation, targeting and positioning for competitive advantage.

4. Developing the Marketing Mix:

Designing products life cycle strategy; Pricing products; Pricing strategies. Placing product; Distribution channels retailing and wholesaling. Promoting products: marketing communication strategy, advertising sales promotion and publicity.



Code	Subject Title	Cr. Hrs	Semester
BBA-202	Financial Management (Basic)	3	III
Year	Discipline		
2	Business Administration		

Introduction to Financial Management; Understanding financial management; Taxes; and cash flows; Evaluating a firm's financial performance; Financial forecasting planning; and budgeting; The time value of money; Risk and rates of return; Valuation and characteristics of bond; Stock Valuation ; Capital-Budgeting decision criteria; Cash flows and other topics in capital budgeting; Capital budgeting and risk analysis; Cost of capital; Managing for shareholder value; raising capital in the financial markets; Analysis and impact of leverage; Planning the Firm's Financial mix; Accounting receivable and inventory management; Risk management; International business finance; Corporate restructuring; Combinations and Divestitures; Term loans and leases.



Code	Subject Title	Cr. Hrs	Semester
BBA-203	Cost Accounting	3	III
Year	Discipline		
2	Business Administration		

Cost accounting delves into advance treatment of costs with particular emphasis on cost records and their maintenance. It deals with the treatment of material, labor and overhead allocation and development; installation of standard costing and budgetary control system in an organization. Application of cost accounting in manufacturing and non-manufacturing concepts is explored.

Course Contents:

1. Concepts and objectives
 2. Cost Accumulation procedure
 3. Planning and control of the elements of cost
 4. Budgeting and standard costing
 5. Analysis of costs and profits
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Code	Subject Title	Cr. Hrs	Semester
BBA-204	Data Base Management System	3	III
Year	Discipline		
2	Business Administration		

ESSENTIAL TOPICS TO BE COVERED:

- Basic Database concepts
- Relational Database System: understanding, query and report
- Various problems in Database management and their solutions

COURSE DESCRIPTION:

Basic database concepts; Entity Relationship modeling, Relational data model and algebra, Structured Query language; RDBMS; Database design, functional dependencies and normal forms; Transaction processing and optimization concepts; concurrency control and recovery techniques; Database recovery techniques; Database security and authorization. Introduction to data mining, object oriented, distributed and multi dimensional databases. Small Group Project implementing a database

Recommended Books:

- Database Systems: A Practical Approach to Design, Implementation and Management by R.Connolly and P.Begg, 4th Edition, Addison-Wesley Pub. Co (2003)
 - Database Systems by C.J.Date, 8th Edition, Addison Wesley Pub. Co.
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Code	Subject Title	Cr. Hrs	Semester
BBA-205	Financial Accounting (Advanced)	3	IV
Year	Discipline		
2	Business Administration		

This course is designed to give the students an introduction to the concepts, methods & procedures of accounting. The subject matter includes the nature of accounts; recording changes in financial position; measuring business income & completion of accounting cycle. Accounting for merchandising concerns, financial assets, inventories & plant assets; preparation of classified & incorporated income statements are included in this basic course.



Code	Subject Title	Cr. Hrs	Semester
BBA-206	Mercantile Law	3	IV
Year	Discipline		
2	Business Administration		

1. Law of Contract:

Definitions, Formation of Contracts. Essentials of a Valid Contract. Performance of Contract. Discharge of Contract. Breach of Contract, Law governing indemnity, Guarantee, Bailment and agency.

2. Sales of Goods:

Types of Contract of Sales. Conditions and Warranties. Effects of the Contract of Sales. Performance of the Contract. Right of Unpaid Seller.

3. Partnership:

Essential Elements of Partnership. Registration of Firms. Kinds of Partners. Right and Obligations of Partners. Dissolution of Partnership.

4. Negotiable Instruments:

Definitions, Characteristics and Types of Negotiable Instruments. Negotiation, Endorsements. Liabilities of Parties. Discharge from Liability. Miscellaneous.

5. Carriage of Goods:

Common Carrier. Essentials of a Common Carrier. Right, Duties and Liabilities of a Common Carrier. Restricted Liability of Railway. Carriage by Sea Elementary Treatment.



Code	Subject Title	Cr. Hrs	Semester
BBA-207	Money and Banking	3	IV
Year	Discipline		
2	Business Administration		

EVOLUTION OF MONEY, FORMS &FUNCTIONS

1. Value of Money:

Quantity Theory of Money, Cash Balance theory of Money, Measurement of valued of Money

2. Trade Cycle:

Phases, Causes, Remedies, Theory of Trade Cycle

3. Inflation:

Kinds, Causes, Remedies, Deflation, reflection Disinflation, Stagflation

4. International Monitoring Systems:

IMF, IBRD, Asian Development Bank, Islamic Development Bank

BANKING

1. Introduction:

Definition, Evolution, Kinds of Banks

2. Commercial Bank

Principles, Function, Importance, Role of Banks

3. Bank Account

Current, PLS, Tenn Deposit, Foreign Currency Accounts

4. Bank Customers

Different Types of Customers, Bankers Customers Relationship

5. Letter of Credit

Kinds, Operations, Advantages

6. Central Bank

Principles, Functions, Role, Monitoring Policies, Method of Note Issues, State Bank of Pakistan, Functions and Role.

7. Banking in Pakistan

Brief History, Nationalization, Privatization, ADBP, IDBP, Small Business Finance Corporation.

8. Islamic Banking

Principles Functions, Islamic Modes of Finance



Code	Subject Title	Cr. Hrs	Semester
BBA-208	Visual Programming Concept	3	IV
Year	Discipline		
2	Business Administration		

The course aim is to introduce visual environment and concepts applicable in windows operating systems. Students will be able to develop fundamental programming skills using the object oriented approach.

Course Contents:

1. Key words, identifiers, variable, constants.
 2. Functions, procedures
 3. Arrays strings
 4. Abstractions, inheritance, polymorphism Program semantics
 5. Templates
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Code	Subject Title	Cr. Hrs	Semester
BBA-211	Entrepreneurship	3	III
Year	Discipline		
2	English		

Course Contents:

Introduction: The concept of entrepreneurship, The economist view of entrepreneurship, The sociologist view, Behavioural approach, Entrepreneurship and Management

The Practice of Entrepreneurship: The process of entrepreneurship, Entrepreneurial Management, The entrepreneurial business, Entrepreneurship in service institutions, The new venture

Entrepreneurship and Innovation: The innovation concepts, Importance of innovation for entrepreneurship, Sources of innovative opportunities, The innovation process, Risks involved in innovation

Developing Entrepreneur: Entrepreneurial profile, Trait approach to understanding entrepreneurship, Factors influencing entrepreneurship, The environment, Socio cultural factors, Support systems

Entrepreneurship Organization: Team work, Networking organization, Motivation and compensation, Value system

Entrepreneurship and SMES: Defining SMEs, Scope of SMEs, Entrepreneurial managers of SME, Financial and marketing problems of SMEs

Entrepreneurial Marketing: Framework for developing entrepreneurial marketing, Devising entrepreneurial marketing plan, Entrepreneurial marketing strategies, Product quality and design

Entrepreneurship and Economic Development: Role of entrepreneur in the economic development generation of services, Employment creation and training, Ideas, knowledge and skill development, The Japanese experience

Case Studies of Successful Entrepreneurs**Recommended Books**

- Paul Burns and Jim Dew Hurst: Small Business and Entrepreneurship
- P.N. Singh: Entrepreneurship for Economic Growth
- Peter F. Drucker: Innovation and Entrepreneurship Peter F. Drucker
- John B. Miner: Entrepreneurial Success



Code	Subject Title	Cr. Hrs	Semester
BBA-301	Credit Management	3	V
Year	Discipline		
3	Business Administration		

CREDIT MANAGEMENT

- Introduction to Credit Function.
 - Commercial Credit - History, Components, Type and sources.
 - Role of Credit Department.
 - Credit Policy formulation & discrimination.
 - Collection Policy appraisal
 - Working Capital Management
 - Capital Budgeting
 - Bank Credit - types and sources
 - Appraisal of Credit proposals and preparation of CLP, Assessment by risk factor.
 - Analysis of Credit Information - financial and non-financial factors, Financial Statement analysis.
 - Determination of Collateral securities
 - Models off creating changes on securities Commercial Vs Bank Credit
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Code	Subject Title	Cr. Hrs	Semester
BBA-302	Business Research Methods	3	V
Year	Discipline		
3	Business Administration		

This course deals with the tools & techniques of scientific research methods & their application to business administration. Topics covered are formation of the problem & related hypotheses; development of research design; measurement of variables; data collection methods; sampling techniques; construction of questionnaires; interviewing techniques, analysis of data & its interpretation & writing of the research report



Code	Subject Title	Cr. Hrs	Semester
BBA-303	Company Law	3	V
Year	Discipline		
3	Business Administration		

The course is designed to familiarize students with the basic legal framework governing a company as outlined in the companies' ordinance of 1984. The topics covered are kinds of companies; corporate law authority; formation of a company; memorandum & articles of association; prospectus; shareholders & capital, winding-up; fundamentals of Contract Act & Negotiable Instrument Act. Islamic ethics emphasizes on sources of Islamic teachings & basic ingredients of Islamic belief. It focuses on the directive regarding zakat, taxes on non-issues in the prohibition of Riba



Code	Subject Title	Cr. Hrs	Semester
BBA-304	Web Engineering	3	V
Year	Discipline		
3	Business Administration		

Course Objectives :

The course intends to introduce students with the knowledge and skills necessary to develop web applications by using Web development tools and technologies.

Course Contents :

History of world wide web; Internet protocols; Internet service; Web browsers; Markup languages; Building static pages using HTML; Introduction to DHTML; Including filters; Building static pages using HTML. How to make a serviette, deploy a serviette access a serviette. Sending the request from HTML page. Use of ASP to implement dynamic web site development. Introduction of XML, valid and well formed XML file. About web descriptor and directory structure. War file and how to deploy web application after making own directory structure



Code	Subject Title	Cr. Hrs	Semester
BBA-305	Human Resource Management	3	V
Year	Discipline		
3	Business Administration		

Course Objectives :

This course will introduce the students with the concepts of Human Resource Management and their implementation in technological and business environments.

Course Contents :

Overview of Human Resource Management; Perspectives on human resource management; The contemporary legal environment; The labor market and the changing workforce; Human resources planning and staffing; Performance evaluation and management; Compensation and reward system; Human resources development. Labor relations in contemporary work environments; Rights; Responsibilities; Values; and ethics; Organization culture and change; Work environments stressors; Support safety and health; Employee attitudes; Organizational exit; performance and effectiveness



Code	Subject Title	Cr. Hrs	Semester
BBA-306	Auditing	3	VI
Year	Discipline		
3	Business Administration		

Definition, scope and objectives of Audit. Audit programme, Audit working papers, standards and procedure. Types of Audit, internal control & internal Audit, Audit of journals, subsidiary Books Trial Balance, Profit and loss Account and Balance Sheet vouchers, Verification of Balance sheet items. Audit of Textiles, Sugar, Audit of Hotel, insurance and Banking and Newspaper Companies, Investigation of Accounts and Detection of fraud. Conclusion of Audit, Audit Reports. Rights, powers Duties and Liabilities of Auditor. Audit of computerized Accounting records



Code	Subject Title	Cr. Hrs	Semester
BBA-307	Taxation Management (Basic)	3	VI
Year	Discipline		
3	Business Administration		

Taxation structure and Administration Pakistan Income Tax Law. Income Tax problems of Individuals, Partnership and Joint Stock Companies.

- Capital and revenue, income exempt from tax, income tax authorities, salaries etc.
 - depreciation, capital gains etc
 - Assessment procedure, wealth tax etc
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Code	Subject Title	Cr. Hrs	Semester
BBA-308	Management Information System	3	VI
Year	Discipline		
3	Business Administration		

Managing the digital firm; Information systems in the enterprise; Information systems organizations, management and strategy; The digital firm: Electronic commerce and electronic business; Ethical and social issues in the digital firm. Managing hardware and software assets; Managing data resources; Telecommunications and networks; The internet and the new information technology infrastructure; Managing knowledge for the digital firm; Enhancing management decision making for the digital firm; Redesigning the organization with information systems; Understanding the business value of systems and managing change; Information systems security and control; Managing international systems



Code	Subject Title	Cr. Hrs	Semester
BBA-309	Development Economics	3	VI
Year	Discipline		
3	Business Administration		

- Introduction to Development Economics
- Historic Growth to Development Economics
- Contemporary Development

Policies & Issues

- Poverty
 - Unemployment
 - Population
 - Education
 - Environment
 - Globalization
 - Balance of Trade & Balance of Payment
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BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-310	Current Business Affairs	3	VI
Year	Discipline		
3	Business Administration		

- International affairs
 - International Organization (World Bank, IMF, United Nations, WTO)
 - G - 8, D - 8, ASEAN
 - International Economic Associations
 - Environmental Governance
 - Political Issues (Kashmir, Nuclear Proliferation)
 - International Treaties
 - Globalization and its Impact
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Code	Subject Title	Cr. Hrs	Semester
BBA-311	Corporate Governance	3	VI
Year	Discipline		
3	Business Administration		

- Comparison of CG practices across countries in South Asia
- Implications of small vs. large shareholders on performance of boards
- Corporate governance after privatization
- Disclosure rules and accounting standards
- Merger, takeovers and self serving management practices
- Cross shareholding and pyramiding
- SECP's code of corporate governance and effects

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-401	Small Business Management	3	VII
Year	Discipline		
4	Business Administration		

Objectives:

This course will introduce students to small and medium business organizations.

- Small business and ownership.
- Small business firm and franchising.
- Establishing the firm management control.
- Marketing the product or service.
- Government and small business.

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA- 402	Pakistan Economy	3	VII
Year	Discipline		
4	Business Administration		

Objectives:

1. Economic Development and its requisites Factors of Economic Development.
 - Economic Factors Capital, Labour, Power, Transport and Communication.
 - Administrative Factors
 - Education and Training
 - Social Factors
 - Political Factors
2. Agriculture Development: Average yield and main products Food problems, price of Agriculture Products and Government Policies, Agricultural Finance and Marketing. Export of Agricultural Products and Problems related thereto. Agricultural Planning and Policy, Land Reforms.
3. Industrial Development: Causes of Industrial Backwardness, Present position and future prospects. Industrial Finance and Financial Institutions, Large and Small Scale and Cottage Industrial. Foreign Capital and Foreign Assistance. State and Industrial Development; Industrial Planning and Policy, Nationalization of Industries and Public Sector Industries. Export of Industrial Products. Labor Problems, Trade Unions; Industrial Disputes and Labor Legislation.
4. Foreign Trade: Main items of exports and imports Volume, value and Trends in Foreign Trade. Balance of Payments. Exchange Rate, Trade agreements; State Trading and Private Trading.
5. Transport & Communications: Development of means of Transport and Communication there role, effect and problems.
6. Banking and Finance: Development and problems in Pakistan. Role of Banks and Financial Institution in the Economic Development of Pakistan.
7. Human Capital: Population growth, education and role of social sectors in development of Pakistan.

Recommended Books:



Code	Subject Title	Cr. Hrs	Semester
BBA-403	Mathematics (Advanced)	3	VII
Year	Discipline		
4	Business Administration		

Objectives:

The primary goal of this course is to teach the techniques of integral calculus that is likely to be encountered in business and economics courses in college and in subsequent professional activities. The course is designed to provide a sound, intuitive understanding of the basic concepts without sacrificing mathematical accuracy. Student performance will be evaluated on group projects handed out in class, pop quizzes and term exams.

Course Contents:**Introduction to Ant- differentiation:**

The indefinite integral integration by substitution area and the definite integral. Applications to business and economics, Integration by parts; integral tables. Review on integration.

Further Topics in Integration:

The definite integral as the limit of a sum improper integrals. Probability density functions numerical integration review on further topics on integration.

Functions of Two Variables:

Functions of two variables surfaces and level curves. Partial derivatives the chain rule; Approximation by the total differential relative maxima and minima. Lagrange multipliers. The method of least squares. Double integrals review on functions of two variables.

The Trigonometric Functions:

Introduction to trigonometric functions; Differentiation and integration of trigonometric functions; Additional applications involving trigonometric functions.

Differential Equations:

Differential equations an introduction; Second order differential equations; Difference equations; Reviewing differential & difference equations.

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-404	Managerial Accounting	3	VII
Year	Discipline		
4	Business Administration		

Objective:

Background

Management Accounting - An Overview.
Financial Accounting, Cost Accounting, Management Accounting
Contents of Management Accounting

Cost Behavior & Cost Volume Relationship

Variable & Fixed Cost
Determining Element of Fixed Cost in Semi Variable Cost
Cost Volume Profit Analysis
Break-even analysis

Costing Methods

Absorption costing & marginal costing
Absorption cost activity Based costing

Responsibility Accounting

Standard Costing
Basic Variance Analysis
Further Variance Analysis
Management Control System And Responsibility Accounting

Relevant Information & Decision Making

Relevant Costing & Decision Making
Decision Making with Uncertainly
Linear Programming

Accounting for Planning & Control

Budgeting: Profits, Sales, Cost, Expenses & Human Resources
Budgeting Expenditures & Cost
Budgeting Flexible Budgets

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA- 405	Financial Analysis	3	VII
Year	Discipline		
4	Business Administration		

Objectives:

To enable the students understand the financial statements, interpret the results analytically and use such analysis as a tool in making practical decisions.

Contents

- Financial Statements
- Ratio Analysis
- Horizontal Analysis
- Vertical Analysis
- Forecasting Techniques
- Impact of Market Condition on Financial Analysis
- Project on Financial Analysis of an Organization

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-406	Sales Management	3	VII
Year	Discipline		
4	Business Administration		

Objectives:

As the name indicates this course is taught to make the student understand in detail the meaning, requirements and essentials of sales management. The qualities needed by good sales manager and the different essential components related to sales.

- Behavioral forces in selling.
- Promotional mix of firm.
- Background of selling.
- Selling process.
- Industrial and retail selling.
- Sales management.

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-407	Marketing Research	3	VII
Year	Discipline		
4	Political Science		

Objective:

This course introduces the student to the fundamental modes of marketing. The areas of study include analysis of the marketing environment; Marketing research & Information systems; Behavior of consumer & business marketing; Market segmentation; Targeting & positioning for competitive advantage, Product designing, pricing ,Planning & Promotion

Course Contents:

- The nature and scope of marketing
- Data collection
- Descriptive research
- Data analysis
- Special topics in data analysis

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-408	Strategic Human Resource Management	3	VII
Year	Discipline		
4	Business Administration		

Objective:

This course deals with the ways in which strategic thinking can be applied to Human Resource Management. It aims to provide students with opportunities to synthesize managerial strategy issues with HRM processes, in a considered and reflective manner. The course focuses on the way strategies can be formed and enacted in organizations, and on the internal and external environmental contexts from which human resource strategies emerge. It also deals with a range of contemporary issues in human resource management against a backdrop of new and changing people management practices. In this course how can people manage and enhance organizational performance? How can we integrate stakeholder concerns into organizational decisions and strategies? How can strategic thinking underpin HRM activities? What are the barriers to strategic thinking in organizations? What does it mean to be a HR professional? Students are given the opportunity to enhance their skills in teamwork, organizational analysis, problem solving and strategic thinking through fieldwork, case studies and seminars.

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-409	Organizational Development	3	VII
Year	Discipline		
4	Business Administration		

Objectives:

This course examines the philosophy & practice of organizational development as it relates to employee involvement. We consider numerous strategies and perspectives on how to align the interests of employees with those of the organization. The course covers broad issues ranging from core ideology (mission, vision, values), to concepts of leadership and empowerment, to infrastructure considerations such as structure and culture, and to the application of change initiatives related to continuous improvement. The instructor attempts to relate the material to the current experiences of the students while creating a foundation for future career development. This is a very practical course that draws on current readings and on the experiences of the instructor and the students to generate a dialogue around these and related issues.

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-410	Statistics (Advanced)	3	VIII
Year	Discipline		
4	Business Administration		

Objectives:

Course Objective:

This course is a continuation of statistics-I. Statistical techniques and their applications are studied in greater detail in this part. The main objective is to work with real life examples and exercises drawn from a range of business area.

Course Contents:

Interval Estimation:

Estimation and interpretation of a confidence interval. CI for population mean and population proportion. Boots trap method.

Hypothesis Testing:

Classified theory. Hypothesis testing using confidence interval. Classical hypothesis testing and its difficulties. Type I and type II errors.

Analysis of Variance:

Anova as a useful tool. Simultaneous interval, distribution and f- test. One way Anova two way Anova.

Least Square:

Methodology and technicalities of fitting a straight line to a scatter plot.

Simple Regression:

Simple regression mode. Use of confidence interval and justifying use of straight line under least square. Sampling variability.

Correlation:

Simple correlation and regression. Correlation in multiple regression and multi -co linearity.

Goodness of Fit:

Use of confidence interval in "Chi-square tests and null hypothesis chi-square tests for multinomial and independence.

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-411	E-Commerce	3	VIII
Year	Discipline		
4	Business Administration		

Objectives:

Course contents

- Foundations of E-Business
- E-Marketplaces
- Networks & Web Technologies (HTML & ASP) intro
- Launching a Successful online Business
- Internet security (Standards Cryptography & Authentications)
- B2B & E-Government, E-Learning
- Online Advertising
- Retailing in E-Commerce
- Ecommerce Environment International, Legal & Ethics, electronic Payment System
- Risk Management & Business continuity

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-412	Financial Institutions & Services	3	VIII
Year	Discipline		
4	Business Administration		

Objectives:

The broad aim of the course is to introduce the students with the core functional areas of Financial Institutions and detailed review of the services offered. As a part requirement of the course each student shall be assigned a Financial Institution for analysis of its services. This would be followed by a presentation and submission of research report on the related Financial Institution.

Course Contents:

Introduction to Financial Institutions and Financial System:

A global review, evolution, development of Financial Institutions in Pakistan, need and importance of Financial Institutions.

Financial Institutions:

Commercial banks special management concerns for commercial banks, saving & loan associations, international banking, third institution, life insurance Co's, pension funds, other financial institutions, investment banks, Finance Co's and Investment oriented intermediaries.

Structural Changes In The Financial Services Industry:

Financial trends into the 1990s. Financial statements of financial institution¹

Planning for Financial Institution:

Strategic planning process, Operating and Financial planning, financial innovations (new products).

An Overview of Credit Risk Management:

Evaluation of loan & Investments, managing problems loans, measuring interest rate risk..

Major Financial Institutions in Pakistan:

State bank, Commercial banks, DFI's, mutual funds stock exchange, in Mudaraba Co's.
Investment banks, Islamic system of banking in Pakistan.

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-413	Financial Management (Advanced)	3	VIII
Year	Discipline		
4	Business Administration		

Objectives:

This course is the continuation of Financial Management-I. It aims at covering those topics which were not dealt with in the first part thereby giving students further exposure in the field of Financial Management.

Course Contents :

- Capital structure and leverage
- Dividend policy
- Common stock and the investment banking process
- Long term debt
- Hybrid financing preferred stock, leasing and options
- Working capital policy and short term credit
- Cash and marketable securities
- Accounts receivable and inventory management
- Mergers, Divestitures, Holding companies and LBO'S

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-414	Taxation Management (Advanced)	3	VIII
Year	Discipline		
4	Business Administration		

Objectives:

Taxation Management includes a comprehensive coverage and treatment of taxes as related to business profits, allowance and education, capital gains depreciation problems and reserves. A thorough study of Income Tax Act, Sales Tax Act, Wealth Tax etc, from the core of this course.

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-415	Advertising	3	VIII
Year	Discipline		
4	Business Administration		

Objectives:

To make students realize the forces of human psychology in the conditioning of consumer behavior. Also to give an understanding of how advertising works and its importance. Advertising is communication or telling people about your product, its price, availability and its differentiating quality. The consumers action will determine sales. Therefore both consumer behavior & advertising will influence the decision making process of the consumers.

Course Contents:

- Introduction to consumer behavior
- Consumer motivation
- Decision making process of the consumers
- Role of advertising in influencing consumer perceptions
- Advertising agency
- Campaign planning
- Setting advertising objectives
- Developing message strategy
- Electronic message tactics
- Message production
- Media, Newspaper, Sales promotion, Magazines, Public realigning, Television, Radio, Direct mail, out of home

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-416	Consumer Behaviour	3	VIII
Year	Discipline		
4	Business Administration		

Objectives:

Course Contents:

- A perspective on consumer behavior
- Affect and Cognition of marketing strategy
- Behavior and marketing strategy
- The environmental and marketing strategy
- Consumer analysis and marketing strategy

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-417	Labour Laws in Pakistan	3	VIII
Year	Discipline		
4	Business Administration		

Objectives:

The course focuses on Labor Relations, Overview of Labor Laws in Pakistan, Rights - Employee, Union, and Management, Maintaining a Union Free Environment, State of the "Union", Identifying Employee Dissatisfies, Stages and Signs of Union Organizing, Developing Positive Employee Relations and Living with a Contract.

Recommended Books:

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-418	Human Resource Development	3	VIII
Year	Discipline		
4	Business Administration		

Objectives:

This course examines the role of training and development in enhancing the competencies and learning opportunities for individual growth and development. The class will also examine organizational structures such as performance evaluation systems, career development and other systems aimed at increasing organizational capabilities and productivity.

Recommended Books: