

# WALI KHAN UNIVERSITY MARDAN



## Course Contents

**Institute of Business Studies & Leadership,  
AWKUM.**

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Contact No: 0937-920844 | E-Mail Address: [ibl@awkum.edu.pk](mailto:ibl@awkum.edu.pk)  
SCHEME OF STUDY FOR BS (COMMERCE)

## **Institute of Business Studies & Leadership**

The Institute of Business Studies & Leadership (IBL), AWKUM has been evolved from a young but rapidly grown Department of Management Sciences to a leading Business School offering a wide range of academic programs aiming to transform our faculty, quality of our facilities, and the quality of our students from excellence to greatness. The IBL embraces the responsibility of preparing students for leadership roles in today's ever-changing, fast-paced business world. Academic & Training programs at IBL are designed to prepare ethical, knowledgeable, and professionally committed graduates who are capable of making immediate contributions at work and in their community. IBL aspires to engage our students through credentialed faculty who purposefully connect theory with practical learning experiences. IBL currently enrolls around 2000 students in under graduates, graduates programs. We expects around 20% increase in student's enrolment, variety of programs, and nearly 300 potential students are expected each year for executive education from 2017 onward. IBL earned its initial NBEAC accreditation in 2014 in W category. Recent reorganization of the university has provided the leadership of a Dean and Director with the up gradation of department in to Institute of Business Studies and Leadership. In addition there are eight coordinators overseeing the academic programs i.e. BBA, BS(B&F), BS(Commerce), BPA, BBS, MBA(2.5), MBA 1.5, MS, PhD & research. These Academic Coordinators along with the Director and the Dean comprise the Leadership Team for the school. Three faculty committees provide continuous oversight and review for the continuous review process of the school's policies and procedures. They are the Scholarship and Curriculum and Assessment, and Community and Outreach Committees. An additional Strategic Planning Committee is composed of the Leadership Team and the chairs of the standing committees.

### **Vision**

The IBL aspires to be a leading business school in Pakistan to be reckoned with due its high quality education, cutting edge research, and social branding.

### **Mission**

Strive to be a Leading national Business Studies & Leadership Institute having excellence in developing responsible leaders, equipped with managerial professionalism that is to be reckoned with even across geographical boundaries. Earn recognition and reputation of competency and innovation in teaching, learning, and research, having local focus with international orientations, sharpening student's skills relevant to fast changing world with strong sense of social responsibility, immediacy and action inspired with national colors. IBL wants to be known for superb scholarship, excellent students and flawless operations, not just among those who know us well, but everyone.

### **Core Values**

The Core Values which IBL shares among its faculty and students with commitment to nurture, maintain and sustain culture of:

- Academic Excellence through quality teaching and conducive learning environment
- Professional expertise in conduct;
- Culture of creativity, innovation and entrepreneurial spirit;

- Impactful and genuine Research that has enduring value
- Student focused;
- Ethical behavior and Social responsibility.
- Partnering to address complex business issues through collaboration with industry, faculty, students, and the community.

## **Goals & Objectives**

1. Developing and producing student's intake in to business professionals, entrepreneurs and employable managers endowed with the spirit of socio- moral responsibility, immediacy and competitiveness and ready to be absorbed across national and international organizations.
2. Maximize sustained and mutually beneficial corporate engagement and foreign collaboration.
3. Strive to enhance quality in faculty, students, infrastructure, curriculum and the technology through making optimum use of available resources, establishing linkages with international but relevant academia and researchers.
4. Promoting culture of inter-discipline and inter- culture harmony by inculcating spirit of tolerance, accommodation and dialogue blend with the colors of responsibility and integrity.
5. Establish and promote a vibrant campus life atmosphere through integration of curricular and co-curricular or extracurricular activities aiming to promote academic and intellectual interaction between faculty and student.

## **BS (Commerce)**

### **Introduction**

The BS (Commerce) is a highly specialized degree, preparing the graduate as having expertise in Accountancy and Commerce. The students will acquire the knowledge and technical skills needed to analyze accounting/finance and business problems, and they will understand how best to communicate and use financial information to support business decisions. The degree offers specialization in Accounting and/or Finance.

With the management of financial information underpinning all business activities, there are more employment and career opportunities in accounting and finance than many other areas of study. This degree will prepare students for a rewarding career in any sector of the economy. The graduates may work as a Financial Accountant, Forensic Accountant, Management Accountant, Auditor, Chief Financial Officer, Financial Advisor and Tax Specialist.

## **Degree Requirements**

The BS (Commerce) is a four-year degree program and consists of 139 credit hours of study. A compulsory requirement for students will be to either go through an eight week internship program followed by an internship report or submit a research dissertation at the end of the degree program. The weight age of the internship report/research dissertation shall be equal to 6 credit hours. The normal duration for completion of BS(Commerce) degree is 8 semesters over a period of 4 years. The maximum duration for obtaining BS (Commerce) degree shall be 7 years.

## **Eligibility Criteria**

Students with FA, F.Sc, or equivalent qualifications and having at least second division, securing 45% marks in aggregate are eligible for program.

## **Learning Outcomes:**

- Each student shall understand economic and industry issues, and the role of accounting within that environment.
- Each student shall be able to apply accounting concepts, principles, standards, and processes.
- Each student shall demonstrate information technology skills as they apply to today's business environment to solve business problems and to communicate those solutions.
- Each student must demonstrate intellectual capabilities by recognizing patterns in information and reaching rational conclusions.
- Each student must demonstrate analytical skills through finding, organizing, assessing and, analyzing data appropriate to a given situation.
- Each student shall be able to impart the knowledge and skills listed above to provide insightful advisory judgments and recommendations regarding the accounting for and the business implications of events, conditions, circumstances, and transactions that give rise to business opportunities or problems.
- Students shall demonstrate awareness of difficult ethical issues they will likely face and may be compelled to take controvertible actions.
- Students shall be able to use personal and ethical frameworks to help them respond to ethical dilemmas.
- Each student must demonstrate strong organizational skills and a capacity for responsive and timely work.

**ASSESSMENT INSTRUMENT WITH WEIGHTS**

<b>S.N O</b>	<b>Items</b>	<b>Marks</b>
1.	<b>Mid-Term Exam</b>	<b>30</b>
2.	<b>Final Term Exam</b>	<b>50</b>
3.	<b>Internal Evaluation Breakdown</b>	
	Quiz(s)	<b>8</b>
	Assignements(s)	<b>4</b>
	Class Participation	<b>2</b>
	Presentations	<b>6</b>
	Case Discussion	
	LabWork/Practical Project	
	Anyother	
	<b>Total</b>	<b>20</b>
	<b>Grand Total</b>	<b>100</b>

**BS (Commerce)**  
**SEMESTER – 01**

<b>Course Code</b>	<b>Semester – 01</b>	<b>Credit Hours</b>
AH-302	Introduction to Philosophy	2
MGT-HR-301	Principles of Management	3
FE-301	Functional English	3
CV-301	Islamic Studies	2
CV-303	Civic and Community Engagement	2
MGT-AF-301	Introduction to Business	3

# ABDUL WALI KHAN UNIVERSITY MARDAN

## Institute of Business Studies & Leadership

Discipline: **BS (Commerce)**

Credit hours: **03**

Course code: **MGT-AF-301**

Course Name: **INTRODUCTION TO BUSINESS**

### COURSE DESCRIPTION

This the first course of **BS (Commerce)** curriculum, it will introduce the students to the business, its types, it working, it legal forms, registration process and operations. Course deals with the different types of the businesses local and international environments. Students will be able to know what is the organizational structure and departments in which it is distributed and what is the organizational hierarchy. Legal and operational form of the business will be brought in the knowledge of the students to understand the professional environment.

### LEARNING OUTCOMES:

After completion of this course student will able to know;

1. How business is different from other economic activities
2. What are the different forms of the business and how they are different from one another in legal and operational forms
3. What are different departmental/ divisional distribution of the business
4. Hierarchy and reporting lines.
5. How businesses are forms and what are the survival techniques and efforts.

### WEEK WISE DISTRIBUTION OF THE COURSE

Week	Course Contents of INTRODUCTION TO BUSINESS
Week – 1	<b>Introduction to Business:</b> Definition of Business, Characteristics of Business, Importance of Business, Qualities of a successful Businessman, Stakeholders in Business
Week – 1	<b>Sole Proprietor form of Business:</b> Sole proprietorship and its characteristics, Advantages and Disadvantages of Sole proprietorship
Week – 2&3	<b>Partnership form of Business:</b> Definition of Partnership, Salient feature of Partnership, Partnership Deed, Types of Partners, Position of a minor in a Partnership, Mutual duties, rights and liabilities of Partners, Reconstitution of Partnership, Registration of a firm, Dissolution of a Partnership firm
Week – 4&5	<b>Joint Stock Company:</b> Joint Stock Company, Joint Stock Company and its features, Classification of companies, Advantages and Disadvantages of a Company, Private limited Company, Public limited Company, Main features of Partnership, Private limited and Public limited Company, Company promoters and their functions
Week – 6	<b>Formation of a Company:</b> Formation of a Public Company, Basic legal documents issued by a company
Week – 7	<b>Classes of Capital:</b> Classes of capital, Classes of shares, Bonds/ Debentures , Underwriting of shares, Managing Agents, Dividend
<b>MID TERM</b>	

<b>Week – 8</b>	<b>Management of a Company:</b> Management of a company, Company meetings, Liquidation of a joint stock company
<b>Week – 9&amp;10</b>	<b>Business Finance:</b> Financial Sources, Why firm need funds, Comparing Equity and Debt Financing, Sources of Short Term Financing, Sources of Medium Term Financing, Sources of Long Term Financing
<b>Week – 11</b>	<b>Marketing:</b> Marketing Goods and Services, Marketing Strategy, Products and Services, Product Identification and Branding, Promotion Strategies
<b>Week – 12&amp;13</b>	<b>Function of Stock Exchange:</b> Stock exchange and its features, How business is transacted at the stock exchange, Bullish and Bearish trend , Causes of fluctuations in security prices
<b>Week – 14</b>	<b>Business Risk and Insurance:</b> Business Risk and Insurance, What is Business Risk?, Requisites of Insurance, Principles of Insurance, Advantages of Insurance
<b>Week – 15</b>	<b>Human Resource Management:</b> Human Resource Management, Definition, Objectives of HRM, The process of selection
<b>Week- 16</b>	<b>Presentation Session</b>
<b>Final Examination</b>	

**RECOMMENDED / REFERENCE TEXT BOOKS:**

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

**METHOD OF LEARNING AND CONTACT HOURS**

A variety of techniques will be used to enhance your learning for this course. These include face-to-face lecture, discussion, exams, cases, in-class group activities, and internet research and guest speaker sessions. You are expected to come to every session prepared based on provided material. Weekly contact of this course is 3 hours.

**ASSESSMENT ITEMS AND WEIGHTS**

Students will have several opportunities to demonstrate their knowledge and understanding of the subject material taught in the class. Though much of the learning is actually achieved in-class, students are expected to complete certain assignment, quizzes, and mini projects to pass the subject. Students will be assessed according to the following criteria.

**I. Mid Term Examination (30%)**

Midterm exam will consist of applied questions, multiple choice and case studies / scenario Analysis.

**II. Final Examination (50%)**

The final exam will consist of application of concepts in terms of numerical, MCQ, case study, and questions on guest speaker sessions (if any)

**III. Internals (20%)**

**Internal marks comprises of the following**

**a. Quizzes**

During the semester, at least four quizzes will be given to the class. There will be no retake for those who missed the quiz.

**b. Project/ Topic / Case Study Presentation**

Class will be divided in to reasonable syndicates for case studies / topic presentation/ class project. Each syndicate will present the case / topic according to the recommended format.

### **QUALITY ASSURANCE**

The completion of the course evaluation survey is mandatory and will be carried before the start of the final exam. The findings of the survey are used in improving the course as well as its delivery. The survey is conducted by quality enhancement cell of the university and is anonymous.



چھٹا ہفتہ

حقوق اسواں (زمانہ جاہلیت اور زمانہ اسلام کا موازنہ)

آیات: مَنْ عَمِلَ صَالِحًا مَّا كَانُوا يَعْمَلُونَ (النحل - 97)

لَلرِّجَالِ نَصِيبٌ مِّمَّا كَسَبُوا وَلِلنِّسَاءِ مِمَّا كَسَبْنَ (النساء - 7)

سائواں ہفتہ:

سیرت طیبہ: مطالعہ سیرت نبی اور اسکی ضرورت و اہمیت

آٹھواں ہفتہ:

نبی کریم ﷺ کے ولادت کے زمانے میں عربوں کی معاشی، معاشرتی، سیاسی اور مذہبی حالات

نواں ہفتہ:

قبل از نبوت مکی زندگی کے اہم واقعات

دواں ہفتہ:

بہشت نبوی

گیارہواں ہفتہ:

دولت و تبلیغ، انفار مہ کی مخالفت، لے اسباب

بارہواں ہفتہ:

ہجرت حبشہ اور مدینہ

تیرہواں ہفتہ:

میشاق مدینہ اور مؤخاۃ

چودھواں ہفتہ:

جہاد کی اہمیت اور غزوات و سرایا کا مختصر جائزہ

پندرہواں ہفتہ:

اسلامی تہذیب: اسلام سے پہلے برصغیر کی تہذیبی حالت

سولہواں ہفتہ:

آداب معاشرت: اسلامی تہذیب کے عالمی اثرات

# ABDUL WALI KHAN UNIVERSITY MARDAN

## Institute of Business Studies & Leadership

Discipline: **BS (Commerce)**

Credit hours: **03**

Course code: **FE-301**

Course Name: **Functional English**

### COURSE DESCRIPTION

This course has been designed to propel students to seek development of their basic linguistic skills through appreciation of English grammar and composition. This course provides the students Language skills for effective communication, organizational communication, the writing process, designing business documents, writing business correspondence, preparing reports, proposals, manuals and presentation, preparing employment and administrative messages, business terminology for marketing and trade, communicating with the customer

### INDENTED LEARNING OUTCOMES

1. By the end of this course it is expected that the student will be able to:
2. To further develop student's skills in reading, writing, speaking and thinking.
3. To develop students „understanding and appreciation of English language and its use in effective communication and literature.
4. To develop student understands and appreciation of essay writing, short stories and will develop ability to evaluate and understand written material.
5. To develop effective business communication skills and enhance presentation skills.

<b>Week -1</b>	Basic Grammar: Definition of Grammar;
<b>Week-2</b>	Parts of speech: Sentence Definition
<b>Week-3</b>	Active and passive voice
<b>Week-4</b>	Phrase, clause and sentence structure
<b>Week-5</b>	Transitive and intransitive verbs; punctuation
<b>Week-6</b>	Spelling rules; use of articles
<b>Week-7</b>	Synonyms; Antonyms
<b>Week-8</b>	Homonyms; One word Substitution
<b>Week-9</b>	Use of prepositions; pair of words
<b>Week-10</b>	Verbal phrases and idiomatic phrases
<b>Week-11</b>	Phrases types and function
<b>Week-12</b>	Clause, types and functions
<b>Week-13</b>	Comprehension
<b>Week-14</b>	Everyday conversation topics; listening
<b>Week-15</b>	Translation skills; paragraph writing
<b>Week -16</b>	Presentation skills.

### Recommended Books:

#### 1. **Functional English**

a) Grammar

1. Practical English Grammar by A.J. Thomson and A.V. Martinet. Exercises 1. Third edition. Oxford University Press. 1997. ISBN 0194313492

2. Practical English Grammar by A.J. Thomson and A.V. Martinet. Exercises 2. Third edition. Oxford University Press. 1997. ISBN 0194313506

b) Writing

1. Writing. Intermediate by Marie-Christine Boutin, Suzanne Brinand and Françoise Grellet. Oxford Supplementary Skills. Fourth Impression 1993. ISBN 0 19 435405 7 Pages 20-27 and 35-41.

c) Reading/Comprehension

1. Reading. Upper Intermediate. Brian Tomlinson and Rod Ellis. Oxford Supplementary Skills. Third Impression 1992. ISBN 0 19 453402 2.

d) Speaking – Exercises and Practice of Presentation

### **METHOD OF LEARNING AND CONTACT HOURS**

A variety of techniques will be used to enhance your learning for this course. These include face-to-face lecture, discussion, exams, cases, in-class group activities, and internet research and guest speaker sessions. You are expected to come to every session prepared based on provided material. Weekly contact of this course is 3 hours.

### **ASSESSMENT ITEMS AND WEIGHTS**

Students will have several opportunities to demonstrate their knowledge and understanding of the subject material taught in the class. Though much of the learning is actually achieved in-class, students are expected to complete certain assignment, quizzes, and mini projects to pass the subject. Students will be assessed according to the following criteria.

#### **I. Mid Term Examination (30%)**

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#### **III. Internals (20%)**

**Internal marks comprises of the following**

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### **QUALITY ASSURANCE**

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# ABDUL WALI KHAN UNIVERSITY MARDAN

## Institute of Business Studies & Leadership

Discipline: **BS (Commerce)**

Credit hours: **03**

Course code: **MGT-HR-301**

Course Name: **Principles of Management**

This course is aimed at highlighting the theoretical aspects of management and then translating these concepts into practical frameworks. Major focus would be on making students comprehend the functional areas, such as, planning, organizing, leading and controlling. In the changing business environment, managers must also consider factors such as cultural diversity, environmental changes, social responsiveness and ethical and moral obligations to lead their organizations successfully. This course will provide insights into such issues as well.

### LEARNING OUTCOMES

At the conclusion of this course, the student should be able to:

1. Introduction, overview and scope of discipline
2. The evolution and emergence of management thought
3. Management functions
4. Planning concepts, objectives, strategies and policies
5. Decision making
6. Organizing; departmentalization, line/staff authority, commitments and group decision making
7. Staffing: principles of selection, performance, career planning
8. Leading: Motivation, leadership, communication
9. Controlling: the system and process and techniques of controlling
10. Management and Society: future perspective

Weeks	Course Contents of Principles of Management
Week – 1	<b>An Overview of Management:</b> Definitions of Management, Characteristics of Management, Different between Management and Administration
Week – 2	<b>Functions of Management:</b> Functions a brief Treatment, Planning, Organizing, Staffing, Directing, Controlling, Coordination
Week – 3	<b>Principles of Management:</b> Taylor’s Principles, Fayol’s Principles, General Principles, Importance and Scope of Management, Importance of Management, Scope of Management
Week – 4	<b>Nature of Management:</b> Management as an art, Management as a Science, Management as a Profession
Week – 5	<b>Planning:</b> Definition, Nature and Characteristics, Importance of Planning, Limitations of Planning, Essentials of a good Plan, Steps in Planning Process , Types of Planning
Week –6&7	<b>Decision Making:</b> Meaning and Elements of Decision Making, Importance and Process of Decision Making, Salient Features of a good or an Effective Decision, An Effective Decision Making
<b>MID TERM</b>	

<b>Week – 9</b>	<b>Organizing:</b> Nature and Importance of Organization, Steps in the Process of Organization, Formal and Informal Organization, Principles of Organization
<b>Week – 10</b>	<b>Communication:</b> Definition of Communication, Process of Communication , Importance of Communication, Types of Communication, Barriers to Communication, Over Coming the Barriers, Characteristics of a good Communication System
<b>Week – 11</b>	<b>Staffing:</b> Definition of Staffing, Sources of Recruitment, Steps in Selection Process, Orientation or Induction, Training and Education, Types and Methods of Training
<b>Week – 12</b>	<b>Directing / Direction:</b> Definition, Nature and Importance, Principles & Techniques
<b>Week – 13</b>	<b>Leadership:</b> Definition, Traits / Qualities of a Successful Leader, Leadership Styles, Function of Leader Ship
<b>Week – 14</b>	<b>Motivation:</b> Meaning and Importance, Financial and Non Financial Incentives, Theory X and Theory Y, Maslow’s Need Priority Model
<b>Week – 15</b>	<b>Controlling:</b> Definition of Controlling, Characteristics of Controlling, Objectives of Controlling, Steps in the Process of Controlling, Essentials of an Effective Control System
<b>Week- 16</b>	<b>Presentation Session</b>
<b>Final Examination</b>	

### RECOMMENDED BOOKS

1. Principles and Practice of Management 1998 Edition, Terry, Prentice Hall USA.
2. Practice of Management, 1997 Edition P.F. Duck Ker, Macmillan, London.

### REFERENCE BOOKS:

Fundamentals of Management 2004 Edition, Prof. Fazli Wahid IBMS/CS Agricultural University Peshawar

### METHOD OF LEARNING AND CONTACT HOURS

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### ASSESSMENT ITEMS AND WEIGHTS

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# ABDUL WALI KHAN UNIVERSITY MARDAN

## Institute of Business Studies & Leadership

Discipline: **BS (Commerce)**

Credit hours: **03**

Course code: **AH-302**

Course Name: **Introduction to Philosophy**

Philosophical thinking is reflective and critical conceptual activity concerned with some of the most enduring and challenging questions. It seeks to address them through creative critical thinking, reasoned analysis and argumentation, and thoughtful discussion. The study of philosophy develops skills in careful and flexible, imaginative thinking, critical analysis, sound reasoning and argumentation, objective evaluation, clear and persuasive writing, and toleration of uncertainty. The major program in philosophy is designed to provide a broad exposure to the major areas of philosophy as well as a strong grounding in the history of the Western philosophical tradition. The program emphasizes the close reading and critical evaluation of classic texts. Philosophy students can expect to develop sophisticated interpretive, analytic and expository skill that will enable them to engage in original, critical reflection on their own.

Weeks	Course Contents of Introduction to Philosophy
Week – 1	Introduction of Philosophy
Week–2-3-4	Branches of Philosophy (Metaphysics, Epistemology, Logic, Psychology, Ethics and Aesthetics)
Week – 4	Importance of Philosophy
Week – 5	Different school of thoughts in Philosophy
Week – 6	Greek Philosophy (Thales, Socrates, Plato, Aristotle)
Week –7	Western/European and Modern Philosophy
<b>MID TERM</b>	
Week-9-10-11	Muslim Philosophy (AL-Kindi, Ibn-Sina, Al-Ghazali)
Week – 12-13-14	Rene-Descartes, David Hume, John Lock, Immanuel Kant, Frederick Nietzsche, Jean Paul Sartre, and Allama Mohammad Iqbal
Week – 15	Presentations/Assignments
<b>Final Examination</b>	

### RECOMMENDED BOOKS

- 1) An Introduction to Philosophy: Fullerton.
- 2) A Critical History of Greek Philosophy: W. T. Stace.
- 3) A History of Muslim Philosophy: MM Sharif

## **METHOD OF LEARNING AND CONTACT HOURS**

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# ABDUL WALI KHAN UNIVERSITY MARDAN

## Institute of Business Studies & Leadership

Discipline: **BS (Commerce)**

Credit hours: **03**

Course code: **CV-303**

Course Name: **Civics and Community Engagement**

Weeks	Course Contents of Civics and Community Engagement
Week – 1	<b>Civics and Citizenship:</b> Concepts of Civics, Citizenship, and Civic engagement, Foundations of modern society and Citizenship, Types of Citizenship, active, participatory, digital etc...
Week– 2-3	<b>State, Government and Civil Society:</b> Structure and functions of government in Pakistan. The relationship between democracy and civil society. Right to vote and importance of Political participation and representation.
Week – 4-5	<b>Rights and Responsibilities:</b> Overview of fundamental rights and liberties of citizens under constitution of Pakistan 1973. Civic responsibilities and duties. Ethical considerations in civic engagement
Week – 6-7	<b>Community Engagement:</b> Concept, nature and characteristics of community. Community development and social cohesion. Approaches of effective community engagement. Case studies of successful community driven initiatives
<b>MID TERM</b>	
Week-9-10	<b>Advocacy and Activism:</b> Public discourse and Public opinion. Role of advocacy in addressing social issues. Social actions movements.
Week – 11-12	<b>Digital Citizenship and Technology:</b> The use of digital platforms for civic engagement. Cyber ethics and responsible use of social media. Digital divides and disparities (access, Usage, Socioeconomics, geographic) and their impacts on citizenship.
Week – 13-14	<b>Diversity, Inclusion and Social Justice:</b> Understanding diversity in society. Youth, women and minorities, engagement in social development. Addressing social inequalities and injustices in Pakistan.
Week – 15	Presentations/Assignments
<b>Final Examination</b>	

### RECOMMENDED BOOKS

- i. “Civics Today: Citizenship, economics & You” by McGraw- Hill Education.
- ii. “Citizenship in Diverse Societies” by Will Kymlicka and Wayne Norman.
- iii. “Engaging Youth in Civic Life” by James Youniss and Peter Levine.
- iv. “Digital Citizenship in Action: Empowering Students to Engage in online Communities” by Kristen Mattson

## **ASSESSMENT ITEMS AND WEIGHTS**

Students will have several opportunities to demonstrate their knowledge and understanding of the subject material taught in the class. Though much of the learning is actually achieved in-class, students are expected to complete certain assignment, quizzes, and mini projects to pass the subject. Students will be assessed according to the following criteria.

### **I. Mid Term Examination (30%)**

Midterm exam will consist of applied questions, multiple choice and case studies / scenario Analysis.

### **II. Final Examination (50%)**

The final exam will consist of application of concepts in terms of numerical, MCQ, case study, and questions on guest speaker sessions (if any)

### **III. Internals (20%)**

**Internal marks comprises of the following**

#### **a. Quizzes**

During the semester, at least four quizzes will be given to the class. There will be no retake for those who missed the quiz.

#### **b. Project/ Topic / Case Study Presentation**

Class will be divided in to reasonable syndicates for case studies / topic presentation/ class project. Each syndicate will present the case / topic according to the recommended format.

## **QUALITY ASSURANCE**

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**BS (Commerce)**  
**SEMESTER – 03**

<b>Course Code</b>	<b>Semester – 01</b>	<b>Credit Hours</b>
QR-304	Introduction to Statistics	3
ICT-302	Application of Information and Communication Technology	3 (2+1)
MGT-HR-401	Human Resource Management	3
EP- 301	Entrepreneurship	3
MGT-AF-401	Financial Accounting-II	3
SS-313	Introduction to Economics	3

# ABDUL WALI KHAN UNIVERSITY MARDAN

## Institute of Business Studies & Leadership

Discipline: **BS (Commerce)**

Credit hours: **03**

Course code: **QR-304**

Course Name: **Introduction to Statistics**

### COURSE DESCRIPTION

The main objectives of the course are to enhance students' competency in application of statistics to solve business management problems and to improve their level of quantitative sophistication for further advanced business analysis.

### LEARNING OUTCOMES

At the conclusion of this course, the student will be:

1. Data description and data presentation in a business environment;
2. Measures of Central Tendency
3. Measure of Relative Dispersion
4. Use of index numbers
5. Basic probability concepts and probability distributions as an aid to business decision making.

Weeks	Course Contents of Introduction to Statistics
Week 1&2	<b>What is Statistics?</b> Introduction to Statistics, Key Statistical Concept, Practical Application, How managers use Statistics
Week 3&4	<b>Collection and Presentation of data</b> Types of Data, Collection of Primary and Secondary Data, Presentation of Data, Frequency Distribution, Stem and Leaf Diagram, Graphical Techniques for Quantitative data, Scatter diagrams, Pie Charts, Bar Charts and Line Charts
Week 5&6	<b>Numerical Descriptive Measures</b> Measures of Central Location, Measures of Variability, Interpreting the Standard Deviation and Coefficient of Variation, Measures of Moments and Skewness
Week – 7	<b>Index Numbers</b> Simple and Composite Index Numbers, Main Steps in the Construction of Index Numbers of whole sale Prices, Fixed Base Method and Chain Base Method, Weighted and Un-weighted Index Numbers, Quantity Index Numbers
Week 8&9	<b>Simple Regression and Correlation</b> Simple Regression, Deterministic and Probabilistic Models, Simple Linear Regression Model, Standard Deviation of Regression Estimate, Correlation, Pearson Product Moment Correlation Coefficient
Week 10&11	<b>Sampling and Sampling Distribution</b> Introduction, Sampling and Sampling Plans, Errors Involved in Sampling, Sampling Distribution of the Sample mean, Other Sampling Distributions

<b>Week – 12&amp;13</b>	<b>Hypothesis testing: Describing a single population</b> Introduction, Concepts Basic to the Hypothesis testing ,Testing the population mean when the Variance is known, Testing the population mean when the Variance is unknown, Calculating the Power of a Hypothesis Test, Testing the population Proportion, Large samples
<b>Week-14</b>	<b>Chi-Square Distribution and Statistical Inference</b> Introduction, Chi-squared test of a multinomial experiment, Chi-squared test of a contingency table, Chi-square as a test of Goodness of Fit, Inferences about a Population variance
<b>Week 15&amp;16</b>	<b>F-Distribution and Statistical Inference</b> Introduction, Confidence Interval for the Variance Ratio, Testing Hypothesis about the Equality of Two Variances
<b>Final Examination</b>	

### RECOMMENDED/ REFERENCE BOOKS:

1. Introduction to Statistical Theory, Part 1, by Prof. Sher Muhammad Chaudhry.(2009 Edition)
2. Basic Statistics for Business and Economics by EARLK. BOWN AND MARTIN STARR
3. Introduction to Business Statistics 2004 Edition, Shamim Khan, Research and Development Center Peshawar
4. Spiegel, M.R. Schiller, J.L and Sirinivasan, R.L. (2000) “Probability and Statistics” 2<sup>nd</sup> ed. Schaums Outlines Series. McGraw Hill. N.Y.
5. Introduction to Statistical Theory, Part II, by Prof. Sher Muhammad Chaudry.
6. Basic Statistics for Business and Economics by EARLK. BOWN AND MARTIN STARR
7. Introduction to Business Statistics 2004 Edition, Shamim Khan, Research and Development Center Peshawar.
8. Statistics for Management, Richard I. Levin and David S. Rubin, Prentice-Hall International, Inc

### ASSESSMENT ITEMS AND WEIGHTS

Students will have several opportunities to demonstrate their knowledge and understanding of the subject material taught in the class. Though much of the learning is actually achieved in-class, students are expected to complete certain assignment, quizzes, and mini projects to pass the subject. Students will be assessed according to the following criteria.

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**QUALITY ASSURANCE**

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# ABDUL WALI KHAN UNIVERSITY MARDAN

## Institute of Business Studies & Leadership

Discipline: **BS (Commerce)**

Credit hours: **03**

Course code: **ICT-302**

Course Name: **Application of Information and Communication Technology**

### COURSE DISCRIPTION

The progress in Information Technology (IT) has been very rapid: new concepts and technologies are constantly emerging and are leading to the development of new products and innovative applications. IT is also expected to fuel development of next generation technologies in other disciplines. IT has become a critical tool for economic, business and social development and will play a pivotal and catalytic role in our nation's progress.

### LEARNING OUTCOMES

Through this course, students will be able:

1. To know and understand the working of Computers, its Peripheral Devices; differentiate between Multi-Tasking and Multi Processing. Learn basic principles of using Windows operation system. Be able to understand the basics of networking, its emerging technologies. As the technology changes day by day and improves every day it is becoming almost impossible for a person to accomplish any task without help of computer. In general, develop an intuitive sense of how computers work and how they can be used to make their academic and professional life work more efficient.
2. To Increase productivity through the utilization of Microsoft Office applications such as Word, Excel, PowerPoint and Outlook, with greater efficiency. This course will help them master their skills in these commonly used commercial and professional softwares including MIS & ERP's.

Weeks	Course Contents of Introduction to Information and Communication Technologies
Week 1,2,3	Basic Definitions & Concepts of Computer, Functions and Characteristic of Computer, Types and Generations of Computer. Hardware, Types of Hardware Input & Output Devices, Computer Systems & Components, Storage Devices.
Week 4	Number Systems, Software Definition Types of Software. Operating Systems,
Week 5	Introduction to Programming, Programming Languages, Introduction to DBMS, Types of DBMS
Week 6, 7	Networking, Describing role of Computer Networking, Types of Networking, LAN, MAN,WAN, Network Topologies (Star, Bus, Ring),
Week 8	<b>Mid Term Exam</b>
Week 9	Data Communication, Data Transmission, Digital and Analog Transmission, Modems,
Week 10	The Internet, Browsers and Search Engines,
Week 11	Email, Collaborative Computing and Social Networking,

<b>Week 12</b>	Introduction of E-Commerce, Types of E-Commerce, Benefits of E-Commerce, Features On-Line Banking / Shopping, Tips & Techniques.
<b>Week 13</b>	INTRODUCTION TO GUI (Graphical User Interface) Desktop Icons, Start Menu, Programs, setting, Control Panel, Display, Keyboard, Mouse, Shutdown.
<b>Week 14,15</b>	Introduction to MS-OFFICE: MS-Word, MS-Excel, MS-Power Point
<b>Week 16</b>	<b>Final Exam</b>

**Note: the credit hours for the subject ITC is being design per week with 2 credit hours theoretical portions to be taught and one credit hour for lab work.**

**Text Books/Reference Books:**

- i. Introduction to Computers by Peter Norton, 6th International Edition (McGraw HILL)
- ii. Using Information Technology: A Practical Introduction to Computer & Communications by Williams Sawyer, 6th Edition (McGraw HILL)
- iii. Computers, Communications & information: A user's introduction by Sarah E. Hutchinson, Stacey C. Swayer
- iv. Fundamentals of Information Technology by Alexis Leon, Mathewsleon Leon press

**ASSESSMENT ITEMS AND WEIGHTS**

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**QUALITY ASSURANCE**

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# ABDUL WALI KHAN UNIVERSITY MARDAN

## Institute of Business Studies & Leadership

Discipline: **BS (Commerce)**

Credit hours: **03**

Course code: **MGT-HR-401**

Course Name: **Human Resource Management**

### COURSE DESCRIPTION

Organizations succeed through efficient and effective use of resources; central to the resources is human resources. It is therefore imperative to know how organization maintain & retain its human resources. The course is designed to give students insight of theoretical perspective, concepts, issues and practices in human resource management. This course is basically designed to provide students the basic understanding of key HRM functions, which include HR planning, recruitment & selection, compensation, performance evaluation, and training & development. Since human resource provides a competitive advantage that ultimately has a vital role in success and effectiveness of any organization, this course emphasizes on the understanding of the basic concepts of managing human resource and their applications in today's organizations. The course is designed to help the students understand if western human resource management theories and practices have any relevance to the local settings. The course will also discuss the Islamic perspective of managing human resource.

### LEARNING OUTCOMES

At the end of this course, students should be able to:

1. Determine a comprehensive knowledge of the activities and decisions that inform the employment relationship and management including recruitment, selection, training, health and safety, employment laws, motivation, and productivity of employees.
2. Relationship between HRM theories with practical life and diverse culture.
3. Understand the different phases of HR process like planning, recruitment, selection, training, development, compensation, reward, compensation, bargain and negotiation.

<b>Weeks</b>	<b>Course Contents of Human Resource Management</b>
<b>Week 1&amp;2</b>	<b>THE HUMAN RESOURCE FRAMEWORKS</b> Introduction to Human Resource Management, Objectives of Human Resource Management, Human Resource Management Activities , External Organizational Challenges to Human Resource Management, Internal Organizational Challenges to Human Resource Management
<b>Week 3&amp;4</b>	<b>HUMAN RESOURCE PLANNING</b> Need for Human Resource Planning, Factors Shaping Organization Demand for Human Resources, Forecasting Techniques for Human Resource, Career Planning Defined, Advantages of Career Planning, Major Actions Aiding Career Development
<b>Week – 5</b>	<b>RECRUITMENT &amp; SELECTION</b> Definition of Recruitment, Recruitment Process, Constraints and Challenges of

	Recruitment Process, Recruitment Channel, Selection Defined, Selection Process
<b>Week – 6</b>	<b>EQUAL EMPLOYMENT OPPORTUNITY</b> HRM in Global Environment Current Issues
<b>Week – 7</b>	<b>PERFORMANCE APPRAISAL</b> Introduction to Performance Appraisal, Uses of Performance Appraisal, Elements of Performance Appraisal Systems Appraisal Methods
<b>MID TERM</b>	
<b>Week – 9</b>	<b>TRAINING AND DEVELOPMENT</b> Difference between Training and Development, Steps to Training and Development
<b>Week – 10</b>	<b>INTERACTIVE CONFLICTS AND NEGOTIATION SKILLS</b> Individual Conflicts , Interpersonal Conflicts .Inter Group Behavior and Conflicts Organizational Conflicts , Negotiation Skills ,Traditional Negotiation Skills , Newly Emerging Skills
<b>Week – 11</b>	<b>HEALTH &amp; SAFETY AT WORK PLACE</b> Introduction, Important of Health & Safety at Work, Health & Safety Policies & Implementation , Changing attitude to Health & Safety
<b>Week – 12</b>	<b>COMPENSATION AND BENEFITS</b> Objectives of Compensation Management, Challenges affecting Compensation
<b>Week-13</b>	<b>MOTIVATION &amp; REWARD SYSTEM</b> Concept of motivation, Reward system, Motivation techniques, Employees Disciplines
<b>Week 14,15</b>	<b>COLLECTIVE BARGAINING &amp; INTERNAL EMPLOYEE RELATIONS</b> The Collective Bargaining Process, Bargaining Issues A Global Perspective of IER
<b>Week – 16</b>	<b>Group Presentations</b>
<b>Final Examination</b>	

### RECOMMENDED / REFERENCE BOOKS

1. Human Resource & Personnel, William B. Werther& Keith Davis
2. McGraw Hill.
3. HUMAN RESOURCE MANAGEMENT, Bernardin& Russell, latest Edition.
4. McGraw Hill.
5. ORGANIZATIONAL BEHAVIOR, Fred Luthans. Latest Edition, McGraw Hill.
6. Organizational Behavior, Robert Kreitner & Angelokinicki , Latest Edition, IR

### ASSESSMENT ITEMS AND WEIGHTS

Students will have several opportunities to demonstrate their knowledge and understanding of the subject material taught in the class. Though much of the learning is actually achieved in-class, students are expected to complete certain assignment, quizzes, and mini projects to pass the subject. Students will be assessed according to the following criteria.

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**QUALITY ASSURANCE**

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# ABDUL WALI KHAN UNIVERSITY MARDAN

## Institute of Business Studies & Leadership

Discipline: **BS (Commerce)**

Credit hours: **03**

Course code: **EP- 301**

Course Name: **Entrepreneurship**

### COURSE DESCRIPTION

The objective of the course is too elucidating the role of creativity, entrepreneurial and innovative business activities and their management, within a domestic and global environment. The course aims to engender critical analytical skills, creative problem solving in the development and evaluation of new venture ideas while understanding both the opportunities and constraints faced by entrepreneurs. This course facilitates development of skills in conceptualizing, developing, and implementing advertising programs consistent with a formulated marketing strategy. The framework of advertising is used to expose students to various concepts, tools, and techniques utilized in making better advertising decision by competing in a comprehensive project. This course is about learning of risk and failure and growing from it. It is about learning to forge one's ideas into workable business concepts, commit them to paper, and flesh them out into a reasonable form that can be tested to see if it could stand up to the demands of the market. The students must write at a top level, argue the potential of their ideas, and convince investors that their ideas are worth being born in the marketplace.

### LEARNING OUTCOMES

After completing this course, the participants should be able to:

1. Develop an idea for a new venture;
2. Research its potential and understand the risks associated;
3. Undertake marketing, positioning, and customer development;
4. Prepare an analysis of the financial requirements and build a financial strategy for the new venture, including incremental appreciation of the equity base;
5. Plan for the execution and management of all the relevant functional areas of new venture including operations, supply chain, information systems, and human resources etc.
6. Identify and prepare legal documents, IP policy, contracts, etc. and
7. Develop a comprehensive business plan for their venture

### Week wise distribution of course

Weeks	Course Contents of Entrepreneurship
Week- 1-2	<b>INTRODUCTION TO ENTREPRENEURSHIP:</b> The Nature and Importance of Entrepreneurship: Nature and Development of Entrepreneurship; Entrepreneurial Decision Process; Role of Entrepreneurs in Economic development; Ethics and Social Responsibility of Entrepreneurship; The Future of Entrepreneurship 98 The Entrepreneur and Entrepreneurial Mind: The Entrepreneurship process; Myths of Entrepreneurs, Managerial VS Entrepreneurial Decision Making; Entrepreneurial Leadership Characteristics. The Nature and Importance of SMEs: Nature and Scope

	of Entrepreneurship; SMEs Definitions / Understanding by various Regulatory Authorities in Pakistan; SMEs contribution to GDP of any country, and of Pakistan; SMEDA' s Role in promoting and developing SMEs
Week-3	<b>IDEA GENERATION:</b> The Individual Entrepreneur, and Techniques for Idea Generation Process; Entrepreneur VS Intrapreneur. Inside the Entrepreneurial Mind: From Ideas to reality: Creativity, Innovation and Entrepreneurship; Creativity A necessity for survival; Creative Thinking; Barriers to creativity; How to enhance creativity; The creative Process; Techniques for improving the creative process; Protecting your ideas.
Week 4&5	<b>PLANNING:</b> The Customer and Product Plan/Feasibility: Understanding of Customer through Demand and Desire, and of Product (Good and/or Service) The Industry and Marketing Plan/Feasibility: Understanding of Marketing Plan, Characteristics of Marketing Plan; and Environment Analysis and Steps in preparing the Marketing Plan The Financial Plan/Feasibility: Operating and Capital Budgets, Break Even Analysis; Cash Flows and Balance Sheets The Organizational Plan/Feasibility: Developing the management team; Building the successful Organization, The Role of BODs
Week – 6	<b>BUSINESS PLANS AND BUSINESS MODEL Business Plan:</b> Components, and Classification of Business Plans Financing Options: e.g. Leveraged Buyouts;
Week – 7	<b>PRODUCT LIFE CYCLE:</b> Preparing for the new Launch; Execution & Growth; Managing early growth of the New Venture
<b>MID TERM</b>	
Week-9	<b>ENVIRONMENTAL ISSUES / TRENDS AND THEIR IMPACT:</b> PESTEL Analysis, and Competitive Environment Analysis
Week-10	<b>STRATEGIC OPTIONS FOR GROWTH Options:</b> Joint Venture; Franchising; Acquisitions; Synergy; Mergers; Hostile Takeovers; Licensing etc. Sustainability Analysis and Maintenance
Week-11	<b>INTERNATIONAL ENTREPRENEURSHIP OPPORTUNITIES:</b> The Nature of International Entrepreneurship; Importance of International Entrepreneurship; Entrepreneurial Entry into International Business
Week-12	<b>SME Definition:</b> Importance of SME, SME in Pakistan
Week 13&14	<b>CONTEMPORARY ISSUES</b> • Management of SMEs in today's world • Promotion and Development of SMEs in Pakistan • SMEs' contribution towards Income, Employment and other Macroeconomic Variables • Management succession and continuity: A family Business Perspective • Woman and Minority Entrepreneurship • Social Entrepreneurship (Social Responsibility) • Latest Theories/Research Work on SMEs and Entrepreneurship • Any other ancillary topic/issue/research/article
Week – 15	<b>Group Presentations</b>
<b>Final Examination</b>	

### RECOMMENDED / REFERENCE BOOKS

1. Entrepreneurship: Successfully Launching New Ventures by Bruce R. Barringer, Duane Ireland, Latest Edition
2. Entrepreneurship new venture creation by David H. Holt - Latest Edition

3. Pitts R.A. and Snow C.C., Strategies for Competitive Success, Johan Willy - Latest Edition
4. Barlett, Christopher A., and Sumantra Goshal. Strategy & Leadership - Latest Edition
5. Kagan, Daniel. (Latest Edition), Why Entrepreneurs ignore good advice: A study in non-linearity and Ego. Human System Management Vol14, no 4, pp327-33.
6. Thomas W. Zimmer, Norman M, Essentials of entrepreneurship and small business management, Prentice Hall - Latest Edition
7. Donald F. Kuratko, Richard M. Hodegetts, Entrepreneurship, Theory, Process and Practise - Latest Edition

### **METHOD OF LEARNING AND CONTACT HOURS**

A variety of techniques will be used to enhance your learning for this course. These include face-to-face lecture, discussion, exams, cases, in-class group activities, and internet research and guest speaker sessions. You are expected to come to every session prepared based on provided material. Weekly contact of this course is 3 hours.

### **ASSESSMENT ITEMS AND WEIGHTS**

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# ABDUL WALI KHAN UNIVERSITY MARDAN

## Institute of Business Studies & Leadership

Discipline: **BS (Commerce)**

Credit hours: **03**

Course code: **MGT-AF-401**

Course Name: **FINANCIAL ACCOUNTING II**

### COURSE DESCRIPTION/OBJECTIVE

This course is built upon the Financial Accounting Course in the sense that it provides advanced treatment of basic techniques learned in the first course of Financial Accounting. It mainly focuses upon the company accounts and their understanding in the context of the IAS and companies ordinance 1984.

### LEARNING OUTCOMES

After studying this course the student will be able to understand:

1. The formation of companies and important financial statements (balance sheet, income statement/profit and loss account, cash flow statement, statement of owner equity) of Public Limited companies.
2. Exposer about company annual report and notes to the accounts.
3. The accounting for partnership and non-profit organizations.
4. The accounting for consolidated statements.
5. Accounting for leasing and fixed assets.

### Week wise distribution of course

Weeks	Course Contents of FINANCIAL ACCOUNTING II
Week- 1, 2	<b>Forms of Business Enterprises:</b> Sole Proprietorship, Partnership, Corporation (Company) Registration of businesses and commencement of operations. Sole Trader ship in Detail, How to become a successful Entrepreneur
Week- 3, 4	<b>Partnership Accounts:</b> Introduction, Formation, Admission & Liquidation, Division of Income,
Week 5, 6	<b>Corporation Accounting:</b> Introduction, Formation of Corporation, Types of Capital Types of Shares/Stock (Ordinary shares, Preference Shares, Issuance of Shares) & Debentures/Bond, Accounting process for issue of shares and Debentures, Preparation of Corporation's Balance Sheet,
Week – 7, 8	<b>Plant Assets &amp; Depreciation:</b> Categories of Plant Assets. Depreciation Methods MACRS Methods. Amortization & Depletion Methods

<b>MID TERM</b>	
Week-9,10	Sales Day Book and Sales Ledger: Introduction, Cash Sales, Credit Sales, Making entries in the Sales Day Book, Posting Credit Sales to the Sales Ledger, Purchase Day Book and Purchases Ledger: Introduction, Purchases Invoices, Making Entries in the Purchase Day Book, Posting Credit Purchases to the Purchases Ledger,
Week-11, 12	Single Entry and Incomplete Records: introduction, why not double entry system, drawing financial statement, incomplete records and missing figures. Single Entry and Incomplete Records: Differentiation between single and double entry system, where there are two missing pieces of information, cash sales and purchases for cash, inventory stolen, lost or destroyed,
Week-13, 14	Joint Ventures Accounts: Introduction, Nature of Joint Venture, Accounting for Large Joint Ventures, Accounting for smaller Joint Ventures. Joint Ventures Accounts: Financial Reporting of Interests in Joint Venture,
Week-15	<b>Analysis of Financial Statements</b> Preparing Final Accounts, Profit & Loss Account, Balance Sheet, Preparation of Cash Flow Statement, Published Annual Reports
Week-16	<b>Group Presentations</b>
<b>Final Examination</b>	

#### **TEXT/REFERENCES BOOKS:**

1. By Williams, Haka, Bettner: Financial & Managerial Accounting, Latest Edition. Publisher Prentice Hall
2. Professor Muhammad Ammanullah Khan: Financial Accounting, Latest Edition
3. Frank wood, Business Accounting –II, (Latest Edition)
4. Miegs and Meigs, Accounting for Business Decision, 12th/Latest Edition

#### **ASSESSMENT ITEMS AND WEIGHTS**

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# ABDUL WALI KHAN UNIVERSITY MARDAN

## Institute of Business Studies & Leadership

Discipline: **BS (Commerce)**

Credit hours: **03**

Course code: **SS-313**

Course Name: **Introduction to Economics**

### COURSE DESCRIPTION

The objectives of this is to give the knowledge about the economic principles and its implication to the modern society and the subject also provides knowledge about theoretical concepts involved in common economic phenomenon. Furthermore this course aims at giving students knowledge about the working of a mixed economy at the aggregate level under pinning of aggregate output and income determination, key Economics problems and major policy debate.

### LEARNING OUTCOME

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

1. To become familiar with and readily use economic terminology.
2. To learn about the analytical approach economists take to the problem of scarcity.
3. To gain an intuitive understanding of economic theory and application.
4. To acquire better critical thinking skills through the analysis of present day economic issues.
5. To provide a foundation for possible careers in business, government, academic or other sectors.
6. To develop a conscious recognition of economics in the world around us.

WEEKS	Course Contents of Introduction to Economics
1&2	<b>Introduction</b> Basic Concept of economics, Definition of Economics, Nature, scope of economics. History of Economics, Classification of Economics. Adam Smith, Marshal & Robbins Explanation of Economics Criticism on it. Factors of Production, Function of productions.
3&4	<b>Basic Elements of Supply and Demand</b> Definition of Demand, Law of Demand, Assumptions, Limitations, Shifts in Demand, Curve, Individual and market Demand, Determinants of Demand, Elasticity of Demand, Income Elasticity, Price Elasticity, Cross Elasticity, Determinants of Elasticity, Definition of Supply, Law of Supply, Assumptions, Limitation, Shifts in Supply curve Determinants of Supply, Market Equilibrium, The Effects of Demand Shift on Equilibrium, The Effect of Supply shifts on Equilibrium
5&6	<b>Demand and Consumer Behavior</b> Introduction, Utility, Law of Diminishing Marginal Utility, Law of Equal and Marginal Utility, Indifference Curve Approach, It's Shape, Assumptions, Budget constraint, Income And Substitution Effects of a consumer
7	<b>Analysis of Cost</b>

	Introduction, Total cost, Fixed Cost, Variable Cost, Marginal Cost, Average Cost, Average Fixed and Variable Cost
<b>MID TERM</b>	
<b>9</b>	<b>Concept of National Income:</b> The Economy's Income and Expenditure, Measuring Gross Domestic Product. (GDP), The components of GDP/GNP, Real Versus nominal GDP, Keynesians Three Sector Macroeconomic Model. Net National Product, Personal Income.
<b>10</b>	<b>Money and Interest:</b> Definition of Money, Barter System and its difficulties, Kinds of Money, Functions of Money, Quantity Theory of Money, Keynesian Theory of Money.
<b>11&amp;12</b>	<b>Consumption, Investment and Savings.</b> Introduction, Keynes Consumption Function, Marginal propensity to consume, Average propensity to consume. Business fixed investment, Residential Investment, Inventory Investment. Functions of savings. <b>Taxation</b> Introduction, Canon of Taxes, Kinds of taxes, Sources of Govt. Revenue, Government Expenditure.
<b>13&amp;14</b>	<b>Monopolistic competition</b> Monopoly, Conditions of Monopoly, Long Run and Short Run Analysis, Monopolistic Competition, Oligopoly Markets, Duopoly Markets, Conditions of Oligopoly Markets and Duopoly Markets.
<b>15</b>	<b>Inflation:</b> Meaning of Inflation, Types of Inflation, and Causes of Inflation in Pakistan, Control Mechanism of Inflation.
<b>Week- 16</b>	<b>Presentation Session</b>
<b>Final Examination</b>	

### RECOMMENDED BOOKS

1. Khwaja, Abdul, Haleem (2009). Economic Theory. Islamabad: Khwaja and Khwaja Publishing House
2. Shapiro Edward, latest edition, Macroeconomic Analysis.
3. Sloman, John. (1997). Economic. Singapore Prentice Hall
4. Frank, Robert. H and Bernanke, Ben.S. (2001). Principles of Economics. London: McGraw-Hill Irwin.

### REFERENCE BOOKS:

1. Sumuelson, **Economics** Seventh Edition,
2. Shahid Hamid Macroeconomics.

### METHOD OF LEARNING AND CONTACT HOURS

A variety of techniques will be used to enhance your learning for this course. These include face-to-face lecture, discussion, exams, cases, in-class group activities, and internet research and guest speaker sessions. You are expected to come to every session prepared based on provided material. Weekly contact of this course is 3 hours.

### ASSESSMENT ITEMS AND WEIGHTS

Students will have several opportunities to demonstrate their knowledge and understanding of the subject material taught in the class. Though much of the learning is actually achieved in-class,

students are expected to complete certain assignment, quizzes, and mini projects to pass the subject. Students will be assessed according to the following criteria.

**I. Mid Term Examination (30%)**

Midterm exam will consist of applied questions, multiple choice and case studies / scenario Analysis.

**II. Final Examination (50%)**

The final exam will consist of application of concepts in terms of numerical, MCQ, case study, and questions on guest speaker sessions (if any)

**III. Internals (20%)**

**Internal marks comprises of the following**

**a. Quizzes**

During the semester, at least four quizzes will be given to the class. There will be no retake for those who missed the quiz.

**b. Project/ Topic / Case Study Presentation**

Class will be divided in to reasonable syndicates for case studies / topic presentation/ class project. Each syndicate will present the case / topic according to the recommended format.

**QUALITY ASSURANCE**

The completion of the course evaluation survey is mandatory and will be carried before the start of the final exam. The findings of the survey are used in improving the course as well as its delivery. The survey is conducted by quality enhancement cell of the university and is anonymous.