

BBA

Semester I

Discipline: **BBA**

Credit Hours: **03**

Course Name: **INTRODUCTION TO BUSINESS**

Introduction to Business

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

Sole Proprietor form of Business

- Sole proprietorship and its characteristics
- Advantages and Disadvantages of Sole proprietorship

Partnership form of Business

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

Joint Stock Company

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

Formation of a Company

- Formation of a Public Company
- Basic legal documents issued by a company

Classes of Capital

Classes of capital
Classes of shares
Bonds/ Debentures
Underwriting of shares, Managing Agents, Dividend

Management of a Company

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

Business Finance

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

Marketing

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

Function of Stock Exchange

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

Business Risk and Insurance

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

Human Resource Management

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

RECOMMENDED BOOKS:

1. Business Today by Stephen P. Robbins
2. Introduction to Business by Brown/ Peterlod

3. Financial Management by I. M. Padey
4. Introduction to Business by M. Saeed Nasir

Discipline: **BBA**

Credit Hours: **03**

Course Name: **PAKISTAN& ISLAMIC STUDIES**

COURSE CONTENTS:

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

RECOMMENDED BOOKS:

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

فہرست مضامین
اسلامیات لازمی

حصہ اول

﴿قرآن و حدیث کا موضوعاتی مطالعہ﴾

بنیادی عقائد

(الف) عقیدہ توحید آیات: لَوْ كَانَ قَوْمًا مِّنَ الْبَنَاتِ ----- يَهْتَكُونَ (الانبياء-22)

:وَالْعُلَمُ الْمُنِذِرُ وَاجِدٌ ----- الْبَقَرَةُ (163)

:وَالَّذِينَ كَفَرُوا لَهُمْ فِي النَّارِ أَشْوَاقٌ ----- الْبَقَرَةُ (164)

(ب) عقیدہ رسالت آیات: مَا كَانَ لِنَبِيٍّ ----- نَزَّلَ سُوْرًا مِّنَ آيَاتِنَا (آل عمران-79)

وَمَا أَتَانَا مِّنْ نَّبِيٍّ سِوَاكَ ----- الْغَاثِ (7)

أَلَيْسَ لَكَ مَنَّا نَبِيٌّ مِّمَّنْ بَعَثْنَا (المائدہ-3)

احادیث: لَا إِلَهَ إِلَّا اللَّهُ مُحَمَّدٌ رَّسُولُهُ

ذَلِكَ فَطَمَ الْإِيمَانَ ----- رَسُوْلًا

بِأَنَّ الْإِسْلَامَ ----- صَوْمُ رَمَضَانَ

(ج) عقیدہ آخرت

آيَات: يَا أَيُّهَا النَّاسُ إِن كُنتُمْ فِي رَيْبٍ مِّمَّا نَزَّلْنَا بِهَذَا الْحَقِّ

وَالْقُرْآنِ فَلْيُقْرَبُوا ----- الْبَقَرَةُ (48)

عبادات: عبادت کی تعریف، اہمیت، اہمیت اور تسبیح

قرآن پاک کی آیات: قَدْ اَخْلَقْنَا الْمُؤْمِنِينَ خَالِدُونَ ط (المؤمنون - ۱۱)

امر بالمعروف ونہی عن المنکر

تعریف، اہمیت اور ضرورت اور طریق دعوت

آیات: لَتَعْلَمَنَّ خَيْرًا مِمَّا اَخْرَجْتُمْ وَ اَلْمُؤْمِنِينَ ط (آل عمران - 110)

اَوْ رَاى اٰلِیٰنَّبِیْلِیٰ رِجْلًا بِالْمُتَّقِیْنَ ط (النحل - 125)

وَلٰكِنْ تَتَكَبَّرُ ط (آل عمران - 104)

اِحادیث: شرح برائے اَوْ اَعْتَصَفَ ط (ابن ماجہ)

اجتہاد امت (اخوت، باہمی ہمدردی)

اہمیت اور ضرورت

قرآنی آیت: وَ اَتَّخِضُوا اٰخِلًا لِلّٰهِ ط (آل عمران - 103)

اِنَّمَا الْمُؤْمِنُونَ اٰخُوۡةٌ ط (الحجرات - 10)

احادیث: تَرَى الْمُؤْمِنِیْنَ ط (ابن ماجہ)

حقوق العباد (بنیادی انسانی حقوق)

جان کا تحفظ: آیت: مَن اٰمَلَ ذَا لِكَلْبٍ ط (المائدہ - 32)

ملکیت کا تحفظ: آیت: یٰۤاَيُّهَا الَّذِیْنَ اٰمَنُوا لَا تَتَّبِعُوا ط (الحجرات - 11)

عزت کا تحفظ: یٰۤاَيُّهَا الَّذِیْنَ اٰمَنُوا اِحْبِسُوۡا ط (الحجرات - 12)

احادیث: اَنْصُرُوۡا خَالَکَ لَمَّا اُوۡرَسَلُوۡا ط (ابن ماجہ)

لَا تَمْلِكُ سُلٰتٌ اَوْ سُلٰتٌ مِّنۡ سُلٰتِیۡ اِلَّا بِطَلَبِ نَفْسِیۡ
اِنَّا سَمِعْنَا لَقَلۡبَ نَبِیِّکَ اَنْتَلَمَّ اَنْ کَذَّبَ اِلٰہِیۡتِیۡ

چھٹا ہفتہ

حقوق اسواں (زمانہ جاہلیت اور زمانہ اسلام کا موازنہ)

آیات: فمن عمل صالحاً ما کانوا یعملون (الحمل - 97)

للمرء ما لالنساء (النساء - 7)

ساتواں ہفتہ:

سیرت طیبہ: مطالعہ سیرت نبی اور اسکی ضرورت واہمیت

آٹھواں ہفتہ:

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

نواں ہفتہ:

قبل از نبوت کی زندگی کے اہم واقعات

دواں ہفتہ:

بوست نبوی

گیارہواں ہفتہ:

دعوت و تبلیغ، انکار ملامت کی مخالفت کے اسباب

بارہواں ہفتہ:

ہجرت حبشہ اور مدینہ

تیرہواں ہفتہ:

میشاق مدینہ اور مؤخاۃ

چودھواں:

جہاد کی اہمیت اور غزوات و سرایا کا مختصر جائزہ

پندرہواں:

اسلامی تہذیب: اسلام سے پہلے برصغیر کی تہذیبی حالت

سولہواں ہفتہ:

آداب معاشرت: اسلامی تہذیب کے عالمی اثرات

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

Credit Hours: **03**

Course Contents:

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

RECOMMENDED BOOKS

1. Bov'ee D. Philips: Business Communication today
2. Stewart, Zimiber & Clark: Business English & Communication
3. Himstreet & Batty: Business Communication
4. Kitty O Locker: Business & Administrative communication
5. Practical English Usage

Discipline: **BBA**

Credit hours: **03**

Course Name: **MICROECONOMICS**

Introduction

- Basic Concept of economics
- Definition of Economics
- Factors of Production
- Types of Economies

Scarcity Problem

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

Basic Elements of Supply and Demand

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

Demand and Consumer Behavior

- Introduction
- Utility
- Law of Diminishing Marginal Utility
- Law of Equal and Marginal Utility
- Indifference Curve Approach
- It's Shape
- Assumptions
- Budget constraint
- Income And Substitution Effects of a consumer

Analysis of Cost

- Introduction
- Total cost, Fixed Cost, Variable Cost

Marginal Cost, Average Cost
Average Fixed and Variable Cost

Behavior of Perfect Competitive Markets

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

Monopolistic competition

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

Factor Pricing

Introduction
Marginal Productivity theory
Explanations and Assumptions
Factors of Production

Labor Market

Introduction
Efficiency of Labor
Demand for Labor, Supply of Labor

Land and Capital

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

Recommended Books:

1. Samuelson Pual and Nordhaus W.D “ Economics” Latest Edition, McGraw Hill
2. McConnel and Brue “Economics “Latest Edition” McRraw Hill.
3. G.P Gould and Ferguson “Microeconomics Theory” Latest Edition.
4. Habibullah Vaseer “Elements of Economics” Latest Edition.

Discipline: **BBA**

Credit Hours: **03**

Course Name: **INTRODUCTION TO SOCIOLOGY**

Introduction to Sociology

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

Role of Sociologists

As a research Scientists
As a Policy Consultants
As a Teachers
As a Business Person

Society

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

The Culture

Definition of Culture
Types of Culture
Culture and Society
Social and Cultural Change
Characteristics of Culture

Methods of Study

Cross Sectional Study
Longitudinal Study
Laboratory Study
Field Study
Observational Study

Social Stratification

Definition of Social Stratification
Types of Social Stratification
Classes
Definition of Class
General Classification of Class
Sociological Classification of Class

Caste
Definition of Caste
Characteristics of Caste
Difference between Class and Caste

Social Groups

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

Social Mobility

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

Social Institutions

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

Family Institution

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

Religious Institutions

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

Economic Institution

Definition of Economic Institution
Structure of Economic Institution
Characteristics of Economic Institution
Functions of Economic Institution

Political Institution

Definition of Political Institution
Structure of Political Institution
Formal and Informal
Main Branches of Govt
Judiciary, Executives, Legislation

Educational Institution

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

Sociology of Pakistan

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

RECOMMENDED BOOKS

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

BBA

Semester II

Discipline: **BBA**

Credit Hours: **03**

Course Name: **PRINCIPLES OF MANAGEMENT**

An Overview of Management

Definitions of Management
Characteristics of Management
Different between Management and Administration

Functions of Management

Functions a brief Treatment
Planning, Organizing, Staffing
Directing, Controlling, Coordination

Principles of Management

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

Nature of Management

Management as an art
Management as a Science
Management as a Profession

Planning

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

Decision Making

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

Organizing

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

Communication

Definition of Communication
Process of Communication
Importance of Communication
Types of Communication
Barriers to Communication
Over Coming the Barriers
Characteristics of a good Communication System

Staffing

Definition of Staffing, Sources of Recruitment
Steps in Selection Process
Orientation or Induction
Training and Education
Types and Methods of Training

Directing / Direction

Definition, Nature and Importance
Principles & Techniques

Leadership

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

Motivation

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

Controlling

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

RECOMMENDED BOOKS

1. Principles and Practice of Management 1998 Edition, Terry, Prentice Hall USA.
2. Practice of Management, 1997 Edition P.F. Duck Ker, Macmillan, London.
3. Fundamentals of Management 2004 Edition, Prof. Fazli Wahid IBMS/CS Agricultural University Peshawar.

Discipline: **BBA**

Credit Hours: **03**

Course Name: **BUSINESS ENGLISH-II**

COURSE CONTENTS

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

RECOMANDED BOOKS:

1. Business Communications by Wills
2. Exploring the World of English by Saadat Ali Shah.
3. Business Opportunities by Vicky Hollet
3. Practical English Usage

Discipline: **BBA**

Credit Hours: **03**

Course Name: **MACROECONOMICS**

Introduction

Introduction to Macroeconomics
Principles of Macroeconomics
Objectives and Tools of Macroeconomics

National Income Accounting.

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

Money and Interest.

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

Aggregate Demand and Aggregate Supply.

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

Consumption, Investment and Savings.

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

Inflation and Unemployment.

Definition.
Measure of Inflation
Types of Inflation
Demand Pull Inflation.
Cost Push Inflation.

Identifying Unemployment.
Theory of Efficiency wages.

Taxation

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

Business Cycle.

Introduction.
Trade Cycle Theories.

Monetary Policy

Definition of Monetary Policy.
Objectives of Monetary Policy
Tools of Monetary Policy.

Fiscal Policy.

Definition of Fiscal Policy.
Objectives of Fiscal Policy.
Tools of Fiscal Policy.

RECOMMENDED BOOKS

1. Shapiro Edward, latest edition, Macroeconomic Analysis.
2. Mankiw N. Gregory, fifth edition, Macroeconomics.
3. Mankiw N. Gregory, fourth Edition, Brief Principles of Macroeconomics.
4. Sumuelson, **Economics** Seventh Edition,
5. Shahid Hamid Macroeconomics.

Discipline: **BBA**

Credit Hours: **03**

Course Name: **BUSINESS MATHEMATICS**

Functions

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

Revenue, Cost and Profit Application

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

Two- Variable Systems of Equations

- Graphical Analysis
- Slope- Intercept Relations
- Graphical Solutions

Linear Programming

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

Matrix algebra

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

Marginal Approach to Profit Maximization

Marginal Revenue
Marginal Cost
Break - Even Models
Break Even Analysis

Integral Calculus

Revenue and Cost Functions,
Rules of Integration
Applications

Exponential and Logarithmic Functions

Application of Exponential Functions
Logarithms and logarithmic Functions

Interest and its Computation

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

RECOMMENDED BOOKS

1. Applied Mathematics For Business, Economics, And The Social Sciences, Frank S. Bud Nick, (Fourth Edition).
2. Business Mathematics, Mirza Mohammad Hassan And Mohammad Ali Mirza.
3. Modern Mathematics With Applications To Business And The Social Sciences, Ruric E. Wheeler And W.D. Peebles, Jr (Fourth Edition).

Discipline: **BBA**

Credit Hours: **03**

Course Name: **FUNDAMENTALS OF ACCOUNTING**

Introduction:

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

Recording Business Transactions:

Types of Accounts.
Debit & Credit Rules.
Journal, Ledger, Trial Balance;
Accounting equation.

Measuring of Business Income:

Preparation of Income Statement, Statement of Owner's Equity.
Adjusting Process.
Preparation of Balance Sheet,
Closing Entries.
Preparation of Work sheet,

Controlling Accounts & Subsidiary Ledger Accounts.

Special Journal for Purchase & Sales,
Purchase Returns & Sales Returns.
Cash Receipts and Cash Payment Journal
Accounts Receivables & Accounts Payables

Control of Cash Transactions and Bank Reconciliation Statement.

Cash Book.
Bank Reconciliation Statement.

Capital & Revenue:

Capital & Revenue Expenditures
Capital & Revenue Receipts
Capital & Revenue Profits
Capital & Revenue Losses.

Text Books:

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

BBA

Semester III

Discipline: **BBA**

Course Hours: **03**

Course Name: **PRINCIPLES OF MARKETING**

Understanding Marketing and Marketing Process

- What is marketing?
- Marketplace and customers needs
- Basic functions of marketing
- Importance of marketing

Marketing Strategy: Building strong customers relationship

- Defining marketing role
- Marketing strategy and marketing Mix
- Managing the marketing efforts

Consumer Buying Behavior.

- What influence consumers behavior
- Types of buying decision behavior
- The buying decision process
- The buying decision process for new products

Business markets and Business Buyers' Behavior

- Business markets
- Business buying behavior
- Stages in business buying process
- Institutional and government markets

Market Segmentation, Targeting and positioning for competitive advantage

- Market Segmentation
- Market Targeting
- Differentiation and positioning

Product and Services Marketing Strategies.

- What is product and service
- Level of product and services
- Product and services classification
- Product and services decision
- Services marketing

New Product Development and Product Life Cycle Strategies.

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

Developing pricing Strategies

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

Marketing channels and Supply Chain Management.

Nature and importance of marketing channels
Various marketing channels
Channel design decision
Channel management decision

Retailing and Wholesaling

Types of retailers
Retailers marketing decision
The future of retailing
Types of wholesaling
Wholesalers marketing decision
Trends in wholesaling

Integrated Marketing Communication.

The marketing communication mix
A view of communication process
Steps in developing effective communication
Socially responsible marketing communication

Advertising and Public Relations.

Setting advertising objectives
Types of advertising
The advertising decision process
The role and impact of public relation
Major public relation tools

RECOMMENDED BOOKS

1. William J. Stanton and Charles Furtrell, Fundamentals of Marketing
2. The Principles of Marketing by Philip Kotler and Gray Arms
3. PRINCIPLES OF MARKETING --- Michael J.Etzel, Brvce J.Walker_ William J.Stanton
Stanton_11th Edition McGraw Hill-1997
4. PRINCIPLES OF MARKETING --- Thomas C. Kinnear, Kenneth L- Bern_Hardt_4th
Edition Kathleem A.Krentler, Honper Collin College Publishers

Discipline: **BBA**

Credit Hours: **03**

Course Name: **FINANCIAL ACCOUNTING**

Accounting Concepts: (Review)

GAAP, The Consistency Principle,
The Disclosure Principle,
Materiality Principle,
Conservatism Principal,
International Accounting Standards-Overview.

Partnership Accounts:

Introduction,
Formation, Admission & Liquidation,
Division of Income,

Corporation Accounting:

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

Statement of Cash Flow:

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

Plant Assets & Depreciation:

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

Inventories:

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

Text Books:

- Robert F.Meigs and Walter B.Meigs: Accounting: The Basis for Business Decisions, McGraw Hill, Inc
- Eric G. Flamholtz, Diana Troik Flamholtz, Michael A.Diamond: Principle of Accounting, Macmillan Publishing Co. New York
- Frankwood, Business Accounting-I and Business Accounting-II
- M.A.Ghani, Principles of Accounting.
- Fundamentals of Accounting, Aftab Ahmed

Discipline: **BBA**

Credit Hours: **03**

Course Name: **BUSINESS STATISTICS**

What is Statistics?

- Introduction to Statistics
- Key Statistical Concept
- Practical Application
- How managers use Statistics

Collection and Presentation of data

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

Numerical Descriptive Measures

- Measures of Central Location
- Measures of Variability
- Interpreting the Standard Deviation and Coefficient of Variation
- Measures of Moments and Skewness

Index Numbers

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

Simple Regression and Correlation

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

Probability

- Introduction
- Assigning Probabilities to events
- Conditional Probability

Rules of Probability
Independent and Dependent Events

Random Variables and Probability Distributions

Introduction

Distribution Function

Discrete and Continuous Random Variables and its Density Functions

Binomial and Poisson probability Distributions

Normal Probability Distribution

RECOMMENDED BOOKS

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" 2nd ed. Schaums Outlines Series. McGraw Hill. N.Y.

Discipline: **BBA**

Credit Hours: **03**

Course Name: **BUSINESS COMMUNICATION**

Course Contents:

The art of listening

The importance of listening

Improving listening efficiency

Effect of listening on other communication skills

Listening & Job Success

Practice

Interviewing: What is interview?, Physical and mental preparation, Knowing your abilities, Getting information about company, Body language, What to do during interview, Kinds of interview, Follow up communication

Application Packages: Resume writing, Chronological resumes, Skills resumes.

Preparing different resume for different jobs, What do your employer wants to

Know about you, Covering letter, What should be there in covering letter?, Ready to respond every question.

Meeting & Conference Participation: Qualities of effective speaking, Creating favorable impression, Enunciation, pronunciation

Planning & Writing: Business letter format & letter styled, Arrangement styles of letters, Punctuation styles for business letters, A final word

The Psychology of Effective Communication: Principles of Communication Psychology.

What do we know about Human Behavior, Non-verbal communication, Promoting Goodwill, Stimulating desired reaction.

RECOMMENDED BOOKS:

1. Bov'ee D. Philips: Business Communication Today
2. Himstreet & Batty: Business Communication
3. Kitty O Locker: Business & Administrative communication. • Stewart, Zimiber & Clark: Business English & Communication
4. Murphy: Business Communication

Discipline: **BBA**

Credit Hours: **03**

Course Name: **INTRODUCTION TO COMPUTER**

INTRODUCION & HISTORY OF COMPUTER

- Computer (Definition)
- Characteristic of Computer
- Function of Computer
- Brief History
- Computer Generations
- Types of Computer
- Classification of Computers

HARDWARE & SOFTWARE

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

OPERATING SYSTEM & DATABASE MANAGEMENT SYSTEM (DBMS).

- Programming Languages
- Introduction to DBMS
- Types of DBMS

INTERNET & WORLD WIDE WEB

- Uses and Feature of Internet
- Creating Dialup Connection for Internet
- Web Browsing.

E-COMMERCE & ON-LINE BANKING / SHOPPING

- Introduction of E-Commerce
- Types of E-Commerce
- Benefits of E-Commerce
- Features On-Line Banking / Shopping
- Tips & Techniques.

NETWORK & DATA COMMUNICATION

- Benefits / Uses of Network
- Types of Network

INTRODUCTION TO GUI (Graphical User Interface)

Desktop
Icons
Start Menu
Programs
Settings
Control Panel
Display
Date & Time
Keyboard / Mouse
Shutdown

INTRODUCTION TO MS-OFFICE

MS-Word
MS-Excel
MS-Power Point

RECOMMENDED BOOKS

1. Introduction to Computer by Peter Norton,
2. Mastering Microsoft Office 2000 by Gini Courter , Anneth Marquis Professional Edition
3. Computer Fundamentals Concepts, Systems & Applications, by P.K. Sinha
4. Fundamentals Concepts of Computer System by Asiya Sultan & Amena Nudrat.

BBA

Semester IV

Discipline: **BBA**

Credit Hours: **03**

Course Name: **HUMAN RESOURCE MANAGEMENT**

THE HUMAN RESOURCE FRAMEWORKS

Introduction to Human Resource Management
Objectives of Human Resource Management
Human Resource Management Activities
External Organizational Challenges to Human Resource Management

Internal Organizational Challenges to Human Resource Management

HUMAN RESOURCE PLANNING

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

RECRUITMENT & SELECTION

- Definition of Recruitment
- Recruitment Process
- Constraints and Challenges of Recruitment Process
- Recruitment Channel
- Selection Defined
- Selection Process

EQUAL EMPLOYMENT OPPORTUNITY

- HRM in Global Environment
- Current Issues

PERFORMANCE APPRAISAL

- Introduction to Performance Appraisal
- Uses of Performance Appraisal
- Elements of Performance Appraisal Systems
- Appraisal Methods

TRAINING AND DEVELOPMENT

- Difference between Training and Development
- Steps to Training and Development

INTERACTIVE CONFLICTS AND NEGOTIATION SKILLS

- Individual Conflicts
- Interpersonal Conflicts
- Inter Group Behavior and Conflicts
- Organizational Conflicts
- Negotiation Skills
- Traditional Negotiation Skills
- Newly Emerging Skills

HEALTH & SAFETY AT WORK PLACE

- Introduction
- Important of Health & Safety at Work
- Health & Safety Policies & Implementation
- Changing attitude to Health & Safety

COMPENSATION AND BENEFITS

Objectives of Compensation Management
Challenges affecting Compensation

MOTIVATION & REWARD SYSTEM

Concept of motivation
Reward system
Motivation techniques
Employees Disciplines

COLLECTIVE BARGAINING & INTERNAL EMPLOYEE RELATIONS

The Collective Bargaining Process
Bargaining Issues
A Global Perspective of IER

RECOMMENDED BOOKS

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

Discipline: **BBA**

Credit Hours: **03**

Course Name: **MARKETING MANAGEMENT**

Understanding marketing management

What is marketing management?

Functions of marketing management

Scope of marketing management

Evolution of marketing management

Develop culture value and relationships through marketing.

Customer perceived value, monitoring satisfaction.

Linking marketing and corporate strategies

Developing marketing strategies and plans

The value delivery process

The value chain process

Core competencies

Central role of strategic planning

Define corporate or business mission

Establishing strategic business units/ SWOT analysis

Marketing innovation.

Scanning the marketing environment

Analyzing the macro environment

Needs and trends

Identifying the major forces

Demographic environment

Social-culture environment

Economic environment

Natural environment

Technological

Political-legal

Influence of these forces over marketing decisions.

Consumer behavior

What influence consumer behavior

Cultural factors

Social factors

Personal factors

Psychological factors

Organizational markets

Business markets v/s consumer markets

Market structure and demand

Institutional markets

Government markets

Buying Behavior

What is organizational buying?

- Buying situations
- System buying & selling
- Stages in buying process
- Buying centre
- The purchasing process

Turning marketing information in action

- Definition
- Gathering information
- Marketing database system
- Marketing intelligence
- Marketing research process
- Steps involve in marketing research

Identifying market segments & targets

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

Developing new products

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

Managing products and brands

- Concept development and testing
- Marketing strategy development
- Product development
- Market testing

- Commercialization
- The consumer adoption process
- Stages
- Factors influencing the adoption process

Designing and managing marketing channels

- The importance of channels
- Channel development
- Developing distribution channels
- Roles of marketing channels
- Channel management decisions
- Channel integration and system

Wholesaling & Retailing

- Trends in wholesaling
- Types of retailers
- The retail environment
- Marketing decisions

Integrated marketing communication and direct marketing

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

Advertising, sales promotion and public relations

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

Personal selling and sales management

- Principles of personal selling
- The six steps
- Sales force structure
- Sales force size
- Managing sales force
- Recruiting and selecting representatives

Training and supervising
Monitoring
evaluating

Building the price foundation

Arriving the price foundation

Setting the price

Step:1 selecting the price objective

Step;2 determining demand

Step:3 estimating costs

Step:4 analyzing competitors

Step:5 selection pricing model

Step:6 selecting final price

Adopting price

Recommended Books

1. Philip Kotler Kevin lane kler,Araham Koshey, 13th edition
2. Mc-Graw Hill,Co,11th edition
3. Marketing management; by Peter R Dickson,2nd edition.
4. Marketing a strategic approach; McColl-Kennedy&Kiel

Discipline: **BBA**

Credit Hour: **03**

Course Name: **ORGANIZATION THEORY AND BEHAVIOR**

INTRODUCTION TO ORGANIZATION BEHAVIOR

- The Challenges to the Modern Management
- Undergoing a Paradigm Shift
- The new Perspective of Management
- Theoretical Framework of OB
- Organizational Behavior Model

REVIEW OF PERCEPTION PROCESS

- The Nature and Impact of Perception
- Sensation versus Perception
- Sub Processes of Perception
- Perceptual Selectivity
- External Attention Factors
- Internal set Factors

PERCEPTUAL ORGANIZATION

- Impression Management
- The Process of Impression Management
- Employee Impression Management, Strategies

PERSONALITY AND ATTITUDES

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

JOB SATISFACTION

- Organizational Commitment
- Meaning and the Outcomes of Organizational Commitment

MOTIVATION NEEDS & PROCESSES

- The Meaning of Motivation
- Primary Motives
- Secondary Motives
- General Motives
- Content Theories of Motivation
- Maslow's Need Hierarchy Theory
- Herzberg's Two Factors Theory
- Adlerfer's ERG Theory

LEARNING PROCESS

The Theoretical Processes of Learning
Behaviorist Theories
Social Learning Theories
Principles of Learning, Punishment and
Reinforcement

POWER AND POLITICS

The Meaning of Power
Classification of Power
Political implications of Power

CHANGE MANAGEMENT

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

STRESS

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

GROUPS AND TEAMS

The nature of groups
Teams in the work place

THE GREAT LEADERS /LEADERSHIP

Leadership in the Environment
Leadership Styles

RECOMMENDED BOOKS:-

1. ORGANIZATIONAL BEHAVIOR—Fred Luthans, 8th Edition Irwin , McGraw Hill Publishers, (Latest Edition).
2. ORGANIZATIONAL BHEAVIOR— Robert Kriether, and Annlgelo Kinick, , Irwin McGraw Hill Publisher,

Discipline: **BBA**

Credit Hours: **03**

Course Name: **BUSINESS FINANCE**

INTRODUCTION

- The concepts of Business and Finance
- An overview of Financial Management
- The Financial System and environment
- An overview of Financial Markets
- Interest Rates and its determinants
- An overview of Financial Statements

THE TIME VALUE OF MONEY

- Concepts of the Time Value of Money
- Relationship to the Capital Outlay Decision
- Future Value of a Single Cash Flow
- Future Value of an Annuity
- Present Value of a Single Cash Flow
- Present Value of an Annuity

MODE OF FINANCING

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

RISK AND RETURN

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

WORKING CAPITAL MANAGEMENT

- Overall Consideration of Working Capital
- Characteristics of Current Assets

FACTORS INFLUENCING WORKING CAPITAL REQUIREMENTS

- Nature of Business
- Seasonality of Operations

Production Policy
Supply Conditions
Market Conditions
Working Capital Policy
Operating Cycle Analysis :

CASH MANAGEMENT

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

TERM LOANS AND LEASES

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

RECOMMENDED BOOKS

1. FINANCIAL MANAGEMENT T.J Gahagher And J.D.Andrew, Jr, McGraw Hill 1997
2. FOUNDATION OF FINANCIAL MANAGEMENT--- Geoffrey A. Hirt, Richard D. Irwin, Inc. Stanley B. Block, 1997.
3. FUNDAMENTAL OF FINANCIAL MANAGEMENT, Eugene F. Brigham Seventh Edition.
4. FUNDAMENTAL OF FINANCIAL MANAGEMENT, James C.Vanhorne
5. FUNDAMENTAL OF FINANCIAL MANAGEMENT, Ramesh Rao

Discipline: **BBA**

Credit Hours: **03**

Course Name: **STATISTICAL INFERENCE**

Statistical Inference

Introduction
Sources of Data
Data type and Problem Objective

Sampling and Sampling Distribution

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

Estimation: Describing a single population

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

Hypothesis testing: Describing a single population

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

Chi-Square Distribution and Statistical Inference

Introduction
Chi-squared test of a multinomial experiment
Chi-squared test of a contingency table
Chi-square as a test of Goodness of Fit
Inferences about a Population variance

F-Distribution and Statistical Inference

Introduction
Confidence Interval for the Variance Ratio
Testing Hypothesis about the Equality of Two Variances

Analysis Of Variance

Introduction

One way Analysis of Variance For Equal and Unequal sample sizes
Two way Analysis of Variance without Interaction

Nonparametric Methods

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

Time Series and Forecasting

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

RECOMMENDED BOOKS

1. Introduction to Statistical Theory, Part II, by Prof. Sher Muhammad Chaudry.
2. Basic Statistics for Business and Economics by EARLK. BOWN AND MARTIN STARR
3. Introduction to Business Statistics 2004 Edition, Shamim Khan, Research and Development Center Peshawar.
4. Statistics for Management, Richard I. Levin and David S. Rubin, Prentice-Hall International, Inc

Discipline: **BBA**

Credit Hours: **03**

Course Name: **LOGIC AND CRITICAL THINKING**

Course Contents:

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

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

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

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

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

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

RECOMMENDED BOOKS:

1. Irving M. Copi: Introduction to logic
2. Karamat Hussain: A textbook of Deductive Logic
3. Karamat Hussain: A textbook of Inducti

BBA

Semester V

Discipline: **BBA**

Credit Hours: **03**

Course Name: **MANAGERIAL ECONOMICS**

Introduction

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

Optimization Techniques

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

Demand Theory

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

Demand Estimation

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

Demand Forecasting

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

Production Theory and Estimation

The Organization of Production and production Function

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

Cost Theory and Estimation

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

Market Structure

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

Monopoly

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

RECOMMENDED BOOKS

1. Dominick Salvatore “ **Managerial Economics in a Global Economy**” latest Edition, McGraw-Hill Book, Co, New York
2. Peterson, H. Craig and Lewis W. Cris “ **Managerial Economics**” 3rd edition, MicMillan Publishing Company New, York

Discipline: **BBA**

Credit Hours: **03**

Course Name: **FINANCIAL MANAGEMENT**

The Role of Financial Management

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

The Time Value of Money an Overview

The Interest Rate, Simple Interest, Compound Interest
Compounding More Than Once a Year
Amortizing a Loan

The Valuation of Long Term Securities

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

Financial Statement Analysis

Financial Statements
A Possible Framework for Analysis
Balance Sheet Ratios

Financial Planning and Forecasting

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

Cash and Marketable Securities Management

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

Accounts Receivable Management

Credit and Collection Policies
Analyzing the Credit Applicant

Capital Budgeting

- The Basics of Capital Budgeting
- The Concept of Capital Budgeting
- Capital Budgeting Process
- Capital Budgeting Decision Making
- The Pay Back Method
- The Net Present Value Method
- The Internal Rate of Return Method

Cost of Capital/Capital Structure

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

Operating and Financial Leverage

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

Receivables Management

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

RECOMMENDED BOOKS

1. FINANCIAL MANAGEMENT --- T.J Gahagher and J.D.Andrew, Jr, Mcgraw Hill 1997.
2. FOUNDATION OF FINANCIAL MANAGEMENT---
Geoffrey A. Hirt, Richard D. Irwin, Inc. Stanley B. Block, 1997.
3. FUNDAMENTALS OF FINANCIAL MANAGEMENT, Prasanna Chandra, Tata Mcgraw-Hill Publishing Company Limited, New Delhi
4. FUNDAMENTALS OF FINANCIAL MANAGEMENT James C. venhorne

Discipline: **BBA**

Credit Hours: **03**

Course Name: **ENTREPRENEURSHIP & SME (SMALL & MEDIUM ENTERPRISE)**

Defining Entrepreneurship: Creation economic organization, dimensions of entrepreneurship.

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

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

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

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

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

Element of New Ventures: creating the organization

SME Definition: Importance of SME, SME in Pakistan.

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

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

RECOMMENDED BOOKS

1. SMALL BUSINESS MANAGEMENT A CASE STUDY APPROACH, Devid Stokes, Latest Edition.
2. Mare J.Dollinger Entrepreneurship: Strategies and Resources. Austen Press.

Discipline: **BBA**

Credit Hour: **03**

Course Name: **BUSINESS RESEARCH METHODS**

INTRODUCTION

Business, Definition, Characteristics, Types, Factors Promoting Business, Research, Definition, Characteristics, Types, the Need for Research, Business Research, Definition, Characteristics, Types and Need of Research in Business, who does the Research? Where and why Study Research? Need for Better Business Research and its Criteria Hall Marks of Scientific Research

RESEARCH PROBLUM

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

HYPOTHESIS

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

RESEARCH DESIGN

The Research Process the Research Design, Definition, eatures, Functions and Components Difference B/W Research Design, Proposal & Plan. The Experimental, Design. Sampling and Sample Definition, Features Types and Needs Population, Universe, Element and Sample Types of Sample/Sampling the Probability and Non Probability Sampling

RESEARCH INSTRUMENTS

The Research Process: Research Instruments. Research Survey sample census Surveys and Pilot Surveys. Data Definition, Nature and Types Primary and Secondary Data. The Research Process Data Collection Sources, Methods and Settings. Interview Definition, Nature Features Types, Importance of Data Collection Methods Types of Interview and Their Respective Units and Demerits

DATA COLLECTION METHODS

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

STATISTICAL TOOLS

Statistical Terms and Test Used in Business Research Description Statistics. Measures of Central Tendency and Dispersion Frequencies Data Analysis and Interpretation Data Completion, Processing Editing, Coding, Representation. Data Analysis, Programming Validity and Reliability Data Interpretation Research Report Definition Components, types Research Report Format Title, Table of Contents, Introduction, Executive Summary, Main Body, Summary and Conclusions, Plan of Action.

RECOMMENDED BOOKS

1. RESEARCH MYTHOLOGY FOR BUSINESS, --- Umma Sekaran, 2nd Edition John Wiley Sons Inc. New York Year 2000
2. BUSINESS RESEARCH --- William Emroy 1980 Edition Richard D. Irwin Inc. Illinois USA.
3. INTRODUCTION TO BUSINESS RESEARCH--- Prof: Fazli Wahid, 2003 Additions, Research and Development Center Peshawar

Discipline: **BBA**

Credit Hours: **03**

Course Name: **OFFICE MANAGEMENT TOOLS**

MS Excel

Introduction, Work Books, Work Sheet, Entering and Editing Cells, Selecting Multiple Cells Working with Number.
Inserting and Deleting Rows and Columns, Inserting and Deleting Cells, Moving and Coping Cells
Creating Formulas, Static Formula, Dynamic Formula
Inserting Functions, SUM, IF, COUNT, MAX, SUM IF, STDEV, NOW, DATE, AND, FALSE, IF, NOT, OR, TRUE, FV, FV, IRR, NPV
Format Cell, Validation, Sub Total, Conditional Formatting

MS Access

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

Accounting Software

Peachtree
Quick Book

Statistical Packages for Social Sciences (SPSS)

Introduction
Interface of SPSS, Editing, deleting, inserting data
Defining variables, creating variables
Standard Deviation analysis, Covariance, variance, Coefficient of Variance,
Regression Analysis

RECOMMENDED BOOKS

1. MS Office 2003 by Microsoft
2. Introduction to Computer by Peter Norton,
3. Mastering Microsoft Office 2000 by Gini Courter , Anneth Marquis Professional Edition
4. Computer Fundamentals Concepts, Systems & Applications, by P.K. Sinha
5. Fundamentals Concepts of Computer System by **Asiya Sultan & Amena Nudrat.**

BBA

Semester VI

Discipline: **BBA**

Credit Hours: **03**

Course Name: **PROJECT PLANNING & MANAGEMENT**

INTRODUCTION

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

PROJECT SELECTION

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

PROJECT SELECTION MODELS

- The Project Model
- Phases of Project Management
- Criteria/Checklist for Project Selection
- Types of Project Selection Models

PROJECT PLANNING

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

BUDGETING

- Estimating Project Budgets

PROJECT RISK MANAGEMENT

- Nature of Risk
- Risk Identification
- Risk Quantification
- Risk Quantification Techniques
- Expected Value
- Sensitivity Analysis

Monte Carlo Simulation
Failure Mode effect Analysis
Project Proposals

TIME PLANNING

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

PROJECT CONTROL

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

PROJECT AUDITING

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

PROJECT TERMINATION PROCESS

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

RECOMMENDED BOOKS

1. Harvey Maylor, "Project Management", 3rd edition. Pearson Education Ltd., Singapore. 2005.
2. Daniel D. Roman, "Managing Projects: A System Approach". Elsevier Publishing Co. New York. 1999
3. Jack R. Meredith & Samuel J. Mantel, "Project Management: A Managerial Approach. John Wiley & Sons Inc: 1995
4. James P. Lewis, "Fundamentals of Project Management". McGraw Hills Co. New York. 1994.
5. Khawaja Amjad Saeed, "Regional Management Cases". Institute of Business Management, Lahore. 1999.

Discipline: **BBA**

Credit Hours: **03**

Course Name: **COST ACCOUNTING**

Introduction

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

Job Order Costing System

Cost Accumulation Procedure
Job Order Cost Accumulation Procedure
Cost Accounting Procedure for Material

Cost Accounting Procedure for Labour

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

Process Costing

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

By Product and Joint Product Costing

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

Controlling and Costing Material

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

Costing and Controlling of Factory overhead

Concept of Departmentalization
Direct Departmental Expenses
Indirect Departmental Expenses

Establishing Departmental overheads
Controlling and Costing for Labour
Basis for Labour Cost Control
Productivity Measurement
Efficiency measurement

Labour Performance report

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

Standard Costing

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

Direct Costing

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

Break Even Analysis and Cost Volume Profit Analysis

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

Inventory Management

Need for Inventory,
Objectives of Inventory Management
Financial Objectives

Operating Objective

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

RECOMMENDED BOOKS

1. COST ACCOUNTING by Hrngrn Usry, Hilton
2. COST ACCOUNTING by Ralphs. Polimeni, Frnk J. Favozz and Arthur H. Adelberg.

Discipline: **BBA**

Credit Hours: **03**

Course Name: **CONSUMER BEHAVIOUR**

Introduction:

Definition and objectives of Consumer Behavior, Application of CB to Marketing
Consumer and Market Segmentation:
Alternative Market Strategies, Demographic Segmentation, Usage Segmentation
Benefits Segmentation, Product Positioning

Environmental Influence on CB:

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

Individual Determinants of CB:

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

Consumer Decision of CB:

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

Organizational Buying Behavior:

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

RECOMMENDED BOOKS:

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

Discipline: **BBA**

Credit Hours: **03**

Course Name: **BUSINESS LAW**

CONTRACT ACT

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

OFFER AND ACCEPTENCE

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

PERFORMANCE OF CONTRACT

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

BREACH OF CONTRACT

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

INDEMNITY AND GUARANTEE

Contract of Indemnity
Contract of Guarantee
Essential of Contract of Guarantee

Distinction between Indemnity and Guarantee
Discharge of Surety from Liability

CONTRACT OF BAILMENT

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

CONTRACT OF SALES OF GOODS

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

NEGOTIABLE INSTRUMENTS

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

OTHER BUSINESS RELATED LAWS

Intellectual Property Laws

RECOMMENDED BOOKS

1. BUSINESS LAW, Khalid Mehmood Cheema, 2004 Edition
2. MERCANTILE LAW, I.R Hashmi
3. MERCANTILE LAW, M.C. Shukla
4. Latest Acts And Publications

Discipline: **BBA**

Credit Hours: **03**

Course Name: **OPERATIONS AND PRODUCTIONS MANAGEMENT**

Introduction of Operation Management

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

Manager's Role in Operations

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

Product Design, an Important Strategy Factor

Product Design, in Manufacturing and Non-Manufacturing Operations
Aggregate Capacity Planning

Plan and Forecasts

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

Flexible Manufacturing System

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

Just-In-Time Production

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

Competition, Cost and Hidden Effects

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

Location Evaluation Methods

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

RECOMMENDED BOOKS

1. PRODUCTION AND OPERATIONS MANAGEMENT, James-B-Dilworth, (3rd Edition) McGraw Hill Corporation.
2. PRODUCTION AND OPERATIONS MANAGEMENT, Everte, Adams-Jr and Ronald-J-Ebert edition) McGraw Hill Corporation.
3. MODERN PRODUCTION/OPERATIONS MANAGEMENT, Elwood-S-Buffer and Rakesh-K-Sarin (8th Edition) Welly.

BBA

Semester VII

Discipline: **BBA**

Credit Hours: **03**

Course Name: **BUSINESS ETHICS**

Course Outline:

An Overview of Business Ethics: Business Ethics Defined, Social Responsibility , and Business Ethics, The Development of Business Ethics, Why study Business Ethics?, Framework for Studying Business Ethics

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

Social Responsibility: The Economic Dimension, The legal Dimension, The Ethical Dimension, The Philanthropic Dimension.

An Ethical Decision-Making Framework: Ethical Issue Intensity, Individual Factors: Stages of Cognitive Moral Development, Corporate Culture, Significant others, Opportunity, Business Ethics Evaluations and Intentions, Using the Ethical Decision-Making Framework to Improve Ethical Decisions

How the Organization Influences Ethical Decision Making: Organizational Structure and Business Ethics, The role of Corporate Culture in Ethical Decision-Making, Group Dimensions of Organizational Structure and Culture, Implications of Organizational Relationships for Ethical Decisions

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

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

International Business Ethics: Ethical Perceptions and International Business, Culture As a Factor in Business, Adapting Ethical Systems to a Global Framework: Cultural Relativism, The Multinational Corporation, A universal Set of Ethics, Ethical Issues Around the Globe

RECOMMENDED BOOK:

1. Ferrell, O.C., and Fraedrich, John, Ethical Decision Making and Cases, New York: Houghton Mifflin

Discipline: **BBA**

Credit Hours: **03**

Course Name: **MANAGEMENT INFORMATION SYSTEM**

Introduction

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

System & Models

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

Models of Organizational System

General Model of Organization
Strategic Planning Model

Management & Decision Making I

Management
Contingency Approach

Roles of Manager, Planning and Control

Management Styles

Management & Decision Making II

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

Database Management

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

Networking (I)

Networks, Exchanging the Information,
Types of Network LAN, WAN,

Clients/Servers and Peer-to-Peer Networks

Networking II
Networking Topologies
Networking Media
Networking Protocols

Transaction Processing

Transaction Processing System
Transaction Processing Cycle
Transaction Processing Subsystems

Management Reporting System

Types of Reports, Structuring Reports
Role of MRS

Decision Support System (DSS) I

DSS, Goals and Applications
Components of DSS
DSS Development

Decision Support System (DSS) II

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

Executive Information System (EIS)

Executive, Executives' Role in Decision-Making
Executive Decision Making Environment

Knowledge Based Systems

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

Office Information Systems (OIS)

Office and Office Systems
Types of Office Automation Systems

Recommended Books

1. MANAGEMENT INFORMATION SYSTEM STRATEGY AND ACTION -- Thomas Case and Charles Parker. 2nd Edition.
2. MANAGEMENT INFORMATION SYSTEM – James A.O' Brien 5th Edition.
3. MANAGEMENT INFORMATION SYSTEMS --- T.Lucey. 7th Edition.

Discipline: **BBA**

Credit Hours: **03**

Course Name: **ECONOMY OF PAKISTAN**

Assessing Pakistan's Development

Main Features of Pakistan Economy
Five Decades and Five Epochs

Agriculture Sector

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

Agriculture: Critical Issues

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

Industrialization in Pakistan

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

Balance of Payment and Trade

Pakistan's Foreign Trade: basic facts
Trade policy and Trade Regime
The Exchange Rate
Dealing with Globalization and WTO

Public Finance

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

Poverty, Trends, Causes and Solution

What is Poverty and Absolute Poverty?

Trends in Poverty
Vicious Circle of Poverty
How to Break Vicious Circle of Poverty
Poverty Alleviation
Can Poverty be eliminated in Pakistan?

Population Issues

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

Institutional Issues in the Social Sector

The Social Action Program (SAP)
Governance, Decentralization and Local Level Delivery
NGOs and Community Participation

Recommended Books

1. S. Akbar Zaidi” Issues in Pakistan’s Economy, Latest Edition, Oxford University Press
2. Saeed Nasir” Pakistan Economy: Latest Edition,

BBA

Semester VIII

Discipline: **BBA**

Credit Hours: **03**

Course Name: **MONEY BANKING AND FINANCE**

Money, Banking and Finance

Introduction;

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

The demand for Money;

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

Aggregate Demand and Supply Analysis;

- i. Aggregate Demand
- ii. Monetarist view of Aggregate Demand
- iii. Keynesian View of Aggregate Demand
- iv. Aggregate Supply
- v. Shifts in Aggregate Demand Curve and Aggregate Supply Curve
- vi. Equilibrium in Aggregate Demand and Aggregate Supply.
- vii. Short Run and Long Run Equilibrium.

Central Banking;

- i) Definition
- ii) Function of Central Bank
- iii) Credit Control and Central
 - a) Banking
 - b) Finance Market

- iv) Role of Central Bank in Developing Countries

Commercial Banking;

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

Money and Capital Markets;

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

The International Monetary Fund;

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

The World Bank:

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

RECOMMENDED BOOKS;

1. Money, Banking and Financial Markets by Mshkin, Latest Edition
2. Monetary Economics by M.L Jingan

Discipline: **BBA**

Credit Hours: **03**

Course Name: **QUANTITATIVE TECHNIQUES FOR MANAGEMENT**

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

Probability

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

Random Variables, Expectation and Probability Distributions

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

Sampling and Sampling Distribution

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

Estimation

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

Hypothesis Testing

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

Testing the population Proportion, Large samples

Chi-Square Test

Chi-square as a test of independence

Chi-square as a test of Goodness of fit

Analysis of Variance

Function of analysis of variance

Basics concepts of analysis of variance

Calculation of the variance among the sample means

Calculation of the variance within sample means

The F-distribution and the F hypothesis test

Inference about population variances

Two way analysis of variance

The hypothesis tests in two way analysis of variance

Multi-Variate Analysis

Introduction: The Multivariate Normal distribution

Evaluating Probabilities

Sample Estimates

The Sample Distribution of the sample centroids

Hypothesis tests about the population centroids

The shape and the Orientation of Bivariate Normal Density

Multivariate analysis of variance (MONOVA)

Discriminate Analysis

RECOMMENDED BOOKS

1. Levin I. Richard, Statistics for Management, 4th ed, Englewood Cliffs, New Jersey, Prentice Hall International, 1987
2. Starr K. Martian & Sobal Gross Marion, Statistics for Business and Economics, 1st ed, New york , McGraw Hill, International, 1983.
3. Off Lyman & Hildebrad K. David, Statistical thinking for managers Boston, Massachusetts, Duxbury Press, 1982.
4. Les Oakshott, Essential Quantitative Methods for Business and Finance, Maenmillan

Discipline: **BBA**

Credit Hours: **03**

Course Name: **FINANCIAL INSTITUTIONS AND MARKETS**

Course Objectives

This course provides students with aim overview of the basic contributions in the modern theory of corporate finance and financial institutions.

Introduction:

- The Field of Finance
- The role of the finance Manager
- The basic financial goals of the firm

The Financial System

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

Types of Financial institutions

- Commercial Bank
- Importance of Commercial Banks
- Functions of Commercial Banks

Financial Markets

- Debt & Equity Market
- Money and Capital Market
- The Primary Market
- The Secondary Market
- The Money Market
- The Capital Market
- Security Exchanges
- The Over- The- Counter (OTC) Market
- Market Efficiency
- Securities in the financial market place
- Securities in the money market
- Treasury bills
- Commercial paper

Future Markets
Euro Dollars
Bankers' acceptance
Stocks ,Bonds
Bond terminologies and types
Treasury notes and bonds
Corporate bonds
Corporate stock
Common stock
Preferred stock

Non Banking Financial Intermediaries

Investment Bankers
Brokers
Dealers
Mutual Fund Companies

Central Bank

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

Specialized Financial Institutions in Pakistan

Small Medium Enterprises
Industrial development Bank of Pakistan
Investment Corporation of Pakistan
National investment trust

International Financial Institutions

World Bank
IMF

RECOMMENDED BOOKS

1. FINANCIAL MANAGEMENT (PRINCIPLES AND PRACTICE), Timothy J. Gallagher & Joseph D. Andrew, Jr., Prentice Hall (Latest Edition).
2. MONEY AND BANKING IN PAKISTAN, S.A.Meenai, Oxford University Press Karachi. (Latest Edition).
3. PRINCIPLES OF MONEY, BANKING AND FINANCIAL INSTITUTIONS Lawrence-S- Ritter and Willion-L-Silber (8th Edition) Harper Collins Publishers, New York.
4. FINANCIAL MARKETS, INSTITUTIONS AND MONEY--- Fredericl-S-Mishken (5th Edition) Harper Collins Publisher, New York.

