



DEPARTMENT OF COMMERCE
UNIVERSITY OF KARACHI

SELF ASSESSMENT REPORT

B.S COMMERCE 2012

SUBMITTED TO

QUALITY ENHANCEMENT CELL, UNIVERSITY OF KARACHI

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TABLE OF CONTENTS

Criterion 1- Programme Mission, Objectives and Outcomes		
	Introduction	
Standard 1-1	Programme Mission and Objectives	
Standard 1-2	Programme Outcomes	
Standard 1-3	Overall Performance Using Quantifiable Measures	
Standard 1-4	The department must assess its overall performance periodically.	

Criterion 2- Curriculum Design and Organization		
	Programme of studies offered	
Standard 2-1	Correlation of Courses with Objectives	
Standard 2-2	Theory, Problem Analysis/ Solution and Design in Programme	
Standard 2-3	Mathematics & Basic Sciences Requirements	
Standard 2-4	Major requirements as specified by Acceleration Body	
Standard 2-5	Maths and Basic Sciences, Engineering Topics, General Education.	
Standard 2-6	Information Technology Content Integration Throughout the Programme	
Standard 2-7	Communication Skills (Oral & Written)	

Criterion 3- Laboratories and Computing Facilities		
	Computing Facilities	
Standard 3-1	Lab Manuals/ Documentation / Instructions	
Standard 3-2	Adequate Support Personnel for labs	
Standard 3-3	Adequate computing infrastructure and facilities	

Criterion 4- Student Support and Advising		
Standard 4-1	Effective Faculty / Student Interaction	
Standard 4-2	Professional Advising and Counseling	
Standard 4-3	Professional Advising and Counseling	

Criterion 5- Process Control		
Standard 5-1	Admission Process	
Standard 5-2	Registration and Student	
Standard 5-3	Faculty Recruitment and Retention Process	
Standard 5-4	Effective Teaching and Learning Process	
Standard 5-5	Programme requirements completion process	

Criterion 6- Faculty		
Standard 6-1	Programme Faculty Qualifications and Number	
Standard 6-2	Current Faculty, Scholarly activities and development	
Standard 6-3	Faculty motivation and Job satisfaction	

Criterion 7- Instructional Facilities		
Standard 7-1	New Trends in Learning	
Standard 7-2	Library Collections & Staff	
Standard 7-3	Class rooms & Offices Adequacy	

Criterion 8- Instructional Support		
Standard 8-1	Support & Financial Resources	
Standard 8-2	Number & Quality of GSs, RAs, & Ph.D. Students	
Standard 8-3	Financial Support for Library, Labs & Computing Facilities	

Courses Detail & Faculty CVs		
	Semester wise course contents and details	
	Faculty CVs	

Surveys	
Teacher's Evaluation Survey	

INTRODUCTION

The Department of Commerce University of Karachi has been instrumental in providing candidates with thorough knowledge and understanding of the principles of commerce and business. The B.S. (four years) and M.Com. (Two years) Programmes are structured on team based learning, class presentations, case studies, field research reports and other reference materials, to combine academic theory with practical problems. To update the students, seminars and workshops on current economic and business issues are also organized in the department. These methods of study not only provide excel in personal development but also prepare the students to accept future challenges in the fast growing corporate world. It is for these reasons that the B.S. degree holders from the University of Karachi have been well received by the national and international commercial concerns in and outside the world.

The department offers the following courses of studies:

Master in Commerce (General)	2 years
Master in Commerce (Insurance)	2 years
B.S Commerce	4 years
M.S Commerce	1 year course work+Dissertation

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CRITERION – 1

PROGRAMME MISSION, OBJECTIVES AND OUTCOMES

Criterion – 1 Programme Mission, Objectives and Outcomes

Mission Statement -- Department of Commerce

The mission of the Commerce Department is to equip students with analytical tools required for business management in today's highly competitive world and to provide opportunity to students to explore new business world by enabling them to make optimal business decision via strategic business planning. We intend to imbibe a spirit of entrepreneurship and creativity among our students to prepare them for a global community that is increasingly reliant on technology.

Programme Mission (B.S) The mission of the B.S Programme in commerce is to provide high quality education in the field of management, marketing, economics and finance along with developing skills required to manage organization in a dynamic environment by offering an integrated curriculum that blends theoretical concepts with practical operations.

Standard 1-1: The Programme must have documented measurable objectives that support college and Institution mission statements.

To meet challenges of global competition in skills, expertise and knowledge, University of Karachi has introduced B.S Programme of higher education in its Departments. Bachelor of Studies (B.S) is a 4-year Degree Programme, which is equal to master degree.

In the light of prescription Department of Commerce is also following that Programme to build up competitive business and competitive skills and abilities in its students.

1. B.S commerce aims to serve the commercial community by providing skilled Managers, Financial analysts and executives to meet the challenges of global business environment.
2. B.S commerce Intents to provide theoretical base with the practical knowledge and guidance about Managerial, Marketing, Accounting, Financial and Economic analysis.
3. The objective of B.S Programme is to develop human capital, in the field of Accounting, Management, Finance and Marketing.
4. This Programme with some of its compulsory and optional courses aims to build up ethical, moral and human values and skills as well in personal dealing and communication. These values facilitate and improve the accomplishment of economic goals.
5. The objective of B.S is to create an environment of exploring and exploiting the opportunities presented in domestic and foreign business and commercial world at large.
6. Courses of B.S Programme also build up the leadership qualities in students, which facilitate them not only during their education but also in their future field of career.
7. This Programme also aims to create reading habits and it's also encourages the initiatives of student through making them involve in research work and project financing etc.

Table: Programme Objectives Assessment

S. No.	Objectives	How Measured	When Measured	Improvement Identified	Improvement Made *
1.	To serve the commercial community by providing skilled Managers, Financial analysts and executives to meet the challenges of global business environment.	Teacher's Evaluation Survey	2012		
2.	To provide theoretical base with the practical knowledge and guidance about Managerial, Marketing, Accounting, Financial and Economic analysis.	Teacher's Evaluation Survey	2012		
3.	To develop human capital, in the field of Accounting, Management, Finance and Marketing.	Teacher's Evaluation Survey	2012		
4.	To build up ethical, moral and human values and skills as well in personal dealing and communication. These values facilitate and improve the accomplishment of economic goals.	Teacher's Evaluation Survey	2012		
5.	To create an environment of exploring and exploiting the opportunities presented in domestic and foreign business and commercial world at large.	Teacher's Evaluation Survey	2012		
6.	Build up the leadership qualities in students, which facilitate them not only during their education but also in their future field of career.	Teacher's Evaluation Survey	2012		
7.	aims to create reading habits and it's also encourages the initiatives of student through making them involve in research work and project financing etc.	Teacher's Evaluation Survey	2012		

* Implementation Plan is under process.

Programme Objective Assessment:

To examine the effectiveness of B.S Commerce Programme and its Success in accomplishing the objectives, a teacher's evaluation survey has been conducted from students of B.S commerce.

The compiled results of the survey revealed that improvement is needed in course structure in following areas:

1. New studies and researchers should be provided
2. Course content should be modernized.
3. More attention should be given towards completion of the course.
4. Assessment of students for different courses should be revised.

5. National as well as international issues related to the taught topic should also be discussed.
6. Same advanced software should also be used in teaching like computerized accounting software for different accounting courses.

Standard 1-2: The Programme must have documented outcomes for graduating students. It must be demonstrated that the outcomes support the Programme subjective and that graduating students are capable of performing these outcomes.

Programme Outcomes

1. The B.S degree holder of the Commerce Department shall have comprehensive understanding of financial, management, marketing techniques and commercial activities at national and international level.
2. Graduates of the Department of Commerce shall have the knowledge about the psychological factor human capital and respected leadership skill.
3. Students of the Department shall have the ability to link theory with the commercial activities at national and international level.
4. The students shall have abilities to analyze and judge the environmental factors in environmental and community issues.
5. Communication and informational relationship of the students shall also strong when they will enter in their professional field.

The Programme outcomes are the by-products of the Programme objectives and are interrelated.

Teachers Evaluation and Course Evaluation

The following surveys were conducted by the Programme team of the Department of Commerce.

- Teachers Evaluation Survey
- Course Evaluation

Standard 1-3: The results of Programme's assessment and the extent to which they are used to improve the Programme must be documented.

a) Actions Taken

- Request for further reference books is submitted.
- Visiting faculty members have been changed according to the requirements.
- After class availability of faculty members and chairperson has been assured.

b) Strengths and Weaknesses of the Programme

i) Strengths

1. Students having specialization in Marketing, Finance and Management.
2. Students with confidence and competency in their related field.
3. Communicating and presenting skills in students.
4. Students following ethical and moral values.
5. Research ability and creativity in different courses is shown in students.

ii) Weaknesses

1. Lack of modern and latest material in courses.
2. Shortage of seats for more admissions
3. Curriculum design needs to be revised.

c) Future Development Plans

- Employer's Opinion Survey shall be repeated
- Teacher's Evaluation shall be conducted
- Course Evaluation Performa shall be administered
- Department will be expanded as soon as possible, after shifting of Department of Business Administration.
- New appointments will be made when needed.

Standard 1-4: The department must assess its overall performance periodically.

a) Student Enrolment in B.S Commerce.

Year	B.S (4 year)	M.Com (previous)	Total
2008-2009	70	145	215
2009-2010	68	135	203
2010-2011	66	133	199

b) Student/Faculty Ratio average 50:1

c) Programme:
B.S Commerce
M.Com
M.S

Duration
4 years
2 years
1 year course work + dissertation

d) The minimum student grade point (CGPA) for issuance of degree is 2.45.

e) Research Activities

The B.S Programme consists of various courses which are research course. In such courses: Business Research Methodology, Environmental Sciences, Project Application of Computer in Business and Management Information System are some examples.

For the purpose of research activities within the department the computer lab of Department is being reserved and internet facility is being updated to facilitate the students and faculty as well.

To guide the students in their respective field all lecturers are enrolled in M.S Programme.

The department has three PhD. faculty members and an Assistant Professor. Every year three research papers on average are published in international Journals written by Associate Professor and Chairman of Department of Commerce.

CRITERION-2

CURRICULUM DESIGN AND ORGANIZATION

Criterion -2 Curriculum Design and Organization

Programme of Studies offered

The Department of Commerce is running its academic Programme through semester system of examination. The department offers B.S, M.Com and M.S - PhD Programmes.

B.S is a four years degree Programme. During the first two years of the Degree Programme, students are exposed to different areas of Commerce and important theoretical background. In the third and fourth year students are taught advance courses in various field of commerce.

Research assignments and presentation of reports is an integral part of the B.S courses of studies. To facilitate the students in research activities and for higher studies the Department has started M.S Programme as well from 2008.

SEMESTERWISE SECHME OF COURSES

B. S. IN COMMERCE FOUR YEARS PROGRAMME

FIRST YEAR

Semester I **Credit Hours** **Semester II** **Credit Hours**

Course No.	Course Title		Course No.	Course Title	
300.1	Islamic Studies	02	300.2	Pakistan Studies	02
300.1	Functional English	03	312	Business Communication	03
311	Introduction to Business	03	322	Introduction to Money & Bank.	03
321	Principles of Accounting-I	03	332	Principles of Accounting-II	03
331	Business Maths-I	03	342	Business Statistics	03
341	Human Behavior	03	352	Orientation of Computer	03

17

17

SECOND YEAR

SEMESTER III

SEMESTER IV

411	Economics Analysis	03	412	App. Of Computer to Business	03
421	Business & Industrial Law	03	422	Development Economic	03
431	Principles of Auditing	03	432	Principles of Human Resource Management	03
441	Advanced Accounting	03	442	Business Taxation	03
451	Principles of Management	03	452	Principles of Cost Accounting	03
461	Advanced Business Statistics	03	462	Principles of Marketing	03

18

18

THIRD YEAR

SEMESTER V

SEMESTER VI

Course No.	Course Title	Course No.	Course Title
511	Speech Communication 03	502	Environmental Sciences 03
521	Business Economics 03	512	Business Research Methods 03
531	Strategic Marketing 03	522	Introduction to Finance 03
541	Business Mathematics 03	532	Organizational Behavior 03
551	Financial Accounting 03	542	Statistical Inference 03
561	Entrepreneurship 03	552	Management Accounting Tech. 03

18

18

FORTH YEAR

Semester VII

Semester VIII

Course No.	Course Title	Course No.	Course Title
611	Advanced Management 03	602	Community Development 03
621	International Business 03	612	Management Information System 03
631	Managerial Accounting 03	622	Strategic Management 03
641	Research Project* 03	632	Financial Management 03
	Elective course I 03		Elective course I 03
	Elective course II 03		Elective course II 03

*A detailed Research project of an industry in the respective field of specialization.

48 Courses

Total Credit Hours: 142

Two courses from the student's respective field of specialization as listed below, (06 Credit Hours each semester).

OR, Thesis in lieu of two courses. The topic of thesis will be related to the candidate's field of specialization.

Optional Fields of Specialization Semester VII.

1. **ACCOUNTING** **A**

- 651(a) Taxation
- 661 Governmental Accounting
- 671 Computerized Accounting
- 681 Accounting Function in Business

2. FINANCE B

- 651(b) Financial Appraisal
- 661 International Banking
- 671 Working Capital Management
- 681 Investments

3. MANAGEMENT C

- 651(c) International Business Management
- 661 Public Sector Management
- 671 Regulation and Control – The Legal Environment of Business
- 681 Production Management

4. MARKETING D

- 651(d) Marketing Management
- 661 Industrial Marketing
- 671 Marketing Research
- 681 Brand Management

5. BANKING E

- 651(e) Islamic Banking
- 661 Islamic Modes of Finance
- 671 E- Banking
- 681 Seminar on Current Banking Issues

INTERNSHIP: Six weeks.

Optional Fields of Specialization Semester VIII.

1. ACCOUNTING A

- 652(a) Specialized Accounting
- 662 Accounting System
- 672 Corporate Law/Advanced Accounting
- 682 Advanced Auditing (Application)

2. FINANCE B

- 652(b) Financial Institutions
- 662 Financial Statement Analysis
- 672 Corporate International Finance
- 682 Financial Management Decision Making

3. MANAGEMENT C

- 652(c) Quantitative Techniques in Management
- 662 Human Resource Management
- 672 Environment and Economics of Business
- 682 Management Information System

4. MARKETING D

- 652(d) Advertising and Promotion
- 662 Global Marketing
- 672 International Marketing Seminar
- 681 Marketing Policy

5. BANKING E

- 652(e) Regulations for Financial Institutions
- 662 Marketing of Financial Services
- 672 Bank Risk Management
- 682 Credit Management In Banks

Standard 2-1: The Curriculum must be consistent and support the Programme’s documented objectives

Courses	Programme’s Objectives					
	1	2	3	4	5	6
Major Courses	341,451,551, 561,552	322, 411, 451, 422, 432,611, 462,561, 532	311, 312, 321, 332, 451, 441, 462, 452	300.1, 300.2, 312, 341, 511, 532, 602,	422, 561, 621,	451, 432, 412, 511, 532, 612,
Elective Courses	651(a), 661(d), 681(c), 681(d)	651(a),661, 681(c),681(d),	651(a), 661(d), 681(c), 681(d)		651(a)661 (d)671(a)	
Thesis/Dissertation	Research project	Research project	Research project	602	Research project	
Course numbers indicate fulfillment of programmeme objectives.						

Standard 2-2: Theoretical background, problem analysis and solution design must be stressed within the Programme’s core material.

The following table indicates the elements covered in core courses:

Elements	Courses
i) Theoretical Background	All courses offered by the Department
ii) Problem Analysis	All courses of the Department, Elective Courses and Internships.
iii) Solution Design	All courses of the Department, Elective Courses and Internships.

Standard 2-3: The curriculum must satisfy the core requirements for the Programme, as specified by the respective accreditation body.

&

Standard 2-4: The curriculum must satisfy the major requirements for the Programme, as specified by the respective accreditation body/council.

The Department follow HEC requirement for each Degree Programme in Commerce as per approved by academic council, competent authority and statutory body.

Standard 2-5: The curriculum must satisfy the general education, arts and other discipline requirements for the Programme as specified by the accreditation body.

Programme	Math and Basic Sciences	Engineering Topics	General Education	Arts and Others
B.S 4year	C.No.331, 541, 502	X	C.No.301, 341, 302, 312, 511, 602	C.No. 341, 312, 451, 432, 532, 611, 622

Standard 2-6: Information technology component of the curriculum must be integrated throughout the Programme.

C.No.612- Management Information System is compulsory while C.No. 671- Computerized Accounting is an elective subject.

Standard 2-7: Oral and written communication skills of the student must be developed and applied in the Programme.

C.No.511- Speech Communication and C.No.512- Business Research Methods are compulsory in third year of B.S Programme.

CRITERION-3

LABORATORY & COMPUTING FACILITIES

CRITERION-3: Laboratory and Computing Facilities

The Department has one computer lab with internet facility for the teachers and students. A large number of international research journals are also available on digital library provided by Higher Education Commission and research articles of interest can be downloaded from valuable websites like JSTOR etc.

Standard 3-1: Laboratory manuals/documentation instruction for experiments must be available and readily accessible to faculty and students

Not Applicable

Standard 3-2: There must be adequate support personnel for instruction and maintaining the laboratories

Not Applicable

Standard 3-3: The University computing infrastructure and facilities must be adequate to support Programme's objectives

i) Computing Facilities

Now the department of commerce has adequate computer facilities/ services and administrative staff to support its faculty, students and staff in their academic and administrative activities. The computer lab maintained and managed.

ii) Multimedia

The Department of Commerce has 02 multimedia and 02 overhead projectors.

iii) Website

The University website <http://www.uok.edu.pk> has a link of the Commerce Department.

CRITERION – 4

STUDENT SUPPORT AND ADVISING

Criterion -4 Student Support and Advising

Students of the Department of Commerce have adequate support to complete the Programme in a timely manner and must have ample opportunity to interact with their teachers of respective courses and receive timely advice about Programme requirements and career development. Faculty members are available after Classes for guidance of students in relative courses.

Standard 4-1: Courses must have been offered with sufficient frequency and number for students to complete the Programme in a timely manner.

Departmental Strategy for Course Offering

The department offers courses for B.S, M. Com and M.S. Degree Programmes. The department having its own time table for graduate Programmes. The time table is strictly followed to complete the Programme well in time.

Programme	Classes per Week	Research Guidance
B.S	18	Course in 6 semester
M.Com	18	Course in Previous
M.S	12	Whole Course Work

Standard 4-2: Course in the major must be structured to ensure effective interaction between students, faculty and teaching assistants.

Course allocation is made in the meeting of the faculty members. The chairperson presides over the meeting.

Standard 4-3: Guidance on how to complete the Programme must be available to all students and access to academic advising must be available to make course decisions and career choices

- The chairperson nominates a faculty member as Students Advisor who is available to all students for course decision and career choices. The student advisor and the chairperson help students in providing information to them, who have recently passed out, about the career opportunities available for them.
- By providing facilities to the recruiting companies for on-campus recruiting.
- The chairperson places on the Notice Board the opportunities regarding membership in technical and professional societies.

CRITERION-5

PROCESS CONTROL

Criterion – 5 Process Control

Standard 5-1: The process by which students are admitted to the Programme must be based on quantitative and qualitative criteria and clearly documented. This process must be periodically evaluated to ensure that it is meeting its objectives.

ADMISSION:

Eligibility

B.S. four year: (50% Inter Science. Commerce & Arts) and Aptitude Test

M. Com : (50% marks in B.Com)

EVALUATION & GRADING SYSTEM:

Grade point average system is followed in department of Commerce. Grading and examinations systemic spread over study reports, research reports, class presentations, quizzes, market analysis & final examinations semester wise. Academic year have 2 semesters.

The details of grade point average and relevant ranges are:

MARKS	GRADE	GRADE POINT	CREDITS
90 & above	A+	4.0	12.0
85-89	A	4.0	12.0
80-84	A-	3.8	11.4
75-79	B+	3.4	10.2
71-74	B	3.0	9.0
68-70	B-	2.8	8.4
64-67	C+	2.4	7.2
61-63	C	2.0	6.0
57-60	C-	1.8	5.4
53-56	D+	1.4	4.2
50-52	D	1.0	3.0
Below 50	F	0	0

$$\text{GPA} = \frac{\text{Total Grade Point Product}}{\text{Total Credit Hrs}}$$

Note:-

A student is required to maintain minimum G.P.A of 2.45

Standard 5-2: The process by which students are registered in the Programme and monitoring of students progress to ensure timely completion of the Programme must be documented. This process must be periodically evaluated to ensure that it is meeting its objectives.

The B.S Commerce students opt for specialization in the 4th year.

Standard 5-3: The process of recruiting and retaining highly qualified faculty members must be in place and clearly documented. Also processes and procedures for faculty evaluation, promotion must be consistent with institutional mission statement. These processes must be periodically evaluated to ensure that it is meeting with objectives.

HEC rules with approval by the University Syndicate are applied for appointment.

Appointments/ Promotion Procedure

Basic Pay Scale (BPS)

Appointments are based on HEC rules given below.

a. Lecturer (BPS- 18):

Minimum Qualification

Master's Degree (first Class) in the relevant field with no 3rd division in the Academic Career from HEC recognized University/Institution. Then the University may forward the case for appointment of a selected candidate to the HEC for consideration and approval.

No experience required

b. Assistant Professor (BPS – 19):

Minimum Qualification

Ph.D. in the relevant field from HEC recognized University/Institution, No experience required.

OR

Master's Degree (foreign) or **M.Sc (Hons). (Pakistan)** in the relevant field from HEC recognized University/Institutions, with 4 years teaching/research experience in a recognized University or a post – graduate institution.

c. Associate Professor (BPS – 20)

Minimum Qualification

Ph.D. in relevant field from HEC recognized University/Institution.

Experience

10-years teaching / research in HEC recognized University or a post – graduate Institution or Professional experience in the relevant field in a National or International Organization.

OR

5 years post Ph.D. teaching/research experience in HEC recognized University or a post-graduate Institution or professional experience in the relevant field in a National or International Organization.

Minimum Number of Publications

8 research publications (with at least 2 publications in last 5 years) in internationally abstract Journals recognized by the HEC.

d. Professor (BPS-21)

Minimum Qualification

Ph.D. from HEC recognized Institution in relevant field.

Experience

15-years teaching / research experience in HEC recognized University or post-graduate Institution or professional experience in the relevant field in a National or International Organization.

OR

10-years post- Ph.D. teaching/research experience in a recognized University or a post – graduate Institution or professional experience in the relevant field in a National or International Organization.

Minimum Number of Publications

12 research publications in internationally abstracted Journals recognized by the HEC.

Bases for Appointments / Promotions

Four main areas where a candidate is evaluated for Tenure Track Scheme;

- Teaching
- Research
- Service
- Personal Characteristics

General Criteria for Appointments on TTS

All faculty members in any discipline are eligible to apply for appointment provided they fulfill the following minimum eligibility conditions;

a. Assistant Professor**Minimum Qualification**

PhD from recognized University with excellent communication/presentation skills.

b. Associate Professor**Minimum Qualification**

PhD with 6 years post – PhD teaching/research experience in a recognized University.

Minimum Number of Publications

10 research articles published in journals having impact factor.

c. Professor: Minimum Qualification

PhD with 11 years post-PhD teaching / research experience from a recognized University.

Minimum Number of Publications:

15 research articles published in journals having impact factor.

Faculty Evaluation Process

University rules are adopted.

Standard 5-4: The process and procedure used to ensure that teaching and delivery of course material to the students emphasizes active learning and that course learning outcomes are met. The process must be periodically evaluated to ensure that it is meeting its objectives.

1. Process to ensure teaching and delivery of course material:
 - a. Time table is strictly followed by all faculty members.
 - b. Chairman of the department frequently gets feed back from the students during the semester.
2. The Department of Commerce attempts to improve the following:
 - a. Books have been provided in the seminar library.
 - b. Computer/ internet facility are available.
 - c. Classrooms with overhead projectors and multimedia are available.

Standard 5-5: The process that ensures that graduates have completed the requirements of the Programme must be based on standards, effective and clearly documented procedures. This process must be periodically evaluated to ensure that it is meeting its objectives.

- a) The department ensures that the graduates are punctual and fulfill the attendance requirement i.e. 75%.

CRITERION – 6

FACULTY

Criterion -6 Faculty

Faculty members of the Department of Commerce are active in teaching and research and have the necessary technical depth to support the Programme. Teachers attempt to cover the curriculum adequately and in case of need hold extra classes.

Standard 6-1: There must be enough full time faculty who are committed to the Programme to provide adequate coverage of the Programme areas/courses with continuity and stability. The interest of all faculty members must be sufficient to teach all courses, plan, modify and update courses. The majority must hold a PhD degree in the discipline.

The Department of Commerce is currently served by 8 permanent, 2 regular faculty members and about 7 visiting faculty members. All are qualified for teaching B.S Commerce Courses.

Standard 6-2: All faculty members must remain current in the discipline and sufficient time must be provided for scholarly activities and professional development. Also, effective Programmes for faculty development must be in place.

a) Faculty members of Department of commerce are considered current in the discipline based on the following criteria:

- i. All teachers meet the HEC criteria for appointment in the respective cadre.
- ii. Teachers generally participate in seminars, conferences at National/ International levels.
- iii. Teachers take interest in teaching and involve themselves in research. At present there is only one PhD and 8 permanent faculty members are enrolled in M.Phil/PhD Programme.

b) Faculty development Programme at department level:

- i. The department invites lectures from eminent scholars on various topics related to Commerce, Economics, Business, Communication skills and environmental challenges.
- ii. Facilitate its faculty to acquire Advanced Trainings in the field of commerce and accounting.
- iii. University of Karachi has started Faculty Development Programme with the help of HEC. Under this Programme non-Ph.D faculty are given opportunities to improve qualification from technologically advanced countries of the world. Further, Post-Doc facilities will be available to the faculty holding Ph.D degrees. The University also helps to organize professional activities such as workshops, seminars and conferences.

Standard 6-3: All faculty members should be motivated and have job satisfaction to excel in their profession.

To help the faculty of Department of Commerce in their progress to excel in their profession, the department and institution has devised the following strategies:

- i. The department ensure fair, timely selection, appointment/promotion as per HEC criteria
- ii. Good working environment exists for research on commercial issues.

CRITERION-7

INSTITUTIONAL FACILITIES

Criterion-7 Institutional Facilities

Institutional facilities, including library, class rooms and offices are adequate enough to support the objectives of the Programme.

Standard 7-1: The Institution must have the infrastructure to support new trends in learning such as E-learning.

Computer and Internet Facility

The department of Commerce has adequate computer facilities/services and administrative staff to support its faculty, students and staff in their academic and administrative activities. The computer lab is maintained and managed. Internet facility and a connection with main communication network of the University is also available.

Standard 7-2: The library must possess on up to date technical collection relevant to the Programme and must be adequately staffed with professional personnel.

a) Main Library

Faculty members and students of the department are allowed to use the main library even after normal working hours. The main library provides the following services;

- i. Course books
- ii. Digital library having access to journals and E-books.

b) Seminar Library

The Seminar Library has a large number of books and collection of old and new journals covering a wide range of disciplines in Commerce, Economics and Business. Current editions of latest books are also being purchased.

Standard 7-3: Class rooms must be adequately equipped and offices must be adequate to enable faculty to carry out their responsibility.

Classrooms

Due to shortage of class rooms, the Department also uses its Computer labs for teaching purpose. The department has white boards, overhead projectors and multimedia. It however needs four class rooms to cater the needs of its under-graduate and graduate students. Further, it also needs one separate conference room for organizing seminars and workshops.

Faculty Offices

The department of commerce is short of space to adequately accommodate its faculty and administrative staff. It is hoped the department will be provided more space as soon as possible after shifting of Business Administration.

CRITERION-8
INSTITUTIONAL SUPPORT

Criterion-8 Institutional Support

The institution's support and the financial resources for the Programme is sufficient enough to provide an environment in which the Programme can achieve its objectives and retain its strength.

Standard 8-1: There must be sufficient support and financial resources to attract and retain high quality faculty and provide the means for them to maintain competence as teacher and scholars.

The Department of Commerce has a computer lab and a good seminar library for research. The financial resources for regular purchase of books are very limited which needs to be enhanced. The major financial source of the department is the University of Karachi which allocates budget for the Department, whereas the University relies on HEC funding.

Standard 8-2: There must be an adequate number of high quality graduate students, research assistants and Ph.D. Students

The following Table shows the number of students enrolled in each programme of the department.

Year	BS	M.Com	MS	MPhil/Ph.D	Total
2008					
2009					
2010					
2011					
2012					

Standard 8-3: Financial resources must be provided to acquire and maintain library holdings, laboratories and computing facilities.

The University of Karachi provides financial resources to maintain library and computing facilities. The department, however, is not having the separate fund of its own to maintain and upgrade its library and computing facilities. HEC is also requested to provide additional financial resources for further strengthening of the Department of Commerce.

**Course Contents and details
B.S Commerce.**

Course Contents for B.S Commerce.

<p style="text-align: center;">ISLAMIC STUDIES COURSE NO: 300.1</p>

Objective:

The objective of this course is to equip the present and future of the students with the Islamic rules and regulations which are presented in the form of beliefs, Islamic code of life, social behavior and character. Emphasis is given with the support of Quranic verses and Ahadiths. Part of Islamic history is also included consist of different aspects of life of Muhammad S.A.W.S and Sahaba Kiraam R.A, to aware the new generation so that they lead their lives according to a pure and perfect manner given by Al Mighty Allah.

1. The Holy Quran
2. The revelation of Ayat or the verses.
3. Surah Hijrat.
Introduction and Tent of the Holy Quran.
4. Hadith and Sunnah of the holy Prophet (PBUH)
Meaning and definition.
The difference between Hadith and Sunnah.
5. Hijjat-e-Hadith.
Competition, inscription & writing of Hadith.
 1. Text of Hadith
Twenty selected Hadiths from "Riaz-us-Saliheen.
 2. Monotheism
 - a) Existence of God – Arrangements and effects of the belief in one God.
 - b) Effects of Personal life.
 - c) Effects on Collective Life.
 3. Prophethood.
 - The necessity and importance of prophethood.
 - The distinct Qualities of the Prophets and status of prophethood. Faith in the finally of Prophethood.
 - The following of Sunnah.
 4. Life after death.
 5. Prayers.
 6. Zakat – Concept and Purpose.
 7. Fasting (SAUM) individual and collective benefits.
 8. Hajj significance – Native – Manasik, 9 Jihad – with Knowledge, sword, wealth and with selves.
 9. Study of the pure life of the Holy Prophet (PBUH) Makki and Madani Life.

Reference Books:

1. Abdul Qayyum Natiq Sirat-e-Mustaqeem (English)
2. Abdul Qayyum Natiq Siiat-e-Mustaqeem (Urdu).
3. Dr. Nasiruddin Islamiat (Urdu)., Ghanzfar Academy
Pakistan.

ETHICS AND SOCIAL BEHAVIOR
COURSE NO: 300.1(NON-MUSLIMS)

Islamic Studies (Ethical Behaviour in lieu of Islamic Studies for Non-Muslim Student).

FOR NON-MUSLIM STUDENTS

1. meaning and Scope of Ethics,
2. Relation of Ethics with:
 - a) Religion
 - b) Science
 - c) Law
3. Historical Development of Morality:
 - a) Instinctive Moral Life.
 - b) Customary Morality
 - c) Reflective Morality.
4. Moral Theories:
 - a) Hedonism(Mill)
 - b) Intuitionism (Butler)
 - c) Kant’s Moral Theory
5. Moral Ethics and Society:
 - a) Freedom and Responsibility.
 - b) Tolerance
 - c) Justice
 - d) Punishment (Theories of Punishment)
6. Moral Teachings of Major Religions:
 - a) Judaism
 - b) Christianity
 - c) Islam
7. Professional Ethics:
 - a) Medical Ethics
 - b) Ethics of Students
 - c) Ethics of Teachers
 - d) Business

BOOKS RECOMMENDED:

1. William Lillie. An Introduction to Ethics, London, Methuen & Co, 1957
2. Titus, H.H. Ethics in Theory and Practice, N.Y. Thomas Y. Crowel, 1950.
3. Hill, Thomas. Ethics in Theory and Practice N.Y. Thomas Y. Crowel, 1950
4. Ameer Ali.S. The Ethics of Islam. Calcutta: Noor Library Publisher 1951.

5. Donaldson,D.M.

Studies in Muslim Ethics, London 1953.

6. Sayeed, S.M.A..

(Tr) Taaruf-e-Akhlaqiat., Karachi BCC&T,KAR,UNIV.1984.

PAKISTAN STUDIES

COURSE NO: 300.2

Objective:

After completion of this course students are expected to:

Be aware about the background of the creation of an independent nation.

Have a feeling of love, importance and belonging for their beloved country Pakistan.

Have knowledge about the relations of Pakistan with other Muslim and non Muslim countries.

Have the historical knowledge about the cultural aspects of Pakistan.

1. Land and People:

- Basic Physical Features of Pakistan.
- Climate
- Social Institutions
- Pakistan's Importance with reference to Middle East and Central Asian Republics.

2. Historical & Ideological Perspective of Pakistan Movement:

- Two Nation Theory.
- Creation of Pakistan.

3. Political & Constitutional Development in Pakistan:

- Semi Parliamentary Phase (1947-58)
- Ayub & Yahya Era (1958 – 71)
- Civilian Rule (1972-77)
- Zia Era (1977-88)
- Civilian Rule (1988 – 99)

4. Contemporary Issues in Pakistan:

- Salient Features of Economy Energy
- Social Issues
- Environmental Issues.

5. Human Rights:

- Conceptual Foundation of Human Rights.
- Un system for Protection of Human Rights, An overview.
- Pakistan Response to Human Rights at National and International level.

BOOKS RECOMMENDED:

1. I.H. Qureshi Short History of Pakistan , Vol.IV, University of Karachi.
2. J. Hussain, History of the People of Pakistan, Oxford university of Karachi
3. Govt. of Pakistan, Economics Survey of Pakistan Annual
4. S.Akbar Zaidi.Issues in pakistan's Economy , Oxford University Press-1999
5. Gul Shahzad Pakistan Studies. Mamar Kitab Ghar Karachi 1998.
Sarwar

FUNCTIONAL ENGLISH
COURSE NO: 300.1

Objective:

The wide range of contents of this course aims to equip the market and overall business world with human resources having effective communication skills and confidence of expressing themselves at any matter related to business.

1. Vocabulary: Antonyms, Synonyms. Homonyms, One word Substitution.
2. Practical Grammar- Sentence Structure types of sentences – based on function e.g Interrogative sentences, based on structure e.g. Compound sentences, Parts of objective. Rules for structuring sentences, Phrases – types and functions. Clauses – types and functions.
3. Parts of Speech: Major word classes, Nouns – with further classifications (regular, countable; uncountable singular, plural), Pronouns – with further classifications. Verbs – emphasis on three forms of verbs, Adjectives – with further classification – three degrees of comparison. Adverbs – with further classification. Minor word classes: Preposition. Conjunctions – with further classification. Interjection. Auxiliary verbs. Determiners, infinitive Participle, Gerund, Genitives – types and functions.
4. Tenses – Types Structure, Function, Conversion into negative and interrogative.
5. Active and Passive voice.
6. Direct and indirect speech
7. Articles Definite, indefinite
8. Composition and comprehension, Precis Writing. Essay Writing

Recommended Books:

1. “J Chilver” English for Business A. Functional Approach. DP Publication Limited.
2. “Wren & Martin”, High School English Grammar and Composition S. Chand & Company Limited.
3. ‘Michael Swan”. Practical English Usage, Oxford University Press.
4. A.J. Thomson & A.V. Martinel, A Practical English Grammar.
5. Robert E. Barry”, Basic Business English 2nd Edition 1987, Prentice Hall Inc. Englewood Cliffs. New Jersey.

Atta-ur-Rehman Functional English.

INTRODUCTION TO BUSINESS COURSE NO: 311

OBJECTIVE:

This course objective is to increase the students' awareness and understanding of:

- International business strategies
- Trends and issues in globalization
- Mechanics of importing and exporting
- The role and influence of the government in international business
- The international monetary system and its impact on business
- Differences in national culture
- Regional economic integration and trade blocs
- Explain the different types of business structures and the benefits of each type
- Define at least three theories of motivation and explain their application
- Understand the basic concepts of interviewing, hiring, training, and employee discipline
- Understand the basics of stock markets and investment
- Read & understand a basic income statement
- Apply the 4 Ps of marketing to any business situation
- Write a personal resume in chronological format.

1. BUSINESS:

Historical background in Pakistan Meaning, Nature and Problems.

SCOPE, importance and Functions, Entrepreneurial qualities of Businessman.

Business environment and social responsibility.

Role of business in economic progress of the country.

Problems of business.

2. FORMS OF BUSINESS ORGANIZATION:

- 2.1 Sole proprietorships – Nature, Advantages and disadvantages.
- 2.2 Partnership, classification, advantages and disadvantages, rights, duties and liabilities of partners, dissolutions of partnership.
- 2.3 Joint stock company, Types – Chartered Statutory and registered Formation – Memorandum of Association, Articles of Association, Prospectus, Capital Management, Meetings and Winding up Features, Merits and Demerits, Management of the companies

3. COOPERATIVE OWNERSHIP AND BUSINESS COMBINATIONS:

- 3.1 Types of cooperatives, advantages and disadvantages.

- 3.2 Business combination, Meaning, Types and Forms causes and purposes, advantages and disadvantages

4. FINANCE:

- 4.1 Definition, Components, importance, kinds and sources.
- 4.2 Long term and short term Financing.
- 4.3 Some important financial institutions.
- 4.4 Stock Exchange and commodity Exchange, nature, Role and Significance.
- 4.5 Risk & Insurance, Protection against risks, importance and types of Insurance, Types of Risks.

5. MARKETING:

- 5.1 Process of Marketing, Definition, Functions and Scope Approaches to the study of Marketing.
- 5.2 Marketing Mix for Physical goods and service products, importance.
- 5.3 Channels of Distribution for Consumer good and organizational goods.
- 5.4 Marketing communication and promotion, advertising, personal selling, sales promotion, public relation, packaging.

6. TRADE:

- 6.1 Wholesale and Retail, meaning, importance, Functions, Advantages and Disadvantages.
- 6.2 Foreign Trade, Imports and Exports, Role in Economic Development of the country.

7. PHYSICAL FACTORS:

- 7.1 Selecting Business Location, Factors influencing locations, small business, VS large business.
- 7.2 Purchasing and inventory control coordination of purchasing with sales, organization of purchasing department, centralize vs. decentralize purchasing, purchasing policies and procedure, inventory control.

8. THE PERSONEL DEPARTMENT:

- 8.1 Employment division, Recruiting, placement promotion.
- 8.2 Wages and Salary section, analysis & Job classification, pay scales.
- 8.3 Training Programmeme, Apprentice, Supervisory etc.

Reference Books:

- Introduction to Business: By Skinner
- Modern Business Administration: Robber C. Appleby
- Business Organization and Management: Gupta, C.B.
- Business and Society: Davis and Blomstrom
- Islam and Business: Ismail Noor
- Rober C. Appleby, Modern Business Administration
- Theodore J. Sielaff & Introduction to Business.
- Jhon W. Aberle Belmont, California. Wardsworth Publishing Company Inc.

<p style="text-align: center;">PRINCIPLES OF ACCOUNTING I COURSE NO: 321</p>

1. FIELD OF ACCOUNTING:

- Accounting Terminology
- Principles & concepts
- Introduction to international Accounting Standards
- Accounting Equation (balances sheet equation).

2. RECORDING SERVICE & MERCHANDISING BUSINESS TRANSACTIONS:

- general Journal & Special Journal
- Sales journal
- Cash Receipts
- Cash Payments Journal
- General Ledger
- Subsidiary Ledger
- Trial Balance

3. PERIODICAL ADJUSTMENTS & CLOSING PROCESS.

- Accruals
- Prepayments
- Unearned
- Depreciation
- Uncollectible
- Inventory
- Correction of Errors
- Closing Process
- Reversing Entries

4. PREPARATION OF WORKSHEET

5. PREPARATION OF INCOME STATEMENT

6. PREPARATION OF BALANCE SHEET

Recommended Books:

1. Simon Karren Brock, Intermediate Accounting, South Western Publishing Co. New York, Latest Edition.
2. Meigs and Meigs, Accounting the Basis for Business Decisions, New York McGraw Hill Book Company) 11th edition.
3. Neswanger and Fees, Accounting Principles (South Wester)
4. M. Arif & Suhail Afzal, Accounting , Azim Academy Lahore,
5. Ghani, M.A., Principles of Accounting, Salman Publishers Lahore
6. Ch. M. Hanif and Azam Shafiq Fundamentals of Accounting, Etisam Publishers, Urd Bazar, Lahore
7. Dr.Khawaja Amjad Saeed Accounting, Institute of Business Management, Lahore

<p style="text-align: center;">BUSINESS MATHEMATICS-1 COURSE NO: 331</p>

1. TOPIC NUMBER 1: ALGEBRA

Simultaneous Linear Equation (Algebraic & Graphic solutions), Quadratic Equation and its solutions, Indices and Logarithm, Simple Exponential Equation.

2. TOPIC NUMBER 2: COORDINATE GEOMETRY

Distance between Two Points, Slope of a line, Equation of a Straight Line, Slope intercept form, Equation passing through Two Points, Equation Passing through a Point and a Slope.

3. TOPIC NUMBER 3: CALCULUS

Idea of Limits, Differentiation, Rate of Change, Differentiation of the General term (ax^n). Techniques in Differentiation, Polynomial, Composite function, Product Rule, Quotient Rule. Application of derivatives, Marginal function, Elasticity of Demand and Supply, Optimization of Simple function, Point of inflexion, Maxima and Minima Problems.

4. TOPIC NUMBER 4: DETERMINANTS AND MATRIX ALGEBRA

Determinants and its properties, Saurus Rule, Crammer Rule, Introduction to Matrices, Types of Matrices, Addition, Substraction and Multiplication of Matrices. Inverse up to (3 x 3) matrices in Solution of system of Linear Equations.

BOOKS RECOMMENDED:

1. Syed Hassan Mirza Business Mathematic for Management and Finance
2. L.W. Stafford. Business Mathematics
3. Richard Lacava. Business Statistics When & Way Irvan & Hill Inc.

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|----------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| 4. Lavin | Business Statistics. Prentice Hall Inc. |
| 5. Nasir Ali Syed
& G.H. Gill | Statistics & Business Mathematics Fair Publication, Lahore |
| 6. Z.A. Bohra | Business Statistics and Mathematics. |
| 7. Frank. S. Budnick | Applied Mathematics for Business, Economics, and the Social Sciences, Mc-Graw Hill Inc. New York, International Ed. 1994. |
| 8. Frank. S. Budnick | Applied Mathematics for Business, Economics, and the Social Science, Mc-Graw Hill Inc. New York, Fourth Edition. |

REFERENCE BOOKS:

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|------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| 1. Moog.R.W.Taniss F.A(1989) | Probability & Statistical Inference Von Nostrand Reinold Co. N.Y. |
| 2. Attiqullah M. (1988) | Basic Statistics and Computer Role, Kifayat Academy, Karachi. |
| 3. Prof. Shere Muhammad | Introduction to Statistical Theory, Choudhary I & II, Ilmi Kitab Khana, Lahore. |
| 4. Hamid A. Hakim | Business Mathematics, Mayari Matbooaat, Karachi. |
| 5. Hamid A. Hakim | Introductory Statistics for Economics & Management, Mayari Matbooaat, Karachi. |
| 6. S. Khursheed Alam | i) Statistics Concepts and Methods, Rehbar Publishers, Karachi 1999.
ii) Business Mathematics Rehbar. Publishers, Karachi.1999. |

HUMAN BEHAVIOR COURSE NO: 341

Objective:

This course aims to study and learn about different aspects of human psychology and behavior, affecting the business decisions and overall economy. By understanding the nature of those aspects one can avoid their negativity and can utilize them in betterment of overall society.

1. DEFINITION OF HUMAN PSYCHOLOGY

- i. Understanding Goals of Psychology
- ii. Major Trends in the Development of Psychology
- iii. Biological Basis of Behavior

2. SENSATION AND PERCEPTION

- i. Sensing our world
- ii. Our Vision
- iii. Hearing and other Senses
- iv. Attention Processes
- v. Organizational Processes in Perception

- vi. Identification and Recognition Processes
- vii. Memory

3. LEARNING AND BEHAVIOR

- i. Classical Conditioning
- ii. Operant Conditioning
- iii. Cognitive Learning
- iv. Observational Learning

4. MOTIVATION AND EMOTION

- i. Definition, Explanation and types of Motivation
- ii. Understanding Emotional Experiences
- iii. Roots of Emotions.

5. PERSONALITY

- i. Psychoanalytic Approaches to Personality
- ii. Major Approaches to Personality
- iii. Assessing Personality

Recommended Books

1. Charles Zastrow and Karen K. Kirst-Ashman (Jan 20, 2009),Understanding Human Behavior and the Social Environment.
2. Karen K. (Karen K. Kirst-Ashman) Kirst-Ashman (Feb 27, 2007),
Human Behavior, Communities, Organizations, and Groups in the Macro Social Environment: An Empowerment Approach..
3. Karen K. Kirst-Ashman (Feb 12, 2010), Human Behavior in the Macro Social Environment.

BUSINESS COMMUNICATION-1 COURSE NO: 312

Objective:

The course aims to make the students aware about the basic principles to communicate at different level of organization in different situations.

It also emphasized an specific tools and technologies applied for analysis of different business and market situation including reports, charts, symbols and stock market terms etc.

1. IMPORTANCE OF BUSINESS COMMUNICATION: Life blood of every organization, Benefits in your career & personal life, the challenge of communicating for business.

2. THE PROCESS OF COMMUNICATION & MISCOMMUNICATION:

Elements of communication, General communication concepts, & problems

3. LEGAL ASPECTS OF BUSINESS COMMUNICATION.

4. EFFECTIVE STRATEGIES FOR COMPOSING YOUR MESSAGE:

The ways good writers write, Overcoming writer's block & Procrastination, Getting & using feedback, Revising, Editing, & Proofreading, Using boilerplate, Collaborative writing.

5. ADAPTING YOUR MESSAGE TO YOUR AUDIENCE:

Elements of communication, General communication concepts, & problems

6. LEGAL ASPECTS OF BUSINESS COMMUNICATION.

7. EFFECTIVE STRATEGIES FOR COMPOSING YOUR MESSAGE:

The ways good writers write, Overcoming writer's block & Procrastination, Getting & using feedback, Revising, Editing, & Proffreading, Using boilerplate, Collaborative writing.

8. ADAPTING YOUR MESSAGE TO YOUR AUDIENCE: Who is your audience, Ways to analyze your audience, Using audience analysis to adapt your message, writing or speaking to multiple audiences with different needs.

9. CHOSSING THE RIGHT WORD: Accurate denotation, Appropriate connotation, Short familiar words.

10. MAKING YOUR WRITING EASY TO READ: Good style in business & administrative writing, Nine ways to make your writing easier to read.

11. GOOD NEWS & NEUTRAL MESSAGES: Favorable replies to the request

12. BAD NEWS MESSAGES.

BOOKS RECOMMENDED:

1. Murphy, Herta & Peck Charles E.

Effective Business Communication, 3rd Ed. N.Y. McGraw Hill, 1980.

2. Herta a. Murphy

Effective Business communication, McGraw Hill, International Edition.

3. Sh.Atta Ur Rehman

Effective Business Communication and report writing.

4. John V. thill Courtland L. Bouee

Excellence in Business Communication, 3rd Edition. 1996. McGraw Hill Inc.

REFERENCE BOOKS:

1. Shuter,

Written Communication Business, New York, McGraw Hill, 1980, USA

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|----------------------------------|----------------------------------------------------------------|
| 2. Murphy, Hert A. | Business Communication, 7 th Ed. McGraw Hill, 1997. |
| 3. David Nickson & Suzzy Siddons | Business Communication, Oxford Bulterworth 1996 |
| 4. John Bhalihill & Cartland | Excellence in Business Communication, BC 651/7 |

<p style="text-align: center;">INTRODUCTION TO MONEY & BANKING COURSE NO: 322</p>

Objective:

The objective of this course is to build up banking and financial skills in the students. The taught students of money and banking can not only serve the conventional but can also serve the Islamic banking.

It also provides the basic understanding about different types of banks and their function and policies of central banks.

1. MONEY

Introduction: Evolution of Money, forms, Functions, Importance and Role of Money.

Value of Money: Quantity Theory of money, Cash Balance Theory of Money, Measurement of Value of Money. Devaluation of Money.

Trade Cycle: Phases, Causes, Remedies, Theory of Trae cycles.

Inflation: Kinds, Causes, Remedies, Deflation, Reflation, Disinflation, Stagflation.

International Monitory System: INF, IBRD. Asian Development Bank Islamic Development Bank.

2. BANKING

Introduction: Definition, Evolution< Kinds of Banks.

3. Commercial Bank: Principles; Function, Importance, Role of Banks.

Bank Accounts: Current PLS. Term Deposit, Foreign Currency Accounts.

Bank Advances: Running Finance; Cash Finance, Demand Finance, Term Finance, Discounting of Bills, Purchase of Bills, Principles of Advances, Securities, Modes of Lending.

4. Letter of Credits: Kinds Operation, Advantages.

5. Central Banks: Principles, Functions, Role, Monitory Policies, Methods of Note Issues, State Bank of Pakistan, Functions and Role.

6. Banking in Pakistan: Brief History Nationalization, Privatization ADBP, IDBP, Small Business Finance Corporation.

7. Islamic Banking: Principles, Functions, Islamic Modes of Finance.

Books Recommended

Muhammad Irshad,	Money & Banking, Naveed Publication, Lahore.
M. Saeed Nasir,	Money & Banking, Kitab Markaz, Faisalabad.
Israr H.Siddiqui,	Practice and Law of Banking in Pakistan Royal Book Co, Karachi.
S.A. Menal,	Banking and Finance in Pakistan Oxford,University Press, Karachi
Crowther,	An Outline of Money, Thomas Nelson & Sons Ltd.London
Hassn, Mobeen,	Banking, Mobeen Publishers, Lahore

<p style="text-align: center;">PRINCIPLES OF ACCOUNTING-2 COURSE NO: 332</p>

Objective :

By completion of this course students are able to apply the accounting techniques and methods available to manage the current and long term assets or resources of a business entity. Along with this students can also learn to address the different aspects and events of partnership firm.

1. CASH CONTROL:

Bank Reconciliation statement
Voucher System

2. ACCOUNTING FOR ACCOUNTS RECEIVABLE:

Income statement & balance sheet Approach
Analysis & Aging of Accounts Receivables
Allowance Method for making Provisions
Writeoff & Recovery of Accounts Receivables
Advance from customers

3. INVENTORY VALUATION:

Periodic System & Perpetual Ssystem.
Methods FIFO,LIFO, Average methods
Gross Profit & Retail Price

4. DEPRECIATION:

Straight line method
Working hours & sum of the years digit & fixed percentage on declining balance
Addition, Revision of life
Disposal & exchange of depreciated Asset.

5. PARTNERSHIP ACCOUNTING:

Formation
Plans of Profit/Loss Distribution
Admission
Retirement/Death, Liquidation

BOOKS RECOMMENDED:

1. Simon Karren Brock, Intermediate Accounting, South Western Publishing Co. New York, Latest Edition.
2. Meigs and Meigs, Accounting the Basis for Business Decisions, New York McGraw Hill Book Company) 11th edition.
3. Neswanger and Fees, Accounting Principles (South Wester)
4. M. Arif & Suhail Afzal, Accounting , Azim Academy Lahore,
5. Ghani, M.A., Principles of Accounting, Salman Publishers Lahore
6. Ch. M. Hanif and Azam Shafiq Fundamentals of Accounting, Etisam Publishers, Urd Bazar, Lahore
7. Dr.Khawaja Amjad Saeed Accounting, Institute of Business Management, Lahore.

<p style="text-align: center;">BUSINESS STATISTICS COURSE NO: 342</p>

Objective:

The objective of this course is to equip the students with such statistical tools which are needed in business to decide about quantitative matters. Major aspects of marketing and financial decisions are based on those tools.

1. Definition

Application in Business and Commerce

Classification and Tabulation

Statistical enquiries

Diagrams and Graphs

Measures of Central Values

Measures of Dispersion

Skewness, Simple correlation and Regression,

Lines of Regression

Method of best square and curve jetting with application to business.

Index numbers: kinds of Index numbers with special emphasis to consumer price Index numbers.

Probability: set theory, Definition, Law of probability conditional probability, Independent and dependent events, Application in business.

Random variables: Introduction, Discrete and continuous random variables. Probability function. Expected values of Random variables.

Types of significance: Introduction, Tests for means and proportions for single and two populations.

BOOKS RECOMMENDED:

1. Syed Hassan Mirza Business Mathematic for Management and Finance
2. L.W. Stafford. Business Mathematics
3. Richard Lacava. Business Statistics When & Way Irvan & Publication, Illinois.
4. Lavin Business Statistics. Prentice Hall Inc.
5. Nasir Ali Syed & G.H. Gill Statistics & Business Mathematics Fair Publication, Lahore
6. Z.A. Bohra Business Statistics and Mathematics.
7. Frank. S. Budnick Applied Mathematics for Business, Economics, and the Social Sciences, Mc-Graw Hill Inc. New York, International Ed. 1994.
8. Frank. S. Budnick Applied Mathematics for Business, Economics, and the Social Science, Mc-Graw Hill Inc. New York, Fourth Edition.

REFERENCE BOOKS:

1. Moog.R.W.Taniss F.A(1989) Probability & Statistical Inference Von Nostrand Reinold Co. N.Y.
2. Attiqullah M. (1988) Basic Statistics and Computer Role, Kifayat Academy, Karachi.
3. Prof. Shere Muhammad Introduction to Statistical Theory, Choudhary I & II, Ilmi Kitab Khana, Lahore.
4. Hamid A. Hakim Business Mathematics, Mayari Matbooaat, Karachi.
5. Hamid A. Hakim Introductory Statistics for Economics & Management, Mayari Matbooaat, Karachi.
6. S. Khursheed Alam
 - i) Statistics Concepts and Methods, Rehbar Publishers, Karachi 1999.
 - ii) Business Mathematics Rehbar. Publishers, Karachi.1999.

ORIENT ATION TO COMPUTER COURSE NO 352

Objective

This course's aims to provide the very basic knowledge about the computer. After completion of this course the students are well aware about the input and output devices of a computer and as well as its processing unit and its functions. This course helps the students in storing and utilizing the information of their interest in their respective field.

1. INTRODUCTION:

- Definition of computer,
- Function of a computer
- Types of computer
- Classification of Computer

2. COMPUTER SOFTWARE:

- Types of software
- Application software
- System software
- High level languages
- Low level languages
- Machine language
- Language interpreter & compiler.

3. CENTRAL PROCESSING UNIT AND INPUT/OUTPUT DEVICES:

- Arithmetic Logic unit control unit memory
- RAM
- ROM
- PROM
- Input/Output Devices
- Monitor
- Keyboard
- Scanner
- Handheld computer
- Etc

4. COMPUTER FILES:

- Master File
- Transaction File
- History
- Back Up

5. DATABASE MANAGEMENT:

- Data Mining Managing Files
- Methods of organizing Database
- Features of a Database Management System.
- Ethics of using Database

6. INFORMATION MANAGEMENT:

- Organizations

- Managers and information
- Computer Based Information Systems
- Management Information Systems
- Six phases of System Development Life Cycle

BOOKS RECOMMENDED:

1. Bohl, Maralyn Information Processing with Basic
2. Candell, Steven L. Computers and Data Processing (Concepts and Applications West Publishing Co.
3. Mike Murach Data Processing

**ECONOMICS ANALYSIS
COURSE NO: 411**

Objective.

With its two sections Micro Economics and Macro Economics, this course helps the students in not only their personal life but in field of business also. By learning economic analysis they can change their consumption and saving behavior and can play a major role in betterment of their country's economy in the field of investment, taxation, employment etc

MICRO ECONOMICS

1) INTRODUCTION

Basic concepts, Definition, Micro and Macro approach to Economic analysis.

2) CONSUMER'S BEHAVIOUR ANALYSIS

Demand, function and functional equations of Demand.
Elasticity of Demand, Significance, Methods of Measurement and its kinds.
Consumer's Equilibrium – Cardinal and Ordinal approaches.

3) THEORY OF PRODUCTION

factors of Production and their relative importance.
Firm and Industry.
Laws of Returns and Returns to Scale.
Production function – ISO – Quants and ISO-Cost Curves.
Least cost factor combination.
Production possibility curve.

4) MARKET

a) Definition and brief classification.

5) FIRM'S COST AND REVENUE ANALYSIS

6) PRICE AND OUTPUT DETERMINATION OF A FIRM AND INDUSTRY UNDER:

- a) Perfect competition.
- b) Monopoly
- c) Oligopoly
- d) Monopolistic competition.

MACRO ECONOMICS PART (B)

1) NATIONAL INCOME

- a) Definition, concepts and its significance.
- b) Methods of computing National Income.
- c) Determinants of National Income..
 - i) Consumption and consumption function its determinants, Keynesian Psychological Law of consumption.
 - ii) Saving, propensity to save and factors determining saving.
 - iii) Investment-Meaning, kinds and its determinants – MEC and rate of Interest.
- d) Cross-Section analysis and Time series analysis of consumption.

2) DETERMINATION OF INCOME & EMPLOYMENT

Meaning of Full Employment.
Kinds of un-employment.
Determination of Equilibrium level of N.I.
Keynesian theory of Income and Employment.
Inflationary and Deflationary gap.
Multiplier Doctrine, Acceleration Principle and Inter action of Multiplier and Acceleration.

3) TRADE CYCLES

4) MONETARY POLICY AND FISCAL POLICY

ECONOMIC SYSTEMS PART (C)

- a) Definition
- b) Central Problems of an Economy
- c) Different Economic Systems – Capitalism, Socialism Mixed Economy and Islamic Economic System – Their Merits and de-merits and Criticism.
- d) Comparative Study of different Economic System.

BOOKS RECOMMENDED

- 1) Samuelson, P.A. Economics (McGraw Hill) 16th Edition N.Y. 1998.
- 2) C.E Ferguson & j.p. gould Micro-Economics Theory 5th edition Illinois Richard D. Irvin 1980
- 3) Shapiro, Edward
- 4) Edwin Mansfield Study Crude for Principles of Micro Economics, 5th Edition, W.W. Noton & Co.
- 5) J.K. Eastham An Introduction to Economic Analysis, English University Press, Ltd.
- 6) Nic Nigro, Robert Haney Scott Principles of Economics, Mc-Millan Publisher Co. Inc. New York.
- 7) Mc Connel Brue Economics, Mc Grow Hill Inc.

BUSINESS AND INDUSTRIAL LAW COURSE NO: 421

BUSINESS LAW

Objective:

In business world there are so many aspects which are related to different parties for the purpose of reliability and security there are certain legal requirements related to those aspects, this course provide the knowledge about those legal requirements related to trading, service and manufacturing concern as well.

I. **LAW OF CONTRACT**

Introduction and definition of contract, Essentials of a valid contract, void agreements, contingent, of the contract, Discharge of contract, quasi contracts, Indemnity and Guarantee, Bailment and Pledge, Agency.

II **THE SALE OF GOODS ACT**

Define goods and its classification, Distinction between sale and agreement to sell, price, conditions and warranties, Transfer of property, Transfer of title, unpaid seller and his rights, Delivery and its rules, Auction sale.

III. **THE PARTNERSHIP ACT**

Definition of partnership & Determination at will, Rights and duties of Partner(s) implied authority of a partner, position of a Minor Partner, Dissolution of Partnership, Registration and effect of non-registration of the firm.

IV. **THE NEGOTIABLE INSTRUMENTS ACT**

Introduction, meaning, requirements characteristics of negotiable instruments, Definition and Distinction of Promissory notes, bill of exchange and cheque. Crossing – object and kinds, A brief introduction of endorsement, Negotiation, presentment, Acceptance and Dishonor. Discharge from liability.

V. **SECURITIES**

A brief Introduction of Mortgages, changes and Hypothecation.

VI. **CARRIAGE OF GOODS.**

Common Carrier. Essentials of a Common Carrier, Rights, and Duties of a common Carrier. Restricted Liability of Railway Carriage as common carriage and by Sea.

INDUSTRIAL LAW

I. **THE FACTORIES ACT**

Definitions, certifying, surgeon and inspector, their powers and duties, provisions relating to Health, safety and welfare, hours of work and holidays, special provisions regarding employment of women and children/Adolescent.

II. **INDUSTRIAL RELATIONS ORDINANCE**

Definitions, Trade union and its registration, collective Bargaining agent, unfair labour practices, method of settlement of Industrial disputes labour courts, strike and lockout.

III. **WORKMEN'S COMPENSATION ACT**

Meaning of the terms Accident and arising out of and in the course of Disablement, Employer's liability, when Employer is not liable to pay compensation.

Recommended Books:

1. Chaudhry A. G. Mercantile Law in Pakistan. Pakistan Publishing House, Karachi, Latest Edition.
2. Khawaja Amjad Saeed. Mercantile Law of Pakistan Accountancy & Taxation Services Institute, Lahore.
3. Khalid Mahmud Cheema, Business Law, Syed Mobin Mahmud Co. Lahore.
4. Govt. of Pakistan. Relevant Acts and Ordinances
5. I.R. Hashmi. A Manual of Mercantile Law.
6. M.C. Shukla. A manual of Mercantile Law, 11th revised edition S. Chand

7. Luqman Baig. and Co. (Pvt) Ltd. 1989.
Business Law, Ghazanfar Academy Pakistan, Karachi
1995.

PRINCIPLES OF AUDITING (Concepts)
COURSE NO: 431

Objective.

This course builds up the skills needed to examine and verify the economic information provided by accounting records and statements. After learning this course students can not only enhance their knowledge but can use that knowledge in detecting the frauds and mistakes in accounting information while deciding about investment in any company.

1. INTRODUCTION

- Origin of auditing,
- definition of auditing,
- Scope of audit,
- limitations of audit,

2. AUDIT AND INVESTIGATION

- Qualities of an auditor,
- objects of an audit,

3. TYPES OF AUDIT ACCORDING

- organization structure
- Statutory audit,
- Private audit,
- Government audit,
- Internal audit,
- from practical point of view
- Annual of Final audit,
- Balance sheet audit,
- Partial audit,
- Interim audit,
- Management audit,

4. AUDIT PROGRAMMEME

- Types of audit Programmeme,
- advantages of audit Programme,

5. AUDIT WORKING PAPERS

- purposes of working papers,
- Characteristics of good working papers,
- Ownership of working papers,

6. EVIDENCE IN AUDITING,

- Types of evidence,
- difficulties in the collection of audit evidence,
- Audit technique,
- Types of audit technique,
- Audit techniques and related audit evidences,

7. AUDIT STANDARDS AND PROCEDURES

- Commencement of audit,

- Appointment, rights,
 - duties and liabilities of auditor,
8. **INTERNAL CONTROL**
- Features of effective internal control,
 - Auditor's interest in internal control,
 - Divisible profit,
 - Effects of wrong calculation of profit,
9. **AUDITOR'S REPORT**
- clean and Qualified audit report.

RECOMMENDED BOOKS:

Khawja Amjad Saeed	Principles of Auditing ,Lahore, Insitute of Business Management 1997 Pakistan)
Meigs Walter B,	Principles of Auditing, Illinosis, Richard D Irwin 1973) Larson, E. John.
Anwar ul Haq Ansari	Auditing
Aftwood & Stein, No.De Paulas	Auditing Principles & Practices,(Pitman Publishing Ltd. London)
Khawaja Amjad Saeed	Auditing (Latest Edition) Accountancy & Taxation Services Institute, P.O.Box 1164, Lahore.
Muhammad Irshad	Auditing, Naveed Publication, Lahore.
Zafar M. Zaidi	Auditing
Megis & Larson	Principle Auditing, University of Congress Richard, D. Irwin

<p>ADVANCED ACCOUNTING COURSE NO: 441</p>

Objective.

After learning the accounting techniques and systems of recording for sole proprietorship and partnership this course aims to provide knowledge about the accounting treatment for different aspects of companies from formation and raising funds from public to reconstruction. Along with this, some specific types of transactions like head office and branch transactions and installment sales transactions are also taught to enhance the knowledge of the students.

1. COMPANY ACCOUNTING:

- Issuance of Shares & Bonds
- Appropriation of Retained Earnings
- Declaration & Payment of Dividend

2. PREPARATION OF FINANCIAL STATEMENTS FOR PUBLIC LTD:

- Company in accordance with International accounting standards
- Statement of retained earnings showing appropriation and balance sheet

3. ACCOUNTING FOR COMPANIES:

- Absorption
- Amalgamation
- Reconstruction

4. FINANCIAL STATEMENT ANALYSIS:

- Tools of analysis
- Dollar/Rupees and percentage change
- Component percentage
- Common Size financial statements & ratios
- Interpretation

Find Flow Analysis, Cash flow statement (Indirect method) – Direct Method (Cash received from customers, payment to creditors and payment of expenses)

5. HEAD OFFICE & BRANDS ACCOUNTING:

- Recording of reciprocal transactions
- Billing of Merchandise at cost and above cost
- Reconciliation statement

6. HEAD OFFICE & BRANDS ACCOUNTING

- Periodic Adjustment
- Closing process
- Preparation of branch and head office financial statement
- Preparation of combined financial statements

7. ACCOUNTING FOR INSTALLMENT SALES UNDER PERPETUAL & PERIODIC SYSTEM.

- Defaults & Repossessions
- Recognition of Realized Gross Projects.
- Reporting of relevant accounts on financial statements

- Accounting for incomplete records, Ascertainment of Profit, Preparation of statement of affairs (balance sheet), conversion of single to entry in to double entry.

Recommended Books:

Simon and Kerrenbrock,

Advanced Accounting, 4th edition south
Western publishing company

Meigs and Meigs,

Accounting the basis for business divisions,
New York McGraw-Hill book company 9th
edition.

Meigs & Meigs,	Accounting the basis for business decisions, New York McGraw Hill Book company 11 th editions.
Meigs Ealters B & Jhonson,	Advanced Accounting, McGraw-Hill Toronto, Canada.
Ghani M.A.	Advanced Accounting. Sulman Publication, Lahore.
Aftab Ahmad Khan	Advanced Accounting, Orient Publishers Karachi.
Uzair Hassan,	Advanced Accounting, Karachi.

PRINCIPLES OF MANAGEMENT COURSE NO: 451

Objective

The objective of this course is to build up the skills of managing the business through its detailed contents based on different functions of a manager.

This course aims to teach that how a person can accomplish his personal and professional goals in an effective and efficient manner.

Course Contents.

1. Introduction:

- What is Management?
- Levels of Management
- Functions of Management
- Management Skills
- Management Roles
- Management Theories
- Communication

2. Planning:

- Planning: the first function
- Planning tools & techniques
- Making Decisions

3. Organizing:

- The Formal Organization
- The Informal Organization

4. Staffing & Leading:

- Staffing
- Human Motivation
- Leadership

5. Controlling & Managing Change:

- Controlling: Prevention & Coping
- Some forms of Control
- Managing Change & Conflict

6. Managing Yourself:

- Determining your skills & Aptitudes, Interest.

- Determining your Motivation
- Constructing your Plan
- Implementing your Plan
- Planning your Carrier

Recommended Books.

Knnotz Harald Wehrich Beins	Management, 9 Ed. Mc-Graw-Hill, New York.1988
Fulmer, Robert M:	The New Management, 4 th Ed. 1989 Mc-Graw Hill, New York
Dapt, Richard L	Management 4 Edition 1997 Fort Worth, The Dryden
Khurshid H Siddiqui	Introduction to New Management, Ghazanfar Academy, Karachi 1998.
Warren R Plundett, Raymond F Attner. Peter Druckerr F.	Introduction to Management An Introduction View of Management, Hamper's College Press, New York.1977
Syed Shaukat Ali	New Management, Rehber Publishers, Urdu Bazar Karachi, 1997-98.

ADVANCE BUSINESS STATISTICS COURSE NO: 461

Objective.

This course teaches the application of different statistical tools on different aspects of business. The contents of the course like sampling, testing of hypothesis, time series analysis etc. help the students in their respective field of higher education and research activities and in practical life as well.

Course Contents

Introduction to basic concepts:

Descriptive statistics, probability, discrete and continuous probability distribution, binomial, Poisson, negative binomial, Hypergeometric, exponential, Gamma and normal distributions.

Sampling; estimation and Confidence intervals:

Estimation of Key parameters, Confidence intervals.

Hypothesis testing and Analysis of Variance:

Testing hypotheses about mean, variance and proportion.
Testing using confidence intervals and p-values.

Regression and Correlation Analysis:

Linear regression, non-linear regression, linear correlation, multiple and partial correlation.
Evaluation and interpretation of results.

Time Series and Forecasting index:

Decomposition Time Series, Simple forecasting techniques.

Non-parametric Statistics:

Sign test, Wilcoxon Signes-rank test, Wilcoxon rank sum test, Spearman rank correlation and the run test.

Recommended books.

Siegel, A.F. (2000), Practical Business Statistics, 4th Edition, Irwin/McGraw-Hill, Burr Ridge, Illinois

Aczel, A.D. (1993), Complete Business decision, McGraw-Hills, New York.

APPLICATION OF COMUPTER TO BUSINESS 1 COURSE NO: 412

Objective.

After orientation of computer, this course aims to provide somehow advance knowledge about different functions and uses of computer Programmes. Those Programmes can enhance the capability of students with regard to modern and electronic business world. One can record and process the business transactions electronically using different soft wares of computer.

Course Contents

INTRODUCTION TO MS OFFICE

- MS Word
- Excel
- Power Point

BASIC COMPUTER HARD WARER (INTRODUCTION)

- Sound Card
- Modem
- CD. ROM
- Printer

WORKING AND INSTALLATION OF BASIC HARDWARES.

INTERNET

- Advantages/ Disadvantages
- Browsing
- Searching
- E-mail

COMPUTER BASED INFORMATION SYSTEMS;

- MIS,
- Accounting Information System,

- Decision Support System (DSS),
- Export System (ES).

BOOKS RECOMMENDED:

Bohl, Maralyn	Information Processing with Basic (Latest Ed.)
Candell, Steven L.	Computers and Data Processing (Concepts and Application West Publishing Co. (Latest Ed.)
Mike Murach	Data Processing (Latest Ed.)
Peter Norton	Introduction to Computer.(Latest Ed.)

<p>DEVELOPMENT ECONOMICS COURSE No. 422 (3 Credit Hours)</p>

Objective

The objective of the course is to familiarize the students with the basic concept and problems of economic development and growth. Since the students belong to different backgrounds at graduate level, emphasis is placed on an understanding of the nature and causes of under development.

Introduction to strategies and planning models of the Newly industrialized countries are also discussed. In addition to the following course contents students in a group of four are required to present case studies from developing countries. The written report of the case study carries 15 marks and 10 marks are for presentation. There shall be a paper of 75 marks. The paper shall have 9 questions and the students shall be required to answer any five questions.

COURSE CONTENTS:-

1. Classification of countries, First world, second world and third world.
2. Economic development definition and measurement, GNP, Per Capita Income, Human Development Index, Sustainable development etc, Distinction between economic development and economic growth.
3.
 - a). Structural diversity of developing countries.
 - b) Common characteristics of developing countries.
4. Colonization and its advantages and disadvantages for starting economic development today as compared to the 17th and 18th century when most of the presently developed countries started the process of economic development.
5. Introduction to the stages theory of economic growth. (W.W. Rostow).
6. Introduction to balanced and unbalanced theory of economic development.
7. Capital formation and economic development.
8. Industrialization Strategy: Export Promotion vs. Imports Substitution.
9. Highlights of Fiscal and Monetary Policies in Economic Development.

10. Role of Private Foreign Investment (Pros and Cons).
11. Role Foreign Aid, Advantages and disadvantages for developing countries.
12. Multinational corporations and transfer of technology (cost and benefits to developing countries).
13. Development experience and models of Newly industrialized countries (NICs).
a). South Korea, b) Taiwan, c) Singapore and d) Hong Kong.
14. Introduction to Structural Adjustment Programme of the IMF and World Bank.
15. The need for New International Economic Order (Why L.D.Cs are not satisfied with the present economic order?).
16. A brief history of development planning in Pakistan.

Recommended Books:-

- i. Economic Development, Michael P. Todaro.
- ii. Economic Development, Benjamin Higgins.
- iii. Issues in Pakistan's Economy, S. Akbar Zaidi.
- iv. Development Planning in Pakistan, Dr. M. Aslam.

PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

COURSE NO: 432

Objective.

Human resource or personnel management is such a vast and important field that every big organization has a separate department or unit for managing its human capital. This course aims to teach the students different aspects of employment life of an employee. Students can learn about the selection and appointment procedure for employees, performance appraisal, remuneration policies, promotion methods and separation of an employee.

1. INTRODUCTION:
 - a. The Nature & Challenge of Human Resource Management
 - b. Organizational Design
 - c. Managing the Personnel Unit
2. PROCUREMENT:
 - a. Job Design & Human Resource Requirement
 - b. Recruiting & Hiring
 - c. Tests & Interview
 - d. Executive talent Procurement
3. DEVELOPMENT:
 - a. Training operative personnel
 - b. Executive & Organizational development

- c. Advancement
 - d. Performance Appraisal & Management by objective
4. COMPENSATION:
- a. Base Compensation
 - b. Incentive Compensation
 - c. Supplementary Compensation
5. INTEGRATION:
- a. Motivation
 - b. Human & Organizational Conflicts
 - c. Communication & Counseling
 - d. The status of Labor Union
6. MAINTENANCE:
- a. Safety & Health
 - b. Employee Benefits
 - c. Personnel Research

RECOMMENDED BOOKS:

- | | |
|---------------------------------------|----------------------------------------------------------------------------|
| 1. Joseph.P.Bacarro. | Human Resource Essentials |
| 2. Michael Armstrong | A Handbook of Human Resource Management Practiice. |
| 3. Edwin.B.Flippo | Principles of Personnel Management |
| 4. Stanely.L. Sokolik. | The Personnel Process (Line & Staff dimensions in managing people at work) |
| 5. Beech,Dale,S.Personnel: | The Management of Peoples at Work, Macmillan International. |
| 6. Flippo,E.D. | Principles of Personnel Management, McGraw Hill . |
| 7. Paul Pigors and Charoes A. Mayers. | Personnel Administration, McGraw Hill. |
| 8. Michael J. Juisis. | Personnel Management. Richard.D.Irwin, Inc. |
| 9. Bernardin, H.J. | Human Resources Management McGraw Hill. |
| 10. Michal Bottamly | Personnel Management McDonald and Evans Ltd. |

BUSINESS TAXATION
COURSE NO: 442

Objective

This course aims to provide general and specific understanding about taxation in Pakistan. Tax procedures and rules and regulations are aimed to teach, about different business organization including sole proprietorship, partnership, joint stock company etc.

Course Contents

1. History of Income Taxation in Pakistan
2. Taxation Structure & Administration in Pakistan
3. Income Tax Law
4. Income Tax Problems of Individuals
5. Partnership & Joint Stock Companies
6. Basic features of Sales Tax
7. Assessment Procedure for individuals
8. Partnership & joint stock Company
9. Wealth Tax
10. Tax authorities Appeal Procedure.

BOOKS RECOMMENDED:

1. Khawaja Amjad Saeed, Income Tax Law with Practical Problems. Accountancy and Taxation Services Institute P.O.Box:1164.
2. Naqvi, R. I. Income Tax Law. Taxation House, Lahore.
3. Naqvi, R.I. Sales Tax Law, Latest Edition. Taxation House, Lahore.
4. Govt. of Pakistan. Sales Tax Act.
5. Govt. of Pakistan Wealth Tax Act.
6. Govt. of Pakistan, Income Tax Ordinance 2000.
7. Baig, Luqman, Income Tax Law, Ghazanfar Academy, Pakistan.
8. Mughal, Muhammad. Muazzam, income Tax: Principles and Practice, Syed Mobin Mahmud & Co, Lahore(Lates Edition).
9. Mughal, Muhamad Muazzam, Sales Tax, Syed Mobin Mahmud & Co. Lahore.
10. Baig, Luqman, Income Tax: Problems & Solutions, Karachi.

Note: Latest Edition of the recommended books be included

PRINCIPLES OF COST ACCOUNTING COURSE NO: 452

Objective

Through completion of this course students can equip themselves with various systems and techniques of recording, summarizing and presenting the economic information of a manufacturing concern on its different aspects like material, labor and manufacturing overhead.

Course Contents:

1. Concepts, Use and Classification of Costs.
2. The Cost Accounting Information System
 - Cost Accounting Cycle
 - Costing Procedure.
3. Job Order Costing
4. Process Costing
5. Process Costing (Average and FIFO Method)
6. Material Costing.
Scraps/Spoilage & Defective works.
7. Methods of Material Costing (FIFO, LIFO, Weighted average) Economic order Quality.
8. Labour Costing: Control and Accounting for Labour Cost,.
9. Incentive Wage Plans.
10. Factory Overhead:
 - Planned Applied, Normal.
 - Departmentalization of F.O.H.
11. Standard Costing.
 - Material/Variances
 - Labour Variances {Two V. Method}
 - Overhead Variance {Three V. Method}

BOOKS RECOMMENDED:

1. Mats & Usy, Cost Accounting, Planning & Control, 9th Ed.
South Western Publishing Co.(Ohio)
2. Charles T. Horngern Cost Account: a Managerial Emphasis,
3. General R. Growing Sheild

- & Kenneth A Cromman
- 4. Polimini & Cashin;
- 5. Jams A. Cashin, Ralph S. Polimeni
- 6. Nisaruddin,
- 7. S. Qavi Ahmed
- 8. Laster E. Heitoer, Serge, Matullch

- Cost Accounting,
- Cost Accounting: McGraw Hill.
- Cost Accounting 9th Ed. Auckland McGraw Hill, 1981.
- Cost Accounting (Latest Edition, Aziz Publishers Urdu Bazar, Lahore.
- Cost Accounting, Latest edition.
- Managerial Accounting 1980.

PRINCIPLES OF MARKETING
COURSE NO: 462 (3 Credit Hours)

Objective:

In this modern world of business, every participant has to follow the modern marketing principles.

The objective of this subject is to provide learning about the market research. Consumer need analysis and analysis of different marketing models to be applied in marketing decision.

1. AN OVERVIEW OF MARKETING

- Dynamics of Marketing
- Definition of Marketing
- Evolution of Marketing
- Importance and Scope of Marketing
- Marketing functions and Performers

2. ENVIRONMENT OF MARKETING

- Marketing & Its Environment
- Controllable factors
- Uncontrollable factors

3. INFORMATION FOR MARKETING DECISIONS

- Marketing Research
- Marketing Information system

4. DEVELOPING, INTEGRATING AND ANALYZING

- Marketing plan

5. UNDERSTANDING CONSUMER

- Consumer demographics
- Consumers size style & decision Making

BOOKS RECOMMENDED:

1. Stanton, William J and Walker Brace.
Fundamentals of Marketing, 9th ed. New Yourk, Mc Graw Hill 1991.
2. McCarthy,
Basic Marketing, Richard D. Irwin
3. Kotler P.
Marketing Prentice Hall,
4. Robin D.P.
Marketing . Harper & Row.
5. Ghouri, Rashid Ahmed &
Faisal Rashid
Marketing

REFERENCE BOOKS

1. Kotler, Philip & Armstrong, Gray, - Principles of Marekting 6th ed. London, Prentice Hall 1994
2. Evans, Joel R and Berman Barry - Marketing 4th ed. New Your, Mcmillain 1990
3. Etze, Walker, Station, - Marketing, New Yourk, McGraw Hill, USA

<p style="text-align: center;">SPEECH COMMUNICATION COURSE No. 511 (3 Credit Hours)</p>

Objective

Speech communication aims to develop those verbal communication skills in the students which are the basic requirements for effective presentations, speeches etc. students can perform better in not only their class tasks but they can get an excellent position in their future career also through application of the principles of speech communication.

Course Contents

Chapter # 01 Introduction to Speech Communication

- a. Speech Communication Back Ground.
- b. Speech Communication Process.

Speaker
Message
Channel
Listner
Feed Back
Interference
Situation

Chapter # 02 Ethics in Public Speaking.

Importance of Ethics.
Guidelines for Ethics.
Guidelines for Ethics.Listening

Chapter # 03 LISTENING

Listening is important.
Causes of poor listening
Guide lines for Better Listening.

Chapter # 04 Purpose & Analysis of Audience.

Goosing A topic
Central Idea
Audience Centeredness.
Denoy saphic Audience Analysis
Situational Audience Analysis.
Information about audience.
Adopting to the audience.

Chapter # 05 Organizing Speech

- a. Main Points
- b. Supporting Material
- c. Connectives

Chapter # 06 Beginning & Ending the Speech.

Attention
Revise the Topic
Establishment of Liability & goodwill
Signal the end of Speech

Chapter # 07 Out listening the Speech & Language

The preparation out line
Speaking out line
Average of Language
Clarity of Language
Approximation of Language

Chapter # 08 Delivery

Methods of Delivery
Speaker Voice
Non verbal Communication
Practicing delivery
Answering Audience Questions.

Chapter # 09 Using Visual Aid.

- a. Kind of Visual Aid
- b. Guidelines for preparing visual aid.
- c. Tips for presenting visual aid.

Chapter # 10 Persuasion while Speaking.

Physiology of persuasion.
Persuasive Speeches
Building Credulity
Design Audience
Resorting
Appearing to Emotive
Speaking in Small Groups

BOOKS RECOMMENDED:-

1. The Art of Public Speaking
Seventh Edition.
Suphen E. Lucas. (Macgrawith Hill)
2. Communicating (Communication a social & Career Focus)
Fourth Edition
Berko/Wolvin / Wolvion
(Hounyton Miff

<p style="text-align: center;">BUSINESS ECONOMICS COURSE No. 521 (3 Credit Hours)</p>

Objective:

Any industrial, commercial or other service activity is the result of economic thinking and behavior.

Business economics aims to provide not only the basic understanding of economic principles but also emphasizes on their implication in business and any economic organization. In business the student can understand society with economic aspect.

I) Managerial Economics – Nature, Scope and Concepts:

- i) Fundamental nature of Managerial Economics.
- ii) Appropriate Definitions.
- iii) Basic Characteristics.
- iv) Economic Analysis.
- v) Subject Matter and Scope of Managerial Economics.
- vi) Managerial Economics and other disciplines.
- vii) Role of the Managerial Economist and Summary.

II) Demand Analysis:

- i) Concept of Demand
- ii) Types of demand [Individual and Market]
- iii) Demand function and Demand Curve.
- iv) Demand Elasticity – [Income; Price; Cross]
- v) Demand forecasting.
 - Survey Methods
 - Market studies and Experiments
 - Statistical Methods and Regression Analysis.
 - Specifying the form of Equation etc.
 - Numerical samples and exercises.

III) Supply Analysis:

- i) Concept of Supply
- ii) Types of Supply
- iii) Law of Supply and its determinants.
- iv) Shift of the supply and demand curve and movement along the same.

IV) Production function:

- i) Introduction.
- ii) Production function [short and long run]
- iii) How to variable proportion or Diminishing Marginal Returns.
- iv) Indifference Curve analysis; Superiority of Indifference Curve analysis.
- v) Production Possibility frontier (PPC) with numerical examples.
- vi) Importance of Production Function in Managerial decision – making.

V) Cost Analysis

- i) Need and significance of cost in Marginal Decision – making.
- ii) Cost Concepts.
- iii) Costs in the short and long run.
- iv) Economics of scale
- v) Break even Analysis: Volume, Cost, Profit
- vi) Relevance of Cost theory for Managers.
- vii) Relevance of the shape of costs.
- viii) Numerical samples and exercises.

VI) Revenue Analysis:

- i) Calculating Business revenues.
- ii) Total Average and Marginal revenue Analysis
- iii) Profitability and optimum Production level.
- iv) Numerical Examples and Exercises.

VII) International Trade and Economics:

- i) Comparative advantage with numerical analysis.
- ii) Absolute advantage with numerical analysis.
- iii) Opportunity Cost with numerical analysis.
- iv) Determinants of absolute and comparative analysis.

MACRO ECONOMICS

- i) Basic Concept of National income
- ii) Gross National Product (GNP)
- iii) Net national Product (NNP)
- iv) Methods of Measuring National income with

- v) Some issues of Macro Economics Business Cycle Multiplier, Acceleration, Inflation, Employment etc.

Note: All students shall be required to prepare the following assignments (They are also required to give presentation on any one of these topics).

1. Capital Budgeting
2. Linear Programmemeing
3. Pricing Strategies and Practices in Business.

Books Recommended:

1. Neil Haris. Business Economics, Theory and application Butterworth Heinemann
Linacre House Jordan Hill, Oxford OX2 SDP, 225 Wildwood Avenue
Woburn. M.A 01801-2041., latest edition
2. Michael Parkin Economics, Addison-Wesley Publishing Company, New York,
Chapter 1, 4, 6, 9, 10, 1990
3. Dominick Salvatore, Managerial Economics in a Global Economy, McGraw Hill
International Editions. 2nd edition, 1993
4. Joseph G. Nellis Business Economics, Prentice Hall of India, Private Limited, New Dehli,
1997

<p style="text-align: center;">STRATEGIC MARKETING COURSE No. 531 (3 Credit Hours)</p>

Objective

The objective of this course is to provide the keen insights of 4 ps of marketing with their implication in the modern national and international marketing world. The interrelationship between marketing decisions and their relation with society is also addressed in this course.

Course contents

Definition of Marketing:

1. Dynamic of marketing – Marketing Mix,
 - Exchange Process.
 - Scope of Marketing,
 - Development of Marketing,
 - Internal and External Environment

- Research, Survey – Information for Marketing Decisions
- Observation regarding Target Markets.

2. Segmenting Markets.

- Anatomy of Product
- Consumer Based Products.
- Convenience
- Shopping
- Specialty

3. Marketing Distribution.

- Organizational Based Products.
- Marketing channels
- Wholesaling
- Retailing
- Physical Distribution
- Machinery
- Raw materials
- Tools and Equipment
- Parts and Semi finished
- Management Services.

4. Marketing Communication and Promotion:

- An overview of Promotion Policy
- Communication and its importance.
- Elements of Promotional Mix
- Advertising vs Publicity
- Personal selling
- Sales Promotion
- Public RelationNing
- Packaging.

5. Pricing Context and Perception

- Pricing Strategy

- Role of Pricing in Product Life Cycle (PLC)

6. Future Trend in Marketing

- Relationship
- Social Aspect of Marketing.

TEXT

1. David W. Cranens, Strategic Marketing, 3rd edition, Irwin.
2. David W. Cansens, Charles W Lamb Jr. Strategic Marketing, Cases and Applications Irwin
3. Evens and Berman,, Marketing, Macmillan.

Additional reading.

Cundiff, Fundamentals of Modern Marketing, Prentice – Hall.

Fulmer, Exploring New Marketing; Macmillan.

McCarthy, Essentials of Marketing; Irwin.

BUSINESS MATHEMATICS

COURSE No. 541 (3 Credit Hours)

Objective:

The objective of this course is to equip students with understanding of basic mathematical concepts and techniques are to be used in business organizations to resolve different issues. Tools and techniques included in this subject are applied for presentation and analysis of data related to any issue in business organization so that on the basis of analysis a future step could be taken.

Introduction:

Mathematics is an integral part of the education of students in business, economics and the social sciences. The objective is not to make mathematicians of these students, but to make them as comfortable as possible in an environment that increasingly makes use of tools for quantitative analyses of business scenarios for decision-making.

Course Outline

Objective

1. Equations and their properties

To make students familiar with mathematical equations and different methods of solving an equation and representing solution sets.

- Solving quadratic equations
- Rectangular Coordinate System

2. Characteristics of Linear Equations

Creation of a frame of mind to translate simple business situations into mathematical equations, and relationship of increments and rates of

increase/decrease with desired outputs and inputs.

3. Systems of Linear Equations

- Gaussian elimination method 2x2 Finding solutions of multivariate simple business
- Gaussian elimination method 3x3 situations and discovering different mixes and blending schemes of inputs and out puts.

4. Mathematical Functions

Defining relationships between inputs and out puts.

5. Linear Cost, Revenue, Profit Function

- Other Examples of Linear Functions First step towards quantifying real life business
- Break-even Models problems like increase in profit, cutting down on costs,
- Sensitivity Analyses choosing correct depreciation method and capacity Planning and evaluating effects of changes in one Variable on the other.

6. Quadratic and polynomial Functions

To give an appreciation of increasing at decreasing rate And decreasing at increasing rate like situations.

- Demand and Supply Functions

7. Exponential Functions

Appreciation of situations where variables do not Multiply or add but increase or decrease exponentially

- Applications of Exponential Functions better to say continuously, i.e. time determines the intensity
- Applications of logarithmic functions

8. Mathematics of Finance – Basics

understanding of simple and compound interests, Compound amount annuities time value of money, And cost benefit analyses, e.g NPV

- Single Payment Computations
- Annuities and their present values

9 Differentiation finding out for optimizing production, capacity.

10 Concavity and inflection points procurement of raw material, cost, profit and defining restriction.

11. revenue, cost and profit optimization.

12. Marginal approach to profit maximization

Books Recommended:

Text Books: Applied Mathematics for Business, Economics and the Social Science 4th Edition.
By frank s.budnick
Mc graw hill inc.

<p style="text-align: center;">FINANCIAL ACCOUNTING COURSE No. 551(3 Credit Hours)</p>

Objective:

Financial Accounting aims to enable Students for preparing financial statements of different forms of business organization. It also equips the students with analytical techniques applied on financial statements to draw a valid conclusion for decision making.

1. The Nature and Functions of Accounting.
 - Accounting and Decision Making

2. Financial Statements- The outputs of the system.
 - Learning Objective
 - Objectives of Financial Reporting
 - Qualitative Characteristics of Financial Information
 - The Uses and Limitations of Classified Balance Sheets
 - The Uses and Limitations of Classified Income Statements
 - The Retained Earnings Statement or Statement of Changes in Stockholders Equity
 - The Statement of Changes in Financial Position
 - Other Elements of an Annual Report of a Publicly Held Company

The statement of changes in financial position.

- Learning Objectives
- The purpose of a statement of changes in financial position
- Statement of changes in financial position working capital basis
- The statement of changes in financial position cash basis

Interpreting financial statement data

- Learning Objectives
- The purposes of financial statement analysis
- Sources of financial information
- The techniques of financial analysis
- Common financial ratios
- Limitations of financial statement analysis

Accounting for cash and receivables

- Learning Objectives
- Management Control Over Cash

Current liabilities and concepts related to the time value of money.

- Learning Objectives

- Definition and Recognition of Liabilities
- Types of Current Liabilities
- Interest and the time value of money

Accounting for long term liabilities and investments in bonds.

- Learning Objectives
- Bonds
- Accounting for bonds by borrowers
- Accounting for bonds by the investor
- Other forms of long term debt

Corporate organization and capital stock transactions.

- Learning Objectives
- Characteristics of a Corporation
- The formation and organization of a corporation
- Types of capital stock
- The components of stockholders' equity
- Accounting for the issuance of stock
- Use of stock information

Stockholders equity retained earnings and dividends

- Learning objectives
- Corporate income statements
- Earnings per share
- Dividends
- Stock splits prior period adjustments, appropriations, and treasury stock
- Retirement of capital stock
- Statement of stockholder's equity
- Summary of learning objectives

10. other relevant data

11. Present and future value tables

12. Glossary of key terms

BOOKS RECOMMENDED.

Flamholts Eric. G., Diamond A. Michael & Flamholts Diana Troik,	Financial Accounting, McMillan Publishing Company, Latest edition.
Smith Jay.M.& Kousen, Fred K.,	Intermediate Accounting, 7 th Ed. By south Western Publishing Company.
Welseh, Glenn A. Charles, T. & Zlatkevich, C.T. Harrison Walter. T.,	Intermediate Accounting , 5 th Ed. Richard D. Irwin, Ero.
Moshich & Larson, Kieso Weygandyt,	Intermediate Accounting Intermediate Accounting, 7 th Edition.

Meigs and Meigs, Bettner, Whittington , 10th Edition Robert f. Meigs, Mary A. Meigs, Mark Bettner, , Accounting The Basis for Business Decisions, McGraw Hill, Ray Whittington Cos. Inc. 1996, Int. Ed.

<p style="text-align: center;">ENTEREPRENEURSHIP COURSE No. 561(3 Credit Hours)</p>

Objective.

This course aims to equip the students with creative abilities and to utilize their initiatives by assigning them different task related to practical business functions.

Course Contents

1. The Nature and Importance of Entrepreneurs
2. The Entrepreneurial and Entrepreneurial Mind
3. The Individual Entrepreneur
4. International Entrepreneurship Opportunities
5. Legal Issues for the Entrepreneurs
6. The Business Plan: Creating and Starting the Venture
7. The Marketing Plan
8. The Financial Plan
9. The Organizational Plan
10. Sources of Capital
11. Informal Risk Capital and Venture Capital - Opening Profile: David Wetherell
12. Preparing for the New Venture Launch: Early Management Decisions

Recommended Books:

Entrepreneurship (2002) 5th Edition by Robert D. Hisrich, Michael P. Peters.

Entrepreneurship by Hans Schollhammer & Arthur H. Kuriloff

- Cutting Loose by Thomas A. Easton & Ralph W. Conant

- Entrepreneurship and the Privatizing of Government by Calvin A. Kent

- Entrepreneurship Development in Public Enterprises by Joseph Prokopenko and Lgor Pavlin

Public Relations for the Entrepreneur and the Growing Business by Norman R. Soderberg

Enterpreneurship – A Contemporary Approach . Kuratko, D. F. and Hodgetts, R. M. (1998), The Dryden Press

<p style="text-align: center;">ENVIRONMENTAL MANAGEMENT COURSE No. 502 (3 Credit Hours)</p>

Objective:

The core objective of this course is to provide keen insight of various environmental factors with their effects on business world. This course also provides the analytical dealing techniques to employers and entrepreneurs to handle the varying environmental changes.

1. Introduction to Environmental Science
 - Science.
 - Fields of Science.
 - Environment.
 - Environmental science

2. Environmental Ethics
 - Views of Nature
 - Environmental Attitude
 - Social Environmental Ethics
 - Corporate Environmental Ethics
 - Individual Environmental Ethics
 - Global Environmental Ethicists

3. Interrelated Scientific Principles
 - Scientific Thinking
 - Limitations of Science
 - The structure of Matter
 - Energy Principles
 - Environmental Implications of Energy Flow

4. Environment and Organisms
 - Ecological concepts
 - The role of Natural Selection and Evolution
 - Community and Ecosystem Interactions
 - Population Characteristics

5. Energy and Civilization
 - History of Energy
 - How Energy is Used
 - Energy Sources
 - Fossil Fuel Formation
 - Nuclear Energy

6. Human Impact on Resources and Ecosystems
 - The Changing Role of Human Impact
 - Historical Basis of Pollution
 - Renewable and Nonrenewable Resources
 - Mineral Resources

7. Soil and Its Uses
 - Soil and Land
 - Soil formation
 - Soil Properties
 - Soil Erosion

8. Water Management
 - The Water Issue
 - The Hydrologic Cycle
 - Kinds of Water Use
 - Kinds and Sources of Water Pollution
 - Wastewater Treatment

9. Air Pollution
 - The Atmosphere
 - Primary air Pollution
 - Photochemical Smog
 - Control of Air Pollution
 - Global Warming and Climate Changing

BOOKS RECOMMENDED:

1. Environmental Science by ENGER, SMITH (6th Edition)

BUSINESS RESEARCH METHOD COURSE No. 512(3 Credit Hours)

Objective

The objective of this course is to develop the basic and as well as advance understanding about research methodology with implications on business aspects. Students, after completion of this course with practical assignments, are able to gather primary and secondary data using different tools, present the data in tabulation and in graphs and to analyze the data using different statistical techniques to conclude and decide upon their respective practical matters.

Course Contents

1. The Nature of Business Research

- Function of Business Research Marketing Information System Marketing Decision Support System Research Process and Research Design – Steps in Research Designing Process.

2. Sources of Research Data

- Internal and External Sources of Secondary data – Application of Commercial Survey, Audits, Panels – Nature of Survey Research – Criteria for the selection of a Survey Method – Errors

in Survey Research – Issues in Multinational Surveys – Experimentation – Experimental Design Laboratory Experiments – Field Experiment – Text Marketing.

3. Measurement Techniques in Business Research

- Concept and Scales of Measurements – Components of Measurements – Measurement Accuracy Development of a Questionnaire – Nature of Questionnaire Design – Qualitative Research – Observation and Physiological Measures.

4. Sampling and Data Analysis

- The Sampling Process – Methods of Determining Sample Size, Distribution and Technical Statistical methods of determining sample size – Hypothesis Testing using Interval, Ordinal, Nominal Data – Multivariate Hypothesis testing – Measures of Association – Sales Forecasting.

5. Business Research Report and Ethical Issues

- Business Research Reports
- Preparation of the Written Research Report
- Preparation of Oral Presentations.
- Ethical issues in Marketing Research – Corporate Espionage.

Books Recommended:

1. Marketing Research , Donald S. Tull & Dell I. Hawkins 6th Edition (Mac Millan Publishing Co.
2. Business Research Method, William Emoury, Richard Irwin, Illinois, U.S.A, latest edition.
3. Research Methodology of Business & Social Sciences, Dr. Matin Khan

<p style="text-align: center;">INTRODUCTION TO FINANCE COURSE No. 522 (3 Credit Hours)</p>

Objective:

This course with its overall components aims to enable students about the sources and uses of finance in practical business world.

This subject is to do better judgment and to draw valid conclusion about future financial decision related to sources and uses of finance using different techniques for financial statement analysis and capital budgeting tools.

Course Contents

The Scope of Finance

Difference between Finance and accounting Function differences, and its concepts, functions, importance goals and objectives of Financial management.

Financial Markets

Methods of Financial Market classification, structure of market up rates, meaning and types of Financial Markets, Financial institutions, Commercial banks, Intermediaries, stocks markets.

Financial Market Participation

Methods of participation, investment alternatives, Financial and Real Assets, Investment approaches and information sources, common base approach.

Common quantitative Concepts to Finance

Data collection and organization, publications of government corporate data, trade association data, Data analysis – common base approach corporate data, trend determinations.

The Ideas, the Plans, and the Budget

Definition and meaning of planning, Strategic and Financial plans, estimates, forecasts, Master Budget and Functional Budgets, Flexible Budgets.

The Search for Equity Capital

Nature and importance of equity capital, ordinary shares, preference shares, convertible securities, warrants, options, informal and formal equity sources, rights and bonus shares, break-up (book value), earnings per shares, price earning ratio, shareholders equity.

Obtaining Bank and Trade Credit.

Nature and importance of credit, Bank Credit, cost of bank credit, Trade Credit, Commercial paper.

The Acquisition of Long-Term Debt.

Nature and impact of Long-term debt, considerations involved in debt usage, obtaining long-term debt capital Debt/Equity Ratio, Leasing – Financial and Operating Lease.

Managing Cash and Temporary Investments

Cash and cash equivalent, Importance and nature of cash management, development of cash management systems, investment alternatives available for small organizations, Cash Budgets anticipated and actual investment income.

Managing Receivables, and Inventory

Accounts Receivables and the Credit Policy, average collection period, aging schedule, credit terms, Inventory management types of inventory, control methods – Perpetual stock method, ABC Method, maximum and minimum balances, re-order level, Inventory turn over ratio, inventory on hand in days.

Financing Government and Government Units

Nature of government and government units, sources of funds, nature of government financing problems, potential solutions to financial problems.

Financing Not-for-Profit Organizations

Types of non-profit organization, sources of funds

Agribusiness Finance

Importance of agribusiness operations, financing agribusiness, sources of private and public financing.

Small Business Finance

Sources of small business finance, limitations of finance, why should banks promote SME Financing, SMEDA, SBFC.

Recommended Books:

1. Stevenson, Fundamentals of Finance, Mc-Graw Hill, latest edition
2. Weston and Brigham, Essentials of Managerial Finance, Holt Saunders, latest edition
3. Iqbal Mathur Macmillan Publishing Co. , latest edition
4. Ramesh K. S. Rao McMillan Publishing Co., latest edition

<p style="text-align: center;">ORGANIZATIONAL BEHAVIOUR COURSE No. 532 (3 Credit Hours)</p>

Objective:

This course aims to study and learn about different aspects of human psychology and behavior, affecting the business decisions and overall economy. By understanding the nature of those aspects one can avoid their negativity and can utilize them in betterment of overall society.

COURSE CONTENTS

- I Organizational Behaviour: A behavioral science and research perspective.
 - Background of the behavioral sciences
 - Anthropology
 - Sociology
 - Psychology
 - Social psychology.
- II PERCEPTION:
 - The nature and importance of perception
 - Sensation versus perception
 - Perceptual selectivity
 - Perceptual organization
 - Social perception.
- III ATTITUDE:

- Components of Attitude
- Functions of Attitude
- Barriers to changing attitude.
- IV PERSONALITY:
 - The meaning of personality
 - The development of personality
 - Major Determinants of personality
- V STRESS:
 - The meaning o stress
 - The GAS Syandroms
 - Causes and consequences of stress.
- VI VATION:
 - The meaning of motivation
 - Primary, general and Secondary motivation
 - Theories of Motivation.
- VII LEARNING:
 - types and Theories of learning
 - Reinforcement.
- VIII GROUPS:
 - The Nature of Groups
 - Groups Formation and Development.
- IX COMMUNICATION:
 - The definition of communication
 - Organizational and Interpersonal Communication
 - Superior – Subordinate Communication.
 - Subordinate – Initiated Communication.
- X POWER:
 - Sources and Types of Power
- XI INTERACTIVE BEHAVIOUR AND CONFLICT:
 - Individual conflict
 - Interpersonal conflict
 - Intergroup Behaviour and Conflict
 - Organizational conflict.
- XII LEADERSHIP:
 - Theories of leadership
 - Leadership Styles
- XIII DECISION MAKING AND CONTROL
- XIV ORGANIZATION STRUCTURE
- XV ORGANIZATION DEVELOPMENT.

Books Recommended

FRED LUTHANS

ABRAHAM K. KORMAN

Organizational Behaviour; McGraw Hill Kogekusha, Ltd. Tokyo.

Organizational Behaviour; Prentice – Hall, Inc., England Cliffs,
New Jersey, U.S.A., latest edition

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STATISTICAL INFERENCE
COURSE No. 542 (3 Credit Hours)

Objective:

The objective of this course is to equip the students with such statistical tools which are needed in business to decide about quantitative matters. Major aspects of marketing and financial decisions are based on those tools.

Course Contents

- 1) Method of Least square, expectations, Moments, Moments generating functions, Relationship; between moment about origin and mean.,
- 2) Probability Distribution:
Uniform, Binomial, Hyper Geometric, Poisson, and Normal Distributions.
- 3) Sampling Theory:
Normal Sampling Distribution, Sampling Distribution of the Mean, Sampling Distribution of Proportions, t-distribution.
- 4) Estimation Theory:
Method of Estimation, Estimating the mean; Estimation of Proportion; Differences between two means, Difference between two proportions.
- 5) Testing of Hypothesis:
Logic of testing of Hypothesis; Test concerning Proportions, Test of Independence Testing the goodness of fit.
- 6) Analysis of Variance:
One way, two classifications with one observations per cell and Several observations per cell.
- 7) Design of Experiment:
Completely Randomised Design, Randomised Block Design, Latin Squares,

Books Recommended:

- Walpole, Introduction to Statistics, The Macmillan Co., N.Y., Collier-Mc-Millan Ltd.
London latest edition
- Donold Statistics, New York: McGraw Hill, 1995 International edition.
- H.Sandas
- William Mathematical Statistics with application. 3rd edition, Boston: Duxbury Press)
1981
- Mendenhall Richard L.Scheaffer

Maruin Introduction to applied statistics, Boston: Prindle, 1975

Lentner

John Netlr Applied Linear Statistical mjodel. 2nd edition Homewood; 1985

William Wasscrman

<p style="text-align: center;">MANAGEMENT ACCOUNTING TECHNIQUES COURSE No. 552 (3 Credit Hours)</p>

Implement proven cost control methods into your organization to ensure your company's bottom-line is positively affected.

OBJECTIVE TO LEARN:

- Master successful budgeting techniques
- Distinguish between products costs and period costs
- Evaluate the differences between absorption and indirect costing
- Master job costing in multi-product and service environments
- Grasp the essential art of process costing
- Differentiate between actual and standard cost systems.
- Conduct variance analysis ad take corrective actions.

Course Outline:

1. UNDERSTANDING THE DISTINCTION BETWEEN PRODUCT COSTS AND PERIOD COSTS TO DETERMINE THE IMPACT THEY HAVE ON PROFITABILITY.
 - Analyzing product costs to assess the effect they have on your inventory valuation.
 - Examining period cots to establish what they are and why they are not included in your inventory valuation process.
2. EVALUATING THE DIFFERENCES BETWEEN ABSORPTION AND DIRECT COSTING WHICH CAN BE USED TO APPLY IN THEIR DIFFERENT SCENARIOS.
 - Applying predetermined overhead rates and the choice of allocation base.
 - Understanding the uses of absorption costing with regards to the application of manufacturing overheads.
 - Comprehending the uses of direct costing by its application in different situations.
3. MASTERING JOBN COSTING IN MULTI-PRODUCT AND SERVICE ENVIRONMENTS TO ENSURE THE ACCURATE TRACKING OF ORDERS.
 - Defining what job costing is and how it is used to calculate costs.
 - Adopting a step-by-step procedure to calculate job costing effectively in an organization.
4. GRASPING THE ESENTIAL ART OF PROCESS COSTING AND ITS USEFULNESS IN A HOMOGENOUS PRODUCT.
 - Defining process costing to determine its function within the management accounting process.
 - Using a step-by-step example to assess and apply process costing techniques effectively in the company.
 - Understanding the similarities and differences between Job-Order and Process Costing.

DIFFERENTIATING BETWEEN ACTUAL AND STANDARD COST SYSTEMS TO MONITOR VARIANCES FOR MANAGEMENT CONTROL PURPOSES.

- Mastering standard costing calculations in order to give a basis and set standard from which to determine costs.
 - Discovering the variances between actual and standard costs to assist with the appropriate corrective action
 - Analyzing various standard costing systems and average costing systems to decipher why organizations choose one system over the other.
 - Calculating actual costing by making use of applicable ratios to determine costs and using the results in deciphering your total maintenance, over overall cost percentages.
5. CONDUCTING VARIANCE ANALYSIS TO DETERMINE THE DIFFERENT POSSIBLE CORRECTIVE ACTIONS WHICH YOU APPLY WHEN WORKING WITH DATA IN VARIOUS SITUATIONS.
- mastering the technique of price variance calculation and learning how to review its outcomes accurately.
 - Comparing your actual costs and standard costs versus identifying the variance by using applicable data and deciding what action to then take.
6. MASTERING BUDGETING TECHNIQUES TO ENSURE AND REALISE ALL THE POSSIBLE BENEFITS FROM BUDGETING PROCESS.
- ensuring the achievement of the best allocation of resources to those parts of the organization where they can be used most effectively.
 - Investigating new ways or trends for the compilation and use of budgets to keep abreast with quicker, more accurate ways of determining cost expenditure.
 - Gaining the essential skills on how to budget effectively to keep abreast with costs.
 - Evaluating annual and strategic budgets to determine the differences and use the applicable budget in the right scenario when calculating costs.
 - Learning how to prepare, read and report budgets effectively by gaining essential techniques and learning how to apply them for job function.
 - Combining budgeting and control techniques to keep costs in line and assists in achieving costing targets.
7. APPLYING ACTIVITY BASED COSTING (ABC) A MANAGEMENT TOOL FOR COSTING BY DETERMINING ITS USES AND FLEXIBILITY IN THE COSTING PROCESS.
- Understanding the differences between ABC and a traditional costing system.
 - Learning how to apply the steps for implementing ABC.
 - Using the powerful Activity Based Costing tool to boost the efficiency of costing methods and successfully monitor business costs.
 - Differentiating between ABC and traditional product costs.
8. APPLYING BREAK-EVEN ANALYSIS TO DETERMINE THE BREAK-EVEN POINT AND USING IT AS A MANAGEMENT TOOL.
- Highlighting the existing assumptions of cost volume analysis.
 - Defining what the break-even point is and how to calculate the break-even to understand its function in the costing process.
 - Evaluating the conclusions from the break-even analysis to determine what action steps to take.

9. IMPLEMENTING AND USING OPERATING COST STRUCTURES TO MAINTAIN COSTS AND BOOST PROFITS.

- analyzing and applying an effective cost structure in order to enhance profit stability.
- Investigating operating leverage to maintain and boost organizations profits.
- Examination the concept of sales mix to determine its function in the costing process.

10. EXAMINING THE RELEVANT COSTS AND USE FOR DECISION-MAKING PROCESS IN MANAGEMENT ACCOUNTING

- Distinguish between relevant and irrelevant costs and how they are applied to management accounting.
- Demonstrating whether to keep or replace equipment by an analysis of costs.
- Preparing and analysis to determine whether the product line should be dropped or retained.
- Deciding whether make or buy analysis is well organized.

Books Recommended:

1. Cost Accounting, Planning & Control, Mats & Usy, South Western Publishing Co. latest edition
2. Cost Account : a Managerial Emphasis, Charles T. Horngren, latest edition
3. Cost Accounting, General R. Growing Shield & Kenneth A. Corman, latest edition
4. Cost Accounting: Polimini & Cashin; McGraw Hill., latest edition.
5. Introduction to Management Accounting, Horngen Charles T; Prentice Hall Inc., latest eidtion
6. Managerial Accounting; Q. Compel & Ronald M. Dascher, Paul E John Wiley & Sons, latest ed.
7. Managerial Cost Accounting; Blerman, Jr. Harold Dyckman, Thomas R; Coller Mc-Millan Pub.
8. Fundamentals of Management Accounting; Anthony, Robert N./ Welsch, Glenn A; Richard D. Irwin, Inc., latest edition

<p style="text-align: center;">ADVANCED MANAGEMENT COURSE No. 611 (3 Credit Hours)</p>

1. Introduction
 - The Challenge of Management and Pioneering ideas in management.
 - Understanding external and internal environment.
 - Social responsibility and ethics.
2. Planning and Decision Making

- Establishing organizational goals and plans
 - Strategic planning / Management
 - Managerial Decision Making
 - Planning and Decision Aids
3. Organizing
- Elements of organization structure
 - Strategic Organization design
4. Leading
- Motivation
 - Leadership
 - Managerial Communication
 - Managing Groups
5. Controlling
- Controlling and its methods
 - Controlling Process
6. An Overview of :
- International Management
 - Human Resource Management
 - Entrepreneurship and Small Business

BOOKS RECOMMENDED:

1. Kathryn M. Bartol, David C. Martin, Management (2nd Ed. 1994 or Latest). McGraw Hill Inc. New Yourk.
2. Management (A Global Perspective) Harold Koontz/Heins, Weihrich 10th Edition McGraw Hill Co. Ltd, U.S.A.
3. Management Science, Dannenbring/ Starr (McGraw Hill Co., Ltd.
Operational Research, Taha (Collier Mc-Milan Co. N.Y.)

<p style="text-align: center;">INTERNATIONAL BUSINESS COURSE No. 621 (3 Credit Hours)</p>

COURSE OBJECTIVES:

The primary aim of the course is to introduce the many domains of knowledge that international business and business students should be aware of. The course will review international business theory; examines how culture influences international business decisions; explores how all functional business areas (operations, marketing, management, accounting, finance, human resources and law) change in international setting thus developing a strategic framework for analyzing international business decisions. The course will provide a thorough review and analysis of the international business and business environment and applied this knowledge to practical aspects of doing business in international markets. A rigorous approach is used to provide students with a good understanding of the complex nature of international trade and business activities. The course emphasizes the economic, geographical, historical, legal and political factors that make international business significantly different from domestic business activities.

Theoretical frameworks such as modern trade theory, new institutional economics and network theory are used to investigate issues and topics in international business. Major issues raised in the course will be illustrated with case studies. The learning objectives of the course are intended to help students gain more in-depth insights about the international business environment and its effects on managers and consumer; to describe how cross-cultural differences influence strategic business decisions; students will be able to explain different international trade theories and how they affect management decisions; to evaluate how strategic decisions in personnel, marketing and operations interrelate; to explain different international trade theories and how they affect management decisions; to evaluate how strategic decisions in human resources, marketing and operations interrelate.

1. International Business:
An Overview Mode of International Business External Influences on International Business Evolution of Strategy in the Internationalization process Behavioral practices affecting international business Reconciliation of International Difference in conducting international business The Impact of Political System on Management Decision relating to International Business Formulating and Implementing Political Strategies for International Trade Importance of Understanding legal environment of host countries and Evolution of legal and Political Strategies in the Internationalization Process. Key Economics Issues in managing International Trade. Key Legal Issues in International Business.
2. International Trade Theory
Mercantilism and Neo Mercantilism theory
Absolute Advantage
Factor Proportion Theory
Why Companies Trade Internationally
Determinations of Global Competitive Advantage.
Governmental Influence on International Trade
Forms of Trade Control
Business Strategy for managing Governmental Influence on International Trade

- Foreign Direct Investment
 - Method of Foreign Direct Investment
 - Objectives of FDI
 - Foreign Direct Investment and its Relationship with Trade and Factor Mobility
 - Motivations for Handling International Business Through Direct Investment.
3. International Monetary System and Trade Financing.
 - The International Monetary System
 - Foreign Exchange, Terms & Definitions
 - How the Foreign Exchange Market Works
 - Exchange Restrictions
 - Exchange Rate Arrangements
 - The Determination of Exchange Rates
 - Forecasting Exchange Rate Movements
 - Business Implications of Exchange rate Changes
 4. Multinational Operation
 - Definition of Multinational Enterprise
 - Evaluating Economic Impact of the Multinational Enterprise operations on Domestic Economics and Domestic Firms.
 - Developing Business Strategy to respond to the threat posed by the.
 - Collaborative Strategies – Introduction & Motives for Collaborative Arrangements.
 - Types of Collaborative Arrangements.
 - Problems of Collaborative Arrangements
 - Defining Collaborative Strategies
 5. Conducting International Trade.
 - Country Evaluation and Selection.
 - Control Strategies
 - Marketing
 - Export and Import Strategies

Books Recommended:

- John D. Daniels & Lee H. Radebaugh, International Business Environments and Operations, 8th Edition, Addison Wesley Longmen Inc.
- Philip R. Cateora, International Marketing, 10th Edition, McGraw-Hill USA
- Haansson H, International Marketing & Purchasing of Industrial Goods, and International Approach, John Willey.
- Kigen, Multinational Business, McGraw Hill, latest edition
- Blough, International Business, McGraw Hill, latest edition.
- Endel J. Kolde, International Business Enterprise, Prentice Hall, latest edition.
- Richman and Copen, International Management and Economic Development McGraw Hill
- Dymanza, William A., Multinational Business Strategy, McGraw Hill, latest edition.
- Robock and Simonps, International Business and Multinational Enterprises, latest edition.
- Linda B. Catlin and Thomas F. White, International Business: Case studies., latest edition.

MANAGERIAL ACCOUNTING COURSE No. 631 (3 Credit Hours)

COURSE OBJECTIVE:

Cost and Managerial Accounting aims to provide valuable cost calculation analysis, techniques on the basis of which business managers are able to make effective decision regarding different aspects of production and finance Cost Classification Concept and Uses. Classification of a costs product, period, fixed, variable, sunk, imputed, direct, indirect, opportunity, out of pocket, inventorial, differential, incremental concept cost price, expense, loss.

- **Cost Volume, Profit Analysis**

Meaning of Cost-Volume-profit Analysis. Break-even Point, Contribution Margin Approach, Equation Approach, Graphic Approach, Safety Margin, Angle of Incidence, PV Ration and its uses cost structure and operating leverage, Effect of Income Taxes.

- **Direct and Absorption Costing**

Meaning of Direct and Absorption Costing, Direct (variable) costing Income Statement, Absorption costing statements, reconciling income under direct and absorption costing changes in inventory, evaluation of direct and absorption costing, effect of the volume variance.

- **Decision Making:**

Relevant and irrelevant costs, make or buy decisions, addition and deletion of a product, lease or buy steps in the decision – making process, quantitative versus qualitative analysis, obtaining information, pitfalls to avoid i.e. common errors in decision making.

- **Pricing Decisions**

Major influences on pricing decision, open market pricing cost plus pricing full cost based pricing, contribution based pricing.

- **Responsibility Accounting and Cost Allocation**

Responsibility centers, performance reports, cost allocation based on budget activity based, activity based responsibility accounting and behavioral effects of responsibility accounting.

- **Profit Center and Transfer Pricing**

Definition of Profit Center and Transfer Pricing, General transfer – pricing rule, Transfer pricing based on the external market price, Negotiated transfer price, cost based transfer prices, standard versus actual costs.

- **Budgeting**

Function and master budget – The Master Budget overall plan and a planning

assumptions and predictions underlying the master budget, Flexible Budget

Definition and meaning advantages, fixed overhead treatment, revised budget..

- **Capital Budgeting**
Meaning of the Capital Budgeting, Concept of Present Value, Discounted Cash Flow Method, Net Present Value, Internal Rate of Returns, Payback Period. Accounting (average) Rate of Return, Effect of Income Tax in Capital Budgeting, Depreciation in Capital Budgeting.
- **Zero-Base Budgeting**
Meaning of Zero Base Budgeting, Advantages and disadvantages.
- **Financial Reporting and Changing Price**
Meaning of Financial Reporting and Financial Statements, Balance Sheet, Income Statement, Statement of Cash Flows, change in Equity, impact of changing prices on Financial Statements.

Books Recommended:

1. Introduction to Management Accounting, Horngren Charles T; Prentice Hall Inc. latest edition.
2. Managerial Accounting; Q. Compel & Ronald M. Dascher, Paul E John Wiley & Sons Latest ed
3. Managerial Cost Accounting; Blerman, Jr. Harold Dyckman, Thomas R; Collier Mc-Millan Pub.
Latest edition.
4. Fundamentals of Management Accounting; Anthony, Robert N./ Welsch, Glenn A; Richard D. Irwin, Inc. , latest edition.

<p style="text-align: center;">RESEARCH PROJECT COURSE No. 641 (3 Credit Hours)</p>

COURSE OBJECTIVES:

- Understand the growing need for better project, Programme, and portfolio management
- Explain what a project is, provide examples of projects, list various attributes of projects, and describe project constraints
- Describe project management and discuss key elements of the project management framework, including project stakeholders, the project management knowledge areas, common tools and techniques, and project success factors
- Discuss the relationship between project, Programme, and portfolio management and their contribution to enterprise success
- Describe the project management profession, including suggested skills for project, Programme, and portfolio managers, the role of professional organizations

1. THE FORMAT OF THE REPORT:

- i. Preliminaries
- ii. Main Text
- iii. Miscellaneous

2. TITLE PAGE

- i. Topic / Title
- ii. Name of the Author
- iii. Name of the Report Supervisor
- iv. Name of the Institution
- v. Submission Date of the Report

3. ACKNOWLEDGEMENT

4. CONTENTS OF THE REPORT

5. EXECUTIVE SUMMARY

6. HYPOTHESIS / HYPOTHESES

7. RESEARCH METHODOLOGY

- i. Research Method / Design
- ii. Research Instrument
- iii. Respondents Defined
- iv. Time, Cost and Other Limitations

8. BACKGROUNDS OF THE TOPIC

- i. Introduction of the Subject
- ii. Defined the Problem
- iii. Importance and Scope of the Study
- iv. Terminologies and Concept Defined
- v. Review of Literature

9. RESEARCH PROPOSALS AND ITS APPROVAL

10. TEXT OF THE REPORT

11. RESEARCH ANALYSIS

- i. Management Aspect
- ii. Financial Aspect

FIELD OF SPECIALIZATION SEMESTER VII.

**FINANCIAL APPRAISAL
COURSE No. 651(b) (3 Credit Hours)**

COURSE OBJECTIVES:

This course aims at introducing you to the main theoretical and practical issues involved in the appraisal and assessment of investment projects. Private sector investment initiatives have to be assessed against the widely adopted and prevalent objective of maximizing shareholders' wealth (i.e. the value of the enterprise). Public sector projects, including development projects funded and assisted by donors and international development agencies, tend to have wider society- or economy-wide objectives and have to be appraised in terms of their net contribution to the economy as a whole.

Despite this apparent incongruity in objectives, there is much value in a comparative study of the analytical methods used in either private or public sector investment appraisal. Further, where private sector companies are selected to implement projects on behalf of governments they will be answerable both to shareholders and also to government departments or agencies responsible for sectors in which wider social objectives are of great concern. This course deals with investment appraisal methods in both sectors.

Aspect of Project Appraisal

Management/institutional
Technical
Marketing
Financial
Economic

What is investment Appraisal?

Purpose; Capital budgeting; Investment appraisal; environmental aspects; Types of investment situation, Risk and uncertainty; Inflation;
How much should a project earn?

1. Conventional Appraisal Methods:

Yearly cash flows; Payback method; ROR method, True ROR; summary.

2. Discounted Cash flow Methods:

Present value; NPV method; Discounted cash flow yield (DCF) method; Interpolation; other shortcuts; comparison of appraisal methods; Ramich projects; Discounted pay back method summary.

- 3. Determining Cash flows:**
Cash flow and outflows; Primary pricing of the cash flows; Project life; Relevant cash flows; Project teams; summary.
- 4. Specific Examples of Appraisals:**
New product appraisal; Cost saving investment; Replacement investment; Mutually exclusive investments; Lease or buy decision; Capital rationing; Further conflict; presenting a case; summary.
- 5. Incorporation Taxation:**
Corporation tax; taxable/profit; Depreciation methods; Capital allowance; Tax payments; Govt. Assistance; Public authorities; taxing the self-employed; Capital gains tax Value added tax (VAT); summary
- 6. Allowing for inflation:**
Problems inflation, Inflation accounting; Effects of inflation on project appraisals; Real and normal rates of return; Quantifying the effects of inflation; Effects of inflation on over king capital' Effects of inflation on taxation; Estimating future inflation Large terminal values; Summary.
- 7. The Cost of Capital:**
Sources of capital; the cost of borrowed capitals; the cost of equity capital; weighted average cost of capital; summary
- 8. Risk and Uncertainty:**
Payback method; pessimistic and optimistic forecasts, Probability Theory; Decision trees; Risk premises portfolio Theory; sensitivity analysis; Non quantifiable aspects; summary.
- 10. Life Cycle Costing:**
Principles of life cycle costing; life cycle stages and costs; costs un use/annual equivalent cost; Applications of LCC technique; Cost codes; Summary.
- 11. Cost Benefit Analysis:**
Definition; Illustration; Comparison of CBA with investment appraisal; summary.

Reference Books:

1. Investment Appraisal by G. Mott, Second Edition, Pitman Publishing Long Acre London latest edition
2. Manual for the Preparation of Industrial Feasibility Studies, Newly revised and expanded edition, W. Behrens and P.M. Hawranek Limited Nations industrial Development Organization Vienna. Latest edition

3. Prudential Regulations for Banks and NBFIs Rules of Business. Issued by State Bank of Pakistan, updated version Reproduced by Pakistan Banks Association. Latest edition.

INTERNATIONAL BANKING COURSE No. 661(b) (3 Credit Hours)

AIMS & OBJECTIVES:

The main aim of the course is to familiarize students with the basic concepts of international banking such as international structure, payments, transfers, trade and finance and provide a background information to students in order to make them to draw their own conclusions.

Course Contents:

1. The Development of International Banking
 - A Brief History of International Banking
 - Reasons for Growth of International Banking
 - Forms of International Banking
2. The Role of Foreign Banks in International Banking
 - Brazil. Canada Comecon Countries.
 - Germany. Hong Kong. Italy. Japan.
 - Korea. Kuwait. Mexico. Singapore.
 - Spain Switzerland. United Kingdom. Venezuela.
3. Role of Banks in the Economic Development of Pakistan.
 - Banks in pre-Nationalization period in Pakistan.
 - Banks in Post Nationalized period in Pakistan.
 - Reasons for the Drawbacks of Pakistani Banks.
 - Bank activities in suggestions & Recommendations for the improvement.
4. The overall Role of the International Banker and key considerations leading.
 - Introduction
 - International Banking Today
 - Key Considerations in Lending
 - The Borrower Cross national Risk
 - Purpose of Foreign Currency Lending
 - Other Considerations.
5. International Financial Market
 - The Major Markets.
 - The London Markets
 - The U.S. Markets
 - Other Major Financial Markets
 - The Structure and Size of International Financial Markets
 - The Foreign Sector of Domestic Markets
 - The Euro Markets
 - The Eurobond Markets
 - Other Euro Markets

6. The Eurocurrency Markets
 - The Essence of Eurocurrencies
 - Time Deposits. Eurocurrency.
 - Informal Markets. Euro banks
 - Transfer of Eurocurrencies
 - Eurocurrency Deposits: The Size of the Euro markets.
 - Depositors. Attractions of Eurocurrency Markets:
 - Freedom from Controls. Attractions to Borrowers.
 - Attractions to Banks. Euro Investments:
 - The Currency of Investment. Types of Investment
 - Lending Rates Destruction of Eurocurrencies.

7. Commercial letter of credit.
 - Functions of letters of Credit.
 - Import letters of Credit.
 - Export letters of Credit. Amendments
 - Discrepancies in Documents.
 - Foreign Currency letters of Credit.

8. Bankers Acceptances
 - Eligibility. Import and Export Transactions.
 - Transactions Involving Goods in Transit.
 - Transactions Involving Goods in Storage.
 - Transactions for Dollar Exchange.
 - Elements of Cost for the Borrower.
 - Advantages/Disadvantages for the Borrower
 - Acceptances Provide Opportunity for Banks.
 - Benefits to Banks.
 - Bank Organization and Marketing. Conclusion: Transaction.

9. International Collections.
 - Exporter Options for payment: Cash Advance Terms.
 - Cash advance Terms. Letter of Credit Terms.
 - Open Account Terms. Collection Terms. Collection Drafts.
 - Sight or resale Drafts. Understanding Draft Term. Checks
 - For collector clean and documentary Drafts Collection Instructions
 - For the Bank: in case of Dishonor. Remittance of Proceeds.
 - Who pays bank fee. Protest Instructions. Hold for Arrival of Merchandise.
 - Provisional Deposit. Discount or Interest. In case of Need Legal Action.
 - Principal/ Agent Relationship Shipping Documents:
 - Commercial Invoice Bill of Lading Insurance Certificate or Policy
 - Consular Invoice or Customs Invoice Inspection Certificate. Collection.
 - Process for Exporters: Agree on Terms. Effect shipment.
 - Dispatch Collection to the bank. Receive Advices/Give Instructions.
 - Receive Payment. Drafts for Negotiation or Purchase: Uniform Rules for
 - Collections. Collections for Importers. Appendix.

10. Merchant Banking
 - Introduction. Commercial Banking.
 - Corporate Finance Services.
 - New Issues; Mergers and Acquisitions.
 - General Financial Advice.
 - Investment Management. Project Finance.
 - Commercial Project Finance.
 - Export Credit Advisory Work.
 - Other Services; Currency Management. The Future.

11. General Description of Foreign Exchange Transactions and Functions.
 - Why Foreign Exchange? What is Foreign Exchange? Foreign Exchange as Money. Foreign Exchange as a Commodity:
 - The Cash Transaction. The Commodity Transaction. The Import-Export Transaction. The Corporate Transaction. The Financial Transaction
 - The professional Arbitrage Transaction The Speculative Transaction.

12. The Major F/E. Markets, mechanics of F/E. Trading.
 - Market Participants. Mechanics of Foreign Exchange Trading.
 - Currencies Traded. The Where and When of Foreign Exchange Markets.
 - The operation of the Major Markets.

13. International Banking: The Achievement and the Challenge.
 - Global Convalescence. The Third World: First in Trade.
 - Faith in Trade. A Surplus of Debt.
 - Political Quarrels, Economic Needs Government Intervention.

RECOMMENDED BOOKS.

1. William H. Baughn & Donald R. Mandich., The International Banking, Dow Jones-Irwin Homewood, Illinois USA. Latest edition
2. Charles Iffland., The International Banking Innovation and New Policies., latest edition
3. Joseph F. Sinkay Jr., Commercial Bank & Financial Management., latest edition
4. Roger Leroy Miller, Donald D. Van Hooee. (1993). Modern Money & Banking 3rd Edition.
5. Thomas J. Burns. Modern Human, Resource Management for Banks. Latest edition.
6. Randi Weisweller, Introduction to Foreign Exchange, latest edition
7. Journals of Institute of Bankers, latest edition.

<p style="text-align: center;">COMMUNITY DEVELOPMENT COURSE No. 602 (3 Credit Hours)</p>

COURSE OBJECTIVE:

This course enables the student to observe group relationship and the significance in the organizational setup with the distinction between functional and dysfunctional aspects. This course will help the students of management to learn the recent trends in sociology and its effects. This subject tackles some of the challenges of globalization also.

1. DEFINITION OF SOCIOLOGY

2. SCOPE OF SOCIOLOGY

3. SOCIOLOGY AND SCIENTIFIC THOUGHTS: RELATIONSHIP OF SOCIOLOGY WITH OTHER SOCIAL SCIENCES

- i. Economics
- ii. Psychology
- iii. Political Science
- iv. History
- v. Social Anthropology

4. THEORETICAL PERSPECTIVES IN SOCIOLOGY

- i. Wht Different Perspectives
- ii. The Functional Perspective
- iii. The Conflict Perspective
- iv. The Interactionist Perspective

5. THE ORIGIN OF SOCIETY

- i. The Emergence of Man
- ii. The Symbolic World
- iii. Individual, Group and Society – Definition
- iv. Community - Definition
 - (A) Rural Community
 - (B) Urban Community
- v. Culture – Meaning, Definition and Characteristic of Culture
- vi. Functional Role of Culture In Society

6. SOCIALIZATION

- i. Definition, Objectives of Socialization
- ii. Process of Socialization
- iii. Agencies of Socialization
- iv. Groups – The Basic Social Unit

7. ETHNOLOGY

Definition, Meaning and Importance

8. SOCIAL INSTITUTIONS

- i. Definition and Characteristics
- ii. Types of Social Institution
 - (a) Family
 - (b) Economic
 - (c) Educational
 - (d) Political
 - (e) Religious
- iii. Role in Social Institutions

9. PERSONALITY

- i. Definition
- ii. Personality and Culture

10. SOCIAL CHANGE

Definition, Meaning and Factors

RECOMMENDED BOOKS

1. Albert Wilhelm, Elements of Sociology, Heineman Educational Books Limited, London 1968.
2. Biesanz Mavis Hitunen, Richard Biesanz and Karen Biesanz, Introduction to Sociology (Study Guide), Prentice Hall, Inc. New Jersey, 1973.
3. Defleur Melvin L., Millian V.D. Antonio and Lois B. Defleur, Sociology: Man in Society, Foresman and Company, London, 1972.
4. Jean, Stockard, Sociology: Discovering Society, Wadsworth, 2000.
5. Rand Jerry. D. Rose, Introduction to Sociology, Menally College Publishing Company Chicago, 1973.
6. Whitten Philips, Reading in Sociology: Contemporary Perspectives, Harper and Row Publishers, London, 1979, (2nd Edition).

<p style="text-align: center;">MANAGEMENT INFORMATION SYSTEM COURSE No. 612 (3 Credit Hours)</p>

COURSE OBJECTIVES:

- Provides an understanding of the Information Systems (IS) management framework of E-business.
- Offers experiential analysis to understand the challenges of CIOs and IS Managers
- Focuses on best practices, tools and models to implement an effective IS management system
- Provides insights on how to develop and implement enterprise-wide IT strategies, initiatives and Programmes
- Explores MIS subsystems and technologies including hardware, software and networking, however the coursework focuses on technology management not on engineering.
- The course emphasizes management skills such as planning, project management, quality and efficiency management in IS projects.

Introduction To Management Information Systems

- What is a Management Information System?
- Capabilities of a Management Information System
- The Need of a Management Information System
- Batch Transactions processing, On-line Processing
- Real-Time Transaction Processing
- Principles of Reporting, Report Presentation Modes
- Types of Reports
- What is Information Resources management (IRM)
- The ingredients of IRM, Organizing for IRM
- Why Managers Are Often Frustrated with their MIS

The Concept of a Management Information System

- Introduction
- The Elements of a Simple Information System
- Transactions Processing Information System
- Information System for Managers
- Intelligence Information Systems
- Decision Support Systems
- Knowledge-Base Systems
- Office Automation System
- Key –Task Organization of Information System
- Integration of Information Systems

Fundamentals Of Computer Systems

- The Rise of Computer
- What Managers should know about Computer System
- The Information Technology Industry
- Computer Hardware and Software

- Orientation of Operating systems
- Programming Languages

Data Communication

- Data Communications
- Telecommunication Systems
- A simple Data Transmission System
- Computer – Controlled Data Transmission
- High Speed Data Transmission
- Commercial Communication Networks
- Network Concepts
- External Networks

Accounting Information Systems

- Functional Information System
- General Characteristics of Accounting Information Systems
- Coding Systems
- Responsibilities Accounting Information System
- The Accounting Process
- The General Ledger System

Building Management Information Systems

Requirements Analysis:

- The Role of Managers and Users in System Development
- The System Development Life Cycle
- Potential Problems with existing Systems
- Feasibility Assessment
- Strategic Factors
- Determining The Scale of the Development-Effort

Approaches to systems Developments:

- The Traditional Approach
- Modern Approaches
- Prototyping Approach
- End-user Computing

Developing A Model For a New System:

- Logical and Physical Dimensions
- Designing System Output
- Designing system Input
- Processing Requirements
- Storage Requirements
- Personnel Requirements

System Acquisition, Implementation and Maintenance:

- Acquiring System Components from vendors
- System Implementation
- Post-implementation Review

- System Maintenance

Database Management:

- Major Issues in Data Management
- User Interfaces
- Data Access and Organization Methods
- Database Models
- Database Administration
- Database Designing

Distributed Computing:

What is Distributed Computing?

- Client/Sever Computing
- Distributed Databases
- Distributed Data Processing
- Distributed Option, Advantages and Disadvantages

Knowledge-Based Systems:

- Evolution of AI
- AI Applications
- Components for Expert system
- Uses and Limitation of Expert Systems

MIS in the functional Areas of Business:

- The Functional Areas of business: An Overview
- Financial Information System
- Marketing MIS
- Manufacturing MIS
- MIS in other business areas

Books Recommended

1. George M. Scott Principles of Management Information System, Latest Edition.
2. Raymond McLecod, Jr. Management Information Systems, latest edition.
3. Charles Parker Management Information System Strategy and Action, latest edition.

<p style="text-align: center;">STRATEGIC MANAGEMENT COURSE No. 622 (3 Credit Hours)</p>

COURSE OBJECTIVES:

Strategic management is a fast-growing division in the field of general management during the past twenty years. "Being strategic" is considered the most important topic in all of management functions and is imperative for selecting a potential business manager. This course discusses theories, concepts and practical issues associated with the strategic management. Topics examined include: business vision and mission; external and internal environment analysis; competitive approaches and strategies and market position; culture, leadership, organizational capabilities and strategy execution. The objectives of this course are to build a bridge between students and business practices, to develop comprehensive knowledge of strategic formulation and execution, and to cultivate a way of deep-rooted strategic thinking. A number of analytical frameworks and pioneering concepts that can be immediately applied to business context will be introduced and practiced. Questions or issues that are common and important in business and in daily life will be identified and discussed. It is expected that the course can help develop participants' decision-making mindset and skills through sharing, benchmarking, case discussions and lectures.

- i. The nature and Importance of Business Policy/Strategy.
- ii. The Role of Policy/Strategy in Organization.
- iii. The changing Social Role of Business
- iv. Managerial & Organizational Style.
- v. An Invitation to Strategic Management

Introduction:-

Relationship of Business Policy and Strategic Management?
Strategic Management in Multiple-SBU business in strategic Management.
Strategic Decision-Making Process

- vi. Strategic Management Elements:
 - Introduction
 - Mission and Objectives
 - The Strategists
 - The board of directors and strategic management Top managers as strategists Entrepreneurs as strategists the CEO and other strategists.
- vii. Environmental Analysis and Diagnosis:
 - Introduction
 - Socioeconomic sectors Technological factors supplier sectors Competitor sectors Government sectors.
 - Analyzing the Environment.
 - Techniques for environmental analysis Description of environmental analysis the role of strategists in analysis and diagnosis.
 - Diagnosis of the Environment
 - Diagnosis and strategists characteristics Diagnosis and the strategists job

- Diagnosis and the group of strategists Diagnosis and the strategists environment.
 - Focusing the Diagnosis:
 - Environmental Threat and Opportunity Profile: ETOP Summary
- viii. Strategic Advantage Analysis and Diagnosis:
- Introduction:
 - Strategic Advantage Factors

 - Analyzing Advantage:
 - Diagnosis of the Strategic Advantages:
- ix. Considering Strategic Alternatives:
- Introduction:
 - Strategic Alternatives and the Definition of the Business
 - The Grand Strategy Alternatives
- x. Strategic Choice:
- Introduction:
 - Focusing the Alternatives for Selection
 - Descriptions of Managerial Choice Factors
 - The Time Dimension and Strategic Choice
- xi. Implementing Strategy: Resource Allocation, Organization and the Planning System.
- Introduction:
 - The Implementation Process
- xii. Implementing Strategy: Functional Policies and Leadership Processes:
- Introduction:
 - Functional Policy Implementation:
 - Leadership Implementation:
 - Leader Choice and assignment Style and climate career development organization development
 - Summary
- xiii. Evaluating the Strategy:
- Introduction
 - The Control and Evaluation Process:
 - The Motivation to Evaluate
 - Criteria for Evaluation
 - Measuring and Feedback:
- xiv. Applying the Strategic Management Process:
- The Case Method:
 - The Case Preparation Process:
 - Guidelines for Analyzing Cases:

BOOKS RECOMMENDED:

1. George A. Steiner & John B. Miner Management Policy & Strategy: McMillan Pub.Co.N.Y.(Latest Edition)
2. William F. Clueck, Lawrence R. Jauch, Business Policy and Strategic Management 4th Edition McGraw-Hill (Kogakusha) Ltd., Tokyo.1984
3. Newmann & Logan, Business Policy in Central Management. (Latest Edition)
4. Thomas L. Wheelen, J. David Hunger, Strategic Management and Business Policy, 7th Ed. Prentice Hall, Year 2000
5. Fred R. David Strategic Management, Concepts and Cases, 7th Ed. Prentice Hall.
6. Thompson Strikland, Strategic Management, Concepts and Cases 10th Ed. McGraw Hill. (Latest Edition)

<p style="text-align: center;">FINANCIAL MANAGEMENT COURSE No. 632 (3 Credit Hours)</p>

COURSE DESCRIPTION:

This course aims to provide a broad introduction to the study of financial management. At the end of this course, candidates would be expected to understand the role of the financial manager within an organization. They will have an understanding of the means to evaluate investments, how to finance these investments and how to allocate funds once they have been acquired. In addition they will have an understanding of the financial management of companies, both domestic and international, financial institutions and markets and the management of investments.

1. Introduction of Financial Management:

- Risk and Return – Basis
- Types of Risks & Relationship Between Risk & Return

2. Measuring Portfolio Risks, and Efficient Portfolios:

- CAMP
- CMI

3. Introduction of Valuation Models:

- Bond Valuation
- Differential Sensitivity

4. Stock Valuation – Constant Growth:

- Stock Valuation – Supernormal Growth
- Preferred/Perpetuities Valuation

5. Cost of Capital – Overview:

- Component Cost of Capital and Tax Effects

6. Basics of Capital Budgeting and Project Classifications:

- Similarities Between Capital Budgeting & Security Valuation
- Capital Budgeting Decision Rules, NPV, IRR, MIRR & PI

7. Project Cash Flow Estimation, Identifying Relevant Cash Flows:

- Tax Effects, Changes in NWC, Replacement Analysis.
- Evaluating Projects With Unequal Lives

8. Project Risks, Impact o Abandonment on NPV

9. Incorporating Risk and Capital Structure into Capital:

- Budgeting decisions

10. Long – Term Financial Planning:

- Sales Forecast

11. Capital Structure Decisions, Theory of Capital Structure, Dividend Policy

12. Mergers and Divestitures, Bankruptcy and Reorganization.

13. Islamic Financial System.

14. Financial Statement Forecasting:

- Capital Structure Theory
- Setting the Target Capital Structure
- Some Considerations I the Capital Structure Decisions

15. Types of Leases:

- Tax Effects, Financial Statement Effects, Evaluation by the Lessee, By the Lessor

BOOKS RECOMMENDED:

1. Eugene F. Brigham & Financial Management–Theory & Practice, 8th Edition, Dryden Press. Louis C. Gapensky
2. James C. Van Home. Financial Management and Policy, Prentice-Hall. Latest edition
3. Keown, A.J. & Basic Financial Management, Prentice Hall, latest edition. Martin J.D.
4. Gitman, Lawren J. Principles of Managerial Finance, Harper International., latest edition
5. Rao. Introduction to Financial Management, latest edition.

FIELDS OF SPECIALIZATION SEMESTER VIII.

FINANCIAL STATEMENT ANALYSIS COURSE No. 662(b) (3 Credit Hours)

COURSE OBJECTIVES:

Management can be summarized as the process of making informed decisions in three key areas: investment, financing and operations. Banking professionals responsible for evaluating management success in these areas can turn to this curriculum for a set of crucial financial statement analysis techniques, culminating in business valuation principles. Participants learn how to compare companies financially, understand cash flow, and grasp basic profitability and risk analysis concepts.

Introduction:

Need for analysis, Use of Financial data, General Users of Financial Statements

Variation in Accounting Practices:

Treatment of Cost Revenues, Inventories, Depreciation.

Comparison of Balance Sheets:

Scrutinizing the statement; Comparative Balance Sheet, Percentage of Increase and Decrease; Horizontal and Vertical Analysis; The Said Rate.

Comparison of Income Statements:

Comparative Income statement; Horizontal Analysis; Vertical Analysis; Relation of Expenses, to sales.

Variation in Income:

Statement Accounting for Variation in Net Income; Relation of sales to Income; Relation of Sales to Price Level; Statement Accounting for variation in Gross Margin; Break-Even point Analysis.

Trends:

Trend Relation; Comparison of Trends; Graphic Representation of Trends; Arithmetic Scale Semi Logarithmic Chart.

Financial Structure:

The Structural Equation Balance Sheet and Detailed Statement of Financial Structure Quantitative Measurement of the Relationship – Structural Ratio; Vertical Analysis, Interpretation of the Measurement, Measurement of Liquidity Measure of Working capital, Acid test, Trends of the Structural Ratio, Operating Ratio.

Interpretation of the Measurement:

Horizontal, Vertical, Measure; Analytical Devices as tools, interpretation of the Position of Receivables, Levels of analysis, Level of Analysis of the variables, Interpretation of the Position of Inventory, Interpretation of the Position of Inventory, Interpretation of Position of Non-current Assets, Interpretation of the position of the Equities, Interpretation of Net Income.

Standard Ratios:

Books Recommended:

1. Myre, John N., Financial Statement Analysis, latest edition.
2. Mufti Qaiser Reading in Financial Analysis, latest edition
3. Mc-Millan Stewart Financial Statement Term and Analysis, Richard D. Irwin latest edition.

OTHER OPTIONAL SPECIALIZED SUBJECTS**SPECIALIZED ACCOUNTING
COURSE No. 652(a) (3 Credit Hours)****COURSE OBJECTIVE:**

Specialized accounting should follow only after attainment of general accounting, organizational, and business knowledge. Therefore, it should be offered primarily at the post-baccalaureate level and via continuing education. Specialized accounting course may include advanced study in financial accounting, management accounting, taxation, information systems, auditing, government (or nonprofit) accounting, and international accounting.

1. Introduction
2. Bank Accounts
3. Accounts of Insurance Companies
4. Insurance Claims
5. Accounts of Transport Agencies
 - i) Air Transport
 - ii) Railway Transport
 - iii) Road Transport
 - iv) Shipping Company
 - v) Voyage Accounts.
6. Hotels, Restaurants and Tourist Resorts
7. Trust and Agency
8. Institutional Accounting
 - i) Educational Institutions
 - ii) Hospitals and Charitable Institutions
9. Electric Gas and Water Supply Companies
10. Accounts of Theater and Motion Picture Theaters.

Books Recommended:

Specialized Accounting System; latest edition
Governmental Accounting, latest edition

Heaton Bailly
R.M. Mikesell

Accounting for Hotel Catering, latest edition
And Tourism Students, latest edition

R.E.Simmerson

Advanced Accounting, latest edition, latest edition

Moinuddin Khan,
Volume II

Specialized Accounting, latest edition
Advanced Accounting, latest edition

Uzair Hasan
R.N. Carter

ACCOUNTING SYSTEM COURSE No. 662(a) (3 Credit Hours)

COURSE OBJECTIVE:

- To review the fundamental accounting system and its place in organizational decision-making.
- To develop a reasonable proficiency level in using tools to document information systems.
- To understand the principles of internal control and their application in accounting system design.
- To learn the operational and information functions of several major AIS subsystems (e.g., sales, accounts receivable, accounts payable, general ledger) and how those subsystems interface with one another.
- To use an automated accounting system.

1. Introduction

Need for System, Role of the System, Objective of the System

2. Accounting System in Practice

Accounting System in Manufacturing and Manufacturing Non-Manufacturing industry firms.

3. Basic Consideration Prior to System Development and Installation:

- a) Structure of Business Organization
- b) Role of the Accounting System and Controller
- c) Financial Policy and Government Regulation
- d) Information Flow
- e) Internal Control

4. Components of the Accounting System.

5. Developing and Refining Accounting Data Necessary For Cost and Managerial Planning

6. Budgeting

7. Taxation is Accounting

8. Accounting For Change in Several Policy Level.

9. System Analysis

10. Performance Analysis

11. Detailed Study of Accounting System of Different Organizations

Books Recommended:

- | | |
|------------------------------------------------------------|----------------------------------------------|
| 1. Introduction to System Analysis, latest edition | Sillver G.A.; Prentice Hall Inc. |
| 2. System and Procedure for Business, latest edition | Lazzar V Prentice Hall Inc. |
| 3. Foundation in Accounting-2, latest edition
Hall Inc. | Lewis, R. and Forth M. Prentice
Hall Inc. |

ADVERTISING AND PROMOTION COURSE No. 652(d) (3 Credit Hours)

COURSE DESCRIPTION:

This course surveys the strategy, techniques and communication media employed to market the expanding range of entertainment, sport and art activities in Australia. The course examines organizations and people who conceive, create and distribute video, film, print and interactive Programmeming within the framework of the wider promotions industry. The evolution of 20th century marketing is used as a foundation for analyzing contemporary trends in promotion. Students study target audiences and the most effective methods for achieving the business objectives of event and entertainment management.

Course Objectives:

Students will understand the business relationships between content producers and creators, promoters, and distributors. The organizational structure and personnel of these groups will be understood within the context of event and entertainment management industries. The course will provide students with a clear knowledge of the business goals and marketing objectives in the Australian entertainment, sport and arts business. Students will learn to write strategy memos that communicate the promotional objectives for clients in different segments of the wider entertainments industry. They will analyze the expanding environment of media and communication techniques and understand the strengths, weaknesses, opportunities and threats (SWOT) of the different kinds of promotional campaigns. New trends in entertainment, art and sports promotion will be studied to realistically evaluate their effectiveness.

1. Promotion and Marketing
2. Promotion and Communication process
3. Promotion and external environment
 - Cultural and social
 - Business and economic
 - Legal and ethical
4. Marketing efforts and promotion mix

5. Advertising
 - An introduction
 - Print and Broadcast/ electronic media
 - Other media
 - Media Planning and measurement of effectiveness
6. Personal selling
 - The sales person and selling task
 - Sales force management
7. Sales Promotion
 - Stimulation of consumer response
 - Stimulation of Channel support
8. Publicity and public relations

BOOKS RECOMMENDED:

1. Courland L. Bovee and William F. Arens, Contemporary Advertising. 3rd edition, Homewood: Irwin, 1989.
2. Michal L. Rothschild, Advertising (from fundamental to Strategies) Lexington: D.C. Health and comp, 1987.
3. Kim B. Rotzob and James E. Haeznes, Advertising in contemporary Society, Perspectives toward understanding. Cincinnalai: Southwestern Publising co.1986.
4. Francesco M.Ni, Advertising Management and Society(a business point of view). New York: McGraw Hill, 1994.
5. A Jerome Jewler, Creative Strategy in Advertising, 2nd edition, California: Wadsworth Publishing co, 1985.
6. Robert V. Zacher and Thomas A. Bowers, Advertising Techniques and Management. Belmont: Wadsworth Publishing co.) 1988.
7. David W. Nflen, Advertising Maning, Implementation and Control. Cincinnat: South Western Publising co, 1975.

<p>GLOBAL MARKETING COURSE No. 662(d) (3 Credit Hours)</p>

COURSE OBJECTIVES:

Global marketing is concerned with planning and conducting transactions across national borders to achieve the objectives of individuals and organizations. In this course students are introduced to the forms of international marketing: export/import, licensing, joint ventures, wholly-owned subsidiaries, turnkey operations and management contracts and apply the marketing research skills to develop a marketing plan for a regional business, based on the 4 P's of marketing.

1. Introduction

- Global Marketing – Concept and Definition.
- Forces Shaping Global Marketing Strategy.
- How Global Marketing differs.
- Phases in evolution of Global Marketing Strategy – an Overview.
- Information for Global Marketing Information in different Phases.

2. First Step to Globalization:

- Corporate Mission Statement, goal and Objectives.
- Degree of Investment, resource allocation, level of risk, Defining Business, Core Competence and Strategic thrust.

3. Global competitive advantage and Market Selection Decision:

- Establishing Global Competitive Advantages.
- Market Scope and Competitive Positions.
- Parameters of Market Choice Decisions.
- Market Characteristics, Competitive environment and choice decision.
- Models for entering in Global Market.

4. Local Market Expansion:

- Redefining Business and Leveraging Capabilities.
- Reformulating Competitive Pastime and deterring strategic Market.

5. Posting, Segmentation and Tailoring Programmes to local Markets:

- Product Modifications and Tax laving Communication Strategies.
- Tailoring Pricing Strategies.

- Tailoring distribution Strategy.
- Implementing Market Expansion Strategy – Managing Organizational network, flow of goods and material distribution logistic, payment and financial flows.

6. Globalizing Marketing Strategies:

- Moving towards global rationalization.
- Global goals and objectives
- Leveraging core competence in global market.
- Completing posture and strategic thrust in global market.

7. Charting directions in Global Markets:

- Portfolio Analysis – Principles, Levels and Units.
- Evaluating Portfolio – Dimensions.
- Rebalancing and Expanding Portfolio.

8. Global Complete Strategies and Corporation Infrastructure:

- Configuring global market,
- Achieving Global Synergies.
- Global marketing Strategy alternatives.
- Global Infrastructure – Value System and Global Management System.
- Developing Customer Linkages and collaborating with competition

Books Recommended:

1. Douglas P. Susan, C. Samuel Craig Global Marketing Strategies, (Int. Edition 1995
Mc-Graw Hill Inc., New York.).
2. Susan P. Douglass/C. Samuel Craig, Global Marketing Strategy, International
edition 1995 Mc-Graw Hill Inc.
3. Vern Terpstra International Marketing, Vern Terpstra,
The Dryden Press N.Y.

TAXATION COURSE No. 651(a) (3 Credit Hours)

Course Learning Objectives:

This course, students should be able to:

- a. Analyze and critique the OECD model tax convention;
 - b. Identify national strategies for negotiating Double Taxation Treaties;
 - c. Analyze and apply a Double Taxation Treaty to a complex commercial transaction;
 - d. Apply the OECD model tax convention in the context of a developing country.
- Taxation Principles, Definitions
 - Tax Administration, History of Income-Tax Law.
 - Income Tax Authorities
 - Charge of Tax, Total Income,. Taxable Income
 - Capital & Revenue
 - Income Exempt from Tax
 - Salient Features of Income Tax Ordinance 1979.
 - Residence & Basis of Taxation
 - Tax on Salaries
 - Interest on Securities
 - Income from Property
 - Profitable Gains of Business and Profession
 - Income from Other sources and Capital Gains'
 - Wealth Tax
 - Central Excise & Custom
 - Assessment Procedure.

Books Recommended:

1. Khawaja Amjad Saeed, Income Tax Law and Practice, latest edition.
Income Tax Ordinance Govt. of Pakistan 1979.

GOVERNMENTAL ACCOUNTING COURSE No. 661(a) (3 Credit Hours)

Course Description:

In this course, the student will explore the foundations of governmental and non-profit accounting theory. Students will analyze and apply generally accepted accounting principles established for governmental and nonprofit organizations. The student will prepare “real

world” governmental accounting transactions by creating a new government through a modern-day software package. These include recording journal entries and preparing financial statements for various governmental funds using a modular approach.

Overall Course Objectives:

1. Analyze the concepts and generally accepted accounting principles underlying governmental and nonprofit accounting and how they are different from for-profit entities.
2. Apply fund accounting principles in governmental and non-profit organizations.
3. Prepare and interpret detailed financial statements, supporting schedules, and reports for governmental and non-profit entities.
4. Identify the different types of non-profit organizations and be able to recognize the unique financial reporting among them.
5. Explain the importance of budgeting as a managerial tool in a non-profit and government organization setting.

Course Objectives:

- Define fund accounting terms and concepts
- Describe the budgetary process in government
- Identify the objectives of accounting and financial reporting in government and not-for-profit entities
- Contrast governmental, not-for-profit, and profit-based organizations
- Apply governmental and not-for-profit accounting procedures
- Apply accounting principles for various governmental funds
- Apply accounting principles for not-for-profit organizations
- Develop and analyze worksheets and financial reports related to governmental and not-for-profit organizations.

1. Introduction to Governmental Accounting

2. Governmental Accounting Procedure, Internal Control, the Accounting Process Books of original entry, Books of final entry.

3. General Funds:

General Operation-General fund Balance Sheet, statement of changes in un-appropriate surplus, other casual features of general Accounting, Revenue, Accounting-function, Classification, Sources and coding of Revenue Account.

4. Budgets:

Budgets Preparation, Expenditure Estimates, revenue Estimates, Contents of Budgets.

5. Expenditure Accounting:

Classification, object, organizational unit, Coding of Account etc.

6. Bond Funds:

- Purpose, Legal Requirement, Premium or discount, Accounting for, and Financial Statement.
- 7. Sinking Funds:**
Operation, Assets, Planning, Special transaction, Combination, Nonaccrual.
 - 8. Trust and Agency Funds:**
Characteristics, Accounting for, Statement.
 - 9. Working Capital Funds:**
Characteristics, Origination, Statements.
 - 10. Special Assessment Funds:**
Plan for operation, feature, Accounting for, Assessment, Transaction, Termination.
 - 11. Fixed Assets:**
Classification, Sources of Acquisition, Statement.
 - 12. Liabilities:**
Short-Term Liabilities, Long-term debt Statement.
 - 13. Cash Procedures and Accounting:**
Requirement, Classification Protection Disbursement, Statement,
 - 14. Unit Cost Accounting:**
Purpose, Allocation and Apportionment, Determination Application, and Uses.
 - 15. Utility and Other Enterprise Fund:**
Accounting for Balance Sheet; Income and Expense Account and Statements.

1. INTRODUCTION ABOUT THE COMPANY LAW IN PAKISTAN

History of company law in Pakistan
Constituents of the ordinance
Non-application of the ordinance
Application for the ordinance to non-branding companies with purely provisional object
Mode of incorporation of company
Jurisdiction of the courts
Types of companies
Obligation to register certain associations, partnerships etc., as companies
Consolidation of laws.

2. PROMOTIONS AND INCORPORATION OF A COMPANY

Promotion of a company
Provisions with respect to names of companies
Memorandum and article of association

Association not for profit
Companies limited by guarantee
Provisions relating to conversion of public company into private company or vice versa
Service and authentication of documents
Promoters' duty to disclose
Remuneration to promoters
Mode of forming a company
The procedure for incorporation

3. PREPARATION OF PROSPECTUS

Definition
Legal provisions governing prospectus

4. ALLOTMENT

5. SHAREHOLDERS OF A COMPANY

Modes of becoming a shareholder
Who can be a shareholder?
How to cease to be a member
Other provisions

6. MANAGEMENT OF COMPANIES

Registered office, publication of names
Commencement of business by a public company
Directors and Chief Executives

7. MEETING AND RESOLUTIONS

Types of meetings of shareholders
Company resolutions

8. PREPARATION OF ANNUAL ACCOUNTS

Fourth schedule (Requirements as to balance sheet and profit and loss account of listed companies)

9. THE AUDITOR FOR A LIMITED COMPANY

Appointment of auditors
Independence of an auditor
Auditor's lien
Status of auditor

Audit committee
Materiality to accounts and the auditor
Auditor of a company and legal documents
Articles of association and auditor
Prospectus and auditor
Auditors' reports
Annual audit
Submission of auditor's report to shareholders
Audit conclusions and report

10. DIVISIBLE Profits AND THE AUDITOR

11. EXERCISE OF BORROWING POWER

Legal provisions
Forms of borrowing
Debenture stock
Types of mortgages and charges
Issues of debentures
Redemption of debenture
Remedies of debenture-holders

12. FOREIGN COMPANIES

Meaning of foreign companies
Documents to be delivered to the registrar
Alternation in documents
Accounts of foreign companies
Obligations
Penalties
Prospectus
Notice of liquidation

13. WINDING UP

Winding up by court,
Proceedings for winding up order
Statement of affairs
Report by official liquidator
Contributories
Voluntary winding up
Creditors winding up
Winding up subject to the supervision of a court.

14. REGISTRATION FEES FOR COMPANIES

Books Recommended:

- | | |
|-----------------------------------------------|-------------------------------------|
| 1) Governmental Accounting, | Miksell, R.M., Richard D.Irwin Inc. |
| 2) Provincial Financial Hand Book | Vol, I, II, III |
| 3) Fundamental Rules (Central) | latest edition |
| 4) Central Accounts Code | Vol I to IV |
| 5) Central P.W.D. Account Code | latest edition |
| 6) Central Audit Manual (P.W.D.) | latest edition |
| 7) Treasurer Manual (Central and Provincial). | |

<p style="text-align: center;">MARKETING MANAGEMENT COURSE No. 651(d) (3 Credit Hours)</p>

COURSE OBJECTIVE:

The marketing management process is the process of analyzing markets, consumers, and the development of the marketing mix and the managing of the marketing effort. Traditionally the responsibility for these tasks has been with the marketing department, however more and more organizations are viewing the marketing management process as an organization wide responsibility. This course seeks to develop your understanding of marketing, the marketing management process, and how a broad, integrated approach to marketing is often necessary in order to gain a competitive advantage.

1. Assessing Critical Role of Marketing in Organizational Performance
 - The Core Concepts of Marketing
 - Globalization
2. Building Customer Satisfaction through Quality, Service, and Value
3. Winning Markets Through Market Oriented Strategic Planning
 - Corporate & Division Strategic Planning
 - Business Strategic Planning
 - The Marketing Process
 - Product Planning and Development
4. Managing Marketing Information and Measuring Market Demand
 - Marketing Information System
 - Marketing Intelligence System
 - Marketing Decision Support System
 - An Overview of Forecasting and Demand Measurement
5. Scanning the Marketing Environment
 - Analyzing Needs and Trends in the Macro-environment
 - Identifying and Responding to the Major Macro-environment Forces
6. Analyzing Consumer and Business Markets and Buying Behavior

- Factors Influencing Buying Behavior
 - The Buying Process
7. Identifying Market Segments and Market Targets
 - Market Segmentation
 - Market Targeting
 8. Developing Marketing Strategies
 - Differentiation – Product, Service, Personnel, Image, and Channel
 - Developing a Positioning Strategy
 - Communicating the Company’s Position
 9. Developing New Product
 - Challenges in New Product Development
 - Effective Organizational Arrangements
 - Managing the New Product Development Process
 10. Managing Life Cycle Strategies
 11. Designing Marketing Strategies for Market Leaders, Challengers, Followers, and Nichers
 12. Managing Product Line, Brands, and Packaging
 - Product Mix Decisions
 - Product Line Decisions
 - Brand Decisions
 - Packaging and Labeling Decisions
 13. Designing Pricing Strategies and Programmes
 14. Managing Distribution
 - Retailing
 - Wholesaling
 - Market Logistics
 15. Managing Promotion
 - Advertising
 - Sales Promotion and Managing the Sales Force
 - Publicity and Public Relations
 16. Designing and Managing Global Marketing Strategies

Books Recommended:

- 1) Marketing Management (Analysis, Planning, Implementation and Control), Philip Kotler, 9th Edition (Prentice Hall International, Inc. 1997)
- 2) Principles of Marketing, Kotler/Armstrong 7th Edition, Prentice Hall International, Inc.

<p style="text-align: center;">FINANCIAL INSTITUTIONS COURSE No. 652(b)(3 Credit Hours)</p>

Course Objective:

Have you ever wondered about the difference between investment and commercial banking? Read about the capital adequacy of banks and being puzzled about what it meant? Wished you understood what your investment bankers' friends were talking about? This course is designed to guide you through the maze of financial institutions and help you overcome the complexities of the financial markets jargon. After taking this course, you will be able to understand what are the major types of financial institutions, what they do in practice, how they are regulated and how they overlap with each other; and you will be able to understand the different types of careers available in financial institutions and the skills required to succeed in each. The course is purely practical, solidly grounded in the reality of the markets and will include many real life examples. This course is NOT designed to teach financial theories, nor to price any instruments – quantitative skills not required. The classes will be highly interactive and require active participation throughout.

Introductions:

1. An overview of the Financial System, The Role of Financial Markets.
2. Financial Intermediaries
3. Role of Govt. in the Financial System, Money Institutions, Capital Market Institutions.
4. Business Finance
5. Financial Institutions in Pakistan
6. General Financial Institutions
7. Specialized Financial Institutions
 - PICIC
 - ICP
 - NIT
 - HBFC
 - SBRFC
 - NDFC
 - EPF
 - BEL
8. Role of Specialized Financial Institutions in the growth of the country.

Text:

Cooper Fraser

The Financial Market place; latest edition
Addison, Wesley Publishing Co., U.S.A.

Donold/Loring/Edwin

Financial Institutions; latest edition, Richard D. Irwin Inc. U.S.A.

INTERNATIONAL BUSINESS MANAGEMENT**COURSE NO:****COURSE OBJECTIVE:**

This Programme in International Business Management helps students to get a good understanding of the foreign market environment and the techniques of International Business. It expands their perspective and ability to understand various challenges of international business in order to face them effectively. Focused on the analysis of specific markets, namely American, European, Japanese, Chinese, Central and European and African, this course teaches how to manage and trade in an international environment in various fields (political, legal, financial and cultural). Specialized courses and in - depth analysis of case studies also allow students to develop business field knowledge and cover all the subjects regarding international trade, financing and foreign trade, import-export legislation, customs legislation and international marketing.

Part 1 The Global Manager's Environment

- Assessing the environment: Political, economic, legal, technological
- Managing interdependence: Social responsibility and ethics

Part 2 The Cultural Context of Global Management

- Understanding the role of culture
- Communication across cultures
- Cross-culture negotiation and decision making

Part 3 Formulating and implementing strategy for international and global operations

- Formulating strategy
- Global alliances and strategy implementation
- Organization structure and control systems

Part 4 Comprehensive Cases**Recommended Books:**

1. International Business Management, latest edition - HELEN DERESKY
2. International Business, latest edition - Samuelc Certo, S.Trevis Certo
3. International Management, latest edition - Richard M. Hoogetts, Fred Luthens.

HUMAN RESOURCE MANAGEMENT COURSE No.

COURSE OBJECTIVES:

People (Human Resources) are the most important asset of any organization. Managing an organization's people is often the most challenging and complex task required of a manager. The objective of the course is to teach the basic principles of strategic human resource management—how an organization acquires, rewards, motivates, uses, and generally manages its people effectively. In addition to providing a basic legal and conceptual framework for managers, the course will introduce practices and techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today's increasingly complex workplace.

Part 1: Introducing HRM

- Strategic Human Resource Management
- HRM Planning
- HR Information Management Systems
- HRM and The Law

Part 2: Determining, Attracting & Selecting HR

- Job analysis, Job design & Quality of Work Life
- Recruiting HR
- Employee Selection

Part 3: Developing HR

- Appraising & Managing Performance
- Human Resource Development
- Career Planning & Development

Part 4: Rewarding HR

- Employee Remuneration
- Incentive Remuneration
- Employee Benefits

Part 5: Managing HR

- Industrial Relations
- Managing Work Place Relations
- Managing Change
- Negotiation In The Work Place
- Employee Health & Safety
- Managing Diversity

Part 6: Human Resource In The Changing World

- International HR Management
- Managing International Assignments

Part 7: Evaluating HR Management

- Assessing HRM Effectiveness

Part 8: Case Studies

Recommended Book;

- Human Resource Management, by: Raymond J. Stone.

Faculty CVs

Muhammad Farrukh Aslam

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A-309, Sector 11-B, North Karachi

farrukh.aslam@uok.edu.pk

Experience:

- Lecturer at Department of Commerce - University of Karachi from 11th of July 2011 till date.
- Lecturer at College of Banking & Finance (Affiliated with University of Karachi – Business School) from January 2008 till July 7th, 2011.

Education:

Academics:

M.S (Leading PhD) Finance – University of Karachi – Department of Commerce

M.Com – University of Karachi – 2007 – 3.1 GPA

B.Com – University of Karachi

Courses Supervised:

Business Communication – Written

Business Communication – Presentation (Oral)

Principles of Management

Principles of Marketing

Business English

Introduction to Business

Introduction to Finance

International Business

Financial Statement Analysis

Proficiencies:

- Willingness to learn
- Excellent English.
- Phenomenal communication skills
- Time management.

Personal Information:

PERSONAL PROFILE:	
Father's Name	Muhammad Aslam
NIC Number	42101-1375029-5
Nationality	Pakistani
Domicile	Karachi
Religion	Islam

Reference:

Dr. Tahir Ali - Chairman - Department of Commerce - University of Karachi

Muhammad Arfeen Ahmed Siddiqui

Lecture

Department of commerce

University of Karachi

Contact: 03362259189

Qualification

- M.S. In progress (Course work complete)
- M.Com. University of Karachi with 1st division 1996-1997
Specialized in Finance
- Financial Statement Analysis
 - Financial Appraisal
 - Investment
 - Financial Institutions
- B.Com. Government Premier College affiliated with University of Karachi in 1993-1994
- H.S.C Government College for Men Nazimabad. Board of Secondary Education Karachi 1990-1992
- S.S.C. Karachi Board with A-Grade in 1989

Experience

Since March 1998-May 2002

- I served as Accounts officer in united refrigeration private limited.
- I was responsible for internal auditing of services department of the company.

May 2002- March 2006

- I passed public Service commission Exam and joined as Lecturer Jinnah Government College

Teaching Responsibilities

- Principles of commerce to intermediate student
- Principles of Accounting to Bachelor of Commerce
- Cost Accounting to Final Year student of Bachelor of Commerce

Other Responsibility

- Member of Admission committee of department of commerce Jinnah Government College.

Since March 2006- at present

- Joined as Lecturer in Department of Commerce of University of Karachi.

Teaching Responsibility

- Introduction to Finance
- Financial Appraisal
- Managerial Accounting
- Financial Institutions

Personal Information

Father Name: Muhammad Zaheer Ahmed Siddiqui
CNIC: 42101-1532406-9
Postal Address: B-204 Block No.15 Gulistan-e-Jauhar
Permanent Address: House No.14 Block No. 10 ,5-E New Karachi
Marital Status: Married

HASAN RAZA

R-299 Sector 7-D-3,
North Karachi 75850,
Karachi. PAKISTAN

CAREER OBJECTIVE

Realizing that there is always a room for improvement in a competitive environment, having dynamic ability to adapt changes, quick learner and result oriented approach with a passion to save for University offering ample opportunities for diversified teaching experience.

ACADEMIC QUALIFICIATON

Year	Degree	Institution	Grade/Division
1993	S.S.C	G.B.S.S. No.3 Nazimabad Karachi.	"B"
1996	H.S.C	Siraj ud Daulah Govt. College Nazimabad.	"C"
1998	B.Com	Jinnah Govt. College Nazimabad	1 st Division
2002	M.Com	University of Karachi	1 st Division
2009	Ms/PhD.	(Course Work Completed)	3.1 GPA

COMPUTER LITERACY

Well versed with M/s Office & Windows Environment

EXPERIENCE

- I have worked as "Trainee Accountant" from February 01, 2003 to August 10, 2003 in the Finance Department, University of Karachi.
- I rendered my services as "Audit Officer" in BPS-17 from August 11, 2003 to February 06, 2006 in Finance Department, University of Karachi.
- **I have been serving as "Lecturer" in the Department of Commerce, University of Karachi since February 07, 2006 as a permanent faculty member.**
- I have also taught as a Visiting / Part Time Lecturer in Federal Urdu University in the year 2003 and 2004. (Evening Programme)
- I have served for various institutes as Visiting Lecturer in Evening Programme.

SUBJECTS OF INTEREST

- Management
- Financial Accounting
- Communication
- Money and Banking

PERSONAL

Father's Name Masood Hussain
Date of birth 26-05-1978
Marital Status Married
CNIC No. 42101-9118907-3
Contact No. 36996036 / 0321-2089454
Email Address raza_ssu@yahoo.com

REFERENCES

Available on request

Surveys Results

