

Department of Management Sciences

Bachelors of Business Administration (BBA) Degree Plan

**Iqra University
Islamabad Campus**

Contents

ASC100-Basic Mathematics.....	5
CSC100-Computer Application.....	5
BUS101-Introduction to Business	5
HMT101-English 101	6
HMT105-Islamic Studies.....	6
HMT105-Pakistan Studies.....	7
ACT211-Principles of Accounting	7
ASC162-Business Mathematics	8
HMT301-Sociology.....	8
HMT102-English 102	9
MGT201-Principles of Management	10
ACT202-Financial Accounting.....	10
MKT201-Principles of Marketing.....	11
HMT302-Psychology	11
MGT311-Organizational Behavior.....	12
HMT311-Language Proficiency.....	12
ECO221-Macroeconomics.....	13
ASC142-Statistical Inference	14
MGT321-Human Resource Management.....	14
MIS222-Management Information Systems.....	15
HMT216-Interpersonal Skills	15
MKT411-Marketing Management	16
FIN201-Introduction to Business Finance	17
ACT211-Manual Accounting.....	17
HMT423-Business Ethics.....	18
MGT434-Cross-cultural Management	18
HMT401-Research Methods and Skills	19
ECO351-Development Economics.....	19
FIN311-Financial Management.....	20
BUS312-Business Law	21
BUS371-Fundamentals of E-Commerce	21
FIN301-Essential of Islamic Finance	22
MGT431-Entrepreneurship	23
MGT531-Project Management.....	23
MKT321-Consumer Behavior.....	24
MGT322-Operation Management.....	24
SCM421-Supply Chain Management.....	25

A diagrammatical representation of all the courses of BBA degree



BBA Degree Plan

- The four year BBA degree comprises 8 semesters.
- Semester 1 of year 1, semester 2 of year 3, semester 1 of year 4 and semester 2 of year 4 have 5 courses each. All other semesters have 6 courses each.
- Pre-requisite course/s is/are linked with a line from the lower side of the pre-requisite course/s to the upper side of the course for which the pre-requisite course/s is/are required.
- The following colours represent different streams of courses:

- **Quantitative & Research**
- **Accounting and Finance**
- **Computers**
- **Marketing**
- **Management & HR**
- **Economics**
- **English & Communication**
- **Final Project I & II**
- **Misc. & Elective courses**

- For specialization, 03 elective courses from the field of specialization are required to be taken during the last two semesters.
- A final project during the last two semesters is an essential requirement for the completion of the BBA degree.

Course Name	ASC100-Basic Mathematics
Objective	The course aims at providing students an introduction to basic principles of Mathematics and Algebra; it strives to enable them to improve their computational skills in basic algebra and Pre-Calculus; it helps them demonstrate their ability to handle mathematical problems applying logical steps.
Course contents	<ul style="list-style-type: none"> • Introduction to Algebraic Expressions • Equations, Inequalities, and problem-solving • Introduction to Graphing • Polynomials • Polynomials and Factoring • Matrix Theory
Teaching Material	<ul style="list-style-type: none"> • J. Stewart , L. Redin & S. Watson, <i>Pre-Calculus</i>, 4th edition • Frank S. Budrick, <i>Applied Mathematics for Business, Economics and Social Sciences</i>, 4th Edition.

Course Name	CSC100-Computer Application
Objective	The course aims at imparting to students the essential computer skills that a manager needs in today's world; it affords the students the ability to understand the operating systems, file management, and software application and tools for effectively creating and managing modern business models.
Course Contents	<ul style="list-style-type: none"> • Computer software and Hardware/ Input Output • Windows Operating System and File management, Special tools • Internet Tools & Browsers • Networks • Hyper text Mark-up Language • Keyboarding Techniques • Introduction to Office XP • Introduction to Microsoft Word • MS Excel working in spreadsheets • MS Power Point
Teaching Material	<ul style="list-style-type: none"> • Larry & Nancy Long, <i>Computers</i>, Prentice Hall • Microsoft <i>office XP special edition</i>, 2003

Course Name	BUS101-Introduction to Business
Objective	The course aims at imparting students an understanding of the fundamental elements of business; it dwells on the generic

	aspects of Sales & Marketing, Finance & Accounts, Operations and Human Resource management; the course enables students by employing a practical approach.
Course Contents	<ul style="list-style-type: none"> • Introduction to Business • Functions of a Business Organization • Introduction to Sales & Marketing • Introduction to Finance & Accounting • Introduction to Operation Management • Introduction to Human Resource Management
Teaching Material	<ul style="list-style-type: none"> • Gareth R. Jones, <i>How Companies Create Value for People</i>, Tata McGraw-Hill Co. 2006.

Course Name	HMT101-English 101
Objective	The course aims at developing students' ability to effectively communicate in English language. It focuses on acquainting them with concise, lucid, and correct expression of English language. It emphasizes the edge simplicity enjoys over pomposity.
Course Contents	<ul style="list-style-type: none"> • Correct sentence construction • Parts of speech • Consistent use of tenses • Finding way in the dictionary/thesaurus • Presentational speaking • Listening as a pre-requisite to oral communication
Teaching Material	<ul style="list-style-type: none"> • George Orwell, <i>Animal Farm</i>, Penguin, 2008 • Mercer & Swann, <i>Learning English – Development and Diversity</i>, OUP, 1999 • Thomson & Martinet, <i>A Practical Grammar</i>, McGraw Hill, 2005 • Rhodri Jones, <i>New English Course</i>, 3rd Edition

Course Name	HMT105-Islamic Studies
Objective	The course aims at giving to the students an insight into the religion of Islam, its practices and applications. It focuses on the basics of an Islamic society. It elaborates the rights and duties of individual in an Islamic society and polity.

Course Contents	<ul style="list-style-type: none"> • Introduction of Religion • Islam • The Holy Quran • <i>Hadith</i> • <i>Tauhid</i> • Prophethood • <i>Salat</i> (prayer) • <i>Zakat</i> (Charity) • <i>Saum</i> (Fasting) • <i>Hajj</i> (Pilgrimage) • <i>Akhirah</i>
Teaching Material	<ul style="list-style-type: none"> • Dr. Hamidullah, <i>An Introduction to Islam</i>. • Yasmin Malik, <i>Islam Beliefs and Practices</i> • Hammudah Abdalati, <i>Islam in Focus</i> • Hai, M.A., <i>A Hand Book of Islam</i>

Course Name	HMT105-Pakistan Studies
Objective	The course aims at helping students understand the state, society, people, government and ideology of Pakistan. It familiarizes students with the issues and problems of Pakistan. It inculcates among students a strong and realistic sense of patriotism and nationalism.
Course Contents	<ul style="list-style-type: none"> • The Genesis of Pakistan • Indus Valley Civilization • The Idea of Pakistan • The Geo-Strategic Options and Compulsions • The State and Society of Pakistan • Pakistan's Future
Teaching Material	<ul style="list-style-type: none"> • Qureshi, I.H., <i>The Struggle for Pakistan</i>. • Siddiqui, Waheed-uz-Zaman, <i>Towards Pakistan</i> • Aziz K.K., <i>The Making of Pakistan</i>. • Ahmed, Ishtiaq, <i>The Concept of an Islamic State</i>

Course Name	ACT211-Principles of Accounting
Objective	This course introduces students to the accounting cycle. It reviews the fundamental concepts and techniques of recording transactions in journals, summarizing the transactions, using adjusting and closing procedures, and preparing financial statements and reports. It familiarizes students with accounting of merchandising company.

Course contents	<ul style="list-style-type: none"> • Matters of Definition • The Nature and Purpose of financial statements; • Single Entry System of accounting vs. Double Entry System; • Basic financial statements- Income Statement, Balance Sheet, Statement of Cash Flows • The Accounting Cycle – Journal, Ledger, Trial Balance, Adjusting Entries, Adjusted Trial balance. • Operating Cycle of a Merchandising Company • Financial Statements.
Teaching Material	<ul style="list-style-type: none"> • Williams, Haka, Bettner & Carcello., <i>Financial & Managerial Accounting</i> 14th edition, McGraw Hill Publishing Co. • Frank Wood., <i>Business Accounting-I</i> • Meigs & Meigs., <i>Accounting: The Basis for Business</i>

Course Name	ASC162-Business Mathematics
Objective	The course aims to familiarize students with the basic concepts of mathematics. It helps them understand the quantitative analysis; it facilitates them arrive at objective day-to-day business decision.
Course contents	<ul style="list-style-type: none"> • Linear equations and their Business Application. • Systems of Linear Equations & their Business Application. • Mathematical functions. • Linear functions: Applications • Quadratic & Polynomial functions and applications • Exponential and Logarithmic functions and Application. • Matrix Algebra • Differentiation. • Optimization: methodology. • Optimization: applications
Teaching Material	<ul style="list-style-type: none"> • Frank.S. Budnick, <i>Applied Mathematics</i> (4th edition) • Mirza Mohammad Hassan & Mohammad Ali Mirza., <i>Business Mathematics For Students of Finance and Management</i>, (3rd edition)

Course Name	HMT301-Sociology
Objective	The course delves on some most important aspects of social life; it familiarizes students with the manner in which groups, organizations, and societies adjust to new conditions while

	retaining stability for socio-cultural survival.
Course contents	<ul style="list-style-type: none"> • Social Life • Values, Norms, Institutions and Culture • Socialization and Deviance • Groups • Collective Behavior and Mass Communication • Bureaucracy • Social Stratification • Family • Religion and Education • Economy and Government
Teaching Material	<ul style="list-style-type: none"> • Paul B. Horton & Chester L. Hunt <i>Introduction to Sociology</i> (6th Edition) McGraw Hill • Anthony Giddens., <i>Sociology</i> • Tony Bilton., <i>Introductory Sociology</i> (4th Edition)

Course Name	HMT102-English 102
Objective	The course focuses on the most consequential aspects of communication. It aims at giving students an advantage in professional abilities. It purposes to develop among students the four major areas of communication skills—Reading, Writing, Listening, and Speaking. The course prepares students to meet the challenges of the modern competitive professional world.
Course contents	<ul style="list-style-type: none"> • An overview of communication • Nature and purpose of communication • Listening as a communication tool • Public presentations • Euphemism • Strategies for written communications • Formal letter writing [formats and strategies] • Communication barriers • Non verbal communication • Paralanguage • Kinesics • Proxemics
Teaching Material	<ul style="list-style-type: none"> • Dale Carnegies, <i>How to Win Friends and Influence People</i>, Crescent News (KL), 2006 • Sillars, S. <i>Success in Communication</i>, 1988

Course Name	MGT201-Principles of Management
Objective	The course aim to provide students the basic concepts of the management; it develops among students managerial skills. It enables them to understand the role of the manager; it discusses the various functions of management; it also offers an understanding of managerial principles; it emphasizes on the application these principles same in real life situations.
Course out line	<ul style="list-style-type: none"> • Management Sciences, Theory and Practice • The Evolution of management Thought • The Nature and Purpose of Planning • Objectives • Strategies Policies and Planning Premises • Decision – Making • Organizing and its Nature • Line/Staff Authority and Decentralization • Human Factors and Motivation • Leadership • Controlling
Teaching Material	<ul style="list-style-type: none"> • Harold Koontz and Heinz Weihrich., <i>Management</i>, latest edition McGraw Hill • James A.F.Stoner and Charles Wankel., <i>Management</i>, Prentice Hall • Arthur G. Bedeian., <i>Management</i>

Course Name	ACT202-Financial Accounting
Objective	This course builds upon the knowledge of accounting fostered in the earlier course in “Principles of Accounting”. It helps students learn accounting of financial assets, inventories and cost of goods sold, plant and intangible assets, liabilities, stockholders equity and statement of cash flows.
Course contents	<ul style="list-style-type: none"> • Bank reconciliation statement • Accounting of accounts receivables • Inventory valuation • Inventory adjustments • Cost of goods sold statement • Effects on the income statement of errors in inventory valuation • Different methods of calculating Depreciation • Preparation of Amortization Table

	<ul style="list-style-type: none"> Accounting for bonds Preparation of stockholders equity section of a balance sheet Preparation of statement of cash flows: Direct & Indirect Method
Teaching Material	<ul style="list-style-type: none"> Williams, Haka and Bettner, <i>Financial & Managerial Accounting</i>, 14th edition, McGraw Hill Publishing Co. Eskew & Jensen, <i>Financial Accounting</i>. Horngren, Sundem, Elliot, <i>Introduction to Financial Accounting</i>, Prentice Hall.

Course Name	MKT201-Principles of Marketing
Objectives:-	The course helps students acquire a basic understanding of marketing practices, theories, principles, foundations, and emerging marketing trends.
Course contents	<ul style="list-style-type: none"> Managing Profitable Customer Relationship Company & Marketing Strategy The Marketing Environment Consumer Markets & Buyer Behavior Customer-driven Marketing Strategy Product, Service, and branding strategy New Product Development and Product Life-cycle Pricing Products and Strategies Marketing Channels and Supply Chain management Integrated Marketing Communications Mix
Teaching Material	<ul style="list-style-type: none"> Kotler and Armstrong, <i>Principles of Marketing</i>, 12th edition, 2006. Bearon, William O., <i>Marketing Principles And Perspectives</i>, 4 edition.

Course Name	HMT302-Psychology
Objectives	The course aims at familiarizing students with the basic concepts of psychology; it enables them to understand the applications of these principles on real life situation; it discusses human personality—primordial emotions, behavior, motives.
Course contents	<ul style="list-style-type: none"> Modern Psychology Applications of psychology in different areas Methods of research Sensation, its characteristics and kinds

	<ul style="list-style-type: none"> • Nature of perception, factors of perception • Illusion, its kinds and causes • Nature of emotions, facial expressions, psychological changes in emotions • Nature of motives and its kinds • The need theory • Various methods of measurement of personality
Teaching Material	<ul style="list-style-type: none"> • James W Kalat, <i>Introduction to Psychology</i> • Russell A Dewey, <i>Psychology: An Introduction</i>

Course Name	MGT311-Organizational Behavior
Objective	The course aims to introduce the terminology, fundamental theories, and the key issues pertaining to individual differences, perception and attributions, motivation, decision-making, leadership, power and politics, conflict and negotiation, work groups and teams, organizational culture, etc. the course focuses on developing students' knowledge of concepts and terminologies.
Course contents	<ul style="list-style-type: none"> • Concepts of individual behavior in terms of values, attitudes, personality, and emotions • Basic motivation theories • Understanding group behavior issues like communication, leadership, power & politics, conflict & negotiation while working in teams • Organization structures leading to organizational culture & HRM policies & practices • Organizational change & development issues
Teaching Material	<ul style="list-style-type: none"> • Stephen P. Robbins,, <i>Organizational Behavior (11th edition)</i>, Published by Prentice –Hall India, 2005, ISBN 81-203-2875-2. • Gregory B. Northcraft <i>Organizational Behavior—A Management Challenge</i> • Fred Luthans, <i>Organizational Behavior</i>, McGraw Hill International.

Course Name	HMT311-Language Proficiency
Objective	The course takes cognizance of the significance of writing abilities, especially professional and technical. The course helps students learn and discover the importance of communication, the mannerisms of interactions, and the capacity of professional discourse. It enables students to write for purpose in an effective, impressive, and expressive

	manner for advancement in business. It also sensitizes the students to mechanics of technical communication with special emphasis on writing.
Course contents	<ul style="list-style-type: none"> • Strategies for Written Communication • Written Internal and External Communication • Good/Bad New Messages • Report-writing • Interview Techniques
Teaching Material	<ul style="list-style-type: none"> • Bovee, Courtland L. <i>Business Communication Today</i>, Education Asia Singapore, Seventh Edition • Murphy, Herta A., et al, <i>Effective Communication</i>, McGraw-Hill Inc, New York: 7th Edition

Course Name	ECO221-Macroeconomics
Objective	The course helps students learn the factors which affect the economy in the broader context; it imparts to students a general understanding macro, national income; it sensitizes students to the macro-economic indicators, with special reference to state systems, policies, and consequences.
Course contents	<ul style="list-style-type: none"> • Macro, National Income, GDP and GNP, Circular Flow of Income • Expenditure Approach, Factor Earning Approach, Value Added Approach, Real and Nominal National Income, • National Income Deflator; Price Index and Inflation • Aggregate Demand, Functional Form of Aggregate Demand, Consumption, Investment • Government Expenditure, Export, Import, Multiplier • Aggregate Supply, Equilibrium Analysis, Deflationary and Inflationary Gaps, IS curve, Slope and Position of IS curve • Money Market, Transactionary Money Demand, Precautionary Money Demand, Speculative Money Demand; Money Supply Behavior, Inflation, Quantity Theory of Money, Equilibrium in Money Market, LM Curve • Slope and Position of LM curve, Goods and Money

	<p>Market Equilibrium; Fiscal Policy, Monetary Policy, Fiscal Multiplier, Monetary Multiplier</p> <ul style="list-style-type: none"> • Adjustment towards Equilibrium • Crowding Out, Balance of Payment, Exchange Rate Systems
Teaching Material	<ul style="list-style-type: none"> • Richard T. Froyen, <i>Macroeconomics</i>, 7th Edition • Abel, Andrew H. and Ben S. Bernanke <i>Macroeconomics</i> 3rd edition, 1998, New York: Addison-Wesley • Dornbusch, R. and S. Fischer (1994) <i>Macroeconomics</i>. 6th edition, New York: McGraw Hill • Froyen, R. T. (1993) <i>Macroeconomics: Theories and Policies</i>, 4th edition, New York: Macmillan Publishing Co.

Course Name	ASC142-Statistical Inference
Objectives	The course aims to familiarize students with the methods of quantitative analysis—statistics, commonly used in management sciences. They are enabled to carry out statistical analysis for their research.
Course contents	<ul style="list-style-type: none"> • The Nature of Probability and Statistics • Frequency Distributions and Graphs • Probability and Counting Rules • Discrete Probability Distribution • The Normal Distribution • Confidence Intervals and Sample Size • Hypothesis Testing • Testing the Difference between 2 Means, 2 Variances and 2 proportions
Teaching Material	<ul style="list-style-type: none"> • Bluman, Allan G, (Bluman), <i>Elementary Statistics: A Step by Step Approach</i>, 5th Edition, Mc Graw Hill Inc, 2004

Course Name	MGT321-Human Resource Management
Objective	The course introduces students to some of the most important functions of Human Resource Management: personnel planning, recruitment, job analysis, selection, performance appraisal, compensation, and training.
Course contents	<ul style="list-style-type: none"> • Human resource frameworks • Environmental challenges • Job analysis and design • Human resource planning • Recruitment • Selection

	<ul style="list-style-type: none"> • Orientation, placement and separation • Training and development • Career planning • Performance appraisal • Wages and salaries • Employee relation challenges
Teaching Material	<ul style="list-style-type: none"> • Davis and Werther, <i>Human Resource Management</i>, (5th Edition) • David DeCenzo and Stephen Robbins, <i>Human Resource Management Concepts and Practices</i>, Publisher: John Wiley & Sons, Inc. (4th Edition) • William B Werther., <i>Human Resource and Personnel Management</i>, (Latest Edition) • Wayne F Cascio., <i>Managing Human Resource</i>, (Latest Edition) • Gary Dessler., <i>Human Resource Management</i>, (Latest Edition)

Course Name	MIS222-Management Information Systems
Objective	The course provides an introduction to the Management Information Systems. It gives them a theoretical and practical appreciation; it prepares students for managerial positions; it familiarizes them with Information Systems function in an organization; it enables to make informed decisions in various areas of business activity at different levels of management.
Course contents	<ul style="list-style-type: none"> • Introduction to computers and information technology • The concept of business process re-engineering and competitive advantage with information technology • Trends information systems and types of information systems • Solving business problems using information technology • The systems development cycle • Computer Systems • Computer peripherals • Computer software • Programming languages • Communications and computers
Teaching Material	<ul style="list-style-type: none"> • Kenneth C. Laudon and Jane P. Laudon., <i>Management Information Systems</i>, 8th Edition (2004) • Robert Schulthesis, Mary Sumner., <i>Management Information Systems The Manager's View</i>

Course Name	HMT216-Interpersonal Skills
Objective	The course removes inhibition and fear from the students; it affords them an opportunity to explore themselves. The course equips

	students with requisite skills needed for professional development; it enables them to meet the challenges of professional and personal careers.
Course contents	<ul style="list-style-type: none"> • Self-realization. • Characteristics of self-concept. Changing your self-concept • Perception and its process along-with application • Emotions in contemporary society. Debilitative and Facilitative emotions • Presentation skills and how to be your own self • What is real success? Developing a vision statement and values • Self-disclosure, its benefits and disadvantages • Relationship and its importance in personal and professional life • Non-verbal communication and space zone • Conflict Resolution and its application
Teaching Material	<ul style="list-style-type: none"> • Ronald B. Adler and Neil Towne <i>Interplay</i> 4th Edition. • Julia T Wood., <i>Interpersonal Communication</i> 4th Edition Publisher Wadsworth/Thomson Learning • Peter F Haddon <i>Managing personal and Interpersonal skills</i>

Course Name	MKT411-Marketing Management
Objectives	The course focuses on marketing and its role within organizations. It introduces the marketing concepts, examines its relationship with other functions in the firm and looks at techniques and frameworks used to examine marketing environments; understand consumer and organizational buying behavior, segment markets and position products; it enables students to develop new products; manage existing products; and promote, price and place products.
Course contents	<ul style="list-style-type: none"> • Understanding Marketing Management • Marketing evaluation in modern organizations and Marketing Management; Market segmentation • 4 P's of marketing (product, price, place and promotion) • Marketing plan • Capturing Marketing Insight • Connecting with Customers • Building Strong Brands • Shaping the Marketing offerings
Teaching Material	<ul style="list-style-type: none"> • Kotler and Keller, <i>Marketing Management</i>, 12th edition, Publish by Dorling Kindersely (India) Pvt. Ltd. Licensees of Pearson Education in South Asia. 2006 • Joel R Evans., <i>Marketing</i>, Macmillan Publishing Co

	<ul style="list-style-type: none"> • Courtland L. Bovee <i>Marketing</i>, McGraw Hill • Michael J. Harten <i>Marketing</i>, McGraw Hill.
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Course Name	FIN201-Introduction to Business Finance
Objective	The course exposes students to some of the basic tools used for decision-making in the field of finance; it helps students understand the processes of financial markets, long-term and short-term financial planning.
Course contents	<ul style="list-style-type: none"> • Basics of Finance • Financial markets • Time Value of Money • Stock and Bond valuation • Risk and Return • Capital budgeting techniques • Cost of Capital • Long-term and Short-term financial planning
Teaching Material	<ul style="list-style-type: none"> • Brigham, Eugene F., Gapenski, Louis C. <i>Financial Management Theory and Practice</i>, latest edition, The Dryden Press • James C. Van Horne., <i>Financial Management</i>

Course Name	ACT211-Managerial Accounting
Objective	This course aims to provide the students an in-depth knowledge of management accounting; it enables them to apply management accounting techniques for analyzing the information, and presenting it to management for decision-making and control purposes; it enables students to formulate strategic plans for achieving efficiency and effectiveness in the operation of business.
Course contents	<ul style="list-style-type: none"> • Comparison of Financial and Managerial Accounting • Basis Cost Elements and their Behaviour • General Cost Classifications • Methods of Segregation of cost • Break-even Analysis • Variable Costing • Designing an Activity Based Costing System • The Master Budget • The Cash Budget • Variable Overhead Analysis
Teaching Material	<ul style="list-style-type: none"> • Ray H. Garrison, Eric W. Noreen and Peter C. Brewer <i>Managerial Accounting</i>, 12th Edition • R.W. Hilton., <i>Managerial Accounting</i>, 5th Edition, McGraw Hill.

	<ul style="list-style-type: none"> Usry, Hammer, Matz., <i>Cost Accounting Planning and Control</i>, 7th Edition, National Book Foundation
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Course Name	HMT423-Business Ethics
Objective	The course sensitizes students to the importance of ethical issues in business; it helps them understand the ethical practices in vogue in the global and national business; it familiarizes them with the ethical dimension of the corporate world.
Course contents	<ul style="list-style-type: none"> Ethics Definition and Application Business Ethics; Ethical Practice in Business Managing Ethics at the Corporate Level Conceptual and Managerial View on Business Social Responsibilities Criteria for Determining the Social Responsibilities of Business A Comparative View of Business Social Responsibilities Internal Environmental; External Environmental Changing Environmental; Business Impact on its Environment Industrial Pollution and Environmental Policy Evolution of a New Environmental Ethic Making Decisions on Consumerism Consumer Product Issues and Business Ethics The Nature and Managing of Workforce Managing Corporate Culture Governance Defined; The Structure and Duties of Board of Directors
Teaching Material	<ul style="list-style-type: none"> George A. Steiner and John F. Steiner., <i>Business, Government and Society A Managerial Perspective</i> (7th edition) Mushtaq Ahmad., <i>Business Ethics in Islam. International Institute of Islamic Thought</i> (Pakistan).

Course Name	MGT434-Cross-cultural Management
Objective	The course provides students an understanding of international management environment including social, political, economic, and technological contexts. The course

	emphasizes on the management strategies and concepts in the cross cultural context.
Course contents	<ul style="list-style-type: none"> • The Global Manager's Environment • Managing Interdependence; Social Responsibility and Ethics • Understanding the role of culture • Communicating Across Cultures • Cross-Cultural Negotiation and Decision-making
Teaching Material	<ul style="list-style-type: none"> • Deresky, Helen, <i>International Management: Managing across Borders and Cultures</i> Latest edition, Prentice Hall. • Nigel Holden, <i>Cross Cultural Management: A Knowledge Management Perspective</i>

Course Name	HMT401-Research Methods and Skills
Objective	The course focuses on the scientific aspects of educational research that center on hypothesis formulation and hypothesis testing. It enables students to design studies that address important and current educational issues, gather data to shed light on these issues, analyze theses data, and derive conclusions based on their analyses. It emphasizes on the strengths and limitations of various educational research designs.
Course contents	<ul style="list-style-type: none"> • Purposes and types of educational research • Ethical issues in educational research • Steps in carrying out a research study • Selecting and developing research questions • Conducting literature reviews • Development and validation of assessment instruments • Research designs • Data collection techniques; Principles of sampling • Basic statistical methods for data analysis • Analyzing data using statistical software • Interpreting and Drawing Conclusions from Research Results • Reporting Results
Teaching Material	<ul style="list-style-type: none"> • Uma Sekaren <i>Research Methods in Business</i>, • Donald R Cooper & William Emry <i>Business Research Methods</i> • William G. Zikmund <i>Business Research Methods</i>

Course Name	ECO351-Development Economics
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Objective	The course introduces students to the basic concepts of development economics; it examines economic problems and potentials of developing economies in general, with particular reference to Pakistan. A predominant portion of the course covers the essential theoretical and historical elements of development and international economics, with a focus on growth, income distribution, and measurement of development and basic features of world economy.
Course contents	<ul style="list-style-type: none"> • The Concept & Nature of Development • Theories of Development • Poverty, Income Distribution & Development • Rural Urban Migration • Human Capital: Education & Health • Trade Policies • Balance of Payments, Debt, & Macroeconomic Stabilization • Foreign Finance, Investment & Aid
Teaching Material	<ul style="list-style-type: none"> • Gillis, M., D.H. Perkins, M. Roemer and D. R. Snodgras, <i>Economics of Development</i> (1992), third Edition, New York: Norton & Company, Hereafter: GPRS • Todaro Michael P., <i>Economic Development in third World</i>, (1994).New York & London: Longman. Hereafter: Todaro • Ibid, <i>Leading Issues in Economic Development</i>, Fifth Edition. New York: Oxford University Press. 5-15. Hereafter: Meier, Chapter 1 and 2. • Higgins, B., <i>Economic Development</i>, W. W. Norton & Company. INC. New York, 1959.

Course Name	FIN311-Financial Management
Objective	The course build on the basic concepts of business finance studied in the previous course; it gives to students an idea of other topics in finance and their practical applications.
Course contents	<ul style="list-style-type: none"> • Capital Budgeting and estimating cash flows • Basic Financial Statements & Analysis • Financial Forecasting • Leverage and Break-Even • Dividend Policy • Working Capital Management

	<ul style="list-style-type: none"> • Short Term Financing • Mergers and Acquisitions • Credit Management and Bankruptcy
Teaching Material	<ul style="list-style-type: none"> • Brigham, <i>Financial Management Theory & practice</i>, 10e • James C. Van Horne, <i>Fundamentals of Financial Management</i>.

Course Name	BUS312-Business Law
Objective	The course helps students develop an ability to comprehend the legal environment, understand the need of law, its implementation and effects on the business community, and to understand the formation of contract and its various consequences.
Course contents	<ul style="list-style-type: none"> • Matters of Definition • Legislation; • Judicial System – how a case is decided? • Three branches of Government • Create – control – check • Sources of law; • Intention & Law; Penalty & Law • Language; Critical Analysis; Evidence; Judgment • Contracts and their types • Capacity • Law of Sale of Goods • Conditions & Warranties • Partnership • Law & Ethics • Legal Environment of Business
Teaching Material	<ul style="list-style-type: none"> • Chaudhry, A.G., <i>Mercantile Law in Pakistan</i>, Karachi, Pakistan Publishing House. • Mulla, D.F., <i>The Contract Act</i>, Lahore, Mansoor Book House. • Davidson, et al., <i>Business Law: Principles and Cases</i>, Boston, Kent Publishing Company.

Course Name	BUS371-Fundamentals of E-Commerce
Objective	The course helps students understand and develop a complete and secure E-Business solution. Its enables students to decide as to what solutions fit their business needs best. It makes students understand the importance of E-Business technology

	in the modern world.
Course contents	<ul style="list-style-type: none"> • Introduction to Internet Business • Preparing the Online Business • Business process Re-Engineering • Legal Issues in E-Business and How to Avoid Them • Introduction to Internet Marketing • E-Business Applications • Intelligent Network Agents • Comparing Web Technologies • Creating an E-Business Solution • Requirement Analysis for the System • System Specification Modeling • Implementation of the System • Integration Testing of the System • Dealing the Maintenance Issues • Security on the Internet; Cryptographic Tools • Client-Based Security; Server based Security • Introduction to Open Source • Pervasive computing
Teaching Material	<ul style="list-style-type: none"> • Daniel Armor The E-Business (R) <i>Evolution, Living And Working In An Internet World.</i> • David Cooks., <i>Business on the WEB</i>

Course Name	FIN301-Essential of Islamic Finance
Objective	The course teaches students the basic difference between capitalist and Islamic economy. It introduces students to the basic principles of Islamic economic system. Different modes of Islamic finance and their characteristics are also discussed.
Course contents	<ul style="list-style-type: none"> • Introduction to Islamic Economic System • Riba, its prohibition and classifications • Islamic modes of financing – Musharakah, Mudarabah, Murabaha, Salam, Istisna', Ijarah • Banking in Islam • Applications of Islamic Financing • Islamic investments • The Principle of Limited Liability • The performance of Islamic Banks

	<ul style="list-style-type: none"> • Takaful
Teaching Material	<ul style="list-style-type: none"> • Usmani, Muhammad Taqi <i>An Introduction to Islamic Finance</i>, Published by Maktaba Ma'ariful Qur'an (Karachi-Pakistan) • Muhammad Ayub <i>Understanding Islamic Finance</i>, Wiley.

Course Name	MGT431-Entrepreneurship
Objective	The course elucidates the role of creativity, entrepreneurial and innovative business activities, and their management, within a domestic and global environment. It engenders critical analytical skills, creative problem solving in the development & evaluation of new venture ideas, while understanding both the opportunities & constraints faced by entrepreneurs.
Course out line	<ul style="list-style-type: none"> • Introduction to Entrepreneurship • Advantages and disadvantages of running a small firm • Steps in planning a new business • The Role of the Business Plan • Developing the Business Plan
Teaching Material	<ul style="list-style-type: none"> • Pett, Moore, Longeneck, <i>Small Business Management An Entrepreneurial Emphasis</i> • Megginson, Byrd, Megginson, <i>Small Business Management An Entrepreneur's Guidebook</i>

Course Name	MGT531-Project Management
Objective	The course combines the knowledge gained in the previous semesters/courses; it enables students to apply it to real life projects. It helps students in starting a project from scratch, helping them implement and accomplish a project.
Course out line	<ul style="list-style-type: none"> • Introduction • Project Selection • The Project Manager • Project Organization • Project Planning • Negotiation and Conflict Resolution • Budgeting and Cost Estimation • Scheduling • Resource Allocation • Project Control • Project Auditing • Project Termination • Team-work and Team-building

	<ul style="list-style-type: none"> • Inventory Management System
Teaching Material	<ul style="list-style-type: none"> • Paul C, <i>The AM Handbook Of Project Management</i>, Dinsmore. Publishers; American Management Association (latest edition) • Davidson, <i>Frame Managing Projects in Organizations</i> • Harold, <i>Project Management – A Systems Approach</i>

Course Name	MKT321-Consumer Behavior
Objective	The course enables students to study the consumer as a decision-maker. This course examines social and psychological influences on purchasing decisions, emphasizing their implications for marketing strategy.
Course outline	<ul style="list-style-type: none"> • Consumer Behavior • Consumer Behavior and Management Sciences • Culture/Sub-culture: Demographics and Social Stratification • Group Influence on Consumer Behavior • Perception; Learning and Product Positioning • Motivation • Personality: Attitudes; Self-concept and Life style • Situational Influences • Consumer Decision Process • Information Search • Alternative Evaluation and Selection • Purchase • Post Purchase Process • Organizational Buyer Behavior
Teaching Material	<ul style="list-style-type: none"> • John C. Mowen, <i>Consumer Behavior</i>, (Latest Edition) • David L. Loudon & Albert J Consumer Behavior, Della Bitta. (Latest Edition) • Leon G. Schiffman & Leslie Lazar Kanuk <i>Consumer Behavior</i>, (Latest Edition) • Hawkins, Best, Coney, <i>Consumer Behavior</i>, McGraw Hill (7th Edition)

Course Name	MGT322-Operation Management
Objective	The course emphasizes on managerial decisions concerning the design and operations of physical systems for the production of goods and services. It imparts to students practical concepts in process analysis, process planning and control, quality, capacity planning and designing and planning production operations.

Course outline	<ul style="list-style-type: none"> • Operations Management - An Introduction. • Operations Strategy and Forecasting. • Strategic Planning in Operations • Production Planning Systems • Independent Demand Inventory Systems • Materials Requirements Planning (MRP) • Capacity Requirements Planning • Scheduling Methods • Materials Management and Purchasing • Measuring Productivity • Quality Control
Teaching Material	<ul style="list-style-type: none"> • Ray Wild, Cassell, <i>Essentials of Production and Operations Management - Text and Cases</i>, 1995 • James B. Delworth, <i>Operations Management</i>, McGraw Hill - International Edition, 1996 • Norman Gaither, <i>Production and Operations Management—A Problem-solving and Decision-making Approach</i>, Dryden, 1990.

Name of Teacher	SCM421-Supply Chain Management
Course Objective	The courses introduces students to the concepts in supply chain managements; it explores the management of supply chains to improve an organization's overall supply efficiency.
Course out line	<ul style="list-style-type: none"> • Supply Management • Supply Management Rules • Importance of the Value Chain • Importance of Supply Management Focus and Scope • Supply Management Tools and Techniques • Supply Development Process • Supply Certification • Supply Continuous Improvement • Supply Measurement • Supply Risk Management • Supply Management Future
Teaching Material	<ul style="list-style-type: none"> • Peter Meindl and Sunil Chopra, <i>Supply Chain Management: Strategy, Planning & Operations</i> • Michael H. Hugos, <i>Essentials of Supply Chain Management</i>