




**UNIVERSITY OF SARGODHA
OFFICE OF THE REGISTRAR
(ACAD BRANCH)**

NOTIFICATION

On the recommendations of Academic Council made in its 22nd (3/2024) meeting held on 30.09.2024, the Vice Chancellor is pleased to approve the following as per NBEAC requirements provisionally, subject to approval by the Syndicate.

- i. Five Year Strategic Plan (2024-2028) for MFK Noon Business School (Annex-'A')
- ii. Revised Curricula of BBA (4-Years) for implementation w.e.f. Spring 2025 (Annex-'B')
- iii. Revised Curricula of MBA (2-Years) for implementation w.e.f. Spring 2025 (Annex-'C')
- iv. Revised Curricula of EMBA for implementation w.e.f. Spring 2025 (Annex-'D')


(WAQAR AHMAD)
Additional Registrar (General)

No. SU/Acad/24/937

Dated: 10.12.2024

- Director, MFK Noon Business School
- Director Academics
- Controller of Examinations

C.C:

- Dean, Faculty of Social Sciences
- Director, QEC
- Director ORIC
- Controller of Examinations
- Additional Registrar (Affiliation & Registration)
- Deputy Registrar HR
- Secretary to the Vice-Chancellor
- PA to Registrar
- Notification File

Bachelor of Business Administration (BBA) 4 Years Program under Semester System after 12 years of Education

Revised Template BBA(Hon's) 4 Year Under Semester System w.e.f. Spring 2025
under HEC New Undergraduate Education Policy 2023



Malik Firoz Khan Noon Business School
University of Sargodha

Bachelor of Business Administration (BBA)

4 Years Program under Semester System after 12 years of Education

Designed in the light of

Vision

To become the prominent business school in the region.

Mission

We are nurturing business professionals, intellectuals, and entrepreneurs to support sustainable business environment.

1. Title of the Degree Program: Bachelor of Business Administration (BBA)

1.1 BBA Program Objectives (POs)

BBA Program		
PO1:	Comprehensive Business Knowledge and Skills:.	Provide understanding of business principles; equip for decision-making and leadership
PO2:	Critical Thinking, Communication, and Ethics:	Foster critical thinking, communication; encourage ethical behavior.
PO3:	Global Perspective and Compatibility:	Instill global business practices understanding for regional/indigenous compatibility
PO4:	Experiential Learning and Real-World Application:.	Promote lifelong learning through projects and real-world experiences
PO5:	Career Readiness and Professional Development:	Prepare for careers and leadership; equip for entry-level and advanced positions

1.2 Program Learning Outcomes:

BBA Program			
PLO	Code	Skill	Description
PLO1	KU	Knowledge and Understanding	Comprehensive grasp of fundamental concepts, theories, and principles in the relevant field.
PLO2	PS	Practical Skills	Ability to apply theoretical knowledge to real-world situations through hands-on experience.
PLO3	IS	Interpersonal Skills	Proficiency in interacting effectively with others, fostering teamwork and collaboration.
PLO4	CS	Communication Skills	Capability to convey ideas clearly and effectively in both written and verbal forms.
PLO5	DS	Digital Skills	Competence in using digital tools and technologies relevant to the field of study or profession.
PLO6	NS	Numeric Skills	Ability to understand, interpret, and work with numerical data accurately and effectively.
PLO7	LS	Leadership Skills	Capacity to lead, motivate, and manage teams, demonstrating decision-making and problem-solving abilities.
PLO8	PK	Personal Skills	Development of self-awareness, time management, and adaptability for personal growth and effectiveness.
PLO9	ES	Entrepreneurial Skills	Innovation and creativity in identifying opportunities and transforming ideas into viable ventures.
PLO10	EP	Ethics & Professional Skills	Commitment to ethical behavior and professional standards in all aspects of work and decision-making.

Assistant Registrar
 Faculty of Business
 North West University
 University of Potchefstroom

Assistant Registrar
 Faculty of Business
 North West University
 University of Potchefstroom

1.3 Below is the alignment and mapping of POs and PLOs for the BBA program based on the provided information.

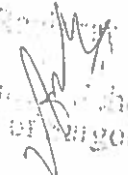
	PLO1 (KU)	PLO2 (PS)	PLO3 (IS)	PLO4 (CS)	PLO5 (DS)	PLO6 (NS)	PLO7 (LS)	PLO8 (PK)	PLO9 (ES)	PLO10 (EP)
PO1	✓	✓			✓	✓				
PO2			✓	✓						✓
PO3	✓	✓								
PO4		✓						✓	✓	
PO5		✓	✓				✓	✓		✓

Explanation:

- **PO1: Comprehensive Business Knowledge and Skills**
 - PLO1 (KU): Provides understanding of business principles.
 - PLO2 (PS): Equips students for decision-making.
 - PLO5 (DS): Includes digital skills.
 - PLO6 (NS): Covers numeric skills.
- **PO2: Critical Thinking, Communication, and Ethics**
 - PLO3 (IS): Fosters critical thinking.
 - PLO4 (CS): Enhances communication skills.
 - PLO10 (EP): Encourages ethical behavior.
- **PO3: Global Perspective and Compatibility**
 - PLO1 (KU): Understanding global business practices.
 - PLO2 (PS): Skills for regional/indigenous compatibility.
- **PO4: Experiential Learning and Real-World Application**
 - PLO2 (PS): Promotes practical skills through projects.
 - PLO8 (PK): Develops personal skills through real-world experiences.
 - PLO9 (ES): Encourages entrepreneurial skills.
- **PO5: Career Readiness and Professional Development**
 - PLO2 (PS): Equips for entry-level and advanced positions.
 - PLO3 (IS): Prepares for leadership roles.
 - PLO7 (LS): Develops leadership skills.
 - PLO8 (PK): Prepares for professional development.
 - PLO10 (EP): Prepares students for professional ethical standards.

1.4 POs and PLOs of program under review are aligned with the vision and mission of the business school as follows

Vision To become the prominent business school in the region.
Mission: We are nurturing business professionals, intellectuals, and entrepreneurs to support sustainable business environment.

Assistant Professor
Malik F.
Noon
Business School
University of Angkor


Learnings & Skills Based on Vision and Mission of The School	POs BBA	PLOs BBA
<i>Critical Thinking:</i> Learning is designed to encourage critical analysis of business practices through various methods. The students can gather, analyze, and synthesize relevant data and information to solve problems and arrive with appropriate decisions.	PO3; PO4	PLO1; PLO4
<i>Management Skills:</i> The school emphasizes equipping students with practical and methodological skills for effective management. The prepare and deliver an effective business presentation.	PO3	PLO3
<i>Leadership Skills:</i> The graduates learn to demonstrate leadership skills appropriate for a variety of business contexts. The students learn to evaluate how leadership traits and behaviors affect key stakeholders.	PO2; PO4	PLO1; PLO3; PLO4
<i>Problem-Solving:</i> The curriculum focuses on developing analytical and problem-solving skills for navigating local and complex business challenges. The students learn to apply quantitative analysis methods to identify salient information and trends in data. The students can analyze the local and global impact of organizational decisions.	PO5; PO3	PLO2; PLO5
<i>Agility and Adaptability:</i> The graduates develop the ability and willingness to learn from experience, and then apply that learning to perform successfully under new situations. The students also develop flexibility and adaptability in their personality to embrace change. Students who are agile and adaptable can think critically.	PO1; PO2;	PLO3; PLO5
<i>Initiative and Entrepreneurialism:</i> The students develop the ability to turn ideas into action. They also develop the skills of creativity, innovation, and risk-taking, as well as the ability to plan and manage projects to achieve career goals.	PO5; PO1	PLO1; PLO4
<i>Indigenous Industry Knowledge:</i> The students are able to understand the culture and business practices of the local industry. The students are able to recognize the opportunities and threats in indigenous industry. The students are also got familiar to the business tycoons and top professional of the local industry.	PO1; PO5	PLO3
<i>Community Business Needs and Social Services:</i> through the lens of vision and mission of the school, and objectives of the school, the students also learn that how to serve the society by providing the quality products and services.	PO1; PO5	PLO3

2. Program Structure:

Duration	Minimum 4 Years (8 Semesters)
Admission Requirement	12 Years of education/Intermediated with at least 45% marks Or have passed Part-I and awaiting Part-II result as per university policy
Degree Completion Requirement	130 Credit hours courses (Including Capstone Project & Internship)

Final Oral Examination/Viva Voce

Students fulfilling the requirements mention above shall be eligible for appearing in the final oral examination. Those who will be declared pass in the oral examination will be awarded the degree of BBA.

3. General Education (Gen Ed) Requirements: (Mandatory/Core Courses):

The minimum requirement for Gen Ed is 30 credits hours and will be offered in first four semesters only.

Sr. No.	Semester	Course Code	Course Title	Credit Hours	Prerequisite
1.	2	URCG-5112	Fables, Wisdom and EPICS	2(2-0)	Nil
2.	4	URCG-5114	Basic Science	3(2-1)	Nil
3.	2	URCG-5116	Science of Society-I	2(2-0)	Nil
4.	1	URCG-5118	Functional English	3(3-0)	Nil
5.	3	URCG-5119	Expository Writing	3(3-0)	Nil
6.	2	URCG-5120	Exploring Quantitative Skills	3(3-0)	Nil
7.	3	URCG-5121	Tools for Quantitative Reasoning	3(3-0)	Nil
8.	1	URCG-5105 URCG-5126	Islamic Studies (OR) Religious Education/Ethics	2(2-0)	Nil
9.	3	URCG-5122	Ideology and Constitution of Pakistan	2(2-0)	Nil
10.	1	URCG-5123	Applications of Information and Communication Technologies (ICT)	3(2-1)	Nil
11.	4	URCG-5124	Entrepreneurship	2(2-0)	Nil
12.	4	URCG-5125	Civics and Community Engagement	2(2-0)	Nil
13.	1-8	URCG-5111	Translation of Holy Quran	NC	Nil
14.	2	URCG-5127	Seerat of the Holy Prophet (SAW)	1(1-0)	Nil
General Education Total Credit Hours				31	

4. Single Major Courses

Major-1	BUSB-5101	Introductory Business Economics	3(3-0)	Nil
Major-2	BUSB-5102	Financial Accounting-I	3(3-0)	Nil
Major-3	BUSB-5103	Introduction to Business	3(3-0)	Nil
Major-4	BUSB-5104	Financial Accounting-II	3(3-0)	Nil
Major-5	BUSB-5105	Business Law	3(3-0)	Nil
Major-6	BUSB-5106	Principles of Management	3(3-0)	Nil
Major-7	BUSB-5107	Principles of Marketing	3(3-0)	Nil
Major-8	BUSB-5108	Money Banking and Credit	3(3-0)	Nil

Major-9	BUSB-5109	Business Communication and Report Writing	3(3-0)	Nil
Major-10	BUSB-5110	Financial Management	3(3-0)	Nil
Major-11	BUSB-5111	Cost and Management Accounting	3(3-0)	Nil
Major-12	BUSB-5112	Business Taxation	3(3-0)	Nil
Major-13	BUSB-6101	Marketing Management	3(3-0)	Nil
Major-14	BUSB-6102	Human Resource Management	3(3-0)	Nil
Major-15	BUSB-6103	Corporate Finance	3(3-0)	Nil
Major-16	BUSB-6104	Inferential Analysis	3(3-0)	Nil
Major-17	BUSB-6105	Organizational Behavior	3(3-0)	Nil
Major-18	BUSB-6106	Managerial Economics	3(3-0)	Nil
Major-19	BUSB-6107	Introduction to Data Analytics	3(3-0)	Nil
Major-20	BUSB-6108	Operations and Supply Chain Management	3(3-0)	Nil
Major-21	BUSB-6109	Business Research Methods	3(3-0)	Nil
Major-22	BUSB-6110	Digital Marketing	3(3-0)	Nil
Major-23	BUSB-6121	Principles of Islamic Banking and Finance	3(3-0)	Nil
Major-24	BUSB-6112	Investment and Portfolio Analysis	3(3-0)	Nil
Major-25	BUSB-6113	Corporate Governance	3(3-0)	Nil
Major-26	BUSB-6114	E-commerce	3(3-0)	Nil
Major-27	BUSB-6115	Strategic Business Management	3(3-0)	Nil
Major Total Credit Hours			81	

5. Interdisciplinary/Allied courses: minimum 12 credit hours: Interdisciplinary/Allied courses will be offered after 4th semester

ID-1	PSYC-5101	Introduction to Psychology	3(3-0)	Nil
ID-2	POLS-6107	Introduction to International Relations	3(3-0)	Nil
ID-3	SOCI-6138	Logic and Critical Thinking	3(3-0)	Nil
ID-4	MCOM-5101	Introduction to Conventional and Digital Communication	3(3-0)	Nil
Interdisciplinary Credit Hours			12	

6. Field experience/internship: Minimum 03 credit hours:

Lasting 6-8 weeks and ideally scheduled during summer breaks after 4th semester (after 5th semester for Spring Admission)

Comp	BUSB5150	Internship	3(3-0)	Nil
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7. Capstone project: Minimum 03 credit hours:

This project, after the sixth semester, requires faculty supervision and evaluation following department guidelines

Comp	BUSB 6151	Capstone project	3(3-0)	Nil
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Scheme of Studies
Bachelors of Business Administration (BBA)

Semester – I

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-1	URCG-5118	Functional English	3(3-0)	Nil
GE-2	URCG-5105 URCG-5126	Islamic Studies OR Religious Education/Ethics	2(2-0)	Nil
GE-3	URCG-5123	Application of Information & Communication Technologies (ICT)	3(2-1)	Nil
Major-1	BUSB-5101	Introductory Business Economics	3(3-0)	Nil
Major-2	BUSB-5102	Financial Accounting-I	3(3-0)	Nil
Major-3	BUSB-5103	Introduction to Business	3(3-0)	Nil
Semester Total Credit Hours: 17				

Semester – II

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-4	URCG-5111	Translation of The Holy Quran-I*	NC	Nil
GE-5	URCG-5112	Fables, Wisdom and Epic.	2(2-0)	Nil
GE-6	URCG-5116	Science of Society-I	2(2-0)	Nil
GE-7	URCG-5120	Exploring Quantitative Skills	3(3-0)	Nil
GE-8	URCG-5127	Seerat of the Holy Prophet (SAW)	1(1-0)	Nil
Major-4	BUSB-5104	Financial Accounting-II	3(3-0)	Nil
Major-5	BUSB-5105	Business Law	3(3-0)	Nil
Major-6	BUSB-5106	Principles of Management	3(3-0)	Nil
Semester Total Credit Hours: 17				

Semester – III

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-9	URCG-5119	Expository Writing	3(3-0)	Nil
GE-10	URCG-5121	Tools for Quantitative Reasoning	3(3-0)	Nil
GE-11	URCG-5122	Ideology and Constitution of Pakistan	2(2-0)	Nil
Major-7	BUSB-5107	Principles of Marketing	3(3-0)	Nil
Major-8	BUSB-5108	Money Banking and Credit	3(3-0)	Nil
Major-9	BUSB-5109	Business Communication and Report Writing	3(3-0)	Nil
Semester Total Credit Hours: 17				

Semester – IV

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-4	URCG-5111	Translation of The Holy Quran-II*	NC	Nil
GE-12	URCG-5114	Basic Science	3(3-0)	Nil
GE-13	URCG-5124	Entrepreneurship	2(2-0)	Nil
GE-14	URCG-5125	Civics and Community Engagement	2(2-0)	Nil
Major-10	BUSB-5110	Financial Management	3(3-0)	Nil
Major-11	BUSB-5111	Cost and Management Accounting	3(3-0)	Nil
Major-12	BUSB-5112	Business Taxation	3(3-0)	Nil

Semester Total Credit Hours: 16*Summer after 4th Semester (For student admitted in Fall/For Spring admissions the internship would be after 5th semester)*

	BUSB-5150	Internship	3(3-0)	Nil
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Semester – V

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
ID-1	PSYC-5101	Introduction to Psychology	3(3-0)	Nil
ID-2	POLS-6107	Introduction to International Relations	3(3-0)	Nil
Major-13	BUSB-6101	Marketing Management	3(3-0)	Nil
Major-14	BUSB-6102	Human Resource Management	3(3-0)	Nil
Major-15	BUSB-6103	Corporate Finance	3(3-0)	Nil

Semester Total Credit Hours: 15**Semester – VI**

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-4	URCG-5111	Translation of The Holy Quran-III*	NC	Nil
ID-3	SOCI-6138	Logic and Critical Thinking	3(3-0)	Nil
ID-4	MCOM-5101	Introduction to Conventional and Digital Communication	3(3-0)	Nil
Major-16	BUSB-6104	Inferential Analysis	3(3-0)	Nil
Major-17	BUSB-6105	Organizational Behavior	3(3-0)	Nil
Major-18	BUSB-6106	Managerial Economics	3(3-0)	Nil

Semester Total Credit Hours: 15**Semester – VII**

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
Major-19	BUSB-6107	Introduction to Data Analytics	3(3-0)	Nil
Major-20	BUSB-6108	Operations and Supply Chain Management	3(3-0)	Nil
Major-21	BUSB-6109	Business Research Methods	3(3-0)	Nil
Major-22	BUSB-6110	Digital Marketing	3(3-0)	Nil
Comp	BUSB-6151	Capstone Project	3(3-0)	Nil

Semester Total Credit Hours: 15**Semester – VIII**

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-4	URCG-5111	Translation of The Holy Quran-IV*	NC	Nil
Major-23	BUSB-6121	Principles of Islamic Banking and Finance	3(3-0)	Nil
Major-24	BUSB-6112	Investment and Portfolio Analysis	3(3-0)	Nil
Major-25	BUSB-6113	Corporate Governance	3(3-0)	Nil
Major-26	BUSB-6114	E-commerce	3(3-0)	Nil
Major-27	BUSB-6115	Strategic Business Management	3(3-0)	Nil

Semester Total Credit Hours: 15**Degree Program Total Credit Hours: 130**

* Translation of the Holy Quran I, II, III, IV are compulsory only for Muslim students

Assistant Registrar
 [Signature]
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The course aim sat providing an understanding of a writer's goal of writing (i.e. clear, organized and effective content and to use that understanding and awareness for academic reading and writing. The objectives of the course are to make the students acquire and master grammatical academic writing skills. The course would enable the students to develop argumentative writing techniques. The students would be able to logically add specific details on the topic such as facts, examples and statistical or numerical values. The course will also provide insight to convey the knowledge and ideas in an objective and persuasive manner. Furthermore, the course will also enhance the students' understanding of ethical considerations in writing academic assignments and topics including citation, plagiarism, formatting and referencing the sources as well as the technical aspects involved in referencing.

Contents

1. Developing Analytical Skills
2. Transitional devices (word, phrase and expressions)
3. Development of ideas in writing
4. Reading Comprehension
5. Precis Writing
6. Developing argument
7. Sentence structure: Accuracy, variation, appropriateness, and conciseness
8. Appropriate use of active and passive voice
9. Organization and Structure of a Paragraph
10. Organization and structure of Essay
11. Types of Essays

Recommended Texts

1. Bailey, S. (2011). *Academic writing: A hand book for international students* (3rded.). New York: Routledge.
2. Eastwood, J. (2011). *A Basic English grammar*. Oxford: Oxford University Press.
3. Swales, J. M., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rded.). Ann Arbor: The University of Michigan Press.
4. Swan, M. (2018). *Practical English usage* (8thed.). Oxford: Oxford University Press.

Suggested Readings

1. Biber, D., Johansson, S., Leech, G., Conrad, S., Finegan, E., & Quirk, R. (1999). *Longman grammar of spoken and written English*. Harlow Essex: MIT Press.
2. Cresswell, G. (2004). *Writing for academic success*. London: SAGE.
3. Johnson-Sheehan, R. (2019). *Writing to day*. Don Mills: Pearson.
4. Silvia, P. J. (2019). *How to write a lot: A practical guide to productive academic writing*. Washington: American Psychological Association.
5. Thomson, A. J., & Martinet, A. V. (1986). *A Practical English Grammar*. Oxford: Oxford University Press

Introductory/compulsory foundation course:

Islamic Studies engages in the study of Islam as a textual tradition inscribed in the fundamental sources of Islam; Qur'an and Hadith, history and particular cultural contexts. The area seeks to provide an introduction to and a specialization in Islam through a large variety of expressions (literary, poetic, social, and political) and through a variety of methods (literary criticism, hermeneutics, history, sociology, and anthropology). It offers opportunities to get fully introductory foundational bases of Islam in fields that include Qur'anic studies, Hadith and Seerah of Prophet Muhammad (PBUH), Islamic philosophy, and Islamic law, culture and theology through the textual study of Qur'an and Sunnah.

- To make students understand the relevance and pragmatic significance of Islam in their lives.
- To make learners comprehend the true spirit of Islam with reference to modern world.
- To generate a sense of Islamic principles as a code of living that guarantee the effective solutions to the current challenges of being.
- To provide Basic information about Islamic Studies
- To enhance understanding of the students regarding Islamic Civilization
- To improve Students skill to perform prayers and other worships
- To enhance the skill of the students for understanding of issues related to faith and religious life.

Contents

Introduction to Qur'anic Studies

- 1) Basic Concepts of Qur'an
- 2) History of Quran
- 3) Uloom-ul-Quran

مطالعہ قرآن (تعارف قرآن ، منتخب آیات کا ترجمہ و تفسیر: سورۃ البقرہ آیات 5-1، 482-482؛ سورۃ الحجرات آیات 18-1؛ سورۃ الفرقان آیات 26-77؛ سورۃ المؤمنون آیات 11-1؛ سورۃ الحزاب آیات 2، 41-66، 24-52، 55؛ سورۃ النعام آیات 156-151؛ سورۃ الصف آیات 1-12؛ الحشر آیات 18-44؛ آل عمران آیات 154-154؛ النحل آیات 12-14؛ لقمن آیت 44، حم السجده آیت 56

Introduction to Sunnah

- 1) Introduction of Hadith
- 2) Legal Status of Hadith
- 3) History of the compilation of Hadith
- 4) Kinds of Hadith

حدیث کا تعارف، حدیث کی دینی حیثیت، حفاظت و تدوین حدیث، حدیث کی اقسام متن، حدیث: [درج ذیل موضوعات پر احادیث کا مطالعہ 1۔ اعمال کا اجر نیت پر منحصر ہے۔ 4۔ بہترین انسان قرآن کا طالب علم اور اس کا معلم ہے۔ 6۔ کتاب و سنت گمراہی سے بچنے کا ذریعہ ہیں۔ 2۔ ارکان اسلام 5۔ اسلام، ایمان، احسان اور قیامت کی نشانیاں، 2۔ بچوں کی نماز کی تلقین 7۔ دین کا گہرا فہم ہلا کی خاص عنایت ہے 8۔ حصول علم، تالوت قرآن اور عمل کی اہمیت و فضیلت، 5۔ روز محشر کا محاسبہ، 14۔ حقوق ہلا کے ساتھ ساتھ حقوق العباد کا لحاظ رکھنا بھی الزم ہے 11۔ حسن خلق کی عظمت اور فحش و بد گوئی کی مذمت 14۔ دنیا و آخرت کی بہانگی کی ضامن چار چیزیں، 16۔ بالک کر دینے والی سات چیزیں 12۔، بے عمل مبلغ کا عبرت ناک انجام 15۔ ہر شخص نگران ہے اور (ہر شخص مسئول 1

- 1) Sirah of the Prophet
- 2) Importance of the Study of Sirah
- 3) Character building method of the Prophet

(سیرت النبوی صلی اللہ علیہ وسلم) مطالعہ سیرت کی ضرورت و اہمیت، تعمیر، سیرت و شخصیت کا نبوی منہاج اور عملی نمونے، اقامت دین کا نبوی طریق کار، اقامت دین بعد خالفت راشدہ، میثاق مدینہ، خطبہ حجۃ الوداع، اخالقی تعلیمات، تشکیل اجتماعیت اور اسوہ حسنہ، قرآن مجید میں سیرت سرور عالم کا بیان، غزوات نبوی صلی اللہ علیہ وسلم کے مقاصد و حکمتیں

Islamic Culture & Civilization

- 1) Basic Concepts of Islamic Culture & Civilization
- 2) Historical Development of Islamic Culture & Civilization
- 3) Characteristics of Islamic Culture & Civilization
- 4) Islamic Culture & Civilization and Contemporary Issues .2

اسلامی تہذیب و تمدن (اسلامی تہذیب کا مفہوم، اسلامی کے عوامل و عناصر، اسلامی تہذیب کی خصوصیات، اسلامی تہذیب، علمی، معاشرتی اور سماجی اثرات، تہذیبوں کے تصادم کے نظریے کا تنقیدی جائزہ، تہذیبی تصادم کے اثرات و نتائج، طبعی، حیاتیاتی اور معاشرتی علوم میں مسلمانوں کا کردار، نامور مسلمان سائنسدان

Pre-Requisite: Nil

Recommended Books

- 1) Hameed ullah Muhammad, —Emergence of Islaml , IRI, Islamabad
- 2) Hameed ullah Muhammad, —Muslim Conduct of State
- 3) Hameed ullah Muhammad, _Introduction to Islam
- 4) Ahmad Hasan, —Principles of Islamic Jurisprudencel Islamic Research, Institute, International Islamic University, Islamabad (1993)
- 5) Dr. Muhammad Zia-ul-Haq, —Introduction to Al Sharia Al Islamial Allama Iqbal Open University, Islamabad (2001)
- 6) Dr. Muhammad ShahbazManj, Teleeemat-e- Islam UQCG-5126 ETHICS

URCG-5123 Applications of Information and Communication Technologies (ICT)3(2-1)

The course introduces students to information and communication technologies and their application in the workplace. Objectives include basic understanding of computer software, hardware, and associated technologies. How computers can be used in the workplace, how communications systems can help boost productivity, and how the Internet technologies can influence the workplace. Students will get basic understanding of computer software, hardware, and associated technologies. They will also learn how computers are used in the workplace, how communications systems can help to boost productivity, and how the Internet technologies can influence the workplace.

Contents

1. Introduction, Overview of Information Technology.
2. Hardware: Computer Systems & Components, Storage Devices.
3. Software: Operating Systems, Programming and Application Software.
4. Databases and Information Systems Networks.
5. File Processing Versus Database Management Systems.
6. Data Communication and Networks.
7. Physical Transmission Media & Wireless Transmission Media.
8. Applications of smart phone and usage.
9. The Internet, Browsers and Search Engines.
10. Websites and their types.
11. Email Collaborative Computing and Social Networking.
12. E-Commerce.
13. IT Security and other issues.
14. Cyber Laws and Ethics of using Social media.
15. Use of Microsoft Office tools (Word, Power Point, Excel) or other similar tools depending on the operating system.
16. Other IT tools/software specific to field of study of the students if any.

Recommended Texts

- 1) Discovering Computers 2022: Digital Technology, Data and Devices by Misty E. Vermaat, SusanL. sebok; 17th edition.

Suggested Readings

- 1) Computing Essentials 2021 by Timothy J. O'Leary and Linda I. O'Leary, McGraw Hill Higher Education; 26th edition.
- 2) Computers: Understanding Technology by Fuller, Floyd; Larson, Brian: edition 2018



UNIVERSITY OF SARGODHA
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No.	Information on Course																																																						
1.	Course Name: Introductory Business Economics																																																						
2.	Course Code: BUSB-5101																																																						
3.	Name(s) of Academic Staff: Dr. Ahmad Saeed																																																						
4.	This is an important course for the students of BBA.																																																						
5.	Semester Offered: 1 st																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): None																																																						
8.	<p>Course Learning Outcomes:</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understand the basic concepts of microeconomics and macroeconomic theory. 2. apply the microeconomic and macroeconomics theory in different economic decision making situations to solve economic problem. 3. evaluate the economics system and perform economic activities and do economic analysis. 																																																						
3.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Practical Skills • Entrepreneurial Skills <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial Skills, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	✓										CLO2		✓									CLO3									✓	
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CLO2		✓																																																					
CLO3									✓																																														
4.	Teaching-learning and assessment strategy:																																																						

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	Teaching-Learning Strategy: Interactive lectures and problem solving practical sessions Technology Integration: Online resources and Financial Ad-On of MS Excel Guest Speakers and Industry Exposure Assessment Strategy: Continuous Assessment via quizzes, short assignments, and class participation, case studies, project work, midterm and final term examinations.						
5.	Synopsis: Business economics examines how economic decisions are made by households and firms, and how they interact to determine the quantities and prices of goods and the allocation of resources under different market structures. It also studies the equilibrium in presence of externalities/public goods and information asymmetry. The course covers basic concepts of public finance, monetary and fiscal policy and the role of government in allocating resources. Course includes the macroeconomic concepts of national income, Inflation and unemployment.						
6.	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
7.	Content outline of the course / module and the SLT per topic						
Topic		Learning Outcomes					
Weeks/Course Content Outline and Subtopics		CL O*	Learning and Teaching Activities** Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	Introduction: Nature, Scope and Importance of Economics; Micro and Macroeconomics; Positive and Normative economics; Ten Principles of Business Economics; Circular flow of goods and Services	1	3				3
2	Consumption: Cardinal Approach: Utility and its various aspects, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility; Ordinal Approach: Marginal rate of Substitution, Law of Diminishing Marginal Rate of Substitution, Indifference Curve Concept and Properties, Budget Line, Consumer Equilibrium, Comparative static Analysis, Consumer Surplus.	2	3				3
3	Demand, Supply and Market Equilibrium: Basic Concept of Demand, Law of Demand; Changes in Demand; Concept and types of Elasticity of Demand; Measurement of Elasticity of Demand; Basic Concept of supply; Law of	2	3				3

	Supply; Changes in Supply; Concept Elasticity of Supply and Price Elasticity of Supply, Degrees of Elasticity of Demand and Supply; Market Equilibrium;					
4	Production: Basic Concepts of Production, Production Function, Factors of production, Law of Variable Proportions, Laws of Return to Scale, Economies of Scale and Diseconomies of Scale; Factor of production pricing theories, Firm Equilibrium	1	6			6
5	Cost and Revenue Theory: Basic Concepts of Revenue and Costs; Revenues Curves: Perfect Competition, Monopoly, Imperfect Competition; Cost Curves: Short Run, Long Run; Firm Equilibrium.	1	3			3
6	Market Structures: Concept and types of market structures, Characteristics of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Duopoly. Firm equilibrium in short and long run in all type of market structures.	3	3			3
7	Factors of Production Pricing Theories: Marginal Productivity theory; Modern Theory of Factor Pricing; Ricardian and Modern Theory of Rent, Keynes Theory of Interest: Demand for Money/Liquidity Preference Theory, Supply of Money, Determination Interest rate; Marginal Productivity Theory of Wages, Modern Theory of Wages; Theories of Profit: Risk Bearing Theory of Profit, Uncertainty theory of profit, Marginal Productivity theory of profit, Innovation theory of Profit; Dynamic Theory of Profit;	1	6			6
8	National Income: Various Concepts of National Income: GDP, GNP, NNP, NI, PI, DPI; Measurement of National Income; Economic Growth and Development	3	6			6
9	Public Finance: Introduction to Public Finance, Concepts of Taxes, Cannons of Taxation, Kind of Taxation; Zakat: Definition, Assessment, Beneficiaries, Economic and Social Importance, Difference between Zakat and Tax	3	6			6
10	Inflation and Employment: Concept and types of Inflation, Price Index; Concept and types of Unemployment; Inflation and Unemployment relationship.	3	3			3
11	Mathematical Economics: <i>Basic Concepts:</i> Variables, Constants, Parameters, Functions, Slopes, Derivatives, Elasticity, Optimization; <i>Rules of Differentiation; Application of Derivatives in Economics and Business:</i> Elasticity and Derivatives; Cost Functions and Derivatives, Revenue Functions and derivatives; Optimization and Derivatives; Profit Maximization and Government Intervention; <i>Determination market equilibrium quantity and price using Demand function and Supply function</i>	3	6			6
Sub Total			48			48

Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)
1	Individual Class Presentations/Projects* Assignment/Case study	20
2	Mid Term Exam	30
3	Final Term Exam	50
Total		100
Credit Hours		3
<p>References:</p> <p>Core Texts:</p> <ol style="list-style-type: none"> 1. Mankiw, N. G., Taylor, M. P., Ashwin, A., & Platt, S. J. (2016). <i>Business economics</i>. Hampshire: Cengage Learning. 2. Mankiw, N. G. (1998). <i>Principles of microeconomics</i> (Vol. 1). Elsevier 3. Gondal, S., <i>Economics</i>, (Latest Edition) 4. Rizavi, S.S., <i>Introduction to Economics</i>, Mobin Mahmud & Co. (Latest Edition) 5. Nasir, S. <i>Micro & Quantitative Economics</i>, (latest edition) 		



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No.	Information on Course																																																						
1.	Course Name: Financial Accounting - I																																																						
2.	Course Code: BUSB-5102																																																						
3.	Name(s) of Academic Staff: Shahid Mehmood																																																						
4.	This is an import course for the students of BBA.																																																						
5.	Semester Offered: 1 st																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): None																																																						
8.	<p>Course Learning Outcomes:</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. introduce the students with the basic accounting terminology, systems and Principles. 2. understand Accounting Cycle of Services and trading type of organizations. 3. work as an accountant in Service or trading type of organization. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Numerical Skill • Ethical and Professional Skill <table border="1" data-bbox="288 1272 1326 1532"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>√</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>√</td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial Skills, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	CLO1	√										CLO2						√					CLO3										√
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CLO3										√																																													
10.	<p>Teaching-learning and assessment strategy:</p> <p>Teaching-Learning Strategy: Interactive lectures and problem solving practical sessions</p> <p>Technology Integration: Online resources and Financial Ad-On of MS Excel</p>																																																						

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	<p>Guest Speakers and Industry Exposure</p> <p>Assessment Strategy: Continuous Assessment via quizzes, short assignments, and class participation, case studies, project work, midterm and final term examinations.</p>						
11.	<p>Synopsis: It is very important to understand the language of the business. A business graduate must understand the language of the business i.e. accounting. Accounting is the system of recording financial transactions with both numbers and text in the form of financial statements. It provides an essential tool for billing customers, keeping track of assets and liabilities (debts), determining profitability, and tracking the flow of cash. The system is largely self-regulated and designed for the users of financial information, who are referred to as stakeholders: business owners, lenders, employees, managers, customers, and others. Stakeholders utilize financial statements to help make business, lending, and investment decisions. The objective is to give student a clear understanding of accounting cycle, nature of assets, liabilities, equities, incomes and expenditure. This will help students in understanding the nature of transactions and their recording cycle for any particular business. The course will serve as a foundation of building advance level understanding at the latter point of study.</p>						
12.	<p>Assessment Methods and Types: Coursework</p> <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50 % 						
13.	Content outline of the course/module and the SLT per topic						
Topic					Learning Outcomes		
Weeks/Course Content Outline and Subtopics		CLO *	Learning and Teaching Activities**				
			Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	<p>Accounting: Information for Decision Making: Accounting Information: A Means to an End: Accounting and types of Information from a User's Perspective Accounting Systems: Need, Cost, Functions and Designing of Accounting Information System, Components of Internal Control Financial & Management Accounting Information: External Users, Objective & Characteristics of External & Internal Financial Reporting, and Difference in Accounting & Book Keeping. Careers in Accounting: Financial, Management, Tax and Governmental Accounting, , Accounting for Major and Non Major in Accounting.</p>	1	6				

2	<p>Basic Financial Statements: Forms of Business Organization: Sole Proprietorships, Partnerships, Corporations, Reporting Ownership Equity in the Statement of Financial Position</p> <p>Introduction to Financial Statements Accounts: Assets, Liabilities, Owners' Equity, the Accounting Equation, The Effects of Business Transactions, Effects of Business Transactions on the Accounting Equation</p> <p>Main Financial Statements: Income Statement, Balance Sheet, Statement of Cash Flows, Relationships among Financial Statements.</p> <p>The Use of Financial Statements by Internal & External Parties: The Need for Adequate Disclosure, Management's Interest in Financial Statements, Key financial Ratios for basic analysis.</p>	2	6				
3	<p>The Accounting Cycle: The Use & Types of Accounting Systems: The Role of Accounting Records, Debit and Credit Entries, Single & Double-Entry Accounting—the Equality of Debits and Credits</p> <p>The Journal Types of journals, Posting Journal Entries to the Ledger Accounts, and How to “Read” a Journal Entry.</p> <p>The Ledger: Ledger Accounts after Posting, What Is Net Income? Retained Earnings, The Income Statement: Revenue & Expenses, The Accrual & Cash Basis of Accounting, Debit and Credit Rules for Revenue, and Expenses, Dividends, Recording Income Statement Transactions, Uses and Limitations of the Trial Balance.</p>	2	6				
4	<p>Accruals and Deferrals Adjustments: The Need for Adjusting Entries, Types of Adjusting Entries, Adjusting Entries and Timing Differences, Characteristics of Adjusting Entries, Converting Assets to Expenses, The Concept of Depreciation, Converting Liabilities to Revenue, Accruing Unpaid Expenses, Accruing Uncollected Revenue, Accruing Income Taxes Expense, The Concept of Materiality, Effects of the Adjusting Entries</p>	2	6				

5	<p>Reporting Financial Results Preparing Financial Statements: The Income Statement, the Statement of Retained Earnings, the Balance Sheet, Drafting the Notes That Accompany Financial Statements, What Types of Information Must Be Disclosed?</p>	2	6				
6	<p>Closing the Temporary Accounts Closing Entries: for Revenue Accounts, Closing Entries for Expense Accounts, Closing the Income Summary Account, Closing the Dividends Account, Summary of the Closing Process, After-Closing Trial Balance Financial Analysis and Decision Making: Preparing Financial Statements Covering Different Periods of Time The Worksheet: Isn't This Really a Spreadsheet? How Is a Worksheet Used? The Mechanics: How It's Done, What If: A Special Application of Worksheet Software, Key Accounting Ratio of Accounting cycle COMPREHENSIVE PROBLEM/Case Study: Susquehanna Equipment Rentals</p>	2	6				
7	<p>Merchandising Activities Merchandising Companies: The Operating Cycle of a Merchandising Company Income Statement of a Merchandising Company, Accounting System Requirements for Merchandising Companies, Two Approaches Used in Accounting for Merchandise Inventories Perpetual Inventory Systems: Taking a Physical Inventory, Closing Entries in a Perpetual Inventory System Periodic Inventory Systems: Operation of a Periodic Inventory System, Closing Process in a Periodic Inventory System, Comparison of Perpetual and Periodic Inventory Systems, Selecting an Inventory System Transactions Relating to Purchases: Credit Terms and Cash Discounts, Returns of Unsatisfactory Merchandise, Transportation Costs on Purchases Transactions Relating to Sales: Sales Returns and Allowances, Sales Discounts, Delivery Expenses, Accounting for Sales Taxes Modifying an Accounting System: Special Journals Provide Speed and Efficiency</p>	2	6				

	Key Accounting ratios for merchandising activities						
8	Accounting Case Study: Another Liquidity Crunch for Tesla: Reference: https://mitsloan.mit.edu/sites/default/files/2024-05/Another%20Liquidity%20Crunch%20at%20Telsa%3F.pdf	3	6		3		3
Sub Total			48				
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Sessional Marks: Individual Class Presentations/Projects/Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References							
Core Texts:							
1. Meigs, R. F., Williams, J. R., Haka, S. F., & Bettner, M. S. (2020). <i>Accounting: the basis for business decisions</i> . (17 th ed). New York: Mcgraw-Hill College.							
2. Larson, K. D., Wild, J. J., & Chiappetta, B. (2005). <i>Financial Accounting</i> . (18 th ed.). Irwin: McGraw. Hill.							
3. Hall, A. James., (2009). <i>Accounting Information System</i> . (6 th ed). Thomson: South-Western							



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No.	Information on Course																																																						
1.	Course Name: Introduction to Business																																																						
2.	Course Code: BUSB-5103																																																						
3.	Name(s) of Academic Staff: Dr. Ahmad Saeed																																																						
4.	This is an important fundamental course for the students of BBA.																																																						
5.	Semester Offered: 1 st																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): None																																																						
8.	<p>Course Learning Outcomes:</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understand the Business, Business Organization: concepts, types, Structures, and issues. 2. know the working of Business organizations. 3. evaluate the different forms of business organizations. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Practical Skills • Entrepreneurial Skill <table border="1" data-bbox="296 1323 1337 1608"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial Skills, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	✓										CLO2		✓									CLO3									✓	
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10.	Teaching-learning and assessment strategy:																																																						

	<p>Teaching-Learning Strategy: Interactive lectures and problem solving practical sessions</p> <p>Technology Integration: Online resources and Financial Ad-On of MS Excel</p> <p>Guest Speakers and Industry Exposure</p> <p>Assessment Strategy: Continuous Assessment via quizzes, short assignments, and class participation, case studies, project work, midterm and final term examinations.</p>						
11.	<p>Synopsis: This course will provide preliminary knowledge of business to help the student in becoming business intellectual and entrepreneur. The objective of this course is to give students a basic know how about the businesses and their structures. This course will help students in getting knowledge of fundamentals and new developments of business organizations and management. This course also serves as foundation for advance level courses offered in the program.</p>						
12.	<p>Assessment Methods and Types: Coursework</p> <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics			CLO*		Learning and Teaching Activities** Total Time		
					Face-to-Face (F2F) Physical Online/Technology- Mediated (Synchronous)		
					L	T	P
1	Nature and Scope of Business: Concept, Importance, Objectives, Divisions, Role and Functions, Qualities of Businessman, Business vs Profession		1	3			3
2	Sole Proprietorship: Characteristics, Advantages and Disadvantages, Sole proprietorship vs other forms of business		1	3			3
3	Partnership form of Business: Characteristics, Advantages and Disadvantages, Deed and agreement, Kinds of partners, Right duties and obligations. Reconstitutions of partnership, admission with drawl of partner, minor partner, Registration of business, Dissolution of Partnership Business. Sole proprietorship vs partnership.		1	6			6
4	Company Form of Organization: Features, classification, advantages and disadvantages, company vs partnership, private vs public limited company. Partnership vs private limited company and public limited company.		1	3			3

5	Promotion and Formation of Joint Stock Company: Promoters and their functions, formation of company, legal documents, statement in lieu of prospectus, differentiations.	2	3				3
6	Capital of Company: Classes of capital, shares, transfer and transmission of shares, Debentures, Underwriting, agents, ploughing back of profits, dividend.	2	3				3
7	Management and Direction of a Company: Management, Shareholders, rights, directors, CEO, managing agents. Company Meetings: resolutions, legal conditions of various forms of business organizations.	2	3				3
8	Liquidation or Winding up of a Joint Stock Company: Modarbah and Musharkah form of business	2	3				3
9	Cooperative Societies: Characteristics, Principles, types, advantages and disadvantages, forming CS in Pakistan. Public company vs CS.	2	3				3
10	Business Combinations: Types and forms of Holding company and trust.	2	3				3
11	Marketing and Channels of Distribution	2	3				3
12	Domestic Trade and Foreign Trade: Internal trade, classification of domestic trade on the basis of scales of operations, Importance, difficulties, import documents.	3	3				3
13	Business Risk and Insurance: Principles of Insurance, Advantage of Insurance, Life Insurance: Essentials, how to get life insurance, kinds and mode of payment claims etc.	3	3				3
14	Stock Exchange: Main features, business transaction, types of speculation, cases of fluctuation, benefits, Pakistan Stock Exchange.	3	3				3
15	Business Finance: Need, Factors influencing, types, sources etc.	3	3				3
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Sessional Marks: Individual Class Presentations/ Projects/ Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					

Credit Hours	3
--------------	---

References

Core Texts:

1. Nasir, S., Introduction to Business (5th Edition). CBP Books Publishers
2. Muhammad Irshad, Introduction to Business, Naveed Publications Lahore.
3. Asakari Zaidi S A, Fundamentals of Business, Orient Publishers, Karachi.
4. Nisar-ud-Din, Business Organization, Aziz Publishers, Urdu Bazar, Lahore.
5. Theodore J Sielaff and John W Aberle, Introduction to Business, Belmont, California Wardsworth Publishing Company, Inc.
6. Ali M H, Introduction to Business.

Note: Latest Editions of the recommended books may be included

Assistant Registrar
Malik
Khan
University of Sindh
Hyderabad

Topic	Details
Semester/Level	In some discipline 1 st semester and in some discipline 2 nd Semester/ADP Program 1 st Year
Course Code	URCG-5111
Course Title	Translation of the Holy Quran–I
Credit Hours	Non-Credit
Objectives	<ul style="list-style-type: none"> To familiarize the students to keys and fundamentals of recitation of the Holy Quran. To develop the skill of the students of recitation the last revelation. Students will learn the basic Arabic grammar in practical way. To develop an eagerness among the students to explore the last divine book.
Course Contents:	<p>□ تیسواں پارہ - نماز میں پڑھنا</p> <p>□ تیسواں پارہ - نماز میں پڑھنا</p> <p>اسم اور اس کے منقولات: اسم ناعل، مفعول، مفعول، مفعول، مفعول اور</p> <p>اس کی اقسام: ماضی، مضارع، امر، نہی</p> <p>حرف اور اس کی اقسام: حروف علت، حروف جار، مشبہات</p>
Memorization:	تیسواں پارہ کی آخری بیس سوئیں (حفظ و ترجمہ)

The course will enable students to explore human experiences, cultivate an appreciation of the past, enrich their capacity to participate in the life of their times, and enable an engagement with other cultures and civilizations, both ancient and modern, but independently of any specific application, the study of these subjects teaches understanding and delight in the highest achievements of humanity. The three components of the course, including fables, wisdom literature and epic, will enable the learners to explore and understand the classic tradition in literature. Development of personal virtue, a deep Sufi ethic, and an unwavering concern for the permanent over the fleeting and the ephemeral are some of the key themes explored in the contents that will develop an intimate connection between literature and life.

Course Learning Objectives

1. Introduction to the Methodologies and Currents in Literature.
2. Discussing the nature and attributes of literature.
3. Attempting to discover the hidden meaning of theodicy
4. Equipping you with a better understanding of the dynamics of Wisdom and Literature
5. To develop an understanding and linkage with Pakistani Literature

Contents

1. Fables
 - The Fables of Bidpai
 - The Lion and the Bull
 - The Ring-dove
 - The Owls and the Crows
2. Selected poem from Bang-i-Dara
3. Gulistan-e- Sa'di
 - Ten hikāyāt from John T. Platts, *The Gulistan*
4. Epic
 - THE SHĀHNĀMA OF FIRDAUSI

Recommended Texts

1. John T. P. (1876). *The Gulistan; or, Rose Garden of Shaikh Muslihu'd- Dīn Sa'di of Shīrāz*. London: Wm. II. Allen.
2. Chishti, Y.S. (1991). *Sharah-ibāng-idarā*. Lāhaur: Maktaba-ita'mir-i-insāniyat

Suggested Readings

1. Thackston, W. (2000). *A Millennium of Classical Persian Poetry*. Maryland: Ibex Publishers.
2. Wood, R. (2013). *Kalila and Dimna: Fables of Conflict and Intrigue*. United Kingdom: Medina Publishing, Limited.

Course Description:

This course will introduce students with the subject matter of social science, its scope, nature and ways of looking at social phenomenon. It will make the participants acquaintance with the foundations of modern society, state, law, knowledge and selfhood. While retaining a focus on Pakistani state and society, students will encounter theoretical concepts and methods from numerous social science disciplines, including sociology, politics, economics anthropology and psychology and make them learn to think theoretically by drawing on examples and case studies from our own social context. Students will be introduced to the works of prominent social theorists from both western and non-western contexts. Instruction will include the use of written texts, audio-visual aids and field visits.

Learning Outcomes:

The course has following outcomes:

It will

- Introduce student with the nature of human social behavior and foundations of human group life
- Analyze the reciprocal relationship between individuals and society
- Make student aware with the nature of societies existing in modern world
- Make students familiar with the philosophy of knowledge of social sciences
- Introduce students with the works of prominent theories explain human group behavior
- Help students to understand the foundations of society including culture, socialization, politics and economy
- Introduce students with various dimensions of social inequalities with reference to gender, race, ethnicity and religion
- Make them aware about the understanding of various themes pertains to social science in local context
- Help them recognize the difference between objective identification of empirical facts, and subjective formulation of opinionated arguments

Course Outlines:**1. Introduction to Social Sciences**

- Social world, Human Social behavior, Foundations of society Evolution of Social sciences Philosophy of Science Scope and nature of social sciences Modernity and social sciences Branches of social science: Sociology, Anthropology, Political Science, Economics

Society and Community, Historical evolution of Society

- Types of Societies Foraging society, Horticultural society, Pastoralist society
- Agrarian societies, Industrial society, Post-industrial society

2. Philosophy of Knowledge in social Science and social inquiry

- Understanding social phenomenon Alternative ways of knowing Science as a source to explore social reality Objectivity, Value-Free research Positivism vs Interpretivism Qualitative vs Quantitative

3. Culture and Society

- Idea of Culture, Assumptions of Culture
- Types, Components, Civilization and culture
- Individual and culture. Cultural Ethnocentrism, Cultural Relativism
- Outlook of Pakistani culture
- Global Flows of culture, Homogeneity, Heterogeneity

4. Social Stratification and Social inequality

- Dimensions of inequality, Social class
- Gender, Race, Religion, Ethnicity, Caste
- Patterns of social stratification in Pakistan
- Class, caste system in agrarian society
- Ascription vs Achievement, Meritocracy
- Global stratification in modern world, Global patterns of inequality

5. Personality, Self and Socialization

□□ Concept of self, Personality □□ Nature vs Nurture, Biological vs Social □□ Development of Personality □□ Socialization as a process, Agents of socialization □□ Socialization and self /group identity

6. Gender and Power

□□ Understanding Gender □□ Social construction of Patriarchy □□ Feminism in Historical context, Gender Debates □□ Gender and Development □□ Gender issues in Pakistani society, Women Participation in politics, economy and education □□ Toward a gender sensitive society, Gender mainstreaming

Pakistan: State, Society, Economy and Polity □□ Colonialism, colonial legacy, National identity □□ Transformation in Pakistani society: Traditionalism vs Modernism □□ Economy, Informality of Economy, Modern economy and Pakistan □□ Political Economy, Sociology of Economy

Recommended Textbooks and Reading Materials:

1. Giddens, A. (2018). Sociology (11th ed.). UK: Polity Press.
2. Henslin, J. M. (2018). Essentials of Sociology: A Down-to-Earth Approach. (18th Edition) Pearson Publisher.
3. Macdonis, J. J. (2016). Sociology (16th ed.). New Jersey: Prentice-Hall.
4. Qadeer, M. (2006) Pakistan - Social and Cultural Transformation in a Muslim Nation.
5. Smelser, N.J. and Swedburg, R., The Handbook of Economic Sociology, Chapter 1 'Introducing Economic Sociology', Princeton University Press, Princeton.
6. Systems of Stratification | Boundless Sociology (no date). Available at: <https://courses.lumenlearning.com/boundless-sociology/chapter/systems-of-stratification/>
7. Jalal, A. (ed.) (1995) 'The colonial legacy in India and Pakistan', in Democracy and Authoritarianism in South Asia: A Comparative and Historical Perspective. Cambridge: Cambridge University Press (Contemporary South Asia)
8. Zaidi, S. A. (2015) Issues in Pakistan's Economy: A Political Economy Perspective. Oxford University Press. Chapter 26
9. Akhtar, A. S. (2017) The Politics of Common Sense: State, Society and Culture in Pakistan. Cambridge: Cambridge University Press.
10. Smelser, N.J. and Swedburg, R., The Handbook of Economic Sociology, Chapter 1 'Introducing Economic Sociology', Princeton University Press, Princeton.

Since ancient times, numbers, quantification, statistics and mathematics has played a central role in scientific and technological development. In the 21st century, Quantitative Reasoning (QR) skills are essential for life as they help to better understand socio-economic, political, health, education, and many other issues, an individual now faces in daily life. The skills acquired by taking this course will help the students to apply QR methods in their daily life and professional activities. This course will also change student's attitude about statistics and mathematics. It will not only polish their QR skills, but also enhance their abilities to apply these skills.

Contents

1. Introduction to quantitative reasoning
2. Overview of contributions of Mathematicians and Statisticians especially; Muslim scholars.
3. Types of standard numbers
4. Proportions, rates, ratio and percentages
5. Odds and odds ratio
6. Scale of measurements
7. Number sequence and series
8. Unit analysis as a problem-solving tool
9. Data handling (small and large)
10. Data errors, absolute and relative and their applications
11. Descriptive statistics
12. Rules of counting: multiplication rule, factorial, permutation and combination
13. Probability and its application in real life
14. A graphical perspective through Venn Diagram
15. Financial indicator analysis, and money management (profit, loss, simple and compound interest)
16. Practical scenarios involving algebraic expressions: linear and quadratic

Recommended Texts

1. Akar, G. K., Zembat, İ. Ö., Arslan, S., & Thompson, P. W. (2023). *Quantitative Reasoning in Mathematics and Science Education*. 1st Ed., Springer, USA.
2. Peck, R., Olsen, C., & Devore, J. L. (2015). *Introduction to statistics and data analysis*. 5th Ed., Brooks Cole, USA.
3. Devlin, K. J. (2012). *Introduction to mathematical thinking*. Palo Alto, CA: Keith Devlin.

Suggested Readings

1. Triola, M. F., Goodman, W. M., Law, R., & Labute, G. (2006). *Elementary statistics*. Reading, MA: Pearson/Addison-Wesley.
2. Blitzer, R., & White, J. (2005). *Thinking mathematically*. Pearson Prentice Hall.



UNIVERSITY OF SARGODHA
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No.	Information on Course																																																						
1.	Course Name: Financial Accounting-II																																																						
2.	Course Code: BUSB-5104																																																						
3.	Name(s) of Academic Staff: Shahid Mehmood																																																						
4.	This is an import course for the students of BBA.																																																						
5.	Semester Offered: 2 nd																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): None																																																						
8.	<p>Course Learning Outcomes:</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understand the Accounting of Financial Assets, Inventories, Plant and Intangible assets, Liabilities and Owner Equity: Sole Proprietorship, Partnership, Company. 2. prepare and analyze the financial statements of organizations. 3. work as an accountant in Service, trading and manufacturing type of organization. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Numerical Skills • Ethics & Professional Skill <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	CLO1	✓										CLO2						✓					CLO3										✓
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																						
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CLO1	✓																																																						
CLO2						✓																																																	
CLO3										✓																																													
10.	<p>Teaching-learning and assessment strategy:</p> <p>Teaching-Learning Strategy: Interactive lectures and problem solving practical sessions</p>																																																						

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Noon Business School
University of Sargodha

	Technology Integration: Online resources and Financial Ad-On of MS Excel						
	Guest Speakers and Industry Exposure						
	Assessment Strategy: Continuous Assessment via quizzes, short assignments, and class participation, case studies, project work, midterm and final term examinations.						
11.	<p>Synopsis:</p> <p>It is very important to understand the language of the business. A business graduate must understand the language of the business i.e. accounting. Accounting is the system of recording financial transactions with both numbers and text in the form of financial statements. It provides an essential tool for billing customers, keeping track of assets and liabilities (debts), determining profitability, and tracking the flow of cash. The system is largely self-regulated and designed for the users of financial information, who are referred to as stakeholders: business owners, lenders, employees, managers, customers, and others. Stakeholders utilize financial statements to help make business, lending, and investment decisions. The objective is to give student a clear understanding of accounting cycle, nature of assets, liabilities, equities, incomes and expenditure. This will help students in understanding the nature of transactions and their recording cycle for any particular business. The course will serve as a foundation of building advance level understanding at the latter point of study.</p>						
12.	<p>Assessment Methods and Types: Coursework</p> <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic				Learning Outcomes			
Weeks/Course Content Outline and Subtopics		C L O*	Learning and Teaching Activities**				
			Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	<p>Financial Assets: How Much Cash Should a Business Have? The Valuation of Financial Assets.</p> <p>Cash: Reporting Cash in the Balance Sheet, Cash Management, Internal Control over Cash, Cash book, Bank Statements, Reconciling the Bank Statement.</p> <p>Accounting for Marketable Securities: Purchase of Marketable Securities, Recognition of Investment Revenue, Sale of Investments, Adjusting Marketable Securities to Market Value.</p> <p>Accounts Receivable: Uncollectible Accounts, The Allowance for Doubtful Accounts, Writing Off an Uncollectible Account Receivable, Monthly Estimates of Credit Losses, Recovery of an Account Receivable, Previously Written Off, Direct Write-Off Method, Factoring Accounts Receivable, Credit Card Sales</p>	1	6				6

	<p>Notes Receivable and Interest Revenue: Nature of Interest, Accounting for Notes Receivable. Key financial ratios for Financial Assets</p>					
2	<p>Inventories and the Cost of Goods Sold: Inventory Defined; The Flow of Inventory Costs: Which Unit Did We Sell? Specific Identification, Cost Flow Assumptions, Average-Cost Method, First-In, First-Out Method, Last-In, First-Out Method, Evaluation of the Methods, Do Inventory Methods Really Affect Performance? The Principle of Consistency, Just-in-Time (JIT) Inventory Systems; Taking a Physical Inventory: Recording Shrinkage Losses, LCM and Other Write-Downs of Inventory. The Year-End Cut off of Transactions, Periodic Inventory Systems, International Financial Reporting Standards, Importance of an Accurate Valuation of Inventory, Techniques for Estimating the Cost of Goods Sold and the Ending Inventory, The Gross Profit Method, The Retail Method. Key financial ratios for Inventories.</p>	2	6			6
3	<p>Plant and Intangible Assets: Plant Assets as a "Stream of Future Services", Major Categories of Plant Assets, Accountable Events in the Lives of Plant Assets, Concept of Capitalization, Acquisitions of Plant Assets: Determining Cost, Some Special Considerations, Capital Expenditures and Revenue Expenditures. Depreciation: Allocating the Cost of Plant and Equipment over the Years of Use, Causes of Depreciation, Methods of Computing Depreciation: The Straight-Line Method, The Declining-Balance Method, Which Depreciation Methods Do Most Businesses Use? Financial Statement Disclosures, The Impairment of Plant Assets; Other Depreciation Methods: The Units-of-Output Method, MACRS, Sum-of-the-Years' Digits, Decelerated Depreciation Methods, Disposal of Plant and Equipment: Gains and Losses on the Disposal, of Plant and Equipment, Trading in Used Assets for New Ones. International Financial Reporting Standards. Intangible Assets: Characteristics, Operating Expenses versus Intangible Assets, Amortization, Goodwill, Patents, Trademarks and Trade Names, Franchises, Copyrights, Other Intangibles and Deferred Charges, Research and Development (R&D) Costs Natural Resources: Accounting for Natural Resources, Depreciation, Amortization, and Depletion— A Common Goal. Plant Transactions and the Statement of Cash Flows Key Financial ratios for Plant & Intangible Assets.</p>	2	6			6
4	<p>Liabilities: The Nature of Liabilities;</p>	2	6			6

	<p>Current Liabilities: Accounts Payable, Notes Payable, The Current Portion of Long-Term Debt, Accrued Liabilities; Payroll Liabilities, Unearned Revenue;</p> <p>Long-Term Liabilities: Maturing Obligations Intended to Be Refinanced, Instalment; Notes Payable, Bonds Payable, What Are Bonds? Tax Advantage of Bond Financing, Accounting for Bonds Payable, Bonds Issued at a Discount or a Premium, Accounting for a Bond Discount, Accounting for a Bond Premium: Bond Discount and Premium in Perspective, The Concept of Present Value, Bond Prices after Issuance, Early Retirement of Bonds Payable.</p> <p>Estimated Liabilities, Loss Contingencies, and Commitments: Estimated Liabilities, Loss Contingencies, Commitments, Evaluating the Safety of Creditors' Claims: Methods of Determining Creditworthiness, How Much Debt Should a Business Have?</p> <p>Special Types of Liabilities: Lease Payment Obligations, Operating Leases, Capital Leases, Liabilities for Pensions and Other, Postretirement Benefits, Deferred Income Taxes.</p> <p>Key Financial ratios for Liabilities.</p>					
5	<p>Stockholders' Equity: Paid-In Capital</p> <p>Corporations: Why Businesses Incorporate, Publicly Owned Corporations,</p> <p>Formation of a Corporation: Stockholder Records in a Corporation</p> <p>Paid-In Capital of a Corporation: Authorization and Issuance of Capital Stock; Common Stock and Preferred Stock, Characteristics of Preferred Stock, Book Value per Share of Common Stock;</p> <p>Market Value: Market Price of Preferred Stock, Market Price of Common Stock, Book Value and Market Price, Stock Splits</p> <p>Treasury Stock: Recording Purchases of Treasury Stock, Reissuance of Treasury Stock, Stock Buyback Programs</p> <p>Key Financial ratios for Shares.</p>	2	6			6
6	<p>Income and Changes in Retained Earnings:</p> <p>Reporting the Results of Operations: Developing Predictive Information, Reporting Irregular Items: Continuing Operations, Discontinued Operations, Extraordinary Items, Earnings per Share (EPS);</p> <p>Other Transactions Affecting Retained Earnings: Cash Dividends, Dividend Dates, Liquidating Dividends, Stock Dividends, Statement of Retained Earnings, Prior Period Adjustments, Comprehensive Income, Statement of Stockholders' Equity, Stockholders' Equity Section of the Balance Sheet</p> <p>Key financial ratios for income and retained earnings.</p>	2	6			6

7	Statement of Cash Flows: Purposes of the Statement, Example of a Statement of Cash Flows, Classification of Cash Flows. Preparing a Statement of Cash Flows: Operating Activities, Investing Activities, Financing Activities, Cash and Cash Equivalents, Cash Flows from Operating Activities, Cash Payments for Merchandise and for Expenses, Cash Flows from Investing Activities, Cash Flows from Financing Activities, Reporting Operating Cash Flows by the Indirect Method Reconciling Net Income with Net Cash Flows.	3	6			6
8	Financial Statements: Income Statement; Balance Sheet, Statement of Cash Flows, Statement of Retained Earnings; Notes to the Financial Statements. Partnerships: Characteristics and Types of Partnerships: Partnership Characteristics, Types of Partnerships Sharing Profits and Losses, and Partner Drawings: Sharing Based on a Stated Fraction, Sharing Based on Capital Balances and on Service, Partner Drawings of Cash and Other Assets. Admission of a Partner: Admission by Purchasing an Existing Partner's Interest, Admission by Investing in the Partnership Withdrawal of a Partner: Revaluation of Assets, Withdrawal at Book Value, Withdrawal at Less than Book Value, Withdrawal at More Than Book Value Liquidation of a Partnership: Sale of Assets at a Gain, Sale of Assets at a Loss; Partnership Financial Statements	3	3			3
9	Case Study in Accounting: Amazon Inc. Accounting Case. Reference: https://mitsloan.mit.edu/sites/default/files/2024-06/Amazon.com%20Inc. 1.pdf	3	3			3
Sub Total			48			48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)				
1	Final Exam Individual Class Presentations/Projects* Assignment/Case study	20				
2	Mid Exam	30				
3	Final Exam	50				
Total		100				
Credit Hours		3				
References						

Core Texts:

1. Meigs, R. F., Williams, J. R., Haka, S. F., & Bettner, M. S. (2020). *Accounting: the basis for business decisions*. (17thed). New York: McGraw-Hill College.
2. Larson, K. D., Wild, J. J., & Chiappetta, B. (2005). *Financial Accounting*. (18th ed.). Irwin: McGraw-Hill.
3. Hall, A. James., (2009). *Accounting Information System*. (6thed). Thomson: South-Western.



UNIVERSITY OF SARGODHA
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No.	Information on Course																																																						
1.	Course Name: Business Law																																																						
2.	Course Code: BUSB-5105																																																						
3.	Name(s) of Academic Staff:																																																						
4.	This is a basic course for the student of BBA.																																																						
5.	Semester Offered: 2 nd																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): None																																																						
8.	<p>Course Learning Outcomes:</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understand of important elements and aspects of business and industrial laws. 2. equip them with necessary skills and aptitude to deal successfully with the complex and challenging situations arising out of legal jargon. 3. acquaint students with legal system of Pakistan and to familiarize the students with different mercantile laws affecting business environment. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Interpersonal Skills • Leadership Skills <table border="1" data-bbox="379 1368 1362 1619"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	CLO1	✓										CLO2			✓								CLO3							✓			
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10																																													
CLO1	✓																																																						
CLO2			✓																																																				
CLO3							✓																																																
10.	Teaching-learning and assessment strategy:																																																						

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Business School
University of Sargodha

	<p>Teaching-Learning Strategy: Interactive lectures and problem solving practical sessions</p> <p>Technology Integration: Online resources and Financial Ad-On of MS Excel</p> <p>Guest Speakers and Industry Exposure</p> <p>Assessment Strategy: Continuous Assessment via quizzes, short assignments, and class participation, case studies, project work, midterm and final term examinations.</p>							
11.	<p>Synopsis:</p> <p>Business law course develops critical thinking skills and focus on teaching the substantive legal basics of law that inform every aspect and stage of industry. The subject commences with an introduction to Pakistan's law and its legal system, including: basic jurisprudential perspectives; - legal system taxonomy, including public and private law, other families of legal systems, including the international legal system and the common law/civil law divide; the historical background and the development of the Pakistan's legal system; the roles of the courts in Pakistan.</p>							
12.	<p>Assessment Methods and Types: Coursework</p> <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 							
13.	Content outline of the course/module and the SLT per topic							
Topic					Learning Outcomes			
Weeks/Course Content Outline and Subtopics		CLO*	Learning and Teaching Activities**					Total
			Total Time					
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)					
			L	T	P	O		
1	Law of contract: essentials of valid contract, performance of the contract, discharge of contract, the law of sales of goods, rights of unpaid seller against the goods, sale by auction	1	6					
2	Breach of contract	2	6					
3	Law governing partnership: types of partnership, essential elements of partnership	2	6					
4	Registration of partnership firms, partnership becoming illegal, partnership agreement	2	6					

5	Personal profit earned by partnership, Implied authority of a partnership, Dissolution of partnership, The law of negotiable instruments.	3	6				
6	Payment, discharge from liabilities dishonor of instrument, notice and protesting.	3	6				
7	Acceptance and payment for honor, Factories act, Industrial relations ordinances and payment of wages act	3	6				
Sub Total			48				
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Sessional Mark: Individual Class Presentations / Projects/ Assignment / Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References							
Core Texts:							
1. Khalid Mahmood Cheema (Revised Edition 2021) Business law. Publishers Saaed Mahmood corporation.							
2. Adams, A., Caplan, S., & Lockwood, G. (2020). <i>Law for business students</i> . London: Pearson Higher Ed.							



UNIVERSITY OF SARGODHA
 Malik Firoz Khan Noon Business School

No.	Information on Course																																																						
1.	Course Name: Principles of Management																																																						
2.	Course Code: BUSB-5106																																																						
3.	Name(s) of Academic Staff: Dr. Ahmad Saeed																																																						
4.	This is a basic course for the student of BBA.																																																						
5.	Semester Offered: 2 nd																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): None																																																						
8.	<p>Course Learning Outcomes:</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understand the basic concept, principles, functions, approaches and theories of management. 2. train the student to effectively work with and through people in an organization. 3. manage organizations and lead organization towards their goals. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Interpersonal Skills • Leadership Skills <table border="1" data-bbox="386 1355 1372 1612"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	✓										CLO2			✓								CLO3							✓			
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																						
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10																																													
CLO1	✓																																																						
CLO2			✓																																																				
CLO3							✓																																																
10.	<p>Teaching-learning and assessment strategy:</p> <p>Teaching-Learning Strategy: Interactive lectures and problem solving practical sessions</p>																																																						

Assistant Professor
 Malik Firoz Khan Noon
 Business School
 University of Sargodha

	Technology Integration: Online resources and Financial Ad-On of MS Excel							
	Guest Speakers and Industry Exposure							
	Assessment Strategy: Continuous Assessment via quizzes, short assignments, and class participation, case studies, project work, midterm and final term examinations.							
11.	Synopsis: This is an introductory course about the management of organizations. It provides instructions on principles of management that have general applicability to all types of enterprises; basic management philosophy and decision making; principles involved in planning, organizing, leading, and controlling; and recent concepts in management. This course is designed as a survey course that will expose you to business terminology, concepts, and current business issues. The intent is to develop a viable business vocabulary, foster critical and analytical thinking, and refine your business decision-making skills. These skills will be acquired by the reading materials, exercises, and research assignments in this course that simulate the workplace today.							
12.	Assessment Methods and Types: Coursework							
	<ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 							
13.	Content outline of the course/module and the SLT per topic							
Topic						Learning Outcomes		
Weeks/Course Content Outline and Subtopics		CL O*	Learning and Teaching Activities**					Total
			Total Time					
			Face-to-Face (F2F)					
			Physical Online/Technology-Mediated (Synchronous)					
			L	T	P	O		
1	Introduction to Management: Managers and Management in Today's workplace, A Brief History of Management's roots. The management Environment, Important managerial issues, Stages and contributor Gurus of Management Science	1	6					
2	Planning: Making Decisions, Quantitative Decision making tools, Planning and Goal setting, managing Change and Innovation, Managing Entrepreneurial ventures.	3	6					
3	Organizing: Organizational Structure and Design, Managing Human Resources and Diversity, Professionalism and employability, Managing work groups and work teams	2	6					

4	Leading: Understanding Individual behavior, Motivating and rewarding employees, Leadership and trust, Managing organizational and Interpersonal communication.	2	6				
5	Controlling: An Overview of Control, Control Techniques, Controlling work and organizational processes.	3	6				
6	Internal & External Business Management: Technology, The market, Competition and the External environment, Internationalization and Globalization, Stress Management, Change Management. Managing Organizational Conflict	3	6				
7	New Management Paradigms: Ethics and Social Responsibility, Entrepreneurship	3	6				
8	Case Study: Local Case study from LUMS case study portal	3	6				
Sub Total			48				
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Sessional Mark: Individual Class Presentations / Projects/ Assignment / Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References							
<u>Core Texts:</u>							
1. Robbins, S. P., Coulter, M., & Langton, N. . <i>Fundamentals of management</i> . (10 ed). NJ: Pearson Prentice Hall.							
2. Hannaway, J. (1999). <i>Managers Managing: The Workings of an Administrative System</i> . (1 st ed). New York: Oxford University Press.							

Case studies:

1. Shaikh, A.R. and Qazi, A.A. (2020), "Yaqoob biscuit manufacturers – missing contingency plan", , Vol. 10 No. 2. <https://doi.org/10.1108/EEMCS-09-2019-0224>

Assistant Professor
M.A. Qazi
2020

This course prepares undergraduates to become successful writers and readers of English. The course helps students develop their fundamental language skills with a focus on writing so that they can gain the confidence to communicate in oral and written English outside the classroom. The course is divided into five units and takes a Project-based Learning approach. Unit themes target the development of 21st century skills and focus on self-reflection and active community engagement. The course completion will enable the students to develop communication skills as reflective and self-directed learners. They will be able to intellectually engage with different stages of writing process, and develop analytical and problem-solving skills to address various community-specific challenges.

Contents

1. Self-Reflection
 - Introduction to the basics of the writing process
 - Introduction to the steps of essay writing
 - Prewriting activities: Brainstorming, listing, clustering and freewriting
 - Practicing Outlining of the essay
2. Personalized Learning
 - Learning Process, Learning Styles, Goal Setting and Learning Plan
3. Oral Presentation
 - Structure and Significance, Content Selection and Slide Presentation, Peer Review
4. Critical Reading Skills
 - Introducing Authentic Reading (Dawn and non-specialist academic books/texts)
 - Reading Strategies and Practice: Skimming, scanning, SQW3R, Annotating, Detailed reading and note-taking, Standard Test Practice: TOEFL and IELTS, Model Review Reports and Annotated Bibliographies
5. Community Engagement
 - Student-led brainstorming on local versus global issues, Identifying research problems
 - Drafting research questions, Drafting interview/survey questions for community research (in English or L1)
 - Engaging students in Critical reading, Presenting interview/ survey information, Field work
 - Writing Community Engagement Project
6. Letter to the Editor
 - Types of letters, Format and purpose of letter to the editor, Steps in writing letter-to-editor

Recommended Texts

- 1) Bailey, S. (2011). *Academic writing: A handbook for international students* (3rd ed.). New York: Routledge.
- 2) Swales, J. M., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rd ed.). Ann Arbor: The University of Michigan Press.

Suggested Readings

- 1) Cresswell, G. (2004). *Writing for academic success*. London: SAGE.
- 2) Johnson-Sheehan, R. (2019). *Writing today*. Don Mills: Pearson.
- 3) Silvia, P. J. (2019). *How to write a lot: A practical guide to productive academic writing*, Washington: American Psychological Association

This course is based on quantitative reasoning 1 course. It will enhance the quantitative reasoning skills learned in quantitative reasoning 1 course. Students will be introduced to more tools necessary for quantitative reasoning skills to live in the fast paced 21st century. Students will be introduced to importance of mathematical skills in different professional settings, social and natural sciences. These quantitative reasoning skills will help students to better participate in national and international issues like political and health issues. This course will prepare the students to apply quantitative reasoning tools more efficiently in their professional and daily life activities. This course will help them to better understand the information in form of numeric, graphs, tables, and functions.

Contents

1. Types of data and its graphical representation (Histogram, Stem and Leaf display, Box Plot, Scatter diagram, Histogram, Bar chart, etc.)
2. Solving practical problems using linear and exponential models
3. Population growth models
4. Analytical approach to solve simultaneous equations
5. Inequalities and their application
6. Comparing quantities using analytical tools
7. Logical reasoning and their application in modern age
8. Logical reasoning and decision making
9. Data tendencies via measure of location
10. Variability and Measure of dispersion
11. Measuring relationships via Regression analysis and correlation
12. Statistical inference: sampling techniques, estimation techniques and hypothesis testing for decision and policy making

Recommended Texts

1. Akar, G. K., Zembat, İ. Ö., Arslan, S., & Thompson, P. W. (2023). *Quantitative Reasoning in Mathematics and Science Education*. 1st Ed., Springer, USA.
2. Sharma, A. K. (2005). *Text book of elementary statistics*. Discovery Publishing House.
3. Blitzer, R. (2014). *Precalculus*, 5th Ed.. Pearson Education, Limited. New York

Suggested Readings

1. Gupta, S. C., & Kapoor, V. K. (2020). *Fundamentals of mathematical statistics*. 12th Ed, Sultan Chand & Sons.
2. Aufmann, R. N., Lockwood, J., Nation, R. D., & Clegg, D. K. (2007). *Mathematical thinking and quantitative reasoning*. Cengage Learning
3. Blitzer, R., & White, J. (2005). *Thinking mathematically*. Pearson Prentice Hall.

URCG-5122 Ideology and Constitution of Pakistan 2(2-0)

This course focuses on ideological background of Pakistan. The course is designed to give a comprehensive insight about the constitutional developments of Pakistan. Starting from the Government of India Act, 1935 till to date, all important events leading to constitutional developments in Pakistan will be the focus of course. Failure of the constitutional machinery and leading constitutional cases on the subject. Moreover, students will study the process of governance, national development, issues arising in the modern age and posing challenges to Pakistan. It will also cover the entire Constitution of Pakistan 1973. However, emphasis would be on the fundamental rights, the nature of federalism under the constitution, distribution of powers, the rights, various remedies, the supremacy of parliament and the independence of judiciary.

Contents

- Ideology of Pakistan
 - Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-e-Azam Muhammad Ali Jinnah. Two Nation Theory and Factors leading to Muslim separatism.
- Constitutional Developments
 - Salient Feature of the Government of India Act 1935
 - Salient Feature of Indian Independence Act 1947
 - Objectives Resolution
 - Salient Feature of the 1956 Constitution and Developments leading to its abrogation
 - Salient features of the 1962 Constitution and Causes of its failure
 - Comparative study of significant features of the Constitution of 1956, 1962 and 1973
- Fundamental rights
- Principles of policy
- Federation of Pakistan
 - President
 - Parliament
 - The Federal Government
- Provinces
 - Governors
 - Provincial assemblies
 - The provincial Government
- The Judicature
 - Supreme Court High Courts
 - Federal Shariat Courts Supreme Judicial Council
 - Administrative Courts and tribunals
- Islamic Provisions in Constitution
- Significant Amendments of Constitution of Pakistan 1973

Recommended Books

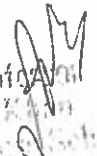
1. Constitutional and Political History of Pakistan by Hamid Khan
2. Mahmood, Shaukat and Shaukat, Nadeem. Constitution of the Islamic Republic of Pakistan, 3rd re edn. Lahore: Legal Research Centre, 1996.
3. Munir, Muhammad. Constitution of the Islamic Republic of Pakistan: Being a Commentary on the Constitution of Pakistan, 1973. Lahore, Law Pub., 1975.
4. Rizvi, Syed Shabbar Raza. Constitutional Law of Pakistan: Text, Case Law and Analytical Commentary. 2nd re edn. Lahore: Vanguard, 2005.
5. The Text of the Constitution of the Islamic Republic of Pakistan, 1973 (as amended).
6. Fundamental Laws of Pakistan by A.K. Brohi

Assistant Professor
M.A. Education
Government College University
Faisalabad
2014



UNIVERSITY OF SARGODHA
 Malik Firoz Khan Noon Business School

No.	Information on Course																																																						
1.	Course Name: Principles of Marketing																																																						
2.	Course Code: BUSB-5107																																																						
3.	Name(s) of Academic Staff: Dr. Muhammad Mubushar																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 3 rd Semester.																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): NONE																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understand the basic principles and tools of marketing 2. analyze concepts, tools, and skills necessary in developing an effective marketing plan 3. apply theoretical concepts with practical marketing problems 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Entrepreneurial Skills • Ethics and Professional Skills <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Programme Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>√</td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>√</td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial Skills, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Programme Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	√										CLO2									√		CLO3										√
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CLO2									√																																														
CLO3										√																																													
10.	<p>Teaching-learning</p> <p>Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies local and International Level, and Online Learning related to Strategic Management.</p>																																																						


 Assistant Professor
 Malik Firoz Khan Noon
 Malik Firoz Khan Noon Business School
 University of Sargodha

11.	<p>Synopsis: This is an important course in the BBA program. The basic objective of those subjects is to introduce the marketing concept and how we identify, understand and satisfy the needs of customers and markets. To analyze companies and competitors and to introduce marketing strategy to increase awareness of the strategic and tactical decisions behind today's top performing brands. Main purpose of the course is to teach students how marketing works in industrial life. Students must be aware of products, brands, and their pricing strategies, modes of transportation, logistics and types of communication for marketing. Advertising is the key to marketing. This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has a current events component to help emphasize the marketing principles in today's business world. Subjects covered include consumers, market research and target markets, feasibility analysis, products, promotion, channels of distribution, pricing, international marketing and use of technology in marketing.</p>							
12.	<p>Assessment Methods and Types: Coursework</p> <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 							
13.	Content outline of the course/module and the SLT per topic							
		Topic		Learning Outcomes				
		Weeks/Course Content Outline and Subtopics	CL O*	Learning and Teaching Activities** Total Time				
				Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
				L	T	P	O	Total
1	<p>1. Course Introduction and Overview 1.1. What is marketing and what is digital marketing? 1.2. Changing marketing landscape in modern world. 1.3. Difference between need and wants in digitization 1.4. Creating Customer Value and Satisfaction</p>		1	6			6	
2	<p>2. Marketing Planning 2.1. What is Strategic Planning 2.2. Marketing strategy and types of marketing strategies 2.3. What is Marketing Process?</p>		1	6			6	

3	3. Marketing Environment 3.1. Global marketing environment. 3.2. Internal marketing environment 3.3. External marketing environment	2	6				6
4	4. Marketing Research 4.1. What is research and what is marketing research 4.2. Marketing information system	2	6				6
5	5. Consumer Behavior 5.1. Consumer markets and consumer buyer behavior 5.2. Business markets and business buyer behavior	2	6				6
6	6. Segmentation and Pricing 6.1. Marketing Segmentation, Targeting, and positioning 6.2. Product and Services strategy 6.3. Pricing Products: Pricing Considerations and Approaches 6.4. Pricing Strategies Distribution Channels and Logistics Management	2	6				6
7	7. Product Development 7.1. New Products Development 7.2. Product Development Stages 7.3. Product Life-Cycle Strategies 7.4. Retailing. 7.5. Wholesaling	2	6				6
8	Case Study: Book: Essentials of Modern Marketing Pakistani Edition Written by Kotler and Arm Strong Cases: 1. Diners Brand Shift Strategy to Augmented Business Performance 2. Shan Foods-making of a Global Culinary Brand 3. Meezan Bank –Where Shariah Compliance Meets Service Quality	3	6				
Sub Total			48				48
Final Assessment		Face-to-Face (F2F)					

Assistant Professor
Marketing
Nazeer Ahmad
University of Management Sciences
Lahore

		NF2F Online (Asynchronous and Independent Learning for Assessment)
1	Final Exam Individual Class Presentations/Projects* Assignment/Case study	20
2	Mid Exam	30
3	Final Exam	50
Total		100
Credit Hours		3

References

Core Texts:

1. Kotler, Philip, Armstrong, Gary, Opresnik, Marc Oliver. Principles of marketing 17th ed. (17th ed., Global Ed.). Harlow: Pearson
2. Perreault, W. D., Cannon, Jr., J. P, and McCarthy, E. J. (2009). *Basic Marketing: A Marketing Strategy and Planning Approach*. (17thed). Irwin/McGraw Hill.

Case studies:

1. Tanvir, A. (2007). Pakistan: A case study of milk production and marketing by small and medium scale contract farmers of Haleeb Foods Ltd. *University of Agriculture, Faisalabad, Pakistan*.

Assistant Professor
 Malik
 New
 (Signature)



UNIVERSITY OF SARGODHA
Malik Firoz Khan Noon Business School

No.	Information on Course																																																						
1.	Course Name: Money Banking and Credit																																																						
2.	Course Code: BUSB-5108																																																						
3.	Name(s) of Academic Staff: Khurram Sikka																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 3 rd Semester.																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): NONE																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> understand concepts relating to money, banking, credits, financial instruments, financial institutions and Financial Markets. apply the concept of money, banking and credit in practice. evaluate monetary system, financial institutions, and financial markets. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> Knowledge & Understanding Practical Skills Ethics and Professional Skills <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>√</td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	CLO1	√										CLO2		√									CLO3										√
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																						
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CLO1	√																																																						
CLO2		√																																																					
CLO3										√																																													
10.	Teaching-learning																																																						

Assistant Professor
Malik Firoz Khan
Noon Business School
University of Sargodha

	Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies local and International Level, and Online Learning related to Strategic Management.						
11.	<p>Synopsis: This is an important course in the BBA program. The course begins by the role of the financial system is to intermediate between lenders and borrowers, providing a menu of saving vehicles with differing risk and return characteristics. Financial intermediaries help the investors find the financing they need, taking into account the returns and risks on the project they wish to undertake. In carrying out their functions, financial intermediaries reduce transaction costs for savers and investors and help reduce problems of asymmetric information that are inherent in the relationships between investors and entrepreneurs.</p>						
12.	<p>Assessment Methods and Types: Coursework</p> <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CL O*	Learning and Teaching Activities**				
			Total Time				
			Face-to-Face (F2F)				
			Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	Introduction Introduction to Money How money works	1	6				6
2	Understanding of Banking Accounts and Customers Bank Accounts, Types of Accounts, Customer Relationship Management in Banking Credit creation	1	6				6
3	Credit Bank Advances and Securities, E Banking Letter of Credit Change in Value Value of Money	2	6				6
4	Islamic Finance Islamic Finance Negotiable Instruments	2	6				6

5	Foreign Exchange Measurement of change in value Foreign Exchange	2	6				6
6	Capital Market Introduction to Money and Capital Market Trade Cycle	3	6				6
7	Monetary System International monetary system Financial Crisis. Monetary Policy Coordination	3	6				6
8	Banking Case study: As fintechs make inroads with customers, legacy banks push back. Reference: https://mitsloan.mit.edu/ideas- made-to-matter/fintechs-make- inroads-customers-legacy-banks- push-back	3	6				6
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Final Exam Individual Class Presentations/Projects* Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References							
Core Texts:							
1. Muhammad Irshad, Money & Banking, Naveed Publication, Lahore							
2. Cecchetti, S. G., & Schoenholtz, K. L. (2017). <i>Money, banking, and financial markets</i> . McGraw-Hill.							
3. Miranda, G. S. (1994). <i>Essentials of Money, Credit and Banking</i> . London: L & G Business House							
4. Nasir, M. S., <i>Money & Banking</i> , Kitab Markaz Faisalabad							



No.	Information on Course																																																						
1.	Course Name: Business Communication and Report Writing																																																						
2.	Course Code: BUSB-5109																																																						
3.	Name(s) of Academic Staff: Nimra Zia																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 3 rd																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): NONE																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understand the concepts, process, principles and ways of effective communication. 2. develop communication skills needed to effectively communicate messages with in organizations. 3. apply the communication skills in practice. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Communication Skills • Personal Skills <table border="1" data-bbox="411 1220 1401 1467"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Programme Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Programme Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	✓										CLO2				✓							CLO3								✓		
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CLO1	✓																																																						
CLO2				✓																																																			
CLO3								✓																																															
10.	<p>Teaching-learning</p> <p>Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies local and International Level, and Online Learning related to Strategic Management.</p>																																																						
11.	Synopsis:																																																						

Assistant Professor
Malik Firoz Khan
Noon Business School
University of Sargodha

	This is an important course in the BBA program. The course aims at application of business communication principles through creation of effective business documents and oral presentations. It includes study and application of team communication, and use of technology to facilitate the communication process. Program learning outcomes define the knowledge, skills, and abilities are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine learning and to evaluate overall program effectiveness.						
12.	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CL O*	Learning and Teaching Activities** Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	Effective Communication Flow of communication? Barriers to effective communication. How to make communication effective	1	6				6
2	Documentation and Procedure Letter-Memorandum-Circular Agenda and minutes of meeting	1	6				6
3	7Cs of Communication 7'Cs of communication: Conciseness-Correctness- Completeness Clarity-Consideration- Courtesy- Concreteness	2	6				6
4	Exploring the Communication Theories Communication theories. Interaction-Information- Completeness Written communication, Business research report	2	6				6
5	Styles and Trends of Communication Types, Format, Language & Style Market report	2	6				6

6	Writing in Communication Types- Format, Thesis and assignment writing Presentation or speech Social media platforms and social media content	3	6				6
7	Planning of Communication Types-Planning-Delivering the presentation or speech Workshop and seminar: Planning-Conduct Meeting and interview types and conduct	3	6				6
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Final Exam Individual Class Presentations/Projects* Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		03					
References							
Core Texts:							
1. Murphy and Hildebrandt (2014). <i>Effective Business Communication</i> . (7 th ed.) Hoboken: Wiley Publisher							
2. Coutland L. Bovee, Jhon V. Thill. (2016). <i>Business Communication Today</i> . (14 th ed). Hoboken: Wiley Publisher							


 Assistant Professor
 School of Business
 University of North Carolina at Charlotte

Topic	Details
Semester/Level	In some discipline 3 rd semester and in some discipline 4 th Semester/ADP Program 2 nd Year
Course Code	URCG-5111
Course Title	Translation of the Holy Quran – II
Credit Hours	Non-Credit
Objectives	<ul style="list-style-type: none"> ▪ Students will come to know about the real nature, significance and relevance of the Islamic beliefs in light of the text of the Holy Quran. ▪ Students will seek knowledge of translation and transliteration of the Holy Book Quran. ▪ To familiarize the students with the concept of Ibādah (Its significance, scope and relevance) and its types in Islam. ▪ Students will learn literal and idiomatic way of translation of the Holy Book. ▪ Students will learn about the polytheism and its incompatibility in Islam highlighted by the Holy Quran. ▪ To highlight the significance of learning through using all human faculties provided by the almighty Allah and familiarize the students about condemnation of ignorance mentioned in the Quranic text. ▪ To develop Awareness among the students about rights and duties of different circles of society in the light of Holy Quran. ▪ To introduce the students to Quranic Arabic grammar in practical manner.
Course Contents:	<p>○ ایمانیات اور عبادات بلائبرایمان، فریضوں پر ایمان، رسولوں پر ایمان، آسمانی کتبوں پر ایمان یوم آخرت پر ایمان، تہذیب پر ایمان نماز روزہ، زکوٰۃ، حج، جہاد ○ معاشرے کے حقوق □ خاندان کی نیکیوں □ حق مہر □ رضاعت و حمل □ اولاد کو روزل کرنے کے ممانعت □ شوہر کی نفار مانی □ طالق □ بیوہ کی عدت کے احکام □ نکاح کا بیہوشی چہا □ عورت کی پورا انت (اس کے شوہر کی طرف سے) □ والدین کے حقوق □ بیویوں اور اولاد کے بیچ عداوت ○ خاندان کے حقوق □ مہمان کی عزت □ اجازت طلب کرنے کے اصول □ مچھلے کے آداب □ تعلقوں اور بہائی چارہ □ گروہ بندی □ محبت □ لوگوں کے درمیان صلح □ غنودر گزر، غصہ ہرزہ اور مہمان کرنا □ شعوب و زبائل □ لوگوں کے بیچ اختلافات □ حمایت و نگہبازی</p>
Grammar:	□ قرآنی عربی گرامر کے اصول اور ان کے اطلاقات (من قرآنی پر اطلاق سے توضیحات □
Details of	□ منتخب آیات مع ترجمہ و تجوید

Chapters and verse Numbers:	<p> <input type="checkbox"/> البقره <input type="checkbox"/> ١١٧، ٢٣٨، ٤٥، ١١٨، ٢٧٨، ١٧٧، ٤٥، ٣٤٧، ١٥٨، ٧١٨، ٤٢٨ ٥٣، ٤٢٨ <input type="checkbox"/> ٣٢٧، ٥٢٧، ١١٨، ٢٢٧، ٢٣٧، ١١٧، ٢٤٨، ٤٢٨، ٢٨٧، ٨٢، ٢٢، ٣٤٨، ٢٨٧، ٤٧ <input type="checkbox"/> ١٣٨، ٤٢٨، ١٣٨، ٧٣٨، ٢٨٨، ٢٨٨، ١٣٨، ٢٨٨، ١٨٨، ٢٢٧، ٧٥٨، ٢٤٧، ٢٧٨ <input type="checkbox"/> ٣٢، ١٢٧، ٨٢٧، ٣٣٨، ٥٢٧، ٨٢ <input type="checkbox"/> النساء <input type="checkbox"/> ٢٢، ٢٢، ٢٣٧، ٢٤، ٨٢، ٤٢ ٢٨٧ <input type="checkbox"/> ١٨، ٧، ٢، ٧٢٧، ٤٣، ١٨، ٤٣، ٧٢٧، ٢٨٧، ٧٧، ٧٧، ٤٨، ٥٨، ٢١٧، ٥، ٧٧، ٥٣ ،٧ <input type="checkbox"/> ٧٢، ٢٨٧، ٥٤، ٢٥٧، ٢٧ <input type="checkbox"/> النعام <input type="checkbox"/> ٨٨، ١٣٧، ٨٢، ٥٧، ٧٤٧، ٢٥، ٥٤ <input type="checkbox"/> آل عمران <input type="checkbox"/> ١٢، ٢٣، ٤٢، ٤٨٧، ٥٢، ٥٥٧، ٢٧، ٧ <input type="checkbox"/> المائدہ <input type="checkbox"/> ٥٤، ٨، ٨٢، ٢٧، ٢٣، ٨٢، ٨ <input type="checkbox"/> الاعراف <input type="checkbox"/> ٢٢٧، ٢٢٧، ٤٣ <input type="checkbox"/> التوبہ <input type="checkbox"/> ١٨، ٢٧، ٧١ <input type="checkbox"/> بود <input type="checkbox"/> ٨٧ <input type="checkbox"/> الزمر <input type="checkbox"/> ٢ <input type="checkbox"/> النور <input type="checkbox"/> ٥٤، ٢٨، ٨٤، ١٨، ١٢، ٢٨ <input type="checkbox"/> محمد <input type="checkbox"/> ٢٣ <input type="checkbox"/> انفال <input type="checkbox"/> ١٨، ٨٢ <input type="checkbox"/> الرعد <input type="checkbox"/> ٣ <input type="checkbox"/> الطلاق <input type="checkbox"/> ٥ <input type="checkbox"/> الحج <input type="checkbox"/> ٤ <input type="checkbox"/> ابراهيم <input type="checkbox"/> ٥٥، ٣٨ <input type="checkbox"/> السراء <input type="checkbox"/> ٥٨، ٣٨ <input type="checkbox"/> الحقائق <input type="checkbox"/> ٤٧ <input type="checkbox"/> المومنون <input type="checkbox"/> ١٨ <input type="checkbox"/> العنكبوت <input type="checkbox"/> ٢، ٢٥، ٤٨ <input type="checkbox"/> النحل <input type="checkbox"/> ٨٨ <input type="checkbox"/> لقمان <input type="checkbox"/> ٥، ٤٧، ٥٧ <input type="checkbox"/> الحزاب <input type="checkbox"/> ٤٣، ١٤، ٢٣، ٢٥ <input type="checkbox"/> الشعراء <input type="checkbox"/> ١ <input type="checkbox"/> الروم <input type="checkbox"/> ٧٨ <input type="checkbox"/> مريم <input type="checkbox"/> ٢٨، ٥٧ <input type="checkbox"/> المجادلہ <input type="checkbox"/> ٧٧، ٨٧ </p>
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Life, its characteristics, natural science, biology and its branches; Importance of Flora & Fauna in biodiversity; Importance of Natural Compounds in daily life, medicine and human health; Latest developments in natural sciences (Biotechnology); Ecosystem and its components; Environment and its components; Pollutants and their effect on the environment (Greenhouse effect, global warming, acid rains, water pollution and ozone depletions etc); Introduction to micro-organism and its types (bacteria, fungi, viruses)

Practical:

- 1: Field Survey of Flora & Fauna and their identification
- 2: Study of herbarium
- 3: Study of Museum

Recommended Texts

1. Keddy, P.A. (2017). *Plant ecology origins, processes, consequences*. Cambridge, University Press.
2. Canadell, J.G., Diaz, S., Heldmaier, G., Jackson, R.B., Levia, D.F., Schulze, E.D. & Sommer, U. (2019). *Ecological studies*. Springer.
3. Bhat, S.V., Nagasampagi, B.A. & Sirakumar, M. (2006). *Chemistry of Natural Products*. Springer Science
4. De, A.K. (2019). *Environmental Chemistry*. New Age International Press

Suggested Books

1. Fath, B. (2018). *Encyclopedia of ecology*. Elsevier.
2. Ajith, H., Urmas, P., Pastur, G. M. & Iverson L. R. (2018). *Ecosystem services from forest landscapes: broadscale consideration*. 1st Edition. Springer International Publishing AG.
3. Xu, R., Ye, Y. & Zhao, W. (2011). *Introduction to Natural Product Chemistry*. CRC Press
4. Tayler, D.J., Green, N.P.O. & Stout, G.W. (1997). *Biological Science 1&2*. Cambridge University Press
5. Tayler, M.R., Simon, E.J., Dickey, D.J. & Hogan, K.A. (2020). *Campbell Biology: Concepts & Connections* (10th Edition). Pearson

This course addresses the unique entrepreneurial experience of conceiving, evaluating, creating, managing, and potentially selling a business idea. The goal is to provide a solid background with practical application of important concepts applicable to the entrepreneurial environment. Entrepreneurial discussions regarding the key business areas of finance, accounting, marketing and management include the creative aspects of entrepreneurship. The course relies on classroom discussion, participation, the creation of a feasibility plan, and building a business plan to develop a comprehensive strategy for launching and managing a new venture.

Course Learning Objectives

1. Increase the 'entrepreneurial intentions' of the students by improving their willingness for business.
2. To understand the process of entrepreneurship and learn the ways to manage it by working individually in the class and in the form of groups outside the class to conduct field assignments.
3. To educate the students about the practical underpinnings of the entrepreneurship.

Contents

1. Background: What is an Organization, Organizational Resources, Management Functions, Kinds of Managers, Mintzberg's Managerial Roles.
2. Forms of Business Ownership: The Sole proprietorship, Partnership, Joint Stock Company
3. Entrepreneurship: The World of the Entrepreneur, what is an entrepreneur? The Benefits of Entrepreneurship, the Potential Drawbacks, Behind the Boom: Feeding the Entrepreneurial Fire.
4. The Challenges of Entrepreneurship: Diversity in Entrepreneurship, The Power of "Small" Business, Putting Failure into Perspective, The Ten Deadly Mistakes, How to Avoid the Pitfalls, Idea Discussions & Selection of student Projects, Islamic Ethics of Entrepreneurship.
5. Inside the Entrepreneurial Mind: From Ideas to Reality: Creativity, Innovation, and Entrepreneurship, Creativity ~ Essential to Survival, Creative Thinking, Barriers to Creativity, How to Enhance Creativity, The Creative Process, Techniques for Improving the Creative Process, Protecting Your Ideas, Idea Discussions & Selection of student Projects.
6. Products and technology, identification opportunities
7. Designing a Competitive Business Model and Building a Solid Strategic Plan: Building a strategic plan, Competitive Advantage, The Strategic Management Process, formulate strategic options and select the appropriate strategies, Discussion about execution of Students' Project.
8. Conducting a Feasibility Analysis and Crafting a Winning Business Plan: Conducting a Feasibility Analysis, Industry and market feasibility, Porter's five forces model, financial feasibility analysis. Why Develop a Business Plan, The Elements of a Business Plan, What Lenders and Investors Look for in a Business Plan, Making the Business Plan Presentation.
9. Building a Powerful Marketing Plan: Building a Guerrilla Marketing Plan, Pinpointing the Target Market, Determining Customer Needs and Wants. Plotting a Guerrilla Marketing Strategy: Build a Competitive Edge, Feed Back & Suggestions on Student Project, Islamic Ethics.
10. E-Commerce and the Entrepreneur: Factors to Consider before Launching into E-Commerce, Ten Myths of E-Commerce, Strategies for E-Success, designing a Killer Web Site, Tracking Web Results, Ensuring Web Privacy and Security, Feed Back & Suggestions on Student Project.
11. Pricing Strategies: Three Potent Forces: Image, Competition, and Value, Pricing Strategies and Tactics, Pricing Strategies and Methods for Retailers, The Impact of Credit on Pricing
12. Attracting Venture Capitalist: Projected Financial Statements, Basic Financial Statements, Ratio Analysis, Interpreting Ratios, Breakeven Analysis, Feed Back & Suggestions on Project,
13. Idea Pitching: Formal presentation, 5-minutes pitch, funding negotiation and launching.

Recommended Texts

1. Scarborough, N. M. (2011). *Essentials of entrepreneurship and small business management*. Publishing as Prentice Hall, One Lake Street, Upper Saddle River, New Jersey 07458.

Suggested Readings

1. Burstiner, I. (1989). *Small business hand book*. Prentice Hall Press.

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Case studies:

1. Fatima, T., Bilal, A. R., & Imran, M. K. (2019). Dhuan 'n' Dukhaan: a case of successful green venture start-up in Pakistan. *Emerald Emerging Markets Case Studies*, 9(1), 1-31.

2. **Careem:**

Entrepreneurs: Mudassir Sheikha, Magnus Olsson, and Abdullah Elyas.

Overview: Careem is a ride-hailing service that became particularly popular in the Middle East and South Asia, including Pakistan. The founders identified a need for reliable transportation services in the region and successfully built a platform that addressed that need. In 2019, Uber acquired Careem in one of the largest technology deals in the Middle East.

3. **PakWheels:**

Entrepreneurs: Muhammad Raza Saeed and Hanif Bhatti.

Overview: PakWheels is an online marketplace for buying and selling new and used cars in Pakistan. The platform provides a comprehensive range of automotive information and services. The founders identified the opportunity to create a centralized platform for car enthusiasts and buyers, leading to the success of PakWheels.

4. **Rozee.pk:**

Entrepreneur: Monis Rahman.

Overview: Monis Rahman founded Rozee.pk, an online job portal in Pakistan. The platform connects job seekers with employers, providing a valuable service in a country with a significant youth population. Rozee.pk has played a crucial role in the development of the online job market in Pakistan.

The Civics and Community Engagement course is designed to provide students with an understanding of the importance of civic participation, culture and cultural diversity, basic foundations of citizenship, group identities and the role of individuals in creating positive change within their communities. The course aims at developing students' knowledge, skills and attitudes necessary for active and responsible citizenship.

Learning outcomes

After completing this course, students will be able to

- Understand the concepts of civic engagement, community development, and social responsibility.
- Understand rights and responsibilities of citizenship
- Understand cultural diversity in local and global context
- Analyse the significance of civic participation in promoting social justice, equity, and democracy.
- Examine the historical and contemporary examples of successful civic and community engagement initiatives.
- Identify and assess community needs, assets, and challenges to develop effective strategies for community improvement.
- Explore the ethical implications and dilemmas associated with civic and community engagement.
- Develop practical skills for effective community organizing, advocacy, and leadership.
- Foster intercultural competence and respect for diversity in community engagement efforts.
- Collaborate with community organizations, stakeholders, and fellow students to design and implement community-based projects.
- Reflect on personal growth and learning through self-assessment and critical analysis of community engagement experiences.

Course Content:

Introduction to Civics & Community Engagement

Overview of the course: Civics & Community Engagement

Definition and importance of civics

Key concepts in civics: citizenship, democracy, governance, and the rule of law

Rights and responsibilities of citizens

Citizenship and Community Engagement

Introduction to Active Citizenship: Overview of the Ideas, Concepts, Philosophy and Skills

Approaches and Methodology for Active Citizenship

Identity, Culture, and Social Harmony

Concept and Development of Identity, Group identities

Components of Culture, Cultural pluralism, Multiculturalism, Cultural Ethnocentrism, Cultural relativism, Understanding cultural diversity, Globalization and Culture, Social Harmony,

Religious Diversity (Understanding and affirmation of similarities & differences)

Understanding Socio-Political Polarization

Minorities, Social Inclusion, Affirmative actions

Multi-cultural society and inter-cultural dialogue

Inter-cultural dialogue (bridging the differences, promoting harmony)

Promoting intergroup contact/ Dialogue

Significance of diversity and its impact

Importance and domains of Inter-cultural dialogue

Active Citizen: Locally Active, Globally Connected

Importance of active citizenship at national and global level

Understanding community

Identification of resources (human, natural and others)

Utilization of resources for development (community participation)

Strategic planning, for development (community linkages and mobilization)

Human rights, constitutionalism and citizens' responsibilities

Introduction to Human Rights

Human rights in constitution of Pakistan

Public duties and responsibilities

Constitutionalism and democratic process

Social Institutions, Social Groups, Formal Organizations and Bureaucracy

Types of Groups, Group identities, Organizations

Bureaucracy, Weber's model of Bureaucracy

Role of political parties, interest groups, and non-governmental organizations

Civic Engagement Strategies

- Grassroots organizing and community mobilization
- Advocacy and lobbying for policy change
- Volunteerism and service-learning opportunities

Social issues/Problems of Pakistan

Overview of major social issues of Pakistani society

Social Action Project

Recommended Books:

1. Kennedy, J. K., & Brunold, A. (2016). Regional context and Citizenship education in Asia and Europe. New York: Routledge, Falmer.
2. Henslin, James M. (2018). Essentials of Sociology: A Down to Earth Approach (13th ed.). New York: Pearson Education
3. Macionis, J. J., & Gerber, M.L. (2020). Sociology. New York: Pearson Education

Reference Books:

1. Glencoe McGraw-Hill. (n.d.). Civics Today: Citizenship, Economics, and Youth.
2. Magleby, D. B., Light, P. C., & Nemacheck, C. L. (2020). Government by the People (16th ed.). Pearson.
3. Sirianni, C., & Friedland, L. (2005). The Civic Renewal Movement: Community-Building and Democracy in the United States. Kettering Foundation Press.
4. Bloemraad, I. (2006). Becoming a Citizen: Incorporating Immigrants and Refugees in the United States and Canada. University of California Press.
5. Kuyek, J. (2007). Community Organizing: Theory and Practice. Fernwood Publishing.
6. DeKieffer, D. E. (2010). The Citizen's Guide to Lobbying Congress. TheCapitol.Net.
7. Rybacki, K. C., & Rybacki, D. J. (2021). Advocacy and Opposition: An Introduction to Argumentation (8th ed.). Routledge.
8. Kretzmann, J. P., & McKnight, J. L. (1993). Building Communities from the Inside Out: A Path Towards Finding and Mobilizing a Community's Assets. ACTA Publications.
9. Patterson, T. E. (2005). Engaging the Public: How Government and the Media Can Reinvigorate American Democracy. Oxford University Press.
10. Love, N. S., & Mattern, M. (2005). Doing Democracy: Activist Art and Cultural Politics. SUNY Press.

Assistant Professor
Dr. M. A. M. Khan
2023-24



UNIVERSITY OF SARGODHA
Malik Firoz Khan Noon Business School

No.	Information on Course																																																						
1.	Course Name: Financial Management																																																						
2.	Course Code: BUSB-5110																																																						
3.	Name(s) of Academic Staff: Shahid Mehmood																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 4 th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): None																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> understand the basic concepts of financial management, cash flows; time value of money, value, risk and return, Cost of Capital and Capital Budgeting. Evaluate the cash flows relating to a given scenario of decision making. Take financing and investing decisions leading to maximization of value of the firm. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> Knowledge and Understanding Practical Skills Numerical Skills <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial Skills, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	✓										CLO2						✓					CLO3		✓								
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10.	Teaching-learning																																																						

Assistant Professor
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[Signature]

	Teaching Method – Traditional Lecture Power point, Student-Centered Learning, Case Studies/research articles local and International Level.						
11.	<p>Synopsis: Financial management discusses the role that financial manager plays in businesses and the financial market environment in which firms operate. It argues that the goal of managers should be to maximize the value of the firm and by doing so maximize the wealth of its owners. The main objective of this course is to give an understanding of financial environment and financial instruments and basis of evaluation of business entity. The scope of the course includes historical, theoretical, and procedural analysis of the firm's finance function with specific emphasis on maximizing shareholder value. Focus areas include capital structure, working capital management, and estimation of cash flows, capital budgeting techniques and valuation. Through analyzing cases, as well as completing assigned exercises and problems, this course will further develop and strengthen the financial management skills required to meet the challenges facing today's complex organizations.</p>						
12.	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CL O*	Learning and Teaching Activities** Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	Financial Environment Time Value of Money Financial Statements, Cash Flow and Taxes	1	6				6
2	Basics of Risk and Return Risk and Return: Portfolio Theory	1	6				6
3	Bond and their valuation Stocks and their valuation Financial Options and their valuation	2	6				6
4	Cost of Capital The Basics of Capital Budgeting Evaluating Cash Flows	2	6				6
5	Cash flow estimation and risk	2	6				6

6	Analysis of Financial statements	2	6				8
7	Capital Budgeting Corporate Governance Capital Structure Decision Initial Public Offering Dividend Policy	2	6				6
8	Case study Coping with Financial and Ethical Risks at American International Group (AIG) Case Study2 Banking Industry Meltdown: The Ethical and Financial Risks of Derivatives Book: Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2005). Business ethics: Ethical decision making and cases. Dreamtech Press.	3	6				6
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Class Presentations/Projects* Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References Core Texts: 1. Gitman, L. J., Juchau, R., & Flanagan, J. (2015). <i>Principles of managerial finance</i> . Pearson Higher Education AU. 2. Van Horne James, C. <i>Financial Management & Policy, 12/E</i> . Pearson Education India. 3. Brigham, E. F. <i>Financial management: Theory and practice (17th Edition)</i> . Cengage Learning Canada Inc. Case studies: 1. Shahana Textile Mills Ltd. Are all managers equally important? 2. Mini Case Study: Grand Electric Limited. Determining the real cost of capital.							



UNIVERSITY OF SARGODHA
Malik Firoz Khan Noon Business School

No.	Information on Course																																																						
14.	Course Name: Business Taxation																																																						
15.	Course Code: BUSB-5112																																																						
16.	Name(s) of Academic Staff: Muhammad Ali Mufti																																																						
17.	This is an important course for BBA students.																																																						
18.	Semester Offered: 4 th																																																						
19.	Credit Value: 3																																																						
20.	Pre-requisite (if any): None																																																						
21.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. develop the student's theoretical knowledge about business taxation laws. 2. know about the tax practice, tax authorities, tax returns. 3. evaluate the tax procedures and laws being implemented. 																																																						
22.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge and Understanding • Numerical Skills • Practical Skills <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	✓										CLO2						✓					CLO3		✓								
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																						
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CLO1	✓																																																						
CLO2						✓																																																	
CLO3		✓																																																					
23.	Teaching-learning																																																						

(Handwritten signature and stamp)

	Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies/research articles local and International Level.						
24.	<p>Synopsis: In this subject, students will be able to grasp the knowledge regarding fundamental concepts and objectives of auditing, general principles governing, reasonable assurance, legal consideration regarding auditor's rights and duties, importance of books of account and financial statements for auditing, the need for understanding entity and its environment etc. Moreover, student will study different types of audit tests and verification approaches, which are used for testing, and verification of assets, equity, liabilities, sales, inventories, cash and bank balances etc. Some special topics such as audit of small entities, auditor's report on a complete set of general-purpose financial statements, modified auditor's report and types of audit opinions are also the part of the syllabus which will be learned by the students at successful completion of this subject.</p>						
25.	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
26.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CLO*	Learning and Teaching Activities** Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	Introduction of taxation system in Pakistan, sources of tax law	1	6				6
2	Definitions in taxation, tax calculation for salary	1	6				6
3	Tax Calculation for business	1	6				6
4	Tax Calculation for property	1	6				6
5	Tax Calculation for other income	1	6				6
6	Tax Calculation for depreciation, set off of losses	2	6				8
7	Carry forward of losses	2	6				6
8	Capital value tax, Sales tax, Custom and excise duty	3	6				6

Sub Total		48			48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)			
1	Class Presentations/Projects* Assignment/Case study	20			
2	Mid Exam	30			
3	Final Exam	50			
Total		100			
Credit Hours		3			
References					
Core Texts:					
1. Mughal, M. M. (2018). Income Tax Principles & Practice. (33rd ed). London: Bloomsbury Publishing					
2. Income Tax, Sales Tax and Custom & Excise Tax Acts. June 2020					



UNIVERSITY OF SARGODHA
 Malik Firoz Khan Noon Business School

No.	Information on Course																																																						
1.	Course Name: Cost and Management Accounting																																																						
2.	Course Code: BUSB-5111																																																						
3.	Name(s) of Academic Staff:																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 4 th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): None																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> distinguish the financial accounting with cost and managerial accounting, learn cost concepts, cost accumulation procedures, cost accounting cycle, cost of goods sold statement, cost of production report, accounting for material cost, labour cost and overhead cost. Evaluate the cost and management accounting system, procedures and reports. Apply the cost and management accounting concepts in practice. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> Knowledge and Understanding Numerical Skills Ethics and Professional Skills <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	✓										CLO2						✓					CLO3										✓
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																						
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CLO2						✓																																																	
CLO3										✓																																													

Assistant Professor
 Malik Firoz Khan Noon
 Business School
 University of Sargodha

10.	Teaching-learning Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies/research articles local and International Level.						
11.	Synopsis: This course is designed to discuss the theoretical foundation of cost accounting, the basic issues related to cost measurement in job costing systems and process costing systems and the problems of overhead application rates and how to refine the plant-wide application rates of over- head. The course aims to highlight the basic and advance principles of cost accounting which includes the concepts, terminologies, methods, and how to the use of accounting information for the management decisions. Discussion also covers the role of accountants in decision making; cost behavior; cost planning and control; and costing methods, such as standard costing, budgeting, and inventory valuation. Most important goal of the subject is to equip students with better understanding of the environment in which costing and management accounting information developed & used. However, for the business and commerce students it is necessary to have updated knowledge about cost accounting to manage the business accordingly.						
12.	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic		Learning Outcomes					
Weeks/Course Content Outline and Subtopics		CL O*	Learning and Teaching Activities** Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	1. Concepts and Scope of Cost Accounting 1.1 Concept of cost, Cost object, Cost elements, Sources and uses of cost data, 1.2 Cost accounting v/s financial accounting,	1	6				6
2	2. Role of cost accounting in a management information system, 2.1 Uses of cost data. Cost Classification and Flows: 2.2 Material Costing and Control: Procedure of material procurement, application of IAS-2.	2	6				6

3	<p>3. Two-bin system, The use of FIFO, LIFO and weighted average for material,</p> <p>3.1 Valuation and the pricing for material issue, Stock taking periodic and perpetual inventory</p> <p>3.2 Treatment of differences between physical and book stock Economic order quantity</p> <p>3.3 Effect of quantity discount on EOQ,</p> <p>3.4 Reorder level, safety stock and maximum stock</p> <p>3.5 ABC Control</p>	2	6				6
4	<p>4. Labor Costing and Control: Objectives of payroll accounting.</p> <p>4.1 Calculations and recording of payroll</p> <p>4.2 payroll taxes and deductions.</p> <p>4.3 Direct and indirect labour</p>	2	6				6
5	<p>5. Productivity and efficiency</p> <p>5.1 Remuneration methods, Straight piece rate and differential piece rate</p> <p>5.2 Incentive wage plan, Group bonus</p> <p>5.3 Time sheet and job cards</p> <p>5.4 Overtime and idle time</p> <p>5.5 Labor turnover rate.</p>	2	6				6
6	<p>6. Factory Overhead Costing and Control</p> <p>6.1 Types of Costing Systems: Establishment of cost accounting system,</p>	2	6				8
7	<p>7. Integrated and interlocking cost accounts,</p> <p>7.1 Chart of account and coding for costing</p> <p>7.2 Introduction to process costing, Incomplete process and concept of equivalent units,</p>	2	6				6

8	8. Format of process account and cost of production report, 8.1 Job order costing, 8.2 Operation I service costing.	3	6				6
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Class Presentations/Projects* Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References							
Core Texts:							
1. Usry, H. H., &Matz, A (1988). Cost Accounting (14th ed.). Cincinnati: South-Western Publishing Company.							
2. Brewer, P. C., Garrison, R. H., & Noreen, E. W. (2022). <i>Introduction to managerial accounting</i> . McGraw-Hill.							
3. Drury, C. (2018). <i>Cost and management accounting</i> . Belmont, CA, USA: Cengage Learning.							
Case Studies:							
1. Bhayo, S.A., Pathan, N.G., Abbas, G., Kumar, N. and Ahmed, N. (2024), "Processing the cost analysis and maximizing efficiency: a case study of Furqani Sugar Mill", , Vol. 14 No.							
4. https://doi.org/10.1108/EEMCS-09-2023-0364							

This course has been designed to ensure an effective orientation of students towards the discipline of psychology so that they may come to appreciate the diversity of the subject and its pragmatic significance. This course provides an introduction to the concepts and theories of psychology and to their application to real life situations. Topics include history, research methods, sensation, perception, consciousness, stress and coping, learning, memory, motivation and emotions. Main objectives of the course include to make students familiar with the essential's features of human personality; to inculcate a sense of personal relevance of Psychology as a subject with the potential of gaining better insight into one's own self and others.

Course Learning Objectives

- 1- Have an introductory knowledge of selected areas of basic psychological enquiry
- 2- Be able to: differentiate between scientific and non-scientific information about human behaviors and mental processes.
- 3- Describe major developments and research methods used in psychology.
- 4- Explain psychological processes involved in sensation, perception, learning, memory, motivation, emotion, states of consciousness and health
- 5- Analyze the variety of factors affecting sensation, perception, consciousness, learning, memory, motivation, emotion, and health.
- 6- Apply psychological concepts and principles to situations in everyday life.

Contents

1. Introduction to Psychology: Definition of psychology, Goals of psychology,
2. Major schools of thought in psychology, Major fields of psychology
3. Basic research Methods in Psychology: Survey research, Experimental research, Case study method
4. Biological Basis of Behavior: Brain and nervous system, Structure and function of major brain areas, Neurotransmitters and their functions
5. Sensation and Perception: Difference between sensation and perception, Principles of perception, Role of perception in human cognition
6. Motivation and Emotion: Concept & Theories of motivation and emotion
7. Learning: Definition of Learning, Types of Learning
(i) Classical Conditioning ii) Operant Conditioning, (iii) Observational Learning
8. Memory and Intelligence: Definition and stages of human memory, Types of memory, Concept of intelligence, Basic theories of intelligence
9. Personality development: Concept & Theories; Tips to improve personality
10. Health and Stress, Stress and Coping, Stress, Health, and Coping in the Workplace
11. Effective Measure to deal with stress and ways to cope.
12. Application of Psychology in Our Social Lives

Recommended Texts

1. Weiten, W. (2017) *Psychology: Themes and variations*. (10th ed.). Boston: Cengage Learning.
2. Nolen-Hoeksema, S., & Hilgard, E. R. (2015) *Atkinson and Hilgard's introduction to psychology* (16th ed.). New Dehli: Cengage Learning.

Suggested Readings

1. Flanagan, C., Berry, D., Jarvis, M., & Liddle, R. (2015). *AQA psychology*. London: Illuminate Publishing Cheltenham.

The study and practice of international relations is interdisciplinary in nature, blending the fields of economics, history, and political science to examine topics such as human rights, global poverty, the environment, economics, globalization, security, global ethics, and the political environment. Historically, the establishment of treaties between nations served as the earliest form of international relations. International relations allows nations to cooperate with one another, pool resources, and share information as a way to face global issues that go beyond any particular country or region. This course provides a comprehensive introduction to international relations, focusing in particular on its origins and historical evolution, its key concepts, major theoretical frameworks, main actors and institutions, the global architecture of power, and its dynamic nature in the process of globalization. More specifically, this course introduces concepts of power, statecraft, diplomacy, foreign policy, political economy and international security, and examines the evolution of international relations as a subject.

Contents

1. IR as an academic Field
2. Realism, Liberalism, Marxism, Social Constructivism
3. Relevance to Current Issues
4. US, Russia and Rise of China
5. Development of the International System
6. History of state development (City State to Empires)
7. Westphalia and Emergence of State system
8. Industrial revolution and French Revolution
9. World War I & World War II
10. Cold War and Post-Cold War
11. States and Other Actors
12. Sovereignty and Nationalism
13. States, IGOs, TNAs
14. Globalization
15. Foreign Policy
16. Diplomacy
17. Domestic politics and the outside world, public opinion
18. International Institutions, United Nations, Security Council, General Assembly
19. UN Agencies, World Bank / IMF
20. Regional organizations: NATO, ASEAN and SAARC etc.

Recommended Texts

1. Devetak, R., George, J. & Percy, S. (2017). *An introduction to international relations*. Cambridge: Cambridge University Press.
2. Baylis, J., Smith, S., & Owens, P. (2004). *The globalization of world politics*. Oxford: Oxford University Press.

Suggested Readings

1. Jackson, R. & Sørensen, G., (2016) *Introduction to international relations*. (6thed.). Oxford: Oxford University Press.
2. Carlsnaes, W., Carlsnaes, W., Risse-Kappen, T., & Simmons, B. (2013). *Handbook of international relations*. Santa Barbara: SAGE Publications.



UNIVERSITY OF SARGODHA
Malik Firoz Khan Noon Business School

No.	Information on Course																																																						
1.	Course Name: Marketing Management																																																						
2.	Course Code: BUSB-6101																																																						
3.	Name(s) of Academic Staff: Dr. Naseer Abbas Khan																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 5 th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): NONE																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understand the core principles of marketing and its role in creating customer value. 2. analyze consumer behavior and market trends to develop targeted marketing strategies and various brand development and communication techniques for competitive advantage. 3. develop critical thinking and problem-solving skills in applying marketing principles 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Communication Skills • Entrepreneurial Skills <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	CLO1	✓										CLO2				✓							CLO3									✓	
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																						
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CLO1	✓																																																						
CLO2				✓																																																			
CLO3									✓																																														
10.	<p>Teaching-learning</p> <p>Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies local and International Level</p>																																																						
11.	Synopsis:																																																						

Assistant Dean
Malik Firoz Khan Noon Business School
Sargodha

	This BBA course will teach students the tricks of the trade. This course will help students to break down how marketing helps companies attract and keep customers happy in today's fast-paced world. Students will explore why people buy what they buy, how to target the right customers, and how to build strong brands. In addition, students will learn how to price products just right, get them to stores and online sellers, and create winning marketing campaigns using ads, events, and social media. Students will also be able to put together marketing plans that help businesses win in a competitive market!						
12.	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CL O*	Learning and Teaching Activities** Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	1. Importance and scope of Marketing, Fundamental Marketing Concepts 1.1 Define marketing and its evolution in the digital age 1.2 Explore the core concepts of marketing mix, customer value, and marketing management. 1.3 Discuss the impact of marketing on customer satisfaction and loyalty. 1.4 Case study	1	6				6
2	2. Identifying Market Segments and Targets, Analyzing Consumer Markets & Globalization 2.1 Learn about market segmentation and targeting strategies. 2.2 Analyze factors influencing consumer behavior, including demographics, psychographics, and cultural influences. 2.3 Explore the impact of globalization on marketing practices. 2.4 Group activity: Identifying target markets for a chosen product/service.	1	6				6

3	<p>3. Crafting the Brand Positioning, Brand Equity</p> <p>3.1 Develop a strong understanding of brand positioning and differentiation. Explore the concept of brand equity and its importance in customer perception.</p> <p>3.2 Analyze the role of neuro-marketing in brand building.</p> <p>3.3 Class discussion: Identifying successful brand positioning strategies of leading companies.</p>	3	6				6
4	<p>4. Setting Product Strategy and how companies differentiate products</p> <p>4.1 Analyze product strategy frameworks and product differentiation methods.</p> <p>4.2 Explore product life cycle stages and related marketing strategies.</p> <p>4.3 Case study</p>	3	6				6
5	<p>5. Pricing Strategies</p> <p>5.1 Learn about different pricing strategies, including cost-based, value-based, and competition-based pricing.</p> <p>5.2 Analyze factors influencing pricing decisions, such as costs, market demand, and competitor pricing</p> <p>5.3 Interactive exercise: Simulating pricing strategies for a chosen product/service.</p>	2	6				6
6	<p>6. Designing marketing channel system, Managing Retailing, Wholesaling. Importance of different marketing channels.</p> <p>6.1 Explore the role of marketing channels in product distribution and customer access.</p> <p>6.2 Analyze the functions and strategies of retailers and wholesalers in the supply chain.</p> <p>6.3 Case studies</p>	3	6				6

7	7. Integrated Marketing Communication (IMC) & Sales Promotion 7.1 Understand the concept of Integrated Marketing Communication (IMC) and its importance. 7.2 Explore different marketing communication tools like advertising, PR, and social media marketing. 7.3 Develop an IMC plan for a chosen product/service launch.	3	6				6
8	Case study: Customer Value – Explored, Created, Communicated & Delivered Related to India’s e-commerce Market: Reference: https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Marketing-Management-Indian-Cases.pdf	3	6				
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Final Exam Individual Class Presentations/Projects* Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References Core Texts: 1. Philip Kotler & Kevin Lane Keller, Marketing Management 16th Edition (A South Asian Perspective) Case studies: 1. Lajpal tea: Black old at stake- supplier selection 2. Student biryani: glory to glitches in a lobar journey 3. Universal ad agency- vendor selection							



UNIVERSITY OF SARGODHA
Malik Firoz Khan Noon Business School

No.	Information on Course																																																						
1.	Course Name: Corporate Finance																																																						
2.	Course Code: BUSB-6103																																																						
14.	Name(s) of Academic Staff: Dr. Haroon Hussain																																																						
15.	This is an important course for BBA students.																																																						
16.	Semester Offered: 5 th																																																						
17.	Credit Value: 3																																																						
18.	Pre-requisite (if any): NONE																																																						
19.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> understand key corporate finance concepts. evaluate different financing strategies and their impact on a company's value and risk management techniques and their importance. Develop critical thinking skills to apply financial principles to real-world scenarios. 																																																						
20.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> Knowledge & Understanding Numeric Skills Professional and Ethical Skills <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	✓										CLO2						✓					CLO3										✓
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21.	<p>Teaching-learning</p> <p>Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies local and International Level</p>																																																						

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22.	<p>Synopsis: This BBA course will crack the code of corporate finance! Students will break down the basics like stock prices, sharing profits (dividends), and how companies get money (borrowing or selling shares). Students will learn how companies raise funds, from getting help from investors (venture capital) to selling shares to the public. Students will also explore important decisions companies make, like how much profit to share, how much to borrow, and how to manage risk both at home and abroad. In addition, students will found different types of loans, how companies manage their everyday finances, and even how big companies sometimes join forces!</p>						
23.	<p>Assessment Methods and Types: Coursework</p> <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
24.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CLO*	Learning and Teaching Activities**				
			Total Time				
			Face-to-Face (F2F)				
			Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	<p>An Overview of Corporate Financing: Book value vs. market value; dividend, stockholders' rights, classes of stocks and convertible securities</p> <p>1.1 Analyze stockholder rights and different types of stocks.</p> <p>1.2 Discuss the concept of dividends and payout policies.</p>	1	6				6
2	<p>2. Corporations Issue securities, Venture capital, the underwriters, General Cash offers by public companies and the private placement.</p> <p>2.5 Learn about different ways companies raise capital, including issuing securities.</p> <p>2.6 Explore the role of venture capital and underwriters in public offerings.</p> <p>2.7 Compare and contrast public offerings and private placements</p>	1	6				6
3	<p>3. Corporate Payout Policy, Does Debt Policy Matter, How much should a corporate borrow</p>	2	6				6

	<p>3.1 Analyze the concept of payout policy and dividend decisions.</p> <p>3.2 Evaluate the impact of debt on a company's financial health.</p> <p>3.3 Discuss factors influencing optimal debt levels for a corporation.</p> <p>3.4 Class debate: Should companies prioritize debt or equity financing?</p>						
4	<p>4. Financing and Valuation, Credit Risk and the value for corporate debt</p> <p>4.1 Explore the concept of financing and its impact on company valuation.</p> <p>4.2 Analyze different types of credit risk and their implications for debt financing.</p> <p>4.3 Evaluate how credit risk affects the value of corporate debt.</p> <p>4.4 Case study</p>	3	6				6
5	<p>5. The Many different kinds of debt, leasing, Managing Risk, managing International risk</p> <p>5.1 Learn about various debt instruments, including bonds and leases.</p> <p>5.2 Explore risk management techniques used by companies.</p> <p>5.3 Analyze specific strategies for managing international financial risk.</p>	2	9				9
6	<p>6. Working Capital Management</p> <p>6.1 Understand the importance of working capital management for a company.</p> <p>6.2 Analyze strategies to optimize a company's working capital.</p> <p>6.3 Learn about managing cash flow, inventory, and receivables.</p> <p>6.4 Case study</p>	3	9				9
7	<p>7. Mergers and Corporate Restructuring</p> <p>7.1 Explore the different types of mergers and corporate restructuring.</p> <p>7.2 Evaluate the financial considerations behind mergers and acquisitions.</p>	3	6				6

Case Study: Excessive Use of Debt. https://doi.org/10.1142/9789813148895_0002 Banking Industry Meltdown: The Ethical and Financial Risks of Derivatives							
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Final Exam Individual Class Presentations/Projects* Assignment/Case study						20
2	Mid Exam						30
3	Final Exam						50
Total							100
Credit Hours							3
References							
Core Text:							
1. Brealey, R., Myers, S., & Allen, F. (2023). Principles of Corporate Finance. (14th ed). New York: McGraw-Hill.							
2. Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2018). Corporate Finance, 2010]. Fun.							
Case studies:							
1. Case Study: Awami Supermarkets Ltd. Interpreting financial statements							
2. Case Study: Churagh Din Lights Private Ltd. Evaluating capital expenditure							
3. Case Study: Ray Laboratories Ltd. Buying a new subsidiary company							
4. Case Study: Khan Bahadur Industries Ltd. Restructuring a sick unit.							



UNIVERSITY OF SARGODHA
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No.	Information on Course																																																						
25.	Course Name: Human Resource Management																																																						
26.	Course Code: BUSB-6102																																																						
27.	Name(s) of Academic Staff: Dr. Naseer Abbas Khan																																																						
28.	This is an important course for BBA students.																																																						
29.	Semester Offered: 5 th																																																						
30.	Credit Value: 3																																																						
31.	Pre-requisite (if any): NONE																																																						
32.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understanding of human resource management concepts, functions, job analysis and HR practices. 2. analyze the role of HRM in organizational success and the impact of a changing environment on HRM practices. 3. develop critical thinking skills in applying HRM functions in real scenarios. 																																																						
33.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Communication Skills • Leadership Skills <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial Skills, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	✓										CLO2				✓							CLO3							✓			
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35.	<p>Synopsis: In this Human Resource Management (HRM) course, students will unlock career potential by mastering the functions that manage an organization's most valuable asset - its people. Students will study HRM's evolution from personnel management to a strategic partner, delve into core functions like recruitment, selection, training, and performance management, and analyze how a changing environment, workplace diversity, and legal considerations impact HRM practices. Through case studies, group projects, and class discussions, student will develop critical thinking skills to apply HRM principles to practical scenarios and contribute to a positive and productive work environment.</p>						
36.	<p>Assessment Methods and Types: Coursework</p> <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
37.	Content outline of the course/module and the SLT per topic						
Topic		Learning Outcomes					
Weeks/Course Content Outline and Subtopics		CL O*	Learning and Teaching Activities** Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	<p>1.Introduction to HRM and Management</p> <p>1.1 Define HRM and its role in organizational success. Discuss the evolution of HRM from personnel management.</p> <p>1.2 Explore fundamental management concepts and their link to HRM.</p> <p>1.3 Analyze the role of individuals and groups within an organization.</p>	1	6			6	
2	<p>2.Individual VS. Group Behavior, Personnel Management to Human Resource Management.</p> <p>2.1 Distinguish between individual and group behavior in organizational settings.</p> <p>2.2 Analyze how HRM practices influence employee behavior.</p> <p>2.3 Discuss the historical shift from personnel management to HRM.</p>	1	6			6	

	2.4 Case study: Identifying HR practices influencing employee behavior.						
3	3. HRM in the Changing Environment 3.1 Analyze the impact of globalization, technology, and demographics on HRM. 3.2 Discuss the importance of managing workplace diversity and inclusion. 3.3 Case study	2	6				6
4	4. Functions and Environment of HRM, Line and Staff Aspects of HRM 4.1 Explore the core functions of HRM, including HR planning, recruitment, selection, and training. 4.2 Distinguish between line and staff functions in HRM. 4.3 Analyze the legal and ethical considerations in HR decision-making. 4.4 Case Study	2	6				6
5	5. Human Resource Planning and Job Analysis 5.1 Explore the importance of 5.2 HR planning and its connection to strategic goals. 5.3 Learn about Human Resource Information Systems (HRIS) in HRM. 5.4 Examine the process of job analysis and its different methods. 5.5 Analyze potential challenges in conducting job analysis.	2	6				6
6	6. Recruitment, Selection, and Development 6.1 Explore HR planning methods for forecasting workforce needs. 6.2 Develop a job description and job specification based on a job analysis. 6.3 Analyze different recruitment and selection methods.	3	6				6
7	7. Performance Management and Employee Relations 7.1 Explore the importance of training and development for employee growth.	3	6				6

	7.2 Discuss different approaches to performance management and appraisal. 7.3 Analyze factors influencing employee motivation and compensation.						
	8. Case Study: Tyco International: Leadership Crisis Peterson, R. A., & Ferrell, O. C. (Eds.). (2005). Business ethics: New challenges for business schools and corporate leaders. ME Sharpe.	3	6				
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Final Exam Individual Class Presentations/Projects* Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References							
Core Text:							
1. David A. Decenzo and Stephen P. Robbins (2012), Human Resource Management, John Wiley & Sons, Inc., Hoboken							
2. Gary Dessler, Human Resource Management 16th e, Pearson Education							
Case studies:							
1. Blow the whistle or dance to a tune: An ethical dilemma							
2. Recruiting the right research associate for case research center							
3. Anytime distribution -a case of gender differential in sales performance							
4. Al-ain eye centre: sales force evaluation dilemma							
5. The Salary Gap Dilemma: A Case Study on Lower Staff Compensation at Suzuki Falcon Motors, Sargodha							
6. Saqafat's Metamorphosis: Thriving Against the Odds of COVID"							
7. Improving Retention and Reducing Absenteeism: A Case of Electronic Products Company in Sargodha							
8. From Assessment to Action: A Case Study on Training Needs and Effective Design							

Topic	Details
Semester/Level	In some discipline 5 th semester and in some discipline 6 th Semester / BS (5 th Semester intake) 1 st / 2 nd
Course Code	URCG-5111
Course Title	Translation of the Holy Quran – III
Credit Hours	Non-Credit
Objectives	<ul style="list-style-type: none"> To introduce ethics and highlight its importance, need and relevance for individual and collective life. To illuminate the students with the Quranic norms of Morality i.e. truthfulness, patience, gratitude, modesty, forgiving, hospitality etc. To familiarize the students with immoral values like falsify, arrogance, immodesty, extravagance, backbiting etc. To inculcate ethical and moral values in our youth. To develop a balanced dynamic and whole some personality. To introduce the students to Quranic Arabic grammar in practical manner.
Course Contents:	<p>اخلاق (تعارف، ضرورت و اہمیت، از مسلمہ عزوبت)</p> <p>اخلاق صنف:</p> <p><input type="checkbox"/> برائی کو زندگی سے ہٹانا</p> <p><input type="checkbox"/> زندگی کے کاموں میں مسکنیت</p> <p><input type="checkbox"/> لوگوں کے درمیان صلح</p> <p><input type="checkbox"/> عدل و انصاف</p> <p><input type="checkbox"/> سچائی</p> <p><input type="checkbox"/> ایثار</p> <p><input type="checkbox"/> ملذم آداب</p> <p><input type="checkbox"/> مہمان پوزی</p> <p><input type="checkbox"/> لغویات سے اعراض</p> <p><input type="checkbox"/> عاجزی و انکساری</p> <p><input type="checkbox"/> رنگاہ اور آواز کو بہت رکھنا</p> <p><input type="checkbox"/> چال میں مہمانہ روی</p> <p><input type="checkbox"/> شرمگاہوں کی حفاظت</p> <p><input type="checkbox"/> صبر</p> <p><input type="checkbox"/> شکر</p> <p><input type="checkbox"/> امور میں مہمانہ روی</p> <p>اخلاق صنف:</p> <p><input type="checkbox"/> ظلم اور زیادتی</p> <p><input type="checkbox"/> غرور و تکبر</p> <p><input type="checkbox"/> زہنی خواہشات کی پیروی</p> <p><input type="checkbox"/> بدگمانی</p> <p><input type="checkbox"/> جھوٹ</p> <p><input type="checkbox"/> چغلی اور نہبت</p> <p><input type="checkbox"/> تمسخر اور شیخی خوری</p> <p><input type="checkbox"/> لہو و لعب</p> <p><input type="checkbox"/> برے کاموں سے بکارتنا</p> <p><input type="checkbox"/> احسان چننا اور تکلیف دینا</p> <p><input type="checkbox"/> فضول خرچی اور حد سے بڑھنا</p> <p><input type="checkbox"/> حسد اور ننگدل</p> <p><input type="checkbox"/> بے پروائی</p>
Grammar:	<p><input type="checkbox"/> قرآنی عربی گرامر کے اصول اور ان کے اطلاقات (مبن قرآنی پر اطلاق سے توضیحات)</p>

Details of
Chapters and verse
Numbers:

- منتخب آيات مع ترجمه وتجويد
 البقره ٢٢، ٨٢٧، ٤٥٨، ٨٢٧، ٨١٧، ٨٤٧، ٨١٧، ٨٤، ٣٤٧، ١١٧، ١٤٨، ٤٨٧،
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٥٣، ٥٨٧، ٢٤٨، ١٨، ٧١، ٣٢، ٢٨٨، ٤٢٧، ٢١
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١٤، ٥٨
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 فصلت ٥٣
 النعام ٨٣، ١١، ١١، ١٣٧، ٤٤٧، ١٢٧
 النمل ٢٥، ١٢
 الحج ١٣، ٢٤، ١٢، ٢٢، ١١
 الحجرات ٢، ٧٧، ٢، ٧٧، ٣، ٨٧، ٤٧، ١٧
 الحزاب ٣٨، ١٤، ٢٤، ٢٤، ٨٤، ٤٤، ٢٤، ٤٣، ٥٨، ٤٣
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 النعام ٥٢٧، ٧٥٧، ٢٧٧، ٧٤٧، ٣٢، ١٨٧
 ق ٥٣
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 الفرقان ٣٢، ٧٨، ١٢، ٣٢
 النور ٣٨، ٢، ٥، ١٣، ٧٣، ٣٣، ٣٣، ٧٢، ٧٢، ٧٣، ٨٨
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 السراء ١٣، ١٧٧، ٤، ١٣
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 النجم ٧٣
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 هود ٢، ٨١٧، ٣
 الكهف ٨، ٢٤
 الشورى ١٣
 غافر ٢٨، ١٨
 الحديد ١٨، ١٨
 مريم ٢٤
 النازعات ٧٥
 التوبه ٤٢، ٥٢، ١١
 الهمزه ٧



UNIVERSITY OF SARGODHA
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No.	Information on Course																																																						
1.	Course Name: Logical & Critical Thinking																																																						
2.	Course Code: SOCI-6138																																																						
3.	Name(s) of Academic Staff: Dr. Ahmad Saeed																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 6 th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): None																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> To learn concepts, principles, and methods of inferences. To analyze the truth of propositions and validity of arguments. To apply the concepts, principles and method of inference in decision making. 																																																						
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Asst. Prof. Dr. Ahmad Saeed
 Malik Firoz Khan Noon Business School
 University of Sargodha

	Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies/research articles local and International Level, and Online Learning related to Stock Markets.						
11.	<p>Synopsis: Despite the fact that thinking is a natural activity, much of our thinking is confounded by distortions, biases and prejudices, and in many instances, is uninformed and partial. It would not be an exaggeration to say that the quality of our life depends in crucial ways on the quality of our thinking. Excellence in thought, however, requires systemic cultivation. This course provides an introduction to the tools and techniques of logic and critical thinking, and their systemic application to various arenas of life. It will begin with an appreciation of the context, which includes discussion of usage of language and some issues of epistemology. Thereafter, identification of pitfalls or logical fallacies will form main part of the course. Finally, through the application of a strategy for understanding, analyzing and evaluating arguments, it will bring to life the process of thinking and the art of argumentation. This course is an introduction both to logic and to critical thinking, assuming no previous work in logic or philosophy.</p>						
12.	<p>Assessment Methods and Types: Coursework</p> <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30% • Final Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CLO *	Learning and Teaching Activities**				
			Total Time				
			Face-to-Face (F2F)				
			Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	<p>Course Introduction and Overview</p> <p>1.1 Basic Logical Concepts: Argument, Proposition, Statement, Premises, Conclusion</p> <p>1.2 Recognizing Arguments, Arguments and Explanations, Inductive and Deductive Arguments, Validity and Truth</p>	1	6				6
2	<p>2.1 Analyzing Arguments: Paraphrasing, Diagramming, Problems in Reasoning,</p> <p>2.2 Language and Definitions: Functions of Language, Emotive language, Neutral language</p> <p>2.3 Disputes, Disputes and Ambiguity</p> <p>2.4 Definition types and their Uses, Structure and techniques of Definition, Qualities of Good definition</p>	1	6				6

3	a. Fallacies: What Is a Fallacy? Fallacies of Relevance, Fallacies of Defective Induction, Fallacies of Presumption, Fallacies of Ambiguity	1	6				6
4	4.1 Categorical Propositions: The Theory of Deduction, Classes and Categorical Propositions, The Four Kinds of Categorical Propositions, Quality, Quantity, and Distribution 4.2 The Traditional Square of Opposition, Further Immediate Inferences, Existential Import and the Interpretation of Categorical Propositions, Symbolism and Diagrams for Categorical Propositions	2	6				6
5	5.1 Categorical Syllogisms: Standard-Form Categorical Syllogisms, The Formal Nature of Syllogistic Argument, The Formal Nature of Syllogistic Argument, Syllogistic Rules and Syllogistic Fallacies, Exposition of the Fifteen Valid Forms of the Categorical Syllogism	2	6				6
6	6.1 Syllogisms in Ordinary Language: Translating Categorical Propositions into Standard Form, 6.2 Symbolic Logic: Modern Logic and Its Symbolic Language, The Symbols for Conjunction, Negation, and Disjunction, Conditional Statements and Material Implication, Argument Forms and Refutation by Logical Analogy, Testing Argument Validity Using Truth Tables, Some Common Argument Forms, Statement Forms and Material Equivalence, Logical Equivalence, The Three "Laws of Thought"	2	6				6
7	7.1 Methods of Deduction: Formal Proof of Validity, The Elementary Valid Argument Forms, Expanding the Rules of Inference: Replacement Rules, Constructing Formal Proofs Using the Nineteen Rules of Inference	2	6				6

	7.2 Quantification Theory: The Need for Quantification, Singular Propositions, Universal and Existential Quantifiers, Traditional Subject-Predicate Propositions, Proving Validity, Proving Invalidity, Asyllogistic Inference						
8	8.1 Analogical Reasoning Induction and Deduction Revisited, 8.2 Causal Reasoning: Cause and Effect, Causal Laws and the Uniformity of Nature, Methods of Causal Analysis, Limitations of Inductive Techniques 8.3 Science and Hypothesis: Scientific Explanation, Scientific Inquiry: Hypothesis and Confirmation, Evaluating Scientific Explanations, Classification as Hypothesis	3	6				6
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Class Presentations/Projects* Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References							
Core Texts:							
1. Copi, I. M., Cohen, C., & McMahon, K. (2016). <i>Introduction to logic</i> . Routledge.							
2. Hurlez, P.J. (2003). <i>A Concise Introduction to Logic</i> (10th ed.). Woodsworth: Thomason.							
3. Restall, G. (2006). <i>Logic: An Introduction</i> (1st ed.). New York: Taylor & Francis Group.							

MCOM-5101 Introduction to Conventional and Digital Communication 3(3+0)

This course is aimed at introducing the students with basic concepts of conventional and emerging concepts of digital communication. Students would be able to identify and distinguish between the key concepts of conventional and digital communication. Conventional media such as television, radio, newspapers and magazines have long been the primary outlet for communication campaigns, but added to this now are digital channels like social media (Facebook, Twitter, Instagram) that have increased the opportunities for companies, big and small, to connect and spread the word. Digital communications media are inherently capable of being more interactive, more participatory, more egalitarian, more decentralized, and less hierarchical. As such, the types of social relations and communities which can be built on these media share these characteristics. This course further enables the students to understand the communication process, conventional and digital communication systems, problems and prospects of conventional and digital communication and distinguish among various forms of mass media.

Course learning Outcomes (CLOs)

1. Understand the fundamental concepts of conventional and digital communication, including the key differences between them and their respective roles in contemporary society.
2. Analyze the impact of digital communication channels, such as social media platforms, on traditional communication methods, evaluating factors such as interactivity, participation, and decentralization.
3. Apply theoretical frameworks and practical tools to distinguish among various forms of mass media, including television, radio, newspapers, magazines, and social media platforms, assessing their strengths, weaknesses, and potential for effective communication campaigns

Contents

1. Communication: process, and function
2. Barriers in communication
3. Models of mass communication: linear, circular, transactional
4. Print media communication: newspapers, magazines, periodicals, books, pamphlets, etc.
5. Electronic media communication: radio, television, film
6. New media (internet): website, blog, vlog, and social media
7. ICTs and emerging platforms of new media: web 2.0, 3.0
8. The phenomenon of social media: Facebook, Twitter, LinkedIn, Google, youtube
9. Integration, convergence, consumerism and amplifications of mass contents on ICT platforms
10. Media Literacy: difference between real and fake news, propaganda, Framing, angeling.

Recommended Texts

1. Baran, S. (2016). *Introduction to mass communication: Media literacy and culture* (10th ed.). New York: McGraw-Hill.
2. Campbell, R., Martin, C., & Fabos, B. (2014). *Media and communication: Mass communication in adigitalage*. New York: St. Martin's.



UNIVERSITY OF SARGODHA
 Malik Firoz Khan Noon Business School

No.	Information on Course																																																						
1.	Course Name: Inferential Analysis																																																						
2.	Course Code: BUSB-6104																																																						
3.	Name(s) of Academic Staff:																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 6 th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any):																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. Learn statistical techniques for business analysis 2. Interpret and communicate statistical findings 3. Apply the statistical findings to solve business issues 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge and Understanding • Digital skills • Ethics and professional skills <table border="1" data-bbox="347 1216 1289 1547"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	CLO1	✓										CLO2					✓						CLO3										✓
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																						
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CLO1	✓																																																						
CLO2					✓																																																		
CLO3										✓																																													
10.	<p>Teaching-learning:</p> <p>Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies/research articles local and International Level, and Online Learning related to inferential analysis.</p>																																																						

Assistant Professor
 Malik Firoz Khan Noon
 Business School
 University of Sargodha
(Signature)

11	Synopsis: Business Inferential Analysis is a specialized course designed to equip Bachelor of Business Administration (BBA) students with the knowledge and skills necessary to analyze data and draw meaningful insights for business decision-making. This course focuses on inferential statistical techniques and their application in various business contexts, including marketing research, operations management, finance, and strategic planning. Students will learn to use statistical software and interpret statistical results to support evidence-based decision-making in a data-driven business environment.						
12	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CLO *	Learning and Teaching Activities**				
			Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	Course Introduction and Overview Inferential statistics and its importance	1	6				6
2	Describing Data: Frequency Tables, Frequency Distributions, and Graphic Presentation	1	6				6
3	Describing Data: Displaying and Exploring Data	1	6				6
4	A Survey of Probability Concepts Discrete Probability Distributions Sampling, Sampling Methods, and the Central Limit Theorem	2	6				6
5	Estimation and Confidence Intervals One-Sample Tests of Hypothesis Two-Sample Tests of Hypothesis Analysis of Variance	2	6				6
6	Correlation Regression	2	6				6

7	Nonparametric Methods: Nominal Level Hypothesis Test Nonparametric Methods: Analysis of Ordinal Data	2	6				6
8	Index Numbers Forecasting Timeseries Hands on practice on SPSS or any other statistical software.	1	6				6
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Class Presentations/Projects* Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References							
Core Texts:							
1. Berenson, M. L., Levine, D. M., & Krehbiel, T. C. (2011). <i>Basic business statistics: Concepts and applications</i> (12th ed.). New Delhi: Pearson Education.							
2. Lind, D. A., Marchal, W. G., & Wathen, S. A. (2019). <i>Basic statistics for business & economics</i> . McGraw-Hill.							
3. Anderson, D. R., Sweeney, D. J., & Williams, T. A. (2010). <i>Essentials of statistics for business and economics</i> . (6th ed.). Boston: Cengage.							
4. Özdemir, D. (2016). <i>Applied statistics for economics and business</i> (12th ed.). NJ: Springer							



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No.	Information on Course																																																						
1.	Course Name: Organizational Behavior																																																						
2.	Course Code: BUSB-6105																																																						
3.	Name(s) of Academic Staff:																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 6 th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): None																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understand Individual and Group Dynamics in Organizations 2. analyze Organizational Structures and Cultures 3. develop Leadership and Interpersonal Skills 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge and Understanding • Interpersonal Skills • Leadership skills <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial Skills, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	CLO1	✓										CLO2			✓								CLO3							✓			
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10																																													
CLO1	✓																																																						
CLO2			✓																																																				
CLO3							✓																																																
10.	<p>Teaching-learning</p> <p>Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies/research articles local and International Level, and Online Learning related to organizational behavior.</p>																																																						

11.	Synopsis: This course examines the nature of individual and group employee behavior in a work environment and how it affects organizational performance. Psychological principles explain how and why people act as they do. It includes an emphasis on the use of theories as conceptual tools for analyzing and solving personnel problems. The approach taken in this course will expose students to psychological theories that will enable them to gain insight into behavior in organizations. The use of case studies will provide students the opportunity to apply theories to real life organizational issues and analyses the contributions and limitations of relevant theories. The course is ideally suited to those who wish to develop a critical understanding of human behavior in organizations.						
12.	Assessment Methods and Types: Course work <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CLO*	Learning and Teaching Activities** Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	Course Introduction and Overview Organizational behavior: Key concepts Individual Behavior, Personality and Values	1	6				6
2	Perceiving ourselves, Workplace emotions, attitude stress. Employee motivation, performance, decision making and creativity.	1	6				6
3	Team dynamics, communicating in teams, power and influence, conflict and negotiations.	2	6				6
4	Leadership in organizational settings	2	6				6
5	Design organizational structure	2	6				6
6	Organizational culture Organizational settings	2	6				6
7	Organizational changes	2	6				6

8	Case Study: Let's talk about that slap at the Academy Awards ceremony: understanding individual behaviors and social processes Reference Bumpus, M.A. (2024), "Let's talk about that slap at the Academy Awards ceremony: understanding individual behaviors and social processes", , Vol. 20 No. 4, pp. 963-987. https://doi.org/10.1108/TCJ-10-2023-0220	3	6				6
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Class Presentations/Projects* Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References Core Texts: <ol style="list-style-type: none"> 1. McShane, S. L., Von Glinow, M. A., & Sharma, R. R. (10th edition). <i>Organizational behavior: emerging knowledge and practice for the real world</i>. Tata McGraw Hill. 2. Griffin, R. W., Phillips, J. M., & Gully, S. M. (2020). <i>Organizational behavior: Managing people and organizations</i>. CENGAGE learning. 3. Wagner III, J. A., & Hollenbeck, J. R. (2020). <i>Organizational behavior: Securing competitive advantage</i>. Routledge. 							



UNIVERSITY OF SARGODHA
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No.	Information on Course																																																							
1.	Course Name: Managerial Economics																																																							
2.	Course Code: BUSB-6106																																																							
3.	Name(s) of Academic Staff:																																																							
4.	This is an important course for BBA students.																																																							
5.	Semester Offered: 6 th																																																							
6.	Credit Value: 3																																																							
7.	Pre-requisite (if any): No																																																							
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> Understand the Economic Principles, Concepts and theories relevant to the Managerial Decision-Making. Collect and analyses data to evaluate Market Structures and Competitive Dynamics. Integrate Quantitative Analysis with Managerial Decision-Making. Apply the knowledge to companies from Pakistan and around the globe to make optimal decisions. 																																																							
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> Knowledge and Understanding Numeric Skills Entrepreneurial Skills <table border="1"> <thead> <tr> <th>Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th></th> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial Skills, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)											PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	CLO1	✓										CLO2						✓					CLO3									✓	
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																							
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10																																														
CLO1	✓																																																							
CLO2						✓																																																		
CLO3									✓																																															
10.	Teaching-learning																																																							

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	Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies/research articles local and International Level, and Online Learning related to managerial economics.						
11.	Synopsis: Managerial Economics is a fundamental course designed to equip Bachelor of Business Administration (BBA) students with the necessary tools and frameworks to make effective business decisions in various organizational settings. This course integrates economic theory with business practices, enabling students to analyze and understand the economic environment in which businesses operate.						
12.	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CLO *	Learning and Teaching Activities** Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	Course Introduction and Overview; Opportunity cost, theories and models, quantitative methods, role of government Theory of firm, agency problem, mathematical economics, functional relationship	1	6				6
2	Linear equations, graphs, geometric progressions Derivative of a function, implicit differentiation, average and marginal relationships	1	6				6
3	First order condition, partial derivative, constraints optimization Partial derivative (revision), constraints optimization (revision)	1	6				6
4	Determinants of market demand, market demand equation, law of supply; Estimation of demand function using OLS, fundamentals of managerial economics	2	6				6

5	The market mechanism, rationing function of prices Price ceiling, price floor, allocation function & Concepts in Price elasticity of demand	2	6				6
6	A formal relationship between the price elasticity of demand and total revenue, decision making Role of the firm, production function, law of diminished marginal utility, output elasticity	2	6				6
7	Economies of scale, multi-product cost function, profit maximization, optimal input combination, unconstrained optimization Total revenue maximization, characteristics of market structure, equilibrium price, monopoly	2	6				6
8	Monopolistic competition, short-run monopolistic equilibrium. Advertising in monopolistically competitive industries, characteristics of duopoly and oligopoly, Game theory, price discrimination, no marginal pricing, multiproduct pricing	3	6				6
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Class Presentations/Projects* Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References							
Core Texts:							
1) Webster, T. J. (6 th Edition). <i>Managerial Economics: Theory and Practice</i> . West Yorkshire: Emerald Publishing							
2) Salvatore, D. (1998). <i>Managerial economics in a global economy</i> . McGraw-Hill.							
3) Samuelson, W. F., Marks, S. G., & Zagorsky, J. L. (2021). <i>Managerial economics</i> . John Wiley & Sons.							
4) Png, I. (2022). <i>Managerial economics</i> . Routledge.							



UNIVERSITY OF SARGODHA
Malik Firoz Khan Noon Business School

No.	Information on Course																																																						
1.	Course Name: Introduction to Data Analytics																																																						
2.	Course Code: BUSB-6107																																																						
3.	Name(s) of Academic Staff:																																																						
4.	Pre-requisite (if any): No																																																						
5.	Semester Offered: 7th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (Non mandatory): None																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understand what data analytics for business ventures is. 2. perform analysis of real life business data and write research report. 3. apply data analysis tool to obtain information for decision making. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Numeric Skills • Ethics and Professional Skills <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>√</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>√</td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial Skills, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	√										CLO2						√					CLO3										√
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CLO1	√																																																						
CLO2						√																																																	
CLO3										√																																													
10.	<p>Teaching-learning</p> <p>Teaching Method – Traditional Lecture PowerPoint, Student-Centered Learning, Case Studies local and International Level, and Online Learning related to data analysis.</p>																																																						
11.	<p>Synopsis:</p> <p>Introduction to Business Analytics is a course that provides students with a fundamental understanding of how businesses can use data analytics to make better decisions. The course covers a range of topics: The course may also include cases illustrations and practical applications of business analytics. The goal of the course is to equip students with the knowledge and skills necessary to apply business analytics in real-world situations.</p>																																																						
12.	<p>Assessment Methods and Types: Coursework</p> <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 																																																						
13.	Content outline of the course/module and the SLT per topic																																																						
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Weeks/Course Content Outline and Subtopics	CLO*	Learning and Teaching Activities** Total Time				
		Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
		L	T	P	O	Total
1	Introduction to Business Analytics Definition and scope of business analytics Importance of business analytics for decision-making Data analytics vs. business analytics Key terminologies in business analytics	1	6			6
2	Data Collection and Preprocessing Types of data and their sources Data preprocessing and cleaning Data transformation and normalization Data sampling and imputation	2	6			6
3	Descriptive Analytics Introduction to descriptive analytics Data visualization using charts and graphs Measures of central tendency and dispersion Frequency distributions and histograms	2	6			6
4	Predictive Analytics Introduction to predictive analytics Regression analysis and its applications Time series analysis and forecasting Classification techniques and clustering	2	6			6
5	Prescriptive Analytics Introduction to prescriptive analytics Linear programming and optimization Decision analysis and decision trees Simulation and scenario analysis	1	6			6
6	Big Data Analytics Introduction to big data analytics	2	6			6

	Characteristics of big data Hadoop ecosystem and its components; Map Reduce programming model						
7	Applications of Business Analytics Marketing analytics	2	6				6
8	Financial analytics Operations analytics	2	3				3
9	Project related to business analytics.	3	3				3
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Final Exam Individual Class Presentations/ Projects* Assignment/ Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		03					
References							
Core Texts:							
1. Albright, S. C., & Winston, W. L. (2020). <i>Business analytics: Data analysis and decision making</i> . Cengage Learning, Inc..							
2. Silva, A. J., Cortez, P., Pereira, C., & Pilaster, A. (2021). Business analytics in Industry 4.0: A systematic review. <i>Expert systems</i> , 38(7), e12741.							



UNIVERSITY OF SARGODHA

Malik Firoz Khan Noon Business School

No.	Information on Course																																																						
1.	Course Name: Operations and Supply Chain Management																																																						
2.	Course Code: BUSB-6108																																																						
3.	Name(s) of Academic Staff: Dr. Naveed Mushtaq																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 7th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (Non mandatory): None																																																						
8.	<p>Course Learning Outcomes (CLO): Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understand the concepts and techniques to analyze, manage and improve supply chain processes for different industries and markets 2. analyze the creation of new value in the supply chain for customers, society, and the environment 3. assess supply chain performance and make recommendations to increase supply chain competitiveness. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Numeric Skills • Practical Skills <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th rowspan="2" style="text-align: center;">Course Learning Outcomes</th> <th colspan="10" style="text-align: center;">Programme Learning Outcomes (PLO)</th> </tr> <tr> <th style="text-align: center;">PLO 1</th> <th style="text-align: center;">PLO 2</th> <th style="text-align: center;">PLO 3</th> <th style="text-align: center;">PLO 4</th> <th style="text-align: center;">PLO 5</th> <th style="text-align: center;">PLO 6</th> <th style="text-align: center;">PLO 7</th> <th style="text-align: center;">PLO 8</th> <th style="text-align: center;">PLO 9</th> <th style="text-align: center;">PLO 10</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">CLO1</td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;">CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;">CLO3</td> <td></td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial Skills, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Programme Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	✓										CLO2						✓					CLO3		✓								
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CLO1	✓																																																						
CLO2						✓																																																	
CLO3		✓																																																					
10.	<p>Teaching-learning Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies local and International Level, and Online Learning related to Strategic Management.</p>																																																						
11.	<p>Synopsis: A supply chain is comprised of all the parties involved in fulfilling a customer request. The integrated management of this network is a critical determinant of success in today's competitive environment. Companies like Nokia, Toyota, Dell, Procter & Gamble, and a relatively newcomer like Tata Motors are proof that excellence in supply chain management is a must for financial strength and industry leadership. With increasing competition around the globe, supply chain management is both a challenge and an</p>																																																						

Assistant Professor
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	opportunity for companies. Hence a strong understanding of supply chain management concepts and the ability to recommend improvements should be in the toolbox of all managers.						
12.	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic							
Weeks/Course Content Outline and Subtopics			CLO*			Learning Outcomes	
						Learning and Teaching Activities** Total Time	
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	Understanding the supply chain Supply chain performance: achieving strategic fit and scope	1	6				6
2	Supply chain drivers and metrics Designing distribution network and application to online sales	1	6				6
3	Network design in the supply chain Planning supply and demand in a supply chain	2	6				6
4	Coordination in a supply chain Managing economies of scale in supply chain	2	6				6
5	Cycle inventory managing uncertainty in a supply chain; Safety inventory	2	6				6
6	Transportation in a supply chain	2	6				6
7	Sustainability in a supply chain	2	6				6
8	Pricing and revenue management distribution in a supply chain	2	3				3
9	Case Study: Wal-Mart: The Future Is Sustainability: Reference: Gittell, R., Magnusson, M., &Merenda, M. (2012). The sustainable business case book. Saylor Foundation. Case Study Massachusetts General Hospital's Pre-Admission Testing Area (PATA) https://mitsloan.mit.edu/sites/default/files/2024-04/MGH%27s%20PATA.pdf	3	3				3
Sub Total			48				48
Final Assessment			Face-to-Face (F2F) NF2F Online (Asynchronous and				

		Independent Learning for Assessment)
1	Final Exam Individual Class Presentations/Projects* Assignment/Case study	20
2	Mid Exam	30
3	Final Exam	50
Total		100
Credit Hours		03
References		
Core Texts:		
1. Foster, S. T., & Gardner, J. W. (2022 edition). <i>Managing quality: Integrating the supply chain</i> . John Wiley & Sons.		
2. Chopra, S., Meindl, P., & Kalra, D. V. (2013). <i>Supply Chain Management: Strategy, Planning, and Operation</i> (Vol. 232). Boston: MA Pearson.		
3. Buurman, J. (2002). <i>Supply Chain Logistics Management</i> . (3 rd ed.). McGraw-Hill.		
Case studies:		
1. Centralized supply chain -food lord		



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No.	Information on Course																																																						
1.	Course Name: Business Research Methods																																																						
2.	Course Code: BUSB-6109																																																						
3.	Name(s) of Academic Staff: Hammad Hassan Mirza																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 7th Semester Relevant																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (Non mandatory): None																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> To develop business research skills To define, explore and solve a business research question To be able to convey information that would assist in decision-making process 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> Knowledge & Understanding Numeric Skills Practical Skills <table border="1" style="margin-left: 20px;"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	✓										CLO2											CLO3		✓				✓				
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CLO1	✓																																																						
CLO2																																																							
CLO3		✓				✓																																																	
10.	<p>Teaching-learning</p> <p>Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, and Online Learning related to research.</p>																																																						
11.	<p>Synopsis: It will bring together students' theoretical and practical appreciation of how to identify and investigate business opportunities or problems as well as analyses data and conclude on the relevance of research findings as the research aim is unpacked, the student will be introduced to a range of relevant quantitative and qualitative business research methods and will select from these in determining a project design. Second major focus is business report writing. Business report writing is the means by which one presents any business-related information. Some reports might provide a definite solution to solve a business problem; other reports might touch on historical business information that would be used for future business planning. Conventional reports, such as Business Plans & Marketing plans, provide the concepts,</p>																																																						

	management models, commercial goals and operational measures. Business reports are a critical part of performing business activities.						
12.	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic		Learning Outcomes					
Weeks/Course Content Outline and Subtopics	CLO*	Learning and Teaching Activities**					Total
		Total Time					
		Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)					
		L	T	P	O		
1	Introduction to Business Research: Definition & Nature and The Scientific Method The Business Research Process, Errors in Business Research.	1	6			6	
2	Research Design and Data Sources, Types of research and research designs, Primary and Secondary data and their sources	1	6			6	
3	Data Collection Procedures: The Measurement Process Concepts of validity and reliability, The casual design procedures	2	6			6	
4	Data Collection Methods, Observation, Documentary-Historical Method, The Survey Method Instruments: Questionnaire, Interview and Scheduling, Problems in Data Collection	2	6			6	

5	Sampling: Sampling Concepts, The Sampling Procedures (Types of Sampling), Determining a sample size	2	6				6
6	Selection of sample. Data Processing and Analysis Basic concepts of data processing: Computer representation, Data Matrix, Data Storage Data Processing flow	2	6				6
7	Editing, Coding, Handling Blank Responses, Coding, Categorization Converting, Weighting, Storing etc. Alternative processing flows	2	3				3
8	University data analysis, Measurement of central tendency Measurement of dispersion, Hypothesis Testing, Bavaria data analysis Linear Correlation, Simple Regression, The Chi-Square Test, The Cross-Tabular Tables	2	6				6
9	Research Project	3	3				3
Sub Total			48				48
Final Assessment		<p style="text-align: center;">Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)</p>					
1	Final Exam Individual Class Presentations/ Projects* Assignment / Case study	20					

2	Mid Exam	30
3	Final Exam	50
Total		100
Credit Hours		03
References		
Core Texts:		
1	Bougie, R., & Sekaran, U. (2019). <i>Research methods for business: A skill building approach</i> . John Wiley & Sons	
2	Ranjit, K., (n.d.) <i>Research Methodology</i> . (3 rd ed.). Boston: Sage Publications	
3	Emory, C. W., (n.d.). <i>Business Research Method</i> . (12 th ed.).New York: McGraw-Hill	



UNIVERSITY OF SARGODHA
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No	Information on Course																																																						
1.	Course Name: Digital Marketing																																																						
2.	Course Code: BUSB-6110																																																						
3.	Name(s) of Academic Staff:																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 7th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (Non mandatory): None																																																						
8.	<p>Course Learning Outcomes (CLO): Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. Define important Internet Marketing terminology and acronyms. Articulate how to integrate Internet marketing programs, tactics and strategies into traditional marketing strategies and plans to meet corporate objectives. 2. Analyze any website from the perspective how its user experience supports business goals. Audit a company's organic search engine presence and make recommendations to elevate its position for desired keywords. 3. Measure the effectiveness of various Digital Marketing channels, such as website performance, email and PPC advertising. 4. Use email marketing to build programs that drive awareness, as well as loyalty and retention. 5. Utilize paid search engine marketing programs to drive qualified traffic to an organization's website 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Numeric Skills • Practical Skills <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	CLO1	✓										CLO2						✓					CLO3		✓								
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																						
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10	<p>Teaching-learning Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies local and International Level, and Online Learning related to Strategic Management .</p>																																																						

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University of Sargodha
(Signature)

1	Synopsis: The focus of this course will be to provide the student with e-Marketing techniques and strategies that can help any forward-thinking organization be competitive in today's business environment. Key areas that promise to leverage the power of Internet are: customer relationship management (CRM); 1:1 marketing; permission-based e-mail marketing; viral marketing; attributes of a good Website and Website marketing goals; Website promotion/search engine positioning/ranking, and key Internet technologies/terminologies/acronyms.																								
1	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 																								
1	Content outline of the course/module and the SLT per topic																								
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Topic	CL O*			Learning Outcomes																					
		L	T	P	O	Total																			
Weeks/Course Content Outline and Subtopics		Learning and Teaching Activities** Total Time																							
		Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)																							
1	Introduction to Digital Marketing Structuring your website: Websites, Microsites, and Landing Pages & Mobile	1	6	0	0	0	4																		
2	Segmentation Creating better structured content	1	6	0	2		6																		
3	Mobile options CMS Systems and design options	2	6	0	2		6																		
4	Identifying changes in your website Digital Campaigns (& Conversions)	2	6	0	2		6																		
5	Content Marketing Analytics	2	6	0	0		3																		
6	SEO, Social Media Marketing Email Marketing & Marketing Automation	2	6	0	0		3																		
7	SEM Micro sim, Online Ads Bringing it all together: Strategy	2	6	0	2		5																		
8	Emerging Tech Bit Strategies & Match Types	2	3	0	0		3																		
9	Coca Cola Marketing Case Study Reference: https://www.simplilearn.com/tutorials/marketing-case-studies-tutorial/coca-cola-marketing-strategy?utm_source=frs_article_page&utm_medium=top_share_option&utm_campaign=frs_copy_share_icon	3	3	0	9		12																		
Sub Total			48	0	17		48																		
Final Assessment			Face-to-Face (F2F)																						

		NF2F Online (Asynchronous and Independent Learning for Assessment)
1	Final Exam Individual Class Presentations/Projects* Assignment/Case study	20
2	Mid Exam	30
3	Final Exam	50
Total		100
Credit Hours		03
References		
Core Texts:		
<ol style="list-style-type: none"> 1. Chaffey, D., & Smith, P. R. (2022). Digital marketing excellence: planning, optimizing and integrating online marketing. Taylor & Francis. 2. Charles worth, A. (2014). Digital marketing: A practical approach. Routledge. 		



UNIVERSITY OF SARGODHA

Malik Firoz Khan Noon Business School

BUSB 6121 Principles of Islamic Banking and Finance 3(3+0)

Course Description: This course is designed to provide business students with a comprehensive understanding of the principles, concepts, and practices of Islamic banking and finance. The course covers the fundamentals of Islamic economic system, Islamic financial contracts, and the Shariah-compliant financial products and services offered by Islamic financial institutions (IFIs).

Course Goals and Learning Objectives:

1. Understand the fundamentals of Islamic economics and its relevance to Islamic banking and finance.
2. Identify the key principles of Islamic finance and the different modes of financing in Islamic banking.
3. Understand the structure and functions of Islamic financial institutions, including Islamic banks, takaful companies, mudaraba companies, Islamic microfinance and investment funds.
4. Analyze the Shariah-compliant financial products and services offered by Islamic financial institutions, including Murabaha, Mudarabah, Musharakah, Ijarah, and Sukuk.
5. Evaluate the risk management practices and regulatory framework for Islamic financial institutions (banking and non-banking).
6. Apply the knowledge and skills gained in the course to real-world scenarios and case studies.

Course Topics

Unit-I Fundamental Principles of Islam

- Islamic Ideology and Basic beliefs
- Religious, Social and Economic Activities: A nexus for successful life
- Islamic principles (Quran & Sunnah) for economic activities
- Shariah principles and its sources (primary and secondary);
- Holy Quran, Sunnah and Ijtihad for Financial/Trade/Economic Activities
- Materialistic view of life Versus Islamic view of life
- Islamic Ideology and Pillars of Islam

Unit-II Riba, its Prohibition and types of Riba

- Riba, its types and Islamic instruction
- Prohibition of Riba in the Holy Quran
- Prohibition of Riba in Ahadith/Sunnah
- Evils of Riba/Interest
- Islamic Rulings: Shariah Principles and Moqasid-e-Shariah

Unit-III Business & Finance Contracts in Islam

- Trading in Islamic Commercial Law
- Lawful ways of trade in Islam
- Unlawful ways/modes of trade in Islam and prohibited activities in Islam
- Pillars of contract, essentials of contract and types of contracts in Islam
- Fundamentals of contract in Islam
- Islamic Law of contracts and business transactions

Unit-IV Islamic Economic System and Its Comparison

- Islamic economic system and other economic systems
- Origin and evolution of Islamic banking & finance
- Types of institutions offering Islamic finance products (including banking, takaful, murabah, sukuk and riba-free/interest free products etc.) and their practices
- Structural, procedural and operational differences between conventional banks and interest-free (Islamic) banks

Unit-V Financial System and Islamic Finance Institutions

- The Global Financial System and Commercial Banking Institutions
- Development of Banking Institutions
- Financial Markets and Banking Institutions
- Legal framework and emerging trends in the Islamic banking and finance industry

Unit-VI Shariah Framework and Philosophy

- Shariah Governance framework issued by SBP
- The prohibition of riba and its economic rationales
- Role of Islamic banking in addressing objectives of the Shari'ah (Maqasid e Shari'ah)
- Shariah governance, supervisory and review
- Shariah Advisory Board, Shariah Compliance Department and requirement of Shariah Supervisory Board

Unit-VII Islamic Financial Institutions and Products

- Loan and Debt in Islamic Commercial Law
 - Takaful: An Alternative to Conventional Insurance
 - Sukuk and Securitization: Vital Issues in Islamic Capital Markets
 - An Appraisal of Common Criticism of Islamic Banking and Finance
 - Islamic Assets and Fund Management, The Way Forward
 - Participatory Modes: Sdkukh and Its Variants
 - Financing Principles and Practices
 - Musharakah
 - Diminishing Musharakah
 - Mudarabah
 - Salam
 - Istisna
 - Muajjal
 - Murabahah
 - Ijarah
 - Qard-e-Hasan
 - New Product development and emerging issues in Islamic finance
-

Unit-VIII Regulatory Framework & Risk Management in Islamic Financial Institutions

- Structure and Functions of Islamic Financial Institutions
- Types of Islamic Financial Institutions, including Islamic banks, takaful companies, and investment funds
- Roles and Functions of Islamic Financial Institutions
- Islamic Capital Market & its products
- Risk Management and Regulatory Framework for Islamic Financial Institutions

Unit-IX Case Studies and Real-World Applications

- Analysis of case studies and real-world scenarios related to Islamic banking and finance
- Application of the knowledge and skills gained in the course to solve practical problems (Calculations on Murabahah, Ijara, FDM for Housing & Pool Management may be incorporated)

Textbooks

1. Usman, M. I., An Introduction to Islamic Finance Maktaba Ma'ariful Qur'an, Karachi, Pakistan.
2. Ahmad, A., Islamic Principles of Business & Finance: A Gateway to Success, (2023) Azeem Group of Publications, Lahore, Pakistan
3. Ayub, M. Understanding Islamic Finance, John Wiley and Sons Ltd, England.
4. Islamic Finance Qualification (latest edition), Chartered Institute of Securities & Investment

Suggested Readings

1. Ahmad, A. (2022), Banking Laws and Practices in Pakistan (First Edition), Azeem Academy, Pakistan.
2. Ahmad, A. (2016), Comparative Study of Islamic Banking in Pakistan: Proposing and Testing a Model, LAP LAMBERT Academic Publishing, Germany. ISBN: 978-3-659-89322-3.
3. Siddiqui, A. H. (2007), Practice and Law of Banking in Pakistan, 8th Edition, Royal Book Company, Karachi, Pakistan.
4. Ed. Zeenat Zuhairi, "Mersabahat's Guide to Islamic Banking," Karachi: Darul-Isfah, (latest edition)
5. *A basic guide to contemporary Islamic banking and finance*" Vol. 1, Houston, TX: Rice University, (latest edition)
6. *Critical Issues on Islamic banking and financial markets*:" Author House (latest edition)
7. *Introduction to Islamic Finance* (latest edition)
8. El-Gamal, M. A., Islamic Finance: Law, Economics, and Practice Cambridge University Press, New York, USA.
9. Islamic Finance Qualification: Securities and Investment Institute, London, UK.
10. SIIP (Islamic Banking Bulletin)



UNIVERSITY OF SARGODHA
Malik Firoz Khan Noon Business School

No.	Information on Course																																																						
1.	Course Name: Investment and Portfolio Analysis																																																						
2.	Course Code: BUSB-6112																																																						
3.	Name(s) of Academic Staff: Dr. Hammad Hassan Mirza																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 8 th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): None																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. understand main themes of investment management. 2. become aware of the practical implications of advanced portfolio management concepts for banks and possible research avenues. 3. Apply the relevant relevant tare of the relevant empirical finance research. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge and Understanding • Practical Skills • Numeric Skills <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial Skills, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	CLO1	✓										CLO2						✓					CLO3		✓								
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																						
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CLO1	✓																																																						
CLO2						✓																																																	
CLO3		✓																																																					
10.	<p>Teaching-learning</p> <p>Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies/research articles local and International Level.</p>																																																						

Assistant Professor
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 Malik Firoz Khan Noon Business School
 University of Sargodha

11.	Synopsis: This course will explore the theories and practices of classical and contemporary portfolio management. Besides, the module is intended to extend further ability to understand, critically evaluate, and carry out analytical and empirical research in the subject area, particularly in capital markets. Published research papers will be discussing and critique the most motivation for empirical research, the connection between theory and empirical work particularly in context of banking mutual funds alongside the research design typically used, and the methods of analysis typically employed.						
12.	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CL O*	Learning and Teaching Activities** Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	Understanding Investment: Overall perspective Understanding Investment Decision: Investment Alternatives Money Market Securities, Capital Market, Fixed Income, Equity Securities	1	6				6
2	Indirect Investing: What is an Investment Company Major Types, Detail of Indirect Investing, and Investing Internationally	1	6				6
3	Security Markets and Market Indices. How Securities are Traded: Brokerage	1	6				6
4	Capital Market Theory and Asset Pricing Model; CAPM, SML, APT etc.	3	6				6
5	Revision of Common Stock Valuation, Common Stock Analysis, and Strategies	3	6				6


6	Market Efficiency: Weak, Semi, strong, and strong	2	6				8
7	Economy/Market Analysis, Economy and Stock Market Boom, Modeling Market Forecasts Company Analysis, Financial Statement Analysis & Technical Analysis. Mutual Funds, their formation and Mutual funds in Pakistan	2	6				6
8	Case Study 1: Financial Planning and Investment Strategies Ref: https://www.fhwa.dot.gov/asset/pubs/hif20085_case5.pdf Case Study: 2: https://www.economist.com/sites/default/files/stevensinstitute_ws.pdf	2	6				6
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Class Presentations/Projects* Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References							
Core Texts:							
1. Jones, C. P. (2020). Investments: analysis and management. (14th ed.). Hoboken: John Wiley & Sons.							
2. Reilly, F. K., & Brown, K. C. Investment Analysis and Portfolio Management. (10th ed.). New York: McGraw Hill publishers							



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No.	Information on Course																																																						
1.	Course Name: Corporate Governance																																																						
2.	Course Code: BUSB-6113																																																						
3.	Name(s) of Academic Staff: Prof. Dr. Haroon Hussain																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 8 th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any): NONE																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. Understand both internal and external governance mechanisms, diverse theories of corporate governance and learning historical developments in the field. This includes an in-depth understanding of the evolution and current trends in corporate governance practices 2. Analyze key elements in corporate governance, encompassing board structure, composition, independence, and the crucial role of auditors. Additionally, explore the concept of socially responsible auditing as a component of ethical oversight within organizations. 3. Assess the impacts of corporate events such as takeovers, mergers, and acquisitions on governance structures. Assess the ethical dimensions associated with these strategic actions, including the examination of issues like insider trading and conflicts of interest. Ultimately, students will develop a nuanced understanding of the ethical challenges posed by these events within the corporate governance landscape. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> • Knowledge & Understanding • Practical Skills • Ethics & Professional Skills <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Programme Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO 1</th> <th>PLO 2</th> <th>PLO 3</th> <th>PLO 4</th> <th>PLO 5</th> <th>PLO 6</th> <th>PLO 7</th> <th>PLO 8</th> <th>PLO 9</th> <th>PLO 10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> </tbody> </table>	Course Learning Outcomes	Programme Learning Outcomes (PLO)										PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	CLO1	✓										CLO2		✓									CLO3										✓
Course Learning Outcomes	Programme Learning Outcomes (PLO)																																																						
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	PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial Skills, PLO 10: Ethics & Professional Skills						
10.	Teaching-learning Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies local and International Level, and Online Learning related to Strategic Management .						
11.	Synopsis: This course clearly discusses the two main aspects of internal and external forms of governance. You will learn the relationships between managers, employees, and the owners of a firm as well as the system of laws, regulations, and market forces that ensure a fair and transparent organization. You will also learn about watchdog organizations which are usually driven by non-profit groups or government agencies whose purpose is to alert the public about the misdeeds of organizations. This course will teach the fundamental theories and practice of corporate governance. This course covers the history of the corporation, boards of directors, the division of profit sharing and various forms of employee ownership and equity ownership among insiders, regulation, shareholder activism, the impact of takeovers and mergers and acquisitions on governance, ethical issues such as conflicts of interest and insider trading, international corporate governance, and policy developments likely to impact the corporation.						
12.	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CL O*	Learning and Teaching Activities** Total Time				
			Face-to-Face (F2F) Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	8. Introduction 1.1 The corporate governance problem 1.2 Theoretical aspects of corporate governance 1.3 Developments of corporate governance codes	1	9	0	0	0	9
2	2 Owners and Stakeholders 2.1 Shareholders and stakeholders 2.2 Family owned firms 2.3 Role of institutional investors in corporate governance	1	9	0	0		9

3	3 Directors and board structures 3.1 Directors and board structures 3.2 Board Independence, size and composition 3.3 Gender and corporate governance	2	6	0	0	6
4	4 Director Performance 4.1 Board Meetings 4.2 Board Committees 4.3 Board Compensation	3	6	0	0	6
5	5 Socially Responsible Investment 5.1 Corporate social responsibility 5.2 Environment and corporate governance 5.3 Role Duties and Responsibilities of Auditors	2	6	0	0	6
6	6 Corporate governance, dividends and corporate control market 6.1 Corporate Governance and dividend issues 6.2 Takeovers, anti-takeover defensive strategies, role of governance in merger acquisition events	3	6	0	0	6
7	International corporate governance: Case Presentation in Class (Proposed List in reference section)	3	6	0	0	6
Sub Total			48	0	0	48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)				
1	Final Exam Individual Class Presentations/Projects* Assignment/Case study	20				
2	Mid Exam	30				
3	Final Exam	50				
Total		100				
Credit Hours		3				
References						
Core Texts:						
1. Worme, K. R. (2023). <i>Corporate Governance—A comparative analysis of the approach to corporate governance regulation and enforcement in the UK and the US</i> . Liverpool John Moores University (United Kingdom).						
2. Mallin, C. (2020). <i>Corporate Governance</i> (4th ed). Oxford: Oxford University Press. Suggested Readings						
3. Fernando, A. C. (2011). <i>Corporate Governance: Principles, Policies and Practices, 2/E</i> . Pearson Education India						

4. Cadbury, A. (2002). Corporate Governance and Chairmanship (1st ed). Oxford: Oxford University Press

Case Studies:

1. Strong blockholders and corporate governance structures that improve minority shareholders' protection: the case of Telecom Italia (International Corporate Governance A Case Study Approach)
2. The rise and fall of China's corporate dragon: Kelon and its old and new owners (International Corporate Governance A Case Study Approach)
3. Will the Japanese corporate governance system survive? (International Corporate Governance A Case Study Approach)
4. The structure and governance of Eskom – a case study (International Corporate Governance A Case Study Approach)
5. Will the Japanese corporate governance system survive? Challenges of Toyota and Sony (International Corporate Governance A Case Study Approach)



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No.	Information on Course																																																						
1.	Course Name: E - Commerce																																																						
2.	Course Code: BUSB-6114																																																						
3.	Name(s) of Academic Staff:																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 8 th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any):																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> To describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational. To describe the infrastructure for E-Commerce To analyze the impact of E-commerce on business models and strategy. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> Knowledge and Understanding Digital Skills Entrepreneurial Skills <table border="1" data-bbox="406 1303 1391 1550"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Program Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> </tbody> </table> <p>PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO 10: Ethics & Professional Skills</p>	Course Learning Outcomes	Program Learning Outcomes (PLO)										PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	CLO1	✓										CLO2					✓						CLO3									✓	
Course Learning Outcomes	Program Learning Outcomes (PLO)																																																						
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10.	<p>Teaching-learning</p> <p>Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies/research articles local and International Level.</p>																																																						

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1	The growth of the Internet continues to have a tremendous influence on business. Companies and organizations of all types and sizes are rethinking their strategies and how they run their operations. This new course explores the realities and implications of internet business (i.e., e-commerce) from a marketer's perspective. Electronic Commerce provides an overview of the fundamental concepts of online marketing, creating a web site, gaining customers online. Business-to-consumer (B2C) and business-to-business (B2B) E-Commerce markets are examined.																																																																
1	Assessment Methods and Types: Coursework <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 																																																																
1	Content outline of the course/module and the SLT per topic																																																																
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Topic	CLO *			Learning Outcomes																																																													
				Learning and Teaching Activities** Total Time																																																													
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		L	T	P	O	Total																																																											
1	Defining E-Commerce and E-business, Reasons for going Online	1	6				6																																																										
2	Differentiating between E-Business Categories, using the new Paradigm of E-business Pure and Partial E-Commerce, Preparing the Online Business: Competitor Analysis	1	6				6																																																										
3	Supply Chain Management. Technical Infrastructure: Exploring the IT Infrastructure Deciding on the Enterprise, Middleware, Choosing the Right Enterprise Application	1	6				6																																																										
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5	Promoting your E-business, Banner and Campaigning, Online Measurement Direct Marketing, Search Engine Optimization Technique	2	6				6																																																										

6	Interactive Communication Experiences: The Basics, Moderating Online Meetings Internet Chat Solutions, Internet-based Trainings, Discussion Forums. Internet Information Security: Creating a Security Strategy Cryptographic Tools, Applications of Cryptology, Privacy on the Internet	3	6				6
7	Security Threats in E- Commerce, Use of Third-Party Security Services Implications of the new Economy Electronic Software Distribution	3	6				6
8	Case Study: Strategy for the implementation of the WCO Framework of Standards on Cross-Border E-Commerce Ref: https://www.wcoomd.org/-/media/wco/public/global/pdf/topics/facilitation/activities-and-programmes/ecommerce/e-commerce-compendium_en.pdf	3	6				6
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Class Presentations/Projects* Assignment/Case study	20					
2	Mid Exam	30					
3	Final Exam	50					
Total		100					
Credit Hours		3					
References							
Core Texts:							
1. Laudon, K. C., &Traver, C. G. (2021). <i>E-commerce in 2020-2021: business, technology, society</i> . Pearson.							
2. Rayport, J. F., &Jaworski, B. J. (2002). <i>Introduction to e-commerce</i> . New York: McGraw-Hill							
3. Varey, R. J. (2002). <i>Relationship marketing: dialogue and networks in the e-commerce era</i> . Chichester: Hoboken: Wiley.							



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No.	Information on Course																																																						
1.	Course Name: Strategic Business Management																																																						
2.	Course Code: BUSB-6115																																																						
3.	Name(s) of Academic Staff: Dr. Arfan Shahzad																																																						
4.	This is an important course for BBA students.																																																						
5.	Semester Offered: 8 th																																																						
6.	Credit Value: 3																																																						
7.	Pre-requisite (if any):																																																						
8.	<p>Course Learning Outcomes (CLO):</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> To understand fundamentals, core concepts of strategy, including industry analysis and competitive differentiation. To analyze business unit strategies that students should be able to apply on strategic frameworks to analyze competitive strategies and mergers/acquisitions. To evaluate/assess the role of innovation, analyze industry evolution, and evaluate ethical considerations in strategic decision-making. 																																																						
9.	<p>Transferable Skills:</p> <ul style="list-style-type: none"> Knowledge and Understanding Practical Skills Numeric Skills <table border="1"> <thead> <tr> <th rowspan="2">Course Learning Outcomes</th> <th colspan="10">Programme Learning Outcomes (PLO)</th> </tr> <tr> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> <th>PLO9</th> <th>PLO10</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>CLO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>√</td> </tr> </tbody> </table> <p>10: Ethics & PLO 1: Knowledge and Understanding, PLO 2: Practical Skills PLO 3: Interpersonal Skills, PLO 4: Communication Skills, PLO 5: Digital Skills, PLO 6: Numeric Skills, PLO 7: Leadership Skill, PLO 8: Personal Skills, PLO 9: Entrepreneurial, PLO Professional Skills</p>	Course Learning Outcomes	Programme Learning Outcomes (PLO)										PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	CLO1	√										CLO2							√				CLO3										√
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10.	Teaching-learning																																																						

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	Teaching Method – Traditional Lecture Powerpoint, Student-Centered Learning, Case Studies/research articles local and International Level.						
11.	<p>Synopsis: In this course all functional disciplines are integrated together in an attempt to look at and comprehend the wholesome business picture. The course is designed to give the basic ideas for the how the company as a whole is evolving over time. The senior managers should have good vision to shape up the company's destiny not just by exploiting the emerging opportunities in the surrounding environment, but also creating its own opportunities. When the market is intensely competitive, the managers must be able to run the company based on their wholesome integrated view of the company. This requires a constant monitoring of the company's external and internal-organizational environment to aware of the dynamics of the situation. In the environment of intense competition and rapid technological innovation, it is imperative that managers are fully aware of the dynamics of strategic management and take appropriate & timely actions to adapt with the changing environment and direct the company responsively and proactively. This course focuses on strategy, its formulation& its implementation in organizations.</p>						
12.	<p>Assessment Methods and Types: Coursework</p> <ul style="list-style-type: none"> • Classroom Assessment – 20% • Mid Term Examination – 30 % • Final Term Examination – 50% 						
13.	Content outline of the course/module and the SLT per topic						
Topic			Learning Outcomes				
Weeks/Course Content Outline and Subtopics		CLO *	Learning and Teaching Activities**				
			Total Time				
			Face-to-Face (F2F)				
			Physical Online/Technology-Mediated (Synchronous)				
			L	T	P	O	Total
1	What is Strategy?"	1	6				6
2	External Environment How to do industry Analysis	1	6				6
3	Cost and Differentiation Analysis Introduction to Business Unit Level Strategy	1	6				6
4	Discussion on competitive strategy (Cases)	2	6				6
5	Implementation and Control Merger's Acquisitions	2	6				6
6	Strategy and Innovation Industry Evolution	2	6				6
7	Creating Competitive	3	6				6

	Strategic Management Tools: ARC, PEST, SWOT, Ethics						
8	Case Study: Khaadi: Strategic Management Case Study Ref: https://www.globalscientificjournal.com/researchpaper/Khaadi_Strategic_Management_Case.pdf	3	6				6
Sub Total			48				48
Final Assessment		Face-to-Face (F2F) NF2F Online (Asynchronous and Independent Learning for Assessment)					
1	Class Presentations/Projects* Assignment/Case study	20					
2	Mid Examination	30					
3	Final Examination	50					
Total		100					
Credit Hours		03					
References							
Core Texts:							
1. SAPIRO, A., &Sapiro, A. (2024). <i>Strategic Management: Fundamental Concepts for Decision Making and Strategy Execution</i> . Springer Nature.							
2. Fred R. (2011). <i>Strategic Management: Concepts and cases</i> (13th ed). Ny: Prentice Hall, Inc.							
3. Abrams, R. and Doerr, J. (2010). <i>Successful Business Plan: Secrets &Strategies</i> .NY: Planning Shop Publisher.							
4. Baye, M. (2009). <i>Managerial Economics & Business Strategy</i> . NY: McGraw-Hill/Irwin.							
5. Kim, W.C. and Mauborgne, R. (2005). <i>Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant</i> . Boston: Harvard Business Review Press.							
Case studies:							
1. Bukhari, F., Hussain, S., Rashidi, M. Z., & Khurram, S. (2024). The launch of a local spice brand: Fortune at the Bottom of the Pyramid. <i>Asian Journal of Management Cases</i> , 21(2), 183-192. https://doi.org/10.1177/097282012111043168							
2. Haque, E. ul. (2020). DAWLANCE (Private) Limited: The Air Fryer Microwave Oven Launch. <i>Asian Journal of Management Cases</i> , 17(2), 129 146. https://doi.org/10.1177/0972820119858521							
3. Nirala sweet : the Karachi project debrief							