



UNIVERSITY OF SARGODHA
OFFICE OF THE REGISTRAR
(ACAD BRANCH)

NOTIFICATION

On the recommendations of the Academic Council made in its 17th (2/2023) meeting held on 30.05.2023, the Syndicate in its 63rd (3/2023) meeting held on 31.07.2023 has approved the revised Curriculum of MBA (1.5-Year) for implementation w.e.f. Fall 2023.

(WAQAR AHMAD)
Additional Registrar (General)

No. SU/Acad/24/939

Dated: 10.12.2024

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

C.C:

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

Master of Business Administration (MBA)

2 Years Program under Semester System

Revised Uniform Codes Applicable w.e.f. Fall 2023



Noon Business School
University of Sargodha

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Bachelors of Business Administration (BBA)

4 Years BBA Program (Semester System)

Designed in the light of

Vision Statement

To become leading contributor towards modern business economy in the era of globalization through excellence in academics and research.

Mission Statement

Grooming future business leaders by employing best of human resources and technology to produce business intellectuals, professionals and entrepreneurs to meet local and global challenges.

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Master in Business Administration (MBA)

2 Years MBA Program under Semester System

Program Learning Objectives

This MBA program is according to HEC course description for Business studies at master level. The program is specially designed for students who have relevant business education (after 16 years) or irrelevant business education (16 years). The difference is that for former the duration of MBA program will be 1.5 years (30-36 credit hours will be exempted) while for latter the duration of MBA program will be 2 years.

The aim of this program is

1. To prepare a cadre of qualified and competent business professionals, who are one step higher than simple business graduates
2. To provide managers and leaders to private and public sector institutions of the region in particular, and of the country in general.

1. NEED FOR THIS NEW STREAM:

The decision to start 2 years MBA program is taken on the direction of NCRC 2019.

2. ELIGIBILITY CRITERIA:

2.1 Qualifications:

Candidates having 16 years of education (with 4 years Bachelor's degree) with at least 50% marks will be eligible to apply for the admission to the program in 2 years program. However, the current MBA program (1.5 years) is offered only to the graduates who have completed their 16 years of relevant business/commerce qualification (BBA-4years (16 years of education), BCOM-4years (16 years), MCOM/MBA-2 years) are eligible to apply.

2.2 Final Selection:

Students fulfilling conditions mentioned above along with university admission test will be ranked according to CGPA obtained in their terminal degree and admission test will be admitted according to merit against regular and self-support seats in 1.5 years program.

3. COURSE DESCRIPTION OF PROGRAMM:

The detail is mentioned below

4. Degree Awarding Requirements

4.1 Course Work

Minimum pass percentage for each course shall be 50% along with other degree completion requirements.

Note: Student can opt research thesis of 6 credit hours in place of Elective IV and V. However such option must be finalized by the student at the end of 2nd Semester (i.e. before announcement of result of spring semester) by submitting an application for allocation of supervisor. School shall decide the acceptance/rejection of request based on availability of supervisors and tentatively allocate a supervisor, if available. During summer time (i.e. before commencement of 3rd Semester) student must submit his/her research proposal, qualify defense and submit synopsis for approval from ASRB. Otherwise, student has to study alternate courses.

4.2 Internship/Report

Students enrolled in MBA year semester system program will be required to do an internship of 8 weeks duration in any commercial organization and submit the internship report for evaluation in the final oral examination.

Implementation of Revised Business Education Roadmap

Reference to the letter No 9-48(Business)/Acad(Curri)/HEC/2018/2634 dated March 28, 2019 on the subject "Implementation of Revised Business Education Roadmap" the Noon Business School has revised its MBA program. Given below is the reference of relevant sections from minutes of meeting of "National Curriculum and Review Committee (NCRC)" held on 22-24 November, 2018 and consequent course break up of MBA program offered to graduates with relevant qualification only:

2. MBA PROGRAM DURATION AND CREDIT –HOUR REQUIREMENT

- a. The different duration and resulting MBA degree titles will cease to exist from Fall Semester 2019. The MBA program will be of two-year duration, with a minimum requirement of 60-66 credit hours for those with 16-years undergraduate qualification. However, the degree may be completed in a minimum 1.5 years by students with 16years of relevant business education. Such student can earn an **exemption of up to 30-36 credit hours** to be decided by the HEI. Such MBA degree will be equivalent to MS/MPhil of 18 years education i.e. Level -7 qualification as per the National Qualification Framework (NQF) of Pakistan.
- b. The student will be encouraged to undertake 6 credit hours of project/thesis. However, they can earn an MBA degree by taking two additional courses instead of undertaking a project or a thesis.
- c. Similarly, for MS programs students will be encouraged to undertake a research thesis of 6 credit hours. However, they can earn MS degree by taking two additional courses instead of undertaking a project or a thesis.

9. STRUCTURE OF MBA PROGRAM

a. The MBA program shall comprise of 60-66 credit hours (2 years duration) with the following component:

1. Core Courses (36 credit hours):

a. Accounting	6 credit hours
b. Finance	6 credit hours
c. Marketing	6 credit hours
d. Economics	6 credit hours
e. Quantitative Techniques	6 credit hours
f. Management	6 credit hours

2. Elective /Specialization Courses: (12 credit hours) 24-30 credit hours

Note: In MBA Program offered at NBS (after exemption of 30-36 credit hours as per NCRC instructions) 21 Credit hours (including 3 credit of internship report /viva voce) are from Core Courses and 12 credit hour courses from the field of specialization.

Master in Business Administration (MBA)

Semester - 1

BUSM-7101	Accounting for New Ventures	Core Course	3 (3+0)
BUSM-7102	Applied Business Economics	Core Course	3 (3+0)
BUSM-7103	Contemporary Business Management	Core Course	3 (3+0)
BUSM-7104	Strategic Marketing	Core Course	3 (3+0)

Semester - 2

BUSM-7105	Financial Market Theory	Core Course	3 (3+0)
BUSM-7106	Advanced Research Methods	Core Course	3 (3+0)
	Specialization - I	Specialization	3 (3+0)
	Specialization - II	Specialization	3 (3+0)

(Student will complete 8 week Internship after 2nd Semester)

Semester - 3

BUSM-7107	Quantitative Data Analysis	Core Course	3 (3+0)
	Specialization – III*	Specialization	3 (3+0)
	Specialization – IV*	Specialization	3 (0+3)

Can be replaced with research thesis (see section 4.1)

Specialization in HRM

BUSM-7109	Industrial Relations	Specialization	3 (3+0)
BUSM-7110	Advance HR Practices	Specialization	3 (3+0)
BUSM-7111	Organizational Development	Specialization	3 (3+0)
BUSM-7112	Seminar in HRM	Specialization	3 (3+0)

Specialization in Finance

BUSM-7113	Stock Markets & Efficiency	Specialization	3 (3+0)
BUSM-7114	Seminars in Finance	Specialization	3 (3+0)
BUSM-7115	Advanced Financial Instruments & Markets	Specialization	3 (3+0)
BUSM-7116	Risk Management	Specialization	3 (3+0)

Specialization in Marketing

BUSM-7117	Retail Marketing	Specialization	3 (3+0)
BUSM-7118	Export Marketing	Specialization	3 (3+0)
BUSM-7119	Brand Management	Specialization	3 (3+0)
BUSM-7120	Seminar in Marketing	Specialization	3 (3+0)

Accounting isn't the most glamorous part of setting up or running a business. Most entrepreneurs would rather spend their time developing their product line or growing their client base. But accounting is important. Without it, business will never reach its full potential. A lack of adequate accounting could even create legal problems that could easily have been avoided. As an entrepreneur students like to conceive an idea, set up a business, and watch it grow. Most likely, maximizing profits is one of goals. Unfortunately, many businesses lose money. How can this be avoided? One key element is tracking the business activities by way of maintaining efficient account records. This course will help student in understanding accounting procedures of new ventures.

Course Learning Objectives

1. To learn how to account for a newly conceived business idea (financial feasibility).
2. To develop an understanding of accounting system of new business venture
3. To understanding nature of accounting cycle of an underdeveloped venture.

Contents

1. Fundamentals of accounting and accounting principles.
2. Accounting cycle and systems of accounts
3. Conceiving an idea of new venture.
4. Preparing financial feasibility of a new venture and related accounting principles.
5. Financing a new venture : Capital Budgeting
6. Financial statements and analysis
7. Day to day accounting of new venture
8. Accounting management systems and software
9. Analysing and valuing business
10. Stress testing methods of interest free banking system.

Recommended Text:

1. Quinn, M. (2009). Book-keeping and Accounts for Entrepreneurs. Pearson Education.

Suggested Readings:

1. Ayub Bragg, S. M., & Burton, E. (2006). Accounting and finance for your small business. John Wiley & Sons.

The study of economics in a business context helps understand the world in which we live. There are many questions about businesses and the economy that might spark our curiosity. The insights developed in this course will give a new perspective on how best to make decisions and make us a more acute participant in the economy and in business.

Course Learning Objectives

- To familiarizes with the basic principles of Economics.
- To make students understand the working pattern of the market economy.
- To offer a better understanding of the economic policies and how such policies can influence business behavior.

Content:

1. Introduction business economics
2. How markets work: Market Forces of Supply and Demand
3. Elasticity and Its Application
4. Limitations of the Market System
5. Theory of cost
6. Marker structures
7. Corporate strategy and pricing policy
8. Markets for factor of production
9. Macroeconomics indicators: National Income Accounts, Inflation, unemployment etc.
10. Inflation and Price Stability
11. Aggregate Demand and Aggregate Supply
12. Fiscal and Monetary Policy
13. The Global Economy

Recommended Books

1. Mankiw, N. G., Taylor, M. P. and Ashwin, A. (2019). Business Economics, (latest Edition). London: Cengage Learning EMEA.
2. Mankiw, N. G. (2021). Principles of Economics, (latest Edition). Boston: Cengage Learning.

Suggested Readings:

1. Frederic S. Mishkin (2015). Macroeconomics: Policy and Practice. New York: Pearson.
2. Parkin, M. (2019). Macroeconomics. New York: Pearson.

This course examines contemporary business administration advancements and trends, particularly in the context of today's technologically advanced and environmentally sensitive society.

Course Learning Objectives

The main goal of this course is

1. To provide students with the most recent developments in business administration theory and practice.
2. To provides a balance of theory and practice as it surveys the major theories and research on leadership and managerial effectiveness in formal organizations.
3. To increase students' comprehension of cutting-edge research in the fields of business studies and information technology, international business, and environmentally friendly business practices.

Contents

1. Fundamental of Business Administration
2. Management theories and contemporary theoretical advancement
3. Societal change and improve competition through sustainable business model innovation
4. Challenges and Insights for Imagining Ethical Organizations
5. Discussion and debate about ethical issues related to business
6. Dialogue between the various interested groups
7. Business Administration in global crises
8. Development of Responsible and Sustainable Business Practice
9. Leadership and managerial effectiveness in formal organizations.
10. Administration and regulations
11. Business administration in global context
12. Business administration and social media
13. Role of environmental regulation and policy in the business sector
14. Sustaining circular economy in contemporary era
15. Social media in Current Normal: A business perspective

Reference Books

Sustainable Business Models: Innovation, Implementation and Success (1st edition) | Annabeth Aagaard | Springer International

Recommended Readings:

- Jump-starting, diffusing, and sustaining the circular economy | Rajat Panwar, Eva Niesten, 2022 |

Strategic Marketing Management provides core understanding of marketing strategy and its integration in a real world business situation. The course will be a thorough study of marketing ideas in relevance to strategy and its implantation using case based problems in business.

Course Learning Objectives

The objectives of the course are

1. To develop and inculcate marketing strategy implementation, and
2. To apply strategic theories, concepts and their application in market environment.
3. To identify and solve problems through marketing strategies in business world
4. To do analysis of market opportunities and threat in terms of marketing & communications for corporate firms as well as SMEs.

Contents

1. What is Strategy?
2. Market Driven Strategies
3. Business & Marketing Strategies
4. Situation Analysis
5. Market Vision Structure & Analysis from local to international
6. Segmentation, Targeting & Positioning
7. Using 5 C's Analysis
8. Understanding Product
9. Strategic Brand Management
10. Pricing Strategy
11. Promotion, Advertising and Sales Promotion
12. Sales Force, Internet and Direct
13. Blue Ocean Strategy
14. Application of Blue Ocean Strategy

Recommended Text:

- Ferrell, Hartline, Hocstine (2021). Marketing Strategy: Text & Cases, 8th Edition, Cengage Learning

Suggested Readings:

- Walker & Mullins (2013) Marketing Strategy: A Decision Focused Approach, 8th Edition, McGraw Hill.
- HBR's 10 Must Reads on Strategic Marketing (2013), HBR Press.
- Cravens & Piercy (2012) Strategic Marketing, 10th Edition, McGraw Hill.

Essentially the course is an introduction to the theory and practice of modern financial economics and financial management, with a focus on capital markets and investments. It will introduce you to, or help you revise, the basic fundamentals – the most important concepts and analytical tools used in financial decision making, the important role of financial markets in finance, the basic principles of valuation, investing capital in investment opportunities.

Course Learning Objectives

- To know: Patterns of functioning and development trends of the national and global financial system and financial markets
- To be able to: Identify key issues of information efficiency of financial markets; highlight the features of the functioning of financial markets in economies in transition
- To acquire skills in: Possession of the procedure and methodology of scientific research in the professional field; Skills of independent research work; Analysis of the specific situations

Content:

1. Introduction Financial Market Theory
2. Agency Theory
3. Theory of Information Asymmetry
4. Signalling theory
5. Life Cycle Theory
6. Debt structure theories
7. Divided theories
8. Investment Theories
9. Market equilibrium theory
10. Interest Rate Theories
11. Introduction to financial Crisis Theory. Financial Risk Management
12. International Finance and Monetary Policy Theories

Recommended Books

1. Copeland, T. E., Weston, J. F., & Shastri, K. (2014). *Financial Theory and Corporate Policy: Pearson New International Edition* (Vol. 4th ed). Harlow, Essex: Pearson.
2. Recent Research Articles

Suggested Readings:

3. Bek-Thomsen, J., Christiansen, C. O., Jacobsen, S. G., & Thorup, M. (2017). *History of Economic Rationalities: Economic Reasoning As Knowledge and Practice Authority*. Cham, Switzerland: Springer.
4. Shleifer, A. (2000). *Inefficient Markets: An Introduction to Behavioral Finance*. Oxford University Press

Course covers concepts and terminologies of empirical methods used in social science research and in other areas of business.

Course Learning Objectives

Students gain an introductory knowledge of topic such as descriptive statistics, inferential statistics, and qualitative research methods. For quantitative methods, Emphasis throughout course remains on theory development with attention to concept formation and confirmation in a research program. Planning, Design and Sampling are also studied for various research methods. Selected experimental designs, survey research methods and qualitative methods are covered as they relate to problems in library and information science research.

Contents

1. The Role of Business Research
2. How theories are developed and Why context is important in social sciences
3. The research process: An overview
4. What are the key steps in research process?
5. Problem Definition and the Research Proposal
6. Contents of research proposal
7. Writing effective research proposals
8. Exploratory Research and Qualitative analysis
9. Qualitative research and theory building
10. Survey method and business research
11. Measurement and Scaling Concepts (types and scales)
12. Types of attitudes and their relevant scales
13. Questionnaire types and Design
14. Sample Designs and Sampling Procedures
15. Basic Data Analysis: Descriptive Analysis
16. Data analysis and interpretation
17. The Research Report
18. Contents of a research paper

Recommended Text:

- Research methods for business students by Saunders, Mark | Philip Lewis | Adrian Thornhill

Suggested Readings:

- Business research methods by Kumar, Mukesh | Salim Abdul Talib | T. Ramayah

Applied data analysis is an intermediate statistics course focused on fundamentals of statistical inference and applied data analysis tools. This course emphasizes on thinking statistically, evaluating assumptions, and developing practical skills for real-life applications to different fields in management sciences. Topics include t-tests and non-parametric alternatives, multiple comparisons, analysis of variance, linear regression, model refinement, missing data, and causal inference.

Course Learning Objectives

1. To prepare students to understand the advanced knowledge regarding applied data analysis
2. To prepare students to gain a working knowledge of the statistical software's for data analysis
3. To enable students for data analysis and for simulations designed to strengthen conceptual understanding.

Contents

- 1 Introduction to Univariate, Bivariate and Multivariate Statistics
- 2 Data Cleaning --- Pre-processing, Screening and Testing Assumptions
- 3 Data Reduction through Factor/Principal Component Analysis
- 4 Multiple Linear Regression Analysis
- 5 Introduction to Time Series Analysis
- 6 Multilevel Linear Modeling (MLM) or Hierarchical Linear Modeling (HLM)
- 7 Multiple Discriminant Analysis and Logistic Regression
- 8 Multivariate Analysis Variance (MANOVA) and Covariance (MANCOVA)
- 9 Cluster Analysis in Business Research
- 10 Multidimensional Scaling (MDS) in Business Research
- 11 Canonical Correlation Analysis
- 12 Introduction to Structural Equation Modeling (SEM) _ I – Path Models
- 13 Structural Equation Modeling_ II – Structural Regression Models
- 14 Data Analysis in Qualitative Research

Recommended Text:

1. Aiken, L. S. and West, S. G. (1991). *Multiple Regressions: Testing and Interpreting Interactions*. Newbury Park: Sage.
2. Field, A. (2010). *Discovering Statistics Using SPSS*. (3rded.). London. Sage Publications Ltd.

Suggested Reading:

1. Hair, J. F. Jr.; Anderson, R. E.; Tatham, R. L. and Black, W. C. (2009). *Multivariate Data Analysis*. New Jersey: Prentice-Hall.

This course offers you a multidisciplinary, theoretical, and practical introduction to some key concepts, processes, practices, and debates associated with industrial relationships in Pakistan. Adopting a robust and critical approach, our discussions will always seek to assess how this wider context affects the perennial concerns of managers and employees in their day-to-day activities in the workplace. Furthermore, this course is also oriented towards discussing questions that have an immediate resonance in current public.

Course Learning Objectives

1. To examine the organizational, institutional and market contexts that affect employment relations in any industrial society
2. To understand the key participants in any industrial relations system – workers, employers, trade unions, employer organizations and the state
3. To understand how the key participants, interact cooperatively or in conflict.

Contents

1. The Employment Relationship, Pre-industrial and Industrial Forms of Employment
2. The Common Law Contract of Employment
3. The Contemporary Labor Market
4. Unitarism and Theory in Industrial Relations
5. Conflict in Employment Relationships and The Floor of Rights
6. Trade Unions: Rationale and Development
7. Labor Law: Rationale and Framework
8. Pluralism and Collective Bargaining, Collective Agreement and Grievance Arbitration
9. Strikes, Lockouts, and Interest Arbitration
10. Trade Union Limits and Incorporation and Critiquing the Floor of Rights
11. Radicalism and the Rights of Labor
12. Globalization and the Changing Role of the State Public Sector Labor Relations
13. Regional Differences in Canadian Industrial Relations Human Capital Theory

Recommended Text:

1. Rose, Ed. (2004). *Employment Relations: Policies & Practices*. (2nd ed.). Financial Times: Prentice-Hall, Harlow, England.

Suggested Readings:

1. Sloane, A. A., & Witney, F. (2007). *Labor relations*. (10th ed.). Prentice-Hall, Saddle River
2. Salamon, M. (2000). *Industrial relations: Theory and practice*. (4th ed.). Pearson Education Ltd.

This course is designed to provide students the understanding of key HRM functions, which include HR planning, recruitment & selection, compensation, performance evaluation, and training & development. Further, the course provides the students advanced knowledge about effective business strategies in HR context. The course is designed to show that HR management is more than just accepting employment applications and keeping records; it is a central and strategic organizational activity of increasing complexity and importance.

Course Learning Objectives

1. To provide understanding of human resource management essential for working in any type of organization
2. To understand the multinational business cultures, leadership agendas for HR functions
3. To enhance student's competence as both a member of the management teams and be leaders of the human resource function in the firms.

Contents

1. Changing roles for HR professionals and developing effective business strategy
2. Creating and prioritizing strategic goals and agendas
3. Driving business strategy through HR
4. Amplifying HR's impact on business results
5. Optimizing global competitiveness, organizing to enter global markets
6. Balancing multinational and business cultures
7. Building the competitive culture
8. Measuring HR effectiveness and creating the right HR metrics for the workplace
9. Preparing a leadership agenda for the HR function
10. Defining a talent management agenda that delivers results
11. Creating a leadership brand meeting the strategic needs of the business and managing from the outside in
12. Shaping a personal agenda and developing a personal agenda for change

Recommended Text:

1. Sparrow, P., Brewster, C., & Chung, C. (2016). *Globalizing Human Resource Management* (2nd ed.). Routledge.

Suggested Readings:

1. Mom, T. J., Chang, Y. Y., Cholakova, M., & Jansen, J. J. (2019). A multilevel integrated framework of firm HR practices, individual ambidexterity, and organizational ambidexterity. *Journal of Management*, 45(7), 3009-3034.

Organizational Development (OD) is a conscious, planned process of developing an organization's capabilities so that it can attain and sustain an optimum level of performance as measured by efficiency, effectiveness, and health. Through the process of OD, we attempt to bring about successful change efforts in individual employees, groups and teams, inter-groups, and organizations as well. In this course, students will read the textbook and supplemental materials and then apply concepts within a structured learning project.

Course Learning Objectives

1. To understand the theories and concepts of organization development
2. To provide students with different perspectives on Organizational Development at the individual, group, and organizational levels of analysis
3. To understand the global impact of contemporary practices on organizational development.

Contents

1. Overview of course and introduction to OD and OD defined
2. Diagnosing organizations and entering an OD relationship
3. The diagnostic relationship and techniques for analyzing data
4. Feeding back diagnostic data and determining the content of the feedback
5. Characteristics of the feedback process, survey feedback and determining next steps
6. Designing interventions; leading and managing change
7. Overview of interventions (human process, techno-structural, human resource, strategic)
8. Interpersonal and group process and organization process approaches
9. Large group interventions, organization conflict meeting
10. intergroup relations interventions
11. Redesigning organization; employee involvement
12. Performance management and developing and assisting members
13. Special focus psychologically healthy workplaces
14. Organizational development in global settings

Recommended Text:

1. Cummings, T. G., & Worley, C. G. (2014). *Organization development and change*. (9th ed.). Cengage Learning.

Suggested Readings:

1. Rothwell, W. J., & Sullivan, R. L. (2005). *Organization development. Practicing Organization Development: A Guide for Consultants*. San Francisco: Pfeiffer

This course put an emphasis on legislation affecting employee selection, rewards, and the quality of work life. SPSS and Amos training will enable the student to better analyze the relationship among key factors and how they relate with each other. Through reading assignments and research papers, students should gain an appreciation for the existing state of research and prospects in the field.

Course Learning Objectives

1. To provide a broad coverage of topics, major issues, and challenges in the Human Resource Management
2. To examine the empirical and theoretical research on the work environment, compensation, unions, and workers performance
3. To review and evaluate the existing work and potential avenues for future research.

Contents

1. Introductions and course overview; doing research for knowledge, development in HRM
2. Building high performance teams; recruitment, reward and retention
3. Career success & mentoring; training employees
4. Leadership during times of complexity and change
5. Getting the best employees; performance & performance appraisal
6. Employee handbook design: policies, procedures, and practices
7. Helping employees achieve better work/life balance, organizational citizenship behavior
8. Challenges for HR; sexual harassment/harassment in the workplace
9. Organizational commitment; managing a diverse workforce
10. Recruitment & job search; ensuring compliance to regulations
11. Employee laws, topics, and issues; ensuring safe work environments
12. Dealing with drugs in the workplace
13. Employee assistance programs; human relations movement.

Recommended Text:

1. Aurand, T. W., Gorchels, L., & Bishop, T. R. (2005). Human Resource Management's Role in Internal Branding: An Opportunity for Cross-Functional Brand Message Synergy. *Journal of Product & Brand Management*. 14(3), 163-169

Suggested Readings:

- 1 Huselid, M. A., & Becker, B. E. (1996). Methodological issues in cross-sectional and panel estimates of the human resource-firm performance link. *Industrial Relations: A Journal of Economy and Society*, 35(3), 400-422.

The module is intended to provide students with an exposure to some of the general concepts in financial markets and broad themes in capital markets. The module will set the foundations for further in-depth study of various areas of interest in Stock markets.

Course Learning Objectives

1. To gain some knowledge of the main functions of financial markets and institutions
2. To explain and demonstrate using empirical data the challenges to the efficient market hypothesis
3. To understand the nature of financial regulation and the reasons for it.

Contents

1. Course Introduction (Dos and Don'ts), Investment Background
2. Environment, Issues, Market, and Instruments
3. How Securities are Traded, Mutual Funds and Other Investment Companies
4. Risk and Return: Past and Prologue, Efficient Diversification
5. Efficient Market Hypothesis, Empirical Evidence on Stock Returns
6. Anomalies of EMH
7. Efficient Markets and the Behavioral Critique
8. Efficiency Estimation: Methods and Techniques, Capital Market Research
9. Equity Valuation Model, Financial Statement Analysis
10. Portfolio Performance Evaluation, Process of Portfolio Management
11. The Theory of Active Portfolio Management
12. Technical Analysis
13. Reading Volume Signals
14. Stock Index Calculation
15. How information affects Pakistani Stock Market

Recommended Text:

1. Bodie, Z., Kane, A., & Marcus, A. J. (2013). *Essentials of Investments* (11th ed.). Irwin: McGraw-Hill

Suggested Readings:

1. Woo, K. Y., Mai, C., McAleer, M., & Wong, W. K. (2020). Review on efficiency and anomalies in stock markets. *Economies*, 8(1), 20.
2. Fabozzi, F. J., Modigliani, F., & Jones, F. J. (2013). *Foundations of Financial Markets and Institutions*. (4th ed.). Prentice Hall.

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This is an important course for students specializing in finance. It exposes students to a wide range of finance related topics, including issues affecting the current financial environment of business firms. The course integrates material from previous courses taken in the finance concentration and introduces the topics of capital budgeting and the process of obtaining long-term funds. Students will articulate the principles and tenets of a significant, contemporary issue relevant to financial decision-making. The course will involve critical review and evaluation of existing work and potential avenues for future research.

Course Learning Objectives

1. To be able to deal with several econometric problems frequently faced in financial research
2. To Integrate critical-thinking skills in evaluating significant contemporary financial issues
3. Analyze competing long-term financing alternative and provide a supportable recommendation.

Contents

1. Introductions and course overview; doing research for knowledge; development in finance
2. Identifying viable research topics; what is a contribution?
3. Seminal contributions, extensions, and replications
4. Developing and stating, research questions; establishing; research scope
5. Empirical generalization
6. Theory, method, and validity in scholarly research
7. Research programs and generalization of findings
8. Falsifiable propositions, testable hypotheses, and empirical conjectures
9. Introduction to corporate finance/governance. Corporate ownership structure
10. Capital structure and agency issues capital structure and informational asymmetry
11. Panel analysis in corporate finance corporate investment
12. Corporate diversification and focus; the market for corporate control
13. Executive compensation; incentives inside the firm
14. International corporate finance
15. Labor economics and corporate finance
16. Asset valuation and risk management
17. Corporate policies; preparing a complete financial analysis

Recommended Text:

Relevant latest research published in reputed finance journals

This course will provide students with an introduction to financial markets and an evaluation of the institutions, instruments and participants involved in the industry. The mainstream markets to be evaluated include the equity, money, bond, futures, options, and exchange rate markets. The subject systematically reviews each of the mainstream financial markets and investigates the various institutional participants and the different types of financial instruments offered an overview of the ideas, methods, and institutions that permit human society to manage risks and foster enterprise.

Course Learning Objectives

1. To understand the functions, structure, and work settings of the financial markets
2. To understand and explain the differences between the various financial instruments and securities
3. To explain the mechanics of the Futures market and evaluate the various hedging strategies using Futures

Contents

1. Why study financial markets?
2. Overview of financial system
3. Interest rate and its role in valuation
4. Why do interest rate change?
5. How do risk and term structure affect interest rate
6. Risk and financial market crisis
7. Institutions for portfolio diversification
8. Market for government and corporate securities
9. Introduction to financial instruments
10. Financial derivatives, options, and futures
11. Insurance: the archetypal risk management institution
12. Financial instruments and major world financial crisis
13. Recent financial crashes, reasons, and preventions

Recommended Text:

1. Mishkin, F. S., & Money, B. (1995). *Financial Markets. Institutions and Money* (7th ed.). Harper Collins Publishers.

Suggested Readings:

1. Fabozzi, F. J., Modigliani, F., & Jones, F. J. (2013). *Foundations of Financial Markets and Institutions*. (4th ed.). Prentice Hall.

This course deals with the ways in which risks are quantified and managed by financial institutions. Risk management course is of importance to business students expecting to deal with business and professional lives in the future. This course is designed to introduce and discuss various risk management concepts, tools, and techniques. Basically, it purports to help students realize, understand, and master various state-of-the-art risk management theories and practices.

Course Learning Objectives

1. To enable students to use different risk measurement models
2. To design and improve the implementation of contemporary risk management practices
3. To understand the risk of portfolios emanating from fluctuations in market prices, or market risk

Contents

1. The Regulatory Context, Precautionary Surveillance, Basel Committee
2. Financial Institutions and Their Trading
3. Market Risk and Credit Crisis
4. Risk Management in Bonds, Deterministic structure of interest
5. Credit Risk, Interest Rate Risk and Volatility
6. Operational Risk, Liquidity Risk and Financial Innovation
7. Valuation and Scenario Analysis: The Risk-Neutral and Real Worlds
8. Evaluation of Options, Black Scholes, More complex strategies
9. Theory of VaR, The concept of risk per share, VaR in Single Asset, VaR for a portfolio
10. Var Estimation Techniques, Monte Carlo Simulations in VaR
11. Theory of equilibrium, Probability of defaults and Scenario analysis
12. Portfolio Risk Management, Investment strategies, Risk Framework
13. Portfolio Risk Management, Sharp Simple Index Method

Recommended Text:

1. Hull, J. (2012). Risk management and financial institutions, + Web Site (Vol. 733). John Wiley & Sons.

Suggested Readings:

1. Schneeweis, T., Crowder, G. B., & Kazemi, H. B. (2010). *The New Science of Asset Allocation: Risk Management in a Multi-Asset World* (Vol. 551). John Wiley & Sons.

This course offers an in-depth examination of the retail industry for students interested in the field of retail marketing management-whether employed with a large organization or in their own business. Through analysis of the retail marketing mix, the course looks at branding in the retail industry, product placing and development, pricing alternatives, location options, and the promotion of goods and/or services. Because of their importance in today's competitive environment, the course covers matters such as the application of technology to retail marketing management, e-commerce, international retailing, and customer relationship management.

Course Learning Objectives

1. To develop an in-depth understanding of retail and services management
2. To enable students to develop financial, pricing and location strategy
3. To understand the planning, management, and execution of activities taking place in the buying and selling of goods and services for the end consumer.

Contents

1. Retail Marketing Management, Introduction to Retailing, Types of Retailers
2. Global Retailing, Consumer Buying Behavior in Retailing, Retail Marketing
3. Retail Marketing Strategy, Retail Marketing Strategy, Financial Strategy
4. Retail Location Strategy, Retail Site Location Strategy
5. Retail Marketing Mix-Product, Product Category Structure and Management
6. Merchandise Management, Merchandise Planning Systems, Buying Merchandise
7. Retail Marketing Mix-Price and Distribution, Retail Pricing
8. Distribution
9. Multi-Channel Retailing
10. Supply Chain Management and Information Systems
11. Retail Marketing Mix-Promotion, Retail Communication Mix
12. Customer Relationship Management
13. Store Layout, Design, and Visual Merchandising
14. Customer Service

Recommended Text:

1. Levy, M., Weitz, B. A., & Grewal, D. (2004). *Retailing Management*. (6th ed.). New York: McGraw-Hill Irwin. New York: McGraw-Hill Irwin.

Suggested Readings:

1. Zhu, G., & Gao, X. (2019). Precision retail marketing strategy based on digital marketing model. *Science. Journal of Business and Management*, 7(1), 33-37.

Export Marketing is designed to provide comprehensive background knowledge, conceptual understanding, tools, and strategies to help companies make informed export marketing decisions and to set companies' products or services apart from the competition. Students will develop skills in the exports process. Learn the value of segmentation, targeting and positioning (STP) of your product or service. Identify export marketing research methodologies and the international marketing environment. Incorporate the marketing mix of product, price, place (distribution), and promotion into the marketing strategies.

Course Learning Objectives

1. To enable the students to demonstrate export marketing as a managerial challenge
2. To learn the strategic and procedural aspects of export marketing
3. To utilize e-exporting tools and understand contemporary issues in export marketing.

Contents

1. Introduction to export marketing, basic definitions and terms related to exports
2. Scope, concepts, and drivers of international marketing
3. Trade barriers and facilitators: regional economic and political integration
4. Impact of culture on international marketing
5. Country attractiveness.: macro and micro segmentation
6. Global targeting and positioning strategies and techniques
7. Market entry mode selection
8. International product life cycle, international product, and service strategies
9. Managing international distribution operations, international retailing
10. International promotional mix and advertising strategies
11. Sales promotion strategies, global services
12. Services vs products: global distribution, retailing and wholesaling
13. International pricing strategies
14. International personal selling and personnel management

Recommended Text:

1. Lascu, D. N. (2008). *International Marketing*. (5th ed). Mason, OH: Cengage Learning.

Suggested Readings:

1. Cateora, P. R., Meyer, R. B. M. F., Gilly, M. C., & Graham, J. L. (2020). *International marketing*. (18th ed.). McGraw-Hill Education.

The course will provide a framework to design and execute brand campaigns. Also, to enable completely understand the DNA of a brand, to learn how to construct a brand's architecture/key, to create executions for all parts of the marketing funnel. Overall, this course will leave the students ready to be a marketing management trainee or assistant manager marketing.

Course Learning Objectives

To develop a deep understanding of what brands are and how they work (locally and internationally). Also get hands-on knowledge on how brands are managed in leading FMCG companies globally. Students will be able to make brand plans in line with the current market practices.

Contents

1. What is a Brand?
2. What is the brand management process?
3. What is a brand persona?
4. What is brand positioning?
5. What defines brand architecture/brand key?
6. Perceptual Mapping
7. Traditional Media Snapshot
8. How do I manage a brand?
9. What role does advertising play in brand development?
10. Promotions and its impact on brands.
11. How do we measure brand performance?
12. How to identify brand issues and manage brands?
13. What is Brand Loyalty?
14. How to build it?
15. The new world of branding with a Digi-Native audience
16. Role of influencers on your brand
17. Why and how to re-launch brands?
18. Role of digital medium & content strategy

Recommended Text:

- Strategic Brand Management. Building, Measuring, and Managing Brand Equity. Global Edition. Kevin Lane Keller. Palmatier & Shridhar (2017) Marketing Strategy: Based on First

Suggested Readings:

- The New Strategic Brand Management – Advanced Insights & Strategic Thinking
Jean-Noël Kapferer.

The broad purpose of this course is to develop the student's knowledge, skills, and abilities as a marketing scholar. In particular, this course aims to develop a high level of understanding and a critical analytic perspective across a diverse range of marketing scholarship by focusing on conceptual, theoretical and substantive research findings found in the academic research literature in marketing. The course will emphasize theory construction and theory development in a number of substantive domains of marketing thought with a particular focus on selected topics in managerial marketing and strategic marketing theory.

Course Learning Objectives

1. To enable the student to evaluate, critique, and ultimately contribute to the scholarly marketing literature
2. To enable the students to construct good theory and to justify falsifiable theoretical propositions
3. To further develop knowledge and skills required for the student to prepare a conceptual article.

Contents

1. Introductions and Course Overview
2. Identifying Viable Research Topics
3. Developing and Stating Research Questions and establishing Research Scope
4. Theory, Method, and Validity in Scholarly Marketing Research
5. Falsifiable Propositions, Testable Hypotheses, and Empirical Conjectures
6. The Research Domain of Marketing Strategy
7. Market Segmentation Theory: The Core Classics
8. Marketing Strategy or Competitive Business Strategy?
9. Theories of Marketing Information and Market Segmentation
10. Distribution Channel Structure and Relationships
11. Contingency and Transaction Cost Theories
12. Testing Theories of Marketing
13. Innovation Performance and Disruptive
14. Management and Marketing Strategy

Recommended Text:

1. Relevant latest research published in world reputed international journals.

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