

FOUNDATION UNIVERSITY ISLAMABAD



BS Accounting and Finance (BSAF)
Department of Economics and Finance

Road Map BSAF

Program	Number of semesters	Course category	Number of courses in program	Credit hours
BSAF	08	Core / Compulsory	35	105
		General Elective	02	06
		Elective	04	12
		Support	02	06
		Internship	01	
		Project	01	03
		Total		44

Semester Wise Course Plan:

SEMESTER I

S#	Course Title	Credit Hours	Prerequisite(s)
1	English I	3	--
2	Introduction to Computer Application	3	--
3	Principle of Management	3	--
4	Islamic Studies	3	--
5	Sociology	3	--
Total		15	

SEMESTER 2

S#	Course Title	Credit Hours	Prerequisite(s)
1	English II	3	English I
2	Principles of Marketing	3	--
3	Business Math	3	--
4	Accounting I	3	--
5	Pakistan Studies	3	--
Total		15	

SEMESTER 3

S#	Course Title	Credit Hours	Prerequisite(s)
1	Oral Communication	3	--
2	Principles of Microeconomics	3	--
3	Accounting II	3	Accounting I

4	Management Information System	3	--
5	Introduction to Statistics	3	--
Total		15	

SEMESTER 4

S#	Course Title	Credit Hours	Prerequisite(s)
1	Business Finance	3	--
2	Management Accounting	3	--
3	Business Communication	3	--
4	Statistical Inference	3	Introduction to Statistics
5	Business Ethics	3	--
6	Internship	-	--
Total		15	

SEMESTER 5

S#	Course Title	Credit Hours	Prerequisite(s)
1	Business Taxation	3	--
2	Principles of Macroeconomics	3	--
3	Financial Management	3	Business Finance
4	Financial Institutions & Markets	3	--
5	Human Resource Management	3	--
6	General Elective 1 (Language)	3	--
Total		18	

SEMESTER 6

S#	Course Title	Credit Hours	Prerequisite(s)
1	Corporate Governance	3	--
2	Research Methods	3	--
3	Financial Reporting	3	Accounting II
4	Business and Company Law	3	--
5	Security Analysis	3	--
6	General Elective 2	3	--
7	Internship	-	--
Total		18	

SEMESTER 7

S#	Course Title	Credit Hours	Prerequisite(s)
1	Auditing & Assurance	3	--
2	Entrepreneurship	3	--
3	Issues in Pakistan Economy	3	--
4	Seminar in Finance	3	--
5	Elective 1	3	--
6	Elective 2	3	--
Total		18	

SEMESTER 8

S#	Course Title	Credit Hours	Prerequisite(s)
1	Critical Thinking & Logic	3	--

2	Financial Modeling	3	--
3	International Finance	3	--
4	Elective 3	3	--
5	Elective 4	3	--
6	Project UG	3	--
Total		18	

List of Core / Compulsory Courses for BSAF 4 Year Program

Stream	S.No.	Course Title	Code	
General	1	Business Math	MSC1000	
	2	Oral Communication	MSC2001	
	3	Introduction to Statistics	MSC2002	
	4	Business Communication	MSC2003	
	5	Statistical Inference	MSC2004	
	7	Internship	MSC3006	
	9	Research Methods	MSC3008	
	10	Project UG	MSC4009	
	Management	1	Principle of Management	MSC1100
Code = 1		2	Business Ethics	MSC2101
		3	Business and Company Law	MSC3103
Economics	1	Principles of Microeconomics	MSC2200	
	Code = 2	2	Principles of Macroeconomics	MSC3201
		3	Issues in Pakistan Economy	MSC4202

HRM	1	Human Resource Management	MSC3300
Finance and Accounting	1	Principles of Accounting	MSC1400
	2	Financial Accounting	MSC2401
	3	Business Finance	MSC2402
	4	Management Accounting	MSC3403
	5	Financial Management	MSC3404
	6	Business Taxation	MSC4405
	7	Financial Institutions & Markets	MSC4407
	8	Corporate Governance	MSC4408
	9	Financial Reporting	MSC4429
	10	Security Analysis	MSC4413
	11	Auditing & Assurance	MSC4410
	12	Seminar in Finance	MSC4430
	13	Financial Modeling	MSC4418
	14	International Finance	MSC4416
Marketing	1	Principles of Marketing	MSC1500
	2	Marketing Management	MSC2501
Entrepreneurship	1	Entrepreneurship	MSC4800
	2	Critical Thinking and Logic	MSC4801
Information Systems	1	Introduction to Computer Application	MSC1900
	2	Management Information System	MSC2901

LIST OF ELECTIVE COURSES FOR BSAF YEAR PROGRAM

STREAM	S.No.	COURSE TITLE	Code
Management	1	Organizational Development	MSC4107
	2	Organizational Theory	MSC4108
	3	Small Business Management	MSC4109
	4	Comparative Management	MSC4110
	5	Managerial Skills	MSC4111
	6	Team Dynamics	MSC4112
	7	Management of Public Sector Organization	MSC4113
Economics	1	Business Economics	MSC4203
	2	Intermediate Microeconomics	MSC4204
	3	Basic Econometrics	MSC4205
	4	Applied Econometrics	MSC4206
	5	Mathematical Economics	MSC4207
	6	Mathematical Economics 2	MSC4208
	7	Monetary Economics	MSC4209
	8	Introduction to Development Economics	MSC4210
	9	International Economics	MSC4211
	10	Seminar in Applied Economics	MSC4212
Finance	1	Financial Reporting and Analysis	MSC4409
	2	Contemporary Banking Practices	MSC4411
	3	Public Finance	MSC4412
	4	Security Analysis	MSC4413
	5	Corporate Finance	MSC4414
	6	Islamic Finance	MSC4415
	7	International Banking	MSC4417
	8	Contemporary Auditing Practices	MSC4419
	9	Performance Management & Decision Making	MSC4420
	10	Advanced Taxation	MSC4421
	11	Behavioral Finance	MSC4422
	12	Financial Econometrics	MSC4423
	13	Analysis of Financial Statements	MSC4424
	14	Risk Management	MSC4425
	15	Project Finance	MSC4426
	16	Financial Derivatives	MSC4427
	17	Intermediate Financial Accounting	MSC4428

Marketing	1	Export Marketing	MSC4502
	2	Services Marketing	MSC4503
	3	Consumer Behavior	MSC4504
	4	Advertising	MSC4505
	5	Sales Management	MSC4506
	6	Retail Management	MSC4507
Supply Chain Management			
	1	Logistics and Supply Chain Management	MSC4601
	2	Computer Integrated Manufacturing	MSC4602
	3	Account Management	MSC4603
	4	Transportation and Warehouse Management	MSC4604
	5	Issues in Supply Chain Management	MSC4605
Project Management	1	Project Management Skills	MSC4701
	2	Project Development and Evaluation	MSC4702
	3	Project Management for Development Sector	MSC4703
	4	Introduction to Project Management Standards	MSC4704
Entrepreneurship			
	1	New Venture Finance	MSC4802
	2	Social Entrepreneurship	MSC4803
	3	Business Modeling	MSC4804
	4	Cases in Business Startup	MSC4805
Information Systems	1	E Commerce	MSC4902

List of Allied Courses BSAF Year Program

S.No.	Course Title	Codes
1	English I	ENG1001
2	Islamic Studies	HUM1001
3	English II	ENG1002
4	Pakistan Studies	HUM1002
5	Sociology	SOC2101
6	Chinese Language	LAN3001
7	German Language	LAN3002
8	Japanese Language	LAN3003
9	French Language	LAN3004

English I

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites: None

Objectives: After studying this course the student will be equipped with enhanced skills in English reading, writing and speech resulting in better understanding of the language for effective interpersonal communication. The course consists of learning to read comprehension and writing strategies to communicate and analyze relevant information, formulate an opinion in group discussions and compose various kinds of paragraphs and essays in a logical and coherent manner. The course also requires learners to learn the tools of persuasion and rhetorical appeals in order to persuade the target audience. It will further enable the learners to write a book or article reviews and will help them in reading and analyzing case studies.

Course Outline: General introduction to Reading process and reading skills

- Different kinds of reading skills
- Use of effective reading strategies such as skimming and scanning to gain maximum out of reading
- Skimming a text
- Scanning a text Sentence Building
- Tenses/ Grammar
- Writing (Hand script)
- What is vocabulary through context?
- Learn context clues
- Types of context Clues
- Examples, synonym, antonym, general sense of a sentence or passage
- Vocabulary Building
- Know the basics of paragraph writing
- Organize and structure a paragraph
- Identify and write topic sentences, supporting details and concluding sentences
- Identify main idea in paragraphs
- Practice Opening and closing paragraphs of articles and essays
- Identify transitions in paragraphs Structure an essay
- Make outline/brainstorming essay topics
- Paragraph construction
- Write Thesis statement

Reference Material:

1. Practical English Grammar and Composition by Wren and Martin.
2. Coe, Norman. Rycroft, Robin. And Ernest Pauline. Writing skills. Cambridge universitypress.1983
3. Whalley, Elizabeth. Sonka, Amy. L. Skillful Reading: A text and workbook for students of English as a second Language. Prentice Hall.1981
4. White, Ron. Writing Advanced. Oxford University Press. 1987

5. Reading and Study Skills, Seventh Edition, (2002), John Langan.	
English-2	
Course Structure: Lectures: 3	Credit Hours: 3
Prerequisites: None	
Objectives: This course will make the students conversant with the basic forms, formats and techniques of business writing and communication, so that they will be prepared to take part in real-world business fields. This course will give the students the latest information on Business Communication, so that they will become highly confident and skilled business professionals. Students can apply this knowledge to a myriad of different communicational tasks and genres	
Course Outline:	
<ul style="list-style-type: none"> • Effective communication in Business. • The seven Cs of effective communication. • The process of preparing effective business messages. • Strategies for successful speaking and listening. • Informative and persuasive speaking. • Dyadic Communication. • Introduction to Presentation Skills • Public Speaking • Non-Verbal Communication and its Components. • Communications in Group Meetings. • Confidence Building Tips • Job Interview Strategies. • Introduction to Report Writing. • Listening Skills • Grammar 	
Reference Material:	
<ol style="list-style-type: none"> 1. Practical English Grammar and Composition by Wren and Martin. 2. Handouts etc. 	
Business Math	
Course Structure: Lectures:3	Credit Hours: 3
Prerequisites: None	
Objectives: To understand and use equations, formulae, and mathematical expressions and relationships in a variety of contexts. To apply the knowledge in mathematics in solving business problems in a variety of contexts.	
Course Outline:	
<ul style="list-style-type: none"> • Number Relationships and Operations – I • Number Relationships and • Operations – II • Graphs and Charts • Basic Statistics • Trade Discounts • Cash Discounts • Mark-ups • Mark-downs • Payroll • Simple Interest and Discounting • Compound Interest • Annuities • Sinking Funds 	
Reference Material:	
Business Math, 9th Edition, by Cheryl Cleaves, Margie Hobbs, Jeffrey Noble (2012). Upper Saddle River, NJ: Prentice Hall.	

Introduction to Computer Applications

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites: None

Objectives:

- To understand how to use most common Microsoft Office programs
- To be able to create professional documents for printing and sharing
- To be able to create presentations
- To be able to create and store data

- **Course Outline:** Basic concepts of computer such as hardware and their types, software and their types, understand its different types of workings, usage of computer in society, etc.
- Basic computer architecture
- Computer hardware
- Components of comp.
- Printers and its types.
- Memory and its types.
- Cloud storage. Types of ports.
- Chap 3 computer S
- Operating system
- Function of ops.
- Types of operating system
- High level language
- Low level language
- MS office.
- Features Use of MS word for office work.
- Parts of word interface.
- Practical work on laptops. Multi-page documents, understanding to apply heading levels, Table of Content, Insert Picture, Tables, etc. Creating Table of Figures/Tables, Header & Footer, Cover Page, Page Numbering Use of Outline View, Applying Heading Levels beyond Three, Format Document, Font, Color, Size, List, Bullets, etc, Page Break
- Use of column in creating Magazine, Column Break, Section Break, Page Size, Use Text Box and WordArt for Highlights
- Creating Presentation in MS PowerPoint, Use of objects, such as Image, Table, Screenshots, SmartArt, etc. Slide Transition, Object Animation in slide.
- Basic Concepts of MS Excel, Rows and Columns, handling workbooks, Formatting Cell, Cell Addressing, Cell Naming
- Basic computation in MS Excel, Use of Built-in Functions such as SUM, Count, MIN, MAX, Average.
- Use of IF function, understanding the logical expression and operators,
- Conditional formatting
- Fetch data from a dataset by using VLookUp function, Data Sorting, introduction to some financial formulas
- Data Analysis in Excel
- With practical analysis
- MS Access basics:
- Tables
- Forms

<ul style="list-style-type: none"> • Reports • Queries • MS Visio basics • Creating flow charts, network diagrams and other kinds of drawings • Outlook basics • Organizing your emails, calendars, contacts, tasks, and to-do lists, all in one place • Computer ethics and its impact on the society • Computer Crime, Vulnerabilities of Information Systems, and Managing Risks of Technology Vulnerabilities 	
Reference Material: <ol style="list-style-type: none"> 1. Information Technology in Business Principles, Practices and Opportunities by James A. Senn 2. A Text Book of Computer Applications in Business Tasleem Mustafa, Tariq Mahmood, Imran Saeed, Ahsan Raza Sattar 3. Computer Fundamentals By Pradeep K. Sinha Priti Sinha 	
Principles of Management	
Course Structure: Lectures: 3	Credit Hours: 3
Prerequisites: <ul style="list-style-type: none"> • Objectives: To provide basic and relevant knowledge about management in organizations. • To increase the students understanding and illustrate that a manager in an organization uses principles, ideas, approaches and techniques from many different disciplines to make the best decision possible. • To improve the participant's awareness that single perfect answer to organizational problems does not exist. Thus, an approach that considers the interaction of environment, the people and the situations is more meaningful in studying the subject. 	
Course Outline: • Introduction to Management <ul style="list-style-type: none"> • Managing Globalization • Planning • Organizing • Review and Feedback • Organizing • Leading • Controlling 	
Reference Material: Management by Stephen P. Robbins, Mary Coulter and Agna Fernandez 14 th ed.	
Sociology	
Course Structure: Lectures:3	Credit Hours: 3
Prerequisites: <ul style="list-style-type: none"> • Objectives: To provide students with opportunity to understand and comprehend basic principles of sociology and understand society as a whole. • To develop understanding regarding different aspects individuals attitudes and behaviors in a society. • To develop understanding on how to present a report 	
Course Outline: • Introduction to Sociology <ul style="list-style-type: none"> • Culture • Types of culture • Characteristics of culture • Case study of Punjabi culture • Project Discussion • Society • Evolution of society • Hunting &gathering society • Pastoral society • Agriculture society 	

- Industrial society
- Socialization
- Agents of socialization
- Social Interaction
- Types of interaction
- Sociology and Institutions
- Family

Institutions

Economic institution

- Case studies of economic systems on in world

Social movements

Discussion on social movements

Reference Material:

1. Horton & Hunt. 2004 Sociology, McGraw Hill Education 2004
2. • Giddens, Anthony 2002. Introduction to Sociology. UK: Polity Press.
3. • Alex Thio 1992. Sociology An Introduction: HarperCollins College Publishers
4. Macdonald, John J. 2006. 10th Edition Sociology New Jersey: Prentice-Hall

Principles of Marketing

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites: None

Objectives:

- This course will introduce you to marketing strategy and the elements of marketing analysis, customer analysis, company analysis and competitor analysis. to help you differentiate and distinguish various marketing tools for analysis.
- To enhance your problem solving and decision making abilities by learning how to leverage strategic marketing analysis to informed tactical marketing mix decisions while providing you with a comprehensive framework to evaluate marketing decisions and create successful marketing initiatives.

Course Outline:

MARKETING: MANAGING PROFITABLE CUSTOMER RELATIONSHIPS

- What Is Marketing, marketing process,
- Understanding the Marketplace and Customer Needs
- Market Offerings(product, services and experiences, customer value and satisfaction
- Understanding the marketing place and customer needs (Markets and Marketing System)
- Designing a Customer-Driven Marketing Strategy (Basic concepts of market segmentation, target marketing, de-marketing, value proposition. Marketing Management Orientations)
- Preparing an Integrated Marketing Plan and Program

MARKETING: MANAGING PROFITABLE CUSTOMER RELATIONSHIPS

- Building Customer Relationships (two-way customer managed relations, Consumer Generated Marketing)
- Customer Relationship Management (CRM) Customer perceived value and customer satisfaction
- Partner relationship Management (Partners inside the company and partners outside the company)
- Capturing Value from Customers (Customer lifetime value, customer equity, building customer equity)
- Customer relationship groups (butterflies, barnacles, true friends, strangers)

COMPANY AND MARKETING STRATEGY: PARTNERING TO BUILD CUSTOMER RELATIONSHIPS

- Companywide Strategic Planning: Defining Marketing's Role
- Defining the market oriented mission, setting company objectives and goals, designing and analyzing the business portfolio
- Strategies for growth and downsizing
- Partnering to Build Customer Relationships (Partnering with other company departments and partnering with others in the marketing system)

COMPANY AND MARKETING STRATEGY: PARTNERING TO BUILD CUSTOMER RELATIONSHIPS

- Marketing Strategy and the Marketing Mix (STP Basic concepts and definitions, 4 elements of marketing mix/ 4Ps of marketing)

- Managing the Marketing Effort
- THE MARKETING ENVIRONMENT**
- The Company's Microenvironment
 - Company, Suppliers, Marketing Intermediaries, Customers, Competitors, Publics
 - The Company's Macro environment
 - Demographic forces (Generational marketing), Economic forces, Natural forces, Technological forces, Political forces, Cultural forces
 - Responding to the marketing environment keeping in view all the factors

CONSUMER MARKETS AND CONSUMER BUYER BEHAVIOR

- Basic concepts of consumer market and consumer buying behavior
- Factors Affecting Consumer Behavior (Cultural, Social, personal, Psychological)
- Culture, sub culture, social class, Reference groups, family, etc
- Age and lifecycle, occupation, economic situation, personality
- Motivation, perception, learning, beliefs and attitudes
- Types of Buying Decision Behavior (Complex buying behavior, variety seeking buying behavior, dissonance reducing buying behavior, habitual buying behavior)
- The Buyer Decision Process (with reference to low involvement and high involvement purchase decisions)
- Revision session

CUSTOMER-DRIVEN MARKETING STRATEGY: CREATING VALUE FOR THE TARGET CUSTOMERS

- Market Segmentation
- Market Targeting

CUSTOMER-DRIVEN MARKETING STRATEGY: CREATING VALUE FOR THE TARGET CUSTOMERS

- Differentiation and Positioning
- Segmenting consumer markets (Geographic segmentation, Demographic segmentation, Psychographic segmentation, Behavioral segmentation)
- Requirements for effective segmentations
- Selecting target markets (Undifferentiated marketing, Differentiated marketing, Concentrated marketing, Micromarketing)

Reference Material:

1. Phillip Kotler, Marketing Management, latest edition, Pearson, Prentice Hall.
2. Phillip Kotler, Gary Armstrong: Principles of Marketing (latest edition), Pearson, Prentice Hall.

Principles of Accounting

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites:

Objectives:

- To Explain the concept and role of accounting in business environment as well as in daily life
- To Know the accounting activities and how to record them properly in the books of accounts
- To understand the techniques of posting basic business changes
- To prepare the Structure and Contents of financial statements
- To make Working Sheet of the business and interpret it

Course Outlines:

- Accounting definition, History of Accounting, purpose of Accounting
- Basic concepts of Accounting and Basic Principles of Accounting
- Different forms of business
- Accrual Vs. Cash Accounting
- Rules of Debits and Credits
- Different form of Accounts
- Accounting Activities,
- Purpose of Accounting entries
- Preparing Journal
- Ledger/T accounts

- Trial Balance
- Limitations of Trial Balance
- Adjusting Entries-1
- Practice
- Adjusting Entries – 2
- Practice
- Adjusting Entries-3,4
- Practice
- Preparing different Financial statements
- Financial statements
- Solving the Problems
- Financial statements
- Solving the problems
- Preparing the Working Sheet
- Working Sheet
- Practice

Resources:

1. Financial and Managerial Accounting by Williams Haka, Bettner and Carcello, 17th Edition.
2. Accounting: An Intuitive Approach by M. Arif and Sohail Afzal 3rd Edition

Oral Communication

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites:

Objectives:

- To develop understanding regarding the nature foundation and contexts of face-to-face communication and also the public speaking skills.
- To equip students with art of delivery of presentations, what behaviors to adopt defending opinions in conversations, manners to be followed and response ways.
- Incorporating associated skills, such as non-verbal, active listening, adequate planning and sound word selection into students' communication.

Course Outline:

- Introduction to communication
- Oral Communication
- Art of Speaking
- Interpersonal Communication/ Cultural Shock
- Presentation making & Skills
- Job Interviews
- Role of Visual Aids
- Role of Visual Aids
- Importance of Message and CV writing
- Meetings
- Meetings
- Discussions
- Role of Audience
- Speech

Resources:

1. Business Communication by Chatuververdi & Chauterververdi.
2. Business Communication Today by Bovee & Thill (1995), 4th Edition, McGraw-Hill.
3. Effective Business Communication by Murphy & Hilderbrant (1991), 6th Edition, McGraw-Hill.

Macro-Economics

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites:

Objectives:

- To grasp basic knowledge about Macro-Economics
- Helpful for analyzing individual decision making unit
- Make rational decisions regarding optimum utilization of limited resources
- Solution of Economic Problems
- How to be able to make fair distribution of wealth
- Helps to understand economic development
- Guidance for Finance Minister
- Helpful for industrialist/ Businessman to understand about working of market, prices, changes in demand, tax system etc.

Course Outline:

Introduction to Macroeconomics

- Introduction
- Microeconomics and Macroeconomics
- Macroeconomic Goals
- Government Policies
- Conflicting Macroeconomics Goals
- Components of Macroeconomics
- Aggregate Demand and Aggregate Supply

National Income Accounting

- Introduction
- Definition of National Income
- Concepts of National Income
- Methods of Measuring National Income
- Use of National Income
- Difficulties in Calculating National Income
- Real Income, Per Capita Income and Growth Rate

National Income Equilibrium

- Introduction
- Concepts of Equilibrium
- Consumption and Savings
- Investment Theory
- Government Sector
- Foreign Sector
- Determination of Equilibrium
- Multiplier Concept
- Inflationary Gap and Deflationary Gap
- Summary of Two, Three and Four Sector Economies

Role of Government

- Introduction
- Economic Functions of Government
- Types of Budget
- Government Revenue
- Government Expenditure
- Public Debt
- Government Policy

Macroeconomic Problems

- Introduction
- Business Cycle
- Unemployment
- Inflation

Pre-requisites and obstacles in the Economic Development

- Economic Factors
- Non-Economic Factors
- Economic Obstacles
- Social and Cultural Obstacles
- Political Obstacles
- Administrative Obstacles

Common Characteristics of Developing Countries and Vicious Circle of Poverty

Money and Banking

- Introduction
- Money
- Keynesian Approach to Money Demand
- Money Market Equilibrium
- Consumer Price Index
- Banking System

International Economics

- Introduction
- Balance of Trade
- Balance Payment (Causes and Measures)
- Exchange Rate
- Nature of Internal and External Debts

Currency War

CPEC

Reference Material:

1. Deviga Vengedasalam and Karunagaran Madhavan 3rd Edition (Principles of Economics)
2. Schweser, Kaplan University, CFA Level-1, Book 2 “Economics” Edition 2018
3. Principles of Economics by N. Gregory Mankiw 7th Edition

Micro Economics

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites: None

Objectives:

1. The Economic problem of allocation and distribution of resources.
2. The factors that determine demand and supply
3. The concept of elasticity of demand and supply
4. Analyze the effect of market structure on firm behavior

Course Outline:

- BASIC ECONOMIC CONCEPTS
- Economics: Basic Themes and Nature
- Micro versus Macro Economics
- Positive versus Normative economics

- BUDGET LINE
- Budget constraint
- Properties of budget set,

- Shift in budget line and derivation
- Effect on budget line due to taxes and subsidy
- DEMAND AND SUPPLY ANALYSIS
- The demand function.
- Changes in demand.
- The supply function.
- Changes in supply.

- EQUILIBRIUM
- Equilibrium of Supply & Demand
- Elasticity of demand/supply and its measurement
- APPROACHES TO UTILITY ANALYSIS
- Cardinal approach and consumer equilibrium.
- Indifference curves from utility.
- Cobb Douglas preferences marginal utility.
- Marginal utility and MRS
- PREFERENCES
- Consumer preferences, Assumption about preferences,
- Indifference curves, Perfect substitutes,
- Perfect Complements, Bad goods and normal goods.
- PRODUCTION ANALYSIS
- Basic production concepts.
- Total, Average and Marginal Product.
- The technical rate of substitutes
- PRODUCTION ANALYSIS
- Iso quant and Iso cost derivation
- Least-cost factor combination.
- Producer equilibrium. Returns to scale.
- COST AND REVENUE ANALYSIS
- Various cost concepts.
- The cost of production: Short-run cost, long-run cost.
- COST AND REVENUE ANALYSIS
- Revenue and revenue curves: Total, average and marginal revenues.
- Profit-Maximization
- MARKET STRUCTURES AND PRICING
- Market and its forms.
- Price and out-put under perfect competition.

- MARKET STRUCTURES AND PRICING
- Price and out-put under monopoly, duopoly, oligopoly
and monopolistic competition.
- FIRM SUPPLY
- Markets environment, The inverse supply function,
- The long run supply curve

Reference Material:

1. A. Koutsoyiannis. Modern Microeconomics Latest Edition.

Financial Accounting

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites: None

Objectives:

1. Help students in understanding financial operations of companies and important financial statements (balance sheet, income statement/profit and loss account, cash flow statement, statement of owner equity) of Public Limited companies.
2. To provide Exposer about company annual report and notes to the accounts.
3. Understanding accounting for partnership and non-profit organizations.

Course Outline:

ADJUSTING ENTRIES IN ACCOUNTING

- Prepaid expenses or unearned revenues
- Accrued expenses and accrued revenues
- Non-cash expenses

ACCOUNTING FOR COMPANIES

- The Company
- Types of Company
- Formation of a Public Limited Co,
- Classes of Shares
- Ordinary Shares
- Preference Shares
- Issuance of Shares
- Market Value of Shares
- Share Capital and Share Premium

MERCHANDISING ACTIVITIES

- Perpetual inventory system
- Periodic inventory system
- Sales Transactions
- Purchases transactions

INVENTORY AND COST OF GOOD SOLD

- Cost flow Assumptions
- o LIFO
- o FIFO
- o Average cost method

IAS AND IFRS

- Inventories IAS-2
- Revenue recognition
- Research and Development

Mids

SHAREHOLDER EQUITY SECTION OF BALANCE SHEET

- Paid in Capital
- Additional Paid in Capital
- Common stock
- Preferred stock

CASH FLOW STATEMENT

- Cash flow from Operating activities
- Cash flow from Financial activities
- Cash flow from Investing activities

FINANCIAL RATIO ANALYSIS

- Ratios
- Trend analysis
- Common size analysis

IAS and IFRS

- Intangible Assets
- Revaluation of Assets
- Impairment of Assets
- Post balance sheet events

Reference Material:

1. Williams, Haka, Bettner: Financial & Managerial Accounting, Latest Edition. Publisher Prentice Hall
2. Professor Muhammad Ammanullah Khan: Financial Accounting, Latest Edition
3. Frank wood, Business Accounting –II, (Latest Edition)
4. Miags and Meigs, Accounting for Business Decision, 12th/Latest Edition

Introduction to Statistics

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites: None

Objectives:

- To learn the importance of data in real life, how to transform data into information, the role of business statistics in terms of practical applications of statistics in business and corporate world
- To inculcate business knowledge and analytical skills in graduates to think decisively in order to develop innovative solutions to problems in a business environment.

- Help students to find the information important for decision making out of data.
- To craft graduates' expertise in order to increase their resourcefulness.

- To develop critical thinking skills for the purpose of evaluating information, solving problems, and making sound decisions and presenting those solutions to the bosses.

Course Contents:

Th What, Where, Why, and H how of Data Collection:

- What is Statistics and Business Statistics?
- Population & Sample
- Parameter & Statistic
- Data & its types
- Data Collection Methods
- Variable Identification
- Qualitative and Quantitative

The What, W

- Descriptive Statistics
- Inferential Statistics
- Survey & Design of Sampling
- Identification of Sampling procedures

Describing the Data:

- Frequency Distributions a
- Group Data Frequency Distributions
- Steps for constructing frequency distributions
- Relative and Joint Frequency Distribution
- Graphical Presentation of Data :
- Histogram
- Relative Frequency Histograms and Ogives
- Bar Chart, Pie Charts
- Stem and Leaf Diagrams

Line Charts and Scatter Diagrams

Describing Data using Numerical Measures:

- Measures of Centre and Location:
- Parameters and Statistics
- Population and Sample Mean
- Median and Mode
- Weighted Mean, Percentiles, Quartiles
- Box and Whisker Plots of justice

Describing Data using Numerical Measures:

- Measures of Variation:
- Range and Interquartile Range

- Quartile Deviation•

- Index Numbers

Using Probability and Probability Distributions:

- The Basics of Probability
- Important Probability Terms
- Methods of Assigning Probability
- The Rules of Probability
- Addition Rules
- Measuring Probability
- Conditional Probability
- Multiplication Rules

Discrete Probability Distributions:

- Random Variables
- Displaying Discrete Probability Distributions Graphically
- Mean and Standard Deviation Discrete Probability Distributions
- Binomial Probability Distribution
- Characteristics of Binomial Probability Distribution
- Mean and Standard Deviation of Binomial Probability Distribution
- Other Discrete Probability Distributions

Introduction to Continuous Probability Distributions:

- The Normal Probability Distribution
- The Standard Normal Probability Distribution
- Approximate Area under the Normal Curve
- Uniform Probability Distribution
- The Exponential Probability Distribution

Reference Material:

1. Statistics Concepts and Methods for Economics Business & Management, By: S. Khursheed Alam, Edition: Revised and Enlarged.
2. Introduction to Statistical Theory, By: Prof. Sher M. Chauhadry, Edition: Part1 and 2.

Business finance

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites: None

Objectives:

- Give students a base level of finance knowledge
- To build the ability and confidence in students to tackle common financial problems in practice
- Understanding fundamental concepts and tools of finance which are useful in decisions making

Course Contents:

An Overview of Business Finance

- Finance a quick look.
- Business finance and financial manager.
- Forms of business organization.
- Goals of business finance.
- Agency problem.

Financial Axioms

Understanding financial statements and cash flows.

- The balance sheet.
- The income statement.
- Cash flow

Analyzing the financial statements

- Standardized financial statements.
- Ratio analysis.

Time Value of Money

- The role and perspectives of the TVM concept
- Future values
- Present values
- The relationship between future and present values
- Future and present values of cash flows under high compounding frequency
- Finding interest rate
- Finding number of years

Annuity, Perpetuity & Amortized loans

Bond and Their Valuation

- Definition, types and features of bonds
- Valuation of bonds (the basic process)
- Basic relationships in bond valuation
- Bond holder's expected rate of return
- Risks associated with bond returns

Stocks and Their Valuation:

- Shares and their basic features
- Benefits from a share investments
- Price of ordinary shares
- Behavior of expected dividend growth and share price
- Price of shares based on earnings
- Expected rate of return
- Preferred shares and their characteristics

The Cost of Capital

- The cost of capital concepts
- Individual and weighted average costs of capital
- Costs of capital and valuation
- Capital structure
- Capital structure decision (No taxes or other capital market imperfections)
- Debt equity ratio, cost of capital and the value of the firm (The MM Propositions)
- Optimal capital structure
- Evidence on capital structure determinants

Capital budgeting techniques

- Basic Concepts
- The net present value criterion
- Profitability Index
- Pay Back Period
- Internal rate of return
- Conclusions on capital budgeting methods
- Decision criteria used in practice

Risk and Return

- Expected returns and risk defined
- Calculating expected return
- Calculating risk (Variance and Standard deviation)

Risk and Return

- Portfolio expected returns
- Portfolio variance and standard deviation
- Systematic and unsystematic risk
- Diversification and portfolio risk
- CAPM

References Materials:

1. Fundamentals of Financial Management, latest edition, Eugene F. Brigham & Joel F. Houston.
2. James C. Vanhorne: Fundamentals of Financial Management 13th edition

Management Information Systems	
Course Structure: Lectures: 3	Credit Hours: 3
Prerequisites: None	
Objectives: <ul style="list-style-type: none"> • The role of is in business today • Types of is and their role in Business • How is impact business organizations • Using is tools to achieve competitive advantage 	
Course Contents: <ul style="list-style-type: none"> • Introduction Course Outline, Description • Global Business today and IS • Global E-Business and Collaboration • IS, Types, Org, and Strategy • Software Tool • IT Infrastructure and HW Technologies • Software Tool • Software Tool • Mid Term Exam • Telecommunications, the Internet, and Wireless Technology • Securing IS • Foundations of Bus Intelligence: DB & IM • Software Tool • Software Tool • Case Study 	
Reference Material: <ol style="list-style-type: none"> 1. Essentials of Management Information Systems 2. 11th Edition by Kenneth C. Laudon, Jane P. Laudon 3. (MIS by Laudon & Laudon – latest Edition) 	
Business Communication	
Course Structure: Lectures: 3	Credit Hours: 3
Prerequisites: None	
Objectives <ol style="list-style-type: none"> 1. Developing students understanding and appreciation of English language and its use in effective business communication 2. Improving interpersonal skills of students. 3. To enhance their workplace vocabulary. 	
Course Contents: <p>Understanding Business Communication in Today’s Workplace</p> <ul style="list-style-type: none"> • Communicating in Today’s Global Business Environment • Understanding the Communication Process • Developing Your Business Communication Skills <p>Mastering interpersonal communication</p> <ul style="list-style-type: none"> • Improving your Performance in Teams • Developing Your Business Etiquette • Making Your Meetings More Productive • Improving Non-Verbal Communication • Improving Your Listening Skills <p>Basic business vocabulary</p> <p>Planning Business Messages</p> <ul style="list-style-type: none"> • Understanding the Three Step Writing Process • Analyzing Your Situation • Gathering Information • Selecting the Right Medium 	

- Organizing Your Message
- Writing Business Messages
- Adapting to Your Audience
 - Composing Your Message
 - Using Technology to Compose and Shape Your Message

- Writing Business Messages
- Adapting to Your Audience
 - Composing Your Message
 - Using Technology to Compose and Shape Your Message

Completing Business Messages

- Revising your Message
- Producing Your Message
- Proof reading Your Message

Crafting Messages for Electronic Media

- Creating Effective Email Messages
- Evaluating Email's Pros and Cons
- Including Prefatory Elements
- Beginning the Message
- Organizing the Contents
- Writing the message
- Closing the message
- Using Emphasis Devices
- Avoiding Inappropriate Use of Email

Writing Routine And Positive Messages

Writing Negative Messages

Writing Business letters

- Block Form

Building Careers And Writing Resumes

- Securing Employment in Today's Job Market
- Cover letters
- Preparing Resumes

Applying And Interviewing For Employment

- Understanding the interviewing process
- Preparing for Job Interview

Reference Material:

1. Business Communication Essentials, 4th edition by Coutland Bovee & John Thill
2. -Basic Business Communication, 9th edition by Lesikar Flatley

Statistical Inference

Course Structure: Lectures:3, Labs: 0

Credit Hours: 3

Prerequisites: None

Objectives:

To understand the basic ideas and methods of probability and statistical inference.

To compute confidence intervals and apply tests of significance.

To apply chi-square tests of goodness-of-fit and independence, and perform regression and variance analysis.

To perform standard statistical analyses using a computer statistical package.

- Measures of Central Tendency
- Quartile, Deciles and Percentiles
- Measures of Dispersion
- Skewness and Kurtosis

- Simple Correlation
 - Karl Pearson's correlation of coefficient
 - When Deviations are taken from Arithmetic Mean
 - When SD given
 - Without SD
 - When Deviations taken from Assumed Mean
 - Spearman's Rank Correlation
- Multiple Correlation
- Partial Correlation
- Midterm Exam
- Simple Linear Regression
- Multiple linear regression
- Discrete and Continuous Probability Distribution
- Point estimation,
- Interval estimation
- Permutations & Combinations
- Sequence and Series
- Hypothesis testing
- Z-Test Distribution
- T-Test Distribution
- Chi Square Distribution
- F-Test Distribution
- Analysis of Variance
- An Introduction to Econometrics

Resources:

- a. Statistics for Business and Economics, 13th Edition, by David R. Anderson, Dennis J. Sweeney, Thomas A. Williams
- b. Statistics for Managers Using Microsoft Excel, 8th Edition, by David M. Levine, David F. Stephan
- c. Statistics Concepts and Methods for Economics Business & Management, by S. Khursheed Alam
- d. Statistics for Business and Economics, 6th Edition, by Paul Newbold, William L. Carlson, Betty Thorne
- e. Introduction to Econometrics by Asterio 2nd Edition.

Business Ethics

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites:

Objectives:

To provide student with useful conceptualization of business ethics.

Understanding ethical dilemmas'

To instigate analytical thinking on ethical issues and decision making in organization

Course Outline:

- An overview of What is Ethics
- Introduction to business Ethics
- Organizational Ethics
- Case Analysis 1: Xeon Natural Resources
- Corporate social responsibility
- Case review and analysis
- Walmart manages ethical challenges
- Ethics and Technology
- Ethical Decision making Framework
- Leadership and Business Ethics
- Corporate Governance; Ethical Culture and relationships. Organizational Factors effecting Business Ethics
- The role of Government: Developing effective ethics program & Business Ethics in Pakistan

Text Books/Reference Books:

1. Business Ethics: Concepts and cases by Manuel G. Velasquez
2. Business Ethics: Ethical Decision making and cases by Ferrell, Fraedrich and Ferrell.

Management Accounting

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites:

Objectives:

- To familiarize students with the basic concepts of management accounting
- To acquaint the student about the use and assessment of costs in a job order and a process cost accounting system. Furthermore, the study may understand of the types of costs and how they behave in order to calculate cost-volume-profit relationships.
- To familiarize students with formulation of different segments of Master Budget.

Course Outline:

Managerial Accounting and the Business Environment

- a. The major differences and similarities between financial and managerial accounting.
- b. The role of management accountants in an organization.
- c. The basic concepts underlying Just-In-Time (JIT), Total Quality Management (TQM), Process Reengineering, and the Theory of Constraints (TOC).
- d. The importance of upholding ethical standards.

Cost Terms, Concepts, and Classifications

- a. Three basic manufacturing cost categories.
- b. Product costs and period costs.
- c. Variable costs and fixed costs.
- d. Direct and indirect costs.
- e. Differential costs, opportunity costs, and sunk costs.

Cost of Goods Sold & Income Statement

- a. Income statement including calculation of the cost of goods sold.
- b. Schedule of cost of goods manufactured

Job Order Costing

- a. Process costs and job-order costing and identify companies that would use each method.
- b. Documents used in a job-order costing system.
- c. Computation of predetermined overhead rates and explain why estimated overhead costs (rather than actual overhead costs) are used in the costing process.
- d. Apply overhead cost to jobs using a predetermined overhead rate.
- e. Determine under applied or over applied overhead.

Direct method to determine cost of goods sold

Cost Behavior: Analysis and Use

- a. Behaviour of fixed and variable costs and how to use them in predicting costs.
- b. Use a scatter graph plot to diagnose cost behavior.
- c. Analyze a mixed cost using the high-low method.
- d. Prepare an income statement using the contribution format.

Cost-Volume-Profit Relationships

- a. Contribution margin and net operating income.
- b. Prepare and interpret a cost-volume-profit (CVP) graph.
- c. Use the contribution margin ratio (CM ratio) to compute changes in contribution and net operating income resulting from changes in sales volume.
- d. Show the effects on contribution margin of changes in variable costs, fixed costs, selling price, and volume.
- e. Compute the break-even point in unit sales and sales dollars.
- f. Determine the level of sales needed to achieve a desired target profit.
- g. Compute the margin of safety and explain its significance.
- h. Compute the degree of operating leverage at a particular level of sales and explain how it can be used to predict changes in net income.

Variable Costing

- a. How variable costing differs from absorption costing and compute unit product costs under each method.
- b. Prepare income statements using both variable and absorption costing.
- c. Reconcile variable costing and absorption costing net operating incomes and explain why the two amounts differ.
- d. The advantages and disadvantages of both variable and absorption costing.

Profit Planning

- a. Why organizations budget and the processes they use to create budgets.
- b. Prepare a sales budget, including a schedule of expected cash collections.
- c. Prepare a production budget.
- d. Prepare a direct materials budget, including a schedule of expected cash disbursements for purchases of materials.
- e. Prepare a manufacturing overhead budget.
- f. Prepare a selling and administrative expense budget.
- g. Prepare a cash budget.
- h. Prepare a budgeted income statement.
- i. Prepare a budgeted balance sheet.

Reference Material:

1. Managerial Accounting, 14th Edition by Garrison, Noreen, & Brewer
2. Cost And Management Accounting, 10th Edition by Matz Uzry
3. Managerial Accounting by Ronald W. Hilton.
4. Management Accounting by Charless T. Horngren

Human Resource Management

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites:

Objectives:

To provide basic and relevant knowledge about HRM in organizations.

To build the students' understanding of the tools, techniques, procedures and programs used for managing human resources. The concept is to enlighten student so that they can see that even with all these resources mistakes are made.

To enable students to analyze various principles, ideas, approaches and techniques from many different disciplines to make the best possible decision for employees.

To improve the students' awareness towards problem solving by considering all factors holistically.

Course Outline:

- Introduction to Human Resource Management & EEO
- Human Resource Management Strategy & Performance
- Job Analysis & Talent Management Process
- Personnel Planning & Recruiting
- Employee Testing & Selection
- Interviewing Candidates

- Training & Developing Employees
- Performance Management & Appraisal
- Managing Careers & Retention

Reference Material:

1. Human Resource Management by Noe, Hollenbeck, Gerhart, Wright. McGraw Hill, 8th Etd, Year 2020.
2. Human Resource Management - 8th edition, David A. DeCenzo & Stephen P. Robbins (John Wiley & Sons), Year 2004.
3. Human Resource Management by Derek Torrington & Laura Hall, Year 2008

Chinese language

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites:

Objectives:

Pronunciation and the tones Emphasis on speaking and listening
 To write Chinese pinyin
 Elementary patterns of Chinese grammar
 Pronunciation and the tones
 Emphasis on speaking and listening
 To write Chinese pinyin
 Elementary patterns of Chinese grammar
 To follow simple classroom instructions;
 To understand words, phrases, and short sentences aided by context and limited to the learned vocabulary
 Writing: The fundamental rules of the Chinese script; Basic Chinese radicals;
 Handwriting and correct stroke orders;
 To make simple sentences with basic Chinese syntax;

Course Outline:

- What is Chinese language? Characters pinyin tones
- Lesson 1: Hello 你好
- Vocabulary
- Dialogues
- Lesson2: He, she, it, they them, us, we, him, her
- singular plural
- Lesson3: What is your name?
- Nice to meet you.
- Lesson4: Who is he/she? 他是谁?
- vocabulary sentences
- Counting (1-100)
- Gestures of counting in
- Chinese
- Directions
- Today, tomorrow, yesterday. The day after tomorrow
- Months
- Week days
- Date
- Vocabulary
- Dialogues
- Lesson: How old are you? Lesson: what is your birthday?
- Greetings
- Lesson: how many family members in your family
- Vocabulary
- Sentences

- Introduce yourself in
- Chinese
- Lesson: Are you busy?
- Vocabulary
- Dialogues
- Lesson: I am not feeling well-1
- Vocabulary-1
- Dialogues

Reference Material:

BOOK1: Standard course HSK1

BOOK2: New Practical Chinese Reader

Research Methods

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites:

Objectives:

To understand about basics of research

To develop comprehensive understanding of initial steps in research process i.e., Research Idea, Introduction, Literature review , and Hypothesis development

To Understand about the research ethics, research techniques and designs

Course Outline:

- Research Basics
- Basic Introduction about Research Paper and Overall Steps in Research Process
- Research Process:
- Research topic
- Generating and refining research ideas
- Approval
- Writing introduction
- Research Process:
- Literature Review
- Research Process:
- How to acknowledge/cite previous research
- Research Process:
- Theoretical Framework and Hypothesis Development
- Research design
- Population
- Sampling
- Sampling Techniques
- Data Collection Methods
- Writing Analysis and Discussion
- Findings, Interpretation, Conclusion and References

Reference Material:

1. Research Methods for Business, by Uma Sekaran, Latest edition
2. Research Methods the basics by Nicholas Williman (2011) published by Taylor and Francis The essential guide to doing research, by Leary, Latest Edition
3. A Gentle Guide to Research Methodology, by Rugg and Petre; Latest edition

Financial Management

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites:

Objectives:

- To achieve a high level of academic understanding and application of financial literature
- To learn various techniques of financial management
- To know the financial consequences of the management's decisions.
- To concentrate on allocation and utilization of financial resources
- To think critically about issues in financial management

Course Outline:

- Manning and Scope of (FM).
- Finance and FM
- Goals of the firme
- Agency problems
- Tim value of money
- Simple interest rate
- Compound interest
- Annuity, Perpetuity
- EAR, Amortization
- Rule of 72
- Bond and its Types
- Bond Pricing
- YTM
- Shares and Their Valuation.
- Types of Ordinary Stock
- Preferred Shares
- Risk & Return
- Calculate the holding-period yield;
- Calculate both the arithmetic mean return and the geometric mean return;
- CAPM
- Markowitz Mean Variance Theory
- The MM Propositions)
- Optimal capital structure
- Costs of financial distress and bankruptcy
- • The static trade-off theory
- • The pecking order theory
- Weighted average costs of capital
- Costs of capital and valuation
- Types of investment projects
- Investment process
- Non-discounted appraisal techniques
- •Discounted Cash flow techniques
- Modified IRR
- Explain the “multiple IRR problem” and the condition that can cause the problem;
- Explain why NPV, IRR, and MIRR methods can produce conflicting rankings for capital projects.

Reference Material:

1. Financial Management Theory and Practice International student Edition by Brigham and Ehrhardt, latest Edition
2. Ross, Westerfield, Jordan: Corporate Finance Essentials.
3. Jemes C. Vanhorne: Fundamentals of Financial Management

Business and company law

Course Structure: Lectures:3

Credit Hours: 3

Prerequisites: None

Objective:

The basic objective of this course is to give practical insight to business administrator so that they can solve legal issues related to business and corporate sector of Pakistan. They must able to understand their responsibilities and duties according to laws governing in Pakistan.

Course Outline:

- Company:
- Features of company Business form Corporation Trust
- Company Law
- Functions of company law
- Divisions of company law
- Sources of company law
- Law of contract
- Offer & acceptance
- Consideration and object
- Capacity of parties & free consent
- Discharge of contract
- Performance of Contract
- Remedies for Breach of Contract
- Indemnity and guarantee
- Bailment & pledge
- Contract of Sale of Goods
- Performance of Contract of Sales
- Corporate crimes: nature and it's impact on the society
- Case Study: The Doctrine Of Separate Legal Entity: A Case Of Salomon Vs Salomon & Co Ltd
- Carlill v. Carbolic Smoke Ball Co.
- Law of Partnership
- Sole Proprietorship and Partnership

Reference Material:

Business Law: Khalid Mehmood Cheema (2017)
 Company law: Luqman Baig (2016)

Text Books/Reference Books:

1. PMBOK Standard, 6th Edition, by Project Management Institute

Entrepreneurship**Course Structure:** Theory 3**Credit Hours:** 3**Prerequisite:****Objective:**

To have solid know-how about the entrepreneurship theories and applications in modern business environment
 To have a practical exposure of the incubation, acceleration, implementation, and analysis cycles of the new business ventures

Course Outline:

- A Framework for Entrepreneurship
- Resources and Capabilities
 - The Environment for Entrepreneurship
 - Market gap identification
- Entrepreneurial Strategies
- Foundations of New Venture Finance
- Securing Investors and Structuring the Deal
- Creating the Organization
- Intrapreneurship and Corporate Venturing
- Business proposal presentation
- Group Ideation
- Re-defining and challenging the aging concepts
- Problem orientated discussion

Text Books/Reference Books:

Entrepreneurship: strategies and resource by MARC J. DOLLINGER , fourth edition,
 Kelley school of business Indiana university (Available in Library) Supplementary Books

- Entrepreneurship – Theory Process Practice by Donald F. Koratko 8th Edition

(South Western - Cengage Learning)	
<ul style="list-style-type: none"> • The One Minute Entrepreneur by Ken Blanchard, Don Hutson and Ethan Willis • The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries 	
Issues in Pakistan Economy	
Course Structure: Lecture 3	Credit Hours: 3
Prerequisite:	
Objective:	
To understand about basic concept of development economics	
To be familiar with the meaning and application of most of the major concepts in Pakistan economy	
To critically analyze and interpret the economic situation of Pakistan	
Course Outline:	
<ul style="list-style-type: none"> • Development Economics • -What is Economic Development • -Measures of Economic Development • -Economic Growth • -Sources of Economic Growth • Developing Countries • •Characteristics of Developed versus Developing Countries • MDGs • SDGs • Pakistan's Priorities • Overview of Global and Pakistan's Economy 	
<ul style="list-style-type: none"> • Human Development Index • Determinants of Economic Development in Pakistan • Obstacles to Economic Development in Developing Countries • •Vicious Circle of Poverty • Obstacles to Economic Development in Pakistan • •Prospects and Challenges of FDI in Pakistan • •Meeting the Energy Requirements • CPEC and Socio-economic indicators • Pakistan' Public Finance • Fiscal Challenges and Response (Pakistan) • Federal Budget of Pakistan 	
<ul style="list-style-type: none"> • Water Crises, Food Security and Economic Growth of Pakistan • Tapping Potential Sector of Growth in Pakistan • Economic Planning • Austerity measures in Pakistan 	
Text Books/Reference Books:	
<ul style="list-style-type: none"> • Muhammad Saeed Nasir, Economics of Pakistan • The economy of Pakistan by Khawaja Amjad Saeed • Akbar Zaidi, S. (2015). Issues in Pakistan's economy: A political economy perspective. 3rd Edition 	
Text Books/Reference Books:	
Concepts in strategic management & business policy by Thomas L. Wheelan & J. David Hunger. 13 th Etd.	
Critical Thinking and Logic	
Course Structure: Theory 3	Credit Hours: 3
Prerequisite:	
Objective:	
Develop an in-depth understanding of the concept and process of critical thinking	

Strengthen students' ability to take ownership of content through actively thinking it through, value questions more than answers, and seek understanding over memorization

Enable students to apply the general principles of logic that make patterns of argument valid or invalid

Course Outline:

- The Context Introduction to Critical Thinking: Critical Thinking Standards
- Benefits of and Barriers to Critical Thinking
- What is Truth and What Does It Mean to Know?
- Conception of Arguments
- Logic and characteristics of arguments
- Common Patterns of Deductive Reasoning
- Common Patterns of Inductive Reasoning
- Language and finding the Right Words
- Logical fallacies
- Writing Argumentative Essays

Text Books/Reference Books:

Ruggiero, R, V. Beyond Feelings: A Guide to Critical Thinking. New York: McGraw-Hill, 2012

Course vs. Program Objectives

The following table shows how the curriculum is consistent with the program objectives.

Course		Objectives			
Title	Code	Core Concept	understand and comprehend	apply the acquired knowledge	develop analytical, synthesis and evaluation skills
Core Courses					
Business Math	MSC1000	✓	✓	✓	✓
Oral Communication	MSC2001	✓		✓	
Introduction to Statistics	MSC2002	✓	✓	✓	✓
Business Communication	MSC2003	✓		✓	
Statistical Inference	MSC2004	✓		✓	
Internship	MSC3006	✓		✓	
Research Methods	MSC3008	✓	✓	✓	✓

Project UG	MSC4009	✓		✓	
Principles of Microeconomics	MSC2200	✓		✓	
Principles of Macroeconomics	MSC3201	✓	✓	✓	
Issues in Pakistan Economy	MSC4202	✓	✓	✓	
Human Resource Management	MSC3300	✓		✓	✓
Principles of Accounting	MSC1400	✓		✓	
Financial Accounting	MSC2401	✓	✓	✓	
Business Finance	MSC2402	✓	✓	✓	✓
Management Accounting	MSC3403	✓		✓	✓
Financial Management	MSC3404	✓		✓	✓
Principles of Marketing	MSC1500	✓	✓	✓	✓
Entrepreneurship	MSC4800	✓	✓		✓
Critical Thinking and Logic	MSC4801	✓	✓		
Introduction to Computer Application	MSC1900	✓	✓		
Management Information System	MSC2901	✓	✓		
Electives					
Organizational Development	MSC4107			✓	✓
Organizational Theory	MSC4108			✓	✓
Small Business Management	MSC4109			✓	✓
Comparative Management	MSC4110	✓	✓	✓	✓
Managerial Skills	MSC4111	✓	✓	✓	✓
Team Dynamics	MSC4112		✓	✓	✓
Management of Public Sector Organization	MSC4113	✓	✓	✓	✓

Business Economics	MSC4203		✓	✓	✓
Intermediate Microeconomics	MSC4204		✓	✓	✓
Basic Econometrics	MSC4205	✓		✓	✓
Applied Econometrics	MSC4206		✓	✓	✓
Mathematical Economics	MSC4207			✓	✓
Mathematical Economics 2	MSC4208	✓		✓	
Monetary Economics	MSC4209		✓	✓	
Introduction to Development Economics	MSC4210	✓	✓	✓	✓
International Economics	MSC4211	✓	✓	✓	✓
Seminar in Applied Economics	MSC4212		✓	✓	
Business Taxation	MSC4405			✓	✓
Financial Accounting	MSC4406			✓	✓
Financial Institutions & Markets	MSC4407			✓	✓
Corporate Governance	MSC4408	✓		✓	✓
Financial Reporting and Analysis	MSC4409		✓		
Auditing & Assurance	MSC4410	✓	✓		
Contemporary Banking Practices	MSC4411		✓	✓	✓
Public Finance	MSC4412	✓	✓	✓	
Security Analysis	MSC4413		✓		✓
Corporate Finance	MSC4414	✓	✓	✓	
Financial Econometrics	MSC4423	✓	✓	✓	✓
Analysis of Financial Statements	MSC4424		✓	✓	✓
Risk Management	MSC4425			✓	✓
Project Finance	MSC4426			✓	✓

Financial Derivatives	MSC4427			✓	✓
Intermediate Financial Accounting	MSC4428	✓		✓	✓
Financial Reporting	MSC4429		✓		
Seminar in Business Finance	MSC4430	✓	✓		
Allied Course					
English I	ENG1001			✓	
Islamic Studies	HUM1001			✓	
English II	ENG1002			✓	
Pakistan Studies	HUM1002		✓	✓	
Psychology	PSY2101		✓	✓	
Sociology	SOC2101		✓	✓	
Anthropology	MCO3001			✓	
Chinese Language	LAN3001		✓	✓	
German Language	LAN3002		✓		
Japanese Language	LAN3003		✓		
French Language	LAN3004		✓		