

FOUNDATION UNIVERSITY ISLAMABAD



Bachelors of Business Administration
(BBA)

Department of Business Administration

Road Map BBA

Program	Number of semesters	Course category	Number of courses in program	Credit hours	Total Credit Hours
BBA	08	General	06	03	18
			06	02	12
		Interdisciplinary	04	03	12
		Major	24	03	72
		Project	01	03	03
		Internship	01	03	03
		Minor	04	03	12
		Total	46		132

Semester Wise Course Plan:

SEMESTER I

S#	Course Title	Credit Hours
1	Functional English	3
2	Applications of Information and Communication Technologies	3
3	Principles of Management	3
4	Principles of Marketing	3
5	Environmental Sciences	3
	Total	15

SEMESTER 2

S#	Course Title	Credit Hours
1	Expository Writing	3
2	Psychology	2
3	Entrepreneurship	2
4	Principles of Accounting	3
5	Islamic Studies	2
6	Quantitative Reasoning I	3
	Total	15

SEMESTER 3

S#	Course Title	Credit Hours
1	Business Communication and Report Writing	3
2	Fundamentals of Data Science	3
3	Financial Accounting	3
4	Quantitative Reasoning II	3
5	Business Economics	3
	Total	15

SEMESTER 4

S#	Course Title	Credit Hours
1	Digital Marketing Management	3
2	Ideology and Constitution of Pakistan	2
3	Business Finance	3
4	Management Information System	3
5	Sociology	2
6	Civics and Community Engagement	2
Total		15

SEMESTER 5

S#	Course Title	Credit Hours
1	Management Accounting	3
2	Personal and Professional Development	3
3	Business and Company Law	3
4	Production and Operations Management	3
5	Human Resource Management	3
6	Critical Thinking and Logic	3
Total		18

SEMESTER 6

S#	Course Title	Credit Hours
1	Organizational Behavior and Professional Ethics	3
2	Business Research Methods	3
3	Financial Management	3
4	Procurement Management	3
5	Project Management	3
6	Startup Ecosystem & Ideation	3
Total		18

SEMESTER 7

S#	Course Title	Credit Hours
1	Seminar in Business	3
2	Internship	3
3	International Business	3
4	Elective 1	3
5	Innovation and Product development	3
6	Elective 2	3
	Total	18

SEMESTER 8

S#	Course Title	Credit Hours
1	Business Policy	3
2	Business Analytics	3
3	Business Sustainability and Circular Economy	3
4	Elective 3	3
5	Elective 4	3
6	FYP	3
	Total	18

Functional English

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.
Expository Writing
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.
Quantitative Reasoning I
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.

Applications of Information and Communication Technologies

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

<ul style="list-style-type: none"> • With practical analysis • MS Access basics: • Tables • Forms • 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		
<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Course Structure: Lectures: 3</td> <td style="width: 50%;">Credit Hours: 3</td> </tr> </table>	Course Structure: Lectures: 3	Credit Hours: 3
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: <p style="text-align: center;">Management by Stephen P. Robbins, Mary Coulter and Agna Fernandez 14th ed.</p>		
Sociology		
<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Course Structure: Lectures:3</td> <td style="width: 50%;">Credit Hours: 2</td> </tr> </table>	Course Structure: Lectures:3	Credit Hours: 2
Course Structure: Lectures:3	Credit Hours: 2	
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: • <p>Introduction to Sociology</p> <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. Macionis, 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

Business Communication and Report Writing

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 & Chauterverdi.

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

Business Economics

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites:

Objectives:

- To grasp basic knowledge about Macro- Micro 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
- 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

<ul style="list-style-type: none"> • Post balance sheet events 	
Reference Material: <ol style="list-style-type: none"> 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. Miegs and Meigs, Accounting for Business Decision, 12th/Latest Edition 	
Marketing Management	
Course Structure: Lectures: 3	Credit Hours: 3
Prerequisites: None	
Objectives: <ul style="list-style-type: none"> • To have solid know-how about the business theories and applications in modern marketing management arena • To have a practical exposure of the culture, equity, IT technologies and future changes • To know about research tools of marketing 	
Course Outline: <ul style="list-style-type: none"> • Understanding Marketing Management • Capturing Marketing Insights • Connecting with Customers • Building Strong Brands • Shaping the Market Offerings • Delivering Value • Communicating • Managing the Marketing Organization 	
Reference Material: <ol style="list-style-type: none"> 1. Philip T. Kotler, Northwestern University & Kevin Lane Keller, Tuck School of Business, Dartmouth College. <i>Marketing Management</i>, 14th Edition 	
Quantitative Reasoning II	
Course Structure: Lectures: 3	Credit Hours: 3
Prerequisites: None	
Objectives: <ul style="list-style-type: none"> • 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:
<ul style="list-style-type: none"> • What is Statistics and Business Statistics? • Population & Sample • Parameter & Statistic • Data & its types • Data Collection Methods • Variable Identification • Qualitative and Quantitative 	
The What, W	
<ul style="list-style-type: none"> • 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:	
<ul style="list-style-type: none"> • 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:	
<p>An Overview of Business Finance</p> <ul style="list-style-type: none"> • Finance a quick look. • Business finance and financial manager. • Forms of business organization. • Goals of business finance. • Agency problem. <p>Financial Axioms</p> <p>Understanding financial statements and cash flows.</p> <ul style="list-style-type: none"> • The balance sheet. • The income statement. • Cash flow <p>Analyzing the financial statements</p> <ul style="list-style-type: none"> • Standardized financial statements. • Ratio analysis. <p>Time Value of Money</p> <ul style="list-style-type: none"> • 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 <p>Annuity, Perpetuity & Amortized loans</p> <p>Bond and Their Valuation</p> <ul style="list-style-type: none"> • 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 <p>Stocks and Their Valuation:</p> <ul style="list-style-type: none"> • 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 <p>The Cost of Capital</p> <ul style="list-style-type: none"> • 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 <p>Capital budgeting techniques</p>	

- 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:

- 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:

- 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:

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 and Report writing

Course Structure: Lectures: 3

Credit Hours: 3

Prerequisites: None

Objectives

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:

Understanding Business Communication in Today's Workplace

- Communicating in Today's Global Business Environment
- Understanding the Communication Process
- Developing Your Business Communication Skills

Mastering interpersonal communication

- Improving your Performance in Teams
- Developing Your Business Etiquette
- Making Your Meetings More Productive
- Improving Non-Verbal Communication
- Improving Your Listening Skills

Basic business vocabulary

Planning Business Messages

- 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

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.

<p>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.</p> <p>Variable Costing</p> <p>a. How variable costing differs from absorption costing and compute unit product costs under each method.</p> <p>b. Prepare income statements using both variable and absorption costing.</p> <p>c. Reconcile variable costing and absorption costing net operating incomes and explain why the two amounts differ.</p> <p>d. The advantages and disadvantages of both variable and absorption costing.</p> <p>Profit Planning</p> <p>a. Why organizations budget and the processes they use to create budgets.</p> <p>b. Prepare a sales budget, including a schedule of expected cash collections.</p> <p>c. Prepare a production budget.</p> <p>d. Prepare a direct materials budget, including a schedule of expected cash disbursements for purchases of materials.</p> <p>e. Prepare a manufacturing overhead budget.</p> <p>f. Prepare a selling and administrative expense budget.</p> <p>g. Prepare a cash budget.</p> <p>h. Prepare a budgeted income statement.</p> <p>i. Prepare a budgeted balance sheet.</p>
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<p>Reference Material:</p> <ol style="list-style-type: none"> 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

Organizational Behavior and Professional Ethics	
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Course Structure: Lectures: 3	Credit Hours: 3
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Prerequisites:

<p>Objectives:</p> <p>Rendering students with the theoretical underpinnings of the field of organizational behavior</p> <p>Familiarize students with the factors at personal, group and organizational level that affect human behavior in organizational settings</p> <p>Prepare students for taking decisions to solve people related problems.</p> <p>Improve employees performance through various managerial initiatives</p>
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<p>Course Outline:</p> <p>Introduction</p> <p>What is Organizational behaviour</p> <p>Attitude and job satisfaction</p> <p>Personality and values</p> <p>Perception and individual decision making</p> <p>Motivation Concept and Application</p> <p>Power & Politics</p> <p>Conflict & Negotiation</p> <p>Change and Stress Management</p>

<p>Reference Material:</p> <ol style="list-style-type: none"> 1. Stephen P. Robbins, Timothy Judge & Neharika Vohra, Organizational Behavior, 16th edition (Pearson Education 2017).
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PSYCHOLOGY	
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Course Structure: Lectures: 3	Credit Hours: 2
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Prerequisites:

<p>Objectives:</p> <p>To Enable students to identify their strength and weaknesses</p>

Help students how socially interact with others and communicate effectively.
Help students how they can cope up with daily life stressors
Techniques to manage their stress and anger to perform well.

Course Outlines:

1. Brief introduction to psychology
2. Introduction to Social and Emotional Development

Theories :

Basic Introduction to psychology

Social and Emotional Development theory by Erik Erikson

- Trust vs. mistrust
- Autonomy vs. shame
- Initiative vs. Guilt
- Industry vs. inferiority
- Role confusion vs. Identity
- Intimacy vs. isolation
- Despair vs. stagnation
- Ego integrity vs. despair

Problem Solving, Critical Thinking and Decision making

Decision making

1. Identifying the six steps in problem solving
2. Describing the purpose of each step in problem solving
3. Explaining the actions to be taken in each step
4. Applying techniques for promoting creativity in problem solving for use with both individuals and groups
5. Decision making styles
6. Leadership styles

Emotional Intelligence

- Assertiveness.
- Aggression
- Submissive

Intelligence

- Howard Gardner Multiple intelligence
- Types
- Use in education

Stress Management

1. Physiology of stress(how it effects body)
2. Types of stress
3. Cognitive Errors
4. Stress management techniques

Lifelong Learning(Psychological Principles of Learning and Memory)

Memory

- i. Stages of memory: sensory register, short and long-term memory
- ii. Principles of forgetting and memory
- iii. Improving Memory techniques
- iv. Memory reconstruction
 - Assimilation error
 - Sharpening error
 - Leveling error
- v. Method of serial reproduction

Learning

- I. Classical conditioning
- II. Operant conditioning
- III. Schedules of reinforcement
- IV. Law of effect

Resources: Psychology, 3 rd edition by Robert J. Stenberg	
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: <ul style="list-style-type: none"> • 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: <ol style="list-style-type: none"> 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 	
Business 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: <ul style="list-style-type: none"> • 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: 	

<ul style="list-style-type: none"> • Theoretical Framework and Hypothesis Development • Research design • Population • Sampling • Sampling Techniques • Data Collection Methods • Writing Analysis and Discussion • Findings, Interpretation, Conclusion and References 	
<p>Reference Material:</p> <ol style="list-style-type: none"> 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 	
<p>Financial Management</p>	
<p>Course Structure: Lectures: 3</p>	<p>Credit Hours: 3</p>
<p>Prerequisites:</p>	
<p>Objectives:</p> <ul style="list-style-type: none"> • 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 	
<p>Course Outline:</p> <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 	

<ul style="list-style-type: none"> • 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. 		
<p>Reference Material:</p> <ol style="list-style-type: none"> 1. Financial Management Theory and Practice International student Edition by Brigham and Ehrhardt, latest Edition 2. Ross, Westerfield, Jordan: Corporate Finance Essentials. 3. James C. Vanhorne: Fundamentals of Financial Management 		
Business and company law		
<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Course Structure: Lectures:3</td> <td style="width: 50%;">Credit Hours: 3</td> </tr> </table>	Course Structure: Lectures:3	Credit Hours: 3
Course Structure: Lectures:3	Credit Hours: 3	
Prerequisites: None		
<p>Objective:</p> <p>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 be able to understand their responsibilities and duties according to laws governing in Pakistan.</p>		
<p>Course Outline:</p> <ul style="list-style-type: none"> • 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 its 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 		
<p>Reference Material:</p> <p>Business Law: Khalid Mehmood Cheema (2017) Company law: Luqman Baig (2016)</p>		
Production and Operations Management		
<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Course Structure: Lectures: 3</td> <td style="width: 50%;">Credit Hours: 3</td> </tr> </table>	Course Structure: Lectures: 3	Credit Hours: 3
Course Structure: Lectures: 3	Credit Hours: 3	
Prerequisites:		
<p>Objectives:</p> <p>Understanding of production and operations of manufacturing and service industries To understand production and operations activities as a competitive weapon, supply-chain management, aggregate project planning, inventory systems, demand forecasting, just in-time systems and material requirements are planning. To apply and analyze the Quantitative technique of Supply chain management on industrial scenario</p>		
<p>Course Outline:</p> <p>INTRODUCTION</p> <ul style="list-style-type: none"> • Introduction to Operations Management 		

- Attribute of Goods & Services
- Exciting new trends in Operations Management
CO1

PRODUCTIVITY AND ITS CHALLENGES

- What is productivity
- Single factor productivity
- Multi factor productivity CO2

PRODUCTIVITY AND ITS CHALLENGES

Practical implications of productivity (Numerical) CO2

OPERATIONS STRATEGY IN A GLOBAL ENVIRONMENT

- Achieving competitive advantage through operations
- Strategies for OM decisions
- Critical success factors and core competencies
- Global Operations Strategy Options

PROJECT MANAGEMENT

- Project Planning
- Project scheduling
- Project control

FORECASTING

- What is Forecasting
- Types of Forecasting
- Strategic Importance of Forecasting
- Seven Steps in forecasting

FORECASTING APPROACHES

- Qualitative forecasting
- Quantitative forecasting

TIME-SERIES FORECASTING

- Naïve approach
- Moving average
- Exponential smoothing
- Measuring forecasting error
- Exponential smoothing with trends adjustments
- Trend projections

ASSOCIATIVE FORECASTING

- Regression Analysis
- Correlation Analysis

DESIGN OF GOODS AND SERVICES AND QUALITY MANAGEMENT

- Product development system
- Product value system analysis
- Quality functions deployment techniques
- House of Quality
- TQM techniques
- Tools of techniques
- Issues of product design
- Process Quality and Strategies
- Location Selection and Strategies
- Lay out design strategies
- Supply Chain Management
- Inventory Management
- Material Requirement Planning (ERPs)

LEAN OPERATIONS

LINEAR PROGRAMMING

- Hungarian Method

Reference Material:

<ol style="list-style-type: none"> 1. Operations Management, International Edition, Eighth Edition, by William J. Stevenson, Publisher: McGraw-Hill 2. Jay Heizer & Barry Render, Operations Management, Latest Edition, Prentice Hall 	
Project Management	
Course Structure: Lectures: 3	Credit Hours: 3
Objective:	
<p>To identify, describe, define and explain elementary and intermediate concepts of project management.</p> <p>To evaluate, assess, examine and analyze project management issues/situations for any given project.</p> <p>To apply project management knowledge areas to projects and thereby develop and evaluate the project management strategy.</p>	
Course Outlines:	
<ul style="list-style-type: none"> • Introduction to PM • Projects, Organizations and Working • Project Management Processes • Organization • Influences and • Project Life Cycle • Project Scope Management • Project Time and Resource Management • Project Cost Management • MS Project Lab • Project Quality Management • Project Human Resource Management • Project Communications Management • Project Risk Management • Project Procurement Management • Project Stakeholder Management 	
Text Books/Reference Books:	
<ol style="list-style-type: none"> 1. PMBOK Standard, 6th Edition, by Project Management Institute 	
Entrepreneurship	
Course Structure: Theory 3	Credit Hours: 2
Prerequisite:	
Objective:	
<p>To have solid know-how about the entrepreneurship theories and applications in modern business environment</p> <p>To have a practical exposure of the incubation, acceleration, implementation, and analysis cycles of the new business ventures</p>	
Course Outline:	
<ul style="list-style-type: none"> • 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 	

<ul style="list-style-type: none"> • Creating the Organization • Intrapreneurship and Corporate Venturing • Business proposal presentation • Group Ideation • Re-defining and challenging the aging concepts • Problem orientated discussion 	
<p>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</p> <ul style="list-style-type: none"> • Entrepreneurship – Theory Process Practice by Donald F. Koratko 8th Edition (South Western - Cengage Learning) • 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 	
Business Policy	
Course Structure: Theory 3	Credit Hours: 3
Prerequisite:	
<p>Objective: Understanding of fundamental concepts in strategic management and business policy: the role of the top manager, the levels and components of strategy, competitive analysis, industry analysis, corporate strategy and organizational evolution.</p> <p>Comprehension of the impact of the economic, social, demographic, technological, and the political, legal and regulatory sectors of the firm's environmental on business and corporate strategy.</p> <p>Reinforcement of a strategic management point of view i.e. the capacity to view the firm from an overall perspective in the context of its environment.</p>	
<p>Course Outline:</p> <ul style="list-style-type: none"> • Introduction • Course Description • Chapter : Basic concepts of strategic management • Environmental Scanning and Industry Analysis • Internal Scanning: Organizational Analysis • Strategy Formulation: Situation Analysis and Business Strategy • Strategy Formulation: Situation Analysis and Business Strategy • Strategy Formulation: Corporate Strategy • Strategy Formulation: Functional Strategy and Strategic Choice • Strategy Formulation: Functional Strategy and Strategic Choice • Strategy Implementation: Organizing for Action • Strategy Implementation: Staffing and Directing • Evaluation and Control • Strategic Issues in Entrepreneurial Ventures & Small Businesses 	
<p>Text Books/Reference Books: Concepts in strategic management & business policy by Thomas L. Wheelan & J. David Hunger. 13th Etd.</p>	
Critical Thinking and Logic	
Course Structure: Theory 3	Credit Hours: 3
Prerequisite:	
<p>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</p>	

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

Business Sustainability and Circular Economy

Objective:

This undergraduate course provides a comprehensive understanding of the principles and practices of business sustainability and the circular economy. Students will explore how organizations can integrate sustainability into their strategies, operations, and decision-making processes, while also examining the principles of a circular economy and its potential benefits.

Broad Topics:

- Introduction to Sustainability and Circular Economy
- Sustainable Business Strategies
- Sustainability Reporting and Metrics
- Circular Economy Models
- Sustainable Supply Chain Management
- Green Product and Service Innovation
- Circular Business Models
- Sustainable Finance and Investment
- Case Studies and Best Practices

Textbooks:

1. *Sustainable Business: Theory and Practice of Business Under Sustainability Principles*, by Alan P. Trachtman
2. *Circular Economy Handbook for Business and Supply Chains: Repair, Remake, Redesign, Rethink*, by Catherine Weetman
3. *The Green to Gold Business Playbook: How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function*, by Daniel C. Esty and P.J. Simmons

Startup Ecosystem and Ideation

Objective:

This undergraduate course is designed to provide students with a comprehensive understanding of the startup ecosystem and the fundamentals of ideation. Through a combination of theoretical knowledge and practical exercises, students will explore the key components of the startup world, gain insights into entrepreneurial thinking, and learn how to generate and evaluate innovative business ideas.

Broad Topics:

- Startup Ecosystem
- Ideation Process
- Conducting market research to validate business ideas.
- Analyzing industry trends and competitive landscapes.
- Exploring various business models, including B2B, B2C, SaaS, and more.
- Lean startup principles and the MVP (Minimum Viable Product) concept.
- Developing effective pitch decks and elevator pitches.
- Legal and Ethical Considerations
- Sources of funding, including angel investors, crowdfunding, and grants.
- Entrepreneurial Mindset and Resilience

Textbooks:

1. The Lean Startup, by Eric Ries
2. Zero to One, by Peter Thiel
3. Business Model Generation, by Alexander Osterwalder and Yves Pigneur
4. The Startup Owner's Manual, by Steve Blank and Bob Dorf
5. Hooked: How to Build Habit-Forming Products, by Nir Eyal
6. The Innovator's Dilemma, by Clayton Christensen
7. Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist, by Brad Feld and Jason Mendelson

Innovation and Product Development

Objective:

This undergraduate course introduces students to the fundamental principles of innovation and product development. Through a combination of theoretical frameworks and practical applications, students will gain a comprehensive understanding of the innovation process and how it relates to the development of successful products. This course equips students with the skills and knowledge necessary to drive innovation within organizations and create value in today's competitive business environment.

Broad Topics:

- Introduction to Innovation
- Innovation Strategies
- Idea Generation and Screening.
- Market Research and Customer Insights
- Concept Development and Design.
- Technology and Intellectual Property
- Developing effective pitch decks and elevator pitches.
- Product Development Process
- Testing and Validation
- Commercialization and Launch
- Innovation Metrics and Performance Evaluation

Textbooks:

1. The Innovator's Dilemma, by Clayton M. Christensen
2. Design Thinking: Understanding How Designers Think and Work, by Nigel Cross

3. **Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses**, by Eric Ries
4. **Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant**, by W. Chan Kim and Renée Mauborgne
5. **The Lean Product and Lean Analytics**, by Ben Yoskovitz and Heather Samarin

Business Analytics

Objective:

This course equips undergraduate students with essential knowledge and skills in business analytics to make data-driven decisions. Through a combination of theory, practical applications, and case studies, students will learn to extract insights from data, optimize processes, and enhance decision-making in various business contexts.

Broad Topics:

- Introduction to Business Analytics
- Data Collection and Preprocessing
- Data Visualization.
- Descriptive Analytics
- Predictive Analytics
- Prescriptive Analytics
- Business Applications.

Textbooks:

1. **Data Science for Business**, by Foster Provost and Tom Fawcett
2. **Practical Statistics for Data Scientists**, by Andrew Bruce and Peter Bruce
3. **Data Visualization: A Practical Introduction**, by Kieran Healy
4. **Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die**, by Eric Siegel
5. **Prescriptive Analytics: The Final Frontier for Evidence-Based Management and Optimal Decision Making**, by Murat Köksalan and Viçoso, Fernando