



UNIVERSITY OF SARGODHA
OFFICE OF THE REGISTRAR
(ACAD BRANCH)

NOTIFICATION

On the recommendations of Academic Council made in its 24th (1/2025) meeting held on 26.08.2025, the Syndicate in its 72nd (4/2025) meeting held on 12.09.2025 has approved the curriculum of Associate Degree in Commerce (ADC) for affiliated College for implementation w.e.f. Fall 2025 (Annex-'A').

(WAQAR AHMAD)

Additional Registrar (General)

Dated: 30.10.2025

No. SU/Acad/25/ 1174

Distribution:

- Director Malik Firoz Khan Noon Business School
- Controller of Examinations
- Director Academics

C.C:

- Dean, Faculty of Social Sciences
- Director, QEC
- Additional Registrar (A & R) *{With the request to forward the notification alongwith curriculum to all Principals of affiliated colleges concerned}*
- Secretary to the Vice-Chancellor
- PA to Registrar
- Notification File

Associate Degree in Commerce (ADC) 2 Years Program under Semester / Term System after 12 years of Education

Applicable w.e.f. Fall 2025
under HEC New Undergraduate Education Policy 2023 and NCRC Commerce 2025



Malik Firoz Khan Noon Business School
University of Sargodha

**Associate Degree in Commerce (ADC)
2 Years Program under Semester / Term System after 12 years of
Education**

Designed in the light of

Vision Statement

To become the prominent business school in the region.

Mission Statement

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

1. Title of the Degree Program: Associate Degree in Commerce (ADC)

2. Program Description:

The Associate Degree in Commerce program is designed in accordance with the HEC Undergraduate Education Policy V 1.1 to provide students with a comprehensive understanding of the principles and practices of commerce, including accounting, audit, finance, marketing, management, economics, and business law. The curriculum offers a balanced and robust educational experience through core courses, specialized subjects, and interdisciplinary studies. The program also emphasizes practical learning through case studies, internships, capstone, and real-world business applications, allowing students to bridge the gap between academic knowledge and industry practices. This curriculum aims to develop critical thinking, ethical decision-making, leadership abilities, and a global perspective, enabling students to address contemporary challenges in commerce. Graduates of the program will be well-prepared for careers in areas such as entrepreneurship, financial analysis, marketing and corporate governance. They will also be equipped to pursue advanced studies in commerce and related fields, both nationally and internationally.

3. Standard Nomenclature:

The scheme of study consists of first four semesters of BS in Commerce degree.

4. Program Learning Outcomes:

By the completion of Associate Degree in Commerce, the graduates will be able to:

- a) Demonstrate a comprehensive understanding of key concepts, theories, and best practices in commerce to analyze and address commerce related challenges and opportunities in diverse organizational, financial and economic contexts.
- b) Apply theories, research methods and emerging technologies to address contemporary issues in commerce and contribute to informed decision-making, ensuring ethical practices and sustainability in both local and global business environments.
- c) Communicate commerce knowledge effectively to facilitate policy, strategy, and foster collaboration across academic, professional, and societal settings, while addressing the dynamic needs of the business world.

5. Eligibility & Admission Criteria:

Higher Secondary School Certificate (involving 12 years of schooling) or an IBCC equivalent qualification in any group is the basic eligibility requirement for admission to the Bachelor of Studies in Commerce.

6. Program Structure:

The Associate Degree in Commerce is structured in accordance with the provisions of the HEC Undergraduate Education Policy V 1.1. and comprises of minimum 74 credit hours spread over 4 regular semesters.

HEC CURRICULA FOR COMMERCE DEGREE PROGRAMS 2025 (Official Version)

Minimum Credit Hours (including all program related requirements)	74
Major (Compulsory)	36 Credit hours (12 courses).
Interdisciplinary Courses	03 credit hours (1 courses)
General Education Courses	35 credit hours (16 courses)
Program Duration	Minimum: 2 Years; Maximum: 4 Years (further extendable to another year subject to approval of university's statutory body)
Semester Duration	16-18 weeks for regular semesters (1-2 weeks for examination) 8-9 weeks for summer semesters (1 week for examination)
Course Load (per semester)	15-18 credit hours for regular semesters Up-to 8 credit hours for summer semesters (for remedial / deficiency / failure / repeat courses only)
3 Credit Hours (Theory)	3 classes (1 hour each) OR 2 classes (1.5 hour each) OR 1 class (3 hours) per week throughout the semester

7. The standard scheme of studies for the program of Associate Degree in Commerce is given as under:

A) General Education Courses List:

Assistant Professor
Muhammad Khan
Faculty of Business School
University of Sindh

Sr. No.	Course Code	Course Title	Cr. Hr.	Semester
1	URCG-5120	Exploring Quantitative Skills	3(3-0)	1 st
2	URCG-5118	Functional English	3(3-0)	1 st
3	URCG-5123	Applications of Information & Communication Technologies (ICT)	3(3-0)	1 st
4	URCG-5129 /URCG-5131	Understanding of Holy Quran-I /Ethics I	1(0-1)	1 st
5	URCG-5121	Tools For Quantitative Reasoning	3(3-0)	2 nd
6	URCG-5119	Expository Writing	3(3-0)	2 nd
7	URCG-5128	Pakistan Studies	2(2-0)	2 nd
8	URCG-5114	Basic Science	3(2-1)	2 nd
9	URCG-5130 /URGD-5132	Understanding of Holy Quran-II/ Ethics II	1 (0-1)	2 nd
10	URCG-5127	Seerat of Holy Prophet (SAW)	1(1-0)	3 rd
11	URCG-5112	Fables, Wisdom and Epics	2(2-0)	3 rd
12	URCG-5105/ URCG-5126	Islamic Studies / Ethics (for non-Muslim students)	2(2-0)	3 rd
13	URCG-5122	Ideology & Constitution of Pakistan	2(2-0)	3 rd
14	URCG-6116	Science of Society-I	2(2-0)	4 th
15	URCG-5125	Civics & Community Engagement	2(2-0)	4 th
16	URCG-5124	Entrepreneurship	2(2-0)	4 th
	Total		35	

B) Interdisciplinary Courses

Sr. No.	Course Code	Course Title	Cr. Hr.	Semester
1	PSYC-5101	Introduction to Psychology	3(3 - 0)	1 st

C) Major Courses Compulsory

Sr. No.	Course Code	Course Title	Cr. Hr	Semester
1	BUSC-5121	Introduction to Commerce	3(3-0)	1 st
2	BUSC-5102	Fundamentals of Accounting	3(3-0)	1 st
3	BUSC-5106	Business Economics	3(3-0)	2 nd
4	BUSC-5104	Financial Accounting	3(2-1)	2 nd
5	BUSC-5122	Principles of Management	3(3-0)	3 rd
6	BUSC-5123	Introduction to Business Finance	3(3-0)	3 rd
7	BUSC-5107	Fundamentals of Cost Accounting	3(3-0)	3 rd
8	BUSC-5124	E Commerce	3(2-1)	3 rd
9	BUSC-5109	Principles of Auditing	3(3-0)	4 th
10	BUSC-5110	Business Taxation	3(3-0)	4 th
11	BUSC-5125	Digital Skills & Data Analytics in Commerce	3(1-2)	4 th
12	BUSC-5126	Principles of Marketing	3(3-0)	4 th
	Total		36	

8. Semester wise breakup of courses

SEMESTER I				
S.N.	Course Code	COURSE	CREDIT HOURS	CATEGORY
1	BUSC-5121	Introduction to Commerce ✓	3(3-0)	Major
2	BUSC-5102	Fundamentals of Accounting ✓	3(3-0)	Major
3	PSYC-5101	Introduction to Psychology ✓	3(3-0)	Interdisciplinary
4	URCG-5120	Exploring Quantitative Skills ✓	3(3-0)	General Education
5	URCG-5118	Functional English ✓	3(3-0)	General Education
6	URCG-5123	Applications of Information & Communication Technologies (ICT) ✓	3(2-1)	General Education
7	URCG-5129/ URCG 5130	Understanding Holy Quran - I / Ethics I ✓	1(0-1)	General Education

Total Credits Hours = 19

SEMESTER II

S.N.	Course Code	COURSE	CREDIT HOURS	CATEGORY
1	BUSC-5106	Business Economics ✓	3(3-0)	Major
2	BUSC-5104	Financial Accounting ✓	3(2-1)	Major
3	URCG-5121	Tools for Quantitative Reasoning ✓	3(3-0)	General Education
4	URCG-5119	Expository Writing ✓	3(3-0)	General Education
5	URCG-5128	Pakistan Studies ✓	2(2-0)	General Education
6	URCG-5114	Basic Science ✓	3(2-1)	General Education
7	URCG-5130 / URCG-5132	Understanding of Holy Quran-II/ Ethics II ✓	1(0-1)	General Education
8	URCG-5127	Seerat of Holy Prophet (SAW) ✓	1(1-0)	General Education
Total Credits Hours = 19				

SEMESTER III

S.N.	Course Code	COURSE	CREDIT HOURS	CATEGORY
1	BUSC-5122	Principles of Management ✓	3(3-0)	Major
2	BUSC-5123	Introduction to Business Finance ✓	3 (3-0)	Major
3	BUSC-5107	Fundamentals of Cost Accounting ✓	3 (3-0)	Major
4	BUSC-5124	E Commerce ✓	3 (2-1)	Major
5	URCG-5112	Fables, Wisdom and Epics ✓	2 (2-0)	General Education
6	URCG-5105 / URCG-5126	Islamic Studies / Ethics (for non- Muslim students) ✓	2 (2-0)	General Education
7	URCG-5122	Ideology & Constitution of Pakistan ✓	2 (2-0)	General Education
Total Credits Hours = 18				

SEMESTER IV

S.N.	Course Code	COURSE	CREDIT HOURS	CATEGORY
1	BUSC-5109	Principles of Auditing ✓	3 (3-0)	Major
2	BUSC-5110	Business Taxation ✓	3 (3-0)	Major
3	BUSC-5125	Digital Skills & Data Analytics in Commerce	3 (1-2)	Major
4	BUSC-5126	Principles of Marketing ✓	3 (3-0)	Major
5	URCG -5116	Science of Society-I ✓	2 (2-0)	General Education
6	URCG-5125	Civics & Community Engagement	2 (2-0)	General Education
7	URCG-5124	Entrepreneurship	2 (2-0)	General Education
Total Credits Hours = 18				

1. BUSC-5121 Introduction to Commerce

3(3 - 0)

This is a foundation course which provides basic knowledge about the nature and importance of Commerce. A good understanding of national and international trade, electronic commerce and aids to trade i.e. banking and insurance, modes of communications, warehousing, introduction to the business and its types and nature of operation is fundamentally important to proceed in areas of finance, marketing, accounting, tax, auditing or management, each of them consists of concepts about the basic functioning of the business organizations.

Course Learning Outcomes:

At the completions of the course students will be able to:

1. to know about the basic concepts of business and commerce.
2. to apply the concepts of commerce and business in workplace settings.
3. to evaluate various aspects of commerce and business environment.

Contents:

1. Introduction to Commerce: Nature and scope of commerce: trade and aids to trade; local, national and international trade; financial and non-financial markets at Local national and international level; functional areas / aid to trade: Accounting and Auditing; Banking and Insurance; Communications modes and mediums; sales and marketing; operations, production and warehousing; etc.
2. Nature and Scope of Business: Concept of business, industry, and commerce; Characteristics of business; Importance of business; Criticism on business; Components of business; Qualities of a good businessperson; Business and profession; Business objectives; Functions of business; Business organizations and its forms; Factors before starting a business.
3. Sole Proprietorship: Characteristics of sole proprietorship; Advantages of sole proprietorship; Disadvantages of sole proprietorship.
4. Partnership: Characteristics of partnership; Advantages of partnership; Disadvantages of partnership; Partnership deed & contents of partnership deed; Kinds of partners; Rights, duties & liabilities of partners; Kinds of partnership; Registration of a firm & its benefits; Dissolution of partnership.
5. Joint Stock Company: Characteristics of joint stock company; Advantages of joint stock company; Disadvantages of joint stock company; Kinds of companies; Company formation; Basic three legal documents of a company; Share capital; Kinds of capital; Kinds of shares; Debentures; Classification of debentures; Company management; Company meetings; Company winding up.
6. Cooperative societies: Characteristics of cooperative society; Principles of cooperative society; Advantages of cooperative society; Disadvantages of cooperative society; Types of cooperative societies.
7. Trade: Home trade; Types of home trade; Advantages & disadvantages of home trade; Procedures & documents of home trade; Wholesale trade, its advantages & disadvantages; Retail trade; Advantages and disadvantages of retail trade; Foreign trade; Advantages and disadvantages of foreign trade; Import & export trade.
8. Business Risk & Insurance: Kinds of risk; Basic principles of insurance; Importance of insurance; Fire insurance; Life insurance; Marine insurance.
9. Secretarial Practice / Office Organization and Management: Office Rules, organization; Handling incoming and outgoing mail, correspondence and visitors: inquiries, letters, office orders, circulars, notifications etc.; basic postal information; Filing, duplicating, copying and indexing; Office equipment and machines; role of office in creating and maintaining records.
10. Introduction to E-Commerce
11. Artificial Intelligence (AI) and its applications in Commerce and Business

Recommended texts:

1. Khadim Husaain. (2025). Introduction to Business. Naveed Publications, Lahore.
2. M. Saeed Nasir. (2025). *Introduction to Business*. Kitab Markaz.
3. Muhammad Irshad, (2025) "Principles of Commerce"; Naveed Publications, Lahore
4. Muhammad Irshad. (Latest Edition) Introduction to Business, Naveed Publication Lahore

Suggested Readings:

1. David, N., & Jane, B. (2019). *Business in Context: An Introduction to Business an its Environment*. Cengage Learning, Inc.

2. Hafiz Muhammad Sharif, "Ideal Principles of Commerce", Azeem Academy, Lahore
 3. Maqsood Ahmed, "Principles of Commerce Usool-e-Tijarat", Mukhtar Brothers, Lahore
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Accounting is the language of business. The course is intended to introduce preliminary understanding of accounting process and accounting cycle. After reading this course student would be able to read transaction and classify it into different categories of ledger and prepare trial balance and worksheet and address related anomalies.

Course Learning Outcomes:

Upon the completion of the course students will be able to:

1. To provide students basic understanding of the accounting information system.
2. To prepare and update accounting record of organization and accounting reports.
3. To enable students to evaluate the accounting information.

Contents:

1. Introduction to Accounting and Book keeping, Purpose and Nature of Accounting, Definition of Accounting, Users of Accounting information, Branches of Accounting, Basic Accounting Terminology and Generally Accounting Principles, Concepts, and Conventions
2. Resources and Claims Against Resources, The Accounting Equation, Business Entity Principle, Money measurement principle,
3. Analysis of Financial Transaction, Rules of Recording: Debit and Credit, Business Entity Concept, Going Concern Assumption, Objectivity Principle, Time Period Concept, Historical Cost Principle, Materiality Principle, Matching Principle, Realization Principle,
4. Books of Original Entry; The Recording Process; Recording in General Journal;
5. Posting into Ledger from General Journal; Account format and Running Balance form of ledger; Concept of Subsidiary and Control Ledger; Balancing of Ledger Accounts;
6. Merchandising Activities: Purchase and purchase return of merchandise, Sale and sale return of Merchandise, Direct expenses, Cost of Goods Sold of merchandise. Gross Profit or Loss;
7. Preparation of Trail balance; Unadjusted and Adjusted Trail Balance
8. Adjustment Process and Accounting: Need for Adjusting entries; Prepaid Expense Adjustments, Accrued Expenses Adjustments, Advance Receipt of Revenues Adjustments and Revenues Receivables Adjustments,
9. Adjustment for Bad and Doubtful debts, Depreciation, Amortization, Depletion, Interest on Capital and Drawings, Manager's Commission and Goods on Sale or return Basis and Closing Stock,
10. Preparation of Financial Statements / Final Accounts (both Service and Trading Organizations)
11. Closing entries and Post Closing Trial Balance
12. Cash book and Bank Reconciliation Statement; Causes of Difference in Cash Book and Bank Statement and Journal entries;
13. Concept of Capital and Revenue Expenses,
14. Computerized Accounting and Accounting Software: Peach Tree: Introduction

Recommended Text:

1. Meigs, R. F., Williams, J. R., Haka, S. F., & Bettner, M. S. (2020). *Accounting: the basis for business decisions*. (17thed). New York: Mcgraw-Hill College.
2. Afzal, S. and Arif, M. (2023). *Accounting*, Azeem Academy.

Suggested Readings:

1. Kermit D. Larson , John J Wild, Barbara C, Kermit L.John W.(2004). *Fundamental Accounting Principles*. (17th ed.). Irwin: McGraw-Hill.
2. Niswonger & Fess, *Accounting Principles*, South Western Publishing Company.
3. Wild, J. J., Shaw, K. W., & Chiappetta, B. (2015). *Fundamental accounting principles*. McGraw-Hill Education.

3. PSYC-5101**Introduction to Psychology****3(3 - 0)**

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

Course Learning Outcomes:

Upon the completion of course students will be able to:

- 1- understand basic knowledge of selected areas of psychological enquiry.
- 2- differentiate between scientific and non-scientific information about human behaviors and mental processes.
- 3- describe major developments and research methods used in psychology.
- 4- explain psychological processes involved in sensation, perception, learning, memory, motivation, emotion, states of consciousness and health.
- 5- analyze the variety of factors affecting sensation, perception, consciousness, learning, memory, motivation, emotion, and health.
- 6- apply psychological concepts and principles to situations in everyday life.

Contents:

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

Recommended Texts

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

Suggested Readings

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

This is an introductory-level undergraduate course that focuses on the fundamentals related to the quantitative concepts and analysis. The course is designed to familiarize students with the basic concepts of mathematics and statistics and to develop students' abilities to analyze and interpret quantitative information. Through a combination of theoretical concepts and practical exercises, this course will also enable students cultivate their quantitative literacy and problem solving skills while effectively expanding their academic horizon and breadth of knowledge of their specific major/field of study.

Course Learning Outcomes:

By the end of this course, students shall have:

1. Fundamental numerical literacy to enable them work with numbers, understand their meaning and present data accurately
2. Understanding of fundamental mathematical and statistical concepts
3. Basic ability to interpret data presented in various formats including but not limited to tables, graphs, charts, and equations etc.

Contents:

1. Numerical Literacy:

- i. Numbers system and basic arithmetic operations.
- ii. Units and their conversions, dimensions, area, perimeter and volume:
- iii. Rates, ratios, proportions and percentages:
- iv. Types and sources of data;
- v. Measurement, scales;
- vi. Tabular and graphical presentation of data;
- vii. Quantitative reasoning exercises using number knowledge.

2. Fundamental mathematical concepts:

- i. Basics of geometry (lines, angles, circles, polygons etc.);
- ii. Sets and their operations;
- iii. Relations, functions, and their graphs;
- iv. Exponents, factoring and simplifying algebraic expressions;
- v. Algebraic and graphical solutions of linear and quadratic equations and inequalities;
- vi. Quantitative reasoning exercises using fundamental mathematical concepts.

3. Fundamental Statistical Concepts:

- i. Population and sample;
- ii. Measures of central tendency, dispersion, Skewness and Kurtosis and data interpretation;
- iii. Rules of counting (multiplicative, permutation and combination);
- iv. Basic probability theory,
- v. Introduction to random variables and their probability distributions;
- vi. Quantitative reasoning exercises using fundamental statistical concepts.

Recommended Texts

1. Sevilla, A., & Somers, K. (2012). *Quantitative reasoning: tools for today's informed citizen*. New Jersey, John Wiley & Sons.
2. Hueyinski, D., & Hills, W. (2008). *Fundamentals of mathematics*. USA, Saunders College Publishing.

Suggested Readings:

- [1] Zaslou, L. (2020). *Quantitative reasoning: thinking in numbers*. Cambridge, Cambridge University Press.
- [2] de Mesquita, E. B., & Fowler, A. (2021). *Thinking clearly with data: A guide to quantitative reasoning and analysis*. New Jersey, Princeton University Press.
- [3] Bennett, J., & Briggs, W. (2019). *Using & understanding mathematics: a quantitative reasoning approach*. Pearson.
- [4] Rosen, K. H., & Krithivasan, K. (2012). *Discrete mathematics and its applications* (Vol. 6). New York: McGraw-Hill.
- [5] Chatfield, C. (2018). *Statistics for technology: a course in applied statistics*. Routledge.

[6] Lock, R. H., Lock, P. F., Morgan, K. L., Lock, E. F., & Lock, D. F. (2020). *Statistics: Unlocking the power of data*. New Jersey, John Wiley & Sons.

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

Contents;

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

Recommended Texts

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

Suggested Readings

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

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

Contents

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

Recommended Texts

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

Suggested Readings

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

Course Title: Understanding of Quran – I

Course Book: Muallim ul Quran (Volume 1, 2 & 3) by Dr Ubaid ur Rahman

Credit Hours: 1 (0-1) **Contact**

Hours: 3 per week **Weeks:** 15-16 (45-48 hours)

Course Learning Outcomes:

By the end of this course, students will be able to:

1. Develop the ability to understand basic words of the Quran, phrases and sentences that do not contain verbs (unit 1 to 5 of Muallim ul Quran Book) and then sentences having present tense (first half of unit 6 of Muallim ul Quran Book).
2. Acquire a strong foundation for understanding long verses of the Quran with clarity.
3. Comprehend Quranic vocabulary, particles (operative & non operative particles) , compounds (Adjective & Possessive compound), pronouns (singular & plural) and types of plural through hundreds of Quranic sentences.
4. Recognize and understand different styles of Quranic sentences, including nominal sentence, emphatic sentence, double emphatic sentence, negative sentence, interrogative sentence, oath –based sentences.
5. Strengthen understanding of fundamental Quranic linguistic styles, expressions and idioms.
6. Understand at least 30 to 40 % of each page of the holy Quran.

Provision of material, content and books:

- **Paper book:** All volumes are available in printed book form.
- **Tutorial videos:** Teaching video of each lesson available on YouTube.
- **Confirmation Videos:** A complete series of confirmation videos of all lessons is available in which the student can confirm his answers.
- **A flipbook:** A flipbook edition is also accessible.
- **Helping material:** Helping material for the teachers like quizzes, question papers and images is available on website.

Course Outline:

Weeks	Lectures (1.5 hrs)	Units	Lessons	Assignments/Home Task	Linguistic Rules
1.	1.	1	1-6	Writing the meaning of Quranic words Lesson 1-8	Proper Noun Masculine & Feminine
	2.	1	9-14	Writing the meaning of Quranic words 9-14	Two kinds of plural Concept of (و) "And" Common Noun

2.	1.	1	15-17	Writing the meaning of Quranic words, phrases & translation of Sentences 15-17	Demonstrative Noun (This & That for Masculine (هذا- هذ)) Demonstrative Noun (This & That for Feminine) (ذلك- تلك)
	2.	1	18-19 & Revision (Unit 1)	Writing the meaning of Quranic words, phrases & translation of Sentences 17-19 Quiz	Laam for emphasis (لام التأكيد) Superlative Degree like أكبر Revision of all Quranic Sentences
3.	1.	Unit 2	1-3	Writing the meaning of Quranic words, phrases & translation of Sentences 1-3	Emphatic Particle إن Preposition "For" (اللام) Preposition (في)
	2.	2	4-6	Writing the meaning of Quranic words, phrases & translation of Sentences 4-6	Preposition (على- من- إلى)
4.	1.	2	7-9	Writing the meaning of Quranic words & translation of Sentences 7-9	Preposition (إلى) Absolute Negation Particle Exceptive Particle (لا النافية) (إلا) (ما النافية) (للجنس)
	2.	2	10-13 & Revision (Unit 2)	Writing the meaning of Quranic words, phrases & translation of Sentences 10-13 Quiz	Subordinating Conjunction (أن), Was (كان), Vocative Particle (حرف النداء)
5.	1.	Unit 3	1-2	Writing the meaning of Quranic phrases 1-2	Quranic Adjective Compounds (صفة وموصوف)
	2.	3	3-5	Writing the meaning of Quranic phrases & translation of sentences 3-5	Quranic Possessive Construction (مضاف ومضاف إليه)
6.	1.	3	6-7	Writing the meaning of Quranic phrase translation of sentences 6-7	Quranic Possessive Construction (مضاف ومضاف إليه)

	2.	3	8-10 & Revisi on (Unit 3)	Writing the meaning of Quranic phrase & translation of sentences 8-10 Quiz	Active Participle (اسم الفاعل), Passive Participle (اسم المفعول), Dual (مثنى)
7.	1.	Unit 4	1-2	Writing the meaning of Quranic phrase & translation of sentences 1-2	Personal Pronoun He (هو (المتصل) Possessive Pronoun His ه (المتصل)
	2.	4	3-4	Writing the meaning of Quranic phrase & translation of sentences 3-4	Possessive Pronoun with prepositions like في بيته Pronoun "His" with prepositions like له، منه، فيه
8.	1.	4	5-8	Writing the meaning of Quranic sentences 5-8	Personal Pronoun You (أنت (المتصل) Possessive Pronoun Your ك (المتصل) Possessive Pronoun with prepositions like في بيتك Pronoun "your" with prepositions like لك، منك، فيك
	2.	Mid Term			
9.	1.	4	9-12	Writing the meaning of Quranic phrases & sentences 9-12	Personal Pronoun She (هي (المتصل) Possessive Pronoun Her ها (المتصل) Possessive Pronoun with prepositions like في بيتها Pronoun "Her" with prepositions like لها،
	2.	4	13-16	Writing the meaning of Quranic phrases & sentences 13-16	Personal Pronoun I (أنا (المتصل) Possessive Pronoun Her ي (المتصل) Possessive Pronoun with prepositions like في بيتي Pronoun "My" with prepositions like لي

10.	1	4	17 & Revisi on Unit 4	Revision of all Quranic sentences of Unit 4 Quiz	Adverb (حال)
	2.	Unit 5	1-2	Writing the meaning of Quranic phrases & sentences 1-2	Masculine Plural جمع المذكر السالم و جمع المذكر السالم المسبوق بحرف الجر
11.	1.	5	3-4	Writing the meaning of Quranic phrases & sentences 3-4	Possessive Construction with Plurals جمع المذكر السالم المسبوق بالإضافة
	2.	5	5-6	Writing the meaning of Quranic phrases, sentences & verses 5-6	Personal Pronoun They (هم المنفصل) Possessive Pronoun Their هم المتصل)
12.	1.	5	7-8	Writing the meaning of Quranic phrases, sentences & verses 7-8	Possessive Pronoun with prepositions like في بيتهم Pronoun "Their" with prepositions like لهم
	2.	5	9-11	Writing the meaning of Quranic phrases, sentences & verses 9-11	Personal Pronoun You (اتم المنفصل) Possessive Pronoun Your كم المتصل) Possessive Pronoun with Prepositions like في بيئكم
13.	1.	5	12-14	Writing the meaning of Quranic phrases & sentences & verses 12-14	Pronoun "Your" with prepositions like لكم Personal Pronoun We (نحن المنفصل) Possessive Pronoun Our نا المتصل)
	2.	5	15-16	Writing the meaning of Quranic sentences & verses 15-16	Possessive Pronoun with prepositions like في بيتنا Pronoun "Our" with prepositions like لنا
14.	1.	5	17-18	Writing the meaning of Quranic sentences & Verses 17-18	Demonstrative Pronoun These, Those (هؤلاء- أولئك)

	2.	5	19-23	Writing the meaning of Quranic sentences & Verses 19-23	ما / إلا، إن / إلا، إنما، ليس، ما ، (/ أم، إن، بل، كان (إلا، اليس، اليوم، يومئذ، سبحان، ما بينهما، قل، إذن، بنس، نعم، كلا، ما أدراك، حسب، أعلم ب، مصير، مرجع، دينا(تميز)
15.	1.	5	Revision Unit 5	Quiz	
	2.	5	1-3 (till Page 16)	Writing the meaning of Quranic Verbs & Translation of Quranic Sentences & Verses (1-3)	Introduction of Present Tense(فعل مضارع) & Verbal Sentence (جملة فعلية) Present Tense الفعل المضارع صيغة المفرد يعلم ✓
16.	1.	6	3 (From Page 17) & 4 -5	Translation of Quranic Sentences & Verses 3-5	Present Tense الفعل المضارع صيغة المفرد يعلم
	2.	6	6	Translation of Quranic Sentences & Verses	Present Tense الفعل المضارع صيغة الجمع يعلمون

1-Course Description

The Ethics-I course is designed to provide students with a comprehensive understanding of ethical principles, practices, and theories in various societal contexts. Throughout this degree program, students will explore the complexities of ethical theories of semitic and non-semitic religions along with decision-making and develop critical thinking skills to navigate moral dilemmas. This course will also enable the students to interact with others religious identities with humanistic, inclusive and holistic approach

2- Learning Objectives

This course aims to:

1. Introduce students to the fundamental concepts, scope, and importance of ethics.
2. Explore the relationship between law, morality, and social values.
3. Develop a clear understanding of virtuous and immoral ethics and their impact on individual and collective life.
4. Study the role of major religious figures in the moral development of human society and enable students to apply ethical principles for personal development, conflict resolution, and social harmony.

3- Learning Outcomes

By the end of the course, students will be able to:

1. Students will be able to identify and analyze major ethical theories, values, and their scope in social and individual life.
2. Differentiate between law and ethics, and analyze their interrelationship.
3. Identify types of virtuous and immoral ethics and assess their social impacts.
4. Examine the ethical teachings of major religions and their relevance in contemporary society.
5. Apply ethical principles to address modern challenges in personal and professional life.

4-Course Structure

1. Interactive lectures, Group discussions and debates
2. Reflection papers and presentations
3. Assignments and Quiz

Course Contents**Unit 1: Introduction and Fundamentals of Ethics**

1. Literal and terminological definition of ethics
2. Literal and terminological definition of values
3. Relationship between law and ethics
4. Need, importance, and scope of ethics

Unit 2: Types of Ethics and Their Impact on Society

- Virtuous ethics: concept, types, benefits, and outcomes
- Immoral ethics: concept, types, and harms
- Role of ethics in social refinement and establishment of peace

Unit 3: Virtuous Ethics (Akhlak-e-Hasanah)

- Concept, need, and importance of virtuous ethics
- Scope of virtuous ethics in the light of religions
- Major virtues in revealed and non-revealed religions
- Impact of virtuous ethics on individual and collective life

Unit 4: Immoral Ethics (Akhlak-e-Razilah)

- Concept of immoral ethics
- Social problems caused by immoral ethics
- Practical consequences of immoral ethics
- Major vices in revealed and non-revealed religions

Unit 5: Role of World Religious Figures in Moral Development

- Prophet Moses (AS): introduction, miracles, and role in moral refinement
- Prophet Jesus (AS): introduction, miracles, and role in moral refinement
- Prophet Muhammad (ﷺ): introduction, miracles, and role in moral refinement

Textbook

1. Izutsu, T. (2002). *Ethico-Religious Concepts in the Qur'an*. McGill-Queen's University Press.

Suggested Readings

1. Gert, B. (2005). *Morality: Its Nature and Justification*. Oxford University Press.
2. MacIntyre, A. (2007). *After Virtue: A Study in Moral Theory*. University of Notre Dame Press.
3. Al-Ghazali, Abu Hamid (2001). *The Alchemy of Happiness*. Islamic Texts Society.
4. Nasr, S. H. (1994). *The Heart of Islam: Enduring Values for Humanity*. Harper One.
5. Beauchamp, T. L., & Childress, J. F. (2019). *Principles of Biomedical Ethics*. Oxford University Press.
6. Hasan, Z. (2010). *Ethics in Islam: Key Concepts and Contemporary Challenges*. Islamic Research Institute.

This is an introductory course in Economics. The aim of course is to equip the students about basics of economic theory. It includes the concepts of microeconomics and macroeconomics. It will enable the students to understand the economics system, perform economic activities and conduct economic analysis.

Course Learning Outcomes:

Upon Completion of the course students will be able to:

1. understand the basic concepts of microeconomics and macroeconomic theory.
2. apply the microeconomics and macroeconomics theory in different economic decision making situations to solve economic problem.
3. evaluate the economics system and perform economic activities and do economic analysis.

Contents

1. Introduction: Nature, Scope and Importance of Economics; Micro and Macroeconomics; Positive and Normative economics; Ten Principles of Business Economics; Circular flow of goods and Services,
2. Consumption: Cardinal Approach: Utility and its various aspects, Law of Diminishing Marginal Utility, Law of Equi-marginal utility; Ordinal Approach: Marginal rate of substitution, Law of Diminishing Marginal Rate of Substitution, Indifference Curve Concept and Properties, Budget Line, Consumer Equilibrium,
3. Demand, Supply and Market Equilibrium: Basic Concept of Demand, Law of Demand; Changes in Demand and Shift in Demand; Concept and types of Elasticity of Demand; Measurement of Elasticity of Demand; Basic Concept of supply; Law of Supply; Changes in Supply; Concept Elasticity of Supply and Price Elasticity of Supply, Degrees of Elasticity of Demand and Supply; Market Equilibrium; Consumer Surplus; Producer Surplus;
4. Production: Basic Concepts of Production, Production Function, Factors of production, Law of Variable Proportions, ISO Quants, ISO Cost Line, Marginal Rate of Technical Substitution, Firm Equilibrium, Laws of Return to Scale, Economies of Scale and Dis-economies of Scale; Factor of production pricing theories,
5. Cost and Revenue Theory: Basic Concepts of Cost, Total Cost, Marginal Cost, Average Cost; Types of Costs; Behavior of Cost in short run and long run; Basic Concepts of Revenue, Total Revenue, Marginal Revenue, Average Revenue, Revenues Curves;
6. Market Structures: Concept and types of market structures, Characteristics of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Duopoly; Price and out determination in Perfect Competition, Monopolistic Competition, Oligopoly, Duopoly, Monopoly in short run and long run;
7. Factors of Production Pricing Theories: Marginal Productivity theory; Modern Theory of Factor Pricing; Ricardian and Modern Theory of Rent, Keynes Theory of Interest: Demand for Money/Liquidity Preference Theory, Supply of Money, Determination Interest rate; Marginal Productivity Theory of Wages, Modern Theory of Wages;
8. National Income: Various Concepts of National Income: Gross Domestic Product, Gross National Product, Net National Product, National Income, Personal Income, Disposable Income; Measurement of National Income; Aggregate Demand and Supply: Long Run and Short Run;
9. Public Finance: Introduction to Public Finance, Concepts of Taxes, Cannons of Taxation, Kind of Taxation; Zakat: Definition, Assessment, Beneficiaries, Economic and Social Importance, Difference between Zakat and Tax
10. Inflation and Employment: Concept and types of Inflation, Concept and types of Unemployment;
11. Mathematical Economics: Determination market equilibrium quantity and price using Demand function and Supply function

Recommended Texts

1. Mankiw, N. G. (2020). Principles of economics. Cengage Learning.
2. M. Saeed Nasir (2023) Text book of economics. Kitab Markaz.
3. Shabbir Ahmad Gondal, (2023), Principles of Economics, Imtiaz Book Depot, Lhr.
4. Sayyid Salman Rizavi, (2023) An Introduction to Economics, Syed Mobin & Co. Urdu Bazar Lahore

Suggested Readings

1. Samuelson, P., & Nordhaus, W. (2009). *Economics*. McGraw Hill.
2. Greenlaw, S. A., Shapiro, D., Richardson, C., Sonenshine, R., Keenan, D., MacDonald, D., ... & Moledina, A. (2017). *Principles of Micro-economics 2e. for AP® Courses*. Rice University.
3. Shapiro, D., MacDonald, D., & Greenlaw, S. A. (2024). *Principles of Macroeconomics 3e*. Vk Publications.

It is very important to understand the language of the business. A commerce graduate must understand the language of the business i.e. accounting. Accounting is the system of recording financial transactions with both numbers and text in the form of financial statements. It provides an essential tool for billing customers, keeping track of assets and liabilities (debts), determining profitability, and tracking the flow of cash.

Course Learning Outcomes:

Upon Completion of the course students will be able to:

1. understand the basic concepts, terminology and theory of Accounting Information System.
2. apply concepts of accounting in practice in design of accounting system for an organization.
3. Evaluate the appropriate accounting reports and information.

Contents;

1. Review of Fundamental Accounting Concepts and Accounting cycle
2. Financial Statements of trading and service type organizations: Income Statement/Trading Profit and Loss Account; Balance Sheet; Statement of Retained Earnings
3. Accounting for Bill of Exchange (up to insolvency)
4. Accounting for Inventories; Perpetual and Periodic Inventory systems; Cost Flow Assumptions; Subsidiary ledgers Record maintenance; and Cost of goods sold calculation in periodic and perpetual system; Journal entries of merchandise in perpetual and periodic both on gross receipt basis and net of cost basis; Cost or market which is less principle;
5. Plant Assets and Depreciation; Plant Asset acquisition, Determination of Cost Price; Methods of Deprecation, Straight Line, Declining Balance Method (150% Declining and 200 % decline balance method), Unit of output Method; Sum of Year Digit method; Disposal of Fixed Asset; Accounting for Asset trade in Allowance; Accounting for Natural and Intangible Assets,
6. Accounting for Marketable Securities, Short term and long term liabilities
7. Owner Equity Accounting in sole proprietorship, Partnerships and Corporations: Capital A/c and Drawings A/c, Paid Up Capital, Additional Paid in Capital Account / Premium or Discount of Issue of Share / Stocks; Treasury stock, Statement of Retained Earnings; Dividend payment process and journal entries;
8. Partnership Accounting; Distribution of Profit and loss; Admission of a New Partner;
9. Single Entry System
10. Rectification of Errors: Concept, types of errors and Rectifying Entries
11. Accounting Software; Peach Tree: Concepts and Practice;

Recommended Text

1. Meigs, R. F., Williams, J. R., Haka, S. F., & Bettner, M. S. (2020). *Accounting: the basis for business decisions*. (17thed). New York: McGraw-Hill College.
2. Afzal, S. and Arif, M. (2023). *Accounting*, Azeem Academy.
3. Afzal, S. and Arif, M. (2023) *Advanced Accounting*, Azeem Academy

Suggested Readings

1. Kermit D. Larson , John J Wild, Barbara C, Kermit L. John W.(2004). *Fundamental Accounting Principles*. (17th ed.). Irwin: McGraw-Hill.
2. Wild, J. J., Shaw, K. W., & Chiappetta, B. (2015). *Fundamental accounting principles*. McGraw-Hill Education.

This is a sequential undergraduate course that focuses on logical reasoning supported with mathematical and statistical concepts and modeling / analysis techniques to equip students with analytical skills and critical thinking abilities necessary to navigate the complexities of the modern world. The course is designed to familiarize students with the quantitative concepts and technical required to interpret and analyze numerical data and to inculcate an ability in students the logical reasoning to construct and evaluate arguments, identify fallacies, and think systematically. Keeping the pre-requisite course of Quantitative reasoning (1) as its base, this course will enable students further their quantitative. Logical and critical reasoning abilities to complement their specific major field of study.

Course Learning Outcomes:

By the end of the course, student shall have:

1. Understanding of logic and logical reasoning:
2. Understanding the basic quantitative Modeling and Analysis.
3. Logical reasoning skills and abilities to apply them to solve quantitative problems and evaluate arguments;
4. Ability to critically evaluate quantitative information to make evidence based decisions through appropriate computational tools.

Contents;**1.Logic, Logical and Critical Reasoning:**

- i. Introduction and importance of logic,
- ii. Introductory, deductive and inductive approaches of reasoning.
- iii. Propositions, arguments (valid; Invalid), logical connectives, truth tables and propositional equivalences,
- iv. Logical fallacies,
- v. Venn Diagrams,
- vi. Predicates and quantifiers.
- vii. Quantitative reasoning exercises using logical reasoning concepts and techniques.

2.Mathematical Modeling and Analyses:

- i. Introduction to deterministic models,
- ii. Use of linear function for modeling in real-world situations,
- iii. Modeling with the system of linear equation and their solutions,
- iv. Elementary Introduction to derivatives in mathematical modeling,
- v. Linear and exponential growth and decay models,
- vi. Quantitative reasoning exercises using mathematical modeling.

3.Statistical Modeling and Analyses:

- i. Introduction to probabilistic models,
- ii. Bivariate analysis, scatter plots,
- iii. Simple linear regression model and correlation analysis,
- iv. Basics of estimation and confidence interval,
- v. Testing of hypothesis (z-test; t-test).
- vi. Statistical inference in decision making,
- vii. Quantitative reasoning exercise using statistical modeling.

Recommended Texts

1. Bennett, J., & Briggs. W. (2019). Using & understanding mathematics approach, Pearson.
2. Rosen. K. H., & Krithivasan, K. (2012). Discrete mathematics and Its applications (Vid, 6) New York: McGraw-Hill.

Suggested Readings

1. Epp. S. S. (1990). Discrete mathematics with applications. Wadsworth Publ. Co.
2. Budnick. F. S., Quinn, S., Bowser, K., & Flaherty, E. H. (1993). Applied mathematics for business economics, and the social sciences. New York: McGraw-Hill.
3. Bluman, A. (2014). Elementary Statistics: A step by step approach 9e. McGraw Hill.
4. Mann, P. S. (2007). Introductory statistics. John Wiley & Sons.

5. Babones. S. (2013). Applied statistical modeling (No Title).

6. Green. S. W., Wolf, Lk., Stewrat. B. W. (2022). SAT Study Guide Premium. Barrons.

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

Contents

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

Recommended Texts

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

Suggested Readings

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

This course is designed to provide students with a comprehensive exploration of Pakistan's identity, spanning geographical, historical, and cultural dimensions. It delves into the diverse landscapes, ancient civilizations, and rich cultural heritage that define Pakistan. Moreover, it examines the sociocultural and political transformations in Pakistan over time including democratic transitions and military interventions. The aim of this course is to inculcate in students a nuanced understanding of Pakistan's past, present, and potential future trajectories, enabling them to critically evaluate the complex dynamics shaping the nation's development.

Course Learning Outcomes:

By the end of this course, students will be able to:

1. Have enhanced knowledge of the geographical, historical, and political aspects of Pakistan.
2. Understand the society and culture of Pakistan.
3. Understand and explain the socioeconomic developments in Pakistan.
4. Explore contemporary issues and challenges faced by Pakistan and their implications for the future.

Contents:

1. Introduction to Pakistan: • Geographical location and significance. Historical background: Ancient civilizations in the region. • Factors leading to the creation of Pakistan.
2. Political History of Pakistan: • Formative phase. Military interventions and democratic transitions.
3. Geography of Pakistan: • Physiography: Mountains, plains, plateaus, deserts, valleys and coastal areas. • River systems: Indus River and its tributaries. • Climatic regions of Pakistan.
4. Society and Culture of Pakistan: • Sociocultural diversity. • Languages and literature of Pakistan.
5. Economic Development of Pakistan: • Agriculture and industrial sectors of Pakistan. Economic challenges of Pakistan.
6. Contemporary Issues: • Foreign relations of Pakistan. • Security challenges: terrorism, extremism, and regional conflicts. • Environmental problems and sustainable development (SDGs). • Media and social change.

Recommended Texts:

1. "Jinnah of Pakistan" by Stanley Wolpert
2. "The Sole Spokesman: Jinnah, the Muslim League, and the Demand for Pakistan" by Ayesha Jalal
3. "The struggle for Pakistan" by Ishtiaq Husain Qureshi
4. "Pakistan, the Formative Phase, 1857-1948" by Khalid B. Sayeed
5. "Pakistan Studies: A Book of Readings" by Sikandar Hayat
6. "Constitutional and Political History of Pakistan" by Hamid Khan
7. "Trek to Pakistan" by Ahmad Saeed and Kh. Mansur Sarwar
8. "Pakistan: A Modern History" by Ian Talbot
9. "Politics in Pakistan: The Nature and Direction of Change" by Khalid B. Sayeed
10. "Physical Geography of Pakistan" by Umar Jahangir
11. "A Geography of Pakistan: Environment, People, and Economy" by Fazle Karim Khan
12. "Pakistan's Foreign Policy: An Historical Analysis" by S. M. Burke
13. "Separatism in East Pakistan" by Rizwan Ullah Kokab
14. "Being Pakistani: Society, Culture and the Arts" by Raza Rumi
15. "Pakistan's Cultural Heritage: Socio-Economic and Technological Aspects" edited by Abdul Jabbar Khan
16. "Language and Politics in Pakistan" by Tariq Rahman
17. "Sociology" by Horton and Hunt
18. "Pakistan in the Twentieth Century: A Political History" by Lawrence Ziring
19. "Economic Development of Pakistan" by Ishrat Husain
20. "Issues in Pakistan's Economy" by S. Zaidi

This course is designed to provide understanding of basic scientific concepts about life. It will orient students with natural sciences, biotechnology, microorganism and ecosystem.

Course Learning Objectives:

The objective of the course is to aware the students with latest developments in natural sciences (Biotechnology); Ecosystem and its components; Environment and its components; Pollutants and their effect on the environment (Greenhouse effect, global warming, acid rains, water pollution and ozone depletions etc); Introduction to microorganism and its types (bacteria, fungi, viruses).

Course Contents:

1. Life, its characteristics
2. natural science, biology and its branches
3. Importance of Flora & Fauna in biodiversity
4. Importance of Natural Compounds in daily life, medicine and human health
5. Latest developments in natural sciences (Biotechnology)
6. Ecosystem and its components
7. Environment and its components
8. Pollutants and their effect on the environment (Greenhouse effect, global warming, acid rains, water pollution and ozone depletions etc)
9. Introduction to micro-organism and its types (bacteria, fungi, viruses)

Practical:

1. Field Survey of Flora & Fauna and their identification
2. Study of Herbarium
3. Study of Museum

Recommended Texts:

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

Suggested Readings:

1. Fath, B. (2018). Encyclopedia of ecology. Elsevier.
2. Ajith, H., Urmas. P., Pastur, G. M & Iversion L. R. (2018). Ecosystem services from forest land scapes: broad sclaes consideration. 1st Edition. Springer International Publishing AG.
3. Xu, R., Ye, Y. & Zhao, W. (2011). Introduction to Natural Product Chemistry. CRC Press
4. Tayler, D. J., Green, N. P. O. & Stout, G. W. (1997). Biological Science1 & 2. Cambridge University Press
5. Tayler, M. R., Simon, E. J., Dickey, D. J. & Hogan, K. A. (2020). Campbell Biology: Concepts & Connections (10th Edition). Pearson.

Course Title: Understanding of Quran – II

Course Book: Muallim ul Quran (Volume 3, 4 & 5) by Dr Ubaid ur Rahman

Credit Hours: 1 (0-1) Contact

Hours: 3 per week **Weeks:** 15-16 (45-48 hours)

Course Learning Outcomes:

By the end of this course, students will be able to:

1. Directly comprehend hundreds of Quranic sentences & verses.
2. Understand at least 80 to 85 % of each page of the holy Quran.
3. Understand common verses across different Quranic topics.
4. Achieve proficiency in the basic and advance linguistic aspects of the Arabic language.
5. Understand the difference between Quranic verbs in various forms, such as present, past and imperative.
6. Develop the ability to understand long verses of the holy Quran independently and then comprehend their interpretation.

Provision of material, content and books:

- **Paper book:** All volumes are available in printed book form.
- **Tutorial videos:** Teaching video of each lesson available on YouTube.
- **Confirmation Videos:** A complete series of confirmation videos of all lessons is available in which the student can confirm his answers.
- **A flipbook:** A flipbook edition is also accessible.
- **Helping material:** Helping material for the teachers like quizzes, question papers and images is available on website.

Course Outline:

Weeks	Lectures	Units	Lessons	Assignments/Home Task	
1.	1.	6	6	Understanding & Translation of Verses	Present Tense صيغة جمع مذكر غائب مثل يعبدون
	2.	6	7-8	Understanding & Translation of Verses	Present Tense صيغة جمع مذكر غائب مثل يعبدون
2.	1.	6	9-10	Understanding & Translation of Verses	Present Tense صيغة مفرد مذكر مخاطب (تعبد) وجمع مذكر مخاطب (تعبدون)
	2.	6	11-12	Understanding & Translation of Verses	Present Tense (تعبدون) جمع مذكر مخاطب صيغة المتكلم (اعبد)
3.	1.	6	13	Understanding & Translation of Verses	Present Tense صيغة جمع المتكلم (تعبد)
	2.	6	14-15	Understanding & Translation of Verses	Negative Imperative صيغة المفرد وصيغة الجمع , لا تعبد , لا تعبدوا

4.	1.	6	16-17	Understanding & Translation of Verses	Conditional Sentences & masdar moawal (مصدر مؤول)
	2.	6	18-19	Understanding & Translation of Verses	Laam uttaleel (لام التظيل) & Laam ul jhood (لام الجهود)
5.	1.	6	20-21	Understanding & Translation of Verses	Present with object pronouns & Passive Voice
	2.	6	Revision (Unit 6)	Quiz	
6.	1.	Unit 7	1 (sec 1-3)	Understanding & Translation of Verses	Past Tense صيغة المفرد للثائب
	2.	6	1 (Sec 4-5)	Understanding & Translation of Verses	Past Tense صيغة المفرد للثائب
7.	1.	6	1 (Sec 5-6)	Understanding & Translation of Verses	Past Tense صيغة المفرد للثائب
	2.	6	1 (Sec 7-9)	Understanding & Translation of Verses	Past Tense صيغة المفرد للثائب
8.	1.	7	Revision	Understanding & Translation of Verses QUIZ	Past Tense صيغة المفرد للثائب
	2.	MID TERM			
9.	1.	7	2 (sec 1-2)	Understanding & Translation of Verses	Past Tense صيغة الجمع للثائب عبدوا
	2.	7	2 (sec 3)	Understanding & Translation of Verses	Past Tense صيغة الجمع للثائب عبدوا
10.	1.	7	2 (sec 4-5)	Understanding & Translation of Verses	Past Tense صيغة الجمع للثائب عبدوا
	2.	7	2 (sec 6-7)	Understanding & Translation of Verses	Past Tense صيغة الجمع للثائب عبدوا
11.	1.	7	3 (sec 1-2)	Understanding & Translation of Verses	Past Tense صيغة الجمع للمتكلم عبدنا
	2.	7	3 (sec 2-3)	Understanding & Translation of Verses	Past Tense صيغة الجمع للمتكلم عبدنا
12.	1.	7	3 (sec 3-4)	Understanding & Translation of Verses	Past Tense صيغة الجمع للمتكلم عبدنا

	2.	7	3 (sec 4-5)	Understanding & Translation of Verses	Past Tense صيغة الجمع المتكلم علينا
13.	1.	7	4 (sec 1-2-3)	Understanding & Translation of Verses	Past Tense صيغة الجمع المخاطب علينا
	2.	7	4 (sec 4-5)	Understanding & Translation of Verses	Past Tense صيغة الجمع المخاطب علينا
14.	1.	7	5-6	Understanding & Translation of Verses Quiz	Past Tense صيغة المتكلم والمخاطب علينا ، عدن
	2.	7	7	Understanding & Translation of Verses	Past Tense صيغة المؤنث الغائب عنك
15.	1.	7	8	Understanding & Translation of Verses	Passive Voice (Past Tense) فعل مجهول المفرد
	2.	7	9	Understanding & Translation of Verses	Passive Voice (Past Tense) فعل مجهول الجمع
16.	1.	8	1-4	Understanding & Translation of Verses	Imperative Verb for singular فعل الأمر المفرد
	2.	7	5-8	Understanding & Translation of Verses	Imperative Verb for plural فعل الأمر للجمع

1-Course Description

The course *Ethics-II* is designed to provide students with a deeper understanding of ethical principles and practices from both Semitic and non-Semitic religions, as well as their application in professional and social contexts. Students will engage with Jewish, Christian, Islamic, Hindu, Buddhist, Sikh, Confucian, and Jain ethical traditions. The course emphasizes moral reasoning, decision-making, tolerance, and peacebuilding. It aims to cultivate an inclusive, humanistic, and holistic approach towards ethical living and interfaith engagement.

2- Learning Objectives

The course objectives are to:

1. Understand the fundamental principles and theories of ethics.
2. Introduce the ethical and moral teachings of Judaism, Christianity, Islam, and Hinduism.
3. Explore the ethical teachings of non-Semitic religions such as Buddhism, Sikhism, Confucianism, and Jainism.
4. Develop critical thinking skills to evaluate ethical arguments and theories.
5. Promote ethical leadership and interfaith harmony.

3- Learning Outcomes

By the end of this course, students will be able to:

1. Identify and analyze major ethical theories and teachings from world religions.
2. Understand the role of religions in improving moral values and social behavior.
3. Demonstrate ethical decision-making in various personal and professional contexts.
4. Recognize the impact of ethical decisions on individuals, communities, and society.
5. Apply skills of ethical leadership, including communication, conflict resolution, and inclusive engagement.

4-Course Structure

1. Interactive lectures, Group discussions and debates
2. Reflection papers and presentations
3. Assignments and Quiz

Course Contents**Unit 1: Ethical Teachings of Semitic Religions**

- Judaism and its ethical teachings
- Christianity and its ethical teachings
- Islam and its ethical teachings

Unit 2: Ethical Teachings of Non-Semitic Religions

- Hinduism and its ethical teachings
- Sikhism and Buddhism: ethical values and practices
- Confucian and Jain ethical traditions

Unit 3: Professional Ethics

- Ethics for students and teachers
- Ethics in doctor-patient relationships
- Ethics in trader-customer interactions

Unit 4: Concept and Significance of Tolerance

- Definition, need, and importance of tolerance
- Teachings of Semitic religions on tolerance and their contemporary relevance
- Teachings of non-Semitic religions on tolerance and their contemporary relevance

Unit 5: Foundational Values and Ethics for Peacebuilding in Society

- Respect for sacred scriptures, personalities, places of worship, and religious symbols
- Promotion of tolerance and broadmindedness
- Encouragement of dialogue and harmony
- Benevolence towards humanity
- Establishment of justice and fairness
- Patience, forbearance, and forgiveness

Textbook

- Kidder, R. M. (2009). *How Good People Make Tough Choices: Resolving the Dilemmas of Ethical Living*. Harper.

Suggested Readings

1. Barash, D. P., & Webel, C. P. (2014). *Peace and Conflict Studies*. Sage.
2. Smart, N. (1998). *The World's Religions*. Cambridge University Press.
3. Nasr, S. H. (2003). *The Heart of Islam: Enduring Values for Humanity*. HarperOne.
4. Sharma, A. (2006). *Hindu Ethics: Purity, Abortion, and Euthanasia*. SUNY Press.
5. Harvey, P. (2000). *An Introduction to Buddhist Ethics: Foundations, Values and Issues*. Cambridge University Press.
6. Coward, H., & Perkinson, J. (2013). *A Cross-Cultural Dialogue on Ethical Leadership*. Wilfrid Laurier University Press.
7. Confucius. (1998). *The Analects*. Oxford University Press.

Assistant Professor
 P. K. Choudhary
 School of
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کتاب

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1	کتاب	کتاب
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This is an introductory course about the management of organizations. It provides instructions on principles of management that have general applicability to all types of enterprises; basic management philosophy and decision making; principles involved in planning, organizing, leading, and controlling; and recent concepts in management. This course is designed as a survey course that will expose you to business terminology, concepts, and current business issues.

Course Learning Outcomes:

Upon completion of the course students will be able to:

1. Understand the basics concepts, terminology, importance, functions and theories of management.
2. Apply the concepts and theories of management in real work setting while taking decisions as a manager.
3. Critically evaluate the managerial decisions based on theory.

Contents

1. Introduction to management and manager, the management process
2. Importance of management for a business
3. Functions of Management: Planning; Organizing; Leading and Controlling
4. Roles of Managers:
5. Approaches of management: Scientific Approach; Administrative Approach; Behavioral Approach; System Approach; Contingency Approach
6. The manager's role as decision maker; Decision making process; Type of decisions; Rationality and Bounded rationality
7. Organizational theories, nature and types of organizations
8. The organizational culture and the management
9. The external environment and the manager
10. The internal environment and the manager
11. Basics of strategic management
12. Organizational structure, types of organizational structure
13. Human Resource Management
14. Important of human resource for a business
15. Motivation its theories, team work and group behavior
16. Leadership and its characteristics, leadership style and behavior
17. The process of control and case of controlling

Recommended Text:

1. Robbins, S. P., Coulter, M., & Langton, N. (2007). *Fundamentals of management*. (9thed). NJ: Pearson Prentice Hall.

Suggested Readings:

1. Hannaway, J. (1999). *Managers Managing: The Workings of an Administrative System*. (1sted). New York: Oxford University Press.

Financial management discusses the role that financial manager plays in businesses and the financial market environment in which firms operate. It argues that the goal of managers should be to maximize the value of the firm and by doing so maximize the wealth of its owners. The main objective of this course is to give an understanding of financial environment and financial instruments and basis of evaluation of business entity. The scope of the course includes historical, theoretical, and procedural analysis of the firm's finance function with specific emphasis on maximizing shareholder value. Focus areas include capital structure, working capital management, and estimation of cash flows, capital budgeting techniques and valuation. Through analyzing cases, as well as completing assigned exercises and problems, this course will further develop and strengthen the financial management skills required to meet the challenges facing today's complex organizations.

Course Learning Objectives

1. To enable the students to understand how corporations make important investment and financing decisions.
2. Students will understand techniques for managing working capital effectively.
3. To help students to explore the financial environment in which firms and managers must operate.

Contents

1. Introduction to managerial finance: the role of managerial finance, the financial market environment
2. Financial Tools: Financial statements and Ratio Analysis
3. Financial Tools: Cash Flow and Financial Planning
4. Financial Tools: Time Value of Money
5. Valuation of Securities: Interest Rates and Bond Valuation
6. Valuation of Securities: Stock Valuation
7. Risk and the Required Rate of Return: Risk and Return
8. Working capital Management: Overview; Cash and Marketable Securities Management; Account Receivable and Inventory Management; Short Term Financing;

Recommended Texts:

1. Van Horne, J. C. (2009). *Fundamentals of Financial Management* (13th ed.). London: Prentice Hall.
2. Gitman, L. J., Apte, P. G., & Kapshe, S. (2020). *International Financial Management*. New York: McGraw-Hill

Suggested Readings:

1. Education., & Zutter, C. J. (2015). *Principles of managerial finance* (14th ed.). London: Pearson Education.

The growth of the Internet continues to have a tremendous influence on business. Companies and organizations of all types and sizes are rethinking their strategies and how they run their operations. This new course explores the realities and implications of internet business (i.e., e-commerce) from a marketer's perspective. Electronic Commerce provides an overview of the fundamental concepts of online marketing, creating a web site, gaining customers online. Business-to-consumer (B2C) and business-to-business (B2B) E-Commerce markets are examined.

Course Learning Outcomes:

Upon completion of the course, students are able to:

- Explore, examine, and apply Commerce concepts and principles by reading the modules, by answering the self-tests, exercises, and assignments, and by participating in the online discussions.
- Decide what level of Commerce activity to pursue, and provide appropriate supporting evidence.
- Determine the means, methods and strategies appropriate for establishing an e-commerce business.
- Decide whether to in-source or outsource your project design, development, installation, and/or operation, based on an increased understanding of Commerce set-up requirements.
- Write a comprehensive Commerce Business Plan focused either on adding Commerce to your existing business or on implementing a new Commerce business.
- Receive feedback from the facilitator and from experts on the quality of your Business Plan.

Contents:

1. INTRODUCTION TO E-COMMERCE

Defining E-Commerce and E-business, Reasons for going Online, differentiating between E-Business Categories/Orientations, using the new Paradigm of E-business, Pure and Partial E-Commerce, Case Study of Amazon, Napster and any other Latest International Case Study

2. PREPARING THE ONLINE BUSINESS

Competitor Analysis on the Internet, the Fourth Channel, Paradigms in the New Economy, Driving Business Process Re-engineering, Designing, Developing and Deploying the System, Supply Chain Management

3. TECHNICAL INFRASTRUCTURE

Exploring the IT Infrastructure, deciding on the Enterprise Middleware, Choosing the Right Enterprise Application, Building the E-business applications, Choosing the Right Web Server

4. MARKETING STRATEGIES ON THE WEB

Internet Marketing Technologies, Web Design, Attracting Visitors to your Site, Virtual Societies, Localization, Promoting your E-business, Banner and Campaigning, Online Measurement, Direct Marketing, Search Engine, Optimization Techniques

5. INTERACTIVE COMMUNICATION EXPERIENCES

The Basics, Moderating Online Meetings, Internet Chat Solutions, Internet-based Trainings, Discussion Forums

6. INTERNET INFORMATION SECURITY

Creating a Security Strategy, Cryptographic Tools, Applications of Cryptology, Privacy on the Internet, Fighting Virus and Hoax Virus Warnings, Conflicts in the Information Age. Security Threats in E-Commerce, Use of Third Party Security Services,

7. PAYING VIA INTERNET

The Payment Business, Post-Paid Payment System, Instant-paid Payment System, Pre-paid Payment Systems, Merchant Accounts, Use of Third Party Payment Services, The Future of Payment

8. SHOPPING AND ORM SOLUTIONS

Online Shopping, Shopping Solutions, Implications of the new Economy Electronic Software Distribution, Operational Resources Management

9. POLICIES, STANDARDS AND LAWS

Internet Security Policies, Standards for E-Commerce Infrastructure, Cyber Laws for Secure E-Commerce Transactions, Privacy and Information Rights, Social, Legal and Ethical Issues in E-commerce

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

Contents:

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

Recommended Texts

1. John T. P. (1876). *The Gulistan; or, Rose Garden of Shaikh Muslihu'd- Dīn Sa'dī of Shīrāz*. London: Wm. II. Allen.
2. Chishti, Y.S. (1991). *Sharaḥ-i bāng-i darā*. Lāhaur: Maktaba-i ta'mīr-i insāniyat

Suggested Readings

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

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

Course Learning Objectives:

1. To make students understand the relevance and pragmatic significance of Islam in their lives.
2. To make learners comprehend the true spirit of Islam with reference to modern world.
3. To generate a sense of Islamic principles as a code of living.
4. To provide Basic information about Islamic Studies
5. To enhance understanding of the students regarding Islamic Civilization
6. To improve Students skill to perform prayers and other worships
7. To enhance the skill of the students for understanding of issues related to faith and religious life.

Contents:

Introduction to Qur'anic Studies (Basic Concepts of Qur'an, History of Quran & Uloom-ul-Quran)

مطالعہ قرآن (تعارف قرآن ، منتخب آیات کا ترجمہ و تفسیر: سورۃ البقرہ آیات 1-5، 286-284؛ سورۃ الحجرات آیات 1-18؛ سورۃ القرآن آیات 63-77؛ سورۃ المؤمنون آیات 1-11؛ سورۃ الاحزاب آیات 6، 21، 32-33، 24، 56-59؛ سورۃ الانعام آیات 151-153؛ سورۃ الصف آیات 1-14؛ الحشر آیات 18-20؛ آل عمران آیات 190-192؛ النحل آیات 12-14؛ لقنن آیت 20، حم المسجدہ آیت 53)

Introduction to Sunnah

Introduction of Hadith, Legal Status of Hadith, History of the compilation of Hadith & Kinds of Hadith

متن حدیث: درج موضوعات پر احادیث کا مطالعہ 1. اعمال کا اجر نیت پر منحصر ہے۔ 4. بہترین انسان قرآن کا طالب علم اور معلم ہے۔ 6. کتا ب و سنت گمراہی سے بچنے کا ذریعہ ہیں۔ 2. ارکان اسلام 5. اسلام ، ایمان ، احسان اور قیامت کی نشانیوں 2. بچوں کی نماز کی تلقین 7. دین کا فہم اللہ کی خاص عنایت ہے 8. حصول علم، تلاوت قرآن اور عمل کی اہمیت و فضیلت 5. روز محشر کا محاسبہ 14. حقوق اللہ کے ساتھ ساتھ حقوق العباد کا لحاظ 11. حسن خلق کی عظمت اور فحش و بد گوئی کی مذمت 14. دنیا و آخرت کی بھلائی کی ضمانت چار چیزیں 16. ہلاک کر دینے والی سات چیزیں 12. بے عمل مبلغ کا عبرت ناک انجام 15. ہر شخص نگران ہے اور ہر شخص مسئول۔

Introduction to Sirah

Sirah of the Prophet, Importance of the Study of Sirah, & Character-building methods of the Prophet

(سیرت النبی ﷺ) مطالعہ سیرت کی ضرورت و اہمیت ، تعمیر سیرت و شخصیت کا نبوی منہاج اور عملی نمونے ، اقلیت دین کا نبوی طریق کار، اقامت دین بعد ِ خلافت راشدہ، ميثاق مدينہ ، خطبہ حجۃ الوداع، اخلاقی تعلیمات ، تشکیل اجتماعیت اور اسوہ حسنہ ، قرآن مجید میں سیرت سرور عالم کا بیان، غزوات نبوی ﷺ کے مقاصد و حکمتیں۔

Introduction to Islamic Culture & Civilization

Basic Concepts of Islamic Culture & Civilization, Historical Development of Islamic Culture & Civilization, Characteristics of Islamic Culture & Civilization & Islamic Culture & Civilization and Contemporary Issues

(اسلامی تہذیب و تمدن) اسلامی تہذیب کا مفہوم، اسلامی کے عوامل و عناصر، اسلامی تہذیب کی خصوصیات ، اسلامی تہذیب ، علمی ، معاشرتی اور سماجی اثرات ، تہذیبوں کے تصادم کے نظریے کا تنقیدی جائزہ، تہذیبی تصادم کے اثرات و نتائج، طبیعی ، حیثیتی اور معاشرتی علوم میں مسلمانوں کا کردار، نام ور مسلمان سائنسدان

Recommended Texts

- 1) Hameed ullah Muhammad, —Emergence of Islam, IRI, Islamabad
- 2) Hameed ullah Muhammad, —Muslim Conduct of State
- 3) Hameed ullah Muhammad, _Introduction to Islam
- 4) Ahmad Hasan, —Principles of Islamic Jurisprudencel Islamic Research, Institute, IIUI (1993)
- 5) Dr. Muhammad Zia-ul-Haq, —Introduction to Al Sharia Al Islamial AIOU, Islamabad (2001)
- 6) Dr. Muhammad Shahbaz Manj, Teleemat-e- Islam

1. Meaning and Scope of Ethics.
2. Relation of Ethics with:
 - (a) Religion
 - (b) Science
 - (c) Law
3. Historical Development of Morality:
 - (a). Instinctive Moral Life.
 - (b). Customary Morality.
 - (c). Reflective Morality.
4. Moral Theories:
 - (a). Hedonism (Mill)
 - (b). Intuitionism (Butler)
 - (c). Kant's Moral Theory.
5. Moral Ethics and Society.
 - (a). Freedom and Responsibility.
 - (b). Tolerance
 - (c). Justice
 - (d). Punishment (Theories of Punishment)
6. Moral Teachings of Major Religions:
 - a). Judaism
 - b). Christianity
 - c). Islam
7. Professional Ethics:
 - a). Medical Ethics
 - b). Ethics of Students
 - c). Ethics of Teachers
 - d). Business Ethics

REFERENCE BOOKS:

1. William Lille. An Introduction to Ethics., London Methuen & Co. latest edition.
2. Titus, H.H. Ethics for Today. New York: American Book, latest edition.
3. Hill, Thomas. Ethics in Theory and Practice. N.Y. Thomas Y. Crowel, latest edition
4. Ameer Ali, S. The Ethics of Islam. Culcutta: Noor Library Publishers, latest edition.
5. Donaldson, D.M. Studies in Muslim Ethics. London: latest edition.
6. Sayeed, S.M.A.(Tr.) Ta'aruf-e- Akhlaqiat. Karachi: BCC&T, University of Karachi

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

Outline:

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

Recommended Books:

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

This course is designed to provide students with overview of auditing applicable to the investigation of financial statements of organization. It is intended to introduce the fundamental ideas and concepts needed to design and conduct of Auditing in an organization.

Course Learning Outcomes:

Students at the completion of subject will be able to:

1. To enable the students about the basic concepts and principles of Auditing.
2. To apply audit techniques and procedures in real settings.
3. To evaluate the internal control, internal check and other reporting compliance requirements.

Contents:

1. Introduction: Definition of auditing, Characteristics of auditing, nature of auditing, objectives of auditing, difference between accounting and auditing, Difference between accountant and auditor, Advantages and disadvantages of auditing, Scope of auditing, Limitation of Auditing.
2. Classification of Auditing: Classification of audit on the basis of legality, scope, time & purpose; meaning, objective. Advantages and disadvantages of continuous Audit; Advantages and Disadvantages of Interim and final audit; Comparison of continuous, interim & final audit.
3. Internal check, Objectives, principles of internal check, Internal check over cash receipt/payments, petty cash, purchases, sales, stores, fixed assets, investments, and payment of wages
4. Internal Control: Objectives, principles & components of internal control, systems of internal control; methods of evaluating internal control
5. Internal Audit: objective & principles of internal Auditing, Difference between internal & external auditing, Advantages and Limitations of internal Auditing
6. Audit standards: Define audit standards, understanding generally accepted audit standards, explain the principles of auditing, describe the function of auditing, Determine the role of auditing.
7. Audit planning: Purpose of Audit planning, Advantages of Audit planning, Commencement of New audit, Audit engagement letter with Specimen
8. Audit program: Advantage & disadvantage of audit program. Audit Notebook, Contents of audit Program, Audit Sampling, Methods of Audit sampling, Test checking and its objectives, Routine checking, Objectives of routine Checking, differentiate test checking and routine checking
9. Errors and Frauds: Understand the meaning of errors and frauds, explain the various types of errors, explain the various types of frauds, Meaning and techniques of window dressing; Investigations; Difference of investigations from audit; Detection of Fraud
10. Vouching: Objectives of Vouching, Procedure of vouching, vouching as essence of auditing, vouchers, Audit working papers, Objective & importance of audit working paper, Forms & contents of audit working papers
11. Verification: Techniques of verification, objectives of verification, Procedure of verification, Advantages and disadvantages of verification
12. Auditor Qualification: disqualification of Auditor, Appointment, remuneration of auditor, Procedure of appointment and removal of auditor, Rights & duties of auditor, Liabilities of auditor
13. Audit Report: Definition of Audit Report, Essentials of audit report, Types of opinion, Kinds of audit report, Steps involved in submission of report, Definition and specimen reason of different report
14. Specialized Audit: Audit of Sugar, Textile, Banks, Cement, Sugar, Insurance,
15. Audit of Computerized Accounting Records

Recommended Books:

1. Hussain, K. (2023). Principles of Auditing. Naveed Publications, Lahore.
2. Irshad, M. (2023). Auditing. Naveed Publications, Lahore
3. Saeed, K. A. (2023), Principles of Auditing, Carvan Book Publishers, Lahore

Suggested Readings:

1. Afzal, S. & Ishtaiq, M. N. (2012), Principles of Auditing, Azeem Academy, Lahore
2. Basu, S. K. (2006). Auditing Principles and Techniques.

24. BUSC-5110

Business Taxation

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This course provides an understanding of the tax system, the importance of taxation in business, and the mechanism of business taxation. The course provides an overview of the taxation system. Introduces with the principles of taxation law, examines in detail selected topics in Pakistan's income tax law. Develop skills in recognizing tax issues in factual situations. Enhance ability to solve tax problems through the development of skills in interpreting legislation and cases and in finding the applicable law.

Course Learning Objectives:

1. To develop the student's theoretical knowledge about business taxation.
2. To understand the numerical insight about business taxation.
3. To bridge the gap between industry and academia through the practical exposure.

Contents:

1. Introduction of taxation system in Pakistan, Sources of tax law,
2. Tax authorities and Organizational Structure of FBR in Pakistan
3. Income tax Definitions,
4. Tax calculation for salary
5. Tax Calculation for business
6. Tax Calculation for property
7. Tax Calculation for other income
8. Tax Calculation for depreciation, set off of losses
9. Carry forward of losses
10. Capital value tax
11. Income Tax Returns; Iris Software Understanding and Practice
12. Sales Tax: Introduction, Definitions and Numerical
13. Custom and excise duty: Introduction

Recommended Texts:

1. Mughal, M. M. (latest edition). *Income Tax Principles & Practice*. London: Bloomsbury Publishing.
2. Mughal, M. M. (latest edition). *Sales, Custom and Excise Tax Principles & Practice*. London: Bloomsbury Publishing.

Suggested Readings:

1. Income Tax, Sales Tax and Custom & Excise Tax Acts.
2. Iris Software

25. BUSC-5125 Digital Skill and Data Analytics in Commerce 3(1 - 2)

In today's data-driven economy, commerce professionals must be equipped with digital competencies and analytical thinking. This course introduces students to foundational digital tools, data handling techniques, and analytical methods used in the commerce domain. It emphasizes practical applications such as using spreadsheets, databases, data visualization tools, and fundamental statistical analysis. By bridging business knowledge with data analytics, students will gain the skills necessary to extract insights and make informed business decisions in a digital-first world.

Course Learning Outcomes:

Upon the completion of the course student will be able to:

1. Understand the basics of digital skills
2. Apply digital skills in real work setting.
3. Analyze data using digital skills

Contents:

1. Introduction to Digital Skills in Commerce. Importance of digital transformation in commerce. Overview of digital tools used in business (Excel, Power BI, cloud services). Introduction to data analytics and its commercial applications. Excel for Business Analytics; Spreadsheet fundamentals; Formulas, functions (VLOOKUP, IF, SUMIFS). Data cleaning and preparation techniques.
2. Introduction: Data-Analytic Thinking: Types of data: structured vs. unstructured; Data sources in commerce (sales, finance, marketing, customer data); Data mining, Implications for managing data.
3. Decision Analytical thinking. Fundamental concepts of the model. Evaluating classifiers and generalizing beyond classification.
4. Data Visualization and visualizing performance ROC curves etc., Explicit evidence combination with Bayes' Rule; Probabilistic reasoning via assumptions of conditional independence
5. Text mining, fundamental concepts and representations.
6. Relationship of data science with business strategy, acquiring and sustaining competitive advantage using data sciences.
7. Case Studies and Final Project Presentations.

Recommended Text:

1. Provost, F., & Fawcett, T. (2013). *Data Science for Business: What you need to know about data mining and data-analytic thinking.* " O'Reilly Media, Inc."

Suggested Readings:

1. Van Deursen, A. J., & Van Dijk, J. A. (2014). *Digital Skills: Unlocking the Information Society.* Springer.

Marketing is a dynamic and exciting field, a key tool in confronting the challenges in the contemporary world. This subject also explains about the strategic importance of marketing to an enterprise, whether it be a profit oriented business firm or non-profit organization. It includes basic concepts, theories and process of marketing. Perhaps most important of all, you will learn that the fundamental asset of an organizations is its customers.

Course Learning Outcomes:

Upon the completion of the course students will be able to:

1. introduce the marketing concept and how we identify, understand and satisfy the needs of customers and markets.
2. analyze companies, competitors and environment.
3. introduce marketing strategy to increase awareness of the strategic and tactical decisions behind today's top performing brands.

Contents:

1. Introduction to Marketing
What is Marketing, Basic Concepts of Marketing, Understand the Market Place and customer Needs, Designing the Customer Driven Marketing Strategy and Plan, Managing Customer Relationships, Marketing as the Driver in the Digital Economy, Scope of Marketing Today.
2. Strategic Planning and The Marketing Process
companywide marketing strategy, Designing the Business portfolio and Planning, Partnering to Build Customer Relationships, Marketing Strategy and the Marketing Mix, Managing the Marketing efforts and Marketing return on Investment.
3. The Marketing Environmental Scanning
Marketing-oriented Strategic Planning, Scanning the Marketing Environment – Internal and External, Studying and Analyzing the Needs of all concerned Stakeholders including PESTLE,
4. The Marketing Research
Marketing Research Process, and it's Use, Marketing information systems, Identifying Marketing Opportunities
5. Consumer Behavior and Market, And Business Buying Behavior & Markets
Model of Consumer Behavior, Consumer Purchase Behavior and Decision Process: Buyer Decision Process for New Products, Social Influences on Business Behavior, Business Buyer Decision Process
6. Marketing Segmentation, Targeting and Positioning
Identifying Marketing Segments, and Selecting Target Markets, Product Positioning and Differentiating the Marketing Offering.
7. Marketing Mix for Goods and Services (7 Ps)
 - Product, Meaning and Classification of product, Product Decisions: Individual Product Decisions, Product Line Decisions and Product Mix Decisions. Development of New Product process, Product Adoption-Diffusion process, Product Portfolio Classification. The Product Life Cycle
 - Price, Nature and importance of pricing, Pricing objectives, Factors influencing pricing decision, Developing Price Strategies and Programs, Policy of Credit, New Product and Product Mix Pricing Strategies
 - Place, Designing Distribution Channel, Selecting the type of channel. Conventional Distribution Channel, VMS, HMS, Multi-channel Distribution. Managing Retailing, Wholesaling and Market Logistics, Their Types and respective Uses, Supply Chain: Nature, Need and Use, Marketing Channels: Nature, Need, Types and Use/Importance, Managing the Total Marketing Effort Socially Responsible Marketing Channels.
 - Promotion: Promotion Mix, Integrated Marketing Communications, Communication Process, Developing and implementing the promotional mix, Advertising, Advertising Objectives, Budgets and Strategy. Sales promotion and its Strategies. Public Relations Strategies. Personal Selling and its Major Tools, Sales Force Management, Direct Marketing, Nature, Use/Role, Growth, Benefits, and

various Forms of Direct Marketing. E-Marketing: Nature, Use/Role, Growth, Benefits, and various Forms of E-Marketing.

- People, Their Behaviors and Attitudes, People as Contributors / Sellers etc. and People as Beneficiaries/Buyers etc., Politics in Marketing (Internal and External)
- Process, the way/mode services are rendered and received or exchanged, Differentiating among various Methods of rendering services
- Physical Evidence, Artifacts, Norms, Values, Interior, Dress/Uniform, Structure, Managers' Appearance etc.

8. Services Marketing

Services Marketing: Nature and Scope of Services Marketing including Financial Services, Transportation, Media, Hospitality, Education etc.

9. Global Market Place, Marketing Ethics and Social Responsibility

Recommended Books:

1. Kotler, Philip. "*Principles of Marketing*". Latest Edition, Prentice Hall.
2. Stanton, Etzel, Walker. *Marketing*, Latest Edition, McGraw-Hill.
3. Marketing by Evens and Berman
4. Krishnamacharyulu, Ramakrishan. *Rural Marketing Text and Cases*, Pearson Education.
5. Harvard Business Review w.r.t. Marketing Periodic for Latest Research and Development
6. Cases in Marketing by Prof. Dr. Khawaja Amjad Saeed

Course Description:

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

Course Learning Outcomes:

The course has following outcomes:

It will

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

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

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

Society and Community, Historical evolution of Society

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

2. Philosophy of Knowledge in social Science and social inquiry

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

3. Culture and Society

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

4. Social Stratification and Social inequality

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

5. Personality, Self and Socialization

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

6. Gender and Power

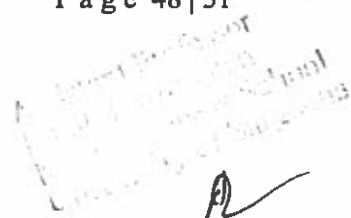
- Understanding Gender
- Social construction of Patriarchy
- Feminism in Historical context, Gender Debates
- Gender and Development
- Gender issues in Pakistani society, Women Participation in politics, economy and education
- Toward a gender sensitive society, Gender mainstreaming

Pakistan: State, Society, Economy and Polity

- Colonialism, colonial legacy, National identity
- Transformation in Pakistani society: Traditionalism vs Modernism • Economy, Informality of Economy, Modern economy and Pakistan • Political Economy, Sociology of Economy

Recommended Textbooks and Reading Materials:

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



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

Course Learning Outcomes:

After completing this course, students will be able to

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

Course Content:

Introduction to Civics & Community Engagement

- Overview of the course: Civics & Community Engagement
- Definition and importance of civics
- Key concepts in civics: citizenship, democracy, governance, and the rule of law
- Rights and responsibilities of citizens

Citizenship and Community Engagement

- Introduction to Active Citizenship: Overview of the Ideas, Concepts, Philosophy and Skills
- Approaches and Methodology for Active Citizenship
- Identity, Culture, and Social Harmony

- Concept and Development of Identity, Group identities

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

- Religious Diversity (Understanding and affirmation of similarities & differences)
- Understanding Socio-Political Polarization
- Minorities, Social Inclusion, Affirmative actions

Multi-cultural society and inter-cultural dialogue

- Inter-cultural dialogue (bridging the differences, promoting harmony)
- Promoting intergroup contact/ Dialogue
- Significance of diversity and its impact
- Importance and domains of Inter-cultural dialogue

Active Citizen: Locally Active, Globally Connected

- Importance of active citizenship at national and global level
- Understanding community
- Identification of resources (human, natural and others)
- Utilization of resources for development (community participation)
- Strategic planning, for development (community linkages and mobilization)

Human rights, constitutionalism and citizens' responsibilities

Asst. Prof. of
Civics and Community Engagement
University of
P.

- Introduction to Human Rights
- Human rights in constitution of Pakistan
- Public duties and responsibilities
- Constitutionalism and democratic process
- Social Institutions, Social Groups, Formal Organizations and Bureaucracy**
- Types of Groups, Group identities, Organizations
- Bureaucracy, Weber's model of Bureaucracy
- Role of political parties, interest groups, and non-governmental organizations
- Civic Engagement Strategies**
- Grassroots organizing and community mobilization
- Advocacy and lobbying for policy change
- Volunteerism and service-learning opportunities
- Social issues/Problems of Pakistan**
- Overview of major social issues of Pakistani society
- Social Action Project Recommended**

Books:

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

Reference Books:

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

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

Course Learning Objectives:

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

Contents:

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

Recommended Texts

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

Suggested Readings

1. Burstiner, I. (1989). *Small business handbook*. Prentice Hall Pres.

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