



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 revised curriculum of BS Commerce for implementation w.e.f. **Fall 2025** (Annex-‘A’).


(WAQAR AHMAD)

Additional Registrar (General)

Dated: 28.01.2026

No. SU/Acad/26/ 89

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

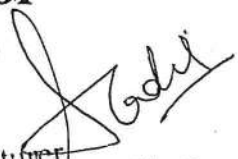
Bachelor of Studies in Commerce

4 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


Lecturer
Malik Firoz Khan
Noon Business School

Bachelor of Studies in Commerce

4 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:** Bachelor of Studies in Commerce (BS Commerce)

2. **Program Description:**

The Bachelor of Studies 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 prescribed for the four-year undergraduate degree in Commerce.

4. **Program Learning Outcomes:**

By the completion of Bachelor of Studies 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 with Minimum 45% Marks.

6. **Program Structure:**

The Bachelor of Studies in Commerce is structured in accordance with the provisions of the HEC Undergraduate Education Policy V 1.1. and comprises of minimum 136 credit hours spread over 8 regular semesters.

HEC CURRICULA FOR COMMERCE DEGREE PROGRAMS 2025

Minimum Credit Hours (including all program related requirements)	137	
Major	a) Compulsory	63 credit hours (21 courses) Mandatory courses as reflected in the scheme of study, irrespective of the area of specialization (where applicable).
	b) Mandatory Electives	21 credit hours (7 courses) (to be opted from either the general pool of electives or from a particular specialization)
	Total Major Requirement	84 credit hours (28 courses)
Interdisciplinary Courses	12 credit hours (4 courses)	
General Education Courses	35 credit hours (16 courses)	
Supervised Internship	3 Credit Hours	
Capstone Project	3 Credit hours	
Program Duration	Minimum: 4 Years Maximum: 6 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 Bachelor of Studies in Commerce is given as under:

A) General Education Courses:

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(2-1)	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
2.	BUSC-6143	Public Policy & Administration	3(3-0)	5 th
3.	BUSC-6144	Project Management & Planning	3(3-0)	6 th
4.	BUSC-6146	Sustainable Development	3(3-0)	7 th
	Total		12	

C) Major Compulsory Courses:

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
13	BUSC-6127	Mercantile Law	3(3-0)	5 th

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14	BUSC-6128	Bank Operations & Practices	3(3-0)	5 th
15	BUSC-6129	Supply Chain Management	3(3-0)	5 th
16	BUSC-6130	Financial Management & Modeling	3(2-1)	5 th
17	BUSC-6131	Managerial Accounting	3(3-0)	6 th
18	BUSC-6132	Research Methods in Commerce	3(3-0)	6 th
19	BUSC-6133	Principles of Islamic Banking & Finance	3(3-0)	7 th
20	BUSC-6134	Trade Policies & Regulatory Framework	3(3-0)	7 th
21	BUSC-6135	Enterprise Resource Planning & Business Technologies	3(1-2)	8 th
	Total		63	

D) Major Mandatory Elective Courses:

Sr. No.	Course Code	Course Title	Cr. Hr	Semester
1.	BUSC-6136	Advanced Financial Accounting	3(3-0)	6 th
2.	BUSC-6137	Investment Analysis & Portfolio Management	3(3-0)	6 th
3.	BUSC-6138	Artificial Intelligence in Business	3(3-0)	7 th
4.	BUSC-6139	Financial Statement Analysis	3(3-0)	7 th
5.	BUSC-6140	Human Resource Management	3(3-0)	8 th
6.	BUSC-6141	Corporate Finance	3(3-0)	8 th
7.	BUSC-6142	E-Commerce Business Models & Monetization	3(3-0)	8 th
	Total		21	

E) Internships of 6 to 8 weeks, Minimum 3 Cr Hrs, preferably scheduled during summer vacations after 6th Semester, graded by a faculty member in collaboration with the supervisor in the field.

Sr. No.	Course Code	Course Title	Cr. Hr
1.	BUSC-6150	Internship	3(3-0)

F) Capstone Project: Minimum 3 Cr Hrs offered after 6th semester required faculty supervision and evaluation following University/Department guidelines. The capstone is a multifaceted body of work that serves as a culminating academic and intellectual experience for students. It must be supervised and graded by a faculty member as per the protocols prescribed by the department/University.

Sr. No.	Course Code	Course Title	Cr. Hr
1.	BUSC-6151	Capstone Project	3(3-0)

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	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				

SEMESTER V

Sr. #	Course Code	COURSES	Cr. Hrs.	CATEGORY
1.	BUSC-6127	Mercantile Law ✓	3(3-0)	Major
2.	BUSC-6128	Bank Operations & Practices ✓	3(3-0)	Major
3.	BUSC-6129	Supply Chain Management ✓	3(3-0)	Major
4.	BUSC-6130	Financial Management & Modeling ✓	3(2-1)	Major
5.	BUSC-6143	Public Policy & Administration ✓	3(3-0)	Interdisciplinary
Total Credits Hours = 15				

SEMESTER VI

S. #	Course code	COURSE	Cr. Hrs.	CATEGORY
1.	BUSC-6131	Managerial Accounting ✓	3(3-0)	Major
2.	BUSC-6132	Research Methods in Commerce ✓	3(3-0)	Major
3.	BUSC-6136	Advanced Financial Accounting ✓	3(3-0)	Major Elective
4.	BUSC-6137	Investment Analysis & Portfolio Management ✓	3(3-0)	Major Elective
5.	BUSC-6144	Project Management & Planning ✓	3(3-0)	Interdisciplinary
Total Credits Hours = 15				

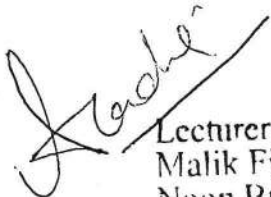
Internship of 6-8 weeks 3 Cr Hrs after 6th during Summer Semester

SEMESTER VII				
S. #	Course code	COURSE	Cr. Hrs.	CATEGORY
1.	BUSC-6133	Principles of Islamic Banking & Finance	3(3-0)	Major
2.	BUSC-6134	Trade Policies & Regulatory Framework	3(3-0)	Major
3.	BUSC-6138	Artificial Intelligence in Business	3(3-0)	Major elective
4.	BUSC-6139	Financial Statement Analysis	3(3-0)	Major Elective
5.	BUSC-6146	Sustainable Development	3(3-0)	Interdisciplinary
Total Credits Hours = 15				

SEMESTER VIII				
Sr. #	Course Code	COURSE	Cr. Hrs.	CATEGORY
1.	BUSC-6135	Enterprise Resource Planning & Business Technologies	3(1-2)	Major
2.	BUSC-6140	Human Resource Management	3(3-0)	Major Elective
3.	BUSC-6141	Corporate Finance	3(3-0)	Major Elective
4.	BUSC-6142	E-Commerce Business Models & Monetization	3(3-0)	Major Elective
5.	BUSC-6150	Internship	3	Field Experience
6.	BUSC-6151	Capstone Project	3	Capstone Project
Total Credits Hours = 18				

9. Degree Award Requirements:

- The following minimum requirements are prescribed for the award of Bachelor of Studies in Commerce:
- All courses in the General Education category with titles and credit hours as prescribed in HEC Undergraduate Education Policy V 1.1. including the courses of "Pakistan Studies", "Understanding of Holy Quran – I" and "Understanding of Holy Quran – II" must be completed.
 - A minimum of 137 credit hours as prescribed in this document must be completed.
 - A supervised internship of 3 credit hours must be completed in accordance with HEC Undergraduate Education Policy V 1.1. This requirement cannot be substituted with additional coursework, capstone, research or project work. Internship is already included in the minimum 137 credit hours prescribed for the degree program.
 - A capstone of 3 credit hours must be completed in accordance with HEC Undergraduate Education Policy V 1.1. This requirement cannot be substituted with additional coursework or internship. Capstone is already included in the minimum 137 credit hours prescribed for the degree program
 - CGPA must not be below 2.50 / 4.00 at the time of completion of the degree program.
 - The minimum duration to complete the degree is 8 regular semesters spread over 4 years whereas the maximum duration is 12 regular semesters. The maximum duration may further be extended to 2 more semesters / 1 year, in extra-ordinary circumstances subject to approval of the university's relevant statutory body. Summer semester is not considered as a regular semester.


 Lecturer
 Malik Feroz Khan
 Noon Business School
 University of Sargodha

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 Busines. 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.

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.


 Lecturer
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 University of Sargodha

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.

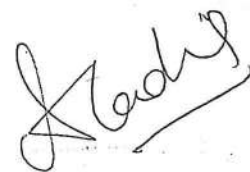
Recommended Texts

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] Zaslow, 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.



Lechrer
Malik Firoz Khan
Nizam ul Uloom School
University of Sargodha

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

Lecturer

Nadeem Piroz Khan

Business School
University of Sargodha

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



Lecturer
Malik Firoz Khan
Noon Business School
University of Sargodha

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 (وَ) "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 (هَذَا - هَذِهِ) Demonstrative Noun (This & That for Feminine) (ذَلِكَ - تِلْكَ)


2.	1	18-19 & Revisi on (Unit 1)	Writing the meaning of Quranic words, phrases & translation of Sentences 17- 19 Quiz	Laam for emphasis (لام التاكيد) 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 (الباء) Absolute Negation Particle Exceptive Particle (لا النافية) (إلا) (ما النافية) (للجنس)
	2.	2	10-13 & Revisi on (Unit 2) Quiz	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) Quiz	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 المنفصل) Possessive Pronoun His له 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 فيه، منه، له
8.	1.	4	5-8	Writing the meaning of Quranic sentences 5-8	Personal Pronoun You(انت المنفصل) Possessive Pronoun Your ك المتصل Possessive Pronoun with prepositions like في بيتك Pronoun "your" with prepositions like فيك، منك، لك
	2.	Mid Term			
9.	1.	4	9-12	Writing the meaning of Quranic phrases & sentences 9-12	Personal Pronoun She(هي المنفصل) 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 (انا المنفصل) Possessive Pronoun Her ي المتصل Possessive Pronoun with prepositions like في بيتي Pronoun "My" with prepositions like لي
10.	1	4	17 & Revision 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 بيتكم
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- اولئك)
	2.	5	19-23	Writing the meaning of Quranic sentences & Verses 19-23	ما / إلا، إن / إلا، إنما، ليس، ما ، (ا/ام، أن، بل، كان (إلا، اليس، اليوم، يومئذ، سبحانه، 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	3-5 Translation of Quranic Sentences & Verses	Present Tense الفعل المضارع صيغة المفرد يعلم
	2.	6	6	Translation of Quranic Sentences & Verses	Present Tense الفعل المضارع صيغة الجمع يعلمون


Lecturer
Malik Firoz Khan
Near Business School
University of Sargodha

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 (Akhlāq-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 (Akhlāq-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.

Lecturer

Munir Feroz Khan

 Faculty of Business School
 University of Sargodha

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, Intiaz 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.


Lecturer
Matik Firoz Khan
No. 10
Unvers. of Sargodha

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 Depreciation, 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 modals,
 - 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 far 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., Stewart. B. W. (2022). SAT Study Guide Premium. Barrons.


Lecturer
Malik Feroz Khan
New Education School
University of Sargodha

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

Contents

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

Recommended Texts

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

Suggested Readings

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

This course is 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


Lecturer
Malik Feroz Khan
School
University of Godha

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
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 scales consideration. 1st Edition. Springer International Publishing AG.
3. Xu, R., Ye, Y. & Zhao, W. (2011). Introduction to Natural Product Chemistry. CRC Press
4. Tayler, D. J., Green, N. P. O. & Stout, G. W. (1997). Biological Science 1 & 2. Cambridge University Press
5. Tayler, M. R., Simon, E. J., Dickey, D. J. & Hogan, K. A. (2020). Campbell Biology: Concepts & Connections (10th Edition). Pearson.



Lecturer
M. Feroz Khan
Feroz Khan School
Feroz Khan

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) صيغة 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 التعليل) & Laam ul jhood (لام الجحود)
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 للغائب
	2.	6	1 (Sec 4-5)	Understanding & Translation of Verses	Past Tense صيغة المفرد للغائب
7.	1.	6	1 (Sec 5-6)	Understanding & Translation of Verses	Past Tense صيغة المفرد للغائب
	2.	6	1 (Sec 7-9)	Understanding & Translation of Verses	Past Tense صيغة المفرد للغائب
8.	1.	7	Revision	Understanding & Translation of Verses QUIZ	Past Tense صيغة المفرد للغائب
	2.	MID TERM			
9.	1.	7	2 (sec 1-2)	Understanding & Translation of Verses	Past Tense صيغة الجمع للغائب عبدوا
	2.	7	2 (sec 3)	Understanding & Translation of Verses	Past Tense صيغة الجمع للغائب عبدوا
10.	1.	7	2 (sec 4-5)	Understanding & Translation of Verses	Past Tense صيغة الجمع للغائب عبدوا
	2.	7	2 (sec 6-7)	Understanding & Translation of Verses	Past Tense صيغة الجمع للغائب 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 للمتكلم عبدنا

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.

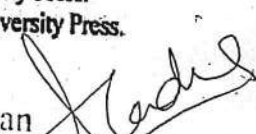
Suggested Readings

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.

Lecturer

Malik Feroz Khan

N.S. School



Objectives of the Course	<p>اس علم کو مطالعہ سے حاصل کرنے کی ضرورت اور اس کی اہمیت سے آگاہ کرنا اس کی فضیلت میں مطالعہ سے حاصل کرنے کے فوائد کو واضح کرنا سورہت نبوی کے موضوعات اور اہم بات کی عمومی صورت حال سے آگاہ کرنا سورہت نبوی کے اصل طریقہ و علم کی اہمیت اور اس کی اس طرح مطالعہ کرنا کہ علم اور انصاف سے نفع کا استفادہ کر سکیں اور علم کو زندگی کی سادہ سادہ بات، صحبت سے آگاہ کرنا</p>
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Course Description

S.No.	Title	Description
1	حضور صلی اللہ علیہ وسلم کے اہم ان واقعات زندگی	<p>1. حضور صلی اللہ علیہ وسلم کا تبار کی نسب و نسب 2. پہلا نسل اور ابتدائی تربیت 3. لاؤ گھبراہٹ اور جہان کی حالت زندگی</p>
2	بیت نبوی کے وقت دنیا کے حالات (1)	<p>1. بیت نبوی کے وقت دنیا کی حالت 2. عرب میں عربوں اور یمنیوں کی حالت</p>
3	بیت نبوی	1. بیت نبوی کی حالت
4	بیت نبوی	1. بیت نبوی کی حالت
5	بیت نبوی	1. بیت نبوی کی حالت
6	بیت نبوی	1. بیت نبوی کی حالت
7	بیت نبوی	1. بیت نبوی کی حالت
8	بیت نبوی	1. بیت نبوی کی حالت
9	بیت نبوی	1. بیت نبوی کی حالت
10	بیت نبوی	1. بیت نبوی کی حالت
11	اسودت اور عصر حاضر	1. اسودت اور عصر حاضر
12	اسودت اور عصر حاضر	1. اسودت اور عصر حاضر
13	اسودت اور عصر حاضر	1. اسودت اور عصر حاضر
15	اسودت اور عصر حاضر	1. اسودت اور عصر حاضر
16	اسودت اور عصر حاضر	1. اسودت اور عصر حاضر

کتابوں کی فہرست

نمبر	کتاب کا نام	مصنف
1	اسلام	امام ابو نعیم
2	سوانح اعلیٰ عثمانیہ سلطان محمد علی	محمد علی صاحب
3	چاشنی محمد علی خان سلطان محمد علی	محمد علی صاحب
4	سوانح امیر اکبر علی محمد علی	محمد علی صاحب
5	ڈاکٹر حسین ظفر مدظلہ	محمد علی صاحب
6	ڈاکٹر محمد علی	محمد علی صاحب

کتابوں کی فہرست

نمبر	کتاب کا نام	مصنف
1	سوانح امیر اکبر علی محمد علی	محمد علی صاحب
2	سوانح امیر اکبر علی محمد علی	محمد علی صاحب
3	سوانح امیر اکبر علی محمد علی	محمد علی صاحب
4	سوانح امیر اکبر علی محمد علی	محمد علی صاحب
5	سوانح امیر اکبر علی محمد علی	محمد علی صاحب

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Lecturer
Malik Firoz Khan
New Business School
University of Sargodha

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.


Lecturer
Malik Firoz Khan
Non-Business School
University of Sargodha

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. Gitman, L. J., Juchau, R., & Flanagan, J. (2015). *Principles of managerial finance*. Pearson Higher Education AU.
2. Van Horne, J. C. (2009). *Fundamentals of Financial Management* (13th ed.). London: Prentice Hall.

Suggested Readings:

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


Lecturer
Malik Feroz Khan
Noon Business School
University of Sargodha

18. BUSC-5107 Fundamentals of Cost Accounting

3(3 - 0)

This course is designed to discuss the theoretical foundation of cost accounting, the basic issues related to cost measurement in job costing systems and process costing systems and the problems of overhead application rates and how to refine the plant-wide application rates of overhead. The course aims to highlight the basic and advance principles of cost accounting which includes the concepts, terminologies, methods, and how to the use of accounting information for the management decisions.

Course Learning Outcomes:

Upon completion of the course students will be able to:

1. Understand cost concepts, cost accounting cycle and cost accounting system.
2. Calculate the cost of any object using costing concepts.
3. Prepare different reports showing cost of different objects i.e. products, departments etc.

Contents:

1. Introduction: Concept of Cost, Cost Object, Cost Accounting and Management Accounting. Difference between Management Accounting and Financial Accounting;
2. Classification of Costs: Manufacturing and Non-Manufacturing cost; Period and Product; Direct and Indirect; Fixed, Variable and Mixed Cost; Differential Cost, Common Cost, Opportunity Cost, and Sunk Cost; Elements of Manufacturing Cost: Direct Material, Direct Labor, Factory/Manufacturing overhead;
3. Cost Accounting Cycle: Flow of Manufacturing Cost; Journal Entries to Record Material, Labour and FOH, Cost of Goods Manufactured, Cost of Goods Sold, and sales revenue.
4. Cost of Goods Sold Statement
5. Cost Accumulation Procedures: Process Costing and Job Order Costing: Cost of Production Report; Job cost Sheet.
6. Accounting for Material Planning and Control: Procurement Process and Inventory Control; Minimum Inventory Level, Ordering Point; Economic Order Quantity, Maximum Inventory Level, Danger level; Safety Stock; Cost Flow Assumption and its use: LIFO, FIFO and Weighted Average; Periodic and perpetual inventory system; Subsidiary ledger of Material Inventory; Waste and Scrap material; Spoilage and rework; Inventory Turnover; ABC Analysis and Classification of Inventories; Continuous / Just In Time (JIT) Concept vs Instantaneous replenishment concept.
7. Accounting for Labour (Planning and Control): Objectives of payroll accounting, Payroll System, Direct and indirect labor, Wages calculations and recording of payroll, payroll taxes and deductions. Productivity and efficiency, Time based and Output Based Remuneration methods, Straight piece rate and differential piece rate, Incentive wage plan, Group bonus, Time sheet and job cards, Overtime and idle time; Fringe benefits; Labor turnover rate.
8. Accounting for FOH (Planning and Control): Concept of FOH; Applied or Estimated FOH Rate and Amount Calculations (Plant wide and department wise); Commonly used basis for the calculation of Applied FOH Rate; Recording of Actual FOH, and applied FOH, FOH Variance Analysis; Spending/Budget/Volume/Capacity variances; Direct and Indirect Cost Allocation.

Recommended Texts

1. Usry, H. H., & Matz, A (1988). *Cost Accounting* (8th ed.). Cincinnati: South-Western Publishing Company.
2. Afzal, S. and Ahmad, Z., (2023). *Cost Accounting*. Azeem Academy. Lahore.

Suggested Readings

1. Bhatta, H. M. (2010). *Cost Accounting*. Himalaya Publishing House.
2. Brewer, P. C., Garrison, R. H., & Noreen, E. W. (2022). *Introduction to managerial accounting*. McGraw-Hill.

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

Recommended Texts:

1. Kenneth C. Laudon, Carol Guercio Traver (Latest Edition), *E-Commerce: Business Technology, Society*, Pearson Education
2. Marilyn Greenstein, Miklos Vasarhelyi (Latest Edition), *Electronic Commerce: Security, Risk Management, and Control*
3. *The E-business (R) Evolution* By Daniel Amor

Reference Texts:

1. Laudon, K. C., & Traver, C. G. (2021). *E-commerce in 2020-2021: business, technology, society*. Pearson.

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). *Sharah-i bāng-i darā*. Lāhaur: Maktaba-i ta'mūr-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، 284-286؛ سورۃ الحجرات آیات 1-18؛ سورۃ الفرقان 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؛ لقمن آیت 20، حم السجدہ 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 نشانیاں، 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 پہلانی 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، اقامت دین کا نبوی طریق کار، اقامت دین بعد ۱۰ خلافت راشدہ، میثاق مدینہ، 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، طبعی، حیاتیاتی 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 Jurisprudence Islamic Research, Institute, IUI (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:
 - b). Medical Ethics
 - c). Ethics of Students
 - d). Ethics of Teachers
 - e). 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, Naqem. 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.

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

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.

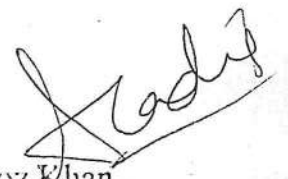
8. Services Marketing

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 Contents:

Introduction to Civics & Community Engagement

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

Citizenship and Community Engagement

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

Identity, Culture, and Social Harmony

- Concept and Development of Identity, Group identities
 - Components of Culture, Cultural pluralism, Multiculturalism, Cultural Ethnocentrism, Cultural relativism, Understanding cultural diversity, Globalization and Culture, Social Harmony,
- Religious Diversity (Understanding and affirmation of similarities & differences)
- Understanding Socio-Political Polarization
- Minorities, Social Inclusion, Affirmative actions

Multi-cultural society and inter-cultural dialogue

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

Active Citizen: Locally Active, Globally Connected

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

Human rights, constitutionalism and citizens' responsibilities

- Introduction to Human Rights

- Human rights in constitution of Pakistan
- Public duties and responsibilities
- Constitutionalism and democratic process

Social Institutions, Social Groups, Formal Organizations and Bureaucracy

- Types of Groups, Group identities, Organizations
- Bureaucracy, Weber's model of Bureaucracy
- Role of political parties, interest groups, and non-governmental organizations

Civic Engagement Strategies

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

Social issues/Problems of Pakistan

- Overview of major social issues of Pakistani society

Social Action Project Recommended

Books:

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

Reference Books:

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

J. Adis

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.

This course develops understanding, critical thinking skills and focus on the substantive legal basics of mercantile laws of Pakistan. The subject covers the legal provisions relating to Contract, Indemnity, Guarantee, Bailment, Agency, Sales and Carriage of Goods, Partnership, Negotiable Instruments, Arbitration and Insolvency. It will help in learning, how to apply legal provisions of mercantile laws in Pakistan.

Course Learning Outcomes:

Upon completion of the course, students are able to:

1. Understand of important elements and aspects of Mercantile laws
2. Equip them with necessary skills and aptitude to deal successfully with the complex and challenging situations arising out of legal jargon.
3. Acquaint students with legal system of Pakistan and to familiarize the students with different mercantile laws affecting business environment

Contents

1. Law of Contract: Basics of Contract and its Kinds; Offer and acceptance; Consideration and Object; Capacity of Parties; Free Consent; Void Agreements; Contingent and Quasi Contracts; Discharge of Contract; Breach of Contract;
2. Indemnity and Guarantee; Bailment and Pledge; Contract of Agency;
3. Law of Sales of Goods: Contract of Sales of Goods; Conditions and warranties; Transfer of property; Performance of Contract of Sales; Unpaid Selling.
4. Law of Negotiable Instruments: Nature of Negotiable Instruments; Parties to the Negotiable Instruments, Presentation of negotiable Instruments; Negotiation and Dishonor
5. Law of Carriage of Goods: Carriage of Goods by Land, Sea and Air
6. Law of Partnership: Partnership; Limited Liability Partnership
7. Insolvency: Laws of Insolvency, Fraudulent Preference, Insolvency Petition, Protected transactions, Discharge of an Insolvent.
8. Arbitration: Arbitration Agreement, Appointment of Arbitration by Court, Powers of an Arbitrator, Duties of Arbitrator, Removal of Arbitrator, Power of Court over the reward of arbitrator; Appointment of new sole Arbitrator

Recommended Texts:

1. Cheema K. M. Cheema (2023) Business law. Publishers Sayed Mobin Mahmud corporation.
2. Saeed. K. A. (2023). *Mercantile and Industrial Law in Pakistan*. (latest ed.). Karachi: Oxford University Press.

Suggested Readings:

1. Clarkson, K. W., & Miller, R. L. (2020). Business law: Text and cases. Cengage Learning.
2. Beatty, J. F., Samuelson, S. S., & Abril, P. (2018). Essentials of Business Law. Cengage Learning.

31. BUSC - 6128 Bank Operations & Practices

3(3-0)

The course focuses to develop the understanding of banking operations and practice. The intent of the course is to equip the students with the concepts of banking that may help them if they adopt banking as profession. It also helps them in dealing with banks as individual or as a part of any industry. In particular, the course discusses the initial role of banks as facilitator, custodian, lender etc. The course may also develop the technical and professional proficiency of the students for qualifying banking examinations held by local and international institutes of banking.

Course Learning Outcomes:

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

1. understand operations of a bank and money market.
2. manage asset and liability of banks.
3. apply banking concept and theory in practices.

Course Contents:

1. INTRODUCTION: Evolution of Banking. Early Growth. Modern Banking. Development of Modern Banking. Types of Banks. Laws of Banking in Pakistan.
2. ORGANIZATION OF MONEY MARKET IN PAKISTAN: Money Market Structure. State Bank of Pakistan. Commercial Banks. Exchange Banks. Cooperative Banks. Co-operative Credit Societies. Savings Banks. Discount Houses. Micro Finance Institutions. The State Bank of Pakistan as the 'Central Bank.' SBP Banking Services Corporation. Prudential Regulations.
3. Introduction to Central Bank; Functions of Central Bank: primary and secondary functions of central bank and it's legal framework
4. COMMERCIAL BANKS: Functions, Nationalization of Banks, Reorganization of Nationalized Banks, First Women Bank, Pakistan Banking Council and its Dissolution, Effects of Nationalization, Privatization and Disinvestment of Banks, Exchange Banks, Co-Operative Banks, Federal Bank for Co-Operatives.
5. SPECIALIZED CREDIT INSTITUTIONS:
NATIONAL---PICIC, IDBP, ZTBL, ICP, SMEDA, HBFC, SME Bank, NIT.
INTERNATIONAL---IMF, IBRD, IFC, IDA, MICA, IDB, ADB.
6. THE BANKER'S FUNDS: Bank's Capital, Reserve Funds, Liquid Assets, Deposits:
The Life blood of a bank, Nature of Deposits; Current Deposits, Term Deposits, Payment of Term Deposits, Law of Limitations, Term Deposits in Joint Names, Savings Deposits; Pak Rupee Non-Resident Accounts, Foreign Currency Accounts, Use of funds.
7. BANKER - CUSTOMER RELATIONSHIP: Banker, Functions of the Banker, Customer, Qualifications of a Customer, Rights and Duties of Customer Towards the Banker, General Relationship, Other Relationships, Special Features of Relationships, Obligation to honour cheque, Right to Lien, Right of Set-off, Right to charge for their services, Banker's Duty of Secrecy, Termination of Relationship.
8. ACCOUNTS OF CUSTOMERS-GENERAL: Introduction and Preliminary Investigation, Specimen Signature, Married Women, Pardanashin Women, Minor Accounts, Problems in Individual's Account, Death of Customer, Lunacy of Customer, Insolvency of Customer. Joint Accounts. Survivorship. Joint Account of Husband and Wife. Bankruptcy of Joint Account Holder, Safe Custody of Items in Joint Names.
9. ACCOUNTS OF SPECIAL CUSTOMERS: Partnership Accounts. Operation of Firm's Account. Borrowing by a partnership firm. Admission of New Partners. Retirement of a Partner. Bankruptcy of a Partner. Death of a Partner. Insolvency of the firm. Joint Stock Companies, Accounts of Clubs, Societies and Associations, Agent's Account. Trust Account. Executor's and Administrator's Account. Account of Local Bodies.
10. CHEQUES AND THEIR PAYMENT: Definition. Types of Cheques. The Requisites of a Cheque. Parties to a Cheque. Payment of Cheques. Bouncing of Cheques. Pass Books. Revocation of Banker's Authority. Money Paid by Mistake. Rule in Clayton's Case. Next of Kin.
11. INDORSEMENTS: Definition. Classification of Indorsements. Principles of Indorsement. Forms of Indorsements. Importance of Indorsements. Liability of Indorser.
12. CROSSED CHEQUES AND THEIR COLLECTION: Crossing. General Crossing. Cheques Crossed Account Payee. Special Crossing. Not Negotiable Crossing. Advantages of Crossing. Authorised

- Persons. Duties of a Paying Banker. Protection to a Paying Banker. Opening of Crossed Cheques. Collection of Crossed Cheques. Duties of a Collecting Bankers. Protection to the Collecting Banker. Conversion. Position of Paying Banker.
13. OTHER NEGOTIABLE INSTRUMENTS: Negotiable Instruments. Quasi-Negotiable Instruments. Defective Title. Promissory Note. Bill of Exchange: Parties to a Bill of Exchange, Types of Bills, Presentment for Acceptance, Presentment for payment of Bill of Exchange, Payment of Bills of Exchange, Date of Payment of Bills. Holder and Holder in Due Course, Payment of Bills by Banker. Dishonour of Bill, Notice of Dishonour. Mode of Notice. Noting & Protesting. Banker's Draft. Lost Drafts. Inchoate Stamped Instruments. Other Categories of Negotiable Instruments.
 14. OTHER BANKING INSTRUMENTS: Bank Notes. Dividend Warrants. Postal Orders. Interest Warrants. Coupons. Drawn Bonds. Travellers Cheques. Letters of Credit.
 15. PRINCIPLES AND FORMS OF LENDING: Principles of Lending. Forms of Lending: Cash Finance, Overdraft, Loans (Term, Finance): Bridge and Participation Loans. Purchase and Discounting of Bills. Hire Purchase and Lease Finance.
 16. SECURITIES FOR ADVANCES: Classification of Securities. Banker's Lien. Charge. Contract of Pledge. Hypothecation. Guarantees. Indemnity.
 17. ADVANCES AGAINST IMMOVABLE PROPERTY: Definition. Preliminary Enquiries. Mortgage. Formation of a Mortgage. Kinds of Mortgage. Rights and Liabilities of the Mortgagors. Rights and Liabilities of the Mortgages. Sub-Mortgages. Priority. Important Points for Mortgages.
 18. COMMERCIAL LETTERS OF CREDIT: Definition. Confirmed or Unconfirmed Credit: Documentary Letters of Credit, Revocable and Irrevocable Letters of Credit, Revolving Credit, Red Clause Credit, Green Clause Credit, Transferable and Assignable Credit. Back-to-Back Credit. Deferred Payment Credit. Acceptance Terms Credit. Advantages of a Letter of Credit. Rights and Liabilities of Opening Banker. Rights and Liabilities of Negotiating Banker. Negotiation of Documents. Remittance Against Imports. Forward Exchange Contract. Forward Cover Against Exports.

Recommended Books: (Latest Editions)

1. Dr. Asrar H. Siddiqi, Practice and Law of Banking in Pakistan, Royal Book Co. Karachi.

Suggested Readings: (Latest Editions)

1. M. Saeed Nasir, Banking and Finance.
2. Dr. Hassan Mobeen Alam, Money Banking & Finance, Syed Mobin Mahmud & Co.
3. Banking Law and Financial Regulation in Pakistan: The Role of Lender of Last Resort by Muhammad Hassan Idrees
4. Reference Links: <http://sbp.org.pk/index.asp>

Supply Chain Management (SCM) is the coordination and integration of all activities involved in sourcing, procurement, conversion, and logistics. This course provides a comprehensive overview of the key concepts, principles, and practices in modern supply chains. Emphasis is placed on strategic, tactical, and operational decisions, as well as the use of information systems and technologies to improve performance across the supply chain. The course bridges theory and practice through case studies, simulations, and real-world examples from global and local industries.

Course Learning Outcomes:

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

1. Understand the fundamental concepts and importance of supply chain management and the role of technology and digital transformation in SCM.
2. Analyze and design efficient supply chain networks and evaluate sourcing, procurement, production, and logistics decisions.
3. Apply demand forecasting, inventory management, and distribution strategies in practice.

Contents:


1. Introduction to Supply Chain Management: Concepts, Importance, and Evolution.
2. Supply Chain Strategy and Performance Drivers
3. Designing the Supply Chain Network
4. Demand Forecasting in Supply Chains
5. Inventory Management and Control
6. Supply Chain Planning and Coordination
7. Sourcing and Supplier Relationship Management
8. Procurement Processes and Strategies
9. Logistics and Distribution Management
10. Information Technology in Supply Chain (ERP, RFID, Blockchain)
11. Supply Chain Risk Management
12. Green, Sustainable, and Ethical Supply Chain
13. Supply Chain Risk Management
14. Global Supply Chain Challenges and Trends
15. Case Studies and Project Presentation

Recommended Texts:

1. Chopra, S. (2025). *Supply chain management: Strategy, planning, and operation* (8th ed.). Pearson.

Reference Texts:

1. Heizer, J., Render, B., & Munson, C. (2023). *Operations management: Sustainability and supply chain management* (14th ed.). Pearson. ISBN: 9780137643708
2. Wisner, J. D., Tan, K. C., & Leong, G. K. (2021). *Principles of supply chain management: A balanced approach* (6th ed.). Cengage Learning. ISBN: 9780357518393


Lecturer
Malik Firoz Khan
Noon Business School
University of Sargodha

This course relates to the theory and models of financial management applicable for organizations. 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 Outcomes:

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

1. Understand theory and models of financial management.
2. Apply the theory and model of financial in practice.
3. Evaluate the financial decisions and performance of organization, sectors and economy.

Contents:


1. Financial Environment; Time Value of Money; Analysis of Financial statements, Cash Flow and Taxes
2. Basics of Risk and Return: Risk and Return;
3. Bond and their valuation; Stocks and their valuation; Financial Options and their valuation
4. Required Return and Cost of Capital (Debt, Preferred Stock, Common Stock); Weighted Average Cost of Capital, Weight Marginal Cost of Capital;
5. Operating and financial Leverage; Capital Structure Determination; Dividend Policy
6. Investment in Capital Assets: Capital Budgeting and Estimating Cash flows; Capital Budgeting Techniques; Risk and Managerial Options in Capital Budgeting;
7. Intermediate and long term Financing: Capital Markets; Long term Debt, Preferred stock and Common Stock; Term Loans and Leases;
8. International Financial Management

Recommended Texts:

1. Van Horne, J. C., & Wachowicz, J. M. (2009). *Fundamentals of financial management 13th ed.* Pearson.
2. Gitman, L. J., Juchau, R., & Flanagan, J. (2015). *Principles of managerial finance.* Pearson Higher Education AU.

Suggested Readings:

1. Brigham, E. F. *Financial management: Theory and practice (17th Edition).* Cengage Learning Canada Inc.
2. Brealey, R., Myers, S., & Allen, F. (2023). *Principles of Corporate Finance. (14th ed).* New York: McGraw-Hill.


Lecturer
Malik Feroz Khan
Noon Business School
University of Sargodha

A Public Policy and Administration course outline covers the key concepts of public policy and administration, policy cycle and theories of public administration. Students will gain knowledge regarding the working of government as the functional arm of the state. It enhances the skill of students to underpin the understanding about political process, its valuable outcome and how to unleash socio-political activities in our surroundings.

Course Learning Outcomes:

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

1. Understand the theory of public policy and public administration concepts and theory.
2. Develop policy and manage public sector enterprise.
3. Evaluate the public policy and management of public sector organizations

Contents:

1. Public Policy Studies; Basic Concepts; What is Public Policy? Why We Need Public Policy
2. Values and Public Policy
3. Public Policy Studies; Theories; Ideologies; World Views;
4. Public Policy Cycle: Policy Architecture and Design; Agenda Setting and Policy Formulation; Policy Instruments; The Context of Public Policy Making and Implementation
5. Policy Relationships and Networks;
6. Actors in Policy Process
7. Public and Private Administration: Definition, Scope, Relationship with other Social Sciences,
8. Approaches: Traditional, Behavioral and Post Behavioral.
9. Rise of Big Government and the Contributory Factors;
10. Bureaucracy, Concept, Nature and Functions, Max Weber's Ideal type, Criticism and the Changing View of Bureaucracy;
11. Functional Elements of administration:
12. Organization, its types, principles and theories;
13. Planning, Rationale and Principles;
14. Personnel Administration, its techniques and functions;
15. Communication, types and channels.
16. Decision Making: Models and Processes;
17. Administrative Accountability: the role of legislature, judiciary, public advocacy groups, ombudsman and the media.
18. Financial Administration: Budgeting, Auditing and the problems of financial discipline;
19. Public Policy Making with reference to the policy making structures in Pakistan.
20. Administrative Structure of Pakistan: Nature, Organization & Management Processes in the Centre and the Provinces.
21. Public-Private Collaboration and the role of NGOs

Recommended Texts:

- 1 Wheelam, C. (2011). Introduction to public policy. New York: W.W. Norton & Company.
- 2 Kraft, M. E., & Furlong, S. R. (2007). Public policy: Politics, analysis, and alternatives. Los Angeles: SAGE Publishers.
- 3 Lehrke, J. (2014). Public administration and the modern state: Assessing trends and impact. New York: Springer.

Suggested Readings:

- 1 Riccucci, N. M. (2018). Policy drift: Shared powers and the making of U.S. law and policy. New York: NYU Press.
- 2 Jones, C. O. (1984). An introduction to the study of public policy. California: Brooks/Cole Publishing Company.
3. Morgan, J. E. (2011). Principles of administrative and supervisory management. New York: Prentice Hall.
4. Mandal, U., & Rawat, J. (1997). Public administration: Principles of practice. New Delhi: Sarup & Sons.

Managerial Accounting is an essential tool that enhances a manager's ability to make effective business decisions. This course will introduce the student to the principles and practice of managerial accounting. As a discipline, managerial accounting is both a process and a function of supplying managers and employees in an organization with relevant information, both financial and nonfinancial, for making decisions, allocating scarce resources, monitoring, and evaluating performance. Topics include cost concepts, cost classification, cost costing approaches, cost volume profit relationships, job-order costing, variable costing and segment reporting, activity-based costing, and differential analysis. Most important goal of the subject is to equip students with better understanding of the environment in which managerial accounting information are developed & used. Therefore, for students it is necessary to have updated knowledge of cost accounting to make full use of this course

Course Learning Outcomes:

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

1. Distinguish the cost and managerial accounting.
2. Evaluate the managerial accounting system, procedures and reports.
3. Apply the managerial accounting concepts, theory and models in practice.

Contents:

Introduction and Overview: What is Managerial Accounting? Why does Managerial Accounting Matter? Managerial Accounting and Cost Accounting; Concept of cost, Cost objects, Cost elements, Sources and uses of cost data, Cost Classification, Cost behavior analysis and segregation of Costs,

Advance Costing Process: Joint Product costing, By-product costing Process, Cost of production reports with treatment of different losses, Cost of production report with beginning inventories treatments using FIFO and Average Costing Method

Costing Approaches: Absorption Costing, Variable Costing, Activity based Costing; Direct/Variable Costing: Comparison of Variable and Absorption costing, reconciliation of Variable and Absorption Costing Income.

Activity Based Costing (ABC): An overview of ABC; Comparison of Traditional and ABC Product Costs; Designing ABC; ABC and External Reporting; Limitations of ABC

Profit Planning: The Basics of CVP Analysis, Break-Even and Target Profit Analysis, CVP and Cost Structure, Sales Mix; Decision making and breakeven; Segment Reporting: Segmented Income statement, and the Contribution format income statement,

Budgeting for Profit Planning: Why and How Do Organizations Create Budgets? Long term, annual and short term budgeting. Capital Budgeting, Preparation of Master Budget; Cash budget Flexible Budgets, zero based budget and Performance Appraisal

Performance Evaluation and Standard Costing: General Model for Standard Cost Variance Analysis: Material Variance, Direct Labor Variances, Overhead Variances, two, three and four FOH Variance for standard costing, Mix and Yield Variances.

Differential Analysis: Key Concepts of Decision Making; Identifying relevant costs and Benefits; Total cost and Differential Cost Approaches: Adding or Dropping Product lines and other Segments; Make or Buy Decisions; Special Order Decisions; Volume Trade-off Decisions; Sell or Process Further Decision;

Recommended Texts:

1. Matz, U. Cost Accounting Planning and Control (14th ed.). Cincinnati: South-Western Publishers.
2. Brewer, P. C., Garrison, R. H., & Noreen, E. W. (2022). Introduction to managerial accounting. McGraw-Hill.
3. Drury, C. (2018). Cost and management accounting. Belmont, CA, USA: Cengage Learning.

Suggested Readings:

1. Miryala, N., Kiran, A. S., & Jella, S. (2023). Customer's Dilemma: Lease or Buy? Asian Journal of Management Cases, 0(0). <https://doi.org/10.1177/09728201231191578>
2. Arif Iqbal Rana, & Jawaid Abdul Ghani. (2004). Dynamics of Outsourcing in Industrial Clusters: a Study of the Gujrat Fan Industry in Pakistan. Asian Journal of Management Cases, 1(1), 7-24.
3. Ashraf, J., & Rauf, A. (2020). Waseela Foundation: Accounting for Zakat. Asian Journal of Management Cases, 17(1_suppl), S55-S60.
4. Cases and Reports from Chartered Management Accountant Journal by ICMAP https://www.icmainternational.com/management_accountant.aspx

Building on principles of research design this course aims to extend and deepen the understanding of different research approaches and methodologies in order to prepare for research projects in their business discipline. This course will assist in identifying, discussing and formulating a research problem, in selecting and applying appropriate research approaches and methods of inquiry (both quantitative or qualitative), and in presenting their results. Successful completion of this course should be sufficient to undertake a research project.

Course Learning Outcomes:

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

1. develop understanding of the basic framework of research process and report writing.
2. apply various research designs and report writing techniques on real data.
3. Analyze real economic issues / problems of businesses, market, and economies.

Contents:

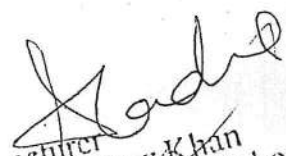
1. Introduction to Business Research: Business Research
2. Scientific Method, the Business Research Process, Errors in Business Research
3. Secondary data and its sources, Data Collection Procedures: The Measurement Process
4. Concepts of validity and reliability, The casual design procedures
5. Data Collection Methods, Observation, Documentary-Historical Method
6. The Survey Method, Data Collection
7. Instruments: Questionnaire, Interview and Scheduling, Problems in Data Collection
8. Sampling: Sampling Concepts, The Sampling Procedures (Types of Sampling)
9. Determining a sample size, Selection of sample. Data Processing and Analysis
10. Basic concepts of data processing: Computer representation, Data Matrix
11. Data Storage Data Processing flow, Editing, Coding, Handling Blank Responses
12. Coding, Categorization, Converting, Weighting, Storing etc. Alternative processing flows
13. Measurement of central tendency, Measurement of dispersion, Hypothesis Testing
14. Bavaria data analysis, Linear Correlation, Simple Regression, The Chi-Square Test
15. Relationships, Multivariate data analysis: Interdependence Methods, Factor analysis

Recommended Text:

1. Ranjit, K. (2010). *Research Methodology*. (3rd ed.). Thousand Oaks: Sage Publications.

Suggested Readings:

1. Emory, C. (2011). *Business Research Methods*. (6th ed.). New York: McGraw Hill.


Lecturer
Mark Firoz Khan
Noon Business School
University of Sargodha

Advanced Accounting in the Professional Competence Course concentrates on conceptual understanding of the advance topics of financial accounting and reporting. The main objective of the course is to give advance knowledge regarding corporate accounting. This course presents an in-depth analysis of advanced accounting topics.

Course Learning outcomes:

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

1. understand the advance topics of Financial Accounting.
2. apply accounting techniques and procedures to specific circumstances like leases, branches, departmental stores, consignment and joint venture etc.
3. evaluate and interpret the Financial Accounting Reports

Contents:


1. Company Accounts; Accounting for Shares: Issue of Shares; Over Subscription and Refunds; Dividend; Treasury Stock; Right Share and Bonus Shares Accounting; Bonds: Issuance; interest on bonds; Adjustments; retirement of bonds; Conversion of bonds into shares.
2. Company Final Accounts
3. Ratio Analysis: Profitability ratios; Short term and long term liquidity ratios; Turn over / management efficiency ratios; Investor Ratios;
4. Branch Accounting
5. Departmental Accounts
6. Hire Purchase; Instalment
7. Consignment; Joint Venture
8. Accounting for Lease
9. Contract Accounting
10. Accounting for Goodwill

Recommended Texts:

1. Arif, M. and Afzal, S. (2023). *Advanced Accounting*. Azeem Academy.
2. Mukherjee, A., & Hanif, M. (2014). *Modern Accountancy*. Tata McGraw-Hill.
3. 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.

Suggested Readings

1. Ghani, M. A., Latest Edition



Lecturer
Malik Eiroz Khan
New Education School
University of Sargodha

This course will explore the theories and practices of classical and contemporary portfolio management. Besides, the module is intended to extend further ability to understand, critically evaluate, and carry out analytical and empirical research in the subject area, particularly in capital markets. Published research papers will be discussed and critique the most motivation for empirical research, the connection between theory and empirical work particularly in context of banking mutual funds alongside the research design typically used, and the methods of analysis typically employed.

Course Learning Outcomes:

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

1. understand main themes of investment management.
2. explain and become aware of the practical implications of advanced portfolio management concepts for banks and possible research avenues.
3. become aware of the relevant empirical finance research.

Contents:

1. Definition and Importance of Investment, Investment Goals and Objectives.
2. Basic Concepts: Risk, Return, Liquidity Understanding Investment Companies.
3. Types of Indirect Investment (e.g., Mutual Funds, ETFs).
4. Introduction to International Investing. Overview of Security Markets.
5. Market Indices: Construction, Purpose, and Major Global Indices. Measuring Returns: Realized vs. Expected Returns.
6. Risk Metrics: Standard Deviation, Variance, Beta. Portfolio Risk Metrics.
7. Correlation and Covariance Introduction to Modern Portfolio Theory (MPT).
8. Dealing with Uncertainty in Investments. Techniques for Calculating Portfolio Risk.
9. Analyzing the Impact of Diversification. Approaches to Asset Allocation.
10. Efficient Frontier and Optimization. Capital Asset Pricing Model (CAPM).
11. Security Market Line (SML). Arbitrage Pricing Theory (APT).
12. How Securities are traded. Common Stock Valuation and Investment Strategies
13. Company, Sector and Economy Analysis.
14. Types of Market Efficiency: Weak, Semi-strong, Strong.
15. Implications of Efficient Market Hypothesis. Impact of Macroeconomic Factors on Markets.
16. Technical Indicators and Chart Patterns.

Recommended Texts:

1. Jones, C. P. (2019). *Investments: analysis and management*. (14th ed.). Hoboken: John Wiley & Sons.
2. Reilly, F. K., & Brown, K. C. *Investment Analysis and Portfolio Management*. (10th ed.). New York: McGraw Hill publishers.

Suggested Readings:

1. Bodie, Z., Kane, A., & Marcus, A. (2013). *Ebook: Essentials of investments: Global edition*. McGraw Hill.
2. Alexander, G. J., Sharpe, W. F., & Bailey, J. V. (2001). *Fundamentals of investments*. Pearson Educación.

This course provides an overview of project planning and management in the context of the public sector. It covers the key concepts and principles of project management, including project initiation, planning, execution, monitoring and control, and project closure. Students will also learn about the challenges and opportunities of managing public sector projects, including working with stakeholders, managing budgets, and ensuring accountability.

Course Learning Outcomes:

Upon completion of the course students will be able to:

1. Understand the concepts and theory of project management and planning
2. Design and manage projects.
3. Evaluate different projects.

Contents:


1. Introduction to Project Management
 - Definition and Principles of Project Management
 - Types of Projects in Public Sector
 - Project Management Framework
2. Project Initiation and Planning
 - Identifying Project Objectives and Scope
 - Project Stakeholder Identification and Management
 - Project Feasibility Analysis
 - Project Planning and Scheduling
 - Resource and Budget Planning
3. Project Execution
 - Project Team Management
 - Risk Management
 - Quality Management
 - Procurement Management
4. Project Monitoring and Control
 - Project Performance Measurement and Reporting
 - Change Control and Configuration Management
 - Project Evaluation and Lessons Learned
5. Project Closure
 - Project Closeout Procedures
 - Project Transition and Handover
 - Post-Implementation Review
6. Challenges and Opportunities in Public Sector Project Management
 - Managing Political and Legal Constraints
 - Managing Public Accountability
 - Managing Interagency and Interdepartmental Cooperation

Recommended Texts:

1. Project Management in the Public Sector: Challenges, Concepts, and Practices by David Wirick
2. Project Management for the Public Sector by Bernie Trilling

Suggested Readings:

1. Public Sector Project Management: Meeting the Challenges and Achieving Results by David Wirick and James S. Pennypacker
2. Handbook of Public Sector Project Management by David S. Kassel


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

Course Goals and Learning Objectives:

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

Course Topics

Unit-I: Fundamental Principles of Islam

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

Unit-II: Riba, its Prohibition and types of Riba

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

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Unit-III Business & Finance Contracts in Islam

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

Unit-IV Islamic Economic System and Its Comparison

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

Unit-V Financial System and Islamic Finance Institutions

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

Unit-VI Shariah Framework and Philosophy

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

Unit-VII Islamic Financial Institutions and Products

- Loans and Debt in Islamic Commercial Law
 - Takaful: An Alternative to Conventional Insurance
 - Sukuk and Securitization: Vital Issues in Islamic Capital Markets
 - An Appraisal of Common Criticism of Islamic Banking and Finance
 - Islamic Assets and Fund Management, The Way Forward
 - Participatory Modes: Shirkah and its Variants
 - Financing Principles and Practices
 - Musharikah
 - Diminishing Musharikah
 - Mudarabah
 - Salam
 - Istisna
 - Mu'ajjal
 - Murabahah
 - Ijarah
 - Qard-e-Hassani
 - New Product development and emerging issues in Islamic finance
-

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

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

Unit-IX Case Studies and Real-World Applications

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

Textbooks

1. Usmani, M. T., *An Introduction to Islamic Finance* Maktaba Ma'ariful Qur'an, Karachi, Pakistan.
2. Ahmad, A., *Islamic Principles of Business & Finance: A Gateway to Success*, (2023) Azeem Group of Publications, Lahore, Pakistan
3. Ayub, M. *Understanding Islamic Finance*, John Wiley and Sons Ltd, England.
4. *Islamic Finance Qualification* (latest edition), Chartered Institute of Securities & Investment

Suggested Readings

1. Ahmad, A. (2022), *Banking Laws and Practices in Pakistan* (First Edition), Azeem Academy, Pakistan.
2. Ahmad, A. (2016), *Comparative Study of Islamic Banking in Pakistan: Proposing and Testing a Model*, LAP LAMBERT Academic Publishing, Germany. ISBN 978-3-659-89722-3.
3. Siddiqui, A. H. (2007), *Practice and Law of Banking in Pakistan*, 8th Edition, Royal Book Company, Karachi, Pakistan.
4. Ed. Zeenat Zuhairi, "*Meezanbank's Guide to Islamic Banking*," Karachi: Darul-Ishaat, (latest edition)
5. *A basic guide to contemporary Islamic banking and finance* Vol. 1, Houston, TX: Rice University, (latest edition)
6. *Critical Issues on Islamic banking and financial markets*, Author House (latest edition)
7. *Introduction to Islamic Finance* (latest edition)
8. El-Garnul, M. A. *Islamic Finance: Law, Economics, and Practice* Cambridge University Press, New York, USA.
9. *Islamic Finance Qualification: Securities and Investment Institute*, London, UK.
10. *SIIP Islamic Banking Bulletin*

This course provides a general overview of theory, policy, systems and institutions of international trade. Course typically covers trade theories (Comparative Advantage, Heckscher-Ohlin), gains from trade, the impact on welfare/distribution, policy instruments (tariffs, quotas, subsidies), the political economy of trade decisions (lobbying, national security), the role of international bodies like the WTO, and modern agreements (FTAs, services, IP). The structure moves from basic models to real-world applications, analyzing *why* countries trade, *how* policies affect outcomes, and the *evolution* of the global trade system, often using mathematical models for rigor.

Course Learning Outcomes:

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

1. Understand the basics of international Trade, trade policies, and regulatory framework.
2. Analyze the international trade trends, policies, and regulatory frameworks.
3. Apply the concepts in practice.

Course Contents:

1. Foundations of Trade Theory:
 - Introduction: Why study trade? Basic concepts (autarky vs. trade).
 - Absolute & Comparative Advantage (Smith, Ricardo).
 - Gains from Trade, Opportunity Costs, Free Trade Equilibrium.
 - Standard Trade Models (Ricardian, Heckscher-Ohlin, Specific Factors).
2. Trade Policy Instruments & Effects
 - Introduction to Harmonized System (HS)
 - Introduction to Standard International Trade Classifications (SITC)
 - Tariffs & Quotas: Analysis of welfare, income distribution, winners/losers.
 - Subsidies, Dumping, Anti-Dumping Duties.
 - Non-Tariff Barriers (NTBs).
 - Export promotion and import substitution
3. Trade and Regulatory Policies
 - Sanitary and Phytosanitary measures
 - Technical regulations and conformity assessment
4. Political Economy of Trade Policy
 - Arguments for Protection (Infant Industry, National Security, Jobs).
 - Strategic Trade Policy.
 - Domestic Politics: Lobbies, Interest Groups, Voter Preferences.
5. The Global Trading System
 - History: From GATT to the WTO.
 - WTO Principles: MFN, National Treatment.
 - WTO Dispute Settlement.
6. Contemporary Issues & Agreements
 - Economic Integration: Regional and Bilateral Trade Agreements (FTAs), Customs Unions.
 - Trade in Services, Intellectual Property (TRIPS).
 - Globalization, Supply Chains,
 - Trade Creation vs trade diversion
 - Trade wars and protectionism
 - Trade & Environment, Climate change, sustainability
7. Trade Policy and Global Value Chains
 - Rules of origin
 - Regulatory fragmentation
8. Trade Policies and Regulatory Framework of Pakistan

Recommended Texts:

1. Salvatore, D. (2016). International economics (11th ed.). New York: John Wiley & Sons.
2. Krugman, P. R., Obstfeld, M. & Melitz, M. J. (2018). International trade (11th ed.). London: Pearson

Suggested Readings:

1. Pugel, T. A. (2016). International economics. Toronto: McGraw-Hill Education
2. Feenstra, R. C., & Taylor, A. M. (2021). *International trade* (6th ed.). Worth Publishers.
3. Relevant Web Links:
<https://wits.worldbank.org/>
<https://www.wto.org/>
<https://fbr.gov.pk/categ/customs-tariff/51149/70853/131189>
<https://unstats.un.org/unsd/trade/sitcrev4.htm>

This course will introduce the basic principles in artificial intelligence. Students will learn representation schemes, problem solving paradigms, constraint propagation, and search strategies. Explore different areas of AI application such as knowledge representation, natural language processing, expert systems, vision and robotics. At the end of the course the students will be able to: Knowledge of current progresses related to AI. It provides the most fundamental knowledge to the students so that they can understand what the AI is. The objective of this course is to provide knowledge of AI principles and techniques by introducing AI's fundamental problems, and the state-of-the-art models and algorithms used to undertake these problems.

Course Learning Outcomes:

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

1. Understand the concepts of Artificial Intelligence.
2. utilize Artificial Intelligence tools in business and commerce.
3. Apply the Artificial Intelligence tools in solving practical problems.

Contents:

1. Introduction: What is AI, Foundations of AI, History of AI. Intelligent Agents: Agents and Environments, The Nature of Environments, The Structure of Agents
2. Problem Solving by Searching: Problem Solving Agents, Searching for Solutions, Uninformed Search Strategies.
3. Breadth-First Search, Depth-First Search, Depth-limited Search, Iterative Deepening, Depth-first Search, Comparison of Uninformed Search Strategies.
4. Informed Search and Exploration: Informed (Heuristic) Search Strategies
5. Constraint Satisfaction Problems: Backtracking Search for CSPs, Local Search for CSPs. Adversarial Search: Games, Minimax Algorithm, Alpha-Beta Pruning.
6. Reasoning and Knowledge Representation: Introductions to Reasoning and Knowledge Representation, Propositional Logic, First Order Logic
7. Inference in First-Order Logic: Inference rules for quantifiers, A first-order inference rule, Unification, Forward Chaining, Backward Chaining, A backward chaining algorithm
8. Introduction to Prolog Programming
9. Reasoning Systems for Categories, Semantic Nets and Description logics, Reasoning
10. Reasoning with Uncertainty & Probabilistic Reasoning: Acting Under Uncertainty
11. Representing Knowledge in an Uncertain Domain, The Semantics of Bayesian Networks.
12. Learning from Observations: Forms of Learning, Inductive Learning, Learning Decision Trees
13. Knowledge in Learning, Explanation-Based Learning, Inductive Logic Programming. Statistical Learning, Neural Networks

Recommended Texts:

1. Russell, S., Norvig, P. & Canny, J. (2003). Artificial intelligence: a modern approach. New York: Prentice Hall/Pearson Education.
2. Levitin, A. (2007). Introduction to the design & analysis of algorithms. Boston: Addison-Wesley.

Suggested Readings:

1. Jones, M. (2008). Artificial intelligence: a systems approach. Hingham, MA: Infinity Science Press.

This course on financial statement analysis provides with a fundamental understanding of how to interpret accounting data presented in financial statements issued by corporations. The course introduces and analyses the relationship between business activities (planning, financing, investing and operating) and financial statements. It demonstrates popular tools and techniques in analyzing and interpreting financial statements with an emphasis on the need of users of financial statements.

Course Learning Outcomes:

Upon completion of the Course students will be able to:

1. list and differentiate between the important components of basic financial statements.
2. explain financial statements' ratios and design Excel sheets and graphs for financial statements analysis.
3. assess the quality of financial reports and evaluate the quality of the reported earnings and cash flows.

Contents:

1. Introduction to accounting & accounting principles, Generally accepted accounting principles (GAAP) & Accounting cycle
2. Balance sheet, income statement, Expenditures Vs. Expenses
3. closing entries, Statement of Cash flows, Parts of cash flow statement
4. Notes to financial statements, Accounting policies & inventory accounting policies
5. Depreciation accounting policies, Methods of computing depreciation
6. Annual report generated by business & Audit's report
7. Types of business, Using Financial Statements Information
8. Financial Statement Analysis & Ratio Analysis
9. Vertical & horizontal analysis
10. Company ratio Analysis: Profitability Ratio; Efficiency Ratios; Short Term Liquidity Ratios; Long Term Liquidity Ratios; Investor Ratio;
11. Specialized firms and industry ratios: Banks; Insurance, Utilities; etc.

Recommended Texts:

1. Gibson, C. H., & Frishkoff, P. A. (2004). *Financial statement analysis: using financial accounting information*. (13thed). London: John Wiley & Sons.

Suggested Readings:

1. Foster, G. (1986). *Financial Statement Analysis*. (3rd ed.). New Delhi: Pearson Education India.
2. Robinson, T. R. (2020). *International financial statement analysis*. London: John Wiley & Sons.

Introduces the 17 Sustainable Development Goals (SDGs) adopted by the United Nations as a global framework for ending poverty, protecting the planet, and ensuring prosperity for all by 2030. It explores the relevance of SDGs to business, trade, finance, and responsible economic development. The course is designed to equip commerce students with an understanding of sustainability in business decision-making, ethical practices, and long-term social and environmental impact.

Course Learning Objectives:

1. Understand the background, structure, and purpose of the 2030 Agenda for Sustainable Development.
2. Analyze the interconnection between commerce and sustainable development.
3. Critically examine how businesses and governments can support specific SDGs.
4. Identify opportunities for sustainable entrepreneurship and corporate responsibility.
5. Propose solutions for local and global sustainability challenges

Learning Outcomes

Upon successful completion, students will be able to:

- Describe and explain the 17 SDGs and their targets.
- Analyze the role of business and commerce in achieving sustainable development.
- Evaluate case studies where businesses successfully integrate SDG principles.
- Suggest sustainable strategies for real-world business problems.

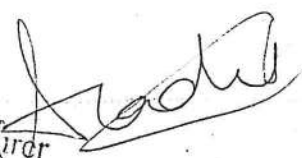
Contents:

- 1 Introduction to Sustainable Development and the 2030 Agenda
- 2 Overview of the 17 SDGs: Goals, Targets, and Indicators
- 3 SDG 1–2: No Poverty, Zero Hunger – Economic Inequality and Food Security
- 4 SDG 3–4: Good Health & Well-being, Quality Education – Human Capital Development
- 5 SDG 5–6: Gender Equality, Clean Water and Sanitation – Inclusive Business Practices
- 6 SDG 7–8: Affordable Clean Energy, Decent Work and Economic Growth – Sustainable Employment
- 7 SDG 9–10: Industry, Innovation, Infrastructure and Reducing Inequality
- 8 SDG 11–12: Sustainable Cities, Responsible Consumption and Production
- 9 SDG 13–14: Climate Action, Life Below Water – Corporate Environmental Responsibility
- 10 SDG 15–16: Life on Land, Peace, Justice and Strong Institutions
- 11 SDG 17: Partnerships for the Goals – Global Trade and CSR Collaboration
- 12 Role of Businesses and Commerce in Achieving SDGs: ESG Reporting, B-Corps, Sustainability Audits
- 13 Role of Governments, NGOs, and International Organizations
- 14 Local and Regional Case Studies (Pakistan & South Asia)

Recommended Readings:

1. United Nations. Department of Economic and Social Affairs Sustainable Development. <https://sdgs.un.org/goals>
2. United Nations. (2015). *Transforming our world: The 2030 Agenda for Sustainable Development*. <https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf>

3. World Bank Reports on Sustainable Development (www.worldbank.org)
4. Swain, R. B., & Dobers, P. (Eds.). (2025). *Routledge Handbook of the UN Sustainable Development Goals: Research and Policy*. Routledge.
5. Sörensson, A., & Ghannad, N. (2025). *Agenda 2030 and Its Sustainable Development Goals: Successful Innovations from International Businesses*. Palgrave Macmillan.


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45. BUSC-6135 Enterprise Resource Planning and Business Technologies 3(1 - 2)

This course provides students with an understanding of what Enterprise Systems (also commonly termed as Enterprise Resource Planning Systems, ERPs) are. The course is basically meant for introducing ERP Systems, which provides for integrating planning throughout the business cycle from raw-materials, shop floor control to the related human-resource and finance processes. The course discusses the role of ERP Systems and Software to reduce inventories, waste, scrap, and rework and how to utilize resources efficiently. Functional modules will be given special emphasis to make the users feel the practical world of enterprise planning and its impact on the bottom line of financial statements. This course systematically presents several conceptual and pragmatic methodologies, tools and techniques for various phases of implementation in an enterprise. After learning about what these systems are, we would touch upon why these systems are useful to companies, through which students would get to see the various jobs and positions that are associated with the use and deployment of ERPs.

Course Learning Outcomes:

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

1. Understand the basics of concepts, theory and enterprise systems.
2. Develop and manage the ERP System for organizations.
3. Evaluate and improve the ERP systems of organizations.

Contents:


1. Introduction to Enterprise Resource Planning Systems.
2. ERP Technology.
3. ERP and Business Process Reengineering.
4. Systems Diagramming and the Process Map.
5. ERP Life Cycle: Planning and Package Selection.
6. ERP Life Cycle: Implementation and Operation and Maintenance.
7. ERP Sales, CRM and Knowledge Management.
8. ERP Financials.
9. Human Capital Management
10. Self-Service and Outsourcing.
11. Manufacturing Systems and Supply Chain.
12. Auditing ERP
13. Business Intelligence
14. Performance Management.

Recommended Texts:

1. Bradford, M. (2015). Modern ERP: select, implement, and use today's advanced business systems. (3rd ed.). Morrisville: Lulu.
2. Olson, D. L. (2003). Managerial issues of enterprise resource planning system, (1st ed.). Pennsylvania: McGraw-Hill, Inc.

Suggested Readings:

1. Wagner, B., & Monk, E. (2008). Enterprise resource planning a complete guide. Independence Kentucky: Cengage Learning.
2. Srivastava, D., & Batra, A. (2010). ERP systems. New Dehli, IK: International Publishing House.


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The principal objective of this course is to gain knowledge in the field of human resource management and enabling them to understand the human resource functions and practices in banks/organization for improved performance and help create a transparent organizational culture and maintain competitive advantage. The course also provides an overall understanding of organizational behavior concepts to assist in recognizing organizational structure, culture and development concepts so that they are better equipped to perform in the organization, make informed decisions and effectively manage supervisors and subordinates for enhanced performance.

Course Learning Outcomes:

Upon completion of the course students will be able to:

1. understand concepts and theory of human resource management
2. to perform the human resource management functions in different organizations.
3. to make informed decisions and effectively manage supervisors and subordinates for enhanced performance.

Contents:

1. Concepts of human resource management
2. Human Resource Challenges
3. Human Resource Functions
4. Philosophical approaches to Human Resource Management Job Design and Analysis
5. An overview of Job design
6. Techniques of job design, Job analysis
7. Planning & Recruitment
8. Significance of Human Resource Planning, The planning process, the implementation of program
9. Recruitment & selection policy issues, Source of recruitment, Selection process & procedure
10. Evaluation of Human Resource Planning & Recruitment, Career
11. Planning & Development: Promotion, Anachronism, Demotion
12. Separation., Training and Development
13. Significance of training & development, Principles of training & development
14. Training & development methods, Evaluation of training & development

Recommended Text:

1. Werther, W. B & Davis, K. *Human Resource & Personnel*. New York McGraw Hill.

Suggested Readings:

1. Bazerman, M. H., & Gino, F. (2012). Behavioral ethics: Toward a deeper understanding of moral judgment and dishonesty. *Annual Review of Law and Social Science*, 8(1), 85- 104.

47. BUSC- 6141**Corporate Finance****3(3 - 0)**

This course will educate the students about the basics concepts like stock prices, sharing profits (dividends), and how companies get money (borrowing or selling shares). Students will learn how companies raise funds, from getting help from investors (venture capital) to selling shares to the public. Students will also explore important decisions companies make, like how much profit to share, how much to borrow, and how to manage risk both at home and abroad. In addition, students will found different types of loans, how companies manage their everyday finances, and even how big companies sometimes join forces!

Course Learning Outcomes:

Upon completion of the course, students are able to:

1. understand key concepts, theories and models of corporate finance.
2. evaluate different financing strategies and their impact on a company's value and risk management techniques and their importance.
3. develop critical thinking skills to apply financial management principles to real-world scenarios.

Contents:

1. An Overview of Corporate Financing: Book value vs. market value; dividend, stockholders' rights, classes of stocks and convertible securities
 - 1.1 Analyze stockholder rights and different types of stocks.
 - 1.2 Discuss the concept of dividends and payout policies.
2. Corporations Issue securities, Venture capital, the underwriters, General Cash offers by public companies and the private placement.
 - 2.1 Learn about different ways companies raise capital, including issuing securities.
 - 2.2 Explore the role of venture capital and underwriters in public offerings.
 - 2.3 Compare and contrast public offerings and private placements
3. Corporate Payout Policy, Does Debt Policy Matter, How much should a corporate borrow
 - 3.1 Analyze the concept of payout policy and dividend decisions.
 - 3.3 Evaluate the impact of debt on a company's financial health.
 - a. Discuss factors influencing optimal debt levels for a corporation.
 - b. Class debate: Should companies prioritize debt or equity financing?
4. Financing and Valuation, Credit Risk and the value for corporate debt
 - 4.1 Explore the concept of financing and its impact on company valuation.
 - 4.2 Analyze different types of credit risk and their implications for debt financing.
 - 4.3 Evaluate how credit risk affects the value of corporate debt.
 - 4.4 Case study
5. The Many different kinds of debt, leasing, Managing Risk, managing International risk
 - 5.1 Learn about various debt instruments, including bonds and leases.
 - 5.2 Explore risk management techniques used by companies.
 - 5.3 Analyze specific strategies for managing international financial risk
- 6 Working Capital Management
 - 6.1 Understand the importance of working capital management for a company.
 - 6.2 Analyze strategies to optimize a company's working capital.
 - 6.3 Learn about managing cash flow, inventory, and receivables.
 - 6.4 Case study
- 7 Mergers and Corporate Restructuring
 - 7.1 Explore the different types of mergers and corporate restructuring.
 - 7.2 Evaluate the financial considerations behind mergers and acquisitions.
 - 7.3 Case Study: Excessive Use of Debt. https://doi.org/10.1142/9789813148895_0002
Banking Industry Meltdown: The Ethical and Financial Risks of Derivatives

Recommended Books:

1. Brealey, R., Myers, S., & Allen, F. (2023). Principles of Corporate Finance. (14th ed). New York: McGraw-Hill.

Suggested Reading:

1. Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2018). Corporate Finance, 2010]. Fun.

Case studies:

1. Case Study: Awami Supermarkets Ltd. Interpreting financial statements
2. Case Study: Churagh Din Lights Private Ltd. Evaluating capital expenditure
3. Case Study: Ray Laboratories Ltd. Buying a new subsidiary company
4. Case Study: Khan Bahadur Industries Ltd. Restructuring a sick unit.

Modern business landscape has been transformed by digitization and virtualization. Modern businesses do not need physical location, infrastructure, and workspace. This course introduces students to the digital business models and markets and enable them to understand their functionality, organization, and value chains. The course has tries to embed modern day examples of digital business models to elaborate contemporary forms of businesses and their organization. Lastly, the course also sheds some light on the organization of digital markets.

Course Learning Outcomes:

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

1. Understand the concept of business models and their relevance to the decision making
2. Learn distinguishing features of digital businesses and markets
3. Understand various forms and classifications of digital business models
4. Understand the technologies and applications for e-payment and cryptocurrency.

Contents:

1. **Digital Businesses and Markets:** Nature and organization of digital businesses and markets; Actors, interaction patterns, and value exchange in digital businesses and markets; Activities of digital businesses; Digital user structure; Critical success factors of digital businesses; Mobile business; Social media business
2. **Business Models:** Traditional business models: Brick and mortar structure; Classifications of business models; Integrated business models; Levels and goals of business models
3. **Digital Business Technology and Regulations:** Digital business technology: Client server interaction, web services, www technologies, digital business architecture; Human machine interaction; Digital business security: cyber security, threats in computer networks, cryptography, block chain; Digital payment systems and processes; Regulating digital businesses
4. **Internet of Things:** Internet of Things: introduction, scope and infrastructure; Application of IoT: factories, cities and human, retail environments etc.; Success factors of IoT; IoT, robotics, and industrial automation; IoT behavior: industry and consumer
5. **Artificial Intelligence, Big data, and cloud computing:** AI services and applications; Big data: relevance and growth; Cloud computing: relevance and value
6. **Digital Ecosystem, disintermediation, and disruption:** Digital Ecosystem: structure and functioning; Organizational and operational model of digital ecosystem; knowledge creation, value creation, and value capture in digital ecosystem; Digital disintermediation: scope and role in value creation; Cost benefit analysis of digital disintermediation; Digital disruption: Case of nextflix
7. **B2C business models:** Classifications and scope; Content business model: Value chain, assets, and competencies; Application of content business model: e-information, e-entertainment, e-infotainment, e-education; Case studies: Wikipedia, YouTube; Commerce business model: Value chain, assets, and competencies; Application: e-attraction, e-negotiation, e-transaction, e-tailing; Case studies: eBay, Amazon; Context business model: Value chain, assets, and competencies; Application: e-search, e-catalogue; Case study: bing; Connection business model: Value chain, assets, and competencies; Application: intra-connection, inter-connection: Case study: LinkedIn; Hybrid Business models: nature and drivers of hybrid business models; Case: Google
8. **B2B Business Models:** Digital sourcing business model: Value chain, core assets, and core competencies; Digital sales business model: Value chain, core assets, and core competencies; Digital supportive collaboration business model: Value chain, core assets, and core competencies; Digital service broker business model: Value chain, core assets, and core competencies
9. **Digital Strategy and E-Commerce:** Forces of digital strategy; Digital business value chain; Strategy development for e-businesses; Digital leadership; Digital transformation; Digital organizations; Digital teams; Digital marketing strategy and marketing mix; Digital procurement; Digital business implementation
10. **Online markets:** Online markets: Nature and scope; Organization of online markets; Players in online markets; Trading in online markets: value vs threats
11. **E-Payment and Block chain:** Payment fundamentals; Different types of payment; security mechanisms; E-payment Security; Credit Card Security: SSL/TLS, SET; Stored-Value Cards; Internet Payment Systems; Mobile Payment Systems; Electronic Cash; Micropayments; Cryptocurrency:

Blockchain; Virtual Money; Peer-To-Peer Payment Systems, Electronic Banking; Electronic Invoice Presentment and Payment

Recommended Texts:

1. Digital Business and Electronic Commerce: Strategy, Business Models and Technology by Bernd W. Wirtz, Springer.
2. Digital Business models: Concepts, models, and the Alphabet case studies by Bernd W. Wirtz, Springer.
3. Platform Revolution: How Networked Markets are Transforming The Economy—And How To Make Them Work For You by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary, W. W. Norton & Company
4. Protocols for Secure Electronic Commerce, 3rd Edition by Mostafa Hashem Sherif, CRC Press 2016.

Suggested Readings:

1. Digital Business Models: Driving Transformation and Innovation edited by Annabeth Aagaard, Springer
2. Computer Security: Principles and Practice (3rd Edition) by William Stallings and Lawrie Brown, Publisher: Prentice Hall, 2014.

The Capstone Project provides an opportunity for students to engage in high-level inquiry focusing on an area of specialization i.e. Banking, Finance or Marketing. Capstone projects will be inquiry and practice-centered and will draw upon areas of interest to the student and focus on combining various aspect learned throughout the program such as philosophy, sociology, research, quantitative skills, and report writing among others. All capstones aim to bridge theory and practice and are aimed to have an impact on the professional life of students.

Course Learning Outcomes:

Upon completion of the course students will be able to:

1. to manage the dynamics of a diverse team (both peers and supervisors)
2. to communicate with and balance the interests of multiple stakeholders.
3. Synthesize and apply technical knowledge acquired in other courses to real-life problems.
4. Think broadly and critically about the implications of technical design choices: from data collection to assessment of the downstream socio-technical impact.

Contents:

1. Introduction of various types of research and their methodology
2. Contents of a standard capstone report/project/article.
3. Thinking research project, Explaining Research Problem, Explaining Research Design,
4. As extensive class room discussion on research ideas and finalizing of research topic broadly.
5. Discussing Plagiarism documents of HEC (available on HEC website)
6. Learning Turnitin software. Visual demonstration of Plagiarism test.
7. Testing and generating report of individual research projects.
8. Philosophical foundation. Research problem,
9. Research Questions, objectives and significance of study.
10. Literature Review and Sources and Data basis from where research papers can be downloaded.
11. Ethics in citation. (in Computer Lab).
12. Measurement and scaling techniques. Testing for reliability and validity. Test of practicality,
13. Summation of scales. (in Computer Lab), Methodology Data Collection process.
14. Data collection will be started in this week.
15. A Comprehensive demonstration of Principal Component Analysis & Factor Analysis.
16. Section from their instructor. Coding a questionnaire and entering data
17. Learning SPSS and AMOS and performing analysis
18. Understanding outputs (PCA/FA/Regression), Interpretation of results (in Computer Lab)
19. Writing research analysis part. Student will complete and present his/her analysis
20. Complete write up of analysis section and submit.
21. 2 Styles of referencing and bibliography, various styles of referencing (APA and others),
22. Funding Agencies in Pakistan,
23. Downloading and filling sponsorship forms of funding agencies NRPB research grant HEC

Recommended Texts:

1. Krishnaswami, O. R., & Ranganatham, M. (2011). Methodology of Research in Social Sciences (4th ed.). Mumbai: Himalaya Publishing House.

Suggested Readings:

1. Kothari, C. R. (2013). Research Methodology: Methods and Techniques (2nd ed.). New Delhi: New Age International Pvt Ltd Publishers.

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