

GEN-3101		Functional English	Credit Hrs. 3(3-0)
Week	Lecture	Topics	Activity
Week 1	Lecture 1	Introduction To Grammar: Role of Grammar in Communication, Course Overview	
	Lecture 2	Sentence Elements: Subject, Verb, Object, Complement, Predicate, Sentence Agreement	
	Lecture 3	Parts of Speech: Noun, Pronoun, Verb, Adjective, Adverb, Conjunction, Interjection, Preposition Noun: Proper Noun, Common Noun, Abstract Noun, Concrete Noun, Collective Noun, Compound Noun, Countable Noun, Uncountable Noun	
Week 2	Lecture 1	Pronoun: Personal Pronoun, Possessive Pronoun, Indefinite Pronoun, Relative Pronoun, Intensive Pronoun, Demonstrative Pronoun, Interrogative Pronoun, Reflexive Pronoun	
	Lecture 2	Adjective: Descriptive, Demonstrative, Possessive, Interrogative, Indefinite, Compound Adjectives, Adjectives of Number or Adjectives Of Quantity (Definite Numeral Adjectives, Indefinite Numeral Adjectives, Distributive Numeral Adjectives) Verb: Action Verb, Compound Verb, Transitive and Intransitive Verb, Auxiliary Verb, Modal Verb, Phrasal Verb, Regular, Irregular Verbs	
	Lecture 3	Adverb: Adverb of Manner, Adverb of Time, Adverb of Place Prepositions: Types of Preposition (Functional Types: Preposition of Time, Preposition of Place, Preposition of Direction/Movement) Types of Preposition (on the Basis of Structure): Double Prepositions, Compound Prepositions, Participle Prepositions, Phrase Prepositions	
Week 3	Lecture 1	Conjunction: Coordinating Conjunction, Correlative Conjunction, Subordinating Conjunction	
	Lecture 2	Interjection: Emotive Interjection, Volitive Interjection, Cognitive Interjection	
	Lecture 3	Articles: Definite and Indefinite, Usage Rules, Exceptions Parts of Speech: Practice- Identification, Correction Exercises	
Week 4	Lecture 1	Sentence Structure: Sentence Basics (Simple, Negative, Interrogative); Types By Structure: Simple, Compound, Complex, Compound-Complex; Types by Function: Declarative, Interrogative, Imperative, Exclamatory	Assignment#1
	Lecture 2	Tenses: Present, Past and Future Tense: Rules and Exercises	
	Lecture 3	Voice: Active and Passive: Introduction, Definition of Voice, Transformation Rules for all Tenses, Passive of Imperatives	
Week 5	Lecture 1	Voice Practice: Conversion Exercises, Correcting Passive Misuse	
	Lecture 2	Unified Sentences in English: Definition, Coherence, Unity, Logical Flow	
	Lecture 3	Unified Sentences (Continued): Use Of Transitional	

		Devices, Maintaining Paragraph Unity	
Week 6	Lecture 1	Phrases: Introduction, Structure and Types: Noun, Verb, Adjective, Adverb, Prepositional Phrases Phrase Practice: Usage in Writing, Combining Phrases	Quiz #1
	Lecture 2	Clauses: Introduction Difference between Clause and Phrase	
	Lecture 3	Types of Clause: Independent Clause, Dependent Clause Types of Dependent Clauses: Noun, Adjective, Adverb Clauses with Examples	
Week 7	Lecture 1	Punctuation (Basics): Full Stop, Comma, Question Mark, Exclamation Mark	
	Lecture 2	Advanced Punctuation: Semicolon, Colon, Apostrophe, Quotation Marks, Parentheses	
	Lecture 3	Advanced Punctuation (Continued): Brackets, Braces, Dash, Hyphen, Ellipsis	
Week 8	Midterm		
Week 9	Lecture 1	Spelling Rules: Common Spelling Rules (E.G., -Ie/-Ei, Silent Letters, Homophones), Doubling Consonants, Silent Letters (Kn, Wr, Gh)	
	Lecture 2	Spelling Rules (Continued): Suffixes (-Ing, -Ed, -Able), Confusing Pairs (Their/There/They Are, Affect/Effect)	Assignment#2
	Lecture 3	Reading Comprehension: Definition, Levels of Comprehension, Principles/Rules of Comprehension	
Week 10	Lecture 1	Reading Comprehension (Continued): Literal, Inferential	
	Lecture 2	Reading Comprehension (Continued): Evaluative Reading; Skimming and Scanning Techniques	
	Lecture 3	Comprehension Practice: Exercises On Reading between and Beyond the Lines, Answering Questions	
Week 11	Lecture 1	Discussion Skills: Introduction and Importance	
	Lecture 2	Discussion Skills (Continued): Strategies-Turn-Taking, Active Listening, Using Transitions, Asking Clarifying Questions, Agreeing/Disagreeing Politely	Quiz #2
	Lecture 3	Discussion Practice-Topics: Narrating Past Events, Comparing Ideas, Expressing Opinions	
Week 12	Lecture 1	Listening Skills: Introduction, Types of Listening: Active, Reflective, Critical, Appreciative, Empathetic; Common Listening Barriers	
	Lecture 2	Listening Practice: Note-Taking, Summarizing Audio/Video Clips, Identifying Key Ideas	
	Lecture 3	Listening Practice: Listening to Documentaries for Main Ideas	
Week 13	Lecture 1	Translation Skills: Introduction Types of Translation: Literal, Contextual, Idiomatic, Communicative	
	Lecture 2	Translation Skill: Basic Rules for Urdu to English Translation and Sentence Structure	
	Lecture 3	Translation Practice: Urdu To English Sentence and Paragraph Translation	

Week 14	Lecture 1	Paragraph Writing: Introduction, Parts of a Paragraph: Topic Sentence, Supporting Details, Coherence, Conclusion	
	Lecture 2	Paragraph Practice: Descriptive, Narrative, Argumentative Paragraphs with Transitions	
	Lecture 3	Presentation Skills: Introduction, Types of Presentations: Informative, Persuasive, Demonstrative	
Week 15	Lecture 1	Types of Presentations (Continued): Motivational, Instructional, Impromptu	
	Lecture 2	Structure and Tips For Effective Presentations	
	Lecture 3	Presentation Techniques: Verbal/Non-Verbal Communication, Visual Aids	
Week 16	Lecture 1	Presentation Techniques (Continued): Slide Design, Tone, Pace	
	Lecture 2	Student Presentations (Prepared): Delivering Informative or Persuasive Talks with Feedback	
	Lecture 3	Student Presentations (Impromptu): On-The-Spot Speaking, Timing, Confidence-Building	
Week 17		Terminal Examination	

GEN-3102 Application of Information and Communication Technology Credit Hrs. 3(2-1)			
Week	Topics (Theory)	Practical Work	Assignment/Quiz
Week 1	Introduction to ICT, Scope, and Components (hardware, software, networks, cloud storage)	Basic computer usage, file management (creating folders, naming conventions)	
Week 2	ICT in Daily Life: Use in education, business, governance, healthcare, etc.	Cloud storage: Google Drive, Dropbox, OneDrive – uploading, organizing, and sharing files	
Week 3	Emerging technologies and future trends	Web exploration: Effective searching using Google, Bing (search operators, filters)	
Week 4	Formal Communication Tools: Gmail, Outlook & Netiquette	Send professional emails, attach files, apply formatting, set auto-reply	Assignment #1
Week 5	MS Word: Basics, formatting, document creation	Hands-on with MS Word: Create letter, resume, formatted report	
Week 6	MS Excel: Data entry, formulas, functions, charts	Hands-on with MS Excel: Budget sheet, formulas, basic chart creation	Quiz #1
Week 7	MS PowerPoint: Slide design, presentation techniques	Create a presentation on ICT tools in education (insert media, animations)	
Week 8	Midterm		
Week 9	Google Workspace: Docs, Sheets, Slides overview	Create a document using Google Docs, collaborate in real-time	Assignment#2
Week 10	Evernote & OneNote: Note-taking and organization tools	Use OneNote/Evernote to create categorized notes, to-do lists	
Week 11	Video Conferencing Tools: Zoom, Meet, Teams	Setup a meeting, share screen, chat, use breakout rooms	Quiz #2
Week 12	LMS and Online Education: Moodle, Google Classroom, Coursera	Practice logging in, submitting assignments, participating in discussion forums	
Week 13	ICT in Health: Fitness apps and Telemedicine	Explore Google Fit or Samsung Health; simulate booking on Sehat Kahani	
Week 14	Online Banking & E-Commerce	Simulate wallet setup (JazzCash), explore Daraz.pk features	
Week 15	Digital Citizenship, Cyberbullying, Intellectual Property	Group discussion & case study on online harassment and plagiarism	
Week 16	Ethics in ICT, Content Authenticity, and Misinformation	Final practical assessment: Document + presentation + cloud storage submission	
Week 17	Terminal Examination		

GEN-3103		Quantitative Reasoning-I	Credit Hrs. 3(3-0)
Week	Topics	Assignment/Quiz	
Week 1	<ul style="list-style-type: none"> • Number systems and basic arithmetic operations 		
Week 2	<ul style="list-style-type: none"> • Units, unit conversions, dimensions 		
Week 3	<ul style="list-style-type: none"> • Area, perimeter, and volume calculations 		
Week 4	<ul style="list-style-type: none"> • Rates, ratios, proportions, and percentages 	Assignment#1	
Week 5	<ul style="list-style-type: none"> • Types and sources of data; measurement scales 		
Week 6	<ul style="list-style-type: none"> • Tabular and graphical presentation of data; exercises on number knowledge 	Quiz #1	
Week 7	<ul style="list-style-type: none"> • Basics of geometry: lines, angles, circles 		
Week 8	Midterm		
Week 9	<ul style="list-style-type: none"> • Basics of geometry: polygons and their properties 	Assignment#2	
Week 10	<ul style="list-style-type: none"> • Sets and set operations • Relations, functions, and their graphs 		
Week 11	<ul style="list-style-type: none"> • Exponents, factoring, and simplifying algebraic expressions 	Quiz #2	
Week 12	<ul style="list-style-type: none"> • Population, sample, measures of central tendency 		
Week 13	<ul style="list-style-type: none"> • Measures of dispersion and data interpretation 		
Week 14	<ul style="list-style-type: none"> • Rules of counting: multiplication principle, permutations, combinations 		
Week 15	<ul style="list-style-type: none"> • Basic probability theory and examples 		
Week 16	<ul style="list-style-type: none"> • Introduction to random variables and their probability distributions 		
Week 17	Terminal Examination		

UOQ-3104		Understanding of Quran-I		Credit Hrs.1(1-0)
Week	Units	Lesson	Assignments/home Task	Linguistic Rules
1	1	1-6	پڑھے گئے اسباق کے قرآنی الفاظ کا معنی لکھیں	معرفہ، مذکر مؤنث
	1	9-14	پڑھے گئے اسباق کے قرآنی الفاظ کا معنی لکھیں	جمع کی دو اقسام ، نکرہ اور و کا معنی
2	1	15-17	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	ہذا، ہذہ ذالک ، تلک
	1	18-19 and revision of unit 1	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	لام تاکید ، اسم تفضیل
3	2	1-3	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	ان ، لام کئی اور فی کی بحث
	2	4-6	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	حروف جار علی ، من ، الی
4	2	7-9	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	حروف جار "ب" ، لام نافیہ ، لام نفی جنس ، ما نافیہ اور الا
	2	10-13 and Revision of Unit 2 Assignment	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	ان ، کان ، حروف النداء
5	Unit 3	1-2	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	صفت ، موصوف
	3	3-5	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	مضاف ، مضاف الیہ
6	3	6-7	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	مضاف ، مضاف الیہ
	3	8-10 And revision of Unit 3 Quiz	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	اسم فاعل ، اسم مفعول اور مثنی
7	Unit 4	1-2	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	ضمیر ہو منفصل ، ؤ ضمیر متصل
	4	3-4	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	حروف جار ، ضمیر متصل
	4	5-8	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	ضمیر منفصل انت ، ضمیر متصل "ک" مرکب اضافی اور ضمیر متصل

8	Midterm			
9	4	9-12	پڑھے گئے اسباق کے قرآنی الفاظ، قطعے اور جملوں کا ترجمہ لکھیں	ضمیر منفصل ہی، ضمیر متصل ہا
	4	13-16 Assignment	پڑھے گئے اسباق کے قرآنی الفاظ، قطعے اور جملوں کا ترجمہ لکھیں	ضمیر منفصل انا، ضمیر متصل ی
10	4	17 and revision of unit 4	پڑھے گئے اسباق کے قرآنی الفاظ، قطعے اور جملوں کا ترجمہ لکھیں	حال
	Unit 5	1-2	پڑھے گئے اسباق کے قرآنی الفاظ، قطعے اور جملوں کا ترجمہ لکھیں	جمع مذکر سالم، جمع مذکر سالم المسبوق بحرف الجر
11	5	3-4	پڑھے گئے اسباق کے قرآنی الفاظ، قطعے اور جملوں کا ترجمہ لکھیں	جمع مذکر سالم المسبوق بالاضافۃ
	5	5-6 Quiz	پڑھے گئے اسباق کے قرآنی الفاظ، قطعے اور جملوں کا ترجمہ لکھیں	ضمیر ہم منفصل و متصل
12	5	7-8	پڑھے گئے اسباق کے قرآنی الفاظ، قطعے اور جملوں کا ترجمہ لکھیں	اضافت اور حروف جار
	5	9-11	پڑھے گئے اسباق کے قرآنی الفاظ، قطعے اور جملوں کا ترجمہ لکھیں	ضمیر منفصل انتم اور متصل کم
13	5	12-14	پڑھے گئے اسباق کے قرآنی الفاظ، قطعے اور جملوں کا ترجمہ لکھیں	ضمیر منفصل نحن، متصل نا
	5	15-16	پڑھے گئے اسباق کے جملوں اور آیات کا ترجمہ لکھیں	حروف جار کو اضافت کے ساتھ ملانا
14	5	17-18	پڑھے گئے اسباق کے جملوں اور آیات کا ترجمہ لکھیں	اسما اشارہ ہؤلاء، اولئک
	5	19-23	پڑھے گئے اسباق کے جملوں اور آیات کا ترجمہ لکھیں	ما/الاء، ان/الاء، انما، لیس، ما، کان، (الاء، الیس، الیوم، یومئذ، سبحان، ما بینہما، قل، اذن، بئس، نعم، کلا، ما ادراک، حسب، اعلم، مصیر، دینا(تمییز)
15	5	Revision unit 5		
	6	1-3	پڑھے گئے اسباق کے جملوں اور آیات کا ترجمہ لکھیں	فعل مضارع، جملہ فعلیہ، فعل مضارع، صیغہ مفرد
16	6	4-5	پڑھے گئے اسباق کے جملوں اور آیات کا ترجمہ لکھیں	فعل مضارع، صیغہ مفرد یعلم
	6	6	پڑھے گئے اسباق کے جملوں اور آیات کا ترجمہ لکھیں	فعل مضارع صیغہ جمع

			ترجمہ لکھیں	یعملون
		Terminal		

ECO-3105 ECONOMIC THEORY AND PRACTICE		Credit Hrs. 3(3-0)
Week No.	Topic	
Week 01	Introduction about course/policies and procedures.	
	Concept of GDP Approaches to measure GDP	
	Aggregate Demand and supply	
Week 02	Measuring inflation Measuring unemployment	
	Explaining business cycle, its phases , cause and types	
	. Defining money M1 , M2 and M3 money supply	
Week 03	Functions of money.	
	Inflation and its types	
	Causes of inflation	
Week 04	Quantity theory of money	Assignment 1
	Monetary policy and inflation	
	Stagflation	
Week 05	Philip curve	
	Concept of exchange rate	
	Types of exchange rate	
Week 06	Concept of Balance of payment	Quiz 1
	Determinates of balance of payment	
	Monetary policy under fixed exchange rate	
Week 08	Purchasing power parity (PPP)	
	Purchasing power parity and interest rate parity	
	Monetary policy vs fiscal policy	
Week 09	Basic concept of utility , scarcity , goods and services	Assignment 2
	Law of demand , Determinants of demand	
	Law of supply, Determinants of supply	
Week 10	Shift in demand and supply	
	Movement in demand and supply	
	Elasticity of demand	
	Elasticity and revenue	
	Analysis of cost (FC, VC AC, MC)	
Week 11	Competitive market structure	Quiz 2
	Concept of GDP, GNP, NDP	
	Personal income , disposable income	
Week 12	Investment Types of investment	
	Determinant's of investments	
	Investment demand curve	

Week 13	Shifts in investment demand curve	
	Consumption function and determinants	
	Saving function	
Week 14	Marginal propensity to consume and average propensity to consume	
	Marginal propensity to save and average propensity to save.	
	Elasticity in case of supply	
Week 15	Cross elasticity cross price elasticity	
	Income elasticity	
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Week 16	Terminal	

BCM-3106		Introduction to Commerce	Credit Hrs. 3(3-0)
Week #	Lecture #	TOPICS TO BE COVERED	
1.	1.	Concept of Business and the Concept of Profit	
	2.	Factors of Production	
	3.	Types of Business Organizations	
	4.	Entrepreneurship; advantages and disadvantages	
2.	5.	Partnership	
	6.	advantages and disadvantages	
	7.	Corporation; advantages and disadvantages	
3.	8.	Globalization; Levels of involvement;	
	9.	International Organizational Structures	
	10.	(Contd) International Organizational Structures	
4.	11.	Barriers to International Trade.	
	12.	(Contd) Barriers to International Trade	
5.	13.	Setting Goals and Formulating Strategy	
	14.	Management Process	
6.	15.	Levels of Management,	
	16.	Areas of Management, Basic Management Skills	
	17.	Organizing the Business Enterprise;	
	18.	Organizational Building Blocks	
7.	19.	Three forms of Authority,	
	20.	Basic forms of organizational structure.	
	21.	Review of contents covered for mid-term	
8	MID TERM EXAMS		
9	22.	Foundations of Human Resource Management	
	23.	Developing the Workforce;	
	24.	Staffing the Organization	
10	25.	Training and Development ,	
	26.	Compensation and Benefits	
	27.	New Challenges in Changing Workplace	
11	28.	Importance of Satisfaction and Morale,	
	29.	Concept of Motivation	
	30.	Classical Theory and Scientific Management,	
12	31.	Human Resource Model	
	32.	Two Factor Theory, Hierarchy of Needs Model	
	33.	Expectancy Theory,	
13.	34.	Equity Theory	
	35.	Leadership Styles	
	36.	Tools of Total Quality Management.	
14.	37.	Marketing Environment.	
	38.	Marketing Mix.	
	39.	The Product Life Cycle	
15	40.	BCG Matrix.	
	41.	Review of contents covered in the session.	
	42.		
16	END TERM EXAMS		

BCM-3107		Fundamentals of Accounting	Credit Hrs. 3(3-0)
WEEK	TOPICS		
1 & 2	Introduction <ul style="list-style-type: none"> ➤ What is accounting? ➤ Accounting: A business language ➤ Objectives & functions of accounting ➤ Book keeping ➤ Book keeping vs. Accounting ➤ Accounting vs. Accountancy ➤ Branches of Accounting ➤ Basic Principles of Accounting ➤ Concepts and Conventions 		
3.	Transaction & Accounting Equation <ul style="list-style-type: none"> ➤ What is an event (transaction)? ➤ Features ➤ Classification ➤ Rules for deciding whether a transaction is cash or credit ➤ The accounting equation ➤ Effect of business transaction upon the accounting equation 		
4 & 5	Analysis of Business Transaction & Double Entry System <ul style="list-style-type: none"> ➤ Analysis of transaction ➤ Double entry system ➤ Advantages of double entry system ➤ Single entry system ➤ Double entry system vs. single entry system ➤ What is an account? ➤ Classification of accounts ➤ Rules of debit & credit ➤ Questions & problems 		Assignment #1
6	Journal: The Original Book of Entry <ul style="list-style-type: none"> ➤ Journal: 1st phase of accounting cycle ➤ Characteristics ➤ Narration ➤ Advantages ➤ Rules of journalizing ➤ Simple entry & Compound journal entries ➤ Casts & carry forwards ➤ Illustrations, questions & problems 		Quiz #1
7	Ledger: The main Books of Accounts <ul style="list-style-type: none"> ➤ What is ledger? ➤ Characteristics ➤ Form of ledger ➤ Rules of balancing accounts ➤ Method of posting ➤ Folioing ➤ Trial balance ➤ Objectives ➤ How to prepare trial balance ➤ Illustrations, questions & problems 		
8	Midterm		

9 & 10	Cash Book <ul style="list-style-type: none"> ➤ Introduction ➤ Features of cash book ➤ Format of cash book ➤ Kinds of cash book (Single column cash book, Double column cash book & Treble (three) column cash book) ➤ Preparation of cash book (three kinds) ➤ Advantages of cash book ➤ Bank reconciliation statement ➤ Petty cash book ➤ The imprest system ➤ Illustrations, questions & problems 	Assignment#2
11	Other Subsidiary Books <ul style="list-style-type: none"> ➤ Purchase book, Purchase return book ➤ Sales book, Sales return book ➤ Bills receivable book, Bills payable book ➤ The journal proper 	Quiz #2
12 & 13	Capital & Revenue and Rectification of Errors <ul style="list-style-type: none"> ➤ Difference b/w Capital & Revenue Expenditures, Receipts, Gain, Losses, Profit ➤ Types of Errors ➤ Suspense Account ➤ Rectifying the Errors ➤ Effects of Errors on Final Accounts 	
14	Depreciation <ul style="list-style-type: none"> ➤ Concept of Depreciation ➤ Methods of Measuring and Recording of Depreciation <ul style="list-style-type: none"> ○ Straight line method ○ Diminishing/Double declining balance method ○ Unit of output/production method ○ MACRS ➤ Depletion ➤ Amortization 	
15 & 16	Final Accounts <ul style="list-style-type: none"> ➤ Introduction ➤ Trading account ➤ Form of trading account (T or Account form) ➤ Trading account items (opening stock, closing stock, purchases, sales, returns & direct expenses) ➤ Closing entries for trading accounts ➤ Profit and loss account/Income statement ➤ Closing entries ➤ Difference b/w trading & profit & loss a/c ➤ Balance sheet ➤ Illustrations, questions & problems 	
17	Terminal Exam	

3rd Semester

GEN-4301		Islamic Studies	Credit Hrs. 2(2-0)
Week	Lecture No.	Topic	Activity
Week 1	Lecture 1	• قرآن پاک کا تعارف، فضائل، اعجاز	
	Lecture 2	• قرآن پاک کا نزول، جمع و تدوین	
Week 2	Lecture 3	• علوم قرآن: علم تفسیر، ماخذ تفسیر	
	Lecture 4	• علم اسباب نزول، علم ناسخ و منسوخ	
Week 3	Lecture 5	• سورہ حجرات آیت (01 تا 09)	
	Lecture 6	• سورہ حجرات آیت (10 تا 18)	
Week 4	Lecture 7	• سنت و حدیث کا تعارف: معنی و مفہوم، اقسام	Assignment#01
	Lecture 8	• تاریخ تدوین حدیث	
Week 5	Lecture 9	• سنت کی ائینی حیثیت	
	Lecture 10	• منتخب متون احادیث کا مطالعہ: حدیث نمبر 1-05	
Week 6	Lecture 11	• منتخب متون احادیث کا مطالعہ: حدیث نمبر 5-10	Quiz # 01
	Lecture 12	• منتخب متون احادیث کا مطالعہ: حدیث نمبر 10، 15	
Week 7	Lecture 13	□ منتخب متون احادیث کا مطالعہ: حدیث نمبر 20-15	
	Lecture 14	□ پیدائش سے بعثت تک نبی کریم ﷺ کی زندگی کے اہم واقعات	
Week 8	Midterm		
Week 09	Lecture 15	□ نبی پاک ﷺ کی مکی زندگی کے اہم واقعات	
	Lecture 16	□ نبی پاک ﷺ کی مدنی زندگی کے اہم واقعات	Assignment# 02
Week 10	Lecture 17	□ خلافت راشدہ (حضرت ابو بکر صدیق رضی اللہ عنہ و حضرت عمر رضی اللہ عنہ کے دور کی اہم خصوصیات	
	Lecture 18	□ خلافت راشدہ (حضرت عثمان رضی اللہ عنہ و حضرت علی رضی اللہ عنہ کے دور کی اہم خصوصیات	
Week 11	Lecture 19	□ عقائد: ایمانیات ثلاثہ (ایمان باللہ، ایمان بالرسالت اور ایمان بالآخرت) (الف)	Quiz # 02
	Lecture 20	□ عقائد: ایمانیات ثلاثہ (ایمان باللہ، ایمان بالرسالت اور ایمان بالآخرت) (ب)	

Week 12	Lecture 21	□ فقہ کا تعارف : پس منظر	
	Lecture 22	فقہی مسالک کا تعارف	
Week 13	Lecture 23	□ نماز: اہمیت ، طریقہ نماز ، مسائل نماز (الف)	
	Lecture 24	□ نماز: اہمیت ، طریقہ نماز ، مسائل نماز (ب)	
Week 14	Lecture 25	□ روزہ : اہمیت ، مسائل روزہ	
	Lecture 26	□ زکوٰۃ : اہمیت ، مسائل زکوٰۃ	
Week 15	Lecture 27	□ حج اور عمرہ : اہمیت ، طریقہ کار ، مسائل (الف)	
	Lecture 28	□ حج اور عمرہ : اہمیت ، طریقہ کار ، مسائل (ب)	
Week 16	Lecture 29	□ جہاد: اہمیت ، مقاصد جہاد ، آداب جہاد (الف)	
	Lecture 30	□ جہاد: اہمیت ، مقاصد جہاد ، آداب جہاد (ب)	
Week17	Terminal Examination		

GEN-4302 Application of Information and Communication Technology Credit Hrs. 3(2-1)			
Week	Topics (Theory)	Practical Work	Assignment/ Quiz
Week 1	Introduction to ICT, Scope, and Components (hardware, software, networks, cloud storage)	Basic computer usage, file management (creating folders, naming conventions)	
Week 2	ICT in Daily Life: Use in education, business, governance, healthcare, etc.	Cloud storage: Google Drive, Dropbox, OneDrive – uploading, organizing, and sharing files	
Week 3	Emerging technologies and future trends	Web exploration: Effective searching using Google, Bing (search operators, filters)	
Week 4	Formal Communication Tools: Gmail, Outlook & Netiquette	Send professional emails, attach files, apply formatting, set auto-reply	Assignment #1
Week 5	MS Word: Basics, formatting, document creation	Hands-on with MS Word: Create letter, resume, formatted report	
Week 6	MS Excel: Data entry, formulas, functions, charts	Hands-on with MS Excel: Budget sheet, formulas, basic chart creation	Quiz #1
Week 7	MS PowerPoint: Slide design, presentation techniques	Create a presentation on ICT tools in education (insert media, animations)	
Week 8	Midterm		
Week 9	Google Workspace: Docs, Sheets, Slides overview	Create a document using Google Docs, collaborate in real-time	Assignment#2
Week 10	Evernote & OneNote: Note-taking and organization tools	Use OneNote/Evernote to create categorized notes, to-do lists	
Week 11	Video Conferencing Tools: Zoom, Meet, Teams	Setup a meeting, share screen, chat, use breakout rooms	Quiz #2
Week 12	LMS and Online Education: Moodle, Google Classroom, Coursera	Practice logging in, submitting assignments, participating in discussion forums	
Week 13	ICT in Health: Fitness apps and Telemedicine	Explore Google Fit or Samsung Health; simulate booking on Sehat Kahani	
Week 14	Online Banking & E-Commerce	Simulate wallet setup (JazzCash), explore Daraz.pk features	
Week 15	Digital Citizenship, Cyberbullying, Intellectual Property	Group discussion & case study on online harassment and plagiarism	
Week 16	Ethics in ICT, Content Authenticity, and Misinformation	Final practical assessment: Document + presentation + cloud storage submission	
Week 17	Terminal Examination		

GEN-4303 Introduction to sociology		Credit Hrs. 2(2-0)
Week	Topics	Assignment/Quiz
Week 1	Introduction <ul style="list-style-type: none"> • Definition, Scope, and Subject Matter • Sociology as a Science • Historical back ground of Sociology 	
Week 2	Basic Concepts <ul style="list-style-type: none"> a. Group, Community, Society b. Associations <ul style="list-style-type: none"> i. Non-Voluntary ii. Voluntary c. Organization <ul style="list-style-type: none"> i. Informal ii. Formal 	
Week 3	<ul style="list-style-type: none"> d. Social Interaction <ul style="list-style-type: none"> i. Levels of Social Interaction ii. Process of Social Interaction <ul style="list-style-type: none"> 1. Cooperation 2. Competition 3. Conflict 4. Accommodation 5. Acculturation and diffusion 6. Assimilation 7. Amalgamation 	
Week 4	Social Groups <ul style="list-style-type: none"> a. Definition & Functions b. Types of social groups <ul style="list-style-type: none"> i. In and out groups ii. Primary and Secondary group iii. Reference groups iv. Informal and Formal groups v. Pressure groups 	Assignment#1
Week 5	Culture <ul style="list-style-type: none"> a. Definition, aspects and characteristics of Culture <ul style="list-style-type: none"> i. Material and non-material culture ii. Ideal and real culture 	
Week 6	<ul style="list-style-type: none"> b. Elements of culture <ul style="list-style-type: none"> i. Beliefs ii. Values iii. Norms and social sanctions 	Quiz #1
Week 7	<ul style="list-style-type: none"> c. Organizations of culture <ul style="list-style-type: none"> i. Traits ii. Complexes iii. Patterns iv. Ethos v. Theme 	
Week 8	Midterm	
Week 9	Other related concepts <ul style="list-style-type: none"> i. Cultural Relativism ii. Sub Cultures 	Assignment#2

	<ul style="list-style-type: none"> iii. Ethnocentrism and Xenocentrism iv. Cultural lag 	
Week 10	Socialization & Personality <ul style="list-style-type: none"> a) Personality, Factors in Personality Formation b) Socialization, Agencies of Socialization c) Role & Status 	
Week 11	Deviance and Social Control <ul style="list-style-type: none"> a) Deviance and its types b) Social control and its need 	Quiz #2
Week 12	<ul style="list-style-type: none"> c) Forms of Social control d) Methods & Agencies of Social control 	
Week 13	Unit VII: Collective Behavior <ul style="list-style-type: none"> a) Collective behavior, its types b) Crowd behavior c) Public opinion 	
Week 14	<ul style="list-style-type: none"> d) Propaganda e) Social movements f) Leadership 	
Week 15		
Week 16		

BSCM-4304	Cost Accounting	Credit Hrs. 3(3-0)
WEEK	TOPICS	
1.	INTRODUCTION TO COST ACCOUNTING, COST CONCEPTS & BEHAVIOR <ul style="list-style-type: none"> ➤ Branches of accounting ➤ Difference b/w Financial, Cost & Management accounting ➤ Definition, Nature, Scope & Functions of Cost accounting ➤ Objectives of Cost accounting ➤ Contribution of Cost Accounting to Management ➤ Limitations of Cost accounting ➤ Concept of Cost & Costing ➤ Classification of Cost ➤ Elements of Cost ➤ Costing systems 	
2 & 3	MATERIAL: COSTING & CONTROLLING <ul style="list-style-type: none"> ➤ Perpetual inventory system & periodic inventory system ➤ Methods of Pricing of Material: (LIFO, FIFO & Average method) ➤ Procurement Procedures and Documentation ➤ Allocation of freight ➤ Accounting and Control of Material Losses ➤ Inventory Management Techniques ➤ Practical work (Exercises & Problems) 	
4 & 5.	LABOR: COSTING & CONTROLLING <ul style="list-style-type: none"> ➤ Meaning and Classification of Labor Costs ➤ Accounting and Control of Labor Costs ➤ Time Keeping and Time Booking ➤ Attendance and Payroll Procedures, Time Recording, Overtime and Idle Time ➤ Labor turnover and Remedial Measures ➤ Efficiency Rating Procedures; Remuneration Systems and Incentive Schemes 	Assignment #1
6 & 7.	DIRECT EXPENSES & OVERHEADS <ul style="list-style-type: none"> ➤ Direct Expenses: Meaning, Nature, Collection, Classification and Treatment of Direct and Indirect Expenses ➤ Overheads: Meaning, Nature, Collection and Classification ➤ Functional Analysis ➤ Behavioral Analysis ➤ Apportionment, Absorption and Control of Overheads ➤ Preparation of Cost Sheet 	Quiz #1
8	Midterm	

9	FINANCIAL STATEMENTS OF MANUFACTURING COMPANY <ul style="list-style-type: none"> ➤ Types of Inventories (Manufacturing inventories: Raw materials, Work in process & Finished goods) ➤ Classification of Manufacturing cost (Direct materials, Direct labor & Factory overhead) ➤ Major Financial Statements of a Company ➤ Cost of Goods Sold Statement & Income Statement. ➤ Practical work (Exercises & Problems) 	Assignment #2
10&11.	JOB ORDER COSTING <ul style="list-style-type: none"> ➤ Job order vs. Process Costing System ➤ Normal Costing ➤ Actual Costing ➤ Normal Job-Costing System in Manufacturing & Service-Sector ➤ Adjustment of under or over applied FOH ➤ Budgeted Indirect Costs and End-of-Accounting-Year Adjustments ➤ Practical work (Exercises & Problems) 	Quiz #2
12&13.	PROCESS COSTING <ul style="list-style-type: none"> ➤ Concept of Process Costing ➤ Cost of Production Report (CPR) and Sections of CPR ➤ Steps involved in Process Costing and preparing CPR ➤ Assigning costs to products using Weighted-Average Costing ➤ Assigning costs to products using First-in, First-out (FIFO) Costing ➤ Transferred-In Costs in Process Costing ➤ Hybrid Costing Systems ➤ Comparison of different Costing System ➤ Practical work (Exercises & Problems) 	
14&15.	ACTIVITY-BASED COSTING <ul style="list-style-type: none"> ➤ Concept of Activity-Based Costing (ABC) ➤ Why ABC system? ➤ Implementing Activity-Based Costing ➤ Two-Stage Cost Allocation ➤ ABC vs. Single Application Rate ➤ Practical work (Exercises & Problems) 	
16.	SPOILAGE, REWORK AND SCRAP <ul style="list-style-type: none"> ➤ Defining Spoilage, Rework and Scrap ➤ Types of Spoilage ➤ Spoilage in Process Costing Using Weighted-Average and FIFO 	

	<ul style="list-style-type: none">➤ Allocating Costs of Normal Spoilage➤ Job Costing and Spoilage➤ Job Costing and Rework➤ Accounting for Scrap➤ Practical work (Exercises & Problems)	
17.	TERMINAL EXAM	

BSCM-4305 Business Finance Credit Hrs: 3(3-0)			
Week	TOPICS TO BE COVERED		
1	Introduction of Business (Link with previous subject ITB)		
	Forms of business organizations & their characteristics		
	Sole proprietorship		
	Partnership		
	Joint Stock Companies, Limited liability concept, Legal status and process of their formation till IPO		
	Difference between Pvt limited and Public Limited company		
	Advantages and limitations of each business		
	Hierarchy of a Company		
	Goal of the firm, difference between profit maximization and shareholders wealth maximization, agency problems		
2	Goals of a Financial Manager, Finance and accounting. What is financial management? Difference between investing, financing and asset management decisions. Formation of companies/financial statements of companies Solution to end Questions (Van Horne Page 14)		
	Financial Markets, Money market vs capital markets; primary markets vs secondary Market		
	Flow of Funds between different markets and role of Financial Intermediations		
	3	Concept of Time Value of Money, Discussion of Time Line its importance, Difference between Present Value and Compound Value concept	
		Solution of Question for Simple and Compound Interest	
	4	Amortizing a Loan	
		Concept of Annuity, Different types of Annuities, Distinguish between an “ordinary annuity” and an “annuity due	Assignment#1
	5	How to calculate the required rate of return in an Annuity	
		Effective interest verses compound interest. Questions and problems	
6	Valuation of Long Term Securities, Basic Concepts of Valuations, Different Types of Bonds on the Basis of Valuations	Quiz #1	
	Valuation of Bonds (Solution of Relevant Questions Van Horne Chapter 4)		
7	Concept of Yield to maturity, Yield to Call		
	Valuation of Stock, Different Types of Stocks on the Basis of Valuations		
8	Midterm		
	Discussion on Constant Growth model and Phase Growth model	Assignment #2	

9	How to calculate the required rate of return, Dividend Yield and Capital Gain Yield	
10	Midterm Paper display	
	Flow of Funds, Sources and Uses of Funds, Discussion of Fund Flow Statement and its uses in business environment	
11	Adjustments in Fund Flow Statement (Solution to relevant Questions from Van Horne Chapter 7)	Quiz #2
	Discussion on Cash Budget and its importance	
12	Preparation of Sale and Purchase Budget	
	Preparation of Forecasted Balance sheet and Income Statement with the Adjustment of Cash	
13	Capital budgeting, Different capital budgeting techniques.	
	Discounted verses non-discounted techniques. Payback period method	
14	Internal Rate of Return Method, Problem of Multiple IRR	
	Net present value method, Profitability index	
15	Adjustment of Depreciation and Taxes in saving to calculate the Free Cash Flow for Capital Budgeting	
	Revision of the Course	
16	Terminal Exam	

BSCM-4306		Operations Management	Credit Hrs: 3(3-0)
Week	Contents		
1	Introduction to Operations Management.		
	Process view & Supply chain view		
	Operations Strategy.		
2	Competitive priorities and capabilities.		
	Decision-Making in Operations Management.		
	How are processes chosen for firms strategically?		
3	Process structure in services & manufacturing: Strategic fit		
	Process tools		
	Strategies for change: Process improvement.		
4	Mass customization practices	Assignment #1	
	How to find what size is the right size?		
	Long-term capacity		
5	Systematic approach to long-term capacity.		
	Strategic capacity planning		
	Capacity planning challenges in a service business.		
6	What limits the system from reaching its goal and how to remove it?	Quiz #1	
	Bottleneck management		
	Theory of constraints.		
7	Line balancing.		
	Bottleneck identification and management in Pakistani Government sector.		
	Bottleneck identification and management in Pakistani Private sector.		
8	Midterm		
9	How to understand and measure quality?	Assignment #2	
	Cost of Quality; TQM and Six Sigma.		
	SPC and Process capability.		
10	Lean Systems.		
	Inventory Management basics.		
	ABC analysis; EOQ model and variants.		
11	Continuous review system; Periodic Review System.	Quiz #2	
	How to know how many to produce?		
	Operations Planning and Scheduling.		
12	Levels in operations planning, Strategy.		
	Resource Planning.		
	Material requirement planning		
13	How to network for creating and delivering value for customers?		
	Supply chains- manufacturing & Services; Designing Supply Chains		
	Measuring SC performance.		
14	Supply chain strategies.		
	Operations Scheduling.		
	Forecasting.		
15	Management of Quality.		
	Facilities Planing and Management.		
	Implementation of facilities planing system.		
16	Terminal Examination		

5TH SEMESTER

BSCM-5501 Audit & Assurance		Credit Hrs: 3 (3-0)
Week #	TOPICS TO BE COVERED	
1.	<u>The Nature, Purpose, Scope and Theory of Auditing</u> The purpose of an audit. The nature of an audit. The scope of external audit.	
	The chronology of an audit. The postulates of auditing. How to approach auditing examination. Agency theory.	
2.	<u>The True and Fair View and Communication: ISA 120 & 320</u> ISA 120 framework of international Standards on auditing.	
	The auditor's report as a means of communication. True and fair view, Materiality ISA 320	
4.	International Standards on Auditing. International Accounting Standard Board. <u>Appointment, Removal, Duties, and Rights of Auditors.</u> Appointment of auditors. Resignation and removal of auditors.	<u>Assignment #1</u>
5.	<u>The Audit Appointment Process</u> Appointment Procedure. Client Screening. The Engagement Letter: ISA 210.	
	Duties and rights of auditors. Other legal considerations, Code of corporate governance.	
6.	<u>Audit Planning</u> Aims of planning ISA 300. Knowledge of the business ISA 310. Audit risk ISA 400. Materiality 320. Analytical procedures.	<u>Quiz #1</u>
	Related party transactions ISA 550. Using the work of another auditor ISA 600. Using the work of an expert ISA 620. The overall audit plan 300. The audit program ISA 300.	
7	<u>Accounting Systems and Internal Controls:</u>	
	Features of accounting and control systems. Assessment of accounting and control systems ISA 400. Recording of accounting and control systems.	
8	Midterm	
9	<u>Audit Evidence and Documentation</u> Audit Evidence ISA 500 & 501. Recording of audit work ISA 230.	<u>Assignment #2</u>
	Quality Control ISA 220.	
10.	<u>Tests of Controls: Income Cycles</u> Income Cycles. The sales system.	
	The purchases and expenses systems. The wages system.	
11.	<u>Tests of Controls: Asset Cycles</u> The cash system. The inventory system	<u>Quiz #2</u>
	Long-term assets, investments and general procedures. Revenue and capital expenditure.	
12.	<u>Auditors' Reports</u> Distinction between reports and certificates. Contents of audit report. Signing of audit report. Statutory Report.	
	Modified report. Qualifications in auditor's report. Audit reports of companies	
13.	<u>Auditors' Reports</u> Audit reports in the case of banks and insurance companies.	
	Reports in company prospectus. Audit reports and certificates for special purposes.	
14.	<u>Auditors' Reports</u> Report on review of accounts. Certificate on corporate	

	governance.	
	Unqualified Auditors Report, Format of unqualified report	
15.	Terminal	

BSCM-5502 Financial and Regulatory Institutions	CREDIT Hrs: 3(3-0)
Week 1-2: Introduction to Financial Institutions	
<ul style="list-style-type: none"> • Week 1: Introduction to the Course 	
<ul style="list-style-type: none"> • Week 2: Overview of Financial Institutions 	
<ul style="list-style-type: none"> • Textbook: "Financial Markets and Institutions" by Mishkin and Eakins 	
Week 3-4: Commercial Banks	
<ul style="list-style-type: none"> • Week 3: Functions and Operations of Commercial Banks 	
<ul style="list-style-type: none"> • Week 4: Regulation and Supervision of Commercial Banks 	<u>Assignment #1</u>
Week 5-6: Investment Banks and Brokerage Firms	
<ul style="list-style-type: none"> • Week 5: Investment Banking Activities 	
<ul style="list-style-type: none"> • Week 6: Regulatory Oversight of Investment Banks 	• Quiz #1
<ul style="list-style-type: none"> • Textbook: "Investment Banking: Valuation, Leveraged Buyouts, and Mergers and Acquisitions" by Rosenbaum and Pearl 	
Week 7: Insurance Companies	
Operations of Insurance Companies	
Week 8: Midterm	
Week 9: Regulation and Solvency Requirements for Insurance Companies	Assignment #2
<ul style="list-style-type: none"> • Textbook: "Risk Management and Insurance" by Harrington and Niehaus 	•
Week 10-11: Mutual Funds and Asset Management	
<ul style="list-style-type: none"> • Week 10: Mutual Fund Operations 	
<ul style="list-style-type: none"> • Week 11: Regulation of Mutual Funds and Asset Managers 	• Quiz #2
<ul style="list-style-type: none"> • Textbook: "Investments" by Bodie, Kane, and Marcus 	
Week 12-13: Central Banks and Monetary Policy	
<ul style="list-style-type: none"> • Week 12: Role and Functions of Central Banks 	
<ul style="list-style-type: none"> • Week 13: Central Bank Independence and Monetary Policy Tools 	
<ul style="list-style-type: none"> • Textbook: "The Economics of Money, Banking, and Financial Markets" by Mishkin 	
Week 14-15: Regulatory Framework and Basel Accords	
<ul style="list-style-type: none"> • Week 14: Financial Regulatory Framework 	
<ul style="list-style-type: none"> • Week 15: Basel I, II, and III Accords 	
<ul style="list-style-type: none"> • Textbook: "Financial Institutions, Markets, and Money" by Kidwell et al. 	•
Week 16: Emerging Trends and Challenges	
<ul style="list-style-type: none"> • Week 17: Financial Technology (Fintech) and Digital Banking, Emerging Challenges in Financial Regulation 	
Week 17: Terminal	

BSCM-5503		Business Taxation		Credit Hrs: 3 (3-0)	
Weeks	Topic				
Week 1	<ul style="list-style-type: none"> • Introduction and scope of Income Tax Law in Pakistan. 				•
	<ul style="list-style-type: none"> • Definitions and Terminologies 				•
Week 2	<ul style="list-style-type: none"> • Exclusions from total income • Reduction in tax liability • Exemption from specific provisions of income tax ordinance 2001. 				•
Week 3	<ul style="list-style-type: none"> • Distinction between capital and revenue items of expenditures. • Tests for different of capital and revenue receipts. • Tests for differentiating capital and revenue expenditures. • Capital loss. 				•
Week 4	<ul style="list-style-type: none"> • Income from Salary, Scope of salary income. • Allowances and relieves under the Ordinance. • Types of provident fund, treatment of provident fund, the sixth schedule, employer's contribution of approved gratuity fund deduction from income, gratuity funds deduction from income, gratuity fund and schemes. • Computation of income tax payable from salaried persons. 				Assignment #1
Week 5	<ul style="list-style-type: none"> • Income from business and profession Terms used. • Considerations governing taxation of business profits. • Maintenance of accounts on mercantile or cash basis. • Income chargeability under income tax law on income from business. • Principles of computation of taxable profits, allowable deductions. • Deduction for computing business income, significant changes introduced by the ordinance. • Non-admissible expense. • Bad-debts. 				•
Week 6	<ul style="list-style-type: none"> • Income from property tax on agriculture income. • Calculation of ALV. • Allowable deduction from income from property. 				Quiz #1

Week 7	<ul style="list-style-type: none"> • Set-off and carry forward of losses. • Types of Losses. • Rules for set-off and carry forward. 	•
Week 8	Midterm	
Week 9	<ul style="list-style-type: none"> • Penalties, offenses, appeals and prosecutions. 	Assignment #2
	<ul style="list-style-type: none"> • Income tax authorities their appointments adducties and the limitation and powers. 	
Week 10	<ul style="list-style-type: none"> • Income from other sources. • Deduction for computing income from other sources. • Capital gains. • Exchange gain/losses, income deemed to accure or arise. 	•
Week 11	<ul style="list-style-type: none"> • Tax accountings and assessment cycle, procedure filling of return. • Power to grant extension of time for filling the return, assessment procedure, provisional assessment, notes for production of books of accounts, evidence, etc. • Assessment on the basis of return, wealth statement, simplification of assessment of procedure, payment of tax before assessment, changes in tax withholding and collection of tax. 	Quiz #2
Week 12	<ul style="list-style-type: none"> • Withholding tax rates under section 50(6) collection of tax on demand, recovery of tax. • Recovery of arrears/ refunds demand, refund and tax credit, persons entitled to claim refund in certain case, income tax refunds, penalties, enhanced tax rates for higher slabs of income, first schedule rates of income tax for individuals, unregistered firms, association of persons and Hindu individuals. • Deferred taxation and its treatment. 	•
Week 13	<ul style="list-style-type: none"> • Assessment of individual salaried and non-salaried person. 	•
	<ul style="list-style-type: none"> • Self-assessment scheme. 	•
Week 14	<ul style="list-style-type: none"> • Appeals 	•
	<ul style="list-style-type: none"> • Practical Problems 	•
	<ul style="list-style-type: none"> • Introduction and scope of sales tax. 	•

Week 15	<ul style="list-style-type: none"> • Definitions and terminologies. 	•
Week 16	<ul style="list-style-type: none"> • Sales tax authorities. 	•
	<ul style="list-style-type: none"> • Registration in Sale Tax. 	•
	<ul style="list-style-type: none"> • Book Keeping and invoicing requirements. 	•
	<ul style="list-style-type: none"> • Furnishing of Return of Sales Tax. Appeals. Practical Problems. 	•
Week 17	Terminal	

BSCM-5504 Principles of Marketing		Credit Hours:	3(3-0)
Week	Contents		
1	INTRODUCTION TO MARKETING Marketing and the Society		
	Importance and scope of marketing		
	Definition of marketing Nature and concept of marketing		
2	MARKETING ENVIRONMENTS The Marketing environment Macro environment		
	Micro environment		
	Environmental scanning and monitoring		
3	MARKETING & STRATEGY Strategic planning		
	MARKETING & STRATEGY Strategic planning		
	Forecasting marketing demand		
4	MARKETING DECISIONS Information required for marketing decisions	Assignment #1	
	Reasons for obtaining information		
	Marketing research		
5	CONSUMER BEHAVIOUR Information for purchase decisions		
	Consumer decision process		
	Influence of social and psychological factors Market implications		
6	MARKET SEGMENTATION AND TARGETING Factors for Segmentation	Quiz #1	

	Selecting the target market	
	Developing the positioning and target market strategies	
7	<p>PRODUCTS AND SERVICES</p> <p>Definition of product and services</p>	
	Classification of consumer goods	
	Classification of business goods	
8	Midterm	
9	<p>PRODUCT DEVELOPMENT AND LIFE CYCLE</p> <p>Product development process and commercialization</p>	Assignment #1
	Product life cycle stages and its implications	
10	<p>Overview of pricing Importance of pricing</p> <p>Break even analysis</p>	
	Factor effecting pricing decisions	
11	<p>SETTING THE PRICE AND RELATING STRATEGIES</p> <p>Pricing objectives Sale based objectives</p>	Quiz #1
	Profit based objectives Status quo Pricing	
	Price strategy	
12	<p>PRICING TECHNIQUES AND THEIR APPLICATIONS</p> <p>Cost based pricing Cost plus pricing</p>	
	Target pricing Floor pricing	
	DISTRIBUTION Importance of distribution channels	
13	Selecting a channel of distribution	
	Retail functions in distribution	

	Recent trends in wholesaling and retailing	
14	PROMOTION Importance and types of promotion Channels of communication	
	Objectives, budgeting and promotional mix	
	Legal environments of promotion	
15	ADVERTISEMENT AND PUBLICITY Scope of advertisement and publicity	
	Characteristic of advertisement and publicity	
	Development, planning and implementation of advertising plan	
	Evaluating the success and failure of promotional plan	
16	INTRODUCTION To E-BUSINESS Introduction , Different trends	
17	Terminal	

BSCM-5505 Human Resource Management		Credit Hrs: 3(3-0)
Week #	TOPICS TO BE COVERED	
1.	Introduction to HRM, HRM in dynamic environment Meeting competitive challenges through HRM practices	
	Function of HRM	
2.	Strategic Management, Strategy formulation, Strategy implementation	
	Role of HRM in providing strategic competitive advantage	
3.	Work flow analysis and organization structure	
	Work flow analysis and organization structure (Continued)	
4.	Job Analysis, Job analysis Methods, Job Design	Assignment #1
	Human Resource Planning Process	
5	Human resource recruitment process	
6.	Factors effecting recruiting process	Quiz #1
	Case study	
7	Recruitment sources, Selection method Standards	
8	Midterm	
9	Employee orientation, Employee training, Employee development Coaching, Designing effective training system, Training methods, Evaluating training program	Assignment #2
10	Coaching, Designing effective training system, Training methods, Evaluating tr program	
11.	Performance management, Purpose of performance management Appraisal methods, Choosing a source of performance information,	Quiz #2

12	Approaches to measuring performance, Rater errors in performance management, International performance appraisal Employee separation and retention, How to retain good employees, How to fire the unwanted stuff, Sources of Job dissatisfaction.	
13	Case Study	
14.	Pay structure decisions, Internal equity Recognizing employee contribution with pay External equity, Recognizing employee contributions with pay, Pay Program	
15.	Employee benefits, Types of employee benefits Occupational health and safety, Maintenance of healthy work environment, Maintaining effective relationships	
16.	Labor relations and collective bargaining Research papers discussions (Conclusions)	
17.	Terminal	

BSCM-5506		Managerial Economics		Credit Hrs: 3(3-0)	
Week	Contents				
1	The nature and scope of Managerial Economics.				
	Management Problem				
	Effective Management				
2	Theory of firm				
	The objectives of the Firm				
	Constraints faced by a firm				
3	Business vs. Economic profit				
	Advanced Demand Analysis				
	The Market Demand Function				
4	Total and Marginal Revenue			Assignment #1	
	Sensitivity analysis				
	Computation of Price, Income and Cross price Elasticity of Demand by two Methods.				
5	Uses and Application of Price, Income and Cross-Price Elasticity of demand.				
	Some other Demand Elasticity.				
	Advanced Demand Analysis.				
6	Price elasticity, Marginal Revenue and Total Revenue.			Quiz #1	
	Optimal Pricing Policy under given price elasticity.				
	Demand estimation by Regression Analysis.				
7	Simple Linear and Multiple Linear Regression Models.				
	Significance of estimated coefficients and model.				
	Use of R ² .				
8	Midterm				
9	Demand Forecasting.			Assignment #2	
	Quantitative Methods for Forecasting.				
	Best Forecasts and forecasting power of a Regression Model.				
10	Production Analysis				
	Production Function				
	Total, Marginal, and average Products in case of single and two variable inputs				
11	Marginal Revenue Product and Optimal Employment of Inputs			Quiz #2	
	Returns to scale vs. Returns to factor				

	Cost Analysis and estimation Explicit and Implicit Costs	
12	Incremental and Sunk Costs Short-Run vs. Long-Run Costs	
	Different types of market structures	
	Competitive market structure characteristics	
13	Profit under competitive market and decision making process	
	Different types of imperfect market structures and their decision making process	
	Monopoly and monopsony	
	• Monopolistic competition and oligopoly	•
14	Nature and use of game theory	
	Application of game theory	
	Concept of Risk and uncertainty	
15	Managerial Applications	
	Revision and discussions	
	Revision and discussions	
16	Terminal Examination	

7th Semester

BC-611	E-Commerce	Credit Hrs: 3(3-0)
Week	Contents	
1	<ul style="list-style-type: none"> • <i>Introduction to E-commerce</i> <ul style="list-style-type: none"> - The difference between e-commerce and e-business - Types of e-commerce - Origins and Growth of E-commerce - Impact of E-commerce on Consumer, 	
2	<ul style="list-style-type: none"> - Organization and Society - Benefits and Limitations of E-commerce to Consumer, Organization and Society - Barriers to E-commerce 	
3	<ul style="list-style-type: none"> • <i>E-commerce business models and concepts</i> <ul style="list-style-type: none"> - Business-to-consumer (B2C), Business-to-business (B2B) and Business-to-Government (B2G) business models - 	
4	<ul style="list-style-type: none"> - Business models in other emerging e-commerce areas - How the Internet and Web change business, strategy, structure, and process - 	
5	<ul style="list-style-type: none"> • The Internet today <ul style="list-style-type: none"> ▪ The Internet Backbone ▪ Network access points and metropolitan area exchange ▪ Internet Service Providers ▪ Intranets and extranets - 	
6	<ul style="list-style-type: none"> • <i>Building an E-commerce website</i> <ul style="list-style-type: none"> - Planning - Systems analysis and design - Building the system: In-house vs. outsourcing - Website hosting: In-house vs. outsourcing - System Testing 	
7	<ul style="list-style-type: none"> - Implementation and maintenance - Website optimization factors - Choosing web server software - Logistics and Order Fulfilment - 	
8	<i>Midterm</i>	

9	<ul style="list-style-type: none"> • Security and Encryption <ul style="list-style-type: none"> - The E-commerce security environment - Types of threats Technology solutions <ul style="list-style-type: none"> ▪ Protecting Internet communications ▪ Encryption 	
10	<ul style="list-style-type: none"> ▪ Securing channels of communication ▪ Secure socket layers (SSL) ▪ Protecting networks - Firewalls 	
11	<ul style="list-style-type: none"> • Web Payment Systems <ul style="list-style-type: none"> - Payment systems - Merchant Accounts, Payment Gateways, Credit Cards Processing & Third Party Payment Processors 	
12	<ul style="list-style-type: none"> - E-commerce digital payment in the B2C arena - Electronic Check, E-Cash, SET based payment systems 	
13	<ul style="list-style-type: none"> • E-marketing Concepts <ul style="list-style-type: none"> - The Internet audience - Internet traffic patterns - What consumers shop for and buy online 	
14	<p>Basic marketing concepts On-site Marketing Techniques – customer feedback, links, banner ads, affiliate programs, newsletters, emails</p>	
15	<ul style="list-style-type: none"> • Auctions, Portals, and Communities <ul style="list-style-type: none"> - Benefits of auctions - Risks and costs of auctions - The growth and evolution of portals - Types of portals - Online communities/social networks 	
16	<ul style="list-style-type: none"> • Terminal 	

BC-612 Course Title: Investment & Portfolio Management Credit Hrs: 3(3-0)		
Week	TOPICS TO BE COVERED	
1	<ul style="list-style-type: none"> ▶ The Investment Setting ▶ What is an investment? ▶ Investments: background and issues ▶ Measuring risk and return ▶ Measures of historical/expected rates of return 	
2	<ul style="list-style-type: none"> ▶ The Investment Setting.... ▶ Risk measures for historical/expected returns ▶ Determinants of required rates of return 	
3	<ul style="list-style-type: none"> ▶ Nominal and real risk free rate ▶ Risk premium ▶ Risk Premium and portfolio theory ▶ Relationship between Risk and Return ▶ SML line ▶ Changes in the SML line 	
4	<ul style="list-style-type: none"> ▶ Security Market Indicator Series ▶ Uses of Security Market Indexes ▶ Differentiating Factors in Constructing Market Indexes ▶ Stock Market Indicator Series <ul style="list-style-type: none"> ▶ Value-Weighted Series ▶ Price-Weighted Series ▶ Un-weighted or Equal-Weighted Series 	Assignment#1
5	<ul style="list-style-type: none"> □ Security Market Indicator Series.... ▶ Bonds Market Indicator Series <ul style="list-style-type: none"> ▶ Investment Grade Bonds ▶ Junk Bonds ▶ Annual security risk-returns and correlations ▶ Comparison of Indexes Over Time 	
6	<ul style="list-style-type: none"> ▶ Efficient Capital Markets ▶ Why should capital markets be efficient? ▶ Alternative efficient market hypotheses ▶ Implications of efficient capital markets ▶ Tests and results of efficient market hypotheses <ul style="list-style-type: none"> ▶ Weak form hypothesis: Tests and results ▶ Semi-strong form hypothesis: Tests and results ▶ Strong form hypothesis: Tests and results 	Quiz#1
7	<ul style="list-style-type: none"> ▶ An Introduction to Portfolio Management ▶ Background assumptions ▶ Markowitz portfolio theory ▶ Risk and return of a portfolio ▶ Measuring risk and return ▶ Expected return for individual investment ▶ Expected return for a portfolio ▶ Variance and standard deviation of return for an individual investment 	

8	Midterm	
9	<ul style="list-style-type: none"> ▶ An Introduction to Portfolio Management.... ▶ Variance and standard deviation of return for a portfolio ▶ More than two assets portfolio and estimation issues ▶ The efficient frontier ▶ The efficient frontier and investor utility 	Assignment#2
10	<ul style="list-style-type: none"> ▶ An Introduction to Asset Pricing Model ▶ Capital market theory: An overview ▶ Risk-free asset ▶ Market portfolio ▶ The Capital Asset Pricing Model: Expected return and risk ▶ Relaxing the assumptions 	
11	<ul style="list-style-type: none"> ▶ An Introduction to Asset Pricing Model.... ▶ Relationship between systematic risk and return ▶ The market portfolio: theory versus practice ▶ Arbitrage Pricing Theory ▶ Using the APT 	Quiz #2
12	<ul style="list-style-type: none"> ▶ Multifactor Models of Risk and Return... ▶ Security valuation with APT ▶ Empirical tests of APT ▶ Multifactor models in practice 	
13	<ul style="list-style-type: none"> ▶ Portfolio Performance Evaluation ▶ What is required of a portfolio manager? ▶ Composite portfolio performance measures: ▶ Treynor portfolio performance measure ▶ Sharpe portfolio performance measure ▶ Jensen portfolio performance measure ▶ Information Ratio (IR) 	

BC-613	Operation Management	Credit Hrs. 3(3-0)
Week	TOPICS TO BE COVERED	
1	Introductory class, Introduction Basic Concepts	
2	Introduction to Operations Management and Operations Strategy Evolution of OM, Productivity, Competitive priorities, Manufacturing strategies	
3	New Product Development Design for manufacturability, Calculating product reliabilities	
4	Total Quality Management Evolving views of quality, Quality costs, Concepts of TQM, Quality standards	Assignment #1
5	Statistical Process Control Developing charts to monitor the quality of output over time	
6	Process and Capacity Design Bottleneck and capacity analysis, Process strategies, Operational hedging	Quiz#1
7	Forecasting Qualitative and quantitative forecasting methods, Forecast error calculation	
8	Midterm	
9	Deterministic Demand Inventory Theory ABC Analysis, EOQ/POQ, Quantity discounts, One-time sales, MRP	Assignment #2
10	Stochastic Demand Inventory Theory Safety stock, Continuous and periodic review systems, Newsvendor problems	
11	Just-in-Time and Lean Systems Pull vs Push production, Disadvantages of JIT, Lean Operations	Quiz #2
12	Scheduling and Planning Priority rules, Flowtime calculations, Minimizing late jobs, Scheduling on two machines	
13	Learning Curves Computing learning rates / procedure durations / future costs, Labor planning	
14	Facility Layout and Location Layout strategies for: offices, supermarkets, warehouses, processes; Facility location	
15	Supply Chain Management Warehouse centralization, Purchasing philosophies, Supply chain risks	
16	International Operations Management Overseas manufacturing, Practices in Japan, South Korea, China, India & Germany	
17	Terminal Examination	

BC-614	Organizational Behavior	Credit Hrs: 3 (3-0)
Week	Content	
1	Orientation, definition of organizational behavior, Historical background of organization behavior Theoretical Frameworks , Challenges and opportunities for OB	
2	Definition and Importance of perception , Social Perception (Attribution Theory, Stereotyping and Halo effect) HBS case: Jamie Turner	
3	Definition and meaning of personality and determinants of personality (The Self- concept) Big five Model, MBTI, Important personality characteristics, HBS case: Thomas Green	
4	The nature and dimensions of Attitude (Components and functions), Ways of changing attitudes	Assignment
5	Job satisfaction, organizational citizenship behavior and organizational commitment, HBS case: Treadway Tire Plant	
6	Meaning of motivation, The content theories of motivation The process theories of motivation ,Contemporary theories of motivation Case Study: Engstrom Auto Mirror Plant	Quiz
7	Principles of learning (Reinforcement and Punishment), Law of effect (Positive and negative rein forcers)	
8	Midterm	
9	Organizational reward systems (Money as a reward and new pay techniques), Non- financial rewards Behavioral Performance Management	Assignment
10	Group Dynamics and Teams , Nature of groups Dynamics of informal groups Definition of conflict and Transitions in conflict thought	
11	The conflict process and Intra-individual conflict (Goal conflict and Role conflict and ambiguity) Interpersonal And Intergroup Conflict Negotiation skills	Quiz
12	The definition of stress and the background of stress The causes of stress (Extra-organizational stressors, organizational stressors, group stressors and individual stressors)	
13	The effects of stress (physical problems, psychological problems and behavioral problems)	
14	Coping strategies for stress(Individual and organizational coping strategies)	
15	The meaning of power (distinctions among power, authority and influence) and the class of power	
16	Political strategies used to acquire power Traditional theories of leadership, Modern theoretical processes of leadership, Leadership skills	
17	Terminal Examination	

BC-615		
CORPORATE GOVERNANCE		
Credit Hrs: 3(3-0)		
<i>Week</i>	<i>Topics to be Covered</i>	
1	Corporate Governance Overview	
2	Theory and Practice of Corporate Governance	
3	Land marks in the Emergence of Corporate Governance. Rights and Privileges of Shareholders.	
4	Investors Problem and Protection.	
5	Committees of a Board.	
6	BOD: A Powerful Instrument in Governance.	
7	Role of Auditors.	
8	Midterm	
9	Financial Reporting.	
10	Risk Management	
11	Internal Control	
12	Business Ethics & Corporate Social Responsibility	
13	External Influences on a Company's Governance	
14	Security and Exchange Commission. The Pakistani Market Regulator.	
15	The Role of the Government in Ensuring Corporate Governance. The Corporation in a Global Society.	
16	Terminal	

BC-683 International Finance Credit Hrs: 3(3-0)

Week	Topics to be Covered	
1	<p>Multinational Financial Management: An Overview Goal of the MNC Theories of International Business International Business Methods Multinational Financial Management: An Overview International Opportunities Exposure to International Risk Overview of an MNC’s Cash Flows Valuation Model for an MNC</p>	
2	<p>International Flow of Funds Balance of Payments International Trade Flows Factors Affecting International Trade Flows Correcting a Balance of Trade Deficit International Flow of Funds International Capital Flows Agencies that Facilitate International Flows How International Trade Affects an MNC’s Value</p>	
3	<p>International Financial Markets Motives for Using International Financial Markets Foreign Exchange Market International Money Market International Credit Market International Financial Markets International Bond Market International Stock Markets Comparison of International Financial Markets How Financial Markets Affect an MNC’s Value</p>	
4	<p>Exchange Rate Determination Measuring Exchange Rate Movements Exchange Rate Equilibrium Exchange Rate Determination Factors that Influence Exchange Rates Speculating on Anticipated Exchange Rates</p>	Assignment
5	<p>Government Influence on Exchange Rates Exchange Rate Systems A Single European Currency Government Intervention Government Influence on Exchange Rates Exchange Rate Target Zones Intervention as a Policy Tool How Central Bank Intervention Can Affect an MNC’s Value</p>	
6	<p>International Arbitrage and Interest Rate Parity International Arbitrage Locational Arbitrage Triangular Arbitrage Covered Interest Arbitrage.....</p>	Quiz

	Interest Rate Parity Derivation of Interest Rate Parity Determining the Forward Premium Graphic Analysis of Interest Rate Parity	
7	Relationships Among Inflation, Interest Rates, and Exchange Rates Purchasing Power Parity (PPP) Interpretations of PPP Rationale Behind PPP Theory Derivation of PPP.... International Fisher Effect (IFE) Implications of the IFE for Foreign Investors Derivation of the IFE..... Comparison of IRP, PPP, and IFE Theories.	
8	Midterm	
9	Forecasting Exchange Rates Why Firms Forecast Exchange Rates Forecasting Techniques Forecasting Services Evaluation of Forecast Performance Exchange Rate Volatility Measuring Exposure to Exchange Rate Fluctuations Is Exchange Rate Risk Relevant? Transaction Exposure Economic Exposure Translation Exposure	Assignment
10	Direct Foreign Investment Motives for Direct Foreign Investment (DFI) Benefits of International Diversification Decisions Subsequent to DFI Host Government Views of DFI Impact of the Direct Foreign Investment Decision on an MNC's Value	
11	Multinational Capital Budgeting Subsidiary versus Parent Perspective Input for Multinational Capital Budgeting Multinational Capital Budgeting Example Factors to Consider in Multinational Capital Budgeting Adjusting Project Assessment for Risk	Quiz
12	Country Risk Analysis Why Country Risk Analysis Is Important Political Risk Factors Financial Risk Factors Types of Country Risk Assessment Techniques to Assess Country Risk Comparing Risk Ratings Among Countries	
13	Measuring Country Risk Comparing Country Risk Ratings Across Countries Actual Country Risk Ratings Across Countries Incorporating Country Risk in Capital Budgeting Reducing Exposure to Host Government Takeovers	

14	Multinational Cost of Capital and Capital Structure Background on Cost of Capital Cost of Capital for MNCs Costs of Capital Across Countries Using the Cost of Capital for Assessing Foreign Projects	
15	The MNC's Capital Structure Decision Interaction Between Subsidiary and Parent Financing Decisions Local Versus Global Target Capital Structure Impact of an MNC's Capital Structure Decisions on Its Value	
16	Financing International Trade Payment Methods for International Trade Trade Finance Methods Agencies that Motivate International Trade	
17	Terminal	