

Ist Semester

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	Assignment#1

		by Function: Declarative, Interrogative, Imperative, Exclamatory	
	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		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 قرآن ، 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 اُنیسی 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 ، اداب جہاد (الف)	
	Lecture 30	□ جہاد: اہمیت ، مقاصد جہاد ، اداب جہاد (ب)	
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	

BBA-3104		Introduction to Business		Credit Hrs. 3(3-0)	
Week No.	Topic	Assignments	Quiz		
Week 01	Introduction to business,				
	The nature and goal of business				
	Scope of Business Organization.				
Week 02	The people and activities of business				
	Types of Business Ownership.				
	Sole proprietorship & its Characteristics.				
Week 03	Advantages & Disadvantages of sole proprietorship				
	Partnership Business & its characteristics				
	Advantages & Disadvantages of partnership				
Week 04	Types of partnership				
	Partnership Agreement.	Assignment 01			
	Registration process of a firm.				
Week 05	Importance of Registration.				
	Joint Stock company & its features.				
	Advantages & Disadvantages of JSC.				
Week 06	Joint Stock company in Western and Pakistani Context				
	Private Ltd Corporations			Quiz 01	
	Public Ltd Corporations				
Week 07	Difference B/w Public & Private Corporations				
	Trade Agreements, Alliances, and Organizations				
	International Business Strategies				
Week 08	Developing Strategies				
	Midterm				
Week 09	Memorandum of Association.	Assignment 02			
	Articles of Association.				
	Prospectus.				
Week 10	Difference B/w Memorandum & Articles of Association.				
	Share Capital				

	Classes of Share Capital		
Week 11	Debentures & its types		Quiz 02
	Applications of Debentures		
	Difference B/w Share & Debenture.		
Week 12	Company Management		
	Functions & responsibilities of Directors, & Powers of Directors		
	Directors and Management		
Week 13	Organizing business & Entrepreneurship		
	The Nature of Entrepreneurship and Small Business		
	Advantages of Small-Business Ownership		
Week 14	Motivating and Managing the Workforce		
	Nature of Human Relations		
	Theories of Employee Motivation		
Week 15	Planning for Human Resources Needs		
	Business and their responsibilities		
	Overview on Corporate Social Responsibility		
Week 16	Terminal		

BBA-3105		Principles of Management	Credit Hrs. 3(3-0)	
Week No.	Topic	Assignments	Quiz	
Week 01	Introduction to Management, organization. Management Process & Levels			
	Management Roles, skills, universality of Management			
	History of Management			
Week 02	Approaches to Management (Classical Approach & General Administrative theory)			
	Behavioral & Quantitative Approach			
	Contemporary Approaches & contingent Approach			
Week 03	Decision making process, How employees make decisions			
	The external environment and the Manager			
	The internal environment and the manager			
Week 04	Managing workforce diversity	Assignment 01		
	Types of workplace diversity			
	Managing change & innovation (change process)			
Week 05	Types of change, Managing resistance to change			
	Stress Management, Categories of organizational stress			
	Creativity & Innovation			
Week 06	Foundations & basic elements of planning		Quiz 01	
	Process of planning & MBO			
	Effective Strategic planning			
Week 07	Basics of strategic Management			
	Case study			
	Strategic Management Process			
Week 08	Midterm			
Week 09	Types of Corporate strategy			
	Need for Strategic Leadership			
	Entrepreneurial process	Assignment 02		
Week 10	Human Resource Management Process HR planning, Recruitment & Recruitment			

	Orientation, Employee training & development		
	Employee performance Management		
Week 11	Compensation Management & Benefits		Quiz 02
	Contemporary issues in managing HR		
	Organization structure		
Week 12	Types of organization structure		
	Traditional organizational design		
	Motivation & its theories		
Week 13	Team work & group behavior		
	Stages of group development		
	Leadership & Management		
Week 14	Early Leadership theories		
	Contemporary leadership styles		
	Contemporary leadership styles continue.....		
Week 15	Focus on organization behavior		
	Job involvement & organization commitment		
	Personality & Big five model		
Week 16	Foundation of control		
	Importance of control		
	Elements, Approaches & Types of Controlling		
	Terminal		

BBA-3106		Financial Accounting- I		Credit Hours: 3(3-0)	
Week No.	Topic	Assignments	Quiz		
Week 01	INTRODUCTION Book keeping Important terms in accounting				
Week 02	Double entry book keeping. Advantages of double entry book keeping. Disadvantages of double entry book keeping Single entry vs. Double entry Advantages over single entry system				
Week 03	Accounting and its role Accounting definition and meaning. Branches of accounting Functions of accounting Accounting system Users of accounting information				
Week 04	Book keeping vs. Accounting. Accounting cycle Accounting principles & accounting equation Accounting principles Accounting assumptions	Assignment 01			
Week 05	Accounting equation. Effects of transaction on accounting equation. Practice Problems & Exercises. Nature of accounts & rules of debit & credit.				
Week 06	Account Classification of accounts				Quiz 01

	Rules of debit & credit		
	Practice Problems & Exercises The Journal		
Week 07	Practice Problems & Exercises		
	Practice Problems & Exercises		
	The Ledger		
Week 08	Midterm		
Week 09	Practice Problems & Exercises Preparing Trial Balance	Assignment 02	
	Practice Problems & Exercises		
	Practice Problems & Exercises		
Week 10	Preparation of Financial Statements		
	Preparing Profit and Loss Account		
	Practice Problems & Exercises.		
Week 11	Preparing Balance Sheet		Quiz 02
	Practice Problems & Exercises		
	The adjusting and closing entries		
	Need for Adjusting Entries		
	Types of Adjusting Entries		
	Recording adjusting entries		
Week 12	Practice Problems & Exercises		
	Preparing adjusted trial balance.		
	Practice Problems & Exercises. Recording closing entries		
Week 13	Practice Problems & Exercises		

	Preparing post-closing trial balance		
	Practice Problems & Exercises		
Week 14	Preparing work-sheet		
	Practice Problems & Exercises		
	Preparation of Financial Statements Practice Problems & Exercises		
Week 15	Cash and temporary investment		
	Nature and Composition of Cash Cash Management and Control		
	Maintaining Bank Account Bank Reconciliation Practice Problems & Exercises		
Week 16	Short term investments		
	Practice Problems & Exercises		
	Practice Problems & Exercises		
Week 17	Terminal		

UOQ-3107		Understanding of Quran		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 ها
	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 بالاضافة
	5	5-6 Quiz	پڑھے گئے اسباق کے قرآنی الفاظ ، قطعے اور جملوں کا ترجمہ لکھیں	ضمیر هم 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/الا، ان /الی، انما، لیس ، ما ، کان ،) ، الی ، الیس ، الیوم ، یومئذ ، سبحان ، مابینہما ، 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 یعملون
		Terminal		

3rd Semester

GEN-4301		Arabic	Credit Hrs.2 (2-0)
Week	Lecture No.	قواعد	عملی مشق
Week 1	Lecture 1	• اسم کی پہچان	• تعوذ اور سورۃ الفاتحہ (4-1)
	Lecture 2	• هُوَ، هُمْ، ...ضمانز منفصلہ	• سورۃ الفاتحہ (5-7)، تکبیر، ثناء، تسبیحات
Week 2	Lecture 3	• ل، مِنْ، عَنْ، مَعَ...حروف جار	• تشهد، درود، دعا
	Lecture 4	• فعل ماضی: فَعَلَ	• سورۃ الإخلاص
Week 3	Lecture 5	• فعل مضارع: يَفْعَلُ	• سورۃ الفلق
	Lecture 6	• فعل امر، فاعل، مفعول، فعل	• سورۃ النَّاس
Week 4	Lecture 7	• نَصَرَ، عَبَدَ	• سورۃ النصر
	Lecture 8	• ضَرَبَ، ظَلَمَ، سَمِعَ، عَلِمَ	• سورۃ الكافرون
Week 5	Lecture 9	• كمزور أفعال: وَهَبَ، وَعَدَ	• سورۃ البقرة: 1-5
	Lecture 10	• كمزور أفعال: قَالَ، زَادَ	• سورۃ البقرة: 6-10
Week 6	Lecture 11	• بمزه والے أفعال: أَمَرَ	• سورۃ البقرة: 11-13
	Lecture 12	• يكسان حروف والے أفعال: ظَنَّ، ظَلَّ	• سورۃ البقرة: 14-18
Week 7	Lecture 13	• فعل مجهول: نُصِرَ، جُعِلَ	• سورۃ البقرة: 19-20
	Lecture 14	• فعل مجهول: وُعدَ، أُمِرَ	• سورۃ البقرة: 21-22
Week 8	Midterm		
Week 9	Lecture 15	• مزيد في: حَاسَبَ	• سورۃ البقرة: 23-25
			Assignment

	Lecture 16	● مزيد في: أَسْلَمَ، اِخْتَلَفَ	● سورة البقرة: 26-29	
Week 10	Lecture 18	● مزيد في: تَدَبَّرَ، تَدَارَسَ، اِنْقَلَبَ	● سورة البقرة: 31-35	
	Lecture 19	● مزيد في: وَلَّى	● سورة البقرة: 36-37	
Week 11	Lecture 20	● مزيد في: نَادَى، أَقَامَ	● سورة البقرة: 38-42	
	Lecture 21	● مزيد في: اِتَّقَى، سَتَقَامَ	● سورة البقرة: 43-46	Quiz # 02
Week 12	Lecture 22	● مؤنث ضمائر	● سورة البقرة: 47-50	
	Lecture 23	● مؤنث فعل كا تُبَيِّل	● سورة البقرة: 51-53	
Week 13	Lecture 24	● مؤنث فعل كا تُبَيِّل، تثنيه (دو) تُبَيِّل	● سورة البقرة: 54-57	
	Lecture 25	● فعل مجهول (مزيد في) عُلِّمَ، اُنزِلَ	● سورة البقرة: 58-59	
Week 14	Lecture 26	● فعل: كَرَّمَ، مَ اور فعل مضارع	● سورة البقرة: 60-61	
	Lecture 27	● لَمْ اور مضارع مزيد في افعال	● سورة البقرة: 62	
Week 15	Lecture 28	● لَنْ اور فعل مضارع، اسم مكان	● سورة البقرة: 63-66	
	Lecture 29	● اسم مكان	●	
Week 16	Lecture 30	● جمع تكسير ، جمله اسميه	● سورة البقرة: 67-70	
	Lecture 31	● جمله فعليہ ● مضاف، مضاف اليه، ● موصوف، صفت	● سورة البقرة: 71-73 ● سورة البقرة: 74	
Week 17	Terminal Examination			

GEN-4302 Application of Information and Communication Technology Credit Hrs. 3(2-1)			
Week	Topics (Theory)	Practical Work	
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 	Quiz #1	

	iii. Norms and social sanctions	
Week 7	Midterm Exam	
Week 8	c. Organizations of culture i. Traits ii. Complexes iii. Patterns iv. Ethos v. Theme	
Week 9	Other related concepts i. Cultural Relativism ii. Sub Cultures iii. Ethnocentrism and Xenocentrism iv. Cultural lag	Assignment#2
Week 10	Socialization & Personality a) Personality, Factors in Personality Formation b) Socialization, Agencies of Socialization c) Role & Status	
Week 11	Deviance and Social Control a) Deviance and its types b) Social control and its need	Quiz #2
Week 12	c) Forms of Social control d) Methods & Agencies of Social control	
Week 13	Unit VII: Collective Behavior a) Collective behavior, its types b) Crowd behavior c) Public opinion	
Week 14	d) Propaganda e) Social movements f) Leadership	
Week 15	Terminal Examination	

BBA-4304		SME Management	Credit Hrs. 3(3-0)
Week No.	Topic		
1	Course overview and expectations		
	Understanding the significance of SMEs.		
	The role of entrepreneurship in SMEs.		
2	Defining SMEs and their various categories.		
	Challenges and advantages of SMEs.		
	Case studies on successful SMEs.		
3	Entrepreneurship and Business Planning.		
	The entrepreneurial mindset.		
	Business idea generation.		
4	Creating a business plan for an SME.		
	Legal and Regulatory Framework.		Assignment
	Legal structures for SMEs.		
5	Compliance and regulatory requirements.		
	Intellectual property considerations.		
	Financial Management for SMEs (Part 1)		
	Understanding financial statements.		
6	Budgeting and cash flow management.		Quiz 01
	Financing options for SMEs.		
	Financial Management for SMEs (Part 2)		
	Financial forecasting and analysis.		
7	Financial ratios and performance metrics.		
	Marketing and Sales Strategies.		
	Market analysis and segmentation.		
8	Midterm		
9	Developing a marketing plan for SMEs.		Assignment
	Effective sales strategies for SMEs		
	Operations and Supply Chain Management.		
10	Managing operations efficiently.		
	Supply chain management for SMEs		
	Human Resource Management in SMEs.		
11	Hiring and retaining talent in SMEs.		Quiz
	Training and development for a small workforce.		
	Technology and Innovation in SMEs.		
11	Leveraging technology for growth.		
	Innovation and adaptation in SMEs.		
	Strategic Planning for Growth.		
12	Strategies for sustainable growth.		
	Expanding into new markets.		
	Risk management and contingency planning.		

13	Internationalization and Global Markets.	
	Exploring international opportunities.	
14	International trade regulations.	
	Succession Planning and Exit Strategies.	
	Succession planning for family businesses.	
15	Terminal	

BBA-4305		Business Finance	Credit Hours: 3(3-0)
Week No.	Topic	Assignments	Quiz
1	An Overview of Business Finance		
	Finance a quick look.		
2	Forms of business organization.		
	Goals of business finance.		
	Agency problem.		
3	Understanding financial statements and cash flows.		
	Understanding financial statements and cash flows (Continue)		
	Understanding financial statements and cash flows (Continue)		
4	The balance sheet.		Assignment 01
	The income statement		
	Taxes. Cash flow.		
5	Analyzing the financial statements		
	Standardized financial statements (part a)		
	Standardized financial statements (part b)		
6	Ratio analysis.	Quiz 01	
	The Du-point identity.		
	Internal and sustainable growth		
7	Internal and sustainable growth (Private/ public)		
	Using financial statement information (Public limited company)		
	Using financial statement information (Private limited company)		
8	Midterm		
9	Time Value of Money		
	The role and perspectives of the TVM concept		Assignment 02
	Future values & Present values		
	Annuities		

10	Future and present values of cash flows under high compounding frequency		
	Impact of higher compounding frequency		
11	Inflation and the Time Value of Money		
	Bond and Their Valuation Definition, types and features of bonds	Quiz 2	
	Valuation of bonds (the basic process)		
12	Basic relationships in bond valuation		
	Bondholder's expected rate of return		
	Risks associated with bond return		
13	Stocks and Their Valuation		
	Shares and their basic features		
	Benefits from a share investment		
14	Price of ordinary shares		
	Behaviour of expected dividend growth and share price		
	Price of shares based on earnings		
15	Net present value and other investment Criteria		
	Introduction to Islamic Finance		
	The Cost of Capital		
16	Terminal		

BBA-4306		Cost Accounting-I		Credit Hours: 3(3-0)	
Week No.	Topic	Assignments	Quiz		
1	General Principles Meaning and Scope of Cost Accounting				
	Objectives of Cost Accounting.				
	Cost Accounting Versus Financial Accounting.				
2	Importance of Cost Accounting				
	Objections to Cost Accounting.				
	Elements of Cost.				
3	Components of Total Cost.				
	Classification of Costs.				
	Installation of a Costing System.				
4	Methods of Costing.	Assignment 01			
	Techniques of Costing.				
	Systems of Costing				
5	Direct Materials				
	Materials Control				
	Purchasing of Materials.				
6	Receiving of Materials.				
	Inspection of Materials.			Quiz 01	
	Storage of Materials				
7	Issuing of Materials.				
	Maintenance of Inventory Records				
	(i) Incoming Materials. (ii) Outgoing Materials				
8	Midterm				
9	Direct Labour and Direct Expenses	Assignment 02			
	Direct and Indirect Labour.				
	Control over Labour Costs.				
10	Engineering and Works Study Department.				
	Time-keeping Department.				
	Pay-master's Department.				
11	Overheads - Control			Quiz 02	
	Classification of Overheads.				
	Comments on Certain Items of <ul style="list-style-type: none"> • Factory Overheads. • Office and Administrative Overheads. • Selling and Distribution Overheads 				
12	Financial Statements The bases for planning and control				

	Planning of Factory Overhead.		
	Control of Factory Overhead.		
13	Joint and byproduct costing		
	Single or Output Costing		
	Job and Batch Costing		
14	Nature and Use of Batch Costing.		
	Determination of Economic Batch Quantity.		
	Procedure of Batch Costing		
15	Specific aspects of Contract Costing.		
	Profit on Incomplete Contracts.		
	Profit on Completed Contracts		
16	Terminal		

5th Semester

MIS-5501 Management Information System		Credit Hrs. 3(3-0)	
Week N	Topic	Assignment	Quiz
Week 01	Introduction to Information Systems in Business		
	Why study information systems?		
	Why business need information technology?		
Week 02	Fundamentals of Information System		
	Impact of the MIS-MIS and the user		
	Management as a control system		
Week 03	MIS a support to management		
	Development process of the MIS.		
	Solving Business Problems with Information Systems.		
Week 04	Systems approached problem solving.	Assignment 1	
	Developing information system solutions.		
	Practical application of information systems for solutions.		
Week 05	General Systems Model of the Firm		
	System analysis and design		
	Need for system analysis		
Week 06	System analysis of the existing system		Quiz 01
	System analysis of a new requirements		
	Structured System Analysis and Design		
Week 07	Object Oriented Analysis.		
	Computer Software, (Overview from Managerial Perspective)		
	Computer Hardware (Overview from Managerial Perspective)		
Week 08	Midterm		
Week 09	Information system applications.	Assignment	
	MIS applications, DSS – GDSS		
	DSS applications in E-enterprise		
Week 10	Knowledge Management System and Knowledge Based Expert System -		
	Enterprise Model System and E-Business		
	E-Commerce, E-communication, Business Process Reengineering.		
Week 11	IS for Business Operations		
	Business information systems.		Quiz 2
	Transaction processing system		
Week	Technology of information system		

12	Data process.		
	Transaction and application process.		
Week 13	Information system process.		
	Unified communication and network		
	Security challenges in E-enterprises.		
Week 14	Accounting Information System		
	Financial Information System		
	Decision Support System		
Week 15	Security threats and vulnerability-Controlling		
	IS for Strategic Advantage		
	IS & Artificial Intelligence		
Week 16	Terminal		

BBA-5502		Organizational Behavior	Credit Hours: 3(3-0)	
Week No.	Topic	Assignments	Quiz	
Week 01	What is Organizational Behaviour			
	Importance of organizational behavior			
	Foundations of Individual Behaviour:			
Week 02	Biographical Characteristics of Ability, Learning			
	Organizational behaviour from Islamic and indigenous perspective			
	Understanding human psychology through the lenses of Quran and Sunnah			
Week 03	Attitudes and Types of attitudes			
	Attitudes of employees at workplace			
	Attitudes of group and organization			
Week 04	Job Satisfaction and its characteristics	Assignment 01		
	Employees and job satisfaction			
	Important factors that influence on employee's job satisfaction			
Week 05	Perception and Individual Decision Making			
	Why perception is important Types of decision making			
	Biases and errors in decision making			
Week 06	Motivation concept		Quiz 01	
	Content theories of Motivational			
	Process theories of motivation			
Week 07	Motivation: from concept to application			
	Applying motivation concepts for designing reward system			
	Emotions and Moods			
Week 08	Midterm			
Week 09	Groups and their influence at workplace	Assignment 02		
	Foundations of Group			
	Behaviour Groups in organization			
Week 10	Leadership and organization			
	Basic Approaches to Leadership			
	Trait theories of Leadership			
Week 11	Behavioural theories of Leadership		Quiz 02	
	Contemporary Issues in Leadership			
	Emerging leadership theories			
Week 12	Power and politics			
	Types and power Politics in organizations			
	Sources of power Politics in organizations			

Week 13	Conflict and negotiation		
	Types of conflicts		
	Major conflict Theories		
Week 14	Functions of organization structure		
	Types of organizational structure		
	Organizational structure and its impact on individuals and groups		
Week 15	Organizational culture		
	Culture's Dimension		
	Organizational culture and individual behavior		
Week 16	Terminal		

BBA-5503		Business Research Methods	Credit Hrs. 3(3-0)	
Week No	Topic	Assignments	Quiz	
Week 01	The Role of Business Research			
	What is business research?			
	Why it is important?			
Week 02	The relevance of Western theories and research for local managers			
	How are theories developed?			
	Why context is important in social sciences?			
Week 03	The research process: An overview			
	What are the key steps in research process?			
	Types of research			
Week 04	Problem Definition			
	How to develop research gap	Assignment 01		
	Steps involved in Gap			
Week 05	Research process (part a)			
	Research process (part b)			
	Research process (part c)			
Week 06	Survey Research:		Quiz 01	
	An Overview Survey method and business research			
	An Overview Survey method and business research			
Week 07	Research design and methods			
	Research design and methods			
	Research design and methods			
Week 08	Midterm			
Week 09	Measurements	Assignment 02		
	Research scale			
	Demographic Scale			

Week 10	Research variables		
	Types of research variables		
	Demographic variables		
Week 11	Population		Quiz 02
	Population role in research		
	How to select target population		
Week 12	Sampling		
	Sampling methods		
	Formulas in Sampling		
Week 13	Probability Sampling and types		
	Non -probability sampling and types		
	Sample size and its importance		
Week 14	Data collection		
	Procedure of data collection		
	Data collection techniques		
Week 15	Software's of business research		
	SPSS-20/21 (Working)		
	SPSS-20/21 (Working)		
Week 16	Terminal		

BBA-5504		Managerial Economics		Credit Hours: 3(3-0)	
Week No.	Topic	Assignments	Quiz		
Week 01	The nature and scope of Managerial Economics.				
	Management Problem				
	Effective Management				
Week 02	Theory of firm				
	The objectives of the Firm				
	Constraints faced by a firm				
Week 03	Business vs. Economic profit				
	Advanced Demand Analysis				
	The Market Demand Function				
Week 04	Total and Marginal Revenue	Assignment 01			
	Sensitivity analysis				
	Computation of Price, Income and Cross price Elasticity of Demand by two Methods.				
Week 05	Uses and Application of Price, Income and Cross-Price Elasticity of demand.				
	Some other Demand Elasticity.				
	Advanced Demand Analysis.				
Week 06	Price elasticity, Marginal Revenue and Total Revenue.		Quiz 01		
	Optimal Pricing Policy under given price elasticity.				
	Demand estimation by Regression Analysis.				
Week 07	Simple Linear and Multiple Linear Regression Models.				
	Significance of estimated coefficients and model.		Quiz 02		
	Use of R ² .				
Week 08	Midterm				
Week 09	Demand Forecasting.				
	Quantitative Methods for Forecasting.	Assignment 02			
	Best Forecasts and forecasting power of a Regression Model.				
Week 10	Production Analysis				
	Production Function				
	Total, Marginal, and average Products in case of single and two variable inputs				

Week 11	Marginal Revenue Product and Optimal Employment of Inputs		Quiz 02
	Returns to scale vs. Returns to factor		
	Cost Analysis and estimation Explicit and Implicit Costs		
Week 12	Incremental and Sunk Costs Short-Run vs. Long-Run Costs		
	Different types of market structures		
	Competitive market structure characteristics		
Week 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		
Week 14	Nature and use of game theory		
	Application of game theory		
	Concept of Risk and uncertainty		
Week 15	Managerial Applications		
	Revision and discussions		
	Revision and discussions		
Week 16	Terminal		

BBA-5505		Business Statistics	Credit Hrs: 3(3-0)
Week No.	Topic	Assignments	Quiz
Week 01	Introduction about course		
	Descriptive Statistics		
	Inferential Statistics		
Week 02	Statistics Applications in Business		
	Data condensation and presentation		
	Data and Numbers		
Week 03	The Data Array		
	Frequency Distribution		
	Why we use frequency distribution ?		
Week 04	Relative Frequency Distribution	Assignment 01	
	Cumulative frequency distribution		
	Graphical Representation of distribution		
Week 05	Pie Chart		
	Frequency Bar Chart		
	Frequency Histogram		
Week 06	Frequency Polygon		Quiz 01
	Ogive methods		
	Ogive characteristics and functions		
Week 07	Measures of central tendency for grouped and ungrouped data		
	Characteristics of central tendency		
	Why and when use central tendencies?		
Week 08	Midterm		
Week 09	Means: (Arithmetic, Geometric, Harmonic)	Assignment 02	
	Median		
	Mode		
Week 10	Quartiles range		
	Measures of dispersion for grouped and ungrouped data		
	Grouped and ungrouped data		
Week 11	Range		Quiz 02
	Mean absolute deviation		
	Variance		
Week	Standard Deviation		

12	Sample and population standard deviation		
	Relative Dispersion		
Week 13	Index numbers		
	Un-weighted Aggregates Index		
	Weighted Aggregates Index		
Week 14	Average of Relative Methods		
	Quantity and Value Indices		
	Basic Sets and Subsets		
Week 15	Operations on sets		
	Venn Diagram		
	Successive event principle		
Week 16	Terminal		

BBA-5506		Marketing Management		Credit Hrs. 3(3-0)	
Week No.	Topic	Assignments	Quiz		
Week 01	Marketing: an overview Definitions				
	The evolution of marketing management.				
	The marketing concept and social responsibility.				
Week 02	The importance and scope of marketing.				
	The basic functions of marketing.				
	Marketing information systems				
Week 03	Concept and components of marketing information systems.				
	Marketing intelligence system.				
	Marketing research system.				
Week 04	Analytical marketing system.	Assignment 01			
	Marketing decision support system				
	Consumer markets and consumer behavior analysis				
Week 05	Demographic dimensions of consumer market.				
	Behavioral dimensions of consumer market.				
	The consumer's decision process				
Week 06	The buyer's decision process.			Quiz 01	
	The industrial market, the reseller market and the Government market.				
	Organizational markets and their buying objectives & structures				
Week 07	STP Marketing				
	An overview of marketing opportunities and target markets				
	Market segmentation concept patterns & procedure				
Week 08	Midterm				
Week 09	Dimensions to segment consumer and industrial markets	Assignment 02			
	Market targeting				
	Product positioning				
Week 10	Product markets strategies				
	Basic concepts of product planning.				
	The product life cycle: Stages and marketing strategies.				
Week 11	New product planning and development.			Quiz 02	
	Product mix strategies.				
	Branding, packaging, and labeling.				

Week 12	Pricing strategies and policies		
	Procedure for price setting.		
	Methods of setting prices		
Week 13	Price-adaptation strategies		
	One-price and flexible-price policies.		
	Price level policies over the product life cycle.		
Week 14	Initiating and responding to price changes		
	Marketing channel decisions		
	Channel - design decisions.		
Week 15	Channel - management decisions.		
	promotional strategies		
	Sales promotion and public relations programs.		
Week 16	Terminal		

7th Semester

BBA-471		Entrepreneurship		Credit Hrs.3(3-0)					
	TOPICS TO BE COVERED	Assignment 1							
1.	Introduction to Entrepreneurship and Entrepreneurial Process								
	Introduction to Entrepreneurship and Entrepreneurial Process								
2.	Entrepreneurial Profile Ted Turner								
	Entrepreneurial Profile Ewing Marion Kauffman								
3.	Developing Ideas and Business Opportunities								
	Developing Ideas and Business Opportunities								
4.	Developing Ideas and Business Opportunities								
	Entrepreneurial Profile Fredrick W. Smith								
5.	Analyzing the Market, Customers, and Competition								
	Analyzing the Market, Customers, and Competition								
6.	Preparing the winning Business Plan					Quiz 1			
	Preparing the winning Business Plan								
7.	Setting Up the Company								
	Setting Up the Company								
8	Midterm								
9.	Managing Financial Operations Early Stage Financing	Assignment2							
	Growth stage Financing								
10.	Discovering the value in Intellectual property: The competitive Edge.								
	Discovering the value in Intellectual property: The competitive Edge.								
11.	Prepare organization for growth	Quiz2							
	Develop customer driven management strategy								
12.	Buying Existing and Turnaround Businesses and opening Franchises								

	Harvesting and Exiting the venture: Options and Alternatives	
13.	SMEs in Pakistan: Issues and strategies	
	Case Study Analysis and Discussion	
14.	Case Study Analysis and Discussion	
	Final project presentations	
15	Terminal	

BBA-472		Financial Institutions		Credit Hours: 3(3-0)	
Weeks	Contents of Financial Markets and Institutions				
01	Why study financial markets and institutions, Overview of Financial system. Why do financial institutions exist?				
02	Asymmetric information, Moral hazard, Adverse selection, Discussion with case studies				
03	Why do financial crises occur and why are they so damaging to the economy? Financial crises 2007				
04	Central banking, Tools of monetary policy, functions	Assignment 1			
05	Commercial Banking, Banking regulations, Management of financial institutions				
06	Investment Banks, security brokers and venture firms.			Quiz 1	
07	Mutual fund, pension fund and insurance companies				
08	Midterm				
09	Financial Markets, Money vs Capital Markets				
10	The stock markets, Products and management	Assignment 2			
11	The bond market, products and management				
12	Short terms and long term financial markets and products			Quiz 2	
13	The Mortgage market, products and management.				
14	The foreign exchange market, products and management				
15	The International Financial System				
16	Risk management in financial institutions, hedging with derivatives				
17	Terminal				

BBA-473 Management Information System Credit Hrs. 3(3-0)		
Week	Contents	
1	Introduction to Information Systems in Organizations	
2	Strategy and Information Systems Leadership	
3	Databases and Data Management	
4	Information Networks	Assignment
5	The Internet and Social Media	
6	ERP and Business Applications	Quiz
7	e-Business	
8	Midterm	
9	Wireless and Mobile Technology	Assignment
10	Knowledge Management	
11	Developing and Implementing Information Systems	Quiz
12	Security and Information Systems Auditing	
13	Information Ethics and Privacy	
Note: Students will also study MS Word and Excel		

BBA-372 International Finance Credit Hours: 3(3-0)		
Week #	TOPICS TO BE COVERED	
1.	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	

2.	<p>International Flow of Funds</p> <ul style="list-style-type: none"> Balance of Payments International Trade Flows Factors Affecting International Trade Flows Correcting a Balance of Trade Deficit <p>International Flow of Funds</p> <ul style="list-style-type: none"> International Capital Flows Agencies that Facilitate International Flows How International Trade Affects an MNC's Value 	
3.	<p>International Financial Markets</p> <ul style="list-style-type: none"> Motives for Using International Financial Markets Foreign Exchange Market International Money Market International Credit Market <p>International Financial Markets</p> <ul style="list-style-type: none"> International Bond Market International Stock Markets Comparison of International Financial Markets How Financial Markets Affect an MNC's Value 	
4.	<p>Exchange Rate Determination</p> <ul style="list-style-type: none"> Measuring Exchange Rate Movements Exchange Rate Equilibrium <p>Exchange Rate Determination</p> <ul style="list-style-type: none"> Factors that Influence Exchange Rates Speculating on Anticipated Exchange Rates 	Assignment
5.	<p>Government Influence on Exchange Rates</p> <ul style="list-style-type: none"> Exchange Rate Systems A Single European Currency Government Intervention <p>Government Influence on Exchange Rates</p> <ul style="list-style-type: none"> Exchange Rate Target Zones Intervention as a Policy Tool How Central Bank Intervention Can Affect an MNC's Value 	
6.	<p>International Arbitrage and Interest Rate Parity</p> <ul style="list-style-type: none"> International Arbitrage <ul style="list-style-type: none"> Locational Arbitrage Triangular Arbitrage Covered Interest Arbitrage..... <p>Interest Rate Parity</p> <ul style="list-style-type: none"> Derivation of Interest Rate Parity Determining the Forward Premium Graphic Analysis of Interest Rate Parity..... 	Quiz

7.	<p>Relationships Among Inflation, Interest Rates, and Exchange Rates</p> <p>Purchasing Power Parity (PPP) Interpretations of PPP Rationale Behind PPP Theory Derivation of PPP.....</p> <p>International Fisher Effect (IFE) Implications of the IFE for Foreign Investors Derivation of the IFE..... Comparison of IRP, PPP, and IFE Theories</p>	
8.	Midterm	
9.	<p>Forecasting Exchange Rates Why Firms Forecast Exchange Rates Forecasting Techniques Forecasting Services Evaluation of Forecast Performance Exchange Rate Volatility</p>	Assignment
10.	<p>Measuring Exposure to Exchange Rate Fluctuations Is Exchange Rate Risk Relevant? Transaction Exposure</p> <p>Measuring Exposure to Exchange Rate Fluctuations Economic Exposure Translation Exposure</p>	
11.	<p>Direct Foreign Investment Motives for Direct Foreign Investment (DFI) Benefits of International Diversification</p>	Quiz
	<p>Decisions Subsequent to DFI Host Government Views of DFI Impact of the Direct Foreign Investment Decision on an MNC's Value</p>	
12.	<p>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</p>	

13.	<p>Country Risk Analysis</p> <p>Why Country Risk Analysis Is Important</p> <p>Political Risk Factors</p> <p>Financial Risk Factors</p> <p>Types of Country Risk Assessment</p> <p>Techniques to Assess Country Risk</p> <p>Comparing Risk Ratings Among Countries</p> <p>Measuring Country Risk</p> <p>Comparing Country Risk Ratings Across Countries</p> <p>Actual Country Risk Ratings Across Countries</p> <p>Incorporating Country Risk in Capital Budgeting</p> <p>Reducing Exposure to Host Government Takeovers</p>	
14.	<p>Multinational Cost of Capital and Capital Structure</p> <p>Background on Cost of Capital</p> <p>Cost of Capital for MNCs</p> <p>Costs of Capital Across Countries</p> <p>Using the Cost of Capital for Assessing Foreign Projects</p> <p>The MNC's Capital Structure Decision</p> <p>Interaction Between Subsidiary and Parent Financing Decisions</p> <p>Local Versus Global Target Capital Structure</p> <p>Impact of an MNC's Capital Structure Decisions on Its Value</p>	
15.	<p>Financing International Trade</p> <p>Payment Methods for International Trade</p> <p>Trade Finance Methods</p> <p>Financing International Trade</p> <p>Agencies that Motivate International Trade</p>	
16	Terminal	

BBA-373 Investment & Portfolio Management		Credit Hrs.
Week #	TOPICS TO BE COVERED	
1.	<ul style="list-style-type: none"> ▶ The Investment Setting ▶ Revisions of Finance basics ▶ 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 <ul style="list-style-type: none"> ▶ Nominal and real risk free rate ▶ Risk premium ▶ Risk Premium and portfolio theory ▶ Relationship between Risk and Return <ul style="list-style-type: none"> ▶ SML line ▶ Changes in the SML line 	
3	<ul style="list-style-type: none"> ▶ The Asset Allocation Decisions ▶ Individual Investor Lifecycle ▶ The Portfolio Management Process ▶ The need for Policy Statement ▶ Input to the Policy Statement ▶ The importance of asset allocation ▶ Objectives and Constraints of Institutional Investors 	
4	▶ Setting investment in a Global Market	Assignment

	<ul style="list-style-type: none"> ▶ The case for global investments ▶ Global Investment Choices <ul style="list-style-type: none"> ▶ Fixed-Income Investments ▶ Equity Investments ▶ Special Equity Instruments <ul style="list-style-type: none"> ▶ Options ▶ Futures Contracts Historical Risk and Return on Alternative Investments 	
5.	<ul style="list-style-type: none"> ▶ Organization and Functioning of Securities Markets ▶ What is Market? ▶ Types of Markets <ul style="list-style-type: none"> ▶ Money Vs Capital Markets ▶ Primary Vs Capital Markets ▶ Debt Vs Equity Markets ▶ Regional exchanges and the over-the-counter market ▶ Detailed Analysis of Exchange Markets ▶ How Securities are traded ▶ Types of Orders Changes in the Securities Markets 	
6.	<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 	Quiz 1

7.	<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 	
8	Midterm	
9.	<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 	Assignment
10.	<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 	
11.	<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 	Quiz 2

	<ul style="list-style-type: none"> ▶ The efficient frontier ▶ The efficient frontier and investor utility 	
12.	<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 	
13.	<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 	
14.	<ul style="list-style-type: none"> ▶ Multifactor Models of Risk and Return... ▶ Security valuation with APT ▶ Empirical tests of APT ▶ Multifactor models in practice 	
15.	<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) 	
END TERM EXAMS		

BBA-385 Compensation Management		Credit Hrs:3(3-0)
Week	Content	
1	Pay philosophy, strategies and goals	
2	Job analysis	
3	Internal equity and job evaluation	
4	External equity and pay surveys	Assignment
5	Pay structures, e.g., grades and ranges	
6	Merit pay and performance appraisal	Quiz
7	Alternative pay structures	
8	Midterm	
9-10	Incentive pay for individuals, teams and organizations	Assignment
11-12	Employee benefits, e.g., healthcare, retirement, perks and paid time off Pay legislation and public policy, e.g., FLSA and Equal Pay Amendment	Quiz
13-14	Pay program administration and communications	
15	Terminal	

BBA-389 Strategic Human Resource Management Credit Hours:3(3-0)		
Week	Contents	
1-3	<p>Module 1: The External Environment and Your Organization</p> <ul style="list-style-type: none"> • Topic 1: Introductions and a Model for Strategic Human Resources • Topic 2: Getting the Global Picture • Topic 3: Going from Good to Great: External Factors and Global Perspectives 	
4	<p>Module 2: Understanding Your Human Resources Customers</p> <ul style="list-style-type: none"> • Topic 1: Understanding Human Resources Stakeholders 	Assignment
5-7	<p>Module 3: Understanding the Flow of People</p> <ul style="list-style-type: none"> • Topic 1: Understanding Staffing Needs and Options • Topic 2: Core Competencies • Topic 3: Recruitment Strategies 	Quiz
8	Midterm	
9-11	<p>Module 4: Performance Management</p> <ul style="list-style-type: none"> • Topic 1: Understanding the Value of Performance Management • Topic 2: Delivering Employee Feedback • Topic 3: Assessing Willingness to Work • Topic 4: Coaching 	Assignment Quiz

12-14	<p data-bbox="358 212 967 243">Module 5: Building Human Resources Strategy</p> <ul data-bbox="407 300 1097 583" style="list-style-type: none"><li data-bbox="407 300 1097 384">• Topic 1: Understanding Human Resources Strategy<li data-bbox="407 401 1097 485">• Topic 2: Understanding Human Resources Trends and Metrics<li data-bbox="407 501 1097 583">• Topic 3: The Four-Step Process for Building Human Resources Strategy	
15	Terminal	

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| | <ul style="list-style-type: none">• Lesson 14: E-Marketing Communication: Earned Media• Lesson 15: Customer Relationship Management | |
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Terminal

BBA-239		Social Marketing	Credit Hrs. 3(3-0)
Week	Content		
1	I. Overview of Social Media Marketing Social Media Marketing Defined		
2	History of Social Media Marketing		
3	How Social Media Marketing Differs from Traditional Marketing		
4	II. Planning for Social Media Marketing A. The Social Media Marketing Planning Cycle		Assignment
5	Target Market Identification Goal Setting and Strategy Development Social Media Marketing Ethics		
6	Blogs A. Explanation of Blogs Creation of Blogs Marketing through Blogs		Quiz
7	Creation of Podcasts and Webinars Marketing through Podcasts and Webinars		
8	Midterm		
9	Videos and Photos Explanation of Video and Photo Sharing History of Video and Photo Sharing Marketing through Video and Photo Sharing		Assignment
10	Social Networks Explanation of Social Networks History of Social Networks Marketing through Social Networks		
11	History of Microblogging Marketing through Microblogging .Discussion Boards, Social News and Question and Answer Sites . History of Discussion Boards,		Quiz
12	Social News and Question and Answer Sites. Explanation of Discussion Boards, Social News and Question and Answer Sites		
13			

	Marketing through Discussion Boards, Social News and Question and Answer Sites	
14	Mobile Computing and Location-Based Social Networks History of Smartphone Growth. Explanation of Mobile Computing and Location-Based Social Networks	
15	Marketing with Mobile Computing and Location-Based Social Networks Social Media Monitoring	
16	History of Social Media Monitoring Explanation of Social Media Monitoring Relevance of Social Media Monitoring	
17	Terminal	

