



**Schemes of Study and Course outline of ADP & BS  
(Commerce) 4 Years based on HEC Education Policy  
2023,**

**Updated 16-10-2023**

**Approved in BOS 04-10-2023, BOF 20-10-2023**



**Schemes of Study for ADP Commerce – 2 Years for Department of Commerce  
and Affiliated Colleges  
Approved in BOS 04-10-2023, BOF 20-10-2023**

According to HEC Education Policy 2023, an Associate Degree program is structured to be comprised of four regular semesters over a period of two years and consists of 60-72 credit hours. After completion of the Associate Degree, the qualification holder will have the option of seeking admission in the fifth semester of a relevant undergraduate/equivalent degree program through exemption of courses already studied in the Associate Degree. The courses to be exempted in this case shall be decided by the admitting university on case-to-case basis. The breakup of credit hours is as under:

- i. General Education: 30 credit hours
- ii. Major: 30-42 credit hours
- iii. Field experience/internship: Only applicable were prescribed by the respective accreditation council, national curriculum review committee or the concerned university.

**Program Summary**

<b>No. of Courses</b>	<b>22</b>
<b>General Courses (Ge)</b>	<b>(11) 33 Cr. Hr.</b>
<b>Total Credit Hours</b>	<b>63</b>
<b>Major Courses (M)</b>	<b>(10) 30 Cr. Hr.</b>
<b>Allied/Inter-disciplinary Courses (A)</b>	<b>(1) 03 Cr. Hr</b>

<b>Semester 1</b>			
<b>Course Code</b>		<b>Cr. Hrs.</b>	
ENG101	Functional English	03	GE1
BUS102	Introduction to Business	03	M1
QTR103	Quantitative Reasoning I	03	GE2
ICT104	Applications of Information & Communication Technologies (ICT)	03	GE3
ACC105	Financial Accounting I	03	M2
<b>Semester 2</b>			
ECO152	Principles of Economics	03	GE4
CES153	Corporate Environmental Sustainability	03	GE5
MGT154	Principles of Management	03	M3
ACC156	Financial Accounting II	03	M4
ENG157	Expository Writing	03	GE6
<b>Semester 3</b>			
PKS201	Ideology & Constitution of Pakistan	02	GE7
ACC202	Cost Accounting	03	M5
LAW203	Business & Corporate Law	03	M6
FIN204	Principles of Islamic Economics	03	M7
QTR205	Quantitative Reasoning 2	03	GE8
GEN206	Islamic Studies /Ethics	02	GE9
<b>Semester 4</b>			
ARAB251	Translation of The Holy Quran	03	A1
FIN252	Financial Management	03	M8
ENT253	Entrepreneurship	03	GE10
ACC254	Audit and Assurance	03	M9
MKT255	Principles of Marketing	03	M10
CCE256	Civics and Community Engagement	02	GE11



**CGPA Requirement:** The minimum CGPA required for the award of Associate Degree program shall be 2.00 / 4.00. Universities may however set higher standard in this regard.

**Program Duration:** The minimum and maximum duration to complete the Associate Degree program is four (04) and six (06) regular semesters, respectively. In extra ordinary circumstances, and subject to approval of the concerned statutory body of the university, the maximum duration to complete the degree program may further be extended to another semester.

**Pathway for Associate Degrees Holders:**

- a) Students having completed Associate Degrees shall be allowed admission in the fifth semester of the undergraduate/equivalent degree program offered in the same discipline without any deficiency course.
- b) Where the disciplines of the Associate Degree and the undergraduate/equivalent degree program are different, students shall be required to complete deficiency courses through abridging semester before the fifth semester as determined by the admitting university.
- c) The minimum eligibility for admission in the fifth semester in above cases is 2.00/4.00 CGPA in the prior qualification i.e., Associate Degree. The admitting university may, however, set higher eligibility criteria for admission in the fifth semester of the four-year undergraduate/equivalent degree program.



Course Outline	
Program	<b>ADP (Commerce)</b>
Semester	<b>1st</b>
Course Title	<b>Functional English</b>
Course Code	<b>ENG101</b>
Credit Hours	<b>45 (3 hour per week)</b>

### Course Description

The purpose of this course is to develop the English-language proficiency of Students and to help them become confident in reading, writing, speaking, and listening to the English language.

Instead of teaching grammar in isolation and only at sentence level, this course is based on developing the language abilities of Students through an integrated approach that provides opportunities to develop their listening, speaking, reading, and writing skills. With a focus on social interaction, the course draws specific attention to the accurate use of structures, improvement of pronunciation, and development of active vocabulary in descriptive, narrative, and instructional texts.

### Course Objectives

The command over written and spoken English is now considered a necessity for the business graduates. It equips them with necessary skills and aptitude to deal successfully with the complex and challenging situations, arising out of inter-personal, and organizational dealings. This subject inevitably demands a systematic and comprehensive study of the related topics.

The main objectives of this course are:

1. To provide a sound base in the English grammar and composition.
2. To make aware of the fundamental rules and skills for effective oral and written communication in English.
3. To develop proficiency in the art of effective communication.

### Course Content

S.n	Topics	Source
I	<b>Part 1(Semantics): Antonyms, Synonyms, Homonyms – one-word substitution</b>	Ch 1 (Book4)
II	<b>Part 2 (Syntax): Traditional Grammar</b> a) Parts of Speech: Major word classes b) Further classifications (regular, countable; uncountable; singular; plural), c) Pronouns d) Verbs e) Adjectives f) Adverbs g) Minor word classes: Preposition, h) Conjunctions i) Interjections, Auxiliary verbs and Determiners j) Kinds of verbs: finite and non finite	Ch 1 (Book2) Ch 2 (Book 1) Ch4 (Book 2)
III	<b>Part 3 (Syntax) Modern Grammar –</b> a) Sentence Structure: b) Types of sentences based on function c) Transformation, Inversion of sentences d) Subject, Predicate, Complements, direct & indirect objects	Ch 24, 25 (Book 2) Ch 26 (Book 3)
<b>MIDTERM EXAMINATION</b>		
VI	<b>Part 4 (syntax): Tense and voice</b> Structure of tenses Function, Conversion into negative and interrogative. Active and Passive voice and usage Punctuation	Ch 17 & 18 (Book 3) Ch30 (Book 3) Unit 42 (Book 6)



V	Part 5 (Narration):Direct and Indirect speech	Ch 16, (Book 2)
VI	Part 6 (Structural words): -Articles, Prepositions and usage	Page 51and 425 (Book 5)
VII	Part 7 (Discourse): Composition and comprehension <ul style="list-style-type: none"><li>• Precis Comprehension</li><li>• Essay Writing</li></ul>	Chapter 27, (Book 4) Chapter 37, (Book 2)

**Recommended Books:**

- (1) Eastwood, J (2005) Oxford Practice Grammar. UK: Oxford.
- (2) Martin & Wren (2007) High School, English Grammar & Composition. New Delhi: S Chand & Company Limited.
- (3) Martinet & Thomson (1992) A practical English Grammar. UK: Oxford.
- (4) Shah, Sayyid (2006) Exploring the world of English. Lahore: Ilmi Kitab Khana.
- (5) Swan, M (2005) Practical English Usage. UK: Oxford University Press.
- (6) Murphy, Raymond. Murphy's English Grammar Cambridge.



Course Outline	
Program	ADP (Commerce)
Semester	1st
Course Title	Introduction to Business
Course Code	BUS102
Credit Hours	45 (3 hour per week)

### Course Description

The course reflects the foundational areas of business, entrepreneurship, small business management, marketing, accounting, and finance along with very latest developments in the business world from the recent recession, high unemployment rates, and the financial instability in world to the growth of digital marketing and social networking. In addition, global business, ethics and social responsibility, and information technology continues to be related to the foundations important in an introduction to business course. Mainly, an understanding of core functional areas of business is presented so students get a holistic view of the world of business. Besides, the course carefully builds just the right mix of coverage and applications to give the students a affirm grounding in business principles. Mainly, the course will engage the students to see how content applies to them, their life, their career, and the world around them. Notably, the course helps students maximize their learning efforts by setting clear objectives; delivering interesting cases and examples; focusing on core issues; and providing engaging activities to apply concepts, build skills and solve problems.

### Course Objectives

- Explain the business in changing world. Discuss how to start and grow a business.
- Discuss how to create human resource advantage. Explain how to market for developing relationships.
- Discuss how to finance the enterprise and Self.

### COURSE CONTENT:

S.n		Source
1	<b>The Dynamics of Business and Economics</b> <ul style="list-style-type: none"> <li>• Define basic concepts such as business, product, profit, and economics.</li> <li>• Identify the main participants and activities of business.</li> <li>• Explain why studying business is important.</li> <li>• Compare the four types of economic systems.</li> <li>• Describe the role of supply, demand, and competition in a free-enterprise system.</li> </ul>	Ch 1:
2	<b>Organizing Business</b> <ul style="list-style-type: none"> <li>• Describe advantages and disadvantages of sole proprietorship form of organization.</li> <li>• Describe two types of business partnership and their advantages and disadvantages.</li> <li>• Describe the corporate form of organization and its advantages and disadvantages.</li> </ul>	Ch: 2
3	<b>Business Ethics and Social Responsibility</b> <ul style="list-style-type: none"> <li>• Define Ethics, Code of Ethics</li> <li>• Describe the importance of business ethics and social responsibility.</li> <li>• Detect some of the ethical issues that may arise in business.</li> <li>• Specify how businesses can promote ethical behavior.</li> <li>• Explain the four dimensions of social responsibility (Carroll Model).</li> <li>• Evaluate an organization's social responsibilities to owners, employees, consumers, the environment, and the community. Evaluate the ethics of a business's decision.</li> </ul>	Ch 3:
4	<b>Business in a Borderless World</b> <ul style="list-style-type: none"> <li>• What is Globalization</li> <li>• Explore some factors within international trade environment that influence business.</li> <li>• Specify some of the agreements, alliances, and organizations that may encourage trade across international boundaries.</li> <li>• How organizations go-global in international arena</li> <li>• Contrast two basic strategies used in international business (Comparative and Competitive Advantage).</li> </ul>	Ch4:



	<ul style="list-style-type: none"> <li>Assess the opportunities and problems facing a small business that is considering expanding into international markets.</li> </ul>	
5	<p><b>Small Business, Entrepreneurship, and Franchising</b></p> <ul style="list-style-type: none"> <li>Define entrepreneurship and small business.</li> <li>Explain the importance of small business and why certain fields attract small business.</li> <li>Specify the pros and cons of small-business ownership</li> <li>Describe how to start a small business and what resources are needed.</li> <li>Evaluate the demographic, technological, and economic trends that are affecting the future of SMEs. Explain why many large businesses are trying to “think small.”</li> </ul>	<b>Ch: 5</b>
6	<p><b>The Nature of Management</b></p> <ul style="list-style-type: none"> <li>Define Management Describe the major functions of management.</li> <li>Why management essential for business.</li> <li>Distinguish among three levels of management and concerns of managers at each level.</li> <li>Specify the skills managers need in order to be successful.</li> <li>Explain management’s role of Mintzberg in the achievement of organizational performance.</li> </ul>	<b>Ch: 6</b>
7	<p><b>Organization, Teamwork, and Communication</b></p> <ul style="list-style-type: none"> <li>Describe organizational structures.</li> <li>Elements of organizational design. Why teams are formed (Synergy)</li> <li>Differentiate between groups and teams. Identify types of groups that exist in organizations.</li> <li>Describe communication Types of Communication in organization</li> <li>Flow of communication</li> </ul>	<b>Ch: 7</b>
<b>MIDTERM EXAMINATION</b>		
8	<p><b>Managing Operations and Supply Chains</b></p> <ul style="list-style-type: none"> <li>Define operations management. Differentiate between operations and manufacturing.</li> <li>Explain how operations management differs in manufacturing and service firms.</li> <li>Define Supply chain management (SCM)</li> <li>Components of supply chain management</li> </ul>	<b>Ch: 8</b>
9	<p><b>Motivating the Workforce</b></p> <ul style="list-style-type: none"> <li>Define motivation. Motivational Process</li> <li>Motivating Theories (Abraham Maslow, theory of X, theory of Y and Frederick Herzberg)</li> </ul>	<b>Ch: 9</b>
10	<ul style="list-style-type: none"> <li><b>Managing Human Resources</b></li> <li>Define human resource management. Explain the processes of human resource management.</li> <li>Formation of human capital (Ability, Skill, Talent and Competence)</li> <li>Significance of human resource in the success of business organization</li> </ul>	<b>Ch: 10</b>
11	<p><b>Marketing and Digital Marketing</b></p> <ul style="list-style-type: none"> <li>Define marketing. Describe the exchange process. Specify the functions of marketing. Marketing mix</li> <li>Market segmentation, targeting and positioning, Define digital marketing</li> <li>Sources of digital marketing</li> </ul>	<b>Ch: 11</b>
12	<p><b>Accounting and Financial Statements</b></p> <ul style="list-style-type: none"> <li>Describe the different uses of accounting information. Define financial statements</li> </ul>	<b>Ch: 12</b>
13	<p><b>Money and the Financial System</b></p> <ul style="list-style-type: none"> <li>Define money, its functions, and its characteristics.</li> <li>Describe various types of money. What is financial system and how it works</li> <li>Identify some sources of short-term and long-term financing.</li> </ul>	<b>Ch: 13</b>

**Book:** Linda Ferrell, O. C. Ferrell, and Geoffrey A. Hirt (2020). Business foundations: a changing world. 12<sup>th</sup> Edition. New York, NY: McGraw Hill



Course Outline	
Program	ADP (Commerce)
Semester	1st
Course Title	Quantitative Reasoning1
Course Code	QTR103
Credit Hours	45 (3 hour per week)

### Introduction

The Course on Quantitative Reasoning-1 will introduce the students of business administration on how to apply basic mathematical tools to support their business decision making. The course will introduce the students with basics of differentiation and integration and their application in terms of optimization, linear programming and basic differential programming and control theory and other measures relevant most commonly used in decision making.

### Course objectives

Main objectives of this course are to

- Introduce most used quantitative (mathematical and some statistical) concepts and their application
- Enable the students to identify major business problems to be solved using mathematical techniques
- Enable them to develop a rationale for decision making based on mathematical solutions
- Enable students to identify basic statistical data using various sources of secondary and methods of collections primary data
- Enable them to use computer technology proficiently for data analysis and decision making

### Course Outcomes

After completing this course, students will be:

- Able to understand important mathematical approaches and identify major business and management related areas analyzable using such approaches
- Able to solve pertinent business problems using mathematical techniques and the related applicable computer applications
- Able to convert business problems into mathematical models and identify various applications generalizable for business prosperity.
- Able to develop a hand on available and more advanced computer applications using mathematical techniques and IT solutions.

### Course Contents

S No	Course Content
1	Basic Mathematical Concepts and their review Solution of various business problems
2	Graphs and Tables Ratios and Proportions Problems in Partnership
3	Linear Equations Characteristics of linear equations Graphical Characteristics Calculating and interpreting slopes.
4-5	Interpreting the graphs available from books and examples Calculations based on graphs. Distance formula and its applications
6-7	System of Linear Equations One-Variable Equations: Solution of First- and Second-Degree Equations in One Variable Linear Equations: Algebraic and Graphical Characteristics, Slope-Intercept Form Determining the Equation of a Straight Line Linear Equations Involving More Than Two Variables
8	Function Definition and types of functions Function Types, Graphing, Reading Graphs Developing mathematical functions of various business problems
9	Linear Functions Application Linear Cost, Revenue and Profit Functions
10	Quadratic; Exponential and logarithmic Functions





MIDTERM EXAMINATION	
11	Rules of Differentiation Problems solutions using the defined rules
12	Application of Differentiation Case studies solutions using above rules and decision making
13	Optimization of functions involving ONE independent variable Case solutions
14	Revision of Mathematical Equations and solutions Revision of Matrix Algebra Types of Matrices Application of Matrix
15	Introduction to Mathematical Programming Limits of Differentiating traditional mathematical function under a single constraint
16	Introduction to Linear Programming Graphical Approaches
17	Introduction to Linear Programming Simplex Method
18	Basics of Financial Mathematics, Interest (Nominal and Effective Interest) Simple, Compounding, Present Value, Future value (Concepts and Computation)
19	Annuities and Mortgage Evaluations Determinants of Financial Constrains definitions and examples
20-21	Differential Equations, Introduction and problem statement Problem solution; Techniques
22	Computer Applications to Solve Mathematical problems - Part One
23	Computer Applications to Solve Mathematical problems - Part Two
24	Revision

**Reading & learning resources:**

1. Applied Mathematics for business, economic and social sciences by Frank S Budnick
2. Business Mathematics, Selected titles available from Library
3. Mathematics for Economics, Schaum's Outlines Series



Course Outline	
Programme	<b>ADP (Commerce)</b>
Semester	<b>1st</b>
Course Title	<b>Applications of Information and Communication Technology</b>
Course Code	<b>ICT104</b>
Credit Hours	<b>45 (3 hour per week)</b>

### Course Description:

The course "Applications of Information and Communication Technology" aims to equip students pursuing a general degree with practical knowledge and hands-on experience in utilizing Applications for the purpose of Information and communication technologies across various academic disciplines. This course is designed to provide students with a robust foundation in ICT, emphasizing its practical application in their future careers, regardless of their chosen field of study.

This course strikes a balance between addressing technical aspects and managerial considerations, preparing students to thrive in the dynamic and technology-driven academic and professional environments of today and tomorrow.

Upon completing the course, students will have acquired valuable insights and practical skills in utilizing ICTs applications, enabling them to collaborate effectively with ICT specialists. Additionally, they will gain knowledge about leveraging discipline-specific systems and applications to ensure that ICTs enhance their productivity and effectiveness in their respective academic and professional roles.

### After completing this course, a student will be able to:

- Understand different terms associated with the entitled course.
- Identify various components of a computer system.
- Identify the various categories of software and their usage.
- Define the basic terms associated with communications and networking.
- Understand different terms associated with the Internet and World Wide Web.
- Use various web tools including Web Browsers, E-mail clients and search utilities.
- Use text processing, spreadsheets and presentation tools
- Understand the enabling/pervasive features of AICT
- Practical implementation of troubleshooting and installation of OS.
- Practical implementation of MS office applications
- Practical implementation of different referential tools.
- Practical implementation of AICT in e-commerce
- Deployment of a website using web development frameworks (wordpress).

### Lecture wise schedule

Lec#	Content Focus of Week	Learning/Teaching Activities
1,2	Introduction to Applications of Information & Communication Technology	Introduction and outline discussion



3-4	Computer system, Number System	Intro, types, Buses
5	Internet, Web, Electronic Commerce	Overview of using the ICT in internet, web, and electronic commerce (uses, purposes, roles, advantages)
6-7	Hardware and software	Uses of software, system software, roles, types, operating system, assembler, compiler, interpreter, Functions of hardware ports, parts of motherboard, Description of CPU data and instruction, control of all operations. Name and distinguishing features of input and output devices, roles of input and output devices in communication Names, Distinguishing features, units for different kinds of memory and storage devices
08	New and Emerging Technologies	Cambridge book topics
09	Bootable USB making for windows installation (hands on) Windows installation (hands on)	Complete experimentation and hands on practice
10-12	MS word (hands on)	Complete experimentation and hands on practice
13	Referencing Softwares (hands on)	Complete experimentation and hands on practice
14-15	Power point (hands on)	Complete experimentation and hands on practice
<b>MIDTERM EXAMINATION</b>		
16-19	Spreadsheets (hands on) Mail merge	Complete experimentation and hands on practice
20	Database Management	Introduction, Data, Information, Database, Data Models, Schema, Instances, Components of Database System, DBMS, Database Administrator (DBA), Database Languages, Database System Architectures, Advantages of DBMS, Disadvantages of DBMS, Examples of DBMS,MS-Access Applications of DBMS
21	Communications Technology	What is network, intro to Tele-communication devices Network topologies and architecture, LANs, WANs, MANs, types, protocols, media
22	E-Learning	Definition, e-learning Models, types of e-learning, e-learning cycles, e-learning goals, elements of e-learning, benefits.
23	Security and Risk Management	Protection against viruses, worms, spam/spam, hackers/crackers, internal threats, physical threats, intellectual property laws
24-25	Legal and Ethical Issues in ICT use	Scope, intellectual property rights, cybercrime, possible solutions, digital copy right, role of technology in copyright
26-27	E-commerce, website development and deployment	Hands on practical to develop and execute a website (e-commerce)
28-29	Lab Manual Checking and Correction	Practical work assessment (including presentations and viva)
30	Lab Manual Checking and viva	

**Textbook:**

1. "Introduction to Computers" by Peter Norton, 6th International Edition (McGraw Hill)
1. "Using Information Technology: A Practical Introduction to Computer & Communications" by Williams Sawyer, 6th Edition (McGraw Hill).
2. "Computers, Communications & information: A user's introduction" by Sarah E. Hutchinson and Stacey C. Sawyer
3. "Fundamentals of Information Technology" by Alexis Leon and Mathews Leon.
4. Cambridge International A Level Course Book by Paul Long, Sarah Lawrey & Victoria Ellis



Course Outline	
Programe	<b>ADP (Commerce)</b>
Semester	<b>1st</b>
Course Title	<b>Financial Accounting1</b>
Course Code	<b>ACC105</b>
Credit Hours	<b>45 (3 hour per week)</b>

### Course Objectives:

1. This course is designed to serve the needs of modern accounting principles, procedures and methods that are applied in preparations of financial statements and the proper uses that can be made of financial data.
2. This course will have different relationships with the requirements of the various professional accountancy bodies like ICAP, ICMAP, PIPFA and other universities in Pakistan.
3. The course requires students to study how the design, operation and validation of accounting systems affects, and is affected by, individuals, organizations, markets and society. As indicated above, accounting is often studied in combination with a substantial amount of finance. Under such circumstances, the degree structure should also require the study of the operation and design of financial systems, risk, financial structures, and financial instruments.

### Course Contents:

#	Topic	Source
1	<b>Introduction to Business and Accounting</b> Business and its types, Purpose of Accounting Accounting Activities, Types of Accounting Users of Accounting information, Opportunities in Accounting	Ch.1, Book 1 Ch 1, Book 2 Ch 1, book 3
2	<b>Transactions: Books of Prime Entry</b> Source documents, Sales day book, Purchase day book Sales return day book, Purchase return day book, Cash Book, Petty cash book	Ch.2, Book 1 Ch 2, Book 2 Ch 8, Book 3
3	<b>Recording Transactions: Double Entry Book-keeping</b> Difference between Book-keeping and Accounting Transaction Analysis and Accounting Equation The Account and its Analysis, Double-Entry Accounting Journalizing and Posting Transactions (Ledgering) Control and Subsidiary Accounts	Ch.1, 02 Book 1 Ch 2, Book 2 Ch 2, Book 3
4	<b>Trial Balance and Accounting Errors</b> Preparing Trial Balance, Accounting Errors, Rectification of Errors Adjusting Entries, Adjusted Trial Balance, Closing Entries Post-Closing Trial Balance	Ch2, book 1, Ch4, Book 1, Ch 4, Book 2 Ch 6,26 -27, Book 3
5	<b>Adjusting Accounts</b> Accrual Vs Cash basis of Accounting Revenue and Expense Recognition Principle Adjusting entries for Accruals and Deferrals	Ch3, book 1 Ch3, Book 2 Ch22, Book 3
6	Preparing Financial Statements Income Statement (Single, Multiple -Step Income Statement) Statement of owners' equity Balance Sheet (Horizontal and Report Form)	Ch.3, Book 1 Ch 14-16 Book 3
<b>MIDTERM EXAMINATION</b>		
7	<b>Accounting for Merchandising Concerns</b> Concept of Merchandising, Merchandising activities Determining inventory items and costs, Inventory systems (Perpetual and Periodic System), Accounting & Reporting of inventory Inventory valuation and errors.	Ch.5 & 6 book 1 Ch 5 and 5A, Book 2



<b>8</b>	<b>Accounting for Cash</b> Cash, cash equivalents and liquidity, Control of receipts Control of disbursements, Bank statement, Bank reconciliation Statement Adjusting Entries for Cash Book	Ch.8, book 1 Ch 8, Book 2 Ch 24, book 3
<b>9</b>	<b>Accounting for Receivables</b> Recognizing account receivable, Valuing account receivable Provision/Estimation of Doubtful bad debts	Ch.9, book 1 Ch 9, Book 2 Ch 20, book 3
<b>10</b>	<b>Accounting for Property Plant and Equipment (PP &amp; E)</b> Cost determination, Recording PP & E at Historical Cost Concept & Determinant's of Depreciation Depreciation Methods (Straight Line Method, Unit of output Method, Accelerated Depreciation Methods) Repairs and Improvement of PP & E, Disposals PP & E	Ch.10 book 1 Ch 10 Book 2 Ch 21, book 3
<b>11</b>	<b>Amortization and Depletion</b> Types of Intangible Assets, Concept of Amortization Basis of Amortization , What consist of Natural Resources What is Depletion, Basis of Depletion	Ch.10 book 1 Ch 10 Book 2
<b>12</b>	<b>Accounting for Partnerships</b> What is Partnership, Formation of Partnership , Dividing income or loss, Accounting for Admission, Withdrawal and Death of partner)	Ch12, book 1 Ch12, Book2 Ch32, Book3

**Recommended Text (Latest Editions):**

1. Wild and Shaw (2020), Fundamental Accounting Principles, Latest Edition, McGraw Hill Irwin.
2. Weygandt, Kimmel and Kieso (2019), Accounting Principles, 13th edition, Wiley
3. Sangster and Wood (2018) Business Accounting Volume 1, 14th edition



Course Outline	
Programme	<b>ADP (Commerce)</b>
Semester	<b>2nd</b>
Course Title	<b>Financial Accounting II</b>
Course Code	<b>ACC156</b>
Credit Hours	<b>45 (3 hour per week)</b>

### COURSE CONTENTS:

Topic	Source
<b>1. Introduction to Financial Accounting and Reporting</b> a) The Regulatory Framework b) The Conceptual Framework.	Ch 1-2, Book 3
<b>2. Preparation of financial statements</b> a) Statement of Comprehensive Income b) Statement of Financial Position c) Statement of Changes in Equity d) Statement of Cash flows	Ch, 3-5, Book 2
<b>3. Accounting for Corporations</b> a) Characteristics of Corporations b) Corporate organization and management c) Stockholders of Corporations d) Common Stock and Preferred Stock e) Dividends f) Stock Splits g) Treasury Stock h) Reporting of Equity	Ch 13, Book 1
<b>4. Current Liabilities and Payroll Accounting</b> a) Characteristics of Liabilities b) Accounts Payable c) Sales taxes Payable d) Unearned Revenues e) Short Term Notes Payable f) Contingent Liabilities	Ch 11, Book 1
<b>5. Long-Term Liabilities</b> a) Bond financing b) Bond trading c) Issuance procedures d) Issuance of bond at par, premium and discount e) Bond pricing f) Bond retirement g) Long-term notes payable	Ch 14, Book 1
<b>6. Accounting for Leases</b> a) Background to leasing b) Classification of a lease c) Accounting requirements for operating leases d) Accounting requirements for finance leases	Ch 2, Book 4
<b>7. Accounting for Construction Contracts</b> a) Identification of contract revenue b) Identification of contract costs c) Accounting for a contract	Ch 3, Book 4
<b>8. Analysis of Financial Statements</b> a) Horizontal Analysis	Ch 17, Book 2



- |   |  |
|---|--|
| b) Vertical Analysis<br>c) Ratio Analysis |  |
|---|--|

**Recommended Text (Latest Editions):**

1. Wild and Shaw (2020), "*Fundamental Accounting Principles*", 25<sup>th</sup> edition, McGraw Hill Irwin.
2. Elliot and Elliot (2019) *Financial Accounting and Reporting*, 19<sup>th</sup> Edition, Pearson
3. Melville (2017) *International Financial Reporting: A Practical Guide*, 6<sup>th</sup> Edition.
4. Javed H. Zuberi, "*Advanced Accounting*", 2009, Petiwala Book Depot.



Course Outline	
Programme	<b>ADP (Commerce)</b>
Semester	<b>2nd</b>
Course Title	<b>Expository Writing</b>
Course Code	<b>ENG157</b>
Credit Hours	<b>45 (3 hour per week)</b>

### Course Description

Writing is a key method of communication for most people, and it's one that many people struggle with. Students will take part in a basic writing refresher focusing on spelling, grammar, and punctuation. This Writing skills course will provide an overview of the most common business documents including proposals, reports and agendas giving you that extra edge in the workplace.

### Course Objectives

- Write clear and concise documents to accomplish business objectives
- Compose targeted messages using a structured business-writing process
- Adapt your writing to your audience's needs
- Fine-tune language to improve persuasiveness and impact
- Enhance e-mail communication by creating clear and specific messages

### Learning Outcomes

Upon successful completion of this course, the student will be able to:

- Gain a better understanding of common spelling & grammar issues in business writing
- Review basic concepts in sentence & paragraph construction
- Learn to use email professionally & effectively
- Learn how agendas, email messages, business letters, business proposals, & business reports are structured in a professional environment
- Master techniques for improved proofreading skills
- Learn how peer reviews can help improve business writing skills
- Learn guidelines for printing & publishing business writing
- Gain valuable insight into international etiquette

### Course Contents:

Lecture	Topic	Source
1-4	Writing as a process: Strategies for generating ideas, Strategies for planning, Strategies for drafting, Strategies for developing, Strategies for revising and editing	Ch 1, Book 1
5-8	Paragraph Skills: Introducing a paragraph: Organization of a paragraph, Topic sentences, Controlling idea, Supporting sentences and details, Connecting sentences Concluding sentences, Selecting a title	Ch 3, Book 1
9-12	Revising a paragraph: First stage draft (for description) First stage draft (for narration ) First stage draft (for exposition) Second stage drafts: all patterns of development	Ch 4, Book 1
13-16	Editing: Editing review , Editing problems for all patterns of development Proofreading: How to proofread and prepare your final manuscript	Ch 4, Book 1





17-20	Essays: Essay form, Introductory paragraphs, Thesis sentence, Developing body paragraphs, Concluding paragraphs How to write academic essay	Ch 12, Book 1
21-24	Types of writing: Narrative, Descriptive, Expository, Persuasive, Argumentative Analytical, Comparing and contrasting, Explaining cause and effect, Taking a stand, Proposing a solution, Evaluation	Ch 2-9, Book 2
25 - 28	Personal Letters: Letters of : Invitation, Regrets, Routines	Part 3, Book3 Part 5, Book 3
29 - 32	Official Writing: Joining reports, Leaving reports, Notifications, Meeting notices Minutes of meeting	Part 3, Book3 Part 5, Book 3
33 - 36	Business Letters: Sales/persuasive letters, Bad news messages, Good news message	Part 3, Book3 Part 5, Book 3
37 - 40	Memos, Reports	Part 3, Book3 Part 5, Book 3
41- 45	Sentence Skills Punctuation	Unit 11 A, Unit 12 A, Book4

**Recommended Text:**

1. Brannan, B. ,(2003), A Writer's Workshop: Crafting paragraph, building essays, New York, McGraw Hill
2. Wong ,(2002), Paragraph Essentials: A writing guide, Boston, Houghton Mifflin
3. Bovee, C.L. et.al ,(2002), Business Communication Today, India, Pearson Education
4. Maimon, E. P. & Peritz, J. H ,(2003), A Writer's Resource: A handbook for writing and research, NY, McGraw Hill
5. Kennedy, X. J., Kennedy, M. D. & Holladay, S. A ,(1999), The Bedford Guide for College Writer, Bedford, St. Martin's
6. Burton, S. H. ,(2000), Mastering Practical Writing, NBF



Course Outline	
Programme	<b>ADP (Commerce)</b>
Semester	<b>2nd</b>
Course Title	<b>Principles of Economics</b>
Course Code	<b>ECO152</b>
Credit Hours	<b>45 (3 hour per week)</b>

### Introduction

Economics is the study of how a society decides how to use its limited resource. This course will introduce you the ways economist’s study the decisions people and firms make and the implication of those decisions. You will learn how to thing analytically about the economics forces at work in a modern society by developing a set of analytical tools and practicing applying them to selected policy issues.

The course is divided into two parts: Microeconomics and Macroeconomics. The word Microeconomics includes the root word “micro,” meaning “small”. In this part of the course, we will study economic-decision making by individual economic units (called agents). These agents include individual people, families, firms, and even individual countries. We will develop an analytical framework to study the behavior of individual economics agents within the context of the production, distribution and consumption of goods and services. The objective of this section is to help you understand the economics factors and motivations that underlie the decisions made by economic agents on both the consumption and production sides of a market. Understanding the decision-making processes of economics agents should enable you to evaluate a variety of socio-economics issues that affects over lives today.

The second half of this course will explore Macroeconomic (“macro” = big). We will study aggregate economic concepts such as inflation, unemployment, GDP and money. We will look at the ways in which governments may try to manage an economy. The objective of the second half of the course is to provide you with a working knowledge of the basic terms and concepts of macroeconomics.

### Course Objectives:

#### Students who complete this course will be able to:

1. Comprehend basic economic terminology (Jargon) and use it in appropriate contexts.
2. Understand how markets and the price mechanism function.
3. Describe the behavior of economic agents (consumers, firms, governments....)
4. Recognize the major macro-economic indicators for economic activity.
5. Appraise the role of macroeconomic policies on firms and households.

### Weekly Lecture Schedule

Week #	Contents	Source
Week 1	Scope and Subject Matter of Economics. Definition of Economics, Adam Smith, Alfred Marshal, Lionel Ribbons, Types of Economics, Theoretical & Practical Importance of Economics, Economic way of Thinking.	Ch:1
Week 2	Analysis of Demand and Supply and Market Equilibrium. Concept of Demand, Law of Demand, Statement, Assumptions, Exceptions, Determinants of Demand, Slope vs. Elasticity	Michel Parkins, John Sloman & Alison Wride.
Week 3	Concept of Supply and Stock, Law of Supply, Statement, Assumptions, Exceptions, Determinants of Supply, Price Elasticity of Supply, Factors of Price Elasticity of Supply.	
Week 4	Market Definition, Kinds, Market Equilibrium, Effects on Market Equilibrium.	Ch:2,3,4
Week 5	Theory of Consumer Behavior Utility: Concept and Kinds, Law of Diminishing Marginal Utility, Statement, Assumption, Exception, Law of Equi-Marginal Utility, Statement, Assumption, Exception.	Michel Parkins, Ch:3,4
Week 6	Theory of Production, Cost and Revenue Production Concept and Kind, Factor of Production, Factor Pricing, Rent, Wages, Interest, Profit, Laws of Returns, Law of Variable Proportions.	Michel Parkins, John Sloman & Alison Wride.
Week 7	Cost, Concept and Kinds, Revenue, Concept and Kinds, Concepts &	



	Characteristics of Market Structure, Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly.	Ch:4,5,6,7,8,11
Week 8	Monopolistic Competition Assumptions, Equilibrium of a firm under Monopolistic Competition in short-run and in long-run	,12,13,14
Week 9	Mid Exams	
Week 10	National Income National income, Concept, Aggregates of National Income.	Michel Parkins, Ch:9,11
Week 11	Consumption, Saving and Investment Consumption Concept, Kinds. Saving, Concept, Kinds. Investment, Concept, Kinds. Determinants of Consumption and Investment.	Ch:10,24
Week 12	Major Macroeconomics Issues. Unemployment, Concept, Kinds & Solution. Inflation, Concept, Kinds and Solution.	M.R. Sheikh & Zahir Faridi Ch:25
Week 13	Trade Cycle, Concept, Kinds & Solution. Budget Deficit, Concept, Kinds & Solution.	Ch:29
Week 14	Tax, Money and Banking Taxes, Concept, Kinds & Canon. Pitfalls of Barder System.	Ch:25
Week 15	Money, Concept & Function, Evolution & Kinds. Banks, Concept & its Functions. Functions of Commercial Bank & State Bank.	Ch:25
Week 16	International Trade Balance of Payment. Concept of BOP & BOT. Causes of Deficit and its Solution.	Ch:26
Week 17	Exchange Rate its Concept and Kinds.	Ch:26
Week 18	FINAL EXAMINATION	
Week 19	RESULTS	

**Books Recommended:**

1. John Sloman, Dean Garratt, and Jon Guest (2018). Economics 10th edition, Seventh Edition, Pearson Education Limited.
2. N.Gregory Mankiw (2020) Principles of Economics 9th edition Cengage Learning.
3. David Orrell (2014) Introducing Economics: A Graphic Guide. Icon Books Ltd.
4. Muhammad Ramzan Sheikh (latest edition). Economic Analysis, Target Publications Multan.
5. John Jackson, Ron McIver (2016). Macroeconomics, McGraw-Hill Education; Latest edition.
6. Dominick Salvatore (2014). Micro Economics Theory and Applications. Latest edition New York Oxford University Press.
7. Colander C, David (2016). Economics. 6th edition Mc Graw. Hill international Latest edition.
8. Hailstone J. Thomas and Mastrianna V. Frank (2014). Basic Economics. Latest edition Thomson.



Course Outline	
Program	<b>ADP (Commerce)</b>
Semester	<b>2nd</b>
Course Title	<b>Principles of Management</b>
Course Code	<b>MGT 154</b>
Credit Hours	<b>45 (3 hour per week)</b>

### Course Description

This course will enable students to develop short and long-range plans to effectively accomplish organizational goals. Through the use of terminology, exercises and case studies, students will be able to give a critical appraisal of real life situations involving organizing, staffing and motivating others. The student will also learn tools to aid in problem solving, valuing diversity and coping with change.

### Course Objectives

Upon completion of this course, students are expected to be able to:

1. Focus on the foundations of management, covering the essential concepts in management.
2. Reflection of contemporary trends in management.
3. It offers strong practical focus and also covering latest research studies in the field.

### Course Contents

Sr#	Topics/Units	Books
<b>1</b>	<b>Introduction to Managers and Management</b> <ul style="list-style-type: none"> <li>➤ Explain why managers are important to organizations</li> <li>➤ Tell who managers are and where they work</li> <li>➤ Describe the functions, roles, and skills of managers</li> <li>➤ Describe the factors that redefine the manager's job</li> <li>➤ Explain the value of studying management</li> </ul>	Book 1 Book 3
<b>2</b>	<b>The Evolution of Management Thinking</b> <ul style="list-style-type: none"> <li>➤ Classical management perspective</li> <li>➤ Behavioral management perspective</li> <li>➤ Quantitative management perspective</li> <li>➤ Modern Management perspective</li> </ul>	Book 1 Book 2
<b>3</b>	<b>Managing Environment and Culture</b> <ul style="list-style-type: none"> <li>➤ External Environment</li> <li>➤ Internal Environment</li> <li>➤ Culture</li> <li>➤ Challenges</li> </ul>	Book. 1 Book 3
<b>4</b>	<b>Managerial Decision Making</b> <ul style="list-style-type: none"> <li>➤ Stages of decision making</li> <li>➤ Classify decisions and decision-making conditions</li> <li>➤ Describe different decision-making styles and discuss how biases affect decision-making</li> <li>➤ Recognizing decision-making errors and biases</li> <li>➤ Identify effective decision-making techniques</li> </ul>	Book 1
<b>5</b>	<b>Planning and Strategizing</b> <ul style="list-style-type: none"> <li>➤ Nature and purpose of planning</li> <li>➤ Types of goals and goal setting process</li> <li>➤ Strategic management</li> <li>➤ Selected analysis tools</li> <li>➤ Describe the three types of corporate strategies.</li> <li>➤ Describe competitive advantage and the competitive strategies organizations use to get it</li> </ul>	Book 1



6	<b>Organizing: Building a Dynamic Organization</b> <ul style="list-style-type: none"> <li>➤ Key elements in organizational design.</li> <li>➤ Contrast mechanistic and organic structure.</li> <li>➤ Traditional and contemporary organizational designs.</li> <li>➤ Explain flexible work arrangements used by modern organizations</li> </ul>	Book 1 Book 3
7	<b>Motivation: Building Energetic Workforce</b> <ul style="list-style-type: none"> <li>➤ Traditional and contemporary motivational theories and their application in work</li> </ul>	Book 1 Book 3
8	<b>Leadership: Developing Effective Workforce</b> <ul style="list-style-type: none"> <li>➤ Contingency factors affecting leader's job</li> <li>➤ Leadership styles, Classical and Contemporary Leadership explanation</li> </ul>	Book 1 Book 2
9	<b>Managing Operations and Control</b> <ul style="list-style-type: none"> <li>➤ Managerial Control</li> <li>➤ Tools for measuring organizational performance</li> <li>➤ Contemporary issues in control special reference to Corporate governance</li> <li>➤ Managing operations by using Value chain management</li> <li>➤ Current issues in operations management and quality control (ISO 9000, Six Sigma, Black belt)</li> </ul>	Book 3
10	<b>Managing Change and Innovation</b> <ul style="list-style-type: none"> <li>➤ Compare and contrast views on the organizational change process.</li> <li>➤ How to manage resistance to change.</li> <li>➤ Change readiness and contemporary issues in managing change.</li> <li>➤ Describe techniques for stimulating innovation</li> </ul>	Book 2 Book 3

**Assignment**

**Discuss Case studies in each group of four students and then write a report based on discussion.**

**Recommended Text:**

1. Robbins, S.P.& Coulter, M. (latest Edition), Management, Pearson Publisher
2. Bateman, Thomas S. and Snell, Scott A., (14th Edition), "Management: Leading and Collaborating in a Competitive World", New Delhi, Tata McGraw-Hill Publishing
3. Griffin, R.W. 2018, (14th Edition), Management, CEngage Learning Publisher

**Reference book**

**Drucker, P.F. (2016) The Practice of Management, latest edition**



Course Outline	
Programme	ADP (Commerce)
Semester	3rd
Course Title	Quantitative Reasoning2
Course Code	QTR205
Credit Hours	45 (3 hour per week)

### COURSE DESCRIPTION:

This course teaches students to analyze data and solve problems using descriptive statistics and probability theory. Topics covered include discrete and continuous probability distributions, and sampling distributions. The course will stress practical business applications of statistical theory. Students will be required to obtain and interpret descriptive statistics using Excel and Minitab. It will teach students how to develop testable hypotheses and use hypothesis testing to analyze data and answer questions. This course also covers confidence intervals, analysis of variance, simple regression, multiple regression, and correlation. The course will stress practical business applications of statistical theory. Students will be required to perform regression and an analysis of variance using Excel and Minitab and interpret the results.

### COURSE OBJECTIVES

- Define role statistics plays in forming business decisions.
- Describe various data collection and presentation methods.
- Describe role of probability in the aid of business decisions

### On completion of this course, students should:

- have achieved a sound understanding of the theoretical and practical knowledge covered during the course, particularly within the 4 conceptual themes outlined above,
- have developed a sound understanding of the value of using computer technology for statistical purposes, and to have gained skills, experience and confidence in using such tools,
- be able to apply independent learning skills to further their statistical knowledge and skills throughout their future studies and careers,
- have developed a sound vocabulary in the area of statistics, so as to communicate statistical information to others and so as to understand statistical reports,
- have developed confidence in working on statistical projects collaboratively with others and in presenting the results of their work, either individually or in groups, and using a range of communication methods, and
- have achieved a rewarding score in the final examination so as to satisfy university completion requirements

### COURSE CONTENT:

S.n	Course Outline
1	Introduction to Statistical Concepts, Describing Data: Frequency Tables, Frequency Distributions and Graphic presentation
2	Describing Data: Measures of Central Tendency, Dispersion (Mean, Median, Mode, G.M, Variance, Standard Deviation and Coefficient of Variation.
3	Describing Data: Displaying and Exploring Data (Quartiles, Deciles, Percentiles and Skewness)
4	A Survey of Probability Concepts
5	Discrete Probability Distributions (Binomial, Poisson and Hypergeometric Distribution
<b>MIDTERM EXAMINATION</b>	
6	Continuous Probability Distributions (Normal and Standard Normal Probability Distribution)
7	Linear Regression and Correlation
8	Introduction to Inferential Statistics: Introduction to Estimation and Testing of Hypothesis
9	Sampling Methods and Central Limit theorem, choosing an appropriate sample size



10	Estimation and Confidence Interval for a Population Mean, Proportion
11	One sample Test of Hypothesis about population mean and proportion. What is P-value
12	Two sample test of Hypothesis about Population Means and Proportions
13	Nonparametric Methods: Chi-Square Test

**REQUIRED TEXTS:**

1. Statistical Techniques in Business and Economics by Douglas A. Lind, W. G. Marshal, S.A Wathen (2019).
2. Statistics for Management by David S. Rubin and Levin (7th Edition)
3. Elementary Statistics by Allan G. Bluman. latest edition
4. Berenson, Mark L., David M. Levine and Timothy C. Krehbiel. Basic Business Statistics, 10th ed. Prentice-Hall, 2015. ISBN 0131852051 (or 9th ed., Prentice-Hall, 2014. ISBN 0131037919).
5. Douglas Downing and Jeffrey Clark, Business Statistics, latest edition
6. Ryan, Joiner and Ryan, Minitab Handbook, 5th. ed., Duxbury Press, Boston, 2018.
7. Shelly, Cashman, and Vermaat, Office 2017, Introductory Concepts and Techniques, 4th ed.,





Course Outline	
Programme	<b>ADP (Commerce)</b>
Semester	<b>3rd</b>
Course Title	<b>Cost Accounting</b>
Course Code	<b>ACC202</b>
Credit Hours	<b>45 (3 hour per week)</b>

### Course Description

It is study of cost accounting for use by management in planning and control. Includes product costing techniques, comprehensive budgeting procedures, inventory planning control, and valuation

### Course Contents

Topic	Source
<b>1. Introduction to Cost Accounting:</b> a) Nature of Cost Accounting b) Role of Cost Accounting c) Users of Cost Accounting Information d) Relationship of Cost Accounting to Financial and Management Accounting e) Job of a Cost Accountant f) Trends in cost accounting throughout the value chain	Ch 1, Book 1 Ch 1, Book 2 Ch 1 Book 3
<b>2. Cost Concepts and Flow of Cost</b> a) Definition of Cost b) Distinction between cost and Expense c) Manufacturing and non-manufacturing cost d) Product and period cost e) Direct and indirect cost f) Variable and Fixed Cost g) Flow of manufacturing costs h) Cost of goods manufactured and sold statement	Ch 2, Book 1 Ch 1, Book 2
<b>3. Accounting for Materials</b> a) Material Control b) Material control procedures for procurement and use c) Cost of Acquiring materials d) Material Costing Methods e) Inventory Valuation f) Accounting for material g) Scrap, spoiled goods and defective work h) Planning material requirements	Ch 7,8, Book 1 Ch 2, Book 2
<b>4. Accounting for Labor</b> a) Wage plans b) Controlling labor cost c) Accounting for labor costs	Ch 9,10, Book 1 Ch 3, Book 1
<b>5. Accounting for Overheads</b> a) The nature of Factory/Manufacturing overheads b) Distributing Service Department Expenses c) Accounting for Actual Factory Overhead d) Applying Factory Overhead to Production	Ch 12,13, Book 1
<b>6. Factory Overhead Planned, Actual and Applied; Variance Analysis</b> a) The use of A Predetermined overhead Rate. b) Factor to be considered in the selection of Overhead Rates c) Bases of overhead Rate determination. d) Activity level Selection.	





e) Actual overhead, Applied overhead and variance analysis. f) Procedure of factory overheads including apportionment	
<b>7. Job Order Costing</b> a) What is Job order Costing b) Accounting for materials c) Accounting for labor d) Accounting for factory overhead e) Accounting for Jobs completed and Products Sold f) Flow of costs	Ch 3, Book 1 Ch 5, Book 3
<b>8. Process Costing – General Procedures</b> a) What is process costing b) Product Cost in a Process Cost System c) Work in Process Inventories d) Cost of Production Summary-One Department, No Beginning Inventory e) Cost of Production Summary-One Department Beginning Inventory f) Cost of Production Summary-Multiple Departments, No Beginning Inventory g) Cost of Production Summary-Multiple Departments, Beginning Inventory h) Changes in Prior Department's Unit Transfer Cost	Ch 4, Book 1 Ch 5 book 2
a) Process Costing - Additional Procedures; b) Equivalent Production-Materials Not Uniformly Applied c) Units Lost in Production d) Units Gained in Production e) Equivalent Production: First-In, First-Out Method f) Equivalent Production: AVERAGE COST Method	Ch 4,5,6 Book 1 Ch 6 Book 2
Standard Cost Accounting: Material, labor and overheads a) What is Standard and its Types b) Distinction between cost Accounting and Management Accounting c) Concepts of Standard Cost Procedures	Ch 17, Book 1 Ch 8, Book 2

### Recommended Text

1. **Usry, Hammer and Matz , 9th edition, Cost Accounting South-western Publishing Co**
2. **Vanderbeck and Mitchell (2016) Principles of Cost Accounting, 17th Edition, CENGAGE**
3. **Lanen, Anderson and Maher (2020) Fundamentals of Cost Accounting 6th Edition, McGraw Hill**



Course Outline	
Program	<b>ADP (Commerce)</b>
Semester	<b>3rd</b>
Course Title	<b>Business &amp; Corporate LAW</b>
Course Code	<b>LAW203</b>
Credit Hours	<b>45 (3 hour per week)</b>

**Course Objectives:**

The fields of commerce and business management have their own peculiar legal aspects. This subject therefore, commands a significant role in overall business environment and demands a systematic and comprehensive study of the related laws thereof.

**The main objectives of this course are:**

- \* To introduce the different Mercantile Laws affecting the business environment in Pakistan.
- \* To make students understand the important elements and aspects of business and industrial laws.
- \* To enable the students to grasp the difference among various important aspects of business and Corporate laws.
- \* To enable the students to assess the nature and impact of certain types of rules and regulations by analyzing the cases referred to in the recommended books/sources.
- \* To equip the students with necessary skills and aptitude to deal tactfully with legal situations arising out of business routine matters.

Lec#	Contents/Topics	Book
1	<b>Pakistan Legal System:</b> Constitution of Pakistan Definitions of Law, Objectives and Sources of Law Sources of Law in Pakistan, Classifications of Pakistani Law Legislation, its component and forms, Legislation Authorities, interpretation, and rules, Statutory Tools and Legal Terminology Court structure and Administration of Justice, Arbitration	1
2	<b>Contract Law:</b> Essentials of a valid contract Kinds of Contracts , Offer and Acceptance Revocation of offer, Consideration and Object Capacity of parties, Free Consent	1 & 2
3	<b>Contract Law:</b> Void Agreements, Contingent and Quasi Contracts Performance of contracts, Discharge of Contract	
4	<b>Contract Law:</b> Breach of Contract and its remedies, Indemnity and Guarantee Difference between Indemnity and Guarantee, Kinds of Guarantee Discharge of Surety from Liability	1 & 2
5	Bailment and pledge, Termination of pledge and Bailment Contract of Agency, Creation of an Agency Rights and duties of Principal and agent Termination of agency	1 & 2
6	<b>Law of Sales of Goods:</b> Essentials of a sale - Agreement to sell - Conditions and Warranties - Definitions and Difference - Doctrine of Caveat Emptor - Transfer of Property - Sale by non-owner - Performance of Contract of Sale	1 & 2



	- Rights of Unpaid seller	
7	Law of Negotiable Instrument: - Parties of Negotiable Instruments - Presentment of Negotiable Instruments - Negotiation of Negotiable Instruments - Dishonor of Negotiable Instruments - Banker and customer	2
<b>MIDTERM EXAMINATION</b>		
8	Law of Carriage of Goods: Carriage of Goods by Land Documents required for Dry port Clearance of Goods Carriage of Goods by Sea , Documents required for Sea Port Clearance of Goods, Carriage of Goods by Air Documents required for Airport Clearance of Goods	2
9	Labour and Industrial relation: Employment Law, Law of Labor in factories	1 & 2
10	Law of Partnership: Introduction and scope of Partnership Act 1932, Formation of Partnership, Rights , Duties and liabilities of Partners Dissolution of firm and partnership	1 & 2
11	<b>Corporation as Legal Entity:</b> Formation of a Company, Characteristics of a Company Advantages & disadvantages of a Company Types of Company, Documents required for registration of a company	1
12	<b>Corporate Administration:</b> Company Meetings, Auditor of a Company Appointments, powers , and removal of Auditors	1
13	<b>Directors of a company:</b> Election of Directors, Qualification of directors Relevant Sections of The Companies Act 2017 about directors	1
14	Introduction to Companies Act, 2017 Nature and Kinds of companies Formation of companies , Memorandum of Association; Articles of Association & Prospectus	
15	Allotment and Transfer of Shares Members & Management of Company; Company Meetings Company Accounts and Audit Investigation of Company Oppression and Mismanagement of Company & Winding up of companies	
16	The Securities and Exchange Commission of Pakistan Act, 1997 Certain Relevant Provisions Securities and Exchange Commission of Pakistan	
17	Foreign Company Winding up of Company	
18	The Secretarial Practices Meaning, Nature, Role of Secretarial practices Scope of Secretarial Practices Relevant Provisions of Companies Act and other laws concerning practices	
21	Major and Minor functions of Company Secretary Responsibilities, Roles and Rights of a Company Secretary, Company Rules	
22	Pakistan Stock Exchange (PSE) Listing Regulations Overview of listing regulations Teaching-Learning Strategies	

**Text Books:**

1. **Khalid Mehmood Cheema, Business Law, Revised Edition, 2015.**
2. **Mirza M. Waheed Baig, Business and Corporate Law, latest edition**
3. **Practical Approach to Company Law and Secretarial practices by Nazir Ahmed Shaheen**



Course Outline	
Programme	ADP (Commerce)
Semester	3rd
Course Title	Islamic Studies / Ethics
Course Code	GEN 206
Credit Hours	30 (2 hour per week)

### Course Description:

Islamic Studies course is generally known as an effort to know everything related to the religion of Islam. In other words, we can say that Islamic Studies is a conscious and systematic effort to understand Islam comprehensively and discuss lock, stock and barrel about Islamic religion and whatever is related to it such as its teachings, history, daily practice, doctrines etc.

To study a particular religion is not the right of its followers and adherents only but also the outsiders. As matter of fact, there are some non-religion who devoted his life to study Islam. Islamic studies to the Muslim people are to understand deeply about his religion, its teachings and practices so that he can implement it in a correct way. While the non-Muslim's motivation to study Islam is merely for the sake of knowledge and science.

### Objectives:

This course is aimed at:

- 1) To provide Basic information about Islamic Studies
- 2) To enhance understanding of the students regarding Islamic Civilization
- 3) To improve Students skill to perform prayers and other worships
- 4) To enhance the skill of the students for understanding of issues related to faith and religious life.

### DETAILED COURSE OUTLINE

Topic	Contents
1.	Introduction to Quranic Studies 1) Basic Concepts of Quran 2) History of Quran 3) Uloom-ul -Quran
2	Study of Selected Text of Holy Quran 1) Verses of Surah Al-Baqra Related to Faith (Verse No-284-286) 2) Verses of Surah Al-Hujrat Related to Adab Al-Nabi (Verse No-1-18) verses of Surah Al- 3) Verses of Surah Mominoon Related to Characteristics of faithful (Verse No-1-11 ) 4) Verses of Surah al-Furqan Related to Social Ethics (Verse No-63-77) 5) Verses of Surah Al-Inam Related to Ihkam(Verse No-152-154)
3	Study of Selected Text of Holy Quran 1) Verses of Surah Al-Ihzab Related to Adab al-Nabi (Verse No.6,21,40,56,57,58.) 2) Verses of Surah Al-Hashar ( 18,19,20) Related to thinking, Day of Judgment 3) Verses of Surah Al-Saf Related to Tafakar, Tadabar (Verse No- I, 14)
4	Seerat of Holy Prophet (S.A. W) I 1) Life of Muhammad Bin Abdullah (Before Prophethood) 2) Life of Holy Prophet (S.A.W) in Makkah 3) Important Lessons Derived from the life of Holy Prophet in Makkah
5	Seerat of Holy Prophet (S.A. W) II 1) Life of Holy Prophet (S.A.W) in Madina 2) Important Events of Life Holy Prophet in Madina 3) Finality of Profithood (Khatam e Nabuat). 4) Important Lessons Derived from the life of Holy Prophet in Madina



MIDTERM EXAMINATION	
6	Introduction to Sunnah 1) Basic Concepts of Hadith 2) History of Hadith 3) Kinds of Hadith 4) Sunnah & Hadith
7	Selected Study from Text of Hadith I The Fundamentals of Islam 1) Pillars of Islam 2) Commands and Prohibitions 3) Preaching, Principles of Preaching, Attributes of Preacher 4) Contributions of Muslims in the Development of Science 5) Quran & Science
8	Islamic Economic System 1) Basic Concepts of Islamic Economic System 2) Means of Distribution of Wealth in Islamic Economics 3) Islamic Concept of Riba 4) Islamic Ways of Trade & Commerce
9	Political System of Islam 1) Basic Concepts of Islamic Political System 2) Islamic Concept of Sovereignty 3) Basic Institutions of Govt. in Islam
10	.Islamic History 1) Period of Khilafat-e-Rashida 2) Period of Ummayyads 3) Period of Abbasids
11	Social System of Islam 1) Basic Concepts of Social System of Islam 2) Elements of Family 3) Ethical Values of Islam 4) Basic Human Rights of Woman 5) Khutba Hujjatul Widda

**RECOMMENDED TEXT BOOK BOOKS:**

- Hameedullah Muhammad, "Emergence of Islam", IRI, Islamabad
- Hameedullah Muhammad, "Muslim Conduct of State"
- Hameedullah Muhammad, 'Introduction to Islam
- Mulana Muhammad Yousaf Islahi,"



Course Outline	
Programme	ADP (Commerce)
Semester	4th
Course Title	Financial Management
Course Code	FIN252
Credit Hours	45 (3 hour per week)

### Course Description:

Students in this field are prepared to work in various functions in monetary systems, corporation finance and financial accounting. Course graduates will be equipped to work in various capacities in financial institutions, especially in banks, insurance companies and trusts, as stockbrokers or private financial investors, in finance and accounting departments of companies and institutions. They will hold higher managerial positions in financial divisions of banks, insurance companies or as financial and capital market analysts, controllers, etc.

### Course Objectives:

The objectives of this course are:

1. To equip the students with the latest knowledge of finance helping them to make rational financial decisions and thereby to maximize the wealth of the owners.
2. To develop understanding of the students in making decisions relating to special situations such as merger, acquisition etc.
3. To equip the students with latest tools and techniques in financial decision-making.

### Course Outcome

The graduates will:

- understand and define basic terminology used in finance theory and practice
- be able to calculate yield from financial investments and an impact of inflation on savings and financial investments
- be able to describe and understand basic trends in financial markets
- be able to choose suitable bank products for savings and credits

### Course Contents:

Lect#	Topic	Book
1	Introduction to Financial Management <ul style="list-style-type: none"> <li>○ Definition of Finance</li> <li>○ Types of Finance</li> <li>○ Definition of Financial Management</li> <li>○ Scope of Financial Management</li> <li>○ Objectives of Financial Management</li> <li>○ Finance management vs. other managerial functions</li> <li>○ The finance manager and the financial environment</li> <li>○ Financial markets &amp; Financial institutions</li> <li>○ The roles of the finance manger &amp; Goals of the firm</li> <li>○ Agency problems and their mitigation</li> </ul>	Ch 1, Book 1 &2
2	Financial Markets and Institutions <ul style="list-style-type: none"> <li>○ Why Study Financial Markets and Institutions?</li> <li>○ Function of Financial Market</li> <li>○ Structure of Financial Market</li> <li>○ Types of financial markets</li> <li>○ Securities traded in financial markets</li> <li>○ Global financial markets</li> </ul>	Ch 2, Book 2 &Handout
3-4	Financial Statements <ul style="list-style-type: none"> <li>○ Types of financial statements, their components, advantages and limitations</li> <li>○ financial statements and their analysis</li> <li>○ Interpretation of financial statement items and industry comparisons</li> <li>○ Ratio analysis: introduction to different types of ratios</li> </ul>	Ch 4, Book 1



	<ul style="list-style-type: none"> <li>○ Classification of ratios, numerical, Du-Pont System of analysis, industry comparisons,</li> <li>○ Common-size Analysis of Financial statements</li> <li>○ Index Analysis of Financial statements</li> <li>○ long term financial planning, numeric problems</li> </ul>	
<b>5-6</b>	<b>Time Value of Money</b> <ul style="list-style-type: none"> <li>○ The role and perspectives of the TVM concept</li> <li>○ Future values &amp; Present values</li> <li>○ Annuities and Types of Annuities</li> <li>○ Finding the Future &amp; Present Value of an Ordinary Annuity</li> <li>○ Finding the Future &amp; Present Value of an Annuity Due</li> <li>○ Finding the Present Value of a Perpetuity</li> <li>○ Future and present values of cash flows under high compounding frequency</li> <li>○ Impact of higher compounding frequency</li> <li>○ Inflation and the Time Value of Money</li> <li>○ Selected Applications</li> </ul>	Ch 5, Book 1
<b>7-9</b>	<b>Bond and Their Valuation</b> <ul style="list-style-type: none"> <li>○ Definition, types and features of bonds</li> <li>○ Valuation of bonds (the basic process)</li> <li>○ Basic relationship in bond valuation</li> <li>○ Bondholder's expected rate of return</li> <li>○ Risks associated with bond return</li> </ul>	Ch 7, Book 1
<b>10-12</b>	<b>Stocks and Their Valuation Shares</b> <ul style="list-style-type: none"> <li>○ Benefits from a share investments</li> <li>○ Price of ordinary shares</li> <li>○ Behaviour of expected dividend growth and share price</li> <li>○ Price of shares based on earnings</li> <li>○ Expected rate of return</li> <li>○ Preferred shares and their characteristics</li> <li>○ Price of preferred shared and the expected rate of return</li> <li>○ Valuing the entire business</li> </ul>	Ch 9, Book 1
<b>13-14</b>	<b>Risk and Return</b> <ul style="list-style-type: none"> <li>○ Expected returns and risk defined</li> <li>○ Calculating expected return</li> <li>○ Calculating risk (variance and standard deviation)</li> <li>○ Portfolio expected returns</li> <li>○ Portfolio variance and standard deviation</li> <li>○ Systematic and unsystematic risk</li> <li>○ Diversification and portfolio risk</li> <li>○ The principle of diversification and beta</li> <li>○ Measuring systematic risk ; portfolio beta; beta and the risk premium'</li> <li>○ Security market line</li> <li>○ Capital asset pricing model</li> </ul>	
<b>15</b>	<b>The Cost of Capital</b> <ul style="list-style-type: none"> <li>○ Overview of the Cost of Capital</li> <li>○ Cost of Long-Term Debt; Cost of Preferred Stock &amp; Cost of Common Stock</li> <li>○ Weighted Average Cost of Capital</li> </ul>	Ch 9, Book 2
<b>Midterm Examination</b>		
<b>16-17</b>	<b>Capital Budgeting Process, An overview</b> <ul style="list-style-type: none"> <li>○ An Overview of Capital Budgeting</li> <li>○ Generating Investment Project Proposals</li> <li>○ Estimating Project "After Tax Incremental Operating Cash Flows"</li> </ul>	Ch 13, Book 3 Ch 11, Book 1
<b>18-20</b>	<ul style="list-style-type: none"> <li>○ Project Evaluation &amp; Selection: Alternative Methods(Net Present Value (NPV); Internal Rate of Return (IRR) : Multiple Internal Rates of Return: Reinvestment Rate Assumptions; Modified Internal Rate of Return (MIRR): NPV Profiles ; Profitability Index (PI) &amp; Payback Period )</li> </ul>	Ch 9, Book 2 Ch 10, Book 2





	<ul style="list-style-type: none"> <li>○ Conclusions on Capital Budgeting Methods</li> <li>○ Decision Criteria Used in Practice</li> <li>○ Other Issues in Capital Budgeting</li> <li>○ Project Monitoring: Progress Reviews &amp; Post Completion Audits</li> </ul>	
<b>21-24</b>	<p>Working Capital Management</p> <ul style="list-style-type: none"> <li>○ Cash Operating Cycle</li> <li>○ Alternative Current Asset Investment Policies</li> <li>○ Cash Management and Cash Budget</li> <li>○ Marketable Securities</li> <li>○ Inventory and Inventory Costs</li> <li>○ Receivables Management</li> <li>○ Credit Policy</li> <li>○ Financing Current Assets</li> <li>○ Alternative Current Asset Financing Policies</li> <li>○ Advantages and disadvantages of Short Term Financing</li> <li>○ Sources of Short Term Financing</li> </ul>	Ch 16, Book 1 Ch 17, Book 1
<b>25 - 26</b>	<p>The Target Capital Structure</p> <ul style="list-style-type: none"> <li>○ Business &amp; Financial Risk</li> <li>○ Determining the Optimal Capital Structure</li> <li>○ Capital Structure Theory</li> <li>○ Variations in Capital Structures</li> </ul>	Ch 14, Book 1 Ch 17, Book 3
<b>27 - 28</b>	<p>Dividend Policy</p> <ul style="list-style-type: none"> <li>○ Dividends versus Capital Gains</li> <li>○ Dividend Policy Issues</li> <li>○ Dividend Stability</li> <li>○ Establishing the Dividend Policy in Practice</li> <li>○ Dividend Reinvestment Plans</li> <li>○ Factors affecting Dividend Policy</li> <li>○ Stock Dividends &amp; Stock Splits</li> </ul>	Ch 18, Book 3
<b>29</b>	<p>Lease and Islamic Finance as source of Finance</p> <ul style="list-style-type: none"> <li>○ Basic types of leases</li> <li>○ Leasing agreements and lease contract (IAS17)</li> </ul>	Ch 20, Book 1 Book 3
<b>30</b>	<p>Merger and Acquisition</p> <ul style="list-style-type: none"> <li>○ Definition of Mergers</li> <li>○ Motives for Mergers</li> <li>○ Types of Mergers</li> <li>○ Leveraged Buyouts</li> </ul>	Ch 23, Book 3

**Core Text:**

1. James C. Van Horne John M. Wachowicz, Jr. Fundamentals of financial management. Prentice Hall International Inc 16th Ed. 2018
2. Eugen F, Brigham, Joel F. Houston, Fundamentals of Financial Management (15th Edition), Harcourt Asia PTE LTD, 2019
3. Gitman J. Lawrence, Principles of Managerial Finance (14 Edition), Harper Collins College Publishers.

**Additional Readings: {not required for purchase but you may consult them for in-depth knowledge of topics):**

1. Fundamental of Financial Management by Ramesh Rao (Latest edition)
2. Fundamental of Corporate Finance by Brealy and Myers (Latest edition)
3. Corporate Finance By Ross Westerfield Jordan (Latest edition)

**Websites and Newspapers: (Keep an eye on corporate announcements)**

1. **Business section of daily 'Dawn' and Dawn Business Review available at ([www.dawn.com](http://www.dawn.com))**
2. **Business Recorder ([www.br.com.pk](http://www.br.com.pk))**





Course Outline	
Programme	<b>ADP (Commerce)</b>
Semester	<b>4th</b>
Course Title	<b>Entrepreneurship</b>
Course Code	<b>ENT253</b>
Credit Hours	<b>45 (3 hour per week)</b>

### Course Description:

This is the entrepreneurial age. More than 500 million persons worldwide either are actively involved in trying to start a new venture. Entrepreneurs are driving a revolution that is transforming and renewing economies worldwide. Entrepreneurship is the essence of free enterprise because the birth of new businesses gives a market economy its vitality. New and emerging businesses create a very large proportion of the innovative products and services that transform the way we work and live, such as personal computers (PCs), computer software, the Internet and the World Wide Web (WWW or Web), biotechnology drugs, overnight package deliveries, and big-box stores. One of the most common questions that entrepreneurship educators are asked is, Can entrepreneurship be taught? Our response is that anyone with a desire to become an entrepreneur will be more successful if he or she has taken a course on how to start and grow a new venture.

### Course Objectives:

The basic aim of this course is to combine concepts and cases to present the latest theory about entrepreneurship and relate actual experiences. The concepts cover what would-be entrepreneurs need to know to start and grow their businesses, and the cases illustrate how real entrepreneurs have gone out and done it. They cover all stages of the entrepreneurial process, from searching for an opportunity to shaping it into a commercially attractive product or service, launching the new venture, building it into a viable business, and eventually harvesting it.

### Course Contents:

Sr#	Topic	Reference
<b>1</b>	<b>The Nature and importance of Entrepreneurship</b> a. Nature and Development of Entrepreneurship b. Role of Entrepreneurs in Economic development c. The Future of Entrepreneurship	Ch 1, book 2 + Handouts
<b>2</b>	<b>Entrepreneurial Process</b> a. Critical Factors for Starting a New Enterprise b. Evaluating Opportunities for New Businesses c. Determining Resource Needs and Acquiring Resources d. Ingredients for a Successful New Business	Ch 2, book 1
<b>3</b>	<b>Opportunity Recognition, Shaping, and Reshaping</b> a. From Glimmer to Action: How Do I Come Up with a Good Idea? b. Is Your Idea an Opportunity?	Ch3, book 1
<b>4.</b>	Understanding Your Business Model and Developing Your Strategy a. The Business Mode b. The First-Mover Myth c. Formulating a Winning Strategy	Ch 4, book 1
<b>5</b>	Entrepreneurial Marketing a) Why Marketing Is Critical for Entrepreneurs b) Entrepreneurs Face Unique Marketing Challenges c) Acquiring Market Information d) Marketing Strategy for Entrepreneurs e) Guerrilla Marketing; Marketing Skills for Managing Growth	Ch 5, book 1
<b>6</b>	Building the Founding Team a) Power of the Team	Ch 6, book 1



	<ul style="list-style-type: none"><li>b) How to Build a Powerful Team</li><li>c) Bootstrapping: Building the Team Based on Stage-of-Venture Life</li><li>d) Compensation</li><li>e) External Team Members</li><li>f) Keeping the Team Together</li></ul>	
<b>7</b>	<b>The Business Planning Process</b> <ul style="list-style-type: none"><li>a) The Planning Process</li><li>b) The Business Plan</li><li>c) Types of Plans</li></ul>	Ch 7, book 1
<b>8</b>	<b>Building Your Pro-Forma Financial Statements</b> <ul style="list-style-type: none"><li>a) Financial Statement Overview</li><li>b) Building Your Pro-Forma Financial Statements</li><li>c) Build-Up Method; and Comparable Method</li><li>d) Building Integrated Financial Statements</li></ul>	Ch 8, book 1
<b>9</b>	<b>Financing Entrepreneurial Ventures Worldwide</b> <ul style="list-style-type: none"><li>a) Entrepreneurial Financing for the World's Poorest</li><li>b) Entrepreneurs and Informal Investors</li><li>c) Venture Capital</li><li>d) Factors Affecting Availability of Financing</li></ul>	Ch 9, book 1
<b>10</b>	<b>Raising Money for Starting and Growing Businesses</b> <ul style="list-style-type: none"><li>a) Bootstrapping New Ventures</li><li>b) Valuation</li><li>c) Financing a New Venture</li></ul>	Ch 10, book 1
<b>11</b>	<b>Debt and Other Forms of Financing</b> <ul style="list-style-type: none"><li>a) Getting Access to Funds—Start with Internal Sources</li><li>b) Cash Conversion Cycle</li><li>c) Working Capital</li><li>d) Equipment Financing</li></ul>	Ch 11, book 1
<b>12</b>	<b>Intellectual Property</b> <ul style="list-style-type: none"><li>a) The Basics: What Is Protectable and How Should It be Protected?</li><li>b) Patents; Trade Secrets; Trademarks and Copyright</li><li>c) Software Protection</li></ul>	Ch 13, book 1
<b>13</b>	<b>Entrepreneurial Growth</b> <ul style="list-style-type: none"><li>a) Making the Transition from Startup to Growth</li><li>b) A Model of Driving Forces of Growth</li><li>c) The Growth Process; Execution</li><li>d) Opportunity Domain</li><li>e) Organizational Resources and Capabilities</li><li>f) Leadership</li></ul>	Ch 14, book 1
<b>14</b>	<b>Social Entrepreneurship: An Overview</b> <ul style="list-style-type: none"><li>a) Definition</li><li>b) New Forms of Organizations</li><li>c) Getting Started</li></ul>	Chapter 15, book 1

Recommended Texts:

1. William d. Bygrave, Andrew Zacharakis, Entrepreneurship, 2nd Edition, 2010, John Wiley & Sons, Inc.
2. Hisrich and Peters, (2017) Entrepreneurship, McGraw-Hill



Course Outline	
Program	<b>ADP (Commerce)</b>
Semester	<b>4th</b>
Course Title	<b>Principles of Marketing</b>
Course Code	<b>MKT255</b>
Credit Hours	<b>45 (3 hour per week)</b>

### COURSE DESCRIPTION

This course aims to introduce fundamental concepts related to consumption marketplace (e.g. Market types, competitive landscape) and marketing tools (e.g. STP, marketing mix). Through this course, students will learn to apply marketing related theoretical knowledge to analyze existing marketplace problems and propose solutions. This course will enhance students' problem solving and decision-making abilities towards Marketing related issues using customer-centric approach. The course covers the following modules: Module 1: Marketing Fundamentals; Module 2: Markets and Environment; Module 3: Customer-Driven Marketing Strategy and Marketing Mix Decisions  
Module 4: Marketing Practices and Ethics

#### Course Objectives:

The course is designed to give students a broad overview of marketing principles by giving them an opportunity to think 'marketing' and to critically observe marketing landscape around them. Specifically, it aims to help students: 1. Understand 'why' marketing is important 2. Develop and in depth understanding of fundamental marketing concepts, strategies and tools 3. Develop an 'analytical approach' for marketing issues in the local landscape

### LEARNING OUTCOMES

Successful completion of the course means students are able to; 1. Understand the relevance of marketing to practical situations 2. Critically analyze marketing problems and suggest relevant workable solutions

#### 1. Develop new marketing ideas relevant to local culture.

Lect#	Topics	Source
1 & 2	Marketing: Creating Customer Value and Engagement What Is Marketing? Understanding the Marketplace and Customer Needs, Designing a Customer Value-Driven Marketing Strategy and Plan, Managing Customer Relationships and Capturing Customer Value The Changing Marketing Landscape	<b>Ch=1</b>
3	Company and Marketing Strategy: partnering to Build Customer engagement, Value, and relationships Company-Wide Strategic Planning: Defining Marketing's Role , Designing the Business Portfolio, Planning Marketing: Partnering to Build Customer, Relationships, Marketing Strategy and the Marketing Mix , Managing the Marketing Effort and Marketing Return on Investment	<b>2</b>
4	Analyzing the Marketing Environment The Microenvironment and Macroenvironment The Demographic and Economic Environments The Natural and Technological Environments The Political-Social and Cultural Environments	<b>3</b>
5	Managing Marketing Information to gain Customer Insights Marketing Information and Customer Insights Assessing Information Needs and Developing Data Marketing Research, Analyzing and Using Marketing Information Other Marketing Information Considerations	<b>4</b>
6 & 7	Consumer Markets and Buyer Behavior Model of Consumer Behavior , Characteristics Affecting Consumer Behavior Buying Decision Behavior and the Buyer Decision Process The Buyer Decision Process for New Products	<b>5</b>
8 & 9	Business Buyer Behavior	<b>6</b>



	Business Markets, Business Buyer Behavior, The Business Buyer Decision Process, Engaging Business Buyers with Digital and Social Marketing , Institutional and Government Markets	
101	Customer Value–Driven Marketing Strategy: Creating Value for target Customers Marketing Strategy, Market Segmentation, Market Targeting 197, Differentiation and Positioning	7
123	Products, Services, and Brands: Building Customer Value What Is a Product? Product and Service Decisions Services Marketing Branding Strategy: Building Strong Brands	8
14 &	Developing New products and Managing the product Life Cycle New Product Development Strategy The New Product Development Process Product Life-Cycle Strategies , Additional Product and Service Considerations	9
16	Pricing: Understanding and Capturing Customer Value What Is a Price? Major Pricing Strategies Other Internal and External Considerations Affecting Price Decisions	10
18	Pricing Strategies: additional Considerations New Product Pricing Strategies , Product Mix Pricing Strategies Price Adjustment Strategies, Price Changes , Public Policy and Pricing	11
19	Marketing Channels: Delivering Customer Value Channel Behavior and Organization, Channel Design Decisions Channel Management Decisions, Marketing Logistics and Supply Chain Management	12
20	Retailing and Wholesaling Retailing , Retailer Marketing Decisions Retailing Trends and Developments, Wholesaling	13
21 & 22	Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy The Promotion Mix , Integrated Marketing Communications Developing Effective Marketing Communication Setting the Total Promotion Budget and Mix	14
23	Advertising and public relations Advertising Advertising, Major Advertising Decisions Public Relations , Major Public Relations Tools	15
24	Personal Selling and Sales promotion Personal Selling , Managing the Sales Force The Personal Selling Process , Sales Promotion	16
25	Creating Competitive Advantage Competitor Analysis., Competitive Strategies Balancing Customer and Competitor Orientations	18
26	Sustainable Marketing: Social responsibility and ethics Social Criticisms of Marketing , Consumer Actions to Promote Sustainable Marketing Business Actions Toward Sustainable Marketing Marketing Ethics and the Sustainable Company	20
	<b>Class Choice &amp; Presentations</b>	

**Recommended Text:**

**Kotler, P., Armstrong, G., Agnihotri, P.Y. and Haque E. (2014). Principles of Marketing A South Asian Perspective, 15th edition, ISBN: 978-0-13-607941-5**

**SUPPLEMENTARY READINGS Principles and Practice of Marketing by David Jobber**

**Electronic resources:www.prenhall.com/kotler , www.knowthis.com , www.marketingpower.com**



Course Outline	
<b>Programme</b>	ADP (Commerce)
<b>Semester</b>	4 <sup>th</sup>
<b>Course Title</b>	Audit and Assurance
<b>Course Code</b>	ACC254
<b>Credit Hours</b>	45 (3 hour per week)

**Course Objectives:**

1. To equip the students with the latest knowledge of auditing.
2. To develop awareness of International Auditing Standards.
3. To equip the students with latest tools and techniques in internal & external auditing.

Course Contents:	Source
<p><b><u>The Nature, Purpose, Scope and Theory of Auditing</u></b>            Definition and 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.</p>	Handouts
<p><b><u>Introduction to Assurance Services</u></b>            Definition of Assurance Services            Origin and Advantages of Assurance Services            Definition and Elements of Assurance engagement            Level of Assurance and why Absolute assurance cannot be provided.</p>	Ch 1, book 1
<p><b><u>Basic Concept of Auditing</u></b>            Financial Statements            Applicable financial reporting framework (AFRF)            What is meant by true and fair view?            Responsibilities of parties involved in audit (Management and Auditor)            Essentials for proper conduct of audit            Regulatory environment of auditing</p>	Ch 2, book 1
<p><b><u>Audit Engagement Letter</u></b>            Audit engagement letter and its contents            Management request to change the terms of audit engagement letter            Engagement on recurring audit</p>	Ch 8, book 1
<p><b><u>Appointment of Auditor</u></b>            Appointment of First Auditor            Subsequent Auditor            Appointment in case of Casual Vacancy            Appointment in case of mid-term removal of auditor            Tenure/Term of Auditor            Remuneration of Auditor            Procedure for removal of statutory auditor            Rights and duties of auditor            Qualification/Disqualification of Auditor</p>	Ch 6, book 1
<b>MIDTERM EXAMINATION</b>	
<p><b><u>Planning of Audit</u></b>            Planning Activities            Difference between overall audit strategy and audit plan            Difference interim audit and final audit  <u>Audit materiality (ISA 320)</u></p>	Ch 9, book 1
<p><b><u>Understanding of Entity and Inherent risk Assessment</u></b>            Obtaining understanding of entity.            Audit risk: Inherent risk, control risk, detection risk</p>	Ch10, book 1



Audit risk model and its Components	
<b><u>Audit Evidence (ISA 500)</u></b> Define Audit evidence What is meant by sufficient and appropriate audit evidence? Procedure/Technique to obtain audit evidence Assertions testing approach to obtain evidence	Ch 3, book 1
<b><u>Audit sampling</u></b> Define sampling The nature of sampling The relationship between sampling audit risk model Sample design, size and selection of item for testing	Ch 4, book 2
<b><u>Internal control</u></b> Define internal control Elements of internal control The auditor assessment of internal control How the auditor uses internal control Audit approach: test of control and substantive test.	Ch 5, book 2
<b><u>Application of Professional Ethics</u></b> Fundamental principles Due skill and care	Ch 14, book 2
<b><u>Auditors' Reports</u></b> Distinction between reports and certificates. Contents of audit report. Unqualified auditor's report. Modified report.	Ch 15, book 2

**Recommended Texts:**

1. Auditing, CA Exam Study Text (latest edition), Professional Business Publications, Lahore.
2. Auditing----- An ISA Perspective (Volume 1)by Muhammad Asif, FCA, Rise Publications



Course Outline	
<b>Programme</b>	<b>ADP (COMMERCE)</b>
<b>Semester</b>	<b>4th</b>
<b>Course Title</b>	<b>Civics and Community Engagement</b>
<b>Course Code</b>	<b>ACC256</b>
<b>Credit Hours</b>	<b>45 (3 hour per week)</b>

Provides a cross-disciplinary foundation of civic and community engagement related to broader issues of social justice, including ways to sustain democratic society through civility, citizenship, and community service. Various theoretical perspectives create a diverse overview of the concept of civic engagement, especially as related to social, cultural, philosophical, and political perspectives.

Civics is part and parcel of life and the study of Civics has its major thrust on improvement of the quality of life and welfare of human beings. This discipline enhances the approach towards rational behaviour and daily life. An idea is generated, a vision is captured, and someone somewhere is ready to launch a plan. Immediately it becomes clear that the plan is missing key ingredients: the support and ideas of the community will it impact. This scenario is not uncommon in our local communities and usually describes a plan than will fail. Successful leadership understands the value of engaging the community in developing ideas, making decisions, and implementing plans.

**Learning Outcomes:**

Students will be able to examine the key foundations of civics and community engagement in Pakistan and worldwide and discuss how they relate to the principles of democracy, citizenship, social capital, and public work in combating social problems.

Topics	Students Learning Outcomes
<b>Civics and Civics Education</b>	<ol style="list-style-type: none"> <li>i. Introduction of Civics</li> <li>ii. Definition of Civics</li> <li>iii. Scope of Civics</li> <li>iv. Nature of Civics</li> <li>v. Utility and importance of Civics</li> <li>vi. Civics relations with other Social Sciences</li> <li>vii. Rationale of Civics Education</li> <li>viii. Concept of Civics Engagement</li> <li>ix. Significance of Civics</li> <li>x. Diversity</li> <li>xi. Conflict Resolution Skills</li> <li>xii. Significant of Petitioning</li> <li>xiii. Decision Making and Problem Solving Skills</li> <li>xiv. Civil Society Organizations (CSO's) worldwide and in Pakistan</li> </ol>
The Local, Provincial and Federal Government Systems in Pakistan.	<ol style="list-style-type: none"> <li>i. Overview of the Administrative Structures of Local, Provincial and Federal Government of Pakistan.</li> <li>ii. Rights, Duties, and Powers: Under Pakistan's Constitutional Framework</li> <li>iii. Concept of Fundraising</li> </ol>
Non-State Institutions: Civil Society, Political Parties and the Media	<ol style="list-style-type: none"> <li>i. Political Parties in Pakistan</li> <li>ii. Civil Society and its Functions</li> <li>iii. Becoming a Member of Civil Society Organizations</li> <li>iv. Media and its Functions</li> <li>v. Cooperation</li> <li>vi. Critical Thinking Skills</li> </ol>
Harmonic Relationship in Civics	<ol style="list-style-type: none"> <li>i. Describe the term Harmonic Relationship</li> <li>ii. Explain Harmonic Relationship among the members of the society (Women, Children, and Senior Citizens)</li> </ol>
Individual and State	<ol style="list-style-type: none"> <li>i. Define the term individual in relation to civics</li> <li>ii. Define the term State</li> <li>iii. Explain the relation between individual and a state.</li> <li>iv. Define the importance of individual in State</li> </ol>





	v. Rights & Duties/Responsibilities of individual as per Constitution of Pakistan 1973.
Family	<ul style="list-style-type: none"> <li>i. Identify the basic unit of Social Institutions:</li> <li>ii. Discuss and Characteristics of Different types of family.</li> <li>iii. Enlist the responsibilities of family in general.</li> <li>iv. Analyse your role for the betterment of family.</li> <li>v. Compare and contrast the importance of the deterioration of family in the Western Society and give examples.</li> </ul>
The Constitution, Law and Judiciary	<ul style="list-style-type: none"> <li>vi. Equality</li> <li>vii. Problem-Based Inquiry</li> <li>viii. Use the Media to Promote your cause</li> </ul>
The Legislative and Executive Branch	<ul style="list-style-type: none"> <li>ix. Integrity</li> <li>x. Communication Skills</li> <li>xi. Letter Writing</li> </ul>
Community	<ul style="list-style-type: none"> <li>i. Define Community and Community Circle</li> <li>ii. Explain the nature and Significance of Community</li> <li>iii. Discuss the role of a family in Community</li> <li>iv. Analyse the role of an individual for the betterment of the community.</li> <li>v. Define Society</li> <li>vi. Elaborate the relation between an individual and society, and society and state;</li> <li>vii. Analyse the role of individual for the betterment of society:</li> <li>viii. Community-Based Organizations (CBO) worldwide and in Pakistan</li> </ul>
1. Community Engagement	<ul style="list-style-type: none"> <li>i. Introduction of Community Engagement</li> <li>ii. What is Community Engagement?</li> <li>iii. Why Practice Community Engagement?</li> <li>iv. Useful Concepts for the practice of Community Engagement</li> <li>v. What is the role of Lifelong Learning in Community Engagement?</li> <li>vi. The Ethics of Community Engaged Research</li> <li>vii. Models and Framework for the practice of Community Engagement</li> <li>viii. Principles of Community Engagement</li> <li>ix. Role of Entrepreneurship and Incubation Centers in Community Engagement in Pakistan</li> <li>x. The role of Social Welfare Institutions/NGO's, Government and private sectors organizations in Community Engagement in Pakistan.</li> <li>xi. Climate Change Issues and Community Engagement</li> <li>xii. The role of international organization i.e., United Nations (UN), OIC, ECO, SAARC, World Economic Forum, UNESCO, World Bank and other international Social Welfare organizations in Community Engagement.</li> </ul>
Citizen Engagement in Pakistan	<ul style="list-style-type: none"> <li>i. Drivers of Citizen Engagement</li> <li>ii. Barriers to Citizen Engagement</li> <li>iii. Measuring Success in Citizen Engagement</li> <li>iv. Why Citizen Engagement Matter?</li> <li>v. Structural Factors Influencing Citizen Engagement in Pakistan</li> <li>vi. Political Factors Influencing Citizen Engagement in Pakistan</li> <li>vii. Local Government Reform</li> <li>viii. Emerging Factors</li> <li>ix. How Citizen Engagement is Perceived and Understood</li> </ul>
Sustainable Development Goals and Civics and Community	<ul style="list-style-type: none"> <li>i. Define UN Sustainable Development Goals (SDG's).</li> <li>ii. What is the Sustainable Development Agenda for Pakistan.</li> <li>iii. The role of UN Sustainable Development Goals in Civics and Community Engagement in Pakistan.</li> </ul>





Engagement (Draft for Pakistan)	<ul style="list-style-type: none"> <li>iv. UNDP Draft country programme document for Pakistan (2023-2027) <ul style="list-style-type: none"> <li>a. UNDP within the United Nations Sustainable Development Cooperation Framework</li> <li>b. Programme priorities and partnerships</li> <li>c. Programme and risk management</li> <li>d. Monitoring &amp; Evaluation</li> </ul> </li> </ul>
Ethics, Law and Communication	<ul style="list-style-type: none"> <li>i. Define Ethics</li> <li>ii. Social Ethics</li> <li>iii. Business Ethics</li> <li>iv. Ethical Theories</li> <li>v. Concept of Business Law</li> <li>vi. Fundamentals of Public Speaking</li> <li>vii. Mass Media and Society</li> <li>viii. Contemporary Moral Problems.</li> </ul>
Pakistan Vision 2025 and Civics and Community Engagement	<ul style="list-style-type: none"> <li>i. Introduction</li> <li>ii. New Global Context, Trends and Realities</li> <li>iii. Socioeconomic Performance Review</li> <li>iv. 5+7 Framework for Growth and Development</li> <li>v. 25 Goals for Pakistan 2025</li> <li>vi. 7 Priority Pillars and connection with UN MDG's and SDG's in Civics and Community Development in Pakistan.</li> </ul>
Prime Minister of Pakistan Youth Programme and Community Engagement	<ul style="list-style-type: none"> <li>i. Introduction</li> <li>ii. 4 E's of PM Youth Programme (Education, Employment, Engagement and Environment)</li> <li>iii. Opportunities &amp; Schemes under PM Youth Programme: <ul style="list-style-type: none"> <li>a. PM Loan Scheme</li> <li>b. PM Laptop Scheme</li> <li>c. Jobs under National Job Portal</li> <li>d. PM Youth Skill Development Programme</li> <li>e. Online Certifications (Cutting-Edge Skills)</li> <li>f. National Innovation Award</li> <li>g. PM's Scholarships</li> <li>h. National Youth Council</li> <li>i. Ba-Ikhtiyar Naujawan Internship Program</li> </ul> </li> </ul>

**Recommended Books:**

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Prof. Mazhar-ul-Haq (2003) *Civics of Pakistan*, Lahore: Bookland.

Citizen Engagement in Pakistan (2019), Final Report, retrieved from [https://assets.publishing.service.gov.uk/media/5ee345dbd3bf7f1eb5fef728/Citizen\\_Engagement\\_in\\_Pakistan\\_final\\_for\\_publishing\\_rev\\_KII\\_redacted.pdf](https://assets.publishing.service.gov.uk/media/5ee345dbd3bf7f1eb5fef728/Citizen_Engagement_in_Pakistan_final_for_publishing_rev_KII_redacted.pdf) on October 17, 2023.

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Clinical and Translational Science Awards Consortium Community Engagement Key Function Committee Task Force on the Principles of Community Engagement. *Principles of Community Engagement* (2<sup>nd</sup> Ed.). NIH Publication No. 11-7782; June 2011. Retrieved from <https://permanent.fdlp.gov/gpo15486/PCE-Report-508-FINAL.pdf> on 17<sup>th</sup> October, 2023.

UNDP, (2022). Draft country programme document for Pakistan (2023-2027); Retrieved from [https://www.undp.org/sites/g/files/zskgke326/files/2023-01/country\\_programme\\_document\\_-\\_pakistan\\_2023-2027.pdf](https://www.undp.org/sites/g/files/zskgke326/files/2023-01/country_programme_document_-_pakistan_2023-2027.pdf) on 10<sup>th</sup> October, 2023.

Teaching Civic Engagement Globally (2021) By Elizabeth C. Matto, Alison Rios Millett McCartney, Elizabeth A. Bennion, Alasdair Blair, Taiyi Sun, & Dawn Michele Whitehead; AMERICAN POLITICAL SCIENCE ASSOCIATION; Retrieved from <https://web.apsanet.org/teachingcivicengagement/teaching-civic-engagement-globally/> on 17<sup>th</sup> October, 2023.

Prime Minister of Pakistan Youth Programme; Retrieved from <https://www.pmyp.gov.pk/> on 17<sup>th</sup> October, 2023.



Dean, B. L., Joldolshieva, R., Faria, C., Amin, U., & Tanveer, T. (2007). *Youth and Civic Participation: Government Accountability to Citizens*. Karachi: The Asia Foundation.

Walid Iqbal, (2020): *Rights, Duties, and Powers: Under Pakistan's Constitutional Framework*. Friedrich Naumann Foundation for Freedom (Pakistan).