WOMEN UNIVERSITY SWABI

Department of Management Sciences

Department Curriculum

WOMEN UNIVERSITY SWABI

D E P A R T M E N T O F M A N A G E M E N T S C I E N C E S

"Bachelor of Business Administration", abbreviated as BBA

(According to HEC Undergraduate Policy-2023 and revised curriculum 2025)

Applicable from Sessions: Fall 2025 & onwards

Program Learning Outcomes (PLOs)

By the end of a degree in Bachelor of Business Administration, a graduate shall be able to

i. Demonstrate comprehensive knowledge of key business functions, such as management, marketing, accounting, human resource management, entrepreneurship, finance, and operations, and apply this knowledge to solve practical business problems.
ii. Employ critical thinking and analytical tools to assess business situations, interpret data, and make sound, evidence-based decisions.
iii. Communicate effectively in professional business contexts, both in writing and orally, and collaborate productively within diverse and cross-functional teams.
iv. Integrate ethical reasoning and legal understanding into business practices, recognizing responsibilities to society, stakeholders, and the environment.
v. Exhibit entrepreneurial thinking and a global business perspective, adapting to dynamic markets and cultural contexts.

Eligibility Criteria

The basic eligibility requirement for admission to the Bachelor of Business Administration (BBA) program is a Higher Secondary School Certificate (HSSC), A-levels, or an equivalent qualification recognized by the IBCC, involving 12 years of schooling with min 50% marks.

Program Duration

• Regular/Minimum Duration: 04 Years (Eight Regular Semesters)
• Maximum Duration: 06 Years (Twelve Regular Semesters)
• Further extendible for 01 Year (Two Regular Semesters) with the permission of the statutory bodies

Semester Duration

16-18 weeks for regular semesters, including 1-2 weeks for examinations.

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STRUCTURE OF BBA (HONS)

Total Number of Credits Hours: 133
Duration: 4 Years
Semesters: 8
Credit hours per Semester: 15-18 credit hours

Credits Hours Requirement for BS (8 Semesters)

Courses	No. of Courses	Credit Hours
General Education	13	32
Mandatory core courses	11	33
Core courses to be decided by HEI	09	27
Electives	07	21
Interdisciplinary Courses	04	12
Fehm ul Quran	02	02
Capstone Project	01	3
Field Experience /Internship	01	3
Total	**47**	**133**

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SCHEME OF STUDIES FOR 4 YEAR BBA PROGRAM

Scheme of Studies for Bachelor of Business Administration(BBA HONS) 4 Years (8 Semesters), 2 Years (4 Semester)					
Year	**Semester**	**Category**	**Course Code**	**Course Title**	**Credit Hours**
First	**1st**	G(SS)-1		Social Sciences	2
		Major -1	MGT-101	Principles of Management	3
		General -2	ENG-101	Functional English	3
		IDC-I	ECO-	Introduction to Economics	3
		General-3	ISL-101	Islamic Studies	2
		G(QR-I)-4		Quantitative Reasoning-I	3
				Fehm-e-Quran-I (For Muslim Students)	1
					17
	2nd				
		G(QR-II)-5	MATH-109	Quantitative Reasoning-II	3
		Core courses to be decided by HEI-1	MGT-121	Fundamentals of Business Management	3
		Major-2	MGT-204	Principles of Marketing	3
		General-6	ENG-104	Expository Writing	3
		General-7	CS-101	Applications of Information and Communication Technologies	3 (2+1)
		G(NS)-8		Natural Sciences	3
				Fehm-e-Quran-II (For Muslim Students)	1
					19
	3rd	Core courses to be decided by HEI-2	MGT-224	Business Communication	3
		Major-3	MGT-102	Principles of Accounting	3
		IDC-II	MGT-426	Business Law	3
		General-9	POLS-101	Civics and Community Engagement	2
		General-10		Pakistan Studies	2

Second		G(AH)-11		Arts and Humanities	2
					15
	4th	Core courses to be decided by HEI-3	MGT-223	Business Ethics	3
		Major-4	MGT-206	Financial Accounting	3
		Major-5	MGT-205	Business Finance	3
		Major-6	MGT-203	Human Resource Management	3
		General-12	PS-101	Ideology and Constitution of Pakistan	2
		General-13	MGT-222	Entrepreneurship	2
					16
Third	**5th**	Major-7	MGT-208	Marketing Management	3
		Major-8	MGT-351	Financial Management	3
		Major-9	MGT-331	Organizational Behavior	3
		IDC-III		Climate Change	3
		Core courses to be decided by HEI-4	MGT-345	Digital Marketing and Social Media Strategy	3
					15
		Note: Students shall be required to complete three credit hours of field experience or internship any time after completion of the 5th semester			
	6th	Major-10	MGT-427	AI in Business	3
		Core courses to be decided by HEI-5	MGT-314	Supply Chain Management	3
		Core courses to be decided by HEI-6	MGT-312	Strategic Management	3
		IDC-1V	MGT-329	Business Analytics	3
		Elective-I		Elective-I	3
		Elective-II		Elective-II	3
					18
Fourth	**7th**	Core courses to be decided by HEI-7	MGT-313	Sustainable Business Practices	3

		Core courses to be decided by HEI-8	MGT-436	Leadership in Digital Age	3
		Elective-III		Elective-III	3
		Elective-IV		Elective-IV	3
		Major-11	MGT-490	Business Research Methods	3
			MGT-598	Internship	3
					18
	8th	Core courses to be decided by HEI-9	MGT-425	International Business	3
			MGT-599	Capstone Project	3
		Elective-V		Elective-V	3
		Elective-VI		Elective-VI	3
		Elective-VI		Elective-VII	3
					15

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LIST OF COURSES IN GENERAL EDUCATION CLUSTER

S.no	General Education Cluster	Courses	Credit Hours
1.	Arts and Humanities	1	2
2.	Natural Sciences	1	3(2+1)
3.	Social Sciences	1	2
4.	Functional English	1	3
5.	Expository Writing	1	3
6.	Quantitative Reasoning	2	6
7.	Islamic Studies	1	2
8.	Ideology and Constitution of Pakistan	1	2
9.	Applications of Information and Communication Technologies (ICT)	1	3(2+1)
10.	Entrepreneurship	1	2
11.	Civics and Community Engagement	1	2
12.	Pakistan Studies	1	2
13.	Fehm ul Quran	2	2
	Total	**13**	**34**

ASSESSMENT METHOD FOR EACH SEMESTER

This should be described at the end of each course that students would be assessed for their academic excellence.

Title	Percentage
Assignments	5%
Quizzes / Presentations or both	10%
Mid Term	20% (with Labs) and 30% (without Labs)
Course Project/Major Assignment/Lab + Viva	15% with Lab & 5% without Lab
Final Exam	50%

COURSE CODING

S/no	Major Fields		Course Code	Subject	Cr. Hrs.
0	G. Ed.- Social Sciences and Foundation Courses (Management Sciences)	1.	MGT-101	Principles of Management	3
		2.	MGT-102	Principles of Accounting	3
		3.	MGT-203	Human Resource Management	3
		4.	MGT-204	Principles of Marketing	3
		5.	MGT-205	Business Finance	3
		6.	MGT-206	Financial Accounting	3
		8.	MGT-208	Marketing Management	3
1	Management	1.	MGT-311	Project Management	3
		2.	MGT-312	Strategic Management	3
		4.	MGT-313	Sustainable Business Practices	3
		5.	MGT-314	Supply Chain Management	3
2	Business	1.	MGT-121	Fundamentals of Business Management	3
		2.	MGT-222	Entrepreneurship	3
		3.	MGT-223	Business Ethics	3
		4.	MGT-224	Business Communication	3
		5.	MGT-425	International Business	3
		6.	MGT-426	Business Law	3
		7.	MGT-427	AI in Business	3
		8.	MGT-428	Negotiation and Conflict Management	
		9.	MGT-329	Business Analytics	
3	Human Resource Management		MGT-331	Organizational Theory and Behavior	3
		1.	MGT-332	Human Resource Development	3

		2.	MGT-433	Recruitment & Selection	**3**
		3.	MGT-334	Human Resource Information System	**3**
		4.	MGT-435	Change Management	**3**
		5.	MGT-436	Leadership in Digital Age	**3**
		5.	MGT-336	Performance Management	**3**
		6.	MGT-337	Incentives & Compensation	**3**
		7.	MGT-438	International HRM	**3**
		8.	MGT-339	Training and Development	**3**
4	**Marketing**	1.	MGT-341	Consumer Behavior	**3**
		2.	MGT-342	Strategic Marketing	**3**
		3.	MGT-343	Service Marketing	**3**
		4.	MGT-344	Retail Management	**3**
		5.	MGT-345	Digital Marketing and Social Media Strategy	**3**
		6.	MGT-446	Brand Management	**3**
		7.	MGT-447	Tourism Marketing	**3**
		8.	MGT-448	Global Marketing	**3**
		9.	MGT-449	Marketing for Non-Profit Organizations	**3**
5	**Finance**	1.	MGT-351	Financial Management	**3**
		2.	MGT-352	Corporate Finance	**3**
		3.	MGT-353	Accounting Information System	**3**
		4.	MGT-354	Islamic Banking & Finance	**3**
		5.	MGT-455	Risk management	**3**
		6.	MGT-456	Sustainable Finance	**3**
		7.	MGT-457	Corporate Governance and Social Responsibility	**3**
		8.	MGT-458	Strategic Finance	**3**
		9.	MGT-459	International Finance	**3**

Note: Other courses from the new curriculum of Business and Management 2025 can be adopted in the specializations other than those mentioned here. They can be coded following the pattern of approved coding system of the Women University, Swabi.

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DETAIL OF COURSES
FOR BBA

FIRST-YEAR

1st Semester

Semester	Category	Course Code	Course Title	Credit Hours
1st	G(SS)-I		Social Sciences	2
	Major -1	MGT-101	Principles of Management	3
	General -2	ENG-101	Functional English	3
	IDC-I	ECO-	Introduction to Economics	3
	General-3	ISL-101	Islamic Studies	2
	G(QR)-4		Quantitative Reasoning-I	3
			Fehm-e-Quran-I (For Muslim Students)	1
				17

2nd Semester

Semester	Category	Course Code	Course Title	Credit Hours
2nd	G(QR)-5	MATH-109	Quantitative Reasoning-II	3
	Core courses to be decided by HEI-1	MGT-121	Fundamentals of Business Management	3
	Major-2	MGT-204	Principles of Marketing	3
	General-6	ENG-104	Expository Writing	3
	General-7	CS-101	Applications of Information and Communication Technologies	3 (2+1)
	G(NS)-8		Natural Sciences	3
			Fehm-e-Quran-II (For Muslim Students)	1
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SECOND-YEAR

3rd Semester

Semester	Category	Course Code	Course Title	Credit Hours
3rd	Core courses to be decided by HEI-2	MGT-224	Business Communication	3
	Major-3	MGT-102	Principles of Accounting	3
	IDC-II	MGT-426	Business Law	3
	General-9	POLS-101	Civics and Community Engagement	2
	General-10		Pakistan Studies	2
	G(AH)-11		Arts and Humanities	2
				15

4th Semester

Semester	Category	Course Code	Course Title	Credit Hours
4th	Core courses to be decided by HEI-3	MGT-223	Business Ethics	3
	Major-4	MGT-206	Financial Accounting	3
	Major-5	MGT-205	Business Finance	3
	Major-6	MGT-203	Human Resource Management	3
	General-12	PS-101	Ideology and Constitution of Pakistan	2
	General-13	MGT-222	Entrepreneurship	2
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THIRD-YEAR

5th Semester

Semester	Category	Course Code	Course Title	Credit Hours
5th	Major-7	MGT-208	Marketing Management	3
	Major-8	MGT-351	Financial Management	3
	Major-9	MGT-331	Organizational Theory & Behavior	3
	IDC-III		Climate Change	3
	Core courses to be decided by HEI-4	MGT-345	Digital Marketing and Social Media Strategy	3
				15

6th Semester

Semester	Category	Course Code	Course Title	Credit Hours
6th	Major-10	MGT-427	AI in Business	3
	Core courses to be decided by HEI-5	MGT-314	Supply Chain Management	3
	Core courses to be decided by HEI-6	MGT-312	Strategic Management	3
	IDC-1V	MGT-329	Business Analytics	3
			Elective-I	3
			Elective-II	3
				18

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FOURTH-YEAR

7th Semester

Semester	Category	Course Code	Course Title	Credit Hours
7th	Core courses to be decided by HEI-7	MGT-313	Sustainable Business Practices	3
	Core courses to be decided by HEI-8	MGT-436	Leadership in Digital Age	3
	Elective-III		Elective-III	3
	Elective-IV		Elective-IV	3
	Major-11	MGT-490	Business Research Methods	3
		MGT-598	Internship	3
				18

8th Semester

Semester	Category	Course Code	Course Title	Credit Hours
8th	Core courses to be decided by HEI-9	MGT-425	International Business	3
		MGT-598	Capstone Project	3
	Elective-V		Elective-V	3
	Elective-VI		Elective-VI	3
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COMPREHENSIVE COURSE CONTENTS

First Year

First-Semester

Course Title:	**Principles of Management**	**Course Code:**	**MGT-101**
Credit Hours:	**3 in the department and 2 for other departments**	**Pre-Requisite if any:**	**None**

Course Learning Objectives

This introductory course aims to:

1. Develop a foundational understanding of management theory and practice. The course introduces students to the fundamental functions, principles, and roles of management, with emphasis on planning, organizing, leading, and controlling.
2. Students will learn how management theories and leadership practices are applied in real organizational contexts to support effective decision-making and performance.

Course Learning Outcomes

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

1. Explain the fundamental functions and principles of management.
2. Analyze the roles and responsibilities of managers in different organizational settings.
3. Apply management theories and concepts to real-world business scenarios.
4. Evaluate the importance of leadership and decision-making in effective management.

Course Contents (week wise break up)

Week 1	**Chapter 1: Introduction to Management** ▪ Concept and definitions of management ▪ Nature and scope of management ▪ Importance of management in organizations ▪ Management vs. administration ▪ Levels of management
Week 2	**Chapter 2: Evolution of Management** ▪ Classical management theories ▪ Scientific Management (Taylor) ▪ Administrative Management (Fayol) ▪ Neo-classical and behavioral approaches ▪ Contribution of early management thinkers
Week 3	▪ **Contemporary Management Perspectives** ▪ General principles of management ▪ Management as an art, science, and profession ▪ Systems and contingency approaches ▪ Relevance of management theories in modern organizations
Week 4	**Chapter 2: Managers as Decision Makers** ▪ Managerial roles (Mintzberg) ▪ Concept and importance of decision-making ▪ Types and levels of managerial decisions ▪ Decision-making process and styles ▪ Common decision-making errors
Week 5	**Chapter 5: Organizational Culture and Environment** ▪ Internal and external organizational environment ▪ Organizational culture and its impact on performance ▪ Contemporary organizational challenges ▪ Introduction to group and team behavior
Week 6	**Chapter 6: Planning Function of Management** ▪ Concept, nature, and importance of planning ▪ Types of plans

	▪ Planning process ▪ Advantages and limitations of planning
Week 7	**Chapter 07: Strategic Planning and Strategy Formulation** ▪ Strategic vs. operational planning ▪ Strategy formulation process ▪ Issues and challenges in planning ▪ Role of managers in strategic decision-making
Week 8	**Organizing – Structure and Design** ▪ Meaning and importance of organizing ▪ Organizational structure and design ▪ Formal and informal organization • Common organizational designs
Week 9	**Midterm Exam**
Week 10	**Chapter 8: Leadership** ▪ Meaning and importance of leadership ▪ Traits and qualities of effective leaders
Week11	▪ Leadership styles ▪ Functions of leadership
Week 12	**Chapter 9: Controlling Function of Management** ▪ Meaning and objectives of controlling ▪ Characteristics of effective control ▪ Steps in the controlling process ▪ Control techniques
Week 13	**Chapter 10: Communication in Organizations** ▪ Meaning and importance of communication ▪ Types of communication ▪ Communication process
Week 14	**Effective Communication** ▪ Barriers to communication ▪ Overcoming communication barriers

	▪ Characteristics of effective communication
Week 15	**Chapter 11: Motivation** ▪ Meaning and importance of motivation ▪ Financial and non-financial incentives
Week 16	**Motivation Theories** ▪ Theory X and Theory Y ▪ Maslow's hierarchy of needs ▪ Application of motivation theories
Week 17	Application of management concepts to real-world scenarios
Week 18	**Final Term Exam**

Recommended Books

- Stephen P. Robbins, Mary Coulter (2016). "*Management*, 13th Edition
- James A.F. Stoner, R. Edward Freeman, Daniel R. Gilbert, Jr. (2014). *Management*.

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First Year

Second-Semester

Course Title:	**Fundamentals of Business Management**	**Course Code:**	**MGT-121**
Credit Hours:	**3**	**Pre-Requisite if any:**	**None**

Course Learning Objectives

The objectives of this courses are:

1. Introduce students to the concept and functions of business and management.
2. Familiarize students with the economic, legal, and social environment in which businesses operate.
3. Develop an understanding of different forms of business organizations and their legal requirements.
4. Build foundational knowledge of managerial functions including planning, organizing, leading, and controlling.
5. Explain the key aspects of production, operations, marketing, human resources, and finance in business.
6. Introduce the concepts of entrepreneurship, innovation, and business planning.
7. Highlight the importance of ethics, corporate social responsibility, and organizational culture in business.
8. Demonstrate the role of financial management and accounting in managerial decision-making.

Course Learning Outcomes

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

1. Understand core management principles and functions.
2. Apply planning, organizing, leading, and controlling in a business context.
3. Analyze organizational structures and cultures.
4. Demonstrate decision-making skills in management scenarios.
5. Recognize the importance of strategic management.

Course Contents (week wise break up)

Week 1	**Chapter 1: Introduction to Business and Management** ▪ Concept and definition of business ▪ Objectives of business ▪ Risk and reward in business ▪ Classification of business activities ▪ Qualities of successful managers and entrepreneurs
Week 2	**Chapter 2: Business Environment and Economic Systems** ▪ Concept of economics ▪ Types of economic systems ▪ Role of business in the economy ▪ Microeconomic concepts: demand, supply, and market structures
Week 3	**Chapter 3: Macroeconomic Environment and Business Decisions** ▪ Macroeconomic goals ▪ Inflation and unemployment ▪ Economic trends affecting business ▪ Business decision-making in economic uncertainty
Week 4	**Chapter 4: Forms of Business Organizations** ▪ Sole proprietorship and partnership ▪ Company (public and private) ▪ Comparative analysis of forms of business
Week 5	**Chapter 5: Legal Structure and Growth of Business** ▪ Company documents (MOA, AOA, Prospectus) ▪ Multinational companies (MNCs) ▪ Franchising, mergers, and acquisitions ▪ Strategic growth decisions
Week 6	**Chapter 06: Business Management and Corporate Governance** • Meaning and functions of management • Planning, organizing, leading, and controlling • Corporate governance and stakeholders

	• Role of managers in strategic oversight
Week 7	**Chapter 07: Production and Operations Management** • Production and operations concepts • Types of production systems • Location and layout decisions
Week 8	**Operations Decision-Making** ▪ Make-or-buy decisions ▪ Inventory management ▪ Supply chain management ▪ Quality management
Week 9	**Midterm Exam**
Week 10	**Chapter 08: Managing Human Resources** ▪ Concept and importance of HRM ▪ HRM functions and processes ▪ Organizational culture and people management ▪ HR decision-making challenges
Week11	**Chapter 09: Entrepreneurship and Business Planning** ▪ Entrepreneurship and economic development ▪ Types of entrepreneurs ▪ Innovation and creativity in business ▪ Sources of business ideas
Week 12	**Chapter 10: Business Planning and Strategic Thinking** • Business plan: purpose and components • Strategic importance of business planning • Reasons for business success and failure
Week 13	**Chapter 11: Marketing Management and Customer Strategy** ▪ Concept of marketing ▪ Market segmentation, targeting, and positioning ▪ Marketing mix ▪ Branding and sales management
Week 14	**Chapter 12:Distribution and Communication Decisions** ▪ Marketing channels and intermediaries ▪ Channel selection decisions

	▪ Transportation modes in business ▪ Strategic communication in marketing
Week 15	**Chapter 13: Ethics, Corporate Social Responsibility, and Culture** ▪ Business ethics and ethical decision-making ▪ Corporate social responsibility ▪ Business and stakeholder rights ▪ Organizational culture and global ethical challenges
Week 16	**Chapter 14: Managing Accounting and Finance** • Basic accounting concepts • Financial planning and budgeting • Cash and investment decisions
Week 17	**Chapter 15: Financial Information and Managerial Decisions** • Financial statements and their interpretation • Managing taxes and insurance • Financial decision-making for managers
Week 18	**Final Term Exam**

Recommended Books:

- Nasir, S. A. (latest edition). Introduction to Business, Ilmi Kutub Khana, Lahore.
- Gitman, L., & McDaniel, C. (2008). The Future of Business: The Essentials/Lawrence J. *Gitman, Carl McDaniel–Change Learning*, *528*.
- Nisaruddin and M.H. Ali. (2018). "Business Organization" *National Publishing Corporation, Lahore.*

Course Title:	Principles of Marketing	Course Code:	MGT-204
Credit Hours:	3	Pre-Requisite if any:	None

Course Learning Objectives

1. Introduce students to fundamental marketing concepts, terminology, and philosophies.
2. Explain the marketing mix, market segmentation, and targeting processes.
3. Familiarize students with the marketing environment and its impact on consumer and organizational decisions.
4. Develop skills in market research, data interpretation, and demand forecasting.
5. Explain product planning, development, and lifecycle management.
6. Introduce branding, packaging, and other product-related strategies.
7. Explore the role of ethics, social responsibility, and digital marketing in contemporary marketing practices.
8. Enable students to create basic marketing strategies and plans for various business contexts.

Course Learning Outcomes

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

1. Describe the core concepts and functions of marketing.
2. Analyze target markets, segmentation, and consumer behavior.
3. Develop basic marketing strategies and marketing plans.
4. Evaluate the role of digital, social, and contemporary marketing tools.
5. Understand the marketing environment and the influence of macro and micro factors.
6. Apply product, branding, and lifecycle concepts to marketing decisions.
7. Discuss ethical and social responsibility issues in marketing.

Course Contents (week wise break up)

Week 1	**Chapter 01: Introduction to Marketing** ▪ Defining Marketing, some basic concepts for building student foundation. ▪ Definition and core concepts of marketing ▪ Importance and role of marketing in business
Week 2	**Scope of Marketing** ▪ Marketing functions and activities ▪ Marketing management philosophies ▪ Societal marketing concept
Week 3	**Marketing Mix, Target Markets, and Segmentation** ▪ 4 Ps of marketing ▪ Market segmentation and targeting ▪ Positioning strategies
Week 4	**Chapter 2: Marketing Management and Strategy** ▪ Nature and concept of marketing management ▪ Strategic marketing planning ▪ Steps in the strategic planning process
Week 5	**Chapter 3: Marketing Environment** ▪ Macro environment (economic, political, technological, social, legal) ▪ Micro environment (customers, competitors, suppliers, intermediaries) ▪ Impact of environment on marketing decisions
Week 6	**Chapter 4: Market Research and Market Information** ▪ Importance and uses of marketing research ▪ Types of market research ▪ Forecasting marketing demand
Week 7	**Chapter 5: Product Planning and Development** ▪ Concept of product and classification of consumer and business products ▪ New product development and innovation ▪ Criteria for new product selection

Week 8	**Chapter 6: Product Adoption and Diffusion** ▪ Stages in product development and adoption ▪ Adoption rate and diffusion process ▪ Organizing for product innovation
Week 9	**Midterm Exam**
Week 10	**Chapter 7: Product Mix and Lifecycle Strategies** ▪ Product mix and product line strategies ▪ Product lifecycle stages ▪ Managing products through lifecycle, planned obsolescence, style, and fashion
Week11	**Chapter 8: Branding, Packaging, and Product Features** ▪ Nature and importance of brands ▪ Characteristics of a good brand name ▪ Packaging strategies and product features
Week 12	**Chapter 9: Marketing Communications** ▪ Marketing communication functions ▪ Advertising, sales promotion, and personal selling ▪ Digital and social media marketing introduction
Week 13	**Chapter 10: Retailing, Wholesaling, and Distribution** ▪ Role and types of retailing and wholesaling ▪ Distribution channels and intermediaries ▪ Transportation and logistics in marketing
Week 14	**Chapter 11: Consumer Behavior** ▪ Consumer decision-making process ▪ Factors influencing consumer behavior ▪ Buying behavior of organizations vs individuals
Week 15	**Chapter 12: Marketing Ethics and Social Responsibility** ▪ Ethical issues in marketing ▪ Corporate social responsibility in marketing ▪ Marketing and stakeholder rights
Week 16	**Chapter 13: Digital and Contemporary Marketing Tools** ▪ Social media marketing strategies ▪ Online consumer engagement and analytics ▪ Role of technology in modern marketing

Week 17	**Chapter 14: Developing Marketing Strategies and Plans** ▪ Steps to create a basic marketing plan ▪ Integrating product, price, place, promotion, and digital marketing ▪ Evaluating marketing decisions in real scenarios
Week 18	**Final Term Exam**

Recommended Books:

- Kotler, P. (Latest Edition). *Principles of Marketing*. Pearson.
- Jobber, D. (Latest Edition). *Principles of Marketing*.
- McCarthy, J., & Perreault, W. (Latest Edition). *Basic Marketing*.

Second Year

Third-Semester

Course Title:	**Business Communication**	**Course Code:**	**MGT-224**
Credit Hours:	**3**	**Pre-Requisite if any:**	**None**

Course Learning Objectives

1. Introduce students to the fundamentals of business communication, its processes, and importance in organizations.
2. Familiarize students with the principles of clear, concise, and effective communication, including the Seven C's of communication.
3. Develop students' understanding of intercultural and global communication challenges.
4. Teach proper formatting, design, and presentation of business documents, letters, emails, and reports.
5. Build skills in preparing persuasive and informative business messages, proposals, and digital communication.
6. Train students in job application processes, including resume writing, cover letters, interview preparation, and professional follow-up.
7. Enhance students' skills in professional oral communication, presentations, and persuasive speaking.
8. Reinforce grammar, style, and critical evaluation of written and oral communication.

Course Learning Outcomes

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

1. Demonstrate effective reading, writing, listening, and speaking skills in a business context.
2. Prepare professional business documents, correspondence, and digital communication.

3. Analyze and overcome barriers to effective communication in organizational and intercultural settings.
4. Apply communication strategies for interviews, presentations, and professional interactions.
5. Evaluate written materials critically and use grammar and style effectively.

Course Contents (week wise break up)

Week 1	**Chapter 1: Business Communication** ▪ Communication process in organizations ▪ Barriers to effective communication ▪ Overcoming communication barriers ▪ Formal and informal channels of communication
Week 2	**Chapter 2: Seven C's of Effective Communication** ▪ Completeness ▪ Conciseness ▪ Correctness ▪ Clarity ▪ Concreteness ▪ Consideration ▪ Courtesy
Week 3	**Chapter 3: Communication in a Global Context** ▪ Intercultural communication overview ▪ National and individual cultural variables ▪ Verbal and non-verbal communication differences
Week 4	**Chapter 4: Intercultural Communication Skills** ▪ Models of intercultural communication ▪ Managing cross-cultural misunderstandings
Week 5	**Chapter 5: Appearance and Design of Business Messages** ▪ Importance of professional appearance and formatting ▪ Business letters: standard and optional components ▪ Stationery and envelope usage
Week 6	**Chapter 6: Letter Layout and Styles** ▪ Common letter formats ▪ Modern business correspondence standards
Week 7	**Chapter 7: Digital Communication Tools** • Emails and professional email etiquette • Teleconferencing and virtual communication
Week 8	**Chapter 8: Preparing Effective Business Messages** ▪ Planning steps for business messages ▪ Message organization: deductive vs. inductive approaches ▪ Drafting, editing, and proofreading
Week 9	**Midterm Exam**

Week 10	**Chapter 9: Job Application Process – Written Presentation** ▪ Self-assessment and market assessment ▪ Resume development: structure and content ▪ Professional cover letters
Week11	**Chapter 10: Job Application Process – Interviews and Follow-Up** ▪ Preparing for job interviews ▪ Effective communication in interviews ▪ Negotiating job offers
Week 12	**Chapter 11: Informative and Persuasive Speaking** • Purpose and types of informative and persuasive speeches • Planning and structuring presentations
Week 13	**Audience Analysis and Context in Speaking** ▪ Understanding audience interests, attitudes, and needs ▪ Occasion and location considerations in presentations
Week 14	**Chapter 12: Writing Proposals, Reports, and Manuals** ▪ Business proposals and reports ▪ Manuals and procedural documentation ▪ Professional formatting and clarity
Week 15	**Visual and Digital Communication in Business** ▪ Effective use of slides and visuals in presentations ▪ Digital communication tools and etiquette
Week 16	**Business Communication Ethics** ▪ Professional ethics in communication ▪ Confidentiality, tone, and cultural sensitivity
Week 17	**Review of Grammar Essentials and Professional Style** ▪ Grammar refresher for professional correspondence ▪ Style, clarity, and conciseness in writing
Week 18	**Final Term Exam**

Recommended Books

- Murphy, H. A. (Latest Edition). *Effective Business Communications*.
- Munter, M. (Year). *Business Communications: Strategy and Skills*. Prentice-Hall International
- Lesikar, R. (1996). *Business Communication*. Richard D. Irwin, Inc.
- Bovee, C. L., & Thill, J. V. (1995). *Business Communication Today*, 4th Edition, McGraw-Hill
- Taylor, S. (1994). *Communication for Business: A Practical Approach*, 2nd Edition, Pitman Publishing
- Murphy, R. (Latest Edition). *English Grammar in Use*. Cambridge University Press

Course Title:	Principles of Accounting	Course Code:	MGT-102
Credit Hours:	3	Pre-Requisite if any:	None

Course Learning Objectives

The course objectives are as follows:

1. Introduce students to the development, theory, and conceptual framework of accounting.
2. Familiarize students with the recording process, including journalizing, posting to ledgers, and balancing accounts.
3. Teach students to prepare trial balances, profit & loss accounts, and balance sheets.
4. Develop skills in adjusting and closing entries, and the preparation of post-closing trial balances.
5. Explain cash and temporary investments, cash management, and bank reconciliation.
6. Introduce accounting for property, plant, equipment, and intangible assets, including depreciation and amortization.
7. Develop an understanding of the role of accounting in business planning, control, and managerial decision-making.

Course Learning Outcomes

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

1. Describe the fundamental accounting principles and concepts.
2. Prepare and interpret basic financial statements, including balance sheet, profit & loss account, and cash flow statements.
3. Complete the accounting cycle using journals, ledgers, and subsidiary books.
4. Analyze accounting data for managerial and business decision-making.
5. Explain the role of accounting in business planning, control, and reporting.

Course Contents (week wise break up)

Week 1	**Chapter 1: Introduction to Accounting** • Development of accounting and accounting theory • Conceptual framework and definition of accounting • Importance of accounting and career opportunities
Week 2	**Chapter 2: Financial Statements and Accounting Fields** ▪ Major fields of accounting ▪ Financial statements overview ▪ Accounting as a process and decision-making tool
Week 3	**Chapter 3: Basic Accounting Concepts** ▪ Entity concept ▪ Reliability/Objectivity principle ▪ Cost principle and going-concern assumption ▪ Qualitative characteristics of financial statements
Week 4	**Chapter 3: Recording Process – Journals and Ledgers** ▪ Analysis of transactions ▪ Journal entries ▪ Posting to ledger accounts ▪ Balancing accounts
Week 5	**Chapter 4: Preparation of Financial Statements** ▪ Trial balance preparation ▪ Locating and correcting errors ▪ Preparation of profit & loss account and balance sheet
Week 6	**Chapter 5: Adjusting and Closing Entries** ▪ Need for adjusting entries ▪ Recording adjusting entries ▪ Preparing adjusted trial balance ▪ Closing entries and post-closing trial balance ▪ Work-sheet preparation
Week 7	**Chapter 6: Cash and Temporary Investments** ▪ Nature and composition of cash ▪ Cash management and internal control

Week 8	**Bank Accounts and Reconciliation** ▪ Maintaining bank accounts ▪ Bank reconciliation process
Week 9	**Midterm Exam**
Week 10	**Chapter 7 : Accounting for Property, Plant, and Equipment** ▪ Fixed assets and lump-sum purchases ▪ Depreciation concepts and methods
Week11	**Depreciation and Amortization** ▪ Straight-line and reducing balance methods ▪ Intangible assets and amortization ▪ Challenges in asset accounting
Week 12	**Chapter 8: Preparing Cash Flow Statements** ▪ Cash inflows and outflows ▪ Operating, investing, and financing activities
Week 13	**Chapter 9: Subsidiary Books and Specialized Reports** ▪ Accounts receivable and payable management ▪ Customer and bank report
Week 14	**Chapter 10: Accounting for Managerial Decision-Making** ▪ Analyzing accounting data ▪ Use of accounting information for planning, budgeting, and control
Week 15	**Chapter 11: Advanced Financial Reporting Concepts** ▪ Adjustments and accruals ▪ Special reporting considerations
Week 16	**Chapter 12: Case Studies in Accounting Applications** ▪ Real-world accounting problems ▪ Practical exercises in financial reporting
Week 17	**Review and Problem Solving**
Week 18	**Final Term Exam**

Recommended Books

- Khan, M. A. (Latest Edition). *Financial Accounting*.

- Meigs, R. F., & Meigs, W. B. (13th Edition). *Accounting: The Basis for Business Decisions*. McGraw-Hill.
- Needles, B. E., Anderson, H. R., & Caldwell, J. C. (2nd Edition). *Principles of Accounting*. Houghton Company.
- Flamholtz, E. G., Flamholtz, D. T., & Diamond, M. A. *Principles of Accounting*. Macmillan Publishing.

Course Title:	**Business Law**	**Course Code:**	**MGT-426**
Credit Hours:	**3**	**Pre-Requisite if any:**	

Course Learning Objectives

The objectives of this course are to:

1. Develop students' understanding of basic legal principles affecting business operations.
2. Enable students to analyze legal issues arising in commercial, contractual, and employment contexts.
3. Equip students with the ability to apply legal knowledge to resolve business disputes.
4. Promote awareness of legal compliance and intellectual property protection in business practices.

Course Learning Outcomes

- Understand the basic principles of business-related laws and regulations governing commercial activities.
- Analyze legal issues related to contracts, employment relationships, and commercial transactions.
- Apply legal knowledge to resolve business disputes using appropriate legal remedies.
- Evaluate the implications of legal compliance and non-compliance in business operations.
- Demonstrate awareness of intellectual property laws and their role in protecting business innovations and brands.

Course Contents (week wise break up)

Week 1	**Chapter 1: Introduction to Business Law** ▪ Meaning, nature, and scope of business law ▪ Sources of business law ▪ Relationship between law and business ▪ Role of law in regulating business activities ▪ Ethics and legality in business decisions
Week 2	**Chapter 2: Legal Environment of Business** ▪ Legal systems and classifications of law ▪ Civil law vs. criminal law ▪ Common law and statutory law ▪ Courts structure and jurisdiction ▪ Alternative dispute resolution mechanisms (ADR)
Week 3	**Chapter 3: Law of Contract – Introduction** ▪ Definition and essential elements of a valid contract ▪ Offer and acceptance ▪ Lawful consideration ▪ Capacity of parties ▪ Free consent

Week 4	**Chapter 4: Law of Contract – Performance and Discharge** ▪ Performance of contracts ▪ Discharge of contracts ▪ Breach of contract ▪ Remedies for breach of contract ▪ Damages and specific performance
Week 5	**Chapter 5: Special Contracts** ▪ Contract of indemnity ▪ Contract of guarantee ▪ Bailment and pledge ▪ Agency: concept, types, rights, and duties of agent and principal
Week 6	**Chapter 6: Sale of Goods Act** ▪ Contract of sale ▪ Conditions and warranties ▪ Transfer of ownership ▪ Performance of contract of sale ▪ Unpaid seller and rights of unpaid seller
Week 7	**Chapter 7: Employment and Labor Laws** ▪ Employer–employee relationship ▪ Contract of employment ▪ Rights and duties of employers and employees ▪ Labor laws and workplace regulations ▪ Termination and legal implications

Week 8	**Week 8: Negotiable Instruments** ▪ Meaning and characteristics of negotiable instruments ▪ Types: promissory notes, bills of exchange, cheques ▪ Parties to negotiable instruments ▪ Endorsement and negotiation ▪ Dishonor and discharge
Week 9	**Midterm Exam**
Week 10	**Chapter 9: Company Law: Introduction** ▪ Meaning and types of companies ▪ Formation and registration of companies ▪ Memorandum and Articles of Association ▪ Corporate personality and limited liability
Week11	**Chapter 10: Management and Governance of Companies** ▪ Directors: appointment, powers, and duties ▪ Meetings and resolutions ▪ Corporate governance principles ▪ Rights of shareholders
Week 12	**Chapter 11: Consumer Protection Laws** ▪ Concept and importance of consumer protection ▪ Consumer rights and responsibilities ▪ Unfair trade practices ▪ Consumer courts and redressal mechanisms
Week 13	**Chapter 12: Business Disputes and Legal Remedies** • Types of business disputes • Litigation vs. alternative dispute resolution • Arbitration and mediation • Legal remedies available to businesses
Week 14	**Chapter 13: Intellectual Property Rights (IPR)** ▪ Meaning and importance of intellectual property

	▪ Types of intellectual property rights ▪ Copyright law ▪ Trademark law ▪ Patent law (basic concepts)
Week 15	**Chapter 14: Legal Compliance and Regulatory Framework** • Importance of legal compliance in business • Regulatory authorities • Consequences of non-compliance • Risk management and legal safeguards
Week 16	**Chapter 15: Contemporary Issues in Business Law** • E-commerce and cyber laws • Digital contracts • Data protection and privacy • Emerging legal challenges in business
Week 17	**Chapter 16: Case Studies and Practical Applications** ▪ Analysis of real-life business law cases ▪ Application of legal principles in business decision-making ▪ Ethical and legal evaluation of business practices
Week 18	**Final Term Exam**

Recommended Books

- Khalid Mehmood Cheema, *Business Law*, Ilmi Kitab Khana.
- McGregor-Lowndes & Sappideen, *Business Law*.
- Richard A. Mann & Barry S. Roberts, *Business Law and the Regulation of Business*.
- Clarkson, Miller & Cross, *Business Law: Text and Cases*.
- Cheeseman, *Contemporary Business Law*.

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Department of Management Sciences

Second Year

Fourth-Semester

Course Title:	**Business Ethics**	**Course Code:**	**MGT-223**
Credit Hours:	**3**	**Pre-Requisite if any:**	**None**

Course Learning Objectives

The objectives of this course are to enable students to:

1. Identify and apply ethical principles to business-related decisions.
2. Analyze ethical positions and arguments related to contemporary business issues.
3. Develop moral reasoning and construct ethical justifications for managerial decisions.

Course Learning Outcomes

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

1. Explain the importance of ethics in business practices, communication, and interpersonal relationships.
2. Apply critical, analytical, and argumentative thinking to ethical business judgments.
3. Evaluate the application of fundamental ethical principles in business decision-making and actions.
4. Design a comprehensive code of ethics reflecting organizational norms, values, and strategic objectives.
5. Assess the role of ethics and corporate social responsibility in shaping organizational reputation and sustainability.

Course Contents (week wise break up)

Week 1	**Chapter 1: Ethical issues in Business** ▪ Business Ethics: Definition and Scope ▪ Social Responsibility and Business Ethics ▪ Development of Business Ethics ▪ Importance of Studying Business Ethics ▪ Framework for Studying Business Ethics
Week 2	**Chapter 2: Foundations of Ethical Conflict** ▪ Classification of Ethical Issues ▪ Ethical Issues Related to Business Participants and Functional Areas

	▪ Recognizing Ethical Issues ▪ Moral Philosophies in Business Ethics ▪ Moral Philosophy: Definition and Perspectives
Week 3	**Chapter 3: Social Responsibility** ▪ Corporate Social Responsibility (CSR) ▪ Economic, Legal, Ethical, and Philanthropic Responsibilities ▪ CSR and Organizational Reputation
Week 4	**Chapter 4: An Ethical Decision-Making Framework:** ▪ Ethical Issue Intensity ▪ Individual Factors ▪ Stages of Cognitive Moral Development ▪ Corporate Culture
Week 5	▪ Significant others ▪ Opportunity ▪ Business Ethics Evaluations and Intentions ▪ Using the Ethical Decision-Making Framework to Improve Ethical Decisions
Week 6	**Chapter 5: How the Organization Influences Ethical Decision Making** ▪ Organizational Structure and Business Ethics ▪ The Role of Corporate Culture in Ethical Decision-Making,
Week 7	▪ Group Dimensions of Organizational Structure and Culture ▪ Implications of Organizational Relationships for Ethical Decisions
Week 8	▪ Group Dynamics and Ethical Decision-Making ▪ Organizational Relationships and Ethical Challenges ▪ Ethics in Teams and Work Groups ▪ Leadership and Ethical Behavior ▪ Interpersonal Relationships and Ethical Influence ▪ Organizational Pressure and Ethical Conduct
Week 9	**Midterm Exam**
Week 10	**Chapter 6: Development of Effective Ethics Program** ▪ Ethics and Compliance Programs ▪ Codes of Ethics and Codes of Conduct ▪ Role of Top Management in Ethical Governance
Week11	▪ Communicating Ethical Standards ▪ Monitoring, Auditing, and Enforcement Mechanisms ▪ Ethical Accountability and Delegation of Authority

Week 12	▪ Ethical Risk Assessment ▪ Ethical Compliance Audit ▪ Continuous Improvement of Ethics Programs
Week 13	**Chapter 7: Ethics in International Business** ▪ Cultural Influences on Ethical Decision-Making ▪ Ethical Challenges in Global Markets
Week 14	▪ Cultural Relativism vs. Universal Ethics ▪ Multinational Corporations and Ethical Responsibility ▪ Global Codes of Ethics
Week 15	▪ Contemporary Ethical Issues in Business ▪ Corporate Scandals, Whistleblowing, and Ethical Failures ▪ Ethics, Reputation, and Corporate Accountability
Week 16	▪ Ethics, Sustainability, and Long-Term Business Performance ▪ Strategic CSR and Ethical Leadership
Week 17	▪ Business Ethics in the Digital and Technological Era
Week 18	**Final Term Exam**

Recommended Books

1. Weiss, Joseph W. *Business Ethics: A Stakeholder and Issues Management Approach* (e.g., 7th/Latest Edition).
2. Velasquez, Manuel G. *Business Ethics: Concepts & Cases* (7th/8th Edition).
3. Ferrell, O. C., Fraedrich, John & Ferrell, Linda — *Business Ethics: Ethical Decision Making & Cases* (12th/13th Edition),*ISBN-13: 9781337614443* (12th edition)
4. Boatright, John R. — *Ethics and the Conduct of Business* (7th/Latest International Edition).

Course Title:	Financial Accounting	Course Code:	MGT-206
Credit Hours:	3	Pre-Requisite if any:	Principles of Accounting

Course Learning Objectives

The objectives of this course are to:

1. Build upon the foundational knowledge acquired in Principles of Accounting by introducing advanced financial accounting concepts and practices.
2. Enable students to understand the role of financial accounting in recording, summarizing, and reporting business transactions.
3. Develop students' ability to prepare and interpret financial statements in accordance with applicable accounting standards.
4. Equip students with analytical skills to evaluate financial information for internal and external decision-making.
5. Highlight the importance of financial accounting in promoting transparency, accountability, and ethical business practices.

Course Learning Outcomes

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

1. Apply financial accounting concepts and terminology to record and process business transactions of companies, partnerships, and non-profit organizations.
2. Prepare complete financial statements, including income statement, balance sheet, and cash flow statement, in accordance with accounting standards.
3. Analyze and interpret financial statements using appropriate tools and techniques for managerial and external reporting purposes.
4. Explain and apply accounting treatments related to share capital, partnerships, fixed assets, leases, and consolidated financial statements.

5. Demonstrate an understanding of the role of financial accounting in ensuring business transparency, accountability, and informed decision-making.

Course Contents (week wise break)

Week 1	**Chapter 1: Companies** ▪ Formation of Companies ▪ Types of Companies ▪ Issuance of Shares ▪ Types of Shares ▪ Stockholders' Equity and Paid-in Capital
Week 2	**Chapter 2: Share Capital and Stockholders' Equity** ▪ Statement of Stockholders' Equity ▪ Reserves and Surplus ▪ Accounting Treatment of Share Capital
Week 3	**Chapter 3: Financial Statements and Their Users** ▪ Nature and Objectives of Financial Statements ▪ Users of Financial Statements ▪ Introduction to Financial Statement Analysis
Week 4	**Chapter 4: Financial Statement Analysis** ▪ Techniques of Financial Analysis ▪ Ratio Analysis ▪ Interpretation of Financial Data
Week 5	**Chapter 5: Consolidated Financial Statements** ▪ Concept and Need for Consolidation ▪ Holding and Subsidiary Companies
Week 6	**Chapter 5 (Continued): Consolidation Procedures** ▪ Preparation of Consolidated Financial Statements ▪ Accounting Treatment of Subsidiaries
Week 7	**Chapter 6: Accounting for Non-Profit Organizations** ▪ Receipts and Payments Account ▪ Income and Expenditure Account ▪ Balance Sheet of Non-Profit Organizations
Week 8	**Chapter 7: Accounting for Fixed Assets** ▪ Nature of Fixed Assets ▪ Depreciation Methods ▪ Accounting Treatment of Depreciation
Week 9	**Midterm Exam**
Week 10	**Chapter 8: Accounting for Leases** ▪ Meaning and Types of Leases

	▪ Accounting Treatment of Leases
Week11	**Chapter 8 (Continued): Lease Accounting and Reporting** ▪ Impact of Lease Accounting on Financial Statements ▪ Disclosure Requirements
Week 12	**Chapter 9: Partnership Accounting** ▪ Formation of Partnership ▪ Capital and Current Accounts
Week 13	**Chapter 9 (Continued): Changes in Partnership** ▪ Admission and Retirement of a Partner ▪ Adjustment of Profit Sharing Ratios
Week 14	**Chapter 10: Dissolution of Partnership** ▪ Modes of Dissolution ▪ Accounting Treatment on Dissolution
Week 15	**Chapter 11: Cash Flow Statements** ▪ Meaning and Importance of Cash Flow Statement ▪ Preparation of Cash Flow Statement
Week 16	**Chapter 12: Financial Reporting and Business Transparency** ▪ Role of Financial Accounting in Business Transparency
Week 17	▪ Ethical and Regulatory Aspects of Financial Reporting ▪ Limitations of Financial Statements
Week 18	**Final Term Exam**

Recommended Books

1. Khan, A. K. *Financial Accounting* (Latest Edition).
2. Williams, J. R., Haka, S. F., & Bettner, M. S. *Financial & Managerial Accounting*, Prentice Hall.
3. Wood, F. *Business Accounting – II* (Latest Edition).
4. Meigs, R. F. & Meigs, W. B. *Accounting for Business Decisions* (12th Edition).

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Course Title:	**Business Finance**	**Course Code:**	**MGT-205**
Credit Hours:	**3**	**Pre-Requisite if any:**	**None**

Course Learning Objectives

1. Introduce students to the fundamental principles and tools of business finance.
2. Explain the role of the finance function and the finance manager within an organization.
3. Develop skills to analyze financial information for investment, financing, and operational decisions.
4. Provide knowledge of capital markets, risk-return relationships, and the impact of macroeconomic factors on financial decisions.
5. Equip students to evaluate financial decisions' effect on organizational performance and value.

Course Learning Outcomes

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

1. Explain the principles of financial management and financial planning.
2. Analyze financial statements to assess business performance.
3. Apply financial tools, including time value of money and capital budgeting techniques, to make investment and financing decisions.
4. Evaluate the impact of financial decisions on organizational goals and shareholder value.
5. Understand the concepts of risk, return, and cost of capital in decision-making.

Course Contents (week wise break up)

Week 1	**Chapter 1: Introduction to Business Finance** ▪ Finance: A Quick Look ▪ The Finance Function and Financial Manager ▪ Goals of Business Finance ▪ Agency Theory
Week 2	**Chapter 2: Financial Statement Analysis** ▪ The Balance Sheet ▪ The Income Statement ▪ Cash Flow Statements

	▪ Standardized Financial Statements ▪ Ratio Analysis and the DuPont Identity ▪ Internal and Sustainable Growth
Week 3	**Chapter 3: Time Value of Money (TVM)** ▪ Concept of TVM ▪ Future Value and Present Value ▪ Annuities
Week 4	**Chapter 3 (Continued): Advanced TVM** ▪ Present and Future Value of Cash Flows with High Compounding Frequency ▪ Inflation and its Impact on TVM
Week 5	**Chapter 4: Risk and Return** ▪ Returns and Risk Defined ▪ Calculating Expected Return ▪ Measuring Risk: Variance and Standard Deviation
Week 6	**Chapter 4 (Continued): Portfolio Theory** ▪ Portfolio Expected Returns ▪ Portfolio Variance and Standard Deviation ▪ Systematic vs. Unsystematic Risk ▪ Diversification and Portfolio Risk
Week 7	**Chapter 5: Cost of Capital** ▪ Concept of Cost of Capital ▪ Individual and Weighted Average Cost of Capital (WACC) ▪ Cost of Capital and Valuation
Week 8	**Chapter 5 (Continued): Capital Structure Decisions** ▪ Capital Structure and Taxation ▪ Debt-Equity Ratio ▪ Optimal Capital Structure ▪ Costs of Financial Distress and Bankruptcy
Week 9	**Midterm Exam**
Week 10	**Chapter 6: Bond Valuation** ▪ Definition, Types, and Features of Bonds ▪ Valuation of Bonds ▪ Bondholder's Expected Rate of Return ▪ Risks Associated with Bonds
Week11	**Chapter 7: Stock Valuation** ▪ Types and Features of Shares ▪ Benefits from Share Investments ▪ Price of Ordinary Shares
Week 12	**Chapter 7 (Continued): Stock Valuation** ▪ Expected Dividend Growth and Share Price Behavior ▪ Price Based on Earnings ▪ Expected Rate of Return
Week 13	**Chapter 7 (Continued)**

	▪ Preferred Shares: Features and Valuation ▪ Valuing the Entire Business
Week 14	**Chapter 8: Capital Budgeting** ▪ Net Present Value (NPV) ▪ Payback Rule ▪ Average Accounting Return (AAR) ▪ Internal Rate of Return (IRR) ▪ Profitability Index
Week 15	**Chapter 9: Introduction to Islamic Finance** ▪ Mudarabah, Musharakah, Murabaha, Ijarah ▪ Comparison with Conventional Finance
Week 16	**Chapter 10: Financial Planning and Corporate Finance** ▪ Integrating Investment, Financing, and Dividend Decisions
Week 17	▪ Role of Finance in Organizational Goals ▪ Ethical and Regulatory Considerations
Week 18	**Final Term Exam**

Recommended Books

1. Ross, S. A., Westerfield, R. W., & Jordan, B. D. *Corporate Finance Essentials* (Latest Edition).
2. Van Horne, J. C. *Fundamentals of Financial Management* (Latest Edition).
3. Brealey, R. A., Myers, S. C., & Allen, F. *Principles of Corporate Finance* (Latest Edition).

Course Title:	**Human Resource Management**	**Course Code:**	**MGT-203**
Credit Hours:	**3**	**Pre-Requisite if any:**	**-**

Course Learning Objectives

1. This course examines the role of the human resource professional as a strategic partner in managing today's organizations.
2. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations are examined.
3. The objective of the course is to teach the basic principles of human resource management, how an organization acquires, rewards, motivates, uses, and generally manages its people effectively.
4. In addition to providing a basic legal and conceptual framework for managers, the course will introduce the manager to practices and techniques for evaluating performance, structuring teams, coaching and

mentoring people, and performing the wide range of other people-related duties of a manager in today's increasingly complex workplace.

Course Learning Outcomes

After studying this module students will be able to

1. Demonstrate an understanding of the HRM functions and their application
2. Forecast HR requirements for the business and develop plans to address the human resource needs of the organization.
3. Conduct Job analysis; designing JDs and JS
4. Design effective recruitment ad for any job
5. Design and administer a successful selection process and improve interviewing skills as well.
6. Assess employee training needs and design appropriate training methods to meet those needs
7. Develop, administer, and evaluate performance appraisal tools
8. Demonstrate an understanding of the compensation systems
9. Critically discuss the health and safety programs to enhance employee well-being
10. Discuss the strategic role of human resource management in supporting an organization's business strategy.

Course Contents (week wise break up)

Week 1	**Chapter 1: HRM in a Dynamic Environment:** ▪ Concept of Knowledge Worker ▪ How Technology Affects HRM Practices
Week 2	**Chapter 2: Workforce Diversity:** ▪ The Workforce Today ▪ Work/Life Balance, ▪ The Labour Supply
Week 3	**Chapter 3: Concept of Contingent Workers:** ▪ Work Process Engineering ▪ How Organizations Involve Employees
Week 4	**Chapter 4: Fundamentals of HRM:** ▪ The HRM Functions and, ▪ Structure of the HRM Department
Week 5	○ How External Influences Affect HRM: ▪ The Dynamic Environment of HRM ▪ Laws and Regulations and Labour Unions
Week 6	**Chapter 5: Staffing the Organization:** ▪ Concept of staffing

	▪ Organizational Strategy and Human Resource Planning ▪ Succession Planning ▪ Labour Demand and Supply
Week 7	**Chapter 6: Job Analysis:** ▪ Job Analysis Methods ▪ Purpose of Job Analysis ▪ Job Descriptions, Job Specifications, Job Evaluations, Job Design & Job Enrichment ▪ **Recruiting:** ▪ Recruiting Goals ▪ Job Attractiveness ▪ Internal Organizational Policies ▪ Government Influence
Week 8	▪ Recruiting Costs ▪ Job Advertisements ▪ Equal Employees Opportunity ▪ Recruiting Sources
Week 9	**Midterm Exam**
Week 10	**Chapter 7: Foundations of Selection:** ▪ The Selection Process ▪ Pre-employment Testing ▪ Job Interviews (Steps for Effective Interviewing)
Week11	▪ Conditional Job Offers: ▪ Medical/Physical Examination ▪ Job Offers
Week 12	**Chapter 8: Training and Development:** ▪ Concept of Socialization ▪ Assumptions and process of socialization ▪ Concept and Purpose of Employee Orientation
Week 13	▪ Employee Training ▪ Training Needs Analysis and Training Methods ▪ Employee Development Concept and Methods ▪ Evaluating Training and Development Effectiveness
Week 14	**Chapter 9: Maintaining Performance:** ▪ Performance Management Systems ▪ Purposes of a Performance Management System ▪ Process of Performance Appraisal

Week 15	▪ Performance Appraisal Methods ▪ Effective Performance Management Systems
Week 16	▪ **Different types of Rewards** (Intrinsic v/s Extrinsic, Financial v/s nonfinancial & Performance v/s membership-based) ▪ Compensation Administration
Week 17	▪ Job Evaluation and Pay Structure ▪ Special Cases of Compensation
Week 18	**Final Term Exam**

Recommended Books

1. Wayne & Noe's R.M, (Latest Edition), Human Resource Management**s**
2. Decenzo A. David & Robbins P. Stephen (2005) Fundamentals of Human Resource Management (10th ed).
3. Michael Armstrong (2006). Human Resource Management Practice.
4. Srinivas R. Kandula, Eastern Economy Edition, Prentice Hall of India. Human Resource Management in Practice with 300 Models, Techniques, and Tools.

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Department of Management Sciences

Second Year

Fourth-Semester

Course Title:	**Entrepreneurship**	**Course Code:**	**MGT-222**
Credit Hours:	**2**	**Pre-Requisite if any:**	**-**

Course Learning Objectives

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

1. Identify and evaluate entrepreneurial opportunities using creativity and innovation tools.
2. Understand the entrepreneurial mindset, traits, and decision-making processes.
3. Apply innovation and opportunity recognition techniques to develop viable business ideas.
4. Analyze market, financial, and organizational feasibility of new ventures.
5. Prepare and present comprehensive business plans and pitch entrepreneurial ideas.
6. Recognize legal, ethical, and operational challenges associated with entrepreneurship.
7. Demonstrate creativity, critical thinking, and problem-solving in entrepreneurial contexts.

Course Learning Outcomes

After completing this course, students will be able to:

1. Develop innovative ideas for new business ventures.
2. Conduct opportunity and risk analysis for entrepreneurial initiatives.
3. Design marketing and customer development strategies for new ventures.
4. Prepare basic financial plans and funding strategies for startups.
5. Plan and manage key functional areas of a new venture, including operations, HR, and information systems.
6. Identify legal requirements and documentation related to entrepreneurship.
7. Develop and pitch a comprehensive business plan.

Course Contents (week wise break up)

Week 1	**Chapter 1: Introduction to Entrepreneurship** ▪ Meaning and nature of entrepreneurship ▪ Importance of entrepreneurship in economic development ▪ Why study entrepreneurship? ▪ Who can become an entrepreneur? ▪ Types of entrepreneurs
Week 2	**Chapter 2: Entrepreneurial Mindset and Traits** ▪ Entrepreneurial characteristics and competencies ▪ Emotional Intelligence: concept, importance, and competencies ▪ Role of emotional intelligence in entrepreneurial success
Week 3	**Chapter 3: Opportunity Recognition and Idea Generation** ▪ Opportunity vs. idea ▪ Sources of entrepreneurial opportunities ▪ Techniques for opportunity identification ▪ Environmental scanning
Week 4	**Chapter 4: Creativity and Innovation** ▪ Concept of creativity ▪ Barriers to creativity ▪ Innovation: meaning and types ▪ Role of innovation in entrepreneurship
Week 5	**Chapter 5: Evaluating Business Ideas** ▪ Core elements of a business idea ▪ Idea generation techniques and strategies ▪ Tools for idea evaluation ▪ Three key questions to evaluate a business idea ▪ Ways to start a new venture
Week 6	**Chapter 6: Managerial Skills for Entrepreneurs** ▪ Concept and functions of management ▪ Managerial roles in startups ▪ Essential managerial skills for entrepreneurs
Week 7	**Chapter 7: Entrepreneurial Teams and Leadership** ▪ Importance of startup teams ▪ Stages of team development ▪ Reasons for startup team failure ▪ Leadership, motivation, and communication in new ventures
Week 8	**Chapter 8: Entrepreneurial Finance and Feasibility** ▪ Introduction to entrepreneurial finance

	▪ Organizational and financial feasibility ▪ Basic accounting concepts for entrepreneurs ▪ Sources of startup financing ▪ Financial planning: importance and components ▪ Equity and debt financing
Week 9	**Midterm Exam**
Week 10	**Chapter 10: Entrepreneurship in Pakistan** ▪ SMEs in Pakistan ▪ Role of SMEs in economic development ▪ Female entrepreneurship: challenges and opportunities
Week11	**Chapter 11: Marketing for New Ventures** ▪ Concept and importance of marketing ▪ Elements of marketing ▪ Market research for new ventures ▪ Customer and competitor analysis
Week 12	**Chapter 12: Marketing Strategies and Planning** ▪ Marketing mix (5 Ps) ▪ Digital and guerrilla marketing ▪ Environmental analysis ▪ Steps in preparing a marketing plan
Week 13	**Chapter 13: Business Planning and Pitching** ▪ Business plan: concept and importance ▪ Business planning process ▪ Contents of a business plan ▪ Common mistakes and red flags ▪ Pitch deck and its components
Week 14	**Chapter 14: Legal Issues in Entrepreneurship** ▪ Legal forms of business ▪ Intellectual property rights ▪ Patents ▪ Copyrights ▪ Trademarks
Week 15	**Chapter 15: Launching and Managing the New Venture** ▪ Early management challenges ▪ Record keeping ▪ Recruitment and hiring ▪ Venture promotion and advertising

	▪ Managing growth and control systems
Week 16	**Chapter 16: Ending the Venture** ▪ Reasons for business failure ▪ Bankruptcy and reorganization ▪ Liquidation ▪ Business succession planning
Week 17	**Chapter 16: Contemporary Issues and Emerging Trends in Entrepreneurship** ▪ Contemporary challenges faced by entrepreneurs ▪ Ethical issues and social responsibility in entrepreneurship ▪ Social and sustainable (green) entrepreneurship ▪ Digital entrepreneurship and innovation ▪ Future trends in entrepreneurship
Week 18	**Final Term Exam**

Recommended Books:

- Burns, P. (2011). *Entrepreneurship and Small Business: Start-Up, Growth and Maturity*. Palgrave Macmillan.
- Barringer, B. R., & Ireland, R. D. (2005). *Entrepreneurship: Successfully Launching New Ventures*. Pearson Prentice Hall, London.
- Timmons, J. A., & Spinelli, S. (2000). *New Venture Creation* (6th ed.). McGraw-Hill.
- Hisrich, R. D., Peters, M. P. (6th ed.). *Entrepreneurship*. McGraw-Hill Education.

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Department of Management Sciences

Third Year

Fifth-Semester

Course Title:	**Marketing Management**	**Course Code:**	**MGT-208**
Credit Hours:	**3**	**Pre-Requisite if any:**	**Principles of Marketing**

Course Learning Objectives

The objectives of this course are to enable students to:

1. Develop a comprehensive understanding of marketing management concepts and strategic decision-making.
2. Equip students with analytical tools to assess markets, customers, and competitors.
3. Enable students to design, implement, and evaluate marketing strategies aligned with organizational goals.
4. Foster ethical, culturally sensitive, and socially responsible marketing practices.

Course Learning Outcomes

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

1. Develop comprehensive marketing plans aligned with organizational mission, vision, and strategic goals.
2. Analyze market trends and competitive environments using internal and external environmental scanning tools.
3. Apply segmentation, targeting, and positioning (STP) strategies to create customer value and sustainable competitive advantage.
4. Evaluate the effectiveness of marketing programs and campaigns, including product, pricing, distribution, and promotional decisions, within ethical and cultural boundaries.

Course Contents (week wise break up)

Week 1	**Chapter 1: Introduction to Marketing Management** ▪ Concept and scope of marketing ▪ Evolution of marketing management ▪ Importance of customers and competitors ▪ Customer perceived value and satisfaction ▪ Role and responsibilities of a marketing manager ▪ Marketing organization and marketing planning
Week 2	**Chapter 2: Marketing Information Systems and Research** ▪ Marketing Information System (MIS): concept and components ▪ Marketing intelligence system ▪ Marketing research system ▪ Marketing research process ▪ Marketing decision support systems
Week 3	**Chapter 3: Marketing Strategy and Corporate Strategy** ▪ Linking marketing strategy with corporate strategy ▪ Developing marketing strategies and plans ▪ Value delivery process ▪ Value chain and core competencies ▪ Strategic planning in marketing
Week 4	**Chapter 4: Strategic Planning and Marketing Analysis** ▪ Corporate mission and business objectives ▪ Strategic Business Units (SBUs) ▪ SWOT analysis ▪ Role of innovation in marketing strategy
Week 5	**Chapter 5: Marketing Strategy Formulation** • Mission and vision: concepts and examples • Strategic Business Units • Portfolio analysis: BCG Matrix Growth and competitive strategies
Week 6	**Chapter 6: Analyzing the Marketing Environment** ▪ Scanning the marketing environment ▪ Macro-environmental forces:

	○ Demographic ○ Economic ○ Socio-cultural ○ Technological ○ Political-legal ○ Natural environment ▪ Impact of environmental forces on marketing decisions
Week 7	**Chapter 7: Consumer Behavior** ▪ Nature and importance of consumer behavior ▪ Cultural influences ▪ Social influences ▪ Personal factors ▪ Psychological factors affecting buying behavior
Week 8	**Chapter 8: Organizational Buying Behavior** ▪ Organizational markets vs. consumer markets ▪ Buying situations ▪ Buying center ▪ Organizational buying process ▪ System buying and selling
Week 9	**Midterm Exam**
Week 10	**Chapter 9: Market Segmentation, Targeting, and Positioning** ▪ Levels of market segmentation ▪ Bases for segmenting consumer markets ▪ Segment marketing, niche marketing, and local marketing ▪ Market targeting strategies ▪ Positioning and differentiation strategies
Week11	**Chapter 10: New Product Development** ▪ Product and product mix concepts ▪ Product lines and services ▪ Types of new products ▪ New product development process ▪ Challenges in new product development ▪ Reasons for new product success and failure ▪ Organizational arrangements and budgeting for NPD
Week 12	**Chapter 11: Managing Products and Brands**

	▪ Product strategy and product life cycle ▪ Brand equity and brand positioning ▪ Concept development and testing ▪ Market testing and commercialization ▪ Consumer adoption process and influencing factors
Week 13	**Chapter 12: Designing and Managing Marketing Channels** ▪ Importance of marketing channels ▪ Channel design and development ▪ Roles of intermediaries ▪ Channel management decisions ▪ Channel integration and marketing systems
Week 14	**Chapter 13: Integrated Marketing Communications (IMC)** ▪ Role of marketing communications ▪ IMC and brand equity ▪ Communication process model ▪ Selecting communication channels ▪ Designing the marketing communication mix
Week 15	**Chapter 14: Advertising, Sales Promotion, and Public Relations** ▪ Advertising objectives and strategies ▪ Advertising budgeting and media decisions ▪ Measuring advertising effectiveness ▪ Sales promotion tools and decisions ▪ Public relations and marketing public relations
Week 16	**Chapter 15: Personal Selling and Sales Management** ▪ Principles and process of personal selling ▪ Steps in personal selling ▪ Sales force design and structure ▪ Recruiting, training, supervising, and evaluating sales force
Week 17	**Chapter 16: Organizational, Institutional, and Government Markets** ▪ Characteristics of organizational markets

	▪ Buying processes in organizational markets ▪ Institutional markets ▪ Government markets
Week 18	**Final Term Exam**

Recommended Books

- Kotler, P., Keller, K. L., & Koshy, A. *Marketing Management* (13th Edition).
- Dickson, P. R. *Marketing Management* (2nd Edition).
- McColl-Kennedy & Kiel. *Marketing: A Strategic Approach*.
- Stanton, W. J., & Futrell, C. *Fundamentals of Marketing*. McGraw-Hill.
- Sheth, J. N., & Garrett, D. E. *Marketing Management: A Comprehensive Reader*.
- McCarthy, E. J., & Perreault, W. D. *Basic Marketing: A Managerial Approach*. Irwin.

Course Title:	**Financial Management**	**Course Code:**	**MGT-351**
Credit Hours:	**3**	**Pre-Requisite if any:**	**-**

Course Learning Objectives

The main objectives of this course are:

1. To introduce the concepts and theories of modern financial management.
2. To develop an appreciation for the usefulness of these theories for financial decision-making.
3. To develop the student's financial decision-making skills.

Course Learning Outcomes

At the end of this course, the student will be able to understand:

1. Role of financial planning and control.Financial forecasting and cash budgeting tools, in planning for the firm’s short-term financial requirements.
2. Working capital and its components
3. Applications of different techniques that managers can use to manage various aspects of working capital, cash and liquidity, credit and receivables, inventories, etc.
4. Short-term sources of financing.
5. Long-term financing, Venture capital, equity, debentures etc.
6. Different theories of capital structure, their predictions about optimal capital structure, and the limitations of using debt in the firms‟ capital structure.

Course Contents (week wise break up)

Week 1	**Introduction to Financial Management** ▪ Finance and Financial Management, Scope of Financial Management, Business organizations, Organization of the finance function, Finance management vs. other managerial functions
Week 2	**The Finance manager and the financial environment** ▪ Financial markets, Financial institutions, The roles of the finance manager, Goals of the firm, Agency problems and their mitigation
Week 3	**Time Value of Money** ▪ The role and perspectives of the TVM concept, Future values, Present values, The relationship between future and present values, Annuities, Future and present values of cash flows under high compounding frequency, Impact of higher compounding frequency, Inflation and the Time Value of Money
Week 4	**Risk and Return** ▪ Stand Stand-alone risk, The Trade-Off between Risk and Return, Risk in a Portfolio Context, The Relationship between Risk and Rates of Return, Physical Assets versus Securities, Some Concerns about Beta and the CAMP, Volatility Versus Risk
Week 5	**The Cost of Capital** ▪ The cost of capital concepts Individual and weighted average costs of capital, Costs of capital and valuation, Capital structure, Capital structure decision, Taxation, and capital structure decision, Debt-equity ratio, cost of capital and the value of the firm, Optimal capital structure, Costs of financial distress and bankruptcy
Week 6	**Share and Their Valuation** ▪ Legal Rights and Privileges of Common Stockholders, Types of Ordinary Stock, The Market for Ordinary Stock, Ordinary Stock Valuation, Share Market Equilibrium, Actual Share Prices and Returns, Preferred Shares
Week 7	**Bond and Their Valuation** ▪ Bonds, Key Characteristics of Bonds, Bond Valuation, Bond Yields, Bonds with Semiannual Coupons, Assessing the Riskiness of a Bond, Default Risk, Bond Markets.
Week 8	**Time Value of Money** ▪ The role and perspectives of the TVM concept, Future values, Present values, The relationship between future and present values, Annuities, Future and present values of cash flows under high compounding frequency, Impact of higher compounding frequency, Inflation and the Time Value of Money
Week 9	**Midterm Exam**
Week 10	**Investment Appraisals**

	▪ Types of investment projects, Investment process, Non-discounted appraisal techniques, Discounted Cash flow techniques, comparison of the NPV and the IRR methods
Week11	**Analysis of Cash Flows** ▪ Elements of operating cash flows, investing cash flow, financing cash flows; statement of cash flows (Using the direct method and the indirect method)
Week 12	**Analysis of Inventories** ▪ LIFO, FIFO, and average cost methods to account for product inventory.
Week 13	**Cash Flow Estimation and Other Topics in Capital Budgeting** ▪ Cash flows, accounting profits, incremental cash flow, sunk cost, opportunity cost, externality, cannibalization, NPV analysis, Initial investment outlay, operating cash flow, terminal-year cash flow
Week 14	**Capital Budgeting Techniques** ▪ Net present value, The payback rule, The average accounting return, The internal rate of return, The profitability index., The practice of capital budgeting
Week 15	**Risk Analysis and the Optimal Capital Budget** ▪ Project risk: stand-alone, corporate, and market, sensitivity analysis, scenario analysis, and Monte Carlo simulation as risk analysis techniques, pure-play, and accounting beta methods for estimating individual project betas.
Week 16	**An Introduction to Islamic Finance** ▪ Mudarba, Musharqa, Murabah, Ijarah, Comparison with the conventional financial system
Week 17	**Capital Structure** ▪ Target capital structure and optimal capital structure, Company's capital structure decision, business risk, and financial risk, degree of operating leverage, degree of financial leverage, and degree of total leverage
Week 18	**Final Term Exam**

Recommended Books

- Eugene F. Brigham: Fundamentals of Financial Management
- Gitman, Lawrence J., Zutter, Chad J.. (2012). Principles of managerial finance thirteenth edition (Thirteenth edition). Boston: Pearson Education.
- Van Horne, James C., Dan John M. Wachowics JR, (2005), Fundamentals of. Financial Management, Pearson Education Limited Edinburgh Gate Harlow Essex CM20 2JE England.
- Brigham, E., & Ehrhardt, M. (2008). Financial management: Theory and practice (12th ed.). Mason: Thomson South-Western.

WOMEN UNIVERSITY SWABI

Department of Management Sciences

Third Year

Fifth-Semester

Course Title:	**Organizational Theory and Behavior**	**Course Code:**	**MGT-331**
Credit Hours:	**3**	**Pre-Requisite if any:**	**-**

Course Learning Objectives

1. This course aims to improve students' understanding of human behavior in an organization and the ability to lead people to achieve more effectively toward increased organizational performance.
2. After completing this course, students should be able to understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision-making, and motivational theories, group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.

Course Learning Outcomes

Upon completion of this course, the student will have reliably demonstrated the ability to:

1. Analyze individual and group behavior, and understand the implications of organizational behavior on the process of management.
2. Identify different motivational theories and evaluate motivational strategies used in a variety of organizational settings.
3. Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.
4. Describe and assess the basic design elements of organizational structure and evaluate their impact on employees.
5. Explain how organizational change and culture affect working relationships within organizations.

Course Contents (week wise break up)

Week 1	**Chapter 1: Introduction to Organizational Behavior** ▪ The Importance of Interpersonal Skills ▪ Management and Organizational Behavior ▪ Management Roles ▪ Management Skills
Week 2	▪ Effective versus Successful Managerial Activities ▪ Complementing Intuition with Systematic Study ▪ Big Data, Myth or Science? ▪ Management by Walking Around Is the most effective Management ▪ Disciplines That Contribute to the OB Field

	▪ Challenges and Opportunities for OB
Week 3	**Chapter 2: Diversity in Organizations** ▪ Demographic Characteristics ▪ Levels of Diversity ▪ Discrimination Stereotype Threat ▪ Personal Inventory Assessments Intercultural Sensitivity Scale
Week 4	▪ Discrimination in the Workplace ▪ Biographical Characteristics ▪ Age Sex Race and Ethnicity, ▪ Disabilities, Hidden Disabilities ▪ Other Differentiating Characteristics ▪ Career Objectives ▪ Cultural Identity ▪ Ability, Intellectual Abilities, Physical Abilities ▪ Implementing Diversity Management Strategies
Week 5	**Chapter 03: Attitudes and Job Satisfaction** ▪ Attitudes, Attitudes and Behavior ▪ An Ethical Choice Office Talk, ▪ Job Attitudes
Week 6	▪ Job Satisfaction and Job Involvement ▪ Organizational Commitment ▪ Perceived Organizational Support ▪ Are these Job Attitudes Really all that distinct?
Week 7	**Chapter 4: Emotions and Moods** ▪ What Are Emotions and Moods? The Basic Emotions, Myth or Science? Smile, and the Work World Smiles with You, Moral Emotions, The Basic Moods: Positive and Negative Affect, Experiencing Moods and Emotions
Week 8	▪ The Function of Emotions, Sources of Emotions and Moods, Personality, Time of Day, Day of the Week, Weather, Stress, Social Activities, Sleep, Exercise, Age, Sex
Week 9	**Midterm Exam**
Week 10	**Chapter 5: Personality and Values** ▪ Personality, What Is Personality? Personal Inventory Assessments, Personality Style Indicator, Personality Frameworks, The Myers-BriggsType Indicator, The Big Five Personality Model, The Dark Triad,Other Personality Attributes relevant to OB, Core Self-

	Evaluations (CSEs), Self-Monitoring, Proactive Personality, Personality and Situations, Situation Strength Theory, Trait Activation Theory, Values
Week11	**Chapter 6: Perception and Individual Decision Making** ▪ What Is Perception? Factors That Influence Perception, Person Perception: Making Judgments About Others, Attribution Theory, Common Shortcuts in Judging Others, Specific Applications of Shortcuts in Organizations
Week 12	▪ The Link Between Perception and Individual Decision Making, Decision Making in Organizations, The Rational Model, Bounded Rationality, and Intuition, Common Biases and Errors in Decision Making, Influences on Decision Making: Individual Differences and Organizational Constraints, Individual Differences, Organizational Constraints, Ethics in Decision-Making
Week 13	**Chapter 7: Motivation Concepts** ▪ Motivation and Early Theories, Early Theories of Motivation, Hierarchy of Needs Theory, Two-Factor Theory, McClelland's Theory of Needs
Week 14	• Contemporary Theories of Motivation, Self-Determination Theory, GoalSetting Theory, Other Contemporary Theories of Motivation, Self-Efficacy Theory, Reinforcement Theory
Week 15	**Chapter 8: Motivation from concepts to application** ▪ Motivating by Job Design: The Job Characteristics Model, The Job Characteristics Model, Job redesign, Job Rotation, Personal Inventory Assessments Diagnosing the Need for Team Building, Alternative Work, Arrangements, Flextime, Job Sharing, Telecommuting, and Using rewards to motivate Employees, What to Pay: Establishing a Pay Structure, How to Pay: Rewarding Individual Employees through Variable-Pay Programs, Ethical Choice Sweatshops, and Worker Safety, Using Benefits to Motivate Employees.
Week 16	**Chapter 9: Foundations of Group Behavior** ▪ Defining and Classifying Groups, Social Identity, Ingroups and Outgroups ▪ Social Identity Threat, Stages of Group Development, Group Property roles, Role Perception, Role Expectations Role Conflict Role Play and Assimilation, Group Property: norms, Norms, and Emotions ▪ Norms and Conformity, Positive Norms and Group Outcomes, Negative Norms and Group Outcomes ▪ Norms and Culture, Group Property: Status, Group Property: Size and Dynamics, Group Property: Cohesiveness, and Group Property Diversity

Week 17	**Chapter 10: Organizational Culture** ▪ What Is Organizational Culture? A Definition of Organizational Culture ▪ Culture Is a Descriptive Term • Do Organizations Have Uniform Cultures? Strong versus Weak Cultures • Culture versus Formalisation, What Do Cultures Do? The Functions of Culture ▪ Culture Creates Climate ▪ The Ethical Dimension of Culture • Culture and Sustainability ▪ Culture and Innovation ▪ Culture as an Asset ▪ Culture as a Liability, Creating and Sustaining Culture, How a Culture Begins, Keeping a Culture Alive
Week 18	**Final Term Exam**

Textbook

- Stephen P. Robbins, Timothy A. Judge (2017). *Organizational Behavior* (17th ed).

Reference Books

- Fred Luthans (2011). *Organizational Behavior*, (12th ed). McGraw Hill- Int.
- Stephen P. Robbins (2018). *Organizational Behavior*, (13th ed). Prentice Hall.

Course Title:	**Digital Marketing and Social Media Strategy**	**Course Code:**	MGT-345
Credit Hours:	**3**	**Pre-Requisite if any :**	

Course Learning Objectives

1. To introduce students to the principles, tools, and techniques of digital marketing and social media strategy.
2. To provide a systematic framework for planning, implementing, and evaluating digital marketing campaigns.
3. To develop practical skills in using social media platforms, digital analytics, and content marketing for business growth.
4. To create awareness of ethical, legal, and cultural considerations in digital marketing.

Course Learning Outcomes

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

1. Understand the fundamentals and key concepts of digital marketing and social media strategy.
2. Develop and implement digital marketing plans aligned with organizational goals.
3. Utilize social media tools and analytics for marketing research and campaign evaluation.
4. Create engaging content and manage online brand presence across digital platforms.
5. Evaluate the effectiveness of digital campaigns using metrics and KPIs.
6. Understand ethical, legal, and cultural issues in digital marketing.

Course Contents (Week-wise Breakup)

Week 1	**Chapter 1 : Introduction to Digital Marketing** ▪ Definition, evolution, and scope of digital marketing ▪ Traditional marketing vs digital marketing ▪ Digital marketing landscape
Week 2	**Chapter 2 : Digital Marketing Strategy** ▪ Elements of a digital marketing strategy ▪ Setting objectives and KPIs ▪ Planning integrated campaigns
Week 3	**Chapter 3 : Website and Online Presence** ▪ Importance of websites and landing pages ▪ Website optimization (SEO basics) ▪ User experience (UX) and UI design
Week 4	**Chapter 4 : Search Engine Optimization (SEO)** ▪ On-page and off-page SEO ▪ Keyword research and strategy ▪ Tools for SEO performance measurement
Week 5	**Chapter 5 : Search Engine Marketing (SEM) and Paid Advertising** ▪ Google Ads, Bing Ads, and paid search fundamentals ▪ PPC campaigns, bidding strategies ▪ Ad performance analysis

Week 6	**Chapter 6 : Content Marketing** ▪ Types of content: blogs, videos, infographics, podcasts ▪ Content strategy and planning ▪ Storytelling and content optimization
Week 7	**Chapter 7 : Social Media Marketing** ▪ Overview of platforms: Facebook, Instagram, LinkedIn, Twitter, TikTok ▪ Developing a social media strategy ▪ Community management
Week 8	**Chapter 8 : Social Media Marketing** ▪ Influencer marketing and collaborations ▪ Paid social media advertising ▪ Social listening and engagement analysis
Week 9	**Midterm Exam**
Week 10	**Chapter 9 : Email Marketing & Automation** ▪ Email campaign design ▪ Segmentation and personalization ▪ Marketing automation tools and strategies
Week 11	**Chapter 10 : Mobile Marketing & Apps** ▪ Mobile marketing strategies ▪ App-based marketing ▪ SMS and push notifications ▪ Mobile analytics
Week 12	**Chapter 11 : Digital Analytics & Metrics** ▪ Web analytics (Google Analytics) ▪ Key performance indicators (KPIs) ▪ Measuring campaign ROI and engagement

Week 13	**Chapter 12 : Online Reputation Management (ORM)** ▪ Managing brand image online ▪ Crisis management in digital space ▪ Monitoring brand sentiment
Week 14	**Chapter 13 : E-commerce and Digital Sales** ▪ Digital sales funnels ▪ Conversion rate optimization Customer journey mapping and personalization
Week 15	**Chapter 14 : Emerging Trends in Digital Marketing** ▪ AI, chatbots, AR/VR in marketing ▪ Voice search and smart devices ▪ Future directions in digital marketing
Week 16	**Chapter 15 : Ethical, Legal, and Cultural Considerations** ▪ Data privacy laws (GDPR, local regulations) ▪ Ethical marketing practices ▪ Cultural sensitivity in campaigns
Week 17	**Chapter 16 : Practical Case Studies & Campaign Analysis** ▪ Analysis of successful campaigns ▪ Group discussions on strategy and results ▪ Lessons from failures
Week 18	**Final Exam**

Recommended Books:

- Ryan, D. (Latest Edition). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation.* Kogan Page
- Chaffey, D., & Ellis-Chadwick, F. (2020). *Digital Marketing: Strategy, Implementation, and Practice.* Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital.* Wiley.
- Tuten, T. L., & Solomon, M. R. (2020). *Social Media Marketing.* Sage.

WOMEN UNIVERSITY SWABI

Department of Management Sciences

Third Year

Sixth-Semester

Course Title:	**AI in Business**	**Course Code:**	MGT-427
Credit Hours:	**3**	**Pre-Requisite if any :**	

Course Learning Objectives

1. To introduce students to the fundamental concepts of artificial intelligence (AI) and its applications in business.
2. To explore how AI transforms decision-making, operations, marketing, and customer engagement.
3. To provide practical knowledge for integrating AI tools and technologies into business strategies.
4. To raise awareness of ethical, legal, and social implications of AI in business contexts.

Course Learning Outcomes

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

1. Explain the basic concepts and technologies of AI relevant to business.
2. Analyze the impact of AI on decision-making, efficiency, and customer experience.
3. Develop strategies to integrate AI tools into business operations and processes.
4. Evaluate ethical, legal, and social implications of AI in business applications.
5. Apply AI solutions to real-world business problems using case studies and practical examples.

Week 1	**Chapter 1 : Introduction to AI in Business** ▪ Definition and history of AI ▪ AI vs. Machine Learning vs. Deep Learning ▪ Overview of AI applications in business
Week 2	**Chapter 2 : AI Technologies and Tools** ▪ Machine learning algorithms ▪ Natural language processing (NLP) ▪ Computer vision and image recognition
Week 3	▪ Robotics process automation (RPA) ▪ Expert systems

	▪ Intelligent agents and chatbots
Week 4	**Chapter 3 : AI in Business Functions (Marketing)** ▪ AI in customer segmentation and targeting ▪ Predictive analytics for marketing campaigns ▪ Chatbots and virtual assistants for customer engagement
Week 5	**Chapter 4 : AI in Business Functions (Operations)** ▪ Supply chain optimization ▪ Inventory management using AI ▪ Process automation and efficiency improvements
Week 6	**Chapter 5 : AI in Finance and Accounting** ▪ Fraud detection ▪ Automated reporting and financial forecasting ▪ Risk assessment and management
Week 7	**Chapter 6 : AI in Human Resource Management** ▪ Recruitment and candidate screening using AI ▪ Employee performance analysis ▪ AI-driven training and development
Week 8	**Chapter 7 : AI Infrastructure, Data, and Business Readiness** ▪ Role of data in AI systems (structured vs. unstructured data) ▪ Data collection, cleaning, and management for AI applications ▪ Challenges in implementing AI in business environments
Week 9	**Midterm Exam**
Week 10	**Chapter 8 : AI and Decision Making** ▪ Data-driven decision-making using AI ▪ Predictive and prescriptive analytics ▪ Decision support systems and AI tools
Week 11	**Chapter 9 : AI and Customer Experience**

	▪ Personalization and recommendation systems ▪ Sentiment analysis and social media insights ▪ Enhancing customer engagement through AI
Week 12	**Chapter 10 : Integrating AI into Business Strategy** ▪ Developing AI adoption strategies ▪ Aligning AI initiatives with business objectives ▪ Organizational readiness for AI implementation
Week 13	**Chapter 11 : Integrating AI into Business Strategy** ▪ AI project planning and execution ▪ Measuring ROI of AI projects ▪ Change management for AI adoption
Week 14	**Chapter 12 : Ethical and Legal Considerations in AI** ▪ Bias and fairness in AI systems ▪ Data privacy and security ▪ Legal compliance and AI regulations
Week 15	**Chapter 13 : Social and Cultural Impacts of AI** ▪ Job displacement and workforce transformation ▪ AI and sustainability ▪ Public perception and corporate responsibility
Week 16	**Chapter 14 : AI in Emerging Business Areas** ▪ AI in e-commerce, healthcare, and logistics ▪ Fintech and AI-driven innovation ▪ AI startups and entrepreneurial opportunities
Week 17	**Chapter 15 : Practical Case Discussions and Project Work** ▪ Real-world business case studies ▪ Group project presentations on AI implementation strategies
Week 18	**Final Exam**

Recommended Books

- Russell, S., & Norvig, P. (2021). *Artificial Intelligence: A Modern Approach* (4th edition). Pearson.
- Marr, B. (2018). *Artificial Intelligence in Practice: How 50 Successful Companies Used AI and Machine Learning to Solve Problems*. Wiley.
- Davenport, T., & Ronanki, R. (2018). *Artificial Intelligence for the Real World*. Harvard Business Review Press.
- Chui, M., Manyika, J., & Miremadi, M. (2018). *Notes from the AI frontier: Applications and value of deep learning*. McKinsey Global Institute.

Course Title:	**Supply Chain Management**	**Course Code:**	**MGT-314**
Credit Hours:	**3**	**Pre-Requisite if any:**	**P**rinciples of Management

Course Learning Objectives

The objectives of this course are to:

1. Introduce students to the fundamental concepts, scope, and importance of Supply Chain Management in modern organizations.
2. Develop an understanding of supply chain networks, their components, and the flow of materials, information, and finances.
3. Equip students with the knowledge and tools required for effective procurement, sourcing, logistics, and inventory management.
4. Enable students to analyze supply chain risks and design resilient and responsive supply chains.
5. Create awareness about sustainable, ethical, and socially responsible supply chain practices.
6. Familiarize students with the role of information technology and digital tools in optimizing supply chain operations.

Course Learning Outcomes

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

1. Analyze the components of supply chain networks.
2. Develop strategies for efficient procurement and logistics.
3. Evaluate supply chain risks and resilience.

4. Incorporate sustainability practices in supply chain decisions.
5. Use technology to optimize supply chain operations.

Course Contents (week wise break up)

Week 1	**Chapter 1: Understanding the Supply Chain** ▪ What is a supply chain? ▪ Objectives and importance of supply chain management ▪ Decision phases in a supply chain ▪ Process views of a supply chain
Week 2	**Chapter 2: Supply Chain Performance : Strategic Fit and Scope** ▪ Competitive and supply chain strategies ▪ Achieving strategic fit ▪ Expanding strategic scope ▪ Challenges in achieving and maintaining strategic fit ▪ Strategic fit in emerging markets
Week 3	**Chapter 3: Supply Chain Drivers and Performance Metrics** ▪ Impellers (drivers) of supply chain performance ▪ Financial and non-financial performance measures ▪ Framework for structuring supply chain drivers ▪ Facilities
Week 4	▪ Inventory ▪ Transportation ▪ Information ▪ Sourcing ▪ Pricing
Week 5	**Chapter 4: Designing Distribution Networks** ▪ Role of distribution in the supply chain ▪ Factors influencing distribution network design

	▪ Distribution network design options
Week 6	▪ Distribution networks for online and e-commerce sales ▪ Distribution networks in practice
Week 7	▪ **Chapter 5: Designing Global Supply Chain Networks** ▪ Impact of globalization on supply chain networks ▪ Offshoring and onshoring decisions ▪ Total cost analysis and discounted cash flows
Week 8	▪ Risk management in global supply chains ▪ Uncertainty in global supply chain design ▪ Making global supply chain design decisions
Week 9	**Midterm Exam**
Week 10	**Chapter 6: Coordination in the Supply Chain** ▪ Lack of coordination and the bullwhip effect ▪ Impact of poor coordination on supply chain performance ▪ Obstacles to supply chain coordination
Week 11	▪ Managerial levers for achieving coordination ▪ Continuous replenishment and vendor-managed inventory (VMI) ▪ Collaborative Planning, Forecasting, and Replenishment (CPFR).
Week 12	**Chapter 7: Transportation in the Supply Chain** ▪ Role of transportation in supply chain performance ▪ Modes of transportation and their performance ▪ Transportation infrastructure and policies ▪ Transportation network design options
Week 13	▪ Trade-offs in transportation design ▪ Role of IT in transportation ▪ Risk management in transportation ▪ Transportation decisions in practice
Week 14	**Chapter 8: Information Technology in Supply Chain Management** ▪ Role of information technology in supply chains

	▪ Supply chain IT framework ▪ Customer Relationship Management (CRM) ▪ Internal supply chain management systems
Week 15	▪ Supplier Relationship Management (SRM) ▪ Transaction management foundation ▪ Future of IT in supply chains ▪ IT-related risks and controls ▪ Supply chain IT in practice
Week 16	**Chapter 9: Sustainable and Resilient Supply Chains** ▪ Sustainability in supply chain management ▪ Green and ethical supply chains ▪ Risk, resilience, and disruption management ▪ Building responsive and resilient supply chains
Week 17	**Chapter 10: Case Studies and Applications** ▪ Integrated supply chain case studies ▪ Application of SCM concepts
Week 18	**Final Term Exam**

Recommended Books:

- Chopra, S., & Meindl, P. *Supply Chain Management: Strategy, Planning, and Operation*. Pearson Education.
- Ballou, R. H. *Business Logistics / Supply Chain Management*. Pearson Education.
- Heizer, J., Render, B., & Munson, C. *Operations Management*. Pearson Education.
- Waters, D. *Supply Chain Management: An Introduction*. Palgrave Macmillan.

Course Title:	Strategic Management	Course Code:	MGT-312
Credit Hours:	3	Pre-Requisite if any:	-

Course Learning Objectives

This course is designed to enable students to:

1. Develop a comprehensive understanding of the strategic management process, including strategic analysis, formulation, implementation, and evaluation.
2. Analyze internal organizational capabilities and external environmental factors (macro and industry-level) to identify strategic opportunities and threats.
3. Apply strategic management tools, models, and matrices to develop and evaluate strategic options for real-world business situations.
4. Understand the processes of strategy implementation, control, and monitoring to achieve organizational objectives effectively.

Course Learning Outcomes

After successful completion of this course, students will be able to:

1. Describe the process of strategic analysis and strategy formulation, including vision, mission, objectives, and policy development.
2. Analyze internal and external business environments using appropriate strategic frameworks to identify opportunities, threats, strengths, and weaknesses.
3. Develop and evaluate strategic alternatives using strategic management models and decision-making tools.
4. Implement, monitor, and evaluate strategic plans by aligning structure, resources, and control mechanisms to achieve organizational goals.

Course Contents (week wise break up)

Week 1	**Chapter 01: Introduction to Strategic Management** • Introduction and Basic Concepts • Evolution, Importance, and Scope of Strategic Management

	• Strategic Management Process Overview
Week 2	**Chapter 01: Introduction (continued)** **Types of Strategies** ▪ Integration Strategies ▪ Intensive Strategies ▪ Diversification Strategies ▪ Defensive Strategies ▪ Generic Strategies
Week 3	**Chapter 02: The Business Mission** ▪ Mission and Vision Statements ▪ Importance of Corporate Intent ▪ Process of Developing Mission Statements ▪ Writing and Evaluation of Mission Statements
Week 4	**Chapter 03: External Environmental Analysis: Macro Environment** ▪ Economic Forces ▪ Social, Cultural, Demographic, and Environmental Forces ▪ Political, Governmental, and Legal Forces
Week 5	**Chapter 03: External Environmental Analysis: Industry Environment** ▪ Technological forces ▪ Competitive analysis ▪ Porter's Five Forces Model
Week 6	**Chapter 04: Internal Assessment** ▪ Nature and Process of Internal Audit ▪ Functional Analysis (Management, Marketing, Finance, Operations) ▪ Relationship between Basic Management Functions and Strategy
Week 7	**Chapter 05: Functional-Level Strategies – Marketing** ▪ Levels of Planning

	▪ Marketing Analysis (Customer, Buying, Supplies, Selling, Product Planning, Pricing, Distribution) ▪ Marketing Research
Week 8	**Chapter 05: Functional-Level Strategies – Operations** ▪ Basic Functions of Production Management ▪ Impact of Strategy Element of Production Management
Week 9	**Midterm Exam**
Week 10	**Chapter 06: Strategy Analysis and Strategic Choice** ▪ Strategy Analysis and Evaluation ▪ Strategic Decision-Making Process ▪ Selection of Appropriate Strategies
Week 11	**Chapter 07: Strategy Formulation Frameworks** ▪ Strategic Management Model ▪ TOWS Matrix ▪ SPACE Matrix ▪ BCG Matrix ▪ Internal–External (IE) Matrix ▪ Grand Strategy Matrix
Week 12	**Chapter 08: Strategy Implementation – Management Issues** ▪ Setting Objectives and Policies ▪ Resource Allocation ▪ Managing Resistance and Conflict ▪ Matching Organizational Structure with Strategy
Week 13	**Chapter 08: Strategy Implementation – Functional Issues** ▪ Restructuring and Reengineering ▪ Marketing Implementation Issues ▪ Finance and Accounting Issues ▪ Information Systems and R&D Issues
Week 14	**Chapter 09: Strategy Evaluation** ▪ Strategy Review and Evaluation ▪ Performance Measurement Systems ▪ Characteristics of Effective Evaluation System
Week 15	**Chapter 10: Strategic Control and Performance Measurement**

	▪ Measuring Organizational Performance ▪ Strategic Control Mechanisms ▪ Corrective Actions and Contingency Planning
Week 16	**Chapter 11: International Strategic Management** ▪ Nature of Global Competition ▪ Advantages & Disadvantages of International Operations ▪ Cultural Effects ▪ Global Challenges
Week 17	▪ Case Study Analysis
Week 18	**Final Term Exam**

Recommended Books

- Thomas L Wheelen J. David Hunger (2011). "*Concepts in Strategic Management and Business Policy"* Pearson Education.
- Grant, R.M. (2005) *Contemporary Strategy Analysis, 5th ed*., Blackwell.
- Hitt, M., Ireland, D., Hoskisson, R. (2004) *Competitive Strategy: Competitiveness and Globalization, 6th ed*., Cengage Learning.

Course Title:	**Business Analytics**	**Course Code:**	**MGT-329**
Credit Hours:	**3**	**Pre-Requisite if any:**	**-**

Course Learning Objectives

The course aims to:

1. Introduce students to the fundamental concepts, tools, and applications of business analytics.
2. Develop students' ability to use data for effective business decision-making.
3. Familiarize students with methods for collecting, organizing, analyzing, and interpreting business data.
4. Enable students to apply descriptive, predictive, and prescriptive analytics techniques to business problems.
5. Enhance students' skills in data visualization and communication of analytical insights.

6. Create awareness of ethical issues, data privacy concerns, and responsible use of analytics in organizations.

Course Learning Outcomes

After successful completion of this course, students will be able to:

1. Describe the role, scope, and importance of business analytics in organizational decision-making and competitive advantage.
2. Apply basic statistical and analytical techniques to summarize, analyze, and interpret business data for managerial decision-making.
3. Develop effective visual representations of data and communicate analytical findings to support business decisions.
4. Use fundamental predictive and prescriptive analytics methods to address business problems and evaluate alternative courses of action.
5. Assess business scenarios and recommend data-driven solutions based on analytical evidence.
6. Recognize ethical, legal, and privacy considerations associated with data collection, analysis, and reporting.

Course Contents (week wise break up)

Week 1	**Chapter 01L Introduction to Business Analytics** • Meaning and importance of business analytics • Data-driven decision making • Types of analytics: Descriptive, Predictive, and Prescriptive Analytics
Week 2	**Chapter 02: Business Analytics in Organizations** • Applications across functional areas • Business Intelligence (BI) • Analytics lifecycle and decision-making process
Week 3	**Chapter 03: Data for Business Analytics** • Types and sources of data • Structured and unstructured data • Data quality and governance
Week 4	**Chapter 04: Data Preparation and Cleaning** • Data preprocessing • Handling missing values • Outlier detection and treatment

Week 5	**Chapter 05: Data Visualization** • Principles of effective visualization • Charts, graphs, dashboards • Introduction to Excel/Power BI/Tableau
Week 6	**Chapter 06: Descriptive Analysis** ▪ Measures of central tendency ▪ Measures of dispersion ▪ Frequency distributions and cross-tabulations
Week 7	**Chapter 07: Statistical Foundation for Analytics** ▪ Probability concepts ▪ Sampling methods ▪ Sampling distributions
Week 8	**Chapter 08: Inferential Statistics** ▪ Hypothesis testing ▪ Confidence intervals ▪ Business applications of statistical inference
Week 9	**Midterm Exam**
Week 10	**Chapter 09: Predictive Analytics: Introduction** ▪ Predictive modeling concepts ▪ Correlation analysis ▪ Introduction to Regression
Week 11	**Chapter 10: Regression Analysis** ▪ Simple linear regression ▪ Multiple regression ▪ Interpretation of regression outputs
Week 12	**Chapter 11: Forecasting Techniques** ▪ • Time-series analysis • Moving averages • Exponential smoothing
Week 13	**Chapter 12: Prescriptive Techniques** ▪ Decision analysis ▪ Optimization concepts

	▪ Introduction to linear programming
Week 14	**Chapter 13: Simulation and Scenario Analysis** ▪ What-if analysis ▪ Sensitivity analysis ▪ Business applications
Week 15	**Chapter 14: Big Data, AI, and Machnine Learning** ▪ Big Data concepts and characteristics ▪ AI and Machine Learning applications in business ▪ Generative AI and analytics
Week 16	**Chapter 15: Functional Application of Business Analytics** ▪ Marketing analytics ▪ Financial analytics ▪ Human resource analytics ▪ Supply chain analytics
Week 17	**Chapter 06: Ethics and Business Analytics** • Data privacy and security • Ethical issues in analytics and AI•
Week 18	**Final Term Exam**

Recommended Books

- Evans, J. R. (2023). *Business analytics* (4th ed.). Pearson.
- Albright, S. C., & Winston, W. L. (2023). *Business analytics: Data analysis and decision making* (8th ed.). Cengage Learning.
- Provost, F., & Fawcett, T. (2013). *Data science for business: What you need to know about data mining and data-analytic thinking*. O'Reilly Media.
- Sharda, R., Delen, D., & Turban, E. (2023). *Business intelligence, analytics, and data science: A managerial perspective* (6th ed.). Pearson.
- Davenport, T. H., & Harris, J. G. (2017). *Competing on analytics: The new science of winning* (Updated ed.). Harvard Business Review Press.
- Knaflic, C. N. (2015). *Storytelling with data: A data visualization guide for business professionals*. Wiley.
- Winston, W. L. (2019). *Microsoft Excel data analysis and business modeling* (6th ed.). Microsoft Press.

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Fourth Year

Seventh Semester

Course Title:	**Sustainable Business Practices**	**Course Code**	MGT-313
Credit Hours:	**3**	**Pre-Requisite if any:**	

Course Learning Objectives

1. To introduce students to the fundamental principles of sustainability and corporate social responsibility (CSR).
2. To provide a framework for developing environmentally and socially responsible business strategies.
3. To enable students to analyze the social, environmental, and ethical impacts of business activities.
4. To equip students with tools to evaluate sustainability performance and reporting metrics.
5. To foster understanding of ethical sourcing, resource management, and sustainable supply chains.

Course Learning Outcomes

After completing this course, students will be able to :

1. Understand principles of sustainability and CSR and their relevance to business decisions.
2. Develop strategies for environmentally sustainable operations.
3. Analyze the social impacts of business activities on stakeholders and communities.
4. Evaluate sustainability reporting, performance metrics, and compliance frameworks.
5. Promote ethical sourcing, resource efficiency, and responsible supply chain management.

Course Contents (Week-wise Breakup)

Week 1	**Chapter 1 : Introduction to Sustainability and Sustainable Business Practices:** ▪ Definitions of sustainability and sustainable business ▪ Principles of sustainable development ▪ Triple Bottom Line: People, Planet, Profit ▪ Global sustainability challenges and trends

Week 2	**Chapter 2 : Corporate Social Responsibility (CSR):** ▪ History and evolution of CSR ▪ Business case for CSR ▪ Stakeholder theory and engagement ▪ Ethical frameworks in business decisions
Week 3	**Chapter 3 : Sustainability Drivers:** ▪ Environmental challenges: climate change, pollution, biodiversity loss ▪ Regulatory pressures and international agreements ▪ Role of businesses in driving sustainable development
Week 4	**Chapter 4 : Sustainable Business Models** ▪ Green business strategies ▪ Eco-innovation and sustainable value creation
Week 5	**Chapter 5 : Environmental Management Systems (EMS)** ▪ ISO 14001 and eco-certifications ▪ Environmental auditing and compliance ▪ Tools for monitoring environmental performance ▪ Sustainability policies and best practices
Week 6	**Chapter 6 : Sustainable Operations Management** ▪ Energy efficiency, water management, and waste reduction ▪ Green supply chain management and logistics ▪ Eco friendly manufacturing practices Sustainability metrics and operational KPIs
Week 7	**Chapter 7 : Sustainable Product Design and Lifecycle Assessment (LCA)** ▪ Principles of eco-design and product lifecycle thinking ▪ Cradle to cradle and circular product strategies ▪ Carbon footprint and environmental impact assessment ▪ Case studies of sustainable products

Week 8	**Midterm Exam**
Week 9	**Chapter 8 : Social Sustainability** ▪ Labor practices, employee well being, and diversity & inclusion ▪ Community engagement and social responsibility initiatives ▪ Stakeholder analysis and engagement strategies ▪ Social impact assessment methods
Week 10	**Chapter 9 : Ethical Sourcing and Sustainable Supply Chain Management** ▪ Responsible sourcing principles ▪ Supplier audits and compliance ▪ Fair trade practices and certifications ▪ Ethical supply chain decision-making
Week 11	**Chapter 10 : Measuring Sustainability Performance** ▪ Sustainability KPIs and metrics ▪ Environmental, social, and governance (ESG) indicators ▪ Benchmarking and performance evaluation tools ▪ Data collection, monitoring, and reporting techniques
Week 12	**Chapter 11 : Sustainability Reporting** ▪ Global Reporting Initiative (GRI) standards ▪ Integrated reporting and ESG disclosures ▪ Regulatory compliance and reporting frameworks ▪ Evaluating sustainability reports of real companies
Week 13	**Chapter 12 : Risk and Compliance in Sustainability** ▪ Environmental and social risk assessment ▪ Sustainability governance structures ▪ Ethical decision-making in high risk scenarios ▪ Corporate accountability and transparency mechanisms
Week 14	**Chapter 13 : Sustainable Innovation and Entrepreneurship**

	▪ Green product and service innovation ▪ Sustainability driven business model innovation ▪ Entrepreneurial opportunities in sustainable markets ▪ Case studies of sustainable start-ups
Week 15	**Chapter 14 : Sustainability Strategy Development** ▪ Sustainability audits and benchmarking ▪ Scenario planning and strategy formulation ▪ Integrating sustainability into corporate strategy ▪ Tools for long term sustainable decision-making
Week 16	**Chapter 15 : Case Studies and Project Work** ▪ Analysis of real world sustainable business practices ▪ Team projects on sustainability initiatives ▪ Presentation of sustainability strategies and solutions ▪ Peer review and feedback
Week 17	**Chapter 16 : Review and Integration** ▪ Linking CSR, sustainability strategy, and reporting ▪ Ethical sourcing and resource management integration ▪ Lessons learned from global sustainability initiatives
Week 18	**Final Exam**

Recommended Books

- Elkington, J., *Cannibals with Forks: The Triple Bottom Line of 21st Century Business* (2nd Edition).
- John R. Ehrenfeld, *Sustainability by Design: Subversive Strategy for Transforming Our Consumer Culture*.
- Dyllick, T. & Hockerts, K., *Beyond the Business Case for Corporate Sustainability*.
- Carter, C.R. & Rogers, D.S., *Sustainable Supply Chain Management: A Strategic Perspective*.
- Montiel, I., *Corporate Social Responsibility and Sustainable Business: A Guide to Leadership and Practice*.

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Fourth Year

Seventh-Semester

Course Title:	**Business Research Methods**	**Course Code:**	**MGT-490**
Credit Hours:	**3**	**Pre-Requisite if any:**	**-**

Course Learning Objectives

This course aims to:

1. Introduce students to the research process, principles, and philosophies used in business research.
2. Enable students to design and develop research proposals and data collection instruments, including questionnaires.
3. Equip students with the ability to analyze both qualitative and quantitative data.
4. Prepare students to evaluate and interpret research findings for business decision-making.
5. Build awareness of ethical issues, reporting standards, and effective research communication.

Course Learning Outcomes

At the end of the course, the students will be able

1. To have grasped the basic understanding of the significance and the need to do research in organizations.
2. To have the basic knowledge and understanding of quantitative and qualitative research techniques that will help the students design and conduct their own research projects.

Course Contents (week wise break up)

Week 1	**Chapter 01: Introduction to Business Research** ▪ Nature and purpose of business research ▪ Role of research in business decision-making ▪ Theory, concepts, and research process
Week 2	**Chapter 2: Types of Research & Research Process** ▪ Quantitative, qualitative, and mixed methods research; ▪ Applied vs. basic research; Stages of research process development

Week 3	**Chapter 3: Research Paradigms & Philosophies** ▪ Positivism, Interpretivism, Pragmatism ▪ Ontology, Epistemology, Axiology ▪ Approaches to theory development
Week 4	**Chapter 4: Generating Research Ideas & Proposals** ▪ Identifying research topics ▪ Formulating research questions and objectives ▪ Writing research proposals
Week 5	**Chapter 5: Literature Review** ▪ Purpose and role ▪ Searching and evaluating literature ▪ Synthesizing and organizing resources ▪ Annotated Bibliography
Week 6	**Chapter 5: Literature Review (Continued)** ▪ Writing effective literature review; Referencing and citation styles
Week 7	**Chapter 6: Research Design and Ethics** ▪ Research design overview ▪ Components of research design ▪ Ethical considerations in research
Week 8	**Chapter 7: Sampling Techniques** – ▪ Population and sample ▪ Probability & non-probability sampling ▪ Determining sample size
Week 9	**Midterm Exam**
Week 10	**Chapter 8: Primary Data Collection: Observation and Diaries** ▪ Observation methods; Research diaries/logs ▪ Practical issues in observation ▪ The quantitative research process ▪ Concepts, and their measurement (operationalization)

Week 11	**Chapter 9: Primary Data Collection – Interviews** ▪ Types of interviews ▪ Designing interview questions ▪ Recording and managing interview data
Week 12	**Chapter 10: Primary Data Collection – Questionnaires** ▪ Questionnaire design ▪ Pre-testing & piloting ▪ Survey administration
Week 13	**Chapter 11: Quantitative Data Analysis** ▪ Organizing data; Descriptive statistics ▪ Introduction to inferential statistics
Week 14	**Chapter 12: Qualitative Data Analysis** ▪ Coding & thematic analysis ▪ Interpreting qualitative data ▪ Reliability & validity
Week 15	**Chapter 13: Mixed Methods Research** ▪ Rationale & approaches ▪ Integrating qualitative & quantitative data ▪ Reporting mixed methods findings
Week 16	**Chapter 14: Interpreting Research Results** ▪ Drawing conclusions ▪ Linking findings to business decisions ▪ Limitations & implications
Week 17	**Chapter 15: Writing and presenting the research report** ▪ Structure of research report ▪ Academic writing techniques ▪ Presenting research findings ▪ Key elements of writing a research report ▪ Presentation of research report
Week 18	**Final Term Exam**

Recommended Books

- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2023/2024). *Research Methods for Business Students* (9th ed.). Pearson Education.

- Sekaran, U., & Bougie, R. *Research Methods for Business: A Skill-Building Approach*. John Wiley & Sons.
- Bell, E., Bryman, A., & Harley, B. *Business Research Methods*. Oxford University Press.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. *Business Research Methods* (latest edition).
- Blumberg, B. F., Cooper, D. R., & Schindler, P. S. *Business Research Methods*. McGraw-Hill Education.
  Booth, W. C., Colomb, G. G., & Williams, J. M. *The Craft of Research* (5th ed.). University of Chicago Press.

Course Title:	**Leadership in Digital Age**	**Course Code:**	**MGT-**
Credit Hours:	**3**	**Pre-Requisite if any:**	**-**

Course Learning Objectives

This course is designed to enable students to:

1. Develop an understanding of leadership theories and practices in the context of the digital business environment.
2. Analyze how digital technologies influence leadership styles, decision-making, and organizational culture.
3. Develop leadership approaches for managing digital transformation, innovation, and virtual teams.
4. Understand the ethical, social, and governance challenges faced by leaders in the digital world.

Course Learning Outcomes

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

1. Explain leadership concepts and theories relevant to digital-era organizations.
2. Analyze the impact of digitalization on leadership roles, decision-making, and employee engagement.
3. Apply leadership strategies to manage change, innovation, and virtual teams effectively.
4. Evaluate ethical and responsible leadership practices in a technology-driven business environment.

Course Contents (week wise break up)

Week 1	**Chapter 01: Introduction to Leadership in the Digital World** ▪ Leadership Vs Management ▪ Evolution Of Leadership In The Digital Era ▪ Characteristics Of Digital-Age Leaders
Week 2	**Chapter 2: Leadership Theories and the Digital Context** ▪ Trait, Behavioral, and Contingency Theories ▪ Transformational and Transactional Leadership ▪ Relevance of Leadership Theories in Digital Organizations
Week 3	**Chapter 3: Digital Transformation and Leadership** ▪ Understanding Digital Transformation ▪ Role of Leadership in Digital Change Initiatives ▪ Digital Mindset and Leadership Agility
Week 4	**Chapter 4: Technology and Decision-Making** ▪ Data-Driven Leadership ▪ Use of Digital Tools and Analytics in Decision-Making ▪ Opportunities and Limitations of Technology-Based Decisions
Week 5	**Chapter 5: Leadership and Organizational Culture in the Digital Age** ▪ Digital Culture and Values ▪ Building Trust and Transparency Through Technology ▪ Leadership Role in Shaping Digital Culture
Week 6	**Chapter 06: Leading Innovation and Creativity** • Innovation-Driven Leadership • Encouraging Creativity in Digital Workplaces • Managing Risk and Experimentation
Week 7	**Chapter 7: Virtual Teams and Remote Leadership** ▪ Managing Remote and Hybrid Teams ▪ Communication Challenges in Virtual Environments

	▪ Building Collaboration and Engagement Online
Week 8	**Chapter 8: Change Management in the Digital Era** ▪ Nature of Digital Change ▪ Resistance to Change ▪ Leadership Strategies for Successful Digital Change
Week 9	**Midterm Exam**
Week 10	**Chapter 9: Emotional Intelligence and Digital Leadership** • Emotional Intelligence and Leadership Effectiveness • Managing Emotions in Virtual Interactions • Emotional Intelligence in Digital Communication
Week 11	**Chapter 10: Ethical Leadership in the Digital World** • Ethics in Digital Decision-Making • Leadership Responsibility in AI and Automation • Digital Ethics and Corporate Governance
Week 12	**Chapter 11: Cybersecurity, Privacy, and Leadership Responsibility** ▪ Data Privacy and Protection ▪ Cybersecurity Awareness for Leaders ▪ Risk Management in Digital Organizations
Week 13	**Chapter 12: Leadership Communication on Digital Platforms** ▪ Digital Communication Tools ▪ Social Media and Leadership Image ▪ Crisis Communication in the Digital Age
Week 14	**Chapter 13: Talent Management and Digital Leadership** ▪ Leading a Digitally Skilled Workforce ▪ Upskilling and Reskilling Employees ▪ Leadership Role in Learning Organizations

Week 15	**Chapter 14: Diversity, Inclusion, and Global Digital Leadership** ▪ Leading Diverse and Global Teams ▪ Cross-Cultural Leadership in Digital Environments ▪ Inclusion Through Digital Platforms
Week 16	**Chapter 15: Week 16: Digital Leadership and Organizational Performance** ▪ Linking Leadership to Digital Performance ▪ Measuring Leadership Effectiveness ▪ Sustainability and Long-Term Value Creation
Week 17	**Week 17: Contemporary Issues and Case Studies** ▪ Leadership Challenges in Digital Startups ▪ Successes and Failures of Digital Leadership ▪ Applied Case Discussions
Week 18	**Final Term Exam**

Recommended Books

- Westerman, G., Bonnet, D., & McAfee, A. (2014). *Leadership in the digital age: How to thrive in a digitally driven world*. Harvard Business Review Press.
- Sheninger, E. (2014). *Digital leadership: Changing paradigms for changing times*. Corwin.
- Kouzes, J. M., & Posner, B. Z. (2017). *The leadership challenge: How to make extraordinary things happen in organizations* (6th ed.). Jossey-Bass.
- Westerman, G., Bonnet, D., & McAfee, A. (2014). *Leading digital: Turning technology into business transformation*. Harvard Business Review Press.

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Fourth Year

Eighth-Semester

Course Title:	**International Business**	**Course Code:**	**MGT-425**
Credit Hours:	**3**	**Pre-Requisite if any:**	**-**

Course Learning Objectives

1. Develop a conceptual framework for understanding globalization, international trade, and global business trends.
2. Examine international management issues and global business strategies in a systematic way.
3. Equip students with analytical skills to convert global economic and political dynamics into business opportunities.
4. Raise awareness of corporate social responsibility (CSR), ethics, and risk management in cross-border operations.

Course Learning Outcomes

This subject will enable the students to:

1. To understand the global trends in business organizations.
2. To have acquired knowledge about issues in the operation of international businesses.
3. To have awareness about the social responsibility on global issues

Course Contents (week wise break up)

Week 1	**Chapter 1: Globalization** ▪ What is Globalization? ▪ The emergency of global institutions. ▪ Drives of globalization.
Week 2	▪ The changing demographics of the global economy. ▪ The globalization debates. ▪ Managing in the global marketplace.
Week 3	**Chapter 2: Political systems** ▪ Economics systems, Legal systems
Week 4	▪ The determinants of economic development, States in transition
Week 5	**Chapter 3: An overview of international trade theory** ▪ Mercantilism, Absolute advantage.
Week 6	▪ Comparative advantage, Heckscher-Olin theory ▪ The product life cycle theory.

Week7	▪ New trade theory, National competitive advantage. ▪ Implications for managers.
Week 8	▪ Revision
Week 9	**Midterm Exam**
Week 10	**Chapter 4: Instruments of trade policy** ▪ The case of government intervention
Week 11	▪ The revised case for free trade ▪ Development of the world trading system, Implications for managers.
Week 12	**Chapter 5: FDI in world economy** ▪ Horizontal FDI ▪ Vertical FDI ▪ Implications for managers
Week 13	**Chapter 6: Regional Economic Integration** ▪ Levels of economic integration
Week 14	▪ The case for regional integration ▪ The case against regional integration
Week 15	▪ Regional economic integration in Europe
Week 16	▪ Regional Economic Integration in America ▪ Regional economic integration elsewhere
Week 17	▪ Discussion on Practical Course-Related Cases
Week 18	**Final Term Exam**

Recommended Books

- Rugman, A. M., Collinson, S., & Hodgetts, R. M. (2006). "*International business"*, Pearson Education.
- Czinkota, M. R., Ronkainen, I. A., Moffett, M. H., Marinova, S., & Marinov, M. (2009). "*International business"* (Vol. 4). Dryden Press.
- Blumberg, B. F., Cooper, D. R., & Schindler, P. S. (2014). "*Business research methods"*, McGraw-Hill education.

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Electives

Course Title:	Negotiation and Conflict Management	Course Code:	MGT-428
Credit Hours:	3	Pre-Requisite if any:	

Course Learning Objectives

1. To introduce students to fundamental concepts, theories, and techniques of negotiation and conflict management.
2. To develop students' skills in analyzing conflicts and designing effective resolution strategies.
3. To enhance students' communication, problem-solving, and interpersonal skills in negotiation contexts.
4. To explore psychological, cultural, and organizational factors that influence negotiation outcomes.
5. To promote strategies for achieving win-win solutions in professional and business settings.

Course Learning Outcomes

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

1. Demonstrate effective negotiation techniques in business and organizational settings.
2. Analyze conflict situations and develop appropriate resolution strategies.
3. Apply communication and interpersonal skills to manage disputes successfully.
4. Understand the psychological, cultural, and behavioral aspects of negotiation.
5. Develop strategies and solutions that result in win-win outcomes in negotiations.

Course Contents (week wise break up)

Week 1	**Chapter 1 : Introduction to Negotiation and Conflict Management** ▪ Definition and importance of negotiation ▪ Types of negotiation: distributive vs integrative ▪ Introduction to conflict: sources and types in organizations
Week 2	**Chapter 2 : Theories and Approaches to Negotiation** ▪ Negotiation frameworks and models

	▪ BATNA (Best Alternative to a Negotiated Agreement) ▪ ZOPA (Zone of Possible Agreement)
Week 3	**Chapter 3 : The Negotiation Process** ▪ Stages of negotiation ▪ Preparation and planning ▪ Setting goals and priorities
Week 4	**Chapter 4 : Negotiation Strategies and Tactics** ▪ Competitive vs cooperative strategies ▪ Persuasion and influence techniques ▪ Bargaining tactics and counter-tactics
Week 5	**Chapter 5 : Communication in Negotiation** ▪ Verbal and non-verbal communication ▪ Active listening and questioning techniques ▪ Managing emotions and building rapport
Week 6	**Chapter 6 : Interpersonal and Team Negotiation** ▪ Negotiating in groups and teams ▪ Managing group dynamics ▪ Role-play exercises and simulations
Week 7	**Chapter 7 : Conflict Analysis and Diagnosis** ▪ Identifying sources of conflict ▪ Levels of conflict: individual, team, organizational ▪ Conflict assessment tools and frameworks
Week 8	**Chapter 8 : Conflict Resolution Techniques** ▪ Negotiation as a conflict resolution tool ▪ Mediation and facilitation techniques ▪ Problem-solving and collaborative approaches
Week 9	**Midterm Exam**

Week 10	**Chapter 9 : Psychology of Negotiation** ▪ Cognitive biases and decision-making ▪ Motivation and interests ▪ Emotional intelligence in negotiation
Week 11	**Chapter 10 : Cross-Cultural Negotiation** ▪ Cultural dimensions affecting negotiation ▪ Adapting negotiation style to diverse contexts ▪ Case studies of international negotiations
Week 12	**Chapter 11 : Ethical and Legal Aspects of Negotiation** ▪ Ethics in negotiation and conflict resolution ▪ Legal considerations in agreements ▪ Building trust and integrity in negotiations
Week 13	**Chapter 12 : Win-Win Negotiation Strategies** ▪ Integrative negotiation and creating value ▪ Collaborative problem-solving techniques ▪ Negotiating long-term relationships
Week 14	**Chapter 13 : Advanced Negotiation Techniques** ▪ Multi-party negotiation ▪ Complex scenarios and simulations ▪ Handling impasses and deadlocks
Week 15	**Chapter 15 : Negotiation in Organizational Contexts** ▪ Labor-management negotiation ▪ Conflict management in teams and departments ▪ Organizational policies and procedures
Week 16	**Chapter 16 : Practical Case Studies and Simulations** ▪ Real-life business negotiation case studies Role-play exercises to practice skills

	▪ Feedback and reflection sessions
Week 17	**Chapter 17 : Student Project Presentations** ▪ Presenting negotiation analysis and solutions ▪ Peer evaluation and discussion
Week 18	**Final Exam**

Recommended Books

- Lewicki, R., Barry, B., & Saunders, D. (2015). *Negotiation* (7th Edition), McGraw-Hill Education.
- Fisher, R., Ury, W., & Patton, B. (2011). *Getting to Yes: Negotiating Agreement Without Giving In*. Penguin.
- Thompson, L. (2015). *The Mind and Heart of the Negotiator* (6th Edition). Pearson.
- Mayer, B. (2012). *The Dynamics of Conflict: A Guide to Engagement and Intervention*. Jossey-Bass.

Course Title:	**Public Speaking and Presentation Skills**	**Course Code:**	MGT-429
Credit Hours:	**3**	**Pre-Requisite if any :**	

Course Learning Objectives

1. To develop students' confidence and competence in public speaking and delivering professional presentations.
2. To provide a structured framework for planning, organizing, and delivering speeches and presentations.
3. To enhance verbal and non-verbal communication, storytelling, and audience engagement skills.
4. To familiarize students with modern presentation tools, techniques, and evaluation methods.

Course Learning Outcomes

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

1. Demonstrate confidence and clarity in public speaking.
2. Plan, structure, and deliver effective presentations tailored to specific audiences and objectives.
3. Apply verbal and non-verbal communication skills, including tone, body language, and gestures.

4. Utilize visual aids and digital presentation tools to enhance audience understanding and engagement.
5. Critically evaluate their own and others' presentations and provide constructive feedback.
6. Manage stage fright, anxiety, and challenging audience interactions professionally.

Course Contents (Week-wise Breakup)

Week 1	**Chapter 1: Introduction to Public Speaking** ▪ Importance of public speaking in professional and academic life ▪ Common fears and barriers ▪ Speaking as a skill
Week 2	**Chapter 2: Communication Foundations** ▪ Verbal and non-verbal communication ▪ Voice modulation, tone, and pace ▪ Body language and gestures
Week 3	**Chapter 3: Audience Analysis** ▪ Understanding audience demographics and expectations ▪ Adapting speech content and style ▪ Cultural considerations in public speaking
Week 4	**Chapter 4: Speech Planning and Structure** ▪ Types of speeches: informative, persuasive, special occasion ▪ Structuring speeches: introduction, body, conclusion
Week 5	**Chapter 5: Writing and Preparing Speech Content** ▪ Researching and organizing ideas ▪ Writing attention-grabbing openings and memorable closings
Week 6	**Chapter 6: Storytelling and Rhetoric** ▪ Using stories, examples, and analogies ▪ Persuasive techniques and rhetorical devices ▪ Enhancing engagement
Week 7	**Chapter 7: Visual Aids and Presentation Tools** ▪ Using slides effectively ▪ Charts, graphs, images, and multimedia ▪ Avoiding common mistakes
Week 8	▪ Visual Aids and Presentation Tools ▪ Presentation software (PowerPoint, Prezi, Canva) ▪ Incorporating videos, animations, and live demos
Week 9	▪ **Midterm Exam**
Week 10	**Chapter 8: Delivering the Speech: Techniques** ▪ Voice projection, articulation, and clarity ▪ Eye contact and stage presence ▪ Timing and pacing
Week 11	**Chapter 9: Handling Q&A Sessions and Audience Interaction** ▪ Responding to questions confidently ▪ Managing interruptions and difficult audience members

Week 12	▪ **Overcoming Nervousness and Anxiety** ▪ Techniques for managing stage fright ▪ Mindfulness, breathing, and rehearsal strategies
Week 13	**Chapter 10: Persuasive and Motivational Speaking** ▪ Influencing audience attitudes and behaviors ▪ Persuasive techniques for business and leadership contexts
Week 14	▪ **Group Presentations and Collaboration** ▪ Coordinating team presentations ▪ Roles, responsibilities, and transitions between speakers
Week 15	▪ **Business and Professional Presentations** ▪ Pitching ideas and proposals ▪ Presenting reports, marketing plans, and project updates
Week 16	▪ **Evaluating Presentations** ▪ Peer and self-assessment methods ▪ Constructive feedback and continuous improvement
Week 17	▪ **Practical Presentation Exercises** ▪ Individual and group presentations ▪ Live feedback from instructor and peers
Week 18	**Final Exam**

Recommended Books

- Lucas, S. E. (2021). *The Art of Public Speaking*, 14th Edition. McGraw-Hill Education.
- Carnegie, D. (2017). *The Quick and Easy Way to Effective Speaking*. Pocket Books.
- Gallo, C. (2014). *Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds*. St. Martin's Press.
- Reynolds, G. (2019). *Presentation Zen: Simple Ideas on Presentation Design and Delivery*, 3rd Edition. New Riders.