



The Islamia University of Bahawalpur Pakistan

Examinations Department


**DATE SHEET ASSOCIATE DEGREE PROGRAM (ADP) BUSINESS 1ST SEMESTER (FINAL TERM)
SESSION 2020-2022 TO BE HELD IN APRIL, 2021**

Written Examination (Time 2:30 pm to 4:45 pm)

Date & Day April, 2021	Course Title	Syllabus available at page number
07 th Wednesday	Freshmen English I	B-1
08 th Thursday	Principles of Management	B-2
09 th Friday	Introduction to Business	B-4
10 th Saturday	History & Geography of Pakistan	B-6
12 th Monday	MS Office and Computer Applications	B-7

Note:

- Report to the centre at 2:00 pm
- Mobile phone or any electronic device is not allowed
- Bring original CNIC and Roll Number slip in exam centre. Candidates will not be allowed to sit in exam centre without original CNIC and Roll Number Slip
- Solve the objective part on Answer Sheet instead of question paper
- Syllabus has been provided to all affiliated institutes. Get the signed copy of syllabus from your institute
- Candidates can use blue or black ball point/pointer/marker only
- Wear Face Mask, maintain social distance and follow the instructions given by the government regarding COVID-19


18/03/21
Deputy Controller of Examinations
For Controller of Examinations



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SEMESTER-WISE COURSE OUTLINES

SEMESTER I

1-Freshman ENGLISH-I

Course Outline

Course Description

This course provides the students Language skills for effective communication, organizational communication, the writing process, designing business documents, writing business correspondence, preparing reports, proposals, manuals and presentation, preparing employment and administrative messages, business terminology for marketing and trade, communicating with the customer

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. To further develop students skills in reading, writing, speaking and thinking.
2. To develop students,, understanding and appreciation of English language and its use in effective communication and literature.
3. To develop student understands and appreciation of essay writing, short stories and will develop ability to evaluate and understand written material.
4. To develop effective business communication skills and enhance presentation skills.

Course Content

Session	Topics to be Covered
Week 1	Parts of Speech, Parts of Sentences
Week 2	Clauses, Phrases, Capitalization, Punctuation, Usage, Modifiers
Week 3	Conjunctions, Figures of Speech, Modifiers, Proofreading
Week 4	Pre-writing Skills, Graphic Organizers, Five Planning steps for effective message
Week 5	Reflective Essays, Persuasive Essays, Compare-Contrast Essays
Week 6	Literary Analysis, Library Skills, Reference Book Skills
Week 7	Creative Writing, Letter Writing, bad news, good news,
Week 8	Resume, Emails and applications
Week 9	Research Papers
Week 10	Short story writing
Week 11	7 Cs of communication
Week 12	Effective reading skills development, Book reading, Research paper reading
Week 13	Case study- News-paper/ article
Week 14	Effective presentation stills
Week 15	Public Speaking Skills, Persuasive Speeches

Books prescribed:

1. Murphy, Effective Business Communication
2. Handouts.

2- Principles of Management

Course Outline

Course Description

The course is a basic introduction to the field of Management at a time when competitive pressures on organizations are demanding a whole new set of practices to survive in an ever-changing environment.

The course aims to develop a broad and constructively critical understanding of Management in modern societies. The aim is perused in the following ways:

- First, by providing students with basic understanding on foundations of Management.
- Second, by covering the essential concepts in management systematically.
- Third, by developing practical tools for the analysis and management of organizational situation.

The whole discussion is geared at setting standards for managerial competencies that foster excellence. Six such competencies such as:

- Self-Management
- Strategic Action
- Global Awareness
- Team Work
- Planning and Administration
- Communication

These are stressed to be developed for being effective managers. The topics included in the course enable students to analyze management context effectively as an aid to understanding and as a basis for appropriate action. The course is built around lecture and tutorial programs that introduce key themes in Management. Each theme draws attention to the significant aspects of the process of Management and provides a means of understanding and managing organizations. The aim is to offer helpful and thoughtful insights for solving managerial problems through developing the required competencies and skills.

Learning Outcomes

At the successful completion of course students will be able to

- Management in contemporary organizations
- The evolution of Management Thought
- Basic Management Function
- Relationship between Management Functions and Managerial Process
- Managing Change and Innovation

Course Content:

Week 1 & 2	Introduction What is a manager, Manager and management, Management type What is an organization, Interdisciplinary nature of management, Managing in a dynamic environment
Week 3 & 4	Evolution of Management Thought Historical roots of contemporary management, Approaches to management
Week 5	Planning Planning meaning Foundation of Planning, Planning in dynamic environment, Planning types Management by objectives, Planning and strategy formulation
Week 6 & 7	Decision Making What is decision making?, Decision making methods Decision making styles, Types of problems Strategic decision making, Fundamental of decision making Decision making process, Decision making approach, Group decision making

Week 8 & 9	Organizing Basic organizational designs/types, The organizational chart Span of control, Organizational culture, Elements of organizational structure/variables, Chain of command Authority and responsibility, Linkage in organizational culture and organizational structure
Week 10	Human Resource Management (HRM) Manager and HRM process, Employment planning, Environment of HRM, Staffing and recruitment
Week 11	Managing Innovation and Change Learning organizations, Manager as a change agent, Nature of innovation and change, Internal & external forces of change
Week 12	Leading Foundations of individual and group behavior, Focus of organizational behavior, Individual behavior, Group behavior, Explaining and predicting behavior, Goal of organizational behavior, Personality, perception, social learning Group dynamics, teams, understanding work team, making team more effective
Week 13	Motivating for Performance Individual differences in motivation, Theories of motivation, Contemporary issues in motivation, Innovation defined, Motivation in organizational context, Linkages in motivation theories
Week 14	Dynamics of Leadership Managers versus Leaders, Contingency theories of Leadership, Transactional and Transformational Leadership, Leadership theories / model, Visionary leadership, Contemporary Leadership issues
Week 15	Communication Understanding Communication, Communication types, Making Communication more effective, Communication and Interpersonal skills, Communication process, Communication channels
Week 16	Controlling Control definition, Types of organizational control, Contingency factors in control, Foundation of Control, Importance of organizational control, Effective control system, Making control mechanism more effective, Sources and patterns of control

Books prescribed:

Text Book:

Author: Stephen P. Robbins and Mary Coulter (7th Edition)

Title: Management

Publisher: Prenhall Publishing Co. 7th Edition

Recommended Books:

1. **Author:** Stephen P. Robbins and David A. Decenzo (3rd Edition)
 - a. **Title:** Fundamental of Management
 - b. **Publisher:** New Jersey, Upper Saddle River, 1997
2. **Author:** Harold Koontz and Heinz Weihrich
 - a. **Title:** Management – A Global Perspective (10th Edition)
 - b. **Publisher:** McGraw-Hill International Editions, McGraw Hill, Inc. Princeton Road, S-1, Hightstown, NJ 08520.
3. **Author:** Hellriegel Don., Susan E. Jackson and John W. Slocum
 - a. **Title:** Management
 - b. **Publisher:** New York, South Western Publishing, 1999.
4. **Author:** Bateman and Snell
 - a. **Title:** Management – Competing in the New Era (5th Edition)
 - b. **Publisher:** McGraw-Hill International Editions, McGraw Hill, Inc

Course Description

This course focuses on introduction to major themes of business by showing the students "the big picture" where activities and interviews bring the real world of business to life. The students will learn about the Academic Skills and Abilities, Education and Training, and the Career Path that can help them to work toward a career in this field. As this is an introductory course, therefore, major focus shall be on Key Terms and Academic Vocabularies frequently used in business field.

Learning Outcomes

At the successful completion of course students will be able to

1. Know about the major themes of business by looking into the "the big picture" and involving into various activities that bring the real world of business to life.
2. Develop an understanding about The Economy and their role in it.
3. Know about Owning and Operating a Business in the real world.
4. Understand about various aspects which may influences on Business.
5. Have some overview about the Marketing, Human Resources, Financial and Technological Resources and their importance
6. Develop an idea about Career Planning in a Global Economy
7. Understand the people behavior while Buying Goods and Services
8. Know about Credit and its importance in business
9. Develop an overview of Money Management and Risk Management

Course Content

Session	Topics to be Covered
Week 1	<ul style="list-style-type: none"> • Basic Economic Concepts: • A Look at Wants and Needs; Business Activities • Economic Resources and Systems: • Economic Resources; Economic Systems
Week 2	<ul style="list-style-type: none"> • Economic Activity in a Changing World: • Pakistan Economic History; The Business Cycle • Business Ethics and Social Responsibility: • Business Ethics; Social Responsibility
Week 3	<ul style="list-style-type: none"> • Entrepreneurship: • Rewards and Challenges of Entrepreneurship; The Business Plan • Business Ownership and Operations: • Types of Business Ownership; Types and Functions of Businesses
Week 4	<ul style="list-style-type: none"> • Business Management: • Management Functions; Management Structures • Leadership in Management: • Leadership Qualities; Leadership Styles
Week 5	<ul style="list-style-type: none"> • Technology and Business: • The History of Technology; E-Commerce • Business in a Global Economy: • The Global Marketplace; Global Competition
Week 6	<ul style="list-style-type: none"> • The Role of Government in Our Economy: • Government as Regulator; Government as Provider • Money and Financial Institutions: • Money and Banking; Types of Financial Institutions
Week 7	<ul style="list-style-type: none"> • Marketing in Today's World: • Marketing Essentials; Market Research and Product Development • Advertising: • Advertising Media; Media Measurement and Rates
MID TERM EXAMINATION	

Week 8	<ul style="list-style-type: none"> • Human Resources Management, Employees: The Key to Success; Developing and Retaining Employees • Culture and Diversity in Business, Culture in Business; Diversity in the Workplace
Week 9	<ul style="list-style-type: none"> • Managing Business Finances, Financial Management; Accounting • Technology in the Workplace, Information Technology; Internet Basics
Week 10	<ul style="list-style-type: none"> • Computer Basics, Computer Hardware; Computer Software • Career Planning, Preparing for a Career; Developing a Career Plan
Week 11	<ul style="list-style-type: none"> • Getting a Job, Qualifying for a Job; Getting the Job You Want • Making Consumer Decisions, Consumer Choices; How to Be a Smart Consumer
Week 12	<ul style="list-style-type: none"> • Consumer Rights and Responsibilities • Protecting Consumers, Consumer Organizations & Agencies; Consumer Protection Laws
Week 13	<ul style="list-style-type: none"> • The Basics of Credit, Credit Essentials; Types of Credit • How to Get and Keep Credit, Applying for Credit; Maintaining Credit
Week 14	<ul style="list-style-type: none"> • Managing Personal Finances, Credit Laws; Solving Credit Problems • Checking Accounts, Personal Financial Planning; Money Management
Week 15	<ul style="list-style-type: none"> • Savings Accounts: • The Basics of Checking Accounts; Account Records • Investing, Savings Account Basics; Types of Savings Accounts
Week 16	<ul style="list-style-type: none"> • Real Estate and Other Investment Options, Real Estate; other Investment options such as Bonds, Stocks • The Basics of Risk Management; Types of Risk; Risk Handling

Books prescribed:

- | | |
|------------------------------|---|
| 1. Introduction to Business | by Betty J. Brown; & John E. Clow |
| 2. Business | by Ricky W. Griffin & Ronald J. Ebert |
| 3. Business a changing world | by Ferrell, O.C., Hirt, G., and Ferrell, L. |
| 4. Introduction to Business | by Jeff Madura |

Course Outline

4-History & Geography of Pakistan (Pakistan Studies)

Course Description

The course will serve to familiarize students with the concepts of creation of Pakistan. To familiarize students with the history & culture of Pakistan

Learning Outcomes

At the conclusion of this course, the student will be able demonstrate following:

1. Understanding of the history of Pakistan
2. Understanding of the Ideology of Pakistan
3. Understanding of the state dynamics

Course Content

Session	Topics to be Covered
Week 1	The Pakistan Ideology Aims and objectives for Establishment of Pakistan, Definition and Explanation of Pakistan Ideology, The Pakistan Ideology in the light of Allama Iqbal & Quaid-e-Azam
Week 2, 3	Historical Background of Pakistan Ideology The Reformists-Sheikh Ahmad Sirhindi, Shah Waliullah & others, Education Reforms-Aligarh, Anjuman, Himayat-I-Islam, Sind Madrasah & Islamia College, Peshawar, Constitutional Reforms 1909, 1919 and Act of India 1935, Political Struggle, the Khilafat Movement
Week 4, 5	The Pakistan movement Muslim National & Educational of National Ideology, The Problem of Independence for India & the Muslims, Allama Iqbal's Address at Allahabad, The 1937 Elections & the Attitude of Congress Ministries, The Pakistan Resolution, The 1946 Elections and Transfer of Power
Week 6, 7	Emergence of Pakistan Important events and Hurdles at the time of Emergence of Pakistan & Efforts of Government, Creating & Islamic Order in Pakistan, The Objectives, The Resolution of Pakistan, The Islamic Clauses in the Constitution of Pakistan: 1965, 1962 & 1973, The Preliminary Steps for Islamic Order, Goals, Complete Islamic Order
Week 8, 9, 10, 11	Our land-Pakistan Geographical Unity-Location; Geographical Importance's Rural & Urban Area- Natural Resources; Agriculture; Industry; Export & Import; Manpower.
Week 12, 13, 14, 15	Pakistan & Islamic World The relationship with the neighboring countries & Islamic countries

Books prescribed:

1. M.D. Zafar, Pakistan Studies Lahore Aziz Book Depo, Urdu Bazar
2. Pakistan Studies for Degree Classes, Islamabad: Allama Iqbal Open University, Islamabad

5- MS Office and Computer Applications

Course Outline

Course Objective:

An introduction to computer application software that encompasses document processing, spreadsheets, and presentations. An understanding of ethics and use of operating system, information resources, and electronic mail is included. Skills will be demonstrated by creating project for a different content area.

Course Contents:

Week No	Lecture No	Lesson plan
Week No 01	1	What Is Computer? Software, Hardware, Input Device, Output Devices
	2	Windows Operating System, Windows Xp, Windows Desktop, Using Mouse, Window, Start Menu, Taskbar, Logging On
Week No 02	3	Dialog Box, Menus, Icons, My Network Place, Recycle Bin, Windows Explorer
	4	My Documents, Control Panel,
Week No 03	5	Popup Menu, Desktop Properties
	6	Task Bar, Toolbars Of Taskbar, Task Bar Properties
Week No 04	7	Mouse Properties, Keyboard Properties, Drivers, Folders, Files
	8	Word Processing And Desktop Publishing, Parts Of MS Word Interface
Week No 05	9	Document View Of MS Word, File Menu
	10	Edit Menu, View Menu
Week No 06	11	Quiz/Surprise Test
	12	Insert Menu, Format Menu, Help Menu
Week No 07	13	Tools Menu, Window Menu,
	14	Table Menu, Sort, Convert
Week No 08	15	Drawing Toolbars, Text Boxes, Word Art
	16	Revision
Week No 09	Mid Term	
Week No	Lecture No	Lesson Plan
Week No 10	17	Spreadsheet, Microsoft Excel, Microsoft Excel Interface,
	18	Managing Worksheets, Moving, Copying, Selection, Deleting, Undo And Redo

Week No 11	19	Entering Data In Cells, Type And Editing Data, Copying And Moving Cell Contents, Find Replace And Go To, Name Range,
	20	Merge And Center, Rotating Text, Wrapping Text, Formatting ,Applying Currency Style & Percent, Border And Shading, Hiding And Un-Hiding
Week No 12	21	Formulas In Excel, Cell Reference, Formula Errors In Excel
	22	Important Functions In Excel
Week No 13	23	Nested Function In Excel
	24	Charts , Types Of Charts, Charts By Using Wizard
Week No 14	25	MS Powerpoint Screen, Types Of View, Slide Layout, Slide Animation
	26	Slide Design, Slide Master
Week No 15	27	Internet, Web Browser, Search Engines, Creating Free Email Account
	28	Introduction To Database, Purpose Of Database Program
Week No 16	29	Ms Access, Plan A Simple Two-Table Database
	30	Presentations
Week No 17	FINAL TERM	

Recommended Books:

1. Computer Applications in Business (Tasleem Mustafa, Tariq Mahmood)
2. Introduction to Computers (Peter Norton, 6th International Edition)