



UNIVERSITY OF SAHIWAL

Course Specification File*

*Extend the space where required

A. Course Identification and General Information

Faculty: Business and Economics	Department: Business Administration
Degree Program: BBA /BBIS	Course Name: Expository Writing
Course Code:	Course Category: General
Credit Value: 03	Course Level/Semester: 03
Nature of Course (Theory/Lab): Theory	Course Specific Requirement (If any): No
Contact Hour: 03	Additional Information (If any):

B. Faculty Member Information

Name of Faculty Member: Dr. Noor ul Ain	Designation: Assistant Professor
Contact Details: 0322-7094737	Email: noorulain@uosahiwal.edu.pk
Office No:	Office Visiting Hour: 11:00-02:00 (Mon-Wed)
Course Level/Semester: 3	Additional Information (If any):

C. Course Description and Objectives

This course is designed to focus on writing clearly and cogently, overcoming prevalent errors in Pakistani English, mastering rules in grammar and syntax, and developing skills in organizing and structuring different forms of writing. The course consists of two major parts: the reading section—focuses on recognizing a topic sentence, skimming, scanning, use of cohesive devices, identifying facts and opinions, guess meanings of unfamiliar words etc. The writing section deals with the knowledge and the use of various grammatical components and essay writing skills which would enable students to write effective and advanced expository writing. The course focuses on developing an understanding of writing procedures and formatting in professional correspondence to help the students learn how to organize the information in the different formats of expository writing along with the application of visual aids to enhance the effectiveness of professional documents and the ethical practices of documenting and making a detailed bibliography. Moreover, it also aimed at enhancing the presentation skills and giving students sufficient practice and confidence to help them in their practical career ahead.

D. Course Learning Outcomes

This course intends a student to:

- Develop their writing through a series of steps, the first of which is critical reading of passages.
- Practice writing to refine their macro level as well as micro level compositional skills.
- Employ various rhetorical modes like argument, cause and effect, narration, description, comparison and contrast exemplification and classification in their writings.
- Understand the essentials of the writing process (pre-writing, drafting, editing, proof reading etc).
- Uphold ethical practices to maintain originality in expository writing.

E. Program Reflection

The course contributes to accomplishing the following program objective (s) and learning outcomes of BBA program.

Program Objective:

PO3: Enhance Communication and Teamwork: Communication and teamwork are the essential skills for success in an organizational setting that is why the department is focused on the students' written and oral communication and team work. Thus, students will learn to effectively communicate business ideas and strategies to diverse audiences.

Program Learning Outcomes:

PLO3: Effectively communicate business ideas, plan, and strategies to diverse audiences, in both orally and written form

F. Course Contents / Topics to be Covered.

This module will cover the following contents:

- The importance of expository writing
- Composing different types of professional documents.
- Understanding the genres of expository writing used for explanation, information, cause and effect, comparison & contrast, persuasion and research-based review.
- The three stages of the writing process
- Different types of the audience and purposes
- The importance and traits of technical writing
- The process of researching, organizing, and composing written reports and proposals
- Reading skills including skimming, scanning etc.
- Distinguish between relevant and irrelevant information according to purpose for reading
- Characteristics of narrative, descriptive, and argumentative paragraphs
- Ethical consideration of expository writing

G. Course Schedule / Weekly Course Outline

Topic Description	Week
Introduction to Expository Writing Definition, Types, Characteristics (clarity, coherence & organization)	Week 1
The Writing Process Pre-writing Techniques (brainstorming, free-writing, mind-mapping, outlining)	Week 2
The Drafting Process Drafting, Revising and Editing, Proof reading, Peer review and Feedback	Week 3
Essay organization and Structure Introduction, Thesis statement, Body paragraphs, Conclusion, Cohesion & Coherence	Week 4
Different Types of Expository Writing Description, Illustration, Classification, Cause and Effect	Week 5
Types of Analysis Process analysis, Comparative analysis	Week 6
Writing for Different Purposes Types of purposes (to inform, to analyze, to persuade, to entertain etc),	Week 7
Persuasive and Informative Writing	Week 8
Mid Term Examination	
Technical Writing Objectives/Traits in Technical Writing, Understanding Audience, Probability of comprehension.	Week 9
Writing for Different Audiences Writing for Academic Audiences, Writing for Public Audiences, Different tones and styles	Week 10
Ethical Considerations Plagiarism and Originality, Citation and Referencing	Week 11
Report Writing Characteristics and purpose of writing reports,	Week 12
Types and structure of reports Report Vs. Essay	Week 13
Final project & presentation	Week 14
Final project & presentation	Week 15
Final Term Examination	

H. Schedule of Assignments/ Quiz / Academic/Research Activity

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Individual Assignments (Practice exercises with every above-mentioned aspect of reading)	Written	5, 8 & 11	Improved thinking and writing capability by demonstrating the application of learned concepts
2	Individual Quiz	Written	7	Students' assessment of understanding and learning of discussed topics
3	Case study/Research Paper reading	Discussion	13	Class discussions (Students will apply and evaluate the theoretical concepts to enhance their thinking, communicating, and listening skills)
4.	Group Presentation	Presentation	14 & 15	Enhanced presentation and communication skills

I. Course Components (Total contact hours and credits per semester)

	Lecture	Tutorial	Laboratory/ Studio	Practical	Other	Total
Contact Hours	45					45
Credit	45					45

J. Teaching-Learning Strategies

A combination of different teaching techniques including; class room lectures, case based teaching, interactive classes and applied projects will be used to improve the students learning. The students will be provided by continues feedback on each class activity.

J. Learning Resources / Recommended Books / Research Papers /Web-Links / Software

Books

1. Hutchinson, E. (2012). Expository Writing. California: Saddleback Educational Publishing
2. Kane, S. (2000). Oxford Essential Guide to Writing. Oxford: Oxford University Press.
3. Montogermey, M. (2006). Ways of Reading: Advanced Reading Skills. New York: Routledge.



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4. Axelrod, Rise B., and Charles R. Cooper. *The St. Martin's Guide to Writing [with Access Code]*. 2016.
5. Johnson-Sheehan, Richard, and Charles Paine. *Writing Today*. Pearson, 2019.

Web-links

<http://ccw.vcomsats.edu.pk/Home/Course?CID=MjAxMA==>

<https://www.learngrammar.net/a/types-of-expository-writing>

K. Facilities Required (If any)

Multimedia Projector and Audio-Video Equipment

L. Additional Information (If any)

The students need to ensure their presence in the class. Further, they need to participate in all the class activities.

Name of Course Instructor: **Dr. Noor ul Ain**

Signature: _____ Date: **22-01-2024**

Cluster Head (Name): _____

Signature: _____ Date: _____

Departmental Committee Review:

Dr. Shaheera Amin

Dr. Muhammad Husnain

Dr. Bilal Anwar

Dr. Saira Aziz

Dr. Atif Ali Gill

Dr. Ammara Saleem

Program Coordinator (Name): **Mr. Riaz Husain Ansari**

Signature: _____ Date: **17-05-2024**

Chairperson/ Teacher In charge (Name): **Dr. Waris Ali**



UNIVERSITY OF SAHIWAL

Signature: _____ Date: 17-05-2024



Course Specification File*

*Extend the space where required

A. Course Identification and General Information

Faculty: Business and Economics	Department: Business Administration
Degree Program: BBA/BBIS	Course Name: Quantitative Reasoning-II
Course Code:	Course Category: General
Credit Value: 03	Course Level/Semester: 03
Nature of Course (Theory/Lab): Theory	Course Specific Requirement (If any): Quantitative Reasoning-I
Contact Hour: 03	Additional Information (If any):

B. Faculty Member Information

Name of Faculty Member: Alia Manzoor	Designation: Lecturer
Contact Details: 0300-0024482	Email: aliamanzoor@uosahiwal.edu.pk
Office No:	Office Visiting Hour: 12:00-01:00 (Wed-Thr)
Course Level/Semester: 3	Additional Information (If any):

C. Course Description and Objectives

This course is based on quantitative reasoning 1 course. It will enhance the quantitative reasoning skills learned in quantitative reasoning 1 course. Students will be introduced to more tools necessary for quantitative reasoning skills to live in the fast paced 21st century. Students will be introduced to importance of mathematical skills in different professional settings, social and natural sciences. These quantitative reasoning skills will help students to better participate in national and international issues like political and health issues. This course will prepare the students to apply quantitative reasoning tools more efficiently in their professional and daily life activities. This course will help them to better understand the information in form of numeric, graphs, tables, and functions. The following objectives are affiliated with QR-II

- Students will be introduced to the above listed concepts, and they will be prepared to apply these concepts to practical life scenarios.
- This course will enhance their ability to deal with scenarios involving quantitative reasoning skills in a logical manner which they can face in their practical lives.
- It will prepare students to deal with different forms of data occurring in professional, social and natural sciences.
- Students will be introduced to scenarios involving functions and probability in different disciplines.



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- This course will prepare the students to apply the quantitative reasoning skills in other disciplines.
- This course will provide solid foundation for students to use the quantitative reasoning skills in solving practical life problems.

D. Course Learning Outcomes

After completing this course successfully, students will be able to:

- To strengthen their quantitative reasoning skills and apply to daily life problems, draw the inferences from the data given in numeric, graphs, tables and functions, strengthen their quantitative reasoning skills while making decisions
- apply the concepts of functions in social and economic issues and formulate and solve the problems
- understand the principal concepts of probability and its applications
- demonstrate the application of the learned principles of quantitative reasoning skills in different professional activities, social and natural sciences

E. Program Reflection

The course contributes to accomplishing the following program objective (s) and learning outcomes of BBA program.

Program Objective:

1. Develop a Knowledge Foundation of Business and its Functions:

Students will gain a solid foundation in Accounting, Finance, Marketing, Management and Operations that will enable them to understand and response to business situations. This knowledge enables them to make ethically and informed decisions at both national and international level.

2. Develop Critical Thinking, Problem-Solving and Decision-Making Skills:

The program focuses on skill development of students particularly critical thinking, problem-solving and decision-making skills to enable students to analyze complex business situations and make effective decisions.

3. Application of Data Analysis, Quantitative and Qualitative methods:

The curriculum integrates quantitative and qualitative research methods throughout the scheme of study. This practice will equip students with research applications and using the data insights for effective decision-making across all business functions. Further, student will get familiar with all the business research tools and techniques.

Program Learning Outcomes:

PLO1. Apply the business principles and specialized knowledge in ethical and sustainable manner

PLO2. Analyze and solve the complex business problems in various functional areas

PLO5. Utilize data analytics and tools for better assessment and effective business

F. Course Contents / Topics to be Covered.

<p>A. Critical Reasoning B. Mathematical Modeling and analysis C. Statistical Modeling and Analysis</p>

G. Course Schedule / Weekly Course Outline

TOPICS DESCRIPTION	No. of Weeks
<p>Exploring graphical information</p> <ul style="list-style-type: none"> Investigating relationships between variables Exploring tools to find relationship between variables Resources and population growth Dealing with Economical, environmental and social issues 	1,2
<p>Building blocks of a plane</p> <ul style="list-style-type: none"> Graphical and analytical approaches to solve a problem Applications of graphical & analytical approaches in social & economic problems 	3,4
<p>Exploring inequalities</p> <ul style="list-style-type: none"> Understanding inequalities around us. Dealing with practical problems involving inequalities in different disciplines 	5,6
<p>Comparing quantities</p> <ul style="list-style-type: none"> Golden ratio in sculptures Comparison of statements and their use in social and economic problems Number patterns and their applications 	7,8
<p>Thinking Logically</p> <ul style="list-style-type: none"> Survival in the modern World Propositions and truth values Applications of logic 	9,10
<p>Understanding data</p> <ul style="list-style-type: none"> Exploring and summarizing data, misleading graphs Finding a representative value in a data 	11,12

<ul style="list-style-type: none"> Measure and spread of a data, measuring degree of relationship among variables Counting the odds 	
PRESENTATION AND FINAL REVISION	13,14

H. Schedule of Assignments/ Quiz / Academic/Research Activity

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Group Assignments	Written	3 and 7	The four <i>outcomes</i> are such as productivity, quality, consensus, and satisfaction are expected from this assignment.
2	Case study	Discussion	6	A group discussion among students will <i>organized to see and evaluate their thinking skills, listening abilities, and how they are</i> communicating their thoughts.
3.	Topic Presentation	Presentation	9	The outcome of this activity is to enhance students' communication and interpersonal skills. Students will learn to prepare and communicate <i>a topic to the audience.</i>
4	Team Project	Written	2 to 15	<i>Students will demonstrate competence in written communication.</i>

I. Course Components (Total contact hours and credits per semester)

	Lecture	Tutorial	Laboratory/ Studio	Practical	Other	Total
Contact Hours	25	20				45
Credit	3	3				45

J. Teaching-Learning Strategies

Each class lecture will be followed by a class activity enabling students to effectively apply theoretical concepts discussed in the lecture. The three presentation modes – classroom activities, e-Learning, and experiential learning – are effective in QR-2. Compared to traditional teaching methods, anecdotal evidence indicates that such materials are easier to understand and more interesting. The teacher will ensure feedback to each student on all of the above-mentioned components.

K. Learning Resources / Recommended Books / Research Papers / Web-Links / Software

Recommended Resources:

1. Using and understanding mathematics, 6th edition by Jeffrey Bennet and William Briggs, published by Pearson USA.
2. Mathematical thinking and reasoning 2008 by Aufmann, Lockwood, Nation & Clegg published by Houghton Mifflin company USA.
3. Pre-calculus by Robert Blitzer 5th edition published by Pearson USA.
4. Pre-calculus Graphical, Numerical, Algebraic 8th edition by Franklin D. Demana, Bert K. Waits, Gregory D. Foley & Daniel Kennedy published by Addison Wesley USA.
5. Pre-calculus Mathematics for Calculus, 6th edition by James Stewart, Lothar Redlin and Saleem Watson published by Brooks/Cole Cengage Learning USA.
6. https://www.ets.org/s/gre/pdf/gre_math_review.pdf
7. OpenAlgebra.com A free math study guide with notes and YouTube video tutorials.

Additional Resources (Optional):

- Direct proportion: <https://youtu.be/kuvdMCDqmKg>
- Inverse proportion: <https://youtu.be/xEFyfl9YdHA>
- Identifying a linear function: <https://youtu.be/AZroE4fJqtQ>
- Functions <https://youtu.be/GY6Q2f2kvY0>
- Linear functions: <https://youtu.be/MXV65i9g1Xg>
- Applications of linear equations: <https://youtu.be/UAYCkFMU-YM>
- Solving system of linear equations: https://youtu.be/2DzmE3_QS-E
- Scatter Plot and correlation: <https://youtu.be/qscgK78No70>
- Mean Median and Mode: <https://youtu.be/B1HEzNTGeZ4>
- Pearson's correlation coefficient <https://youtu.be/jBQz2RGxCek>

L. Facilities Required (If any)

- **Multimedia Projector**
- **Microsoft Excel and SPSS**

M. Additional Information (If any)

The students need to ensure their presence in the class. Further, they need to participate in all the class activities.



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Name of Course Instructor: Mrs. Alia Manzoor

Signature: _____ Date: 30-03-2024

Cluster Head (Name): _____

Signature: _____ Date: _____

Departmental Committee Review:

Dr. Shaheera Amin

Dr. Muhammad Husnain

Dr. Bilal Anwar

Dr. Saira Aziz

Dr. Atif Ali Gill

Dr. Ammara Saleem

Program Coordinator (Name): Mr. Riaz Husain Ansari

Signature: _____ Date: 17-05-2024

Chairperson/ Teacher In charge (Name): Dr. Waris Ali

Signature: _____ Date: 17-05-2024



UNIVERSITY OF SAHIWAL

Course Specification File

A. Course Identification and General Information

Faculty: Business, Economics and Commerce	Department: Business Administration
Degree Program: BBA /BBIS	Course Name: Environmental Science
Course Code:	Course Category: General Education
Credit Value: 3	Course Level/Semester: 3rd
Nature of Course (Theory/Lab): Theory	Course Specific Requirement (If any): No
Contact Hour: 45	Additional Information (If any): No

B. Faculty Member Information

Name of Faculty Member: Kashif Zulfiqar Amir	Designation: Visiting Lecturer
Contact Details: +92 307 4464118	Email: raikashif118@gmail.com
Office No: No	Office Visiting Hour: 11:00-12:00 Noon
Course Level/Semester: 3rd	Additional Information (If any): No

C. Course Description and Objectives

Environmental Science applies a broad interdisciplinary perspective to understanding how the world works. This approach enables us to tackle pressing problems, such as ensuring that human needs are met in a sustainable way, so that everyone has access to clean water and air, and the resources required for agriculture and industrial activity. Environmental Science is focused on a holistic understanding of Earth systems in order to learn from the past, comprehend the present and influence the future. It is the study of how physical, chemical and biological processes maintain and interact with life, and includes the study of how humans affect nature. As Environmental Science is at the cross-roads of the natural sciences, it provides an enriching alternative to a single-subject honors degree, and can open the door to an exciting range of career options. High level of understanding in problem solving and scientific methods is also a key point of this course.

D. Course Learning Outcomes

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

1. Understand basics of Environmental Sciences (PLO-2)
2. Know Environmental Issues, their impacts and possible solutions in business context (PLO-1)
3. Apply knowledge in environmental and business management for ethical professional practice (PLO-5).
4. Demonstrate the cross-disciplinary links between business and the environment as they apply to professional work. (PO-3).

5. Initiate, plan and implement projects that combine elements of both environmental and business management. (PO-4), (PO-6).

E. Program Reflection

The course contributes to accomplishing the following program objective (s) and learning outcomes of BBA program.

Program Objective:

1. Develop a Knowledge Foundation of Business and its Functions:

Students will gain a solid foundation in general business environment, Accounting, Finance, Marketing, Management, employees' behaviors and Operations that will enable them to understand and response to business situations. This knowledge enables them to make ethically and informed decisions at both national and international level.

2. Prepare for Future Business Endeavors:

A combination of contextual and theoretical knowledge, practical application, and career development opportunities, the students will able to pursue diverse business careers. They will also develop a foundation for lifelong learning and adaptation in the emerging business environment.

Program Learning Outcomes:

PLO1. Apply the business principles, environment and specialized knowledge in ethical and sustainable manner

PLO2. Analyze and solve the complex business problems in various functional areas

PLO3. Effectively communicate business environment, ideas, plan, and strategies to diverse

F. Course Contents / Topics to be Covered.

- An overview of Environment and Environmental Science
- Branches and Components of Environment
- Spheres of earth and Layers of Environment; Environmental problems and their sources
- Soil, Water and Air pollution and its impact on ecosystem
- Climate change, Global warming and Ozone depletion
- Treatment and management of environmental pollution
- Bioremediation and its significance
- Solid Waste Management;
- Environmental Ethics and Urbanization
- Environmental Ecology and Ecosystem Management
- Biodiversity and its impact on Environment
- Environmental Sustainability
- Environmental Resource Depletion and Poverty
- Industrial development and Environment
- Environmental Profile and Demography of Pakistan
- Geography of Pakistan; Agricultural profile of Pakistan
- Agro-ecological Zones of Pakistan
- Natural Resources with respect to Globe and Pakistan
- Population, Resources and the Environment
- Sustaining Resources and Environmental Quality
- Environmental Hazards and Human Health
- Energy and Environment; Renewable and Non-Renewable Energy Resources
- Environmental Policy of Pakistan; Institutional Setup for Environment in Pakistan
- Sustainable Development Goals (SDG's)
- Recent Advances in Environmental Sciences
- Environment as a Business Opportunity.

G. Course Schedule / Weekly Course Outline

Topic Description	Week
An overview of Environment and Environmental Science and its branches	1
Types and components of Environment	2
Major Environmental Issues and their Sources	3

Soil, Water and Air pollution and their impact on Environment	4
Climate change, Global warming and Ozone depletion	5
Solid Waste Management and treatment of different pollutants	6
Biodiversity, Environmental Sustainability and its impact on Environment	7
Environmental Resource Depletion and Poverty	8
Environmental Profile, Geography and Demography of Pakistan	9
Agricultural profile, Agro-Ecological Zones of Pakistan and Environment	10
Natural Resources, Population and Environment	11
Renewable and Non-Renewable Energy Resources and Environment	12
Institutional framework and Environmental Policy of Pakistan	13
Sustainable Development Goals (SDG's) and recent advances in Environ. Science	14
Environment as a Business Opportunity	15

H. Schedule of Assignments/ Quiz / Academic/Research Activity

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Quiz	Written	4, 12	Evaluate the students regarding their interest towards course.
2	Assignment-1	Written	6	Students are able to know about recent advances in science.
3	Assignment-2	Poster	11	Enhance the knowledge of students about Natural Resources.
4	Presentation	Presentation	15	Enhance the confidence & presentation skills of the students.

I. Course Components (Total contact hours and credits per semester)

	Lecture	Tutorial	Laboratory/ Studio	Practical	Other	Total
Contact Hours	45	0	0	0	0	45
Credit	3	0	0	0	0	3

J. Teaching-Learning Strategies

Traditional Classroom Online Videos regarding brief knowledge and functions of cell and their organs.
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J. Learning Resources / Recommended Books / Research Papers /Web-Links / Software

1. Botkin, D.B. and E.A. Keller. 2014. Environmental Science: Earth as a Living Planet. 9th Ed. John Wiley & Sons, New York, USA.
2. Ghafoor, A., G. Murtaza, M.Z. Rehman, M. Sabir, H.R. Ahmad and Saifullah. 2012. Environment Pollution: Types, Sources and Management. Allied Book Center, Lahore.
3. Wagner. S.M. 2020. Business and Environmental Sustainability: Foundations, Challenges and Corporate Functions. Taylor & Francis.
4. Sherman, D. J., D.R. Montgomery. 2020. Environmental Science and Sustainability. W.W. Norton & Company. New York, USA.
5. Brady, N.C. and R.R. Weil. 2016. The Nature and Properties of Soils. 14th Ed. Pearson Education, Upper Saddle River, NJ, USA.

K. Facilities Required (If any)

Classroom and Multimedia Only

L. Additional Information (If any)

Teacher training and yearly revision of contents keeping in view the recommendations of instructor and feedback from students may be enough to keep tutor and students up to date with changing trends, tools and techniques regarding course.

Name of Course Instructor: Mr. Kashif Zulfiqar Amir

Signature: _____ Date: _____

Cluster Head (Name): _____

Signature: _____ Date: _____

Departmental Committee Review:

Dr. Shaheera Amin

Dr. Muhammad Husnain

Dr. Bilal Anwar

Dr. Saira Aziz

Dr. Atif Ali Gill

Dr. Ammara Saleem



UNIVERSITY OF SAHIWAL

Program Coordinator (Name): Mr. Riaz Husain Ansari

Signature: _____ Date: 17-05-2024

Chairperson/ Teacher In charge (Name): Dr. Waris Ali

Signature: _____ Date: 17-05-2024



Course Specification File*

*Extend the space where required

A. Course Identification and General Information

Faculty: Business and Economics	Department: Business Administration
Degree Program: BBA /BBIS	Course Name: Principles of Marketing
Course Code:	Course Category: Major
Credit Value: 03	Course Level/Semester: 06/03
Nature of Course (Theory/Lab): Theory	Course Specific Requirement (If any): No
Contact Hour: 03	Additional Information (If any):

B. Faculty Member Information

Name of Faculty Member: Dr. Waris Ali	Designation: Associate Professor
Contact Details: 0300-4472611	Email: waris.ali@uosahiwal.edu.pk
Office No:	Office Visiting Hour: 11:00-12:00 (Mon-Tue)
Course Level/Semester: 3	Additional Information (If any):

C. Course Description and Objectives

This module is designed to provide students with an overview of key marketing concepts and techniques, as they apply in a variety of organizations and in both conventional and online environments. More specifically, the module aims to develop students' knowledge and understanding of the core role of marketing in determining the growth potential of an enterprise; the value of the marketing mix in ensuring successful marketing implementation and the significance of external and internal operating environments for marketing practice.

D. Course Learning Outcomes

This module intends to:

- Understanding of Customer Value, Customer Behavior and Advertising
- Understanding of other elements of Marketing Mix and their implementation
- Understanding of B2B Marketing Mix, Segmentation, Targeting and Positioning

E. Program Reflection

The course contributes to accomplishing the following program objective (s) and learning outcomes of BBA program.

Program Objective:

PO1: Develop a Knowledge Foundation of Business and its Functions

Program Learning Outcomes:

PLO1. Apply the business principles and specialized knowledge (marketing and promotion competence) in ethical and sustainable manner

F. Course Contents / Topics to be Covered.

This module will cover the following contents:

- Creation of Customer Value
- Marketing Mix (Managing Products, Pricing Strategy, Placing Strategy, Promotional Strategy)
- Promotional Mix (Advertising, Publicity and Public Relations, Sales Promotion, e-Marketing)
- Branding and Corporate Identity
- Business to Business Marketing Mix
- Segmentation, Targeting and Positioning
- External Environmental Analysis

G. Course Schedule / Weekly Course Outline

Topic Description	Week
Introduction to the Module The Concept of Marketing: Creation of Customer Value	Week 1
Marketing Mix and Advertising	Week 2
Public Relations & Other Promotional Tools	Week 3
Branding and Corporate Identity	Week 4
E-Marketing	Week 5
Sales Promotion	Week 6
Report Writing & Feedback Session	Week 7
Managing Products	Week 8
Pricing Strategy	Week 9
Place	Week 10

Business to Business Marketing Mix	Week 11
Segmentation, Targeting and Positioning	Week 12
External Environmental Analysis	Week 13
External Environmental Analysis	Week 14
Final Report Writing & Feedback Session	Week 15

H. Schedule of Assignments/ Quiz / Academic/Reserach Activity

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Report Writing	Feedback Session on 1st Part of Term Report	4th	Application of theoretical contents + Writing competence
2	Report Writing	Feedback Session on 2nd Part of Term Report	6th	Application of theoretical contents + Writing competence
3	Report Writing	Feedback Session on 3rd Part of Term Report	9th	Application of theoretical contents + Writing competence
4	Report Writing	Feedback Session on 4th Part of Term Report	11th	Application of theoretical contents + Writing competence
5	Report Writing	Feedback Session on 5th Part of Term Report	13th	Application of theoretical contents + Writing competence
6	Report Writing	Final Feedback Session	15th	Application of theoretical contents + Writing competence

I. Course Components (Total contact hours and credits per semester)

	Lecture	Tutorial	Laboratory/ Studio	Practical	Other	Total
Contact Hours	30	15				45
Credit	30	15				45

J. Teaching-Learning Strategies

Each class lecture will be followed by a class activity enabling students to effectively apply theoretical concepts discussed in the lecture. Further, students will be trained/encouraged to write a coursework linking theoretical concepts to an organizational setting.

J. Learning Resources / Recommended Books / Research Papers /Web-Links / Software

Books

1. Jobber, D., & Ellis-Chadwick, F. (2012). *Principles and practice of marketing* (No. 7th). McGraw-Hill Higher Education.
2. Philip Kotler, *Marketing Management, Analysis, Planning, Control*, Prentice Hall.
3. William J. Stanton & Charles Futrell, *Fundamentals of Marketing*, McGraw Hill.
4. Jagdesh Sheth and Dennis E. Garrett, *Marketing Management: A Comprehensive Reader*, South Western Publishing.
5. E. Jerome McCarthy & William. D. Pareanth, *Basic Marketing: Managerial Approach*, IRWIN.

Research Journals

- Journal of Marketing
- Journal of Marketing Management
- European Journal of Marketing

Web-links

- Marketing Week, www.mad.com.co.uk/mw/
- Marketing, www.marketing.haynet.com/
- The Guardian Media Section-Monday, www.guardian.co.uk
- The FT, <http://news.ft.com/home/uk>
- The Independent, <http://www.independent.co.uk>

K. Facilities Required (If any)

Multimedia Projector

Sound System

L. Additional Information (If any)

The students need to ensure their presence in the class. Further, they need to participate in all the class activities.

Name of Course Instructor: Dr. Waris Ali

Signature: _____ Date: 16-01-2024

Cluster Head (Name): _____



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Signature: _____ Date: _____

Departmental Committee Review:

Dr. Shaheera Amin

Dr. Muhammad Husnain

Dr. Bilal Anwar

Dr. Saira Aziz

Dr. Atif Ali Gill

Dr. Ammara Saleem

Program Coordinator (Name): Mr. Riaz Husain Ansari

Signature: _____ Date: 17-05-2024

Chairperson/ Teacher In charge (Name): Dr. Waris Ali

Signature: _____ Date: 17-05-2024



Course Specification File

A. Course Identification and General Information

Faculty: Management Sciences	Department: Department of Business Administration
Degree Program: BBA(Hons)	Course Name: Financial Accounting-I
Course Code:	Course Category: Core Course
Credit Value: 03 Hours	Contact Hour: 01 Hour Per Lecture
Nature of Course: Theory & Numeric	Course Specific Requirement (If any):

B. Faculty Member Information

Name of Faculty Member: Riaz Hussain Ansari	Designation: Lecturer
Contact Details:0300-983-3964, 0331-861-7899	Email: riazhussain@uosahiwal.edu.pk
Office No:040-9200430-32	Office Visiting Hour: 09:00 AM to 5:00 PM
Course Level/Semester: Undergraduate / 2 nd Semester Morning / Evening	

C. Course Description and Objectives

The primary aim of this course is to provide students with an introduction to the process and function of financial Accounting & reporting. Whilst a large proportion of the course is aimed at understanding accounting as a process, taking a preparers' perspective, we will also seek to develop an understanding of the importance of the role of accounting in today's society.

D. Course Learning Outcomes

After studying this course the student will be able to understand:

1. The language of accounting and financial reporting. (PLO-1)
2. Complete Accounting Cycle (PLO-1)
3. Preparation and the role of Journal, Ledger and subsidiary books (PLO-1)
4. Preparation of balance sheet, profit and loss account and cash flow statement. (PLO-2)

E. Program Reflection

The course contributes to accomplishing the following program objective (s) and learning outcomes of BBA program.

Program Objective:

1. Develop a Knowledge Foundation of Business and its Functions:

Students will gain a solid foundation in general business environment, Accounting, Finance, Marketing, Management, employees’ behaviors and Operations that will enable them to understand and response to business situations. This knowledge enables them to make ethically and informed decisions at both national and international level.

2. Develop Critical Thinking, Problem-Solving and Decision-Making Skills: The program focuses on skill development of student’s particularly critical thinking, problem-solving and decision making skills to enable students to analyze complex business situations and make effective decisions.

Program Learning Outcomes:

PLO1. Apply the business principles, environment and specialized knowledge in ethical and sustainable manner

PLO2. Analyze and solve the complex business problems in various functional areas

F. Course Contents / Topics to be covered.

This course includes the contents of basic concepts and different terminologies used in accounting, accounting equation, double entry book keeping, examine the transactions and records the transaction using this system, preparation of complete accounting cycle (Journal, Ledger, Trial Balance and Financial Statements).

G. Course Schedule / Weekly Course Outline

Topic Description	Week
Introduction of Accounting and its role: <ul style="list-style-type: none"> a. History of accounting b. Accounting Theory and Conceptual framework c. Accounting Defined d. Why study Accounting e. Financial statements 	Week 01
Basic Accounting Concepts: <ul style="list-style-type: none"> i. The Entity Concept ii. GAAP Vs Accounting Principles 	Week 02
Comparative studies of IAS & FASB and its Applications	Week 03

Basic Accounting Transaction and its Treatment: (Preparation of Accounting Equation, Journal Entries,)	Week 04
Preparation of Ledgers/ T Accounts Basic concept of Ledgers and developing difference between Accounts, and Ledgers. Recording of Data. Balance Carry down (c/d) , Balance Brought Down (b/d)	Week 05
Practice of Numerical Questions / Activities	Week 06
Developing Trial Balance Locating and correcting errors in recording process Preparing Profit and Loss Account Balance Sheet	Week 07
Practice of Numerical Questions / Activities	Week 08
Developing adjusting and closing entries Basic concept of Adjusting Entry Concept of Accrued Entry Concept of Deferred Entry. Recording of adjusting Entry Developing impact of each adjusting entry in various accounts	Week 09
Practice of Numerical Questions / Activities	Week 10
Developing Concept of Various Financial Statement & its structure: Income Statement, Difference between Profit & Loss Statement vs. Income statement/ Balance Sheet & its Types Owner's Equity Statement Cash Flow Statement.	Week 11
Practice of Numerical Questions / Activities	Week 12

Developing concept of Work Sheet Preparation of 10-Column Work Sheet	Week 13
Developing a Basic concept of Bank Reconciliation Statement Introduction of Bank, Financial Institutions. Relationship between Banker and Customer Concept of Cash Book and Pass Book Adjusted method of Cash Book and Pass Book	Week 14
Practice of Numerical Questions / Activities	Week 15

H. Schedule of Assignments/ Quiz / Academic/Research Activity

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Group Assignments	Written	3 and 7	The four outcomes are such as productivity, quality, consensus, and satisfaction are expected from this assignment.
2	Case study	Discussion	6	A group discussion among students will organized to see and evaluate their thinking skills, listening abilities, and how they are communicating their thoughts.
3.	Topic Presentation	Presentation	9	The outcome of this activity is to enhance students' communication and interpersonal skills. Students will learn to prepare and communicate a topic to the audience.
4	Tern Project	Written	2 to 15	Students will demonstrate competence in written communication.

I. Course Components (Total contact hours and credits per semester)

	Lecture	Tutorial	Laboratory/ Studio	Practical	Other	Total
Contact Hours	45		---			45
Credit	03					

J. Teaching-Learning Strategies

In this course, different teaching-learning strategies may be applied (Firstly enhance the importance & concept this course, develop the strategies to apply this course in practical organization and finally evaluating the results & making comparison to grow more.

Teaching methodology constitute a combination of numerous approaches such as Lecturing (with lecture slides / Handouts / Reference Books), class room question solving from practice Exercise and series of feedback sessions on practical Financial Accounting Activity with individual / Group of students.

J. Learning Resources / Recommended Books / Research Papers /Web-Links / Software

1. Williams, Haka, Bettner: Financial & Managerial Accounting, Latest Edition, Prentice Hall 2. Professor Muhammad Ammanullah Khan: Financial Accounting, Latest Edition 3. Frank Wood's: Business Accounting 1, Eleventh Edition 4. Meigs and Meigs, Accounting for Business Decision, 9th Edition/Latest Edition. 5. **Principles of Financial Accounting by Dupree**

K. Facilities Required (If any)

URL: <http://www.quickmba.com/accounting>

Description: Concepts of accounting

Different software required to understand the implementation of this course :

Name of Softwar: Quick Books, Peach Tree, etc

L. Additional Information (If any)

Description: Basic concept of Accounting
<http://www.investopedia.com/dictionary/default.asp>



UNIVERSITY OF SAHIWAL

Name of Course Instructor: Riaz Hussain Ansari

Signature: _____ Date: _____

Cluster Head (Name): _____

Signature: _____ Date: _____

Departmental Committee Review:

Dr. Shaheera Amin

Dr. Muhammad Husnain

Dr. Bilal Anwar

Dr. Saira Aziz

Dr. Atif Ali Gill

Dr. Ammara Saleem

Program Coordinator (Name): Mr. Riaz Husain Ansari

Signature: _____ Date: 17-05-2024

Chairperson/ Teacher In charge (Name): Dr. Waris Ali

Signature: _____ Date: 17-05-2024



Course Specification File*

*Extend the space where required

A. Course Identification and General Information

Faculty: Faculty of Economics and Management Sciences	Department: Business Administration
Degree Program: BBA (Hons)/ BBA-IS	Course Name: Principles of Management
Course Code:	Course Category: Core
Credit Value: 03	Course Level/Semester: 2nd / 4th
Nature of Course (Theory/Lab): Theory	Course Specific Requirement (If any):
Contact Hour: 01	Additional Information (If any):

B. Faculty Member Information

Name of Faculty Member: Dr. Ammara Saleem	Designation: Lecturer
Contact Details: 0332-9021902	Email: ammara@uosahiwal.edu.pk
Office No:	Office Visiting Hours: 2 PM-3 PM
Course Level/Semester: Undergraduate/ 2nd	Additional Information (If any):

C. Course Description and Objectives

This is the introductory management course. The course is designed to provide students with an overview of management functions and its role in organizations and society. The course aims to provide students with the basic managerial knowledge necessary for Business students. The course focuses on providing students with analytical, developmental, managerial, and technical skills that relate to managerial positions in organizations. This course is an introduction to the critical management skills involved in planning, organizing, controlling, leading, and decision-making in an organization. It provides a framework for understanding issues involved in both managing and being managed, and it will help you to be a more effective contributor to the organizations that you join. This course develops a "systems" view of organizations that examines organizations as part of a context, including but not limited to environment, strategy, structure, tasks, people and outputs.

D. Course Learning Outcomes

Through **knowledge and understanding**, students will be able to:

- Recognize the theory of management and the manager's role in the organization (PO1, PO3, PO4, PO6)
- List managerial roles and managerial functions
- Name the core dimensions of organization and organizational design
- Describe the decision-making process in an organization (PO3)
- Differentiate between the different types of control in an organization

- Recognize the process of change in organizations
- (B) Through intellectual skills, students will be able to: (PO3)**
- Building critical thinking methods relevant to managerial problems and issues in the organization.
 - Explain how to make a decision
 - Explain planning, strategic management, and organizing concepts
 - Compare different types of plans, structures, and departmentalization methods
 - Integrate between different types of planning using appropriate tools and techniques
 - Explain the concept of motivation and different theories of motivation
 - Explain leadership and different leadership styles.
- (C) Through professional and practical skills, students will be able to: (PO5)**
- Facilitate how to solve managerial and organizational problems
 - Apply managerial roles and managerial skills
 - Apply how to build an organizational chart for innovation, creativity, and teamwork
 - Evaluate different approaches to organizational control
 - Solve problems in organizations (PO3)
- (D) Through general and transferable skills, students will be able to (PO5)**
- Demonstrate the ability to work effectively as part of a group, communication skills, and presentation skills
 - Using iConnect effectively

E. Program Reflection

The course contributes to accomplishing the following program objective (s) and learning outcomes of BBA program.

Program Objective:

1. Develop a Knowledge Foundation of Business and its Functions:

Students will gain a solid foundation in general business environment, Accounting, Finance, Marketing, Management, employees' behaviors and Operations that will enable them to understand and response to business situations. This knowledge enables them to make ethically and informed decisions at both national and international level.

2. Develop Critical Thinking, Problem-Solving and Decision-Making Skills: The program focuses on skill development of students particularly critical thinking, problem-solving and decision making skills to enable students to analyze complex business situations and make effective decisions.

Program Learning Outcomes (PLO):

The students of Bachelor of Business Administration will be able to:

PLO1. Apply the business principles and specialized knowledge in ethical and sustainable manner

PLO2. Analyze and solve the complex business problems in various functional areas

PLO4. Demonstrate collaboration in achieving common goals of teams and the organization

A. Course Contents / Topics to be Covered.

This course includes a "systems" view of organizations that examine organizations as part of a context, including but not limited to environment, strategy, structure, tasks, people, and outputs.

B. Course Schedule / Weekly Course Outline

Topic Description	Week
Managing and the Manager's Job	1
Continue Managing and the Manager's Job. History of management.	2
Traditional and Contemporary Issues and Challenges	3
The Environment and Culture of Organizations	4
Basic Elements of Planning	5
Managing Strategy and Strategic Planning	6
Continue: Managing Strategy and Strategic Planning	7
First Assessment (Lecture will continue after the assessment)	8

Managing Decision Making and Problem Solving	9
Continue: Managing Decision Making and Problem Solving	10
Basic Elements of Organizing	11
Managing Organizational Design	12
Managing people in the organization (Leadership)	13
The Controlling Process	14
Managing change Communication and teamwork	15
Final Examination	16

C. Schedule of Assignments/ Quiz / Academic/Research Activity

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Group Assignments	Written	3 and 7	The four outcomes such as productivity, quality, consensus, and satisfaction are expected from this assignment.
2	Case study	Discussion	6	A group discussion among students will organized to see and evaluate their thinking skills, listening abilities, and how they are communicating their thoughts.
3.	Topic Presentation	Presentation	9	The outcome of this activity is to enhance students' communication and interpersonal skills. Students will learn to prepare and communicate a topic to the audience.
4	Term Project	Written	2 to 15	Students will demonstrate competence in written communication.

D. Course Components (Total contact hours and credits per semester)

	Lecture	Tutorial	Laboratory/ Studio	Practical	Other	Total



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Contact Hours	01					01
Credit	1					1

E. Teaching-Learning Strategies

Each class lecture will be followed by a class discussion activity and encouraging students to ask questions enabling students to effectively recall and theoretical concepts discussed in the lecture.

J. Learning Resources / Recommended Books / Research Papers /Web-Links / Software

Books:

1. Koontz, O. H. & Sweihrich, H. (1993). *Management*. London: McGraw–Hill.
2. Stephen P robbins & Mary K Coutler (2010). *Management*. 13th Edition.

Other Readings

- Daft, R. L. & Marcic, D. (2010). *Understanding Management*. Dallas: South–Western Cengage.
- Phillips, J., & Klein, J. D. (2023). Change management: from theory to practice. *TechTrends*, 67(1), 189-197.
- Gurina, G. S., & Podrieza, S. M. (2023). Globalization challenges of strategic management of the export potential of aviation complex enterprises. *Intellectualization of logistics and Supply Chain Management*. [Online], 19, 19-23

K. Facilities Required (If any)

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L. Additional Information (If any)



UNIVERSITY OF SAHIWAL

Name of Course Instructor: _____

Signature: _____ Date: _____

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Program Coordinator (Name): Mr. Riaz Husain Ansari

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