



## Course Specification File\*

\*Extend the space where required

### A. Course Identification and General Information

Faculty: Economics and Management Sciences	Department: Business Administration
Degree Program: BBA	Course Name: Excel for Business Intelligence
Course Code:	Course Category: Major
Credit Value: 3 Credit Hour	Course Level/Semester: 3 <sup>rd</sup> Semester
Nature of Course (Theory/Lab):	Course Specific Requirement: Lab Required
Contact Hour: 3 Hour per week	Additional Information (If any):

### B. Faculty Member Information

Name of Faculty Member: Dr. Muhammad Husnain	Designation: Assistant Professor
Contact Details: 0333-4525954	Email: m.husnain@uosahiwal.edu.pk
Office No:	Office Visiting Hour: 11:00 to 13:00 (Tuesday & Thursday)
Course Level/Semester: 6 <sup>th</sup> Semester	Additional Information (If any):

### C. Course Description and Objectives

This course equips students with advanced Excel skills to transform raw data into actionable insights for business intelligence (BI). By mastering essential and advanced Excel functions, formulas, and data analysis tools, students will learn to clean, organize, and manipulate large datasets efficiently. The course then progresses to creating informative and visually appealing charts, graphs, and dashboards. By applying BI techniques to extract meaningful information from business data, students will be able to generate insightful reports and forecasts to support business

decisions in diverse areas like management, marketing, finance, and accounting. In essence, the course builds students into Excel power users, unlocking the power of their data to drive informed decision-making across various functions.

## D. 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

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

## E. Course Learning Outcomes

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

- Create visually appealing and informative Excel spreadsheets using advanced formatting techniques.
- Utilize formulas and functions to perform complex calculations, data analysis, and conditional formatting.
- Employ lookup functions to retrieve specific data based on search criteria.
- Clean and transform raw data for accurate analysis and eliminate errors.
- Design and build informative PivotTables to summarize large datasets.
- Develop professional reports, and interactive dashboards with clear formatting and visualizations to communicate findings

## F. Program Reflection

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

### Program Objective:

**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.

**4. 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:**

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

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

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

**G. Course Contents / Topics to be Covered.**

- Introduction to Business Intelligence (BI)
- Foundations of Excel - Advanced Formatting & Conditional Formatting
- Foundations of Excel - Working with Formulas & Functions (Part 1)
- Foundations of Excel - Working with Formulas & Functions (Part 2)
- Data Validation and Error Handling
- Data Cleaning and Manipulation
- Data Cleaning and Manipulation (Continued)
- Data Cleaning and Manipulation (Continued)
- Introduction to PivotTables for Powerful Data Summarization
- Data Analysis and Visualization (Part 1)
- Data Analysis and Visualization (Part 2)
- Data Analysis and Visualization (Part 3)
- Excel for Business Functions (Part 1) – Management
- Excel for Business Functions (Part 2) - Human Resource Management (HRM)
- Excel for Business Functions (Part 3) – Accounting/Finance
- Building Dashboards and Reports

**H. Course Schedule / Weekly Course Outline**

Topic Description		
Topic	Sub Topics	Week
<b>Introduction to Business Intelligence (BI)</b>	<ul style="list-style-type: none"> <li>• Definition and Core Concepts of BI (data, analysis, visualization)</li> <li>• Importance of BI in various business functions (Management, Finance, Marketing, etc.)</li> <li>• Real-world examples of BI applications across different departments</li> <li>• Benefits of BI for stakeholders (improved efficiency, cost savings, better decision-making)</li> </ul>	01

<p><b>Foundations of Excel - Advanced Formatting &amp; Conditional Formatting</b></p>	<p><b>Enhancing Data Presentation and Highlighting Insights for Better Communication</b></p> <ul style="list-style-type: none"> <li>Advanced formatting techniques (custom cell styles, borders, shading) for visually appealing presentations</li> <li>Conditional formatting basics (highlighting cells based on criteria) for data analysis, Cell Formatting (custom styles)</li> </ul> <p><b>Class Practice/Exercise:</b></p> <ul style="list-style-type: none"> <li>Management (color-coding project deadlines based on due dates, highlighting performance targets),</li> <li>Finance (highlighting budget variances with conditional formatting rules, flagging overdue invoices)</li> <li>Applications in Marketing (e.g., visualizing sales trends by region, identifying underperforming campaigns)</li> </ul>	<p>02</p>
<p><b>Foundations of Excel - Working with Formulas &amp; Functions (Part 1)</b></p>	<p><b>Building Powerful Formulas with Functions for Efficient Calculations</b></p> <ul style="list-style-type: none"> <li>Mastering basic functions like SUM, AVERAGE, IF for common tasks</li> <li>Building formulas with absolute and relative cell references for flexible use</li> <li>Utilizing logical functions (AND, OR, NOT) for conditional calculations in various scenarios</li> </ul> <p><b>Class Practice/Exercise:</b></p> <ul style="list-style-type: none"> <li>Applications in Management (e.g., calculating project budgets, analyzing team performance)</li> <li>Applications in Finance/Accounting (e.g., calculating financial ratios, automating loan calculation)</li> <li>Applications in Marketing (e.g., calculating campaign ROI, analyzing customer purchase history)</li> </ul>	<p>03</p>
<p><b>Foundations of Excel - Working with Formulas &amp; Functions (Part 2)</b></p>	<p><b>Mastering Lookup Functions (VLOOKUP &amp; INDEX MATCH) for Advanced Data Retrieval</b></p> <ul style="list-style-type: none"> <li>Introduction to VLOOKUP for retrieving data based on a search key</li> </ul>	<p>04</p>

	<ul style="list-style-type: none"> <li>• Exploring the INDEX MATCH combination for complex data retrieval</li> </ul> <p><b>Class Practice/Exercise:</b></p> <ul style="list-style-type: none"> <li>• HR (VLOOKUP employee data based on ID numbers),</li> <li>• Finance (VLOOKUP product prices from a separate inventory list)</li> <li>• Practical applications of VLOOKUP in business scenarios (e.g., employee data lookup, product pricing)</li> <li>• Project Management (using INDEX MATCH to find resource availability based on project requirements)</li> <li>• Applications in Management (e.g., employee data analysis, resource allocation based on skillsets)</li> <li>• Applications in Finance/Accounting (e.g., product price lookup based on inventory codes, analyzing customer transaction history)</li> <li>• Applications in Marketing (e.g., customer segmentation based on purchase data, campaign performance by region)</li> </ul>	
<p><b>Data Validation and Error Handling</b></p>	<p><b>Ensuring Data Accuracy and Handling Errors Efficiently for Reliable Analysis</b></p> <ul style="list-style-type: none"> <li>▪ Setting up data validation rules to restrict invalid entries and maintain data integrity (<b>Functions:</b> Data Validation)</li> <li>▪ Creating drop-down lists and custom input limitations for user-friendly data entry</li> <li>▪ Identifying and understanding common errors (e.g., #DIV/0!, #REF!)</li> <li>▪ Utilizing error checking tools and applying error handling functions (ISERROR, ISNA)</li> </ul> <p><b>Class Practice/Exercise:</b></p> <ul style="list-style-type: none"> <li>▪ Applications in Management (e.g., ensuring accurate project timelines, error-free budget estimates)</li> <li>▪ Applications in Finance/Accounting (e.g., preventing errors in financial statements,</li> </ul>	<p>05</p>

	<p>catching data inconsistencies)</p> <ul style="list-style-type: none"> <li>▪ Applications in Marketing (e.g., maintaining clean customer databases, preventing invalid campaign data)</li> </ul>	
<b>Data Cleaning and Manipulation</b>	<p><b>Cleaning and Preparing Data for Powerful Analysis</b></p> <ul style="list-style-type: none"> <li>• Identifying and removing duplicate entries from datasets for accurate calculations (Advanced Filter, Remove Duplicates, Find &amp; Replace, VLOOKUP, IFERROR)</li> <li>• Correcting data errors (typos, inconsistencies) using Find &amp; Replace and other tools</li> <li>• Techniques for handling missing data (filling with blank values or averages, using functions like VLOOKUP with an IFERROR combination)</li> </ul> <p><b>Class Practice/Exercise:</b></p> <ul style="list-style-type: none"> <li>• Applications in Management (e.g., cleaning project data for resource allocation, ensuring accurate employee performance records)</li> <li>• Applications in Finance/Accounting (e.g., cleaning financial transaction data, ensuring accuracy of financial reports)</li> <li>• Applications in Marketing (e.g., cleaning customer data for segmentation, removing duplicates from email lists)</li> </ul>	06
<b>Data Cleaning and Manipulation (Continued)</b>	<p><b>Sorting and Filtering Data for Specific Insights</b></p> <ul style="list-style-type: none"> <li>▪ Sorting data based on different criteria (alphabetical, numerical, date) for organized analysis (Sort)</li> <li>▪ Advanced filtering techniques to extract specific data subsets for focused analysis (Advanced Filter)</li> <li>▪ Using filtering to identify trends and analyze data effectively across various functions</li> </ul> <p><b>Class Practice/Exercise:</b></p> <ul style="list-style-type: none"> <li>▪ Applications in Management (e.g., identifying high-performing teams, filtering project tasks by</li> </ul>	07

	<p>priority)</p> <ul style="list-style-type: none"> <li>▪ Applications in Finance/Accounting (e.g., filtering transactions by date or vendor, identifying outstanding invoices)</li> <li>▪ Applications in Marketing (e.g., filtering customer data by demographics, analyzing campaign performance by channel)</li> </ul>	
<b>Data Cleaning and Manipulation (Continued)</b>	<p><b>Data Transformation with Text Functions and Text to Columns</b></p> <ul style="list-style-type: none"> <li>▪ Utilizing text functions (CLEAN, LEFT, RIGHT, MID) to manipulate text data for analysis</li> <li>▪ Splitting text into separate columns using Text to Columns for better organization</li> </ul> <p><b>Class Practice/Exercise:</b></p> <ul style="list-style-type: none"> <li>▪ Applications in Management (e.g., extracting employee names and departments from combined data)</li> <li>▪ Applications in Finance/Accounting (e.g., separating product codes from product descriptions)</li> <li>▪ Applications in Marketing (e.g., parsing customer addresses for city and zip code analysis)</li> </ul> <p><b>Functions:</b> CLEAN, LEFT, RIGHT, MID, Text to Columns</p>	08
<b>Introduction to PivotTables for Powerful Data Summarization</b>	<p><b>Building PivotTables to Gain Data Insights Efficiently</b></p> <ul style="list-style-type: none"> <li>▪ Understanding PivotTables as data summarization tools for large datasets</li> <li>▪ Creating basic PivotTables from existing data sets for various business needs</li> <li>▪ Customizing PivotTables by adding rows, columns, and filters for deeper analysis (PivotTable Fields)</li> </ul> <p><b>Class Practice/Exercise:</b></p> <ul style="list-style-type: none"> <li>▪ Applications in Management (e.g., summarizing project budgets, analyzing team performance metrics)</li> </ul>	09



	<ul style="list-style-type: none"> <li>▪ Applications in Finance/Accounting (e.g., creating sales reports by product category, analyzing financial ratios across periods)</li> <li>▪ Applications in Marketing (e.g., summarizing customer demographics, analyzing campaign performance by region)</li> <li>▪ <b>Functions:</b> PivotTable (Built-in functionality)</li> </ul>	
<p><b>Data Analysis and Visualization (Part 1)</b></p>	<p><b>Descriptive Statistics - Understanding Your Data Distribution</b>  <b>Subtopics:</b>            Importance of descriptive statistics for data set summaries and identifying trends            Calculating measures of central tendency (mean, median, mode) to understand typical data points (AVERAGE, MEDIAN, MODE)            Analyzing measures of dispersion (variance, standard deviation) to assess data variability (VAR.P, STDEV.P)            Applications in Management (e.g., analyzing project timeframes, assessing team workload distribution)            Applications in Finance/Accounting (e.g., analyzing company stock price fluctuations, evaluating investment risk)            Applications in Marketing (e.g., understanding customer purchase patterns, assessing campaign effectiveness)  <b>Functions:</b> AVERAGE, MEDIAN, MODE, VAR.P, STDEV.P</p>	<p>10</p>
<p><b>Data Analysis and Visualization (Part 2)</b></p>	<p><b>Main Topic:</b> Effective Data Visualization with Charts and Graphs**  <b>Subtopics:</b>            Selecting appropriate chart types based on data and purpose (bar charts, line charts, pie charts, scatter plots) for clear communication            Creating and formatting charts in Excel for visually compelling presentations (Chart creation tools)            Customizing charts with titles, legends, and data labels for enhanced readability            Applications in Management (e.g., creating project</p>	<p>11</p>

	<p>timelines (Gantt charts), visualizing team performance trends)</p> <p>Applications in Finance/Accounting (e.g., visualizing stock price trends within financial reports)</p> <p>Applications in Marketing (e.g., showing sales growth over time within product listings)</p> <p><b>Functions:</b> Sparklines (Built-in functionality)</p>	
<p><b>Data Analysis and Visualization (Part 3)</b></p>	<p><b>Main Topic:</b> Advanced Chart Customization and Data Tables</p> <p><b>Subtopics:</b></p> <p>Techniques for enhancing chart appearance (axis formatting, data labels) for better communication</p> <p>Using data tables for what-if analysis and scenario planning to explore different possibilities</p> <p>Applications in Management (e.g., visualizing project resource allocation sensitivity with data tables)</p> <p>Applications in Finance/Accounting (e.g., analyzing financial projections under different market conditions, creating break-even point charts)</p> <p>Applications in Marketing (e.g., visualizing campaign performance variations based on budget changes)</p> <p><b>Functions:</b> Data Table (Built-in functionality)</p>	<p>12</p>
<p><b>Excel for Business Functions (Part 1) – Management</b></p>	<p><b>Main Topic:</b> Leveraging Excel for Effective Project Management</p> <p><b>Subtopics:</b></p> <p>Creating project timelines using Gantt charts to visualize project phases and dependencies</p> <p>Utilizing formulas (SUM, VLOOKUP) for calculating project costs and resource allocation based on task requirements</p> <p>Tracking project progress and identifying potential bottlenecks with conditional formatting for course correction</p> <p>Applications in Project Management (e.g., scheduling project activities, tracking resource utilization and budget adherence)</p>	<p>13</p>

	<p><b>Functions:</b> Gantt chart (Built-in functionality), SUM, VLOOKUP, Conditional Formatting</p>	
<p><b>Excel for Business Functions (Part 2) - Human Resource Management (HRM)</b></p>	<p><b>Main Topic:</b> Building Interactive Dashboards to Track Employee Performance</p> <p><b>Subtopics:</b>            Designing dashboards to track key performance indicators (KPIs) for employee performance (charts, sparklines)            Creating charts to visualize employee data (sales figures, customer satisfaction ratings)            Using conditional formatting for dynamic performance evaluation and highlighting trends            Implementing interactive elements in dashboards for drill-down capabilities and deeper analysis (hyperlinks)            Applications in HRM (e.g., monitoring employee training effectiveness, identifying performance improvement areas)</p> <p><b>Functions:</b> Charts, Sparklines (Built-in functionality), Conditional Formatting, Hyperlinks</p>	14
<p><b>Excel for Business Functions (Part 3) – Accounting/Finance</b></p>	<p>Use of excel function including the Sumif, VLOOKUP, PivotTables etc. to have a dynamic accounting management system for the financial statement</p>	15
<p><b>Building Dashboards and Reports</b></p>	<p><b>Main Topic:</b> Communicating Insights with Interactive Dashboards and Professional Reports</p> <p><b>Subtopics:</b>            Dashboard design principles for effective layout, visual hierarchy, and user interactivity            Creating professional reports with clear formatting, tables, and charts to communicate data insights            Exporting dashboards and reports for easy sharing and presentation            Applications across Business Functions (e.g., management reports, marketing campaign summaries, financial statements with visualizations)</p> <p><b>Functions:</b> Various formatting options (built-in)</p>	16

## I. Schedule of Assignments/ Quiz / Academic/Reserach Activity

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Formatting and conditional formatting exercises for data presentation	Hands-on workshop	01	Applies advanced formatting techniques and conditional formatting rules to enhance data presentation.
2	Hands-on workshop applying basic formulas and functions	Practical exercises	02	Effectively utilizes formulas (SUM, AVERAGE, IF) for calculations and conditional logic.
3	Case study using VLOOKUP and INDEX MATCH for data retrieval	Group case study analysis	03	Demonstrates proficiency in lookup functions (VLOOKUP, INDEX MATCH) to retrieve specific data.
4	Assignment: Building spreadsheets with data validation rules and error handling	Individual assignment	04	Implements data validation and error handling functions (ISERROR, ISNA) to ensure data accuracy.
5	Hands-on exercises on data sorting, filtering, and manipulation	Practical exercises	05	Effectively sorts, filters, and manipulates data for focused analysis.
6	Group project: Cleaning and preparing real-world business	Collaborative	06	Applies data cleaning and

	data	project		manipulation skills to a real-world business dataset.
7	Creating basic PivotTables for data summarization	Practical exercises	07	Builds and utilizes PivotTables to summarize large datasets.
8	Workshop on data visualization best practices and chart creation	Interactive workshop	08	Applies data visualization best practices and creates effective charts for data storytelling.
9	Assignment: Designing and formatting charts for impactful data storytelling	Individual assignment	09	Creates compelling and informative charts to communicate data insights.
10	Case study: Building a project management dashboard using Excel tools	Group case study analysis	10	Applies Excel functionalities for project management, including building a project dashboard.
11	Group project: Designing an interactive dashboard for employee performance tracking	Collaborative project	11	Designs and builds an interactive dashboard for tracking employee performance metrics.
12	Final project: Creating a professional report with visualizations for a chosen business scenario	Individual project	12	Develops a professional report with visualizations,

				demonstrating proficiency in data analysis and communication.
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## J. Course Components (Total contact hours and credits per semester)

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

## K. Teaching-Learning Strategies

**This course employs a blend of interactive learning methods to cater to diverse learning styles:**

**Interactive Lectures:** Engaging presentations introduce key concepts and demonstrate Excel functionalities.

**Hands-on Workshops:** Practical exercises allow you to apply your learnings to real-world business scenarios.

**Case Studies:** Analyze real-world business problems using Excel tools to develop critical thinking and problem-solving skills.

**Group Discussions:** Collaborative learning fosters knowledge sharing and peer-to-peer interaction.

**Individual Assignments:** Apply your acquired skills to complete individual projects, solidifying your understanding.

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

- **Software:** Microsoft Excel (version specified by instructor)
- **Web Links:**
  - Microsoft Excel Documentation: <https://learn.microsoft.com/en-us/office/client-developer/excel/excel-home>



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- Chandoo.org: <https://chandoo.org/wp/training-programs/excel-dashboard-tutorial/>
- Business Intelligence with Excel: <https://powerbi.microsoft.com/en-us/excel-and-power-bi/>
- **Research Papers:** (A list of relevant research papers on Business Intelligence and Excel applications will be provided throughout the course)

## K. Facilities Required (If any)

Computer Lab for Practical Learning of Softwares

## L. Additional Information (If any)

Name of Course Instructor: Dr. Muhammad Husnain

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



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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: Business Finance
Course Code:	Course Category: General 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: <a href="mailto:riazhussain@uosahiwal.edu.pk">riazhussain@uosahiwal.edu.pk</a>
Office No: 040-9200430-32	Office Visiting Hour: 09:00 AM to 5:00 PM
Course Level/Semester: Undergraduate / 4th Semester Morning / Evening (Session 2021-2025)	

### C. Course Description and Objectives

The prime purpose of this course that students should be able to discuss the current financial problems, opportunities, trends regarding overall financial markets; money as well as capital markets.

### D. Course Learning Outcomes

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

This course is intended to create/produce:

- ❖ an understanding of an integrated perspective for the inter-relation between financial markets, financial institutions and management (**PLO-1**)
- ❖ an understanding about the use/scope of Finance, Financial Management, and Financial Management Decision Techniques (**PLO-1, PLO-2,** )
- ❖ Competence about the latest approaches/tools to critically examine and measure the performance of business concerns (**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.

❖ The details of contents are as under:

## G. Course Schedule / Weekly Course Outline

Topic Description	Week
<p style="text-align: center;"><b>Introduction:</b></p> <p><b>An Overview of Business Finance</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Finance a quick look.</li> <li><input type="checkbox"/> Business finance and financial manager.</li> <li><input type="checkbox"/> Forms of business organization.</li> <li><input type="checkbox"/> Goals of business finance.</li> <li><input type="checkbox"/> Agency problem.</li> </ul>	Week 1
<ul style="list-style-type: none"> <li><input type="checkbox"/> Goals of business finance.</li> <li><input type="checkbox"/> Agency problem.</li> </ul>	Week 2
<p><b>Understanding financial statements and cash flows.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The balance sheet.</li> <li><input type="checkbox"/> The income statement.</li> </ul>	Week 3
<ul style="list-style-type: none"> <li><input type="checkbox"/> Taxes.</li> <li><input type="checkbox"/> Cash flow</li> </ul>	Week 4
<p><b>Feed Back / Practice of Numerical Questions / Activities</b></p>	Week 5
<p><b>Analyzing the financial statements</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Standardized financial statements.</li> <li><input type="checkbox"/> Ratio analysis.</li> <li><input type="checkbox"/> The Du-pont identity.</li> <li><input type="checkbox"/> Internal and sustainable growth.</li> <li><input type="checkbox"/> Using financial statement information.</li> </ul>	Week 6
<p><b>Practical Measurement of following:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The Du-Pont identity.</li> <li><input type="checkbox"/> Internal and sustainable growth.</li> <li><input type="checkbox"/> Using financial statement information</li> </ul>	Week 7
<p><b>Time Value of Money</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The role and perspectives of the TVM concept</li> <li><input type="checkbox"/> Future values</li> <li><input type="checkbox"/> Present values</li> <li><input type="checkbox"/> The relationship between future and present values</li> <li><input type="checkbox"/> Annuities</li> <li><input type="checkbox"/> Future and present values of cash flows under high</li> </ul>	Week 8

Practical Measurement of following: <input type="checkbox"/> The relationship between future and present values <input type="checkbox"/> Annuities <input type="checkbox"/> Future and present values of cash flows under high	Week 9
<b>Feed Back / Practice of Numerical Questions / Activities</b>	Week 10
<b>Developing Concept of Bond and Their Valuation</b> <input type="checkbox"/> Definition, types and features of bonds <input type="checkbox"/> Valuation of bonds (the basic process)	Week 11
<b>Feed Back / Practice of Numerical Questions / Activities</b>	Week-12
<input type="checkbox"/> Basic relationships in bond valuation <input type="checkbox"/> Bondholder's expected rate of return <input type="checkbox"/> Risks associated with bond returns	Week 13
<b>Developing Concept about Selection of various Project/ Investment Technique</b> <input type="checkbox"/> Net present value. <input type="checkbox"/> The payback rule. <input type="checkbox"/> The practice of capital budgeting.	Week 14
<b>The average accounting return.</b> <input type="checkbox"/> The internal rate of return. <input type="checkbox"/> The profitability index	Week 15
<b>Feed Back / Practice of Numerical Questions / Activities</b>	Week 16
<b>Final Presentation and Submission of Class Project</b>	Week 17

## 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 <b>outcomes</b> are such as productivity, quality, consensus, and satisfaction are expected from this assignment.
2	Case study	Discussion	6	A group discussion among students will <b>organized to see and evaluate their thinking skills, listening abilities, and how they are</b> 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 <b>a topic to the audience.</b>

4	Term Project	Written	2 to 15	<i>Students will demonstrate competence in written communication.</i>
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## I. Course Components (Total contact hours and credits per semester)

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

## 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 Money & Banking Activity with individual / Group of students.

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

### List Required Textbooks

1. *Jemes C. Vanhorne: Fundamentals of Business Finance*
2. *Eugene F. Brigham: Fundamentals of Business Finance*
3. *Brealey, R. A. & Myers, Principles of corporate finance.*
4. *Febozi, Fundamental of Business Finance*
5. Sheim, Seigel, Managerial Finance
6. *Principles of Managerial Finance by Lawrence J. Gitman Latest Edition*

## K. Facilities Required (If any)

List Electronic Materials, Web Sites, Facebook, Twitter, etc.

*For Collection of Tutorial & Frameworks in Business Finance:*

<http://www.netmba.com/finance/>

*For Weekly Magazine covering Finance:* <http://www.pakistaneconomist.com/>

<http://www.brecorder.com/>



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*For video Lecture on Business Finance:*  
<https://ocw.vu.edu.pk/Videos.aspx?cat=Accounting%2c+Banking+%26+Finance&course=MGT201>

## L. Additional Information (If any)

Other learning material such as computer-based programs/CD, professional standards or regulations and software.

Software: MS Excel and Statistical Package for Social Sciences (SPSS)/ E-views, STATA

Name of Course Instructor: Riaz Hussain Ansari

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Cluster Head (Name): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Departmental Committee Review:

\_\_\_\_\_  
Dr. Shaheera Amin

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Dr. Muhammad Husnain

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Dr. Bilal Anwar

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Dr. Saira Aziz

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Dr. Atif Ali Gill

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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: Permanent	Department: DBA
Degree Program: BBA	Course Name: Entrepreneurship
Course Code:	Course Category:
Credit Value: 03	Course Level/Semester: 6th
Nature of Course (Theory/Lab): Theory	Course Specific Requirement (If any):
Contact Hour:1	Additional Information (If any):

### B. Faculty Member Information

Name of Faculty Member:	Designation:
Contact Details:	Email:
Office No:	Office Visiting Hour:
Course Level/Semester:	Additional Information (If any):

### C. Course Description

The main purpose of this course is to introduce general entrepreneurship theory both from a historical perspective and its modern application in the current business environment and enable students to understand relevant business concepts including finance, marketing and management etc. And the implications. In addition, this course aims to introduce an entrepreneurial mindset and to apply and demonstrate understanding of individual and group dynamics, collaboration, management, human resource concepts, leadership and management skills to strategically manage entrepreneurship project, make policies and plans, effectively communicate ideas and negotiate with relevant parties.

### D. Course Learning Outcomes

Entrepreneurship introduces general entrepreneurship theory both from a historical perspective and its modern application in the current business environment. It also includes concepts such as the entrepreneurial mindsets and behavior, environmental analysis, recognizing opportunities and market trends, developing business ideas, carrying out feasibility studies, valuation of venture, buying a company, administrative and team management, and writing business plans. This is a comprehensive course; utilizing and integrating the concepts from previous courses including finance, marketing, and management from the entrepreneurial perspective. It examines the strategic challenges and managerial issues faced during entrepreneurial endeavors, including new

product development, creating primary demand, viability of venture, acquiring resources and obtaining financing.

## E. Program Reflection

This course contributes to accomplishing the following program (objectives) and learning outcomes of BBA program.

- **Knowledge Foundation:** The course provides knowledge on business functions and startup processes, aligning with foundational business knowledge.
- **Critical Thinking and Decision-Making:** Emphasis on business planning and problem-solving enhances critical thinking skills.
- **Data Analysis:** Integration of data analysis and research methods aligns with applying analytical skills in entrepreneurship.
- **Communication and Teamwork:** Focus on networking, relationship building, and teamwork enhances communication and collaboration skills.
- **Professional Preparedness:** Combining theoretical knowledge with practical applications prepares students for entrepreneurial careers and promotes adaptability.

### Program Learning Objectives:

PLO1: The course will teach students to develop and implement business plans that are ethical and sustainable, ensuring responsible entrepreneurship.

PLO2: Students will learn to perform strategic analyses and solve problems using entrepreneurial methods and tools.

PLO3: The course emphasizes the importance of communication skills for presenting and implementing business ideas and strategies.

PLO4: Entrepreneurship involves working with teams and stakeholders to achieve business goals, fostering collaboration.

PLO5: The course incorporates the use of data analytics and strategic tools for making informed entrepreneurial decisions.

PLO6: Students will learn to adapt business strategies in response to global business dynamics and promote innovation to stay competitive.

## F. Course Contents / Weekly Topics to be covered.

1. Topics to be Covered		
<b>List of Topics</b>	<b>No. of Weeks</b>	<b>Contact hours</b>



Introduction to the Module Entrepreneurship: An Evolution Concept	<b>Week 1</b>	<b>3</b>
The Entrepreneurial and Entrepreneurial Mind	<b>Week 2</b>	<b>3</b>
International Entrepreneurial Opportunities	<b>Week 3</b>	<b>3</b>
Creativity and Business Idea	<b>Week 4</b>	<b>3</b>
Protecting the Idea and Other Legal Issues for Entrepreneur	<b>Week 5</b>	<b>3</b>
The Business Plan: Creating and Starting Venture	<b>Week 6</b>	<b>3</b>
The Marketing Plan	<b>Week 7</b>	<b>3</b>
The Organizational Plan	<b>Week 8</b>	<b>3</b>
<b>Mid Term Examination</b>		
The Financial Plan	<b>Week 9</b>	<b>3</b>
Source of Capital	<b>Week 10</b>	<b>3</b>
Strategies for Growth and Managing the Implication of Growth	<b>Week 11</b>	<b>3</b>
Assessing Resources for Growth from External Sources	<b>Week 12</b>	<b>3</b>
Succession Planning and Strategies for Harvesting and Ending Venture	<b>Week 13</b>	<b>3</b>
Final Project Report & Presentations	<b>Week 14</b>	<b>3</b>
Final Project Report & Presentations	<b>Week 15</b>	<b>3</b>

## F. Schedule of Assignments/ Quiz / Academic/Reserach Activity

<b>Sr. No</b>	<b>Description of Activity</b>	<b>Nature of Activity</b>	<b>Week</b>	<b>Expected Outcomes</b>
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1	Quiz	Quiz	5	Evaluation of course work
2	Business ideas research	Research	8	Students in a position to start their own business startup
3	Physical launch of business ideas	Research activity	13	How to launch business in market

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

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

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

1. List Required Textbooks <ol style="list-style-type: none"> <li>1. Robert D. Hisrich, Michael P. Peters and Dean A. Shepherd (2013). Entrepreneurship. Edition 9th or latest. McGraw-Hill</li> <li>2. Entrepreneurship – Theory Process Practice, Donald F. Koratko 8<sup>th</sup>/9<sup>th</sup> Edition (South Western - Cengage Learning)</li> </ol>
2. List Essential References Materials (Journals, Reports, etc.)
3. List Electronic Materials, Web Sites, Facebook, Twitter, etc.
4. Other learning material such as computer-based programs/CD, professional standards or regulations and software. MS Word & MS Excel, and MS PowerPoint

### I. Facilities Required (If any)

Indicate requirements for the course including size of classrooms and laboratories (i.e. number of seats in classrooms and laboratories, extent of computer access etc.)
1. Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) <b>Classroom required to accommodate 40 students</b> <b>Lab required to accommodate 40 students</b>
2. Technology resources (AV, data show, Smart Board, software, etc.)



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## Multimedia Projector

3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list)

**Multimedia Projector & Computers and Installation of MS Office (Word, PowerPoint and Excel)**

Name of Course Instructor: Dr Bilal Anwar

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Cluster Head (Name): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Departmental Committee Review:

\_\_\_\_\_  
Dr. Shaheera Amin

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Dr. Muhammad Husnain

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Dr. Bilal Anwar

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Dr. Saira Aziz

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Dr. Atif Ali Gill

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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: <b>Faculty of Economics and Management Sciences</b>	Department: <b>Business Administration</b>
Degree Program: <b>BBA</b>	Course Name: <b>Sales Management</b>
Course Code:	Course Category: <b>General</b>
Credit Value: <b>03</b>	Course Level/Semester: <b>04</b>
Nature of Course (Theory/Lab): <b>Theory</b>	Course Specific Requirement (If any): <b>No</b>
Contact Hour: <b>03</b>	Additional Information (If any):

### B. Faculty Member Information

Name of Faculty Member: <b>Dr. Shaheera Amin</b>	Designation: <b>Assistant Professor</b>
Contact Details: <b>shaheeraamin@uosahiwal.edu.pk</b>	Email: <b>shaheeraamin@uosahiwal.edu.pk</b>
Office No:	Office Visiting Hour: <b>11:00-12:00 (Thursday-Friday)</b>
Course Level/Semester: <b>04</b>	Additional Information (If any):

### C. Course Description and Objectives

This course aims at helping students develop a selling and practical knowledge for sales and marketing for successful business. The course involves the management of a sales force and its activities. It explores primarily the intricacies of an outside sales force (the salesperson who reaches out directly to the customer), including the management of sales forces of manufacturers and wholesale intermediaries. Additionally, the role of the sales force in supply chain management is presented. The course (and textbook) describes a development program for effective sales management: the planning, implementation and evaluation of sales. This course is aimed to deliver:

- Understand selling- know the steps in the personal selling process
- Understand how trending in demographics- changing age and ethnic populations in the United States- impact selling strategies
- Develop a basic understanding of operating a sales force
- Understand the process of recruiting, selecting, hiring and assimilating salespeople
- Complete sales force quotas and expenses
- Develop sales forecast and budget.
- Understand the logistics of collaboration among production, distribution and sales departments.



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- Understand how sales performance impacts on a company's reputation and overall performance.

## D. Course Learning Outcomes

This module intends to:

- To support the specialized roles within the sales function. Definition and ongoing maintenance of competency models, foundational curriculums required, delivery methods required and measurement strategies
- Annual assessment and plan for new/changing requirements to meet needs of business specific Human Capital Plans
- To make the transition into sales management a success by introducing key practices and good habits in all the areas in which a sales manager is expected to perform.
- To successfully managing a sales team requires a set of skills, techniques and behaviors which actual sales experience does not provide.

## E. Program Reflection

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

### 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.

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

### 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.

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

### 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.

## F. Course Contents / Topics to be Covered.

This module will cover the following contents:

- Sales Forecast and Planning
- Formation of Sales Team and Its Management
- Sales Strategies
- Sales Evaluation

## F. Course Schedule / Weekly Course Outline

Topic Description	Week
Selling and Sales Management, Challenges in the Market, Sales Managers Job, etc	Week 01
Marketing and Sales Evolution, Sales Environment; Customer,	Week 02
Competition, Economics, Legal, Demography, etc	
Personal Selling, Relationship Selling, Seven Steps of Selling,	Week 03
Sales Leadership and Management, Activities of Sales Managers, Roles, Responsibilities, Skills, Authority, etc	Week 04

Organizational Buying and Purchasing, Difference b/w Individual and Organizational Buying,	Week 05
Buying Process, Negotiation Skills, etc	Week 06
Sales Organization, Sales Force Types and Structures, Independent Sales Agents, etc	Week 07
<b>MID-TERM EXAMINATION</b>	Week 08
Sales Force Types, Recruitment and Selection, Importance	Week 09
Planning, Assessing, Recruiting, etc	Week 10
Training, Needs Assessment, Setting Objectives, Training topics, Formalized Program, etc	Week 11
Compensation, Reward System Management, Financial Rewards, Non-Financial Rewards, Other considerations, Relationship b/w Motivation and Compensation.	Week 12
Evaluation, Criteria for Performance Measurement, Performance Appraisal, Comparing Actual with Standard, Evaluating Teams, etc	Week 13

Motivating the Sales Team, Models of Motivation Process, Job-Related Factors, Individual Related Factors, Motivational Theory, etc	Week 14
Sales process	Week 15

### G. Schedule of Assignments/ Quiz / Academic/Reserach Activity

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Individual Presentation		After Mid in 8 <sup>th</sup> week	
2	Submission of Sales Model/ Plan		15 <sup>th</sup>	

### H. 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

### I. 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 do practical research and explore the real market. The teacher will ensure feedback to each student on all of the above-mentioned components.**

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





# UNIVERSITY OF SAHIWAL

## **Books**

- Eugene M. Johnson, David L., Kurtz & Eberhard E. Scheuing McGraw Hill. Sales Management; Concepts Practices and Case, 2<sup>nd</sup> edition.
- Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila · 2024, Sales Management: Analysis and Decision Making

## **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. Shaheera Amin**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Cluster Head (Name): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **Departmental Committee Review:**

\_\_\_\_\_  
Dr. Shaheera Amin

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Dr. Muhammad Husnain

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Dr. Bilal Anwar

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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: <b>Business, Economics and Commerce</b>	Department: <b>Business Administration</b>
Degree Program: <b>BBA/ BBAIS</b>	Course Name: <b>Business &amp; Corporate Law</b>
Course Code:	Course Category:
Credit Value: <b>3</b>	Course Level/Semester: <b>4th</b>
Nature of Course (Theory/Lab): <b>Theory</b>	Course Specific Requirement (If any):
Contact Hour: <b>3</b>	Additional Information (If any):

### B. Faculty Member Information

Name of Faculty Member: <b>Dr Imtiaz Ahmed Khan</b>	Designation: <b>Associate Professor</b>
Contact Details: <b>0300-9833660</b>	Email: <b>imtiazahmad@uosahiwal.edu.pk</b>
Office No: <b>0300-9833660</b>	Office Visiting Hour: <b>Full Time</b>
Course Level/Semester: <b>4th</b>	Additional Information (If any):

### C. Course Description and Objectives

The course basically deals with the introduction of those commercial laws which are directly or indirectly related to Business. It includes a short study of the Partnerships Act and the latest applicable company laws.

The emphasis in this course is to introduce the students to the basic concepts of conventional business law and its implementation in the contemporary business world. The course is outlined in such a way to show the basic philosophy of conventional Business Law along with some examples from a case study.

The basic purpose of this course is to enable students to learn about the formation, functioning, managing and liquidation of business organizations in accordance with applicable laws. It will further elaborate the rights and duties of investors, and particularly the duties imposed by the law on the managers for running the business organizations. It will also shed light on the governance structures of the business organizations.

#### D. Course Learning Outcomes

The students will be able to know:

- a) The formation of Business entities and their Legal Requirements
- b) The functioning of Business Organizations
- c) The concept of Management of Business Organizations
- d) Rights & Duties of Owners of Business Organization
- e) Choices of Business Structures
- f) Advantages and Disadvantages of doing different types of Business.
- g) Structure of Regulators and relevant regulations
- h) Nature of Corporate Governance

#### 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 and structure, ideas, plan, and strategies to diverse audiences, in both orally and written form

## F. Course Contents / Topics to be Covered.

<p>The provisions of .....</p> <ol style="list-style-type: none"> <li>1. The Contract Act 1872</li> <li>2. The Partnership Act 1932</li> <li>3. The Companies Act 2017</li> <li>4. The Securities and Exchange Commission of Pakistan Act 1997</li> <li>5. The Listing Regulations</li> <li>6. The Code of Corporate Governance</li> <li>7. The Negotiable Instrument Act 1881</li> <li>8. The Evolution of Banks</li> <li>9. Major Functions of Banks</li> </ol>
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## G. Course Schedule / Weekly Course Outline

Topic Description	Week
<ol style="list-style-type: none"> <li>1) Introduction to Law: Definition of Law, Kinds of Law, &amp; Sources of Law</li> <li>2) (a) Introduction of Law of Contract: Definitions of Proposal / Offer, Offeror, Offeree, Acceptance, Counter Offer, Promisor, Promisee, Reciprocal Promises, Agreement, Contract, Purpose, &amp; Consideration</li> <li>3) Essential Elements of a Valid Contract</li> </ol>	1
<ol style="list-style-type: none"> <li>1) Kinds of Contracts (Valid Contract, Void Agreement, Void Contract, Voidable Contract, Illegal Contract, Quasi Contract, Contingent Contracts)</li> <li>2) Specific Performance of Contracts</li> <li>3) Discharge of Contract, and Breach of Contract, and its remedies</li> </ol>	2
<ol style="list-style-type: none"> <li>1) The Nature &amp; Kinds of Business Organizations</li> <li>2) The Concept of Partnership and its Rationale</li> <li>3) Basic Characteristics of Partnership</li> </ol>	3
<ol style="list-style-type: none"> <li>1) Selection of Name for Business Organizations</li> <li>2) Kinds of Partnerships</li> <li>3) Kinds of Partners</li> </ol>	4
<ol style="list-style-type: none"> <li>1) Authorities of Partners: Express, Implied and Emergency</li> <li>2) Mutual Rights &amp; Duties of Partners</li> <li>3) Relation of Partners with Third Parties</li> </ol>	5
<ol style="list-style-type: none"> <li>1) The Concept of Company with its Characteristics</li> <li>2) Incorporation of Companies: Procedure and Requirements</li> <li>3) Legal Effects of Incorporation</li> </ol>	6
<ol style="list-style-type: none"> <li>1) Difference between debt &amp; equity</li> <li>2) Similarity Index between Natural and Juristic Persons</li> <li>3) Constitution of a Company: Memorandum of Association &amp; Articles of Association</li> </ol>	7
<ol style="list-style-type: none"> <li>1) Difference between Different Kinds of Companies; Conversion of companies</li> <li>2) Directors: Kinds (Executive, Non-Executive, Independent), Procedure of Election &amp; Selection of Directors</li> <li>3) Tenure, &amp; Removal of Directors; Chief Executive his role, functions, and Tenure</li> </ol>	8

<ol style="list-style-type: none"> <li>1) Capital of Company: Authorized, Subscribed, Unsubscribed, Paid &amp; Unpaid Capital</li> <li>2) Kinds &amp; Classes of Shares</li> <li>3) Statutory Meetings: Kinds &amp; Legal Requirements, Annual General: Purpose, &amp; Legal Requirements, Extra-Ordinary General Meetings: Purpose &amp; Legal Requirements</li> </ol>	9
<ol style="list-style-type: none"> <li>1) Prospectus: Form, Purpose, Requirements, Contents, and Liability</li> <li>2) Rights &amp; Duties of Shareholders: Dividend, Voting, Meetings</li> <li>3) Intervention Rights</li> </ol>	10
<ol style="list-style-type: none"> <li>1) Winding up of Companies: Winding up by the court, voluntary winding up, &amp; winding up subject to supervision of court</li> <li>2) Circumstances under which the company may be wound up by the court.</li> <li>3) Securities &amp; Exchange Commission of Pakistan: Its role and functions; Pakistan Stock Exchange: Functions and Listing Requirements of Stock Exchange</li> </ol>	11
<ol style="list-style-type: none"> <li>1) Nature and Purpose of Code of Corporate Governance</li> <li>2) Contract of Sale of Goods, Distinction between Sale, and Agreement to Sell</li> <li>3) Nature and distinction between Conditions and Warranties</li> </ol>	12
<ol style="list-style-type: none"> <li>1) Indemnity &amp; Guarantee</li> <li>2) Bailment, Pledge, &amp; Hypothecation</li> <li>3) Mortgage, &amp; Agency</li> </ol>	13
<ol style="list-style-type: none"> <li>1) Evolution of Banks, Types of Banks</li> <li>2) Major Functions of Banks</li> <li>3) Negotiable instruments Act, Definitions, characteristics of Negotiable instruments</li> </ol>	14
<ol style="list-style-type: none"> <li>1) Promissory Note, Bill of Exchange, Cheque, Demand Draft, &amp; Pay Orders</li> <li>2) Parties of Negotiable Instruments, Negotiation, Indorsement</li> <li>3) Discharge and Dishonor of Negotiable Instruments</li> </ol>	15

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

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Assginemnt-1		4	
2	Quiz-1		6	
3	Presentations		10	
4	Assignment-2		12	
5	Quiz-2		14	

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

	Lecture	Tutorial	Laboratory/	Practical	Other	Total

		Studio	
Contact Hours	45		45
Credit	3		3

### J. Teaching-Learning Strategies

1. Traditional class lectures
2. Use of PowerPoint presentations
3. Student participation such as presentations
4. Propositions in practical life
5. Case study
6. Use of research material

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

#### Textbooks and Laws

- i. The Partnership Act 1932 (Bare Act)
- ii. The Companies Act 2017 (Bare Act)
- iii. The Limited Liability Partnership Act 2018 (Bare Act)
- iv. M.C. Kuchhal, Mercantile Law
- v. R. Kraakman et al., Anatomy of Corporate Law: A Comparative and Functional Approach, Oxford University Press
- vi. Syed Atif Abidi (ACA), Corporate laws Made Easy (Text Book), 7<sup>th</sup> Edition, 2019-20, CA Notes Publications
- vii. Dr. Khwaja Amjad Saeed, Mercantile and Industrial Laws in Pakistan, Latest Edition Institute of Business Management
- viii. Dr. M.A. Manan, The Partnership Act 1932
- ix. Paul Davies and Sarah Wrothington, The Gower & Davies Principles of Modern Company Law
- x. John Lowry and Arad Reisberg, Pettetis Company Law: Company Law & Corporate Finance, 4<sup>th</sup> Edition, Pearson Education Limited, England
- xi. Kershaw, Company Law in Context: Text and Materials, Oxford University Press, Oxford, UK
- xii. Imran Ahsan Khan Niazi, The Company Law, Federal Law House, Lahore
- xiii. Alan Dignam & John Lowry, Company Law, Oxford University Press, Oxford, UK

#### Research Papers

- xiv. Dr Imtiaz Ahmed Khan (2017), Enforcement of Corporate Laws: A Case for Judicial Reforms in Pakistan, (37) (2) Pakistan Journal of Social Sciences, pp. 407-419
- xv. Dr Imtiaz Ahmed Khan (2017), Enforcement of corporate laws and Stock Market Reforms in Pakistan, 37 (1) Pakistan Journal of Social Sciences, pp. 307-319
- xvi. Dr Imtiaz Ahmed Khan, Dr. Waris Ali (2017), Enforcement in Relation to Corporate Laws in Pakistan: A Case For Legal Reforms, 8 (II), Journal of Social Sciences, Pp.104-115
- xvii. Dr. Imtiaz Ahmed Khan (2016), The Derivative Action Remedy for Minority Shareholder Protection in Pakistan, 36 (1), Pakistan Journal of Social Sciences, Pp.119-129
- xviii. Imtiaz Ahmed Khan, Dr. Muhammad Abrar (2014), The Fiduciaries Duties and Investor Protection in Corporate Law of Pakistan, 35 (5) The Company Lawyer 146-157
- xix. Imtiaz Ahmed Khan (2014), The Unfair Prejudice and Investor Protection Remedy in Pakistan, 5, Journal of Business Law 388-406

- xx. Dr Imtiaz Ahmed Khan (2018), The Cumulative Voting System and Minority Shareholders' Protections in Corporate Governance in Pakistan, Pakistan Journal of Social Sciences (PJSS) Vol. 38, No. 2 (2018), pp. 501-511
- xxi. Ruth V. Aguilera and Alvaro Cuervo-Cazurra, Codes of Good Governance Worldwide: What is the Trigger? Organization Studies 25(3): 417-446
- xxii. Mark J. Roe, 'Corporate Law's Limits' (2002) 31 Journal of Legal Studies 233-71
- xxiii. Imtiaz Ahmed Khan (2014), The Unfair Prejudice and Investor Protection Remedy in Pakistan, 5, Journal of Business Law 388-406
- xxiv. Imtiaz Ahmed Khan (2014), The Fiduciaries Duties and Investor Protection in Corporate Law of Pakistan, 35 (5) The Company Lawyer 146-157

### K. Facilities Required (If any)

Projector for presentation

### L. Additional Information (If any)

Name of Course Instructor: Dr Imtiaz Ahmed Khan

Signature: \_\_\_\_\_ Date: 22.02.2024

Cluster Head (Name): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Departmental Committee Review:

\_\_\_\_\_  
Dr. Shaheera Amin

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Dr. Muhammad Husnain

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Dr. Bilal Anwar

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Dr. Saira Aziz

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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\*

\*Extend the space where required

### A. Course Identification and General Information

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

### B. Faculty Member Information

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

### C. Course Description and Objectives

The main purposes of this course to enable students to conduct marketing research and write a report for business. This module aims to familiarize students with all forms of business information, and with the techniques used to gather process and analyze them. It aims to give an understanding of the nature and scope of business research, and to learn when and how to use it. Students will learn how to conduct market research projects, from the definition of the initial research problem to the production of final research recommendations in the final report. Effective marketing decisions are based on good supporting data and information. Students will learn the steps in the business research process, including establishing an appropriate research design, creating research instruments, gathering and analyzing data using both qualitative and quantitative methods, and using the findings to improve marketing decision-making. Ethical aspects of market research and intelligence will also be addressed.

### D. Course Learning Outcomes

This module intends a student to:

- Understand the Nature of Marketing Research and Defining Research Problem and Developing Research Approach
- Understand Qualitative and Quantitative Research Methods
- Understand Research Designs and Design Questionnaire
- Understand Measurement Scaling Techniques

- Understand Data Preparation, Data Entry and Data Analysis
- Present the research findings

## E. Program Reflection

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

### Program Objective:

**PO1:** Develop Critical Thinking, Problem-Solving and Decision-Making Skills

**PO2:** Application of Data Analysis, Quantitative and Qualitative methods

### Program Learning Outcomes:

**PLO1:** Analyze and solve the complex business problems in various functional areas

**PLO2:** Understand qualitative and quantitative research methods in field of business

## F. Course Contents / Topics to be Covered.

This module will cover the following contents:

- Nature of Marketing Research
- Defining Research Problem and Developing Research Approach
- Qualitative and Quantitative Research Methods
- Research Designs and Design Questionnaire
- Measurement Scaling Techniques
- Data Preparation, Data Entry and Data Analysis
- Report writing

## G. Course Schedule / Weekly Course Outline

Topic Description	Week
Introduction to the module Introduction to Marketing Research (Chapter 1)	Week 1
Defining the Marketing Research Problem and Developing an Approach (Chapter 2)	Week 2
Questionnaire and Form Design (Chapter 10)	Week 3
Sampling Techniques	Week 4
Questionnaire Designing & Feedback Session	Week 5

Measurement and Scaling (Chapter 8 &9 )	Week 6
Qualitative research methods – Interview, Focus Group	Week 7
Research Design (Chapter 3) Exploratory Research Design: Secondary Data (Chapter 4) Exploratory Research Design: Qualitative Research (Chapter 5) Descriptive Research Design: Survey and Observation (Chapter 6)	Week 8
<b>Final Term Examination</b>	
Fieldwork (Chapter 13) Data Preparation (Chapter 14)	Week 9
Frequency Distribution, Cross-Tabulation, and Hypothesis Testing (Chapter 15) Analysis of Variance and Covariance (Chapter 16)	Week 10
Correlation and Regression (Chapter 17)	Week 11
Report Preparation and Presentation (Chapter 23)	Week 12
Causal Research Design: Experimentation (Chapter 7)	Week 13
Final Report Writing & Feedback Session	Week 14
Final Report Writing & Feedback Session	Week 15
<b>Final Term Examination</b>	

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

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Feedback on coursework	Feedback Session on symptoms and management decision problems	2nd	Learn to develop MDPs based on symptoms
2	Feedback on coursework	Feedback Session on management decision problems and research questions	3rd	Learn to develop MDPs and MRQs based on symptoms
3	Feedback on coursework	Feedback Session on questionnaire	4 <sup>th</sup> and 5 <sup>th</sup>	Learn to design questionnaire based on research questions
4	Feedback on coursework	Feedback Session on data analysis	11th	Learning SPSS, Analysis and Interpretation of results
5	Feedback on Final coursework	Feedback Session on data analysis	12th	Learning Analysis and interpretation of results
6	Feedback on Final coursework	Final Feedback Session	15th	Report writing competence



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## 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 research report.

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

### **Books**

Malhotra, N., Nunan, D., & Birks, D. (2017). *Marketing research: An applied approach*. Pearson.

### **Research Journals**

### **Web-links**

## K. Facilities Required (If any)

Multimedia Projector, SPSS & MS Excel, and MS Powerpoint

## 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): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# UNIVERSITY OF SAHIWAL

## 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