



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)/ BBIS (Hons)	Course Name: E-Commerce
Course Code:	Course Category: Core
Credit Value: 03	Course Level/Semester: 5th
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. Atif Ali Gill	Designation: Lecturer
Contact Details: 0300-9690213	Email: atifali@uosahiwal.edu.pk
Office No:	Office Visiting Hours: 12 PM-1 PM
Course Level/Semester: Undergraduate/	Additional Information (If any):

C. Course Description and Objectives

This course provides students with an in-depth understanding of electronic commerce (e-commerce) and its applications in contemporary business environments. Students will explore the principles, technologies, and strategies of e-commerce, with a focus on ethical and sustainable practices.

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 Connect 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 will explore the principles, technologies, and strategies of e-commerce, with a focus on ethical and sustainable practices.

B. Course Schedule / Weekly Course Outline

Topic Description	Week
INTRODUCTION TO E-COMMERCE	1
E-COMMERCE BUSINESS MODELS AND CONCEPTS	2
E-COMMERCE INFRASTRUCTURE: THE INTERNET, THE WEB, AND THE MOBILE PLATFORM	3
BUILDING AN E-COMMERCE PRESENCE: WEBSITES, MOBILE SITES, AND APPS	4
E-COMMERCE SECURITY AND PAYMENT SYSTEMS	5
E-COMMERCE MARKETING AND ADVERTISING CONCEPTS	6
SOCIAL, MOBILE, AND LOCAL MARKETING	7
ETHICAL, SOCIAL, AND POLITICAL ISSUES IN E-COMMERCE	8
ONLINE RETAIL AND SERVICES	9
ONLINE CONTENT AND MEDIA	10
SOCIAL NETWORKS, AUCTIONS, AND PORTALS	11
B2B E-COMMERCE: SUPPLY CHAIN MANAGEMENT AND COLLABORATIVE COMMERCE	12
B2B E-COMMERCE MARKETPLACES: THE SELLING SIDE OF B2B	13
PRIVATE B2B NETWORKS	14
FINAL PROJECT (REPORT SUBMISSION & PRESENTATIONS)	15

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
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. Kenneth C. Laudon, E-commerce: Business. Technology. Society, Pearson, (Latest Edition)

K. Facilities Required (If any)



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L. Additional Information (If any)

Name of Course Instructor: _____

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

A. Course Identification and General Information

Faculty: Management Sciences	Department: Department of Business Administration
Degree Program: BBA/MBA (Hons)	Course Name: Managerial Accounting
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: riazhussain@uosahiwal.edu.pk
Office No:040-9200430-32	Office Visiting Hour: 09:00 AM to 5:00 PM
Course Level/Semester: Undergraduate / 6th Semester Morning / Evening (Session 2021-2025)	

C. Course Description and Objectives

The purpose of this course deals with examining Cost Accounting as a tool for providing information for manufacturing, internal reporting, external reporting as well as for managerial decision making. The broad course objectives are to help students to understand the central concepts of Cost Accounting, the methods of conducting data analysis preparation of reports for managerial decision making.

D. Course Learning Outcomes

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

This course may be able to:

- Develop the skills in students so that are be able to make proper distinction between different types of cost and their respective uses. **(PLO-1)**
- Equip the students with Emerging New concepts and its application in the field of managerial accounting. **(PLO-3)**
- Develop the skills in students to design the costing system that help in optimal decision making. **(PLO-5)**

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. 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.

3. Prepare for Future Business Endeavors :

A combination of 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

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

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

❖ The details of contents are as under:

F. Course Schedule / Weekly Course Outline

Topic Description	Week
1. Concept of Management & Function of Controller	Week 1
2. Fundamental cost report & analysis for Planning & control	Week 2
3. Concept, Uses, & Classification of Cost.	Week 3
4. Cost Accounting Information System, Design & Operations	Week 4
5. Process Costing (Cost of Production Report)	Week 5
6. Planning & Control of Factory Overhead	Week 6
7. Quantative Model for Materials Planning & Control	Week 7
8. Mid Term Assessment	Week 8
9. Controlling and Accounting Labor Cost	Week 9
10. Job Order Costing	Week 10
11. Cost Behavior Analysis & Use	Week 11
12. Cost Volume Profit Relationship (CVP)	Week 12
13. Break Even Analysis & its Measurement	Week 13
14. Standard Cost of Operating Performance Measures	Week 14
15. Final Presentation and Submission of Class Project	Week 15

G. Schedule of Assignments/ Quiz / Academic/Reserach 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

				<i>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	Tern Project	Written	2 to 15	<i>Students will demonstrate competence in written communication.</i>

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

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

I. 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

1. Cost and Management Accounting by Matz & Usury - Latest Edition
2. Garrison H. Ray, Noreen W. Eric., Latest Edition, Managerial Accounting Irwin publishers
3. Introduction to Management Accounting, Horngen Charles T; Prentice Hall Inc. Latest Edition
4. Managerial Accounting; Q. Compel & Ronald M. Dascher, Paul E John Wiley & Sons Latest Edition
5. Hilton W. Ronald Managerial Accounting, Latest Edition, McGraw-Hill Irwin

K. Facilities Required (If any)

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

To Enhance the Knowledge of Cost & Managerial Accounting:

http://www.investorwords.com/1149/Cost_Accounting.html

To Enhance the Concept of Cost Accounting:

<http://www.principlesofaccounting.com/Default.htm>

To gain more practice Question of EOQ:

http://www.accountingformanagement.com/economic_order_quantity_eco.htm

For Video Lecture of Cost & Management Accounting:

<https://ocw.vu.edu.pk/Videos.aspx?cat=Accounting%2c+Banking+%26+Finance&course=MGT402>

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)

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



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Signature: _____ Date: 17-05-2024



Course Specification File

A. Course Identification and General Information

Faculty: Business and Economics	Department: Department of Business Administration
Degree Program: BBA/BBIS	Course Name: Financial Management
Course Code:	Course Category: Core Course
Credit Value: 03 Hours	Contact Hour: 3
Nature of Course: Theory	Course Specific Requirement (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: 2:00-01:00 (Wed-Thr)
Course Level/Semester: 5	

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.

In addition Financial Management course aims at imparting knowledge about the fundamental concepts and tools of financial management. It emphasizes the importance of financial management skills to individuals and enterprises. You are expected to gain an initial understanding of the finance function in an organization, the role of the finance manager and the financial environment in which the firm operates. The financial environment covers the understanding of financial and capital markets along with the broad orientation of macroeconomic factors affecting the business. The emphasis will remain on developing the skills for planning, appraising and evaluating the investment, financing and operating decisions.

Moreover, the purpose of this course is to enable you to understand the financial decision-making process and to interpret the impact that financial decision will have on value creation. This course, therefore, introduces you to three major decision-making areas in financial management - the investment, financing and asset management decisions.

D. Course Learning Outcomes

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

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

- ❖ Role of financial planning and control- financial forecasting and cash budgeting tools - in planning for the firm's short term financial requirements (PO7)
- ❖ Working capital and its components, applications of different techniques that managers can use to manage various aspects of working capital - cash and liquidity, credit and receivables, inventories, etc. (PO7)
- ❖ Short term sources of financing (PO7)
- ❖ Long term financing -venture capital, equity, debentures etc. (PO7)
- ❖ Different theories of capital structure, their predictions about optimal capital structure and the limitations of using debt in the firms' capital structure (PO7)

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.

Meaning and Scope of Financial Management.
 The Finance manager and the financial environment
 Time Value of Money
 Bond and Their Valuation
 Share and Their Valuation
 Stocks and Their Valuation
 Risk and Return
 INVESTMENT APPRAISALS
 The Investment Setting
 Cash Flow Estimation and Other Topics in Capital Budgeting
 Risk Analysis and the Optimal Capital Budget
 Financial forecasting
 Managing Current Assets
 Financing current Assets

G. Course Schedule / Weekly Course Outline

List of Topics	No. of Weeks
Meaning and Scope of Financial Management.	
<ul style="list-style-type: none"> • Finance and financial management • Scope of Financial management • Business organizations • Organization of the finance function • Finance management vs. other managerial functions 	Week 1
The Finance manager and the financial environment	
<ul style="list-style-type: none"> • Financial markets • Financial institutions • The roles of the finance manager • Goals of the firm • Agency problems and their mitigation 	Week 2

“Time Value of Money”

- Calculate the future value (FV) or present value (PV) of a single sum of money;
- Calculate the interest rate or time period for single-sum problems;
- Calculate the FV or PV of an annuity and an annuity due; Calculate the payments, interest rate, or time period for annuity and annuity-due problems.
- Calculate the value, cash flow, or interest rate in a perpetuity problem;
- Calculate the FV or PV of a series of uneven cash flows (i.e., compound or discount the Cash flows);
- Adapt all FV and PV calculations to other-than-annual compounding periods;
- Compute the solution for various time value of money problems.

Week 3

“Bond and Their Valuation”

- Who Issues Bonds, Key Characteristics of Bonds Bond Valuation, Bond Yields
- Bonds with Semiannual Coupons
- Assessing the Riskiness of a Bond
- Default Risk, Bond Markets

“Share and Their Valuation”

- Legal Rights and Privileges of Common Stockholders Types of Ordinary Stock
- The Market for Ordinary Stock
- Ordinary Stock Valuation
- Share Market Equilibrium
- Actual Share Prices and Returns Preferred Shares

Week 4

Stocks and Their Valuation:

1. Benefits from a share investment
2. Price of ordinary shares
3. Behavior of expected dividend growth and share price
4. Price of shares based on earnings
5. Expected rate of return
6. Preferred shares and their characteristics
7. Price of preferred shared and the expected rate of return
8. Valuing the entire business

Week 5

“Risk and Return”

- Stand Alone Risk
- The Trade Off between Risk and Return
- Risk in a Portfolio Context
- The Relationship between Risk and Rates of Return Physical Assets versus Securities
- Some Concerns about Beta and the CAMP Volatility Versus Risk

Week 6

INVESTMENT APPRAISALS

- Types of investment projects
- Investment process
- Non-discounted appraisal techniques
- Discounted Cash flow techniques
- A comparison of the NPV and the IRR methods

Week 7

“The Investment Setting”

- The student should be able to
- Calculate the holding-period return;
- Calculate the holding-period yield;
- Calculate both the arithmetic mean return and the geometric mean return;
- Calculate the expected return;
- Calculate the variance and standard deviation of return; Calculate the coefficient of variation for an investment; Calculate the expected rate of return for a stock or a stock market series, using Estimates of ending values and dividend

Week 9

“Cash Flow Estimation and Other Topics in Capital Budgeting”

The student should be able to

- Distinguish between cash flows and accounting profits;
- Define the following terms and discuss their relevance to capital budgeting:
 - incremental cash flow, sunk cost, opportunity cost, externality, and cannibalization;
- Define an expansion project and a replacement project; Determine by NPV analysis whether a replacement project should be undertaken;
- Define initial investment outlay, operating cash flow over a project’s life, and terminal-year cash flow, and compute each measure for an expansion project and a replacement project; Compare two projects with unequal lives, using both the replacement chain and equivalent annual annuity approaches; Discuss the effects of inflation on capital budgeting analysis.

Week 10

“Risk Analysis and the Optimal Capital Budget”

The student should be able to;

- Distinguish among three types of project risk: stand-alone, corporate, and market;
- Distinguish among sensitivity analysis, scenario analysis, and Monte Carlo simulation as risk analysis techniques; Week 11
- Describe how the security market line is used in the capital budgeting process;
- Describe the pure play and accounting beta methods for estimating individual project betas.

Financial forecasting

- Keeping Track of forecasts
- Sales Forecast
- Financial Statement Forecasting: Constant Ratio Method
- The AFN Formula Week 12
- Forecasting Financial Requirements When the Balance Sheet Ratios Are Subject to Change
- Other Techniques for Forecasting Financial Statements
Computerized Financial Planning Models

Managing Current Assets

- Working Capital Terminology
- Alternative Current Asset Investment Policies The Concept of Zero Working Capital
- Cash Management
- The Cash Budget
- Cash Management Techniques Week 13
- Marketable Securities
- Inventory costs
- Inventory Control Systems
- Receivables Management
- Credit Policy
- Setting the Credit Period and Standards Setting the Collection Policy

Financing current Assets

- Sound Working Capital Requires Appropriate Financing
- Alternative Current Asset Financing Policies
- Advantages and Disadvantages of Short- Term Financing Accruals Week 14
- Account Payable (Trade Credit) Short-Term Bank Loans
- The Cost of Bank Loans Choosing a Bank Commercial Paper
- Use in short-Term Financing

Final Presentation and Submission of Class Project 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 <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

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 Management Activity with individual / Group of students.



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

. List Required Textbooks

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

Different tools required to understand the implementation of this course :

Multimedia Projector

Microsoft Excel

K. Additional Information (If any)

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

For Collection of Tutorial & Frameworks in Financial Management:

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

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

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

Name of Course Instructor: **Mrs. Alia Manzoor**

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**



UNIVERSITY OF SAHIWAL

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: Marketing Management
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

Marketing management course is geared toward providing an understanding of the rationale for marketing decisions from a managerial perspective and the manipulation of marketing mix to achieve business goals. It will enable students to explain different terminologies and concepts related to Marketing Management. Practically marketing management encompasses activities such as demand creation and Stimulation, positioning, product differentiation, and product and brand management among others. All these activities involve planning, analysis, and decision-making. This course will require the integration of theory and practice and enable the students to analyze customer, competitors and Product portfolios. To make analysis of company's strategic position.

D. Course Learning Outcomes

This module intends a student to:

- Understand Customer Value, Customer Behavior, Advertising, other elements of Marking Mix and their implementation
- Understand B2B Marketing Mix, Segmentation, Targeting and Positioning
- Understand External Analysis, Competitor and Internal Analysis
- Understand MIS and Green Marketing
- Understand Branding and Corporate Identity and Managing Products
- Develop a student's capacity to design and develop an electronic add through Canava
- Develop a student's capacity to implement these concepts in the practical setting

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

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

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
- Competitor Analysis
- Internal Analysis
- Marketing Research & Information Systems
- Green Marketing & Marketing Ethics

G. Course Schedule / Weekly Course Outline

Topic Description	Week
Introduction to the Module Recap of Basic Topics of Principles of Marketing: The Concept of Marketing: Creation of Customer Value, Advertising, Public Relations & Other Promotional Tools, Sales Promotion	Week 1
Segmentation, Targeting and Positioning	Week 2
Business to Business Marketing Mix	Week 3
External Environmental Analysis	Week 4
Competitor Analysis	Week 5
Internal Analysis	Week 6
Marketing Research & Information Systems	Week 7
Managing Products	Week 8
Mid Term Examination	
Branding and Corporate Identity	Week 9
e-Marketing	Week 10
Pricing Strategy and Placing Strategy	Week 11

Learning development of ad through Canava	Week 12
Green Marketing & Marketing Ethics	Week 13
Final Report Writing & Feedback Session	Week 14
Final Report Writing & Feedback Session	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	Feedback on coursework	Feedback Session on Nature of Business, Marketing Mix, and Promotional elements	4th	Learn to evaluate the marketing mix elements and promotional mix of a business + develop writing competence
2	Feedback on coursework	Feedback Session on External Environment	5 th and 6 th	Learn to evaluate the external environment of a business + develop writing competence
3	Feedback on coursework	Feedback Session on Internal Environment	7 th and 8 th	Learn to evaluate the internal environment of a business + develop writing competence
4	Feedback on coursework	Feedback Session on Competitor Analysis	11th	Learn to conduct competitor analysis of a business + develop writing competence
5	Feedback on Final coursework	Feedback Session on 5th Part of Term Report	14th	Application of theoretical contents + Writing competence
6	Feedback on Final coursework	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. Jagdish 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.



UNIVERSITY OF SAHIWAL

Name of Course Instructor: Dr. Waris Ali

Signature: _____ Date: 16-01-2024

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

Signature: _____ Date: 17-05-2024



UNIVERSITY OF SAHIWAL

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	Course Name: Organizational Behavior
Course Code:	Course Category: Core Course
Credit Value: 03	Course Level/Semester: 5th
Nature of Course (Theory/Lab):	Course Specific Requirement (If any):
Contact Hour:	Additional Information (If any):

B. Faculty Member Information

Name of Faculty Member: Dr. Saira Aziz	Designation: Assistant Professor
Contact Details: 0322-7095004	Email: sairaaziz@uosahiwal.edu.pk
Office No: 3.1.12	Office Visiting Hour:
Course Level/Semester: 5th	Additional Information (If any):

C. Course Description and Objectives

This course provides a comprehensive overview of Organizational Behavior (OB) theories, concepts, and practices. Students will explore the dynamics of individual, group, and organizational behavior, and how they influence organizational effectiveness, performance, and culture. Through case studies, interactive discussions, and real-world examples, students will develop a deep understanding of human behavior in organizations, leadership styles, motivation, communication, teamwork, conflict resolution, organizational change, and ethical considerations. The course aims to enhance students' critical thinking, analytical skills, interpersonal competencies, and ethical awareness to navigate and lead in diverse organizational settings.

D. Course Learning Outcomes

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

1. Develop a comprehensive understanding of organizational behavior's core concepts and theories, essential for navigating modern workplaces effectively.

2. Analyze job attitudes, perception, and motivation to manage employee behaviors and enhance organizational performance.
3. Recognize the significance of organizational culture and its impact on employee behavior and decision-making processes.
4. Identify internal and external factors influencing organizational behavior, informing strategic decision-making and leadership approaches.
5. Evaluate and manage employee-organization personality fit to optimize organizational effectiveness and employee satisfaction.
6. Master skills in analyzing group behavior, facilitating team dynamics, and resolving conflicts to foster high-performance teams

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. 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.

- 4. Prepare for Future Business Endeavors:** A combination of theoretical knowledge, practical application, and career development opportunities, the students will be 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 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, in both orally and written form

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

F. Course Contents / Topics to be covered.

Topic Of Lecture
<ul style="list-style-type: none"> • Introduction to Organizational behavior • Job Attitudes and Behaviors • Perception and Motivation • Molding Employee Attitudes and Behaviors • Organizational Culture • Influences on Organizational Behaviour • Employee Organization Personality Fit • Working in teams/groups

G. Course Schedule / Weekly Course Outline

Week	Topic
Week 1	➤ What is Organizational Behavior

	➤ OB: Challenges and opportunities
Week 2	➤ Foundations of Individual Behavior
Week 3	➤ Attitude and Job Satisfaction ➤ The Impact of Pay and Promotion on Job Satisfaction: Evidence from Higher Education Institutes of Pakistan
Week 4	➤ Emotions and Moods
Week 5	➤ Personality and Values
Week 6	➤ Perception and Individual Decision Making
Week 7	➤ Motivation: from concepts to application
Week 8	➤ Motivation: from concepts to application
Week 9	➤ Foundations of Group Behavior
Week 10	➤ Understanding Work Teams
Week 11	➤ Communication
Week 12	➤ Organizational Culture & Foundations of Organizational Structure
Week 13	➤ Conflict and Negotiation
Week 14	➤ Term report and discussion
Week 15	➤ Term report and discussion
Final Examination	

H.

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

Sr. No.	Nature of Activity	Description of Activity	Week	Expected Outcomes
1.	Mini case studies, research articles, and reading related to the topic	Analyze real-world organizational behavior case studies to understand organizational dynamics, challenges, solutions, and best practices.		Students will develop analytical skills, problem-solving abilities, and critical thinking in assessing and addressing organizational behavior issues and scenarios.
2.	Group Discussions and Debates	Participate in group discussions, debates, and role-plays on various organizational		Foster communication skills, collaboration, teamwork, active

		behavior topics, theories, concepts, and scenarios.		listening, empathy, perspective-taking, and understanding of diverse viewpoints and perspectives
3.	Team Building Activities	Engage in team-building exercises, activities, and simulations to understand group dynamics, leadership, communication, collaboration, conflict resolution, and problem-solving in teams		Enhance teamwork, collaboration, leadership, communication, interpersonal, and organizational skills in diverse team settings and scenarios.

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

	Lecture	Tutorial	Laboratory/ Studio	Practical	Other	Total
Contact Hours	25	20				45
Credit	03	03				45

K. Teaching-Learning Strategies

- Lectures and Interactive Discussions
- Case Studies and Real-World Applications
- Workshops and Skill Development Sessions
- Group Projects and Presentations

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

Recommended Books:

1. Organizational Behavior, 17th edition, by Robbins & Judge, Prentice-Hall Publishing
2. 1. Bratton, J., Sawchuk, P., Forshaw, C., Callinan, & Corbett (2010), Work and Organizational Behavior, 2nd Ed., Palgrave.

Watching and Reading online Organizational Behavior News, etc. Business Recorder, Research Paper etc.

Websites:

- **Harvard Business Review (HBR):** Offers a wide range of articles, case studies, and insights related to organizational behavior, leadership, management, and business trends. [Harvard Business Review Website](#)
- **Society for Human Resource Management (SHRM):** Provides articles, research reports, webcasts, and resources on human resource management, organizational behavior, and workplace trends. [SHRM Website](#)



UNIVERSITY OF SAHIWAL

- **MindTools:** Offers articles, tools, resources, and training materials on leadership, management, team building, communication, motivation, decision-making, and other organizational behavior topics. [MindTools Website](#)
 - **Investopedia:** Provides definitions, explanations, articles, tutorials, and insights on organizational behavior, management theories, leadership styles, and business concepts. [Investopedia Website](#)
- Online Journals and Databases:**
- **Google Scholar:** A freely accessible search engine that indexes scholarly articles, research papers, journals, and books on organizational behavior, management theories, leadership styles, and related topics. [Google Scholar](#)
 - **JSTOR:** A digital library that offers academic journals, books, and primary sources in various disciplines, including organizational behavior, human resource management, and business studies. [JSTOR Website](#)
 - **EBSCOhost:** Provides access to a wide range of academic journals, magazines, articles, research papers, and reports on organizational behavior, leadership, management, and related fields. [EBSCOhost Website](#)

K. Facilities Required (If any)

- Fully Equipped Class Rooms
- Multimedia Availability
- Sound Proof Class Rooms

L. Additional Information (If any)

Name of Course Instructor: Dr. Saira Aziz

Signature: _____ Date: _____

Cluster Head (Name): _____

Signature: _____ Date: _____

Departmental Committee Review:



UNIVERSITY OF SAHIWAL

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*

*Extend the space where required

A. Course Identification and General Information

Faculty: Management, economics, and commerce	Department: DBA
Degree Program: BBA	Course Name: Economic Environment of Pakistan
Course Code:	Course Category: General Education
Credit Value: 03	Course Level/Semester: 5th
Nature of Course (Theory/Lab): Theory	Course Specific Requirement (If any): Quantitative reasoning I
Contact Hour: 45	Additional Information (If any):

B. Faculty Member Information

Name of Faculty Member: Shamrez Ali	Designation: Lecturer
Contact Details: +923235195061	Email: shamrezali@uosahiwal.edu.pk
Office No:	Office Visiting Hour: 10:00 am - 12:00 pm
Course Level/Semester: 5th	Additional Information (If any):

C. Course Description and Objectives

<p>The objectives of economic environment of Pakistan encompass understanding and analyzing the behavior of entire economy as a whole, focusing on aggregate level. Here are the key objectives of studying this course:</p> <ul style="list-style-type: none">• Students should comprehend the concepts of gross domestic product (GDP), national income, and overall economic output, as well as the factors that influence these aggregate measures. Understanding the nature, causes, and consequences of business cycles, including economic expansions and contractions, recessions, and recoveries.• Exploring the causes, types, and implications of unemployment and inflation on the economy, as well as policy options for addressing these issues. Understanding the role of government spending, taxation, and budget deficits/surpluses in influencing aggregate demand, economic stability, and growth.• Understanding the objectives and tools of central banks in controlling the money supply, interest rates, and credit conditions to achieve macroeconomic goals such as price stability and full employment. Analyzing the determinants of long-term economic growth, including factors such as technological progress, investment, human capital accumulation, and productivity growth.
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- Understanding the implications of international trade, exchange rates, and capital flows for domestic economies, including the effects on employment, income distribution, and economic stability.

D. Course Learning Outcomes

- Students will be able to understand the structure and performance of economies across the globe specifically in the context of Pakistani economy and its sub-sectors.
- Students should be able to understand the repeated contraction and expansion in aggregate economic activity of countries with particular focus on Pakistan.
- Students will be able to understand the phenomenon of inflation and unemployment along with the dynamics of labor market in Pakistan.
- Students should have awareness about the tax structure, pattern of expenditures, and budget deficit of Pakistan.
- Students will be provided the rationale behind the imposition of monetary policy by SBP, its goals, conduct and impact in Pakistan.
- Students will be able to analyze the performance of human capital, physical capital, and technology and their role in long run economic growth of Pakistan.
- Students will be able to understand the phenomenon of current account deficit, exchange rate fluctuations, and balance of payment crisis of Pakistan.

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 the general and economic 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 be 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

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

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

F. Course Contents / Topics to be Covered.

The introduction of macroeconomics, Structure of Pakistani Economy, National Income , Business Cycle, Production function, Labor market, Capital Market, the Role of Technology in Aggregate Output, Goods Market and Fiscal Policy, Asset Market and Monetary Policy, Imports, Exports, Exchange Rate, Balance of Payments.

G. Course Schedule / Weekly Course Outline

Topic Description	Week
<ol style="list-style-type: none"> 1. Define macroeconomics 2. Structure of an Economy 3. Agriculture sector and its performance in Pakistan 4. Industrial sector and its performance in Pakistan 5. Services sector and its performance in Pakistan 	1,2
<ol style="list-style-type: none"> 1. National Income and its calculation for the case of Pakistan 2. Income Approach 3. Expenditure Approach 4. Product Approach 5. Calculation of GDP of Pakistan 6. Analyzing the major contributor to GDP of Pakistan 7. Analyzing the expenditure pattern of Pakistan. 	3,4

<ol style="list-style-type: none"> 1. Actual output and potential output 2. Output gap and unemployment gap 3. Boom/Peak, Recession/Contraction, Trough/Depression, Recovery/Expansion 4. The trade-off between inflation and unemployment 5. Application of above-mentioned concepts on Pakistani economy. 	5,6
<ol style="list-style-type: none"> 1. Production function 2. Labor Demand 3. Labor supply 4. Labor market equilibrium and corresponding output level 5. Factors that can affect labor market equilibrium and resulting output level. 6. Labor market and its issues, and dynamics in Pakistan. 7. The phenomenon of unemployment in Pakistan. 	7,8
<ol style="list-style-type: none"> 1. Consumption theories and the consumption pattern of Pakistani people. 2. Saving behavior of Pakistani people. 3. Investment theories and its pattern in Pakistan. 4. Goods market equilibrium and factors that can affect this equilibrium. 5. Fiscal policy and its conduct in Pakistan 6. Tax structure of Pakistan 7. Expenditure pattern of Pakistan. 8. Federal Budget of Pakistan. 9. Budget deficit/Surplus in Pakistan. 	9
<ol style="list-style-type: none"> 1. Asset market 2. Financial assets available in Pakistan. 3. Asset demand 4. Money 5. Monetary aggregates 6. Monetary and non-monetary assets 7. Liquidity preference theory 8. Money supply and the role of SBP. 9. Money market equilibrium and the role of SBP in determining the policy rate. 	10,11
<ol style="list-style-type: none"> 1. IS curve 2. LM curve 3. Aggregate demand 4. Fiscal Policy 5. Monetary Policy 	11
<ol style="list-style-type: none"> 1. Aggregate Supply 2. National output equilibrium 3. The role of fiscal and monetary policy in determining national output of Pakistan. 4. Cost push inflation, demand pull inflation, stagflation. 5. The analysis of inflation in Pakistan. 	12,13
<ol style="list-style-type: none"> 1. The open economy 2. Exports and their analysis in the perspective of Pakistani economy 3. Imports and their analysis for the case of Pakistan. 4. Exchange rate and exchange rate systems. 5. Exchange rate system in Pakistan. 6. Factors responsible for exchange rate fluctuation in Pakistan. 	14

<ol style="list-style-type: none"> 1. Balance of payment 2. Trade account 3. Current account 4. Capital account 5. Financial account 6. The balance of payment crisis of Pakistan 7. Current account deficit of Pakistan 8. The phenomenon of twin deficit in Pakistan. 	15
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H. Schedule of Assignments/ Quiz / Academic/Reserach Activity

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Quiz		3 rd	On the concept of structure and performance of economies across the globe
2	Group Assignment		9 th & 12 th	Able to analyze the phenomenon of inflation and unemployment along with the dynamics of labor market in Pakistan.
3	Class Discussion		11 th	Able to understand the phenomenon of current account deficit, exchange rate fluctuations, and balance of payment crisis of Pakistan
4	Group Presentation		15 th	To assess the grip on their subject core concepts.

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

	Lecture	Tutorial	Laboratory/ Studio	Practical	Other	Total
Contact Hours	45	0	0	0	0	03
Credit	45	0	0	0	0	03

J. Teaching-Learning Strategies



UNIVERSITY OF SAHIWAL

Class lectures, YouTube videos, data banks, Economic survey of Pakistan, newspaper articles, research articles, press release by SBP and ministry of Finance of Pakistan.

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

- Dornbusch, R., Fischer, S., & Startz, R. (2011). *Macroeconomics*. McGraw Hill.
- *Macroeconomics by R.J Gordon* (https://books.google.com.pk/books?id=v_s70AEACAAJ)
- Abel, A. B., Bernanke, B. S., & Croushore, D. (2011). *Macroeconomics*. 7. p.

K. Facilities Required (If any)

Multimedia and soft copies of books

L. Additional Information (If any)

Name of Course Instructor: _____ Shamrez Ali _____

Signature: _____ Date: _____ 02/04/2024 _____

Cluster Head (Name): _____

Signature: _____ Date: _____

Departmental Committee Review:



UNIVERSITY OF SAHIWAL

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**