



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: Management Information System
Course Code:	Course Category: Core
Credit Value: 03	Course Level/Semester: 6th
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: 0332-9021902	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 introduces students to the fundamental concepts, theories, and applications of Management Information Systems (MIS). It explores the role of information systems in organizations, emphasizing their importance in facilitating decision-making, enhancing business processes, and gaining competitive advantage. Topics include information technology infrastructure, database management, business intelligence, enterprise systems, e-commerce, and ethical considerations in information management.

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 includes information technology infrastructure, database management, business intelligence, enterprise systems, e-commerce, and ethical considerations in information management.

B. Course Schedule / Weekly Course Outline

Topic Description	Week
Introduction to Information Systems in Business Why study information systems Why business need information technology	1
What are business processes? How are they related to information systems? How do systems serve the different management groups in a business and how do systems that link the enterprise improve organizational performance?	2
Solving Business Problems with Information Systems Systems approached to problem solving Developing information system solutions	3
What ethical, social, and political issues are raised by information systems? What specific principles for conduct can be used to guide ethical decisions?	4
What is IT infrastructure and what are the stages and drivers of IT infrastructure evolution? What are the components of IT infrastructure? What are the current trends in computer hardware platforms? What are the current trends in computer software platforms?	5
Foundations of Business Intelligence: Databases and Information Management What are the problems of managing data resources in a traditional file environment? What are the major capabilities of database management systems (DBMS) and why is a relational DBMS so powerful?	6
Telecommunications, the Internet, and Wireless Technology What are the principal components of telecommunications networks and key networking technologies? What are the different types of networks? How do the Internet and Internet technology work and how do they support communication and e-business?	7

<p>Securing Information Systems Explain why information systems are vulnerable to destruction, error, and abuse. Describe the business value of security and control. Describe the components of an organizational framework for security and control.</p>	8
<p>Achieving Operational Excellence and Customer Intimacy How do enterprise systems help businesses achieve operational excellence? How do supply chain management systems coordinate planning, production, and logistics with suppliers? How do customer relationship management systems help firms achieve customer intimacy?</p>	9
<p>E-commerce: Digital Markets, Digital Goods What are the unique features of e-commerce, digital markets, and digital goods? What are the principal e-commerce business and revenue models? How has e-commerce transformed marketing? How has e-commerce affected business-to-business transactions?</p>	10
<p>Managing Knowledge What is the role of knowledge management and knowledge management programs in business? What types of systems are used for enterprise-wide knowledge management and how do they provide value for businesses?</p>	11
<p>Enhancing Decision Making What are the different types of decisions and how does the decision-making process work? How do information systems support the activities of managers and management decision making? How do business intelligence and business analytics support decision making?</p>	12
<p>Building Information Systems How does building new systems produce organizational change? What are the core activities in the systems development process? What are the principal methodologies for modeling and designing systems?</p>	13
<p>Managing Projects What are the objectives of project management and why is it so essential in developing information systems? What methods can be used for selecting and evaluating information systems projects and aligning them with the firm's business goals?</p>	14
<p>Managing Global Systems What major factors are driving the internationalization of business? What are the alternative strategies for developing global businesses?</p>	15
<p>Final Project (Report Submission & Presentations)</p>	16

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

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

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

	Lecture	Tutorial	Laboratory/ Studio	Practical	Other	Total
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, Management Information System- Managing the digital firms, Prentice Hall of India, (Latest Edition)
2. James O'Brien, Management Information Systems, (Latest Edition)
3. Raymond Mcleod, Jr, Management Information Systems, Prentice Hall (Latest Edition)



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K. Facilities Required (If any)

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



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

Signature: _____ Date: 17-05-2024



Course Specification File*

*Extend the space where required

A. Course Identification and General Information

Faculty: Faculty of Economics and Management Sciences	Department: Business Administration
Degree Program: BBA (Hons)/ BBA-IS	Course Name: Project Management
Course Code:	Course Category: Core
Credit Value: 03	Course Level/Semester: 6th / 7th
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. BILAL ANWAR	Designation: Assistant Professor
Contact Details: 0300-7335950	Email: bilalanwar@uosahiwal.edu.pk
Office No:	Office Visiting Hours: 12:00 PM-1:00 PM
Course Level/Semester: Undergraduate/ 6th	Additional Information (If any):

C. Course Description and Objectives

This course introduces the fundamental principles and practices of project management. Students will learn the key concepts, methodologies, and tools necessary to plan, execute, and manage projects successfully. The course emphasizes the integration of knowledge from various business functions, critical thinking, problem-solving, data analysis, communication, teamwork, and ethical decision-making to prepare students for effective project management in diverse business environments.

D. Course Learning Outcomes

Understand Project Management Principles:
Define and explain the fundamental principles and phases of project management.
Identify the key roles and responsibilities of project managers and project teams.
Develop Project Plans:
Create detailed project plans including scope, time, cost, quality, and resource management components.
Utilize project planning tools and techniques such as Work Breakdown Structure (WBS), Gantt charts, and PERT/CPM diagrams.
Apply Critical Thinking and Problem-Solving Skills:
Analyze and solve complex project-related problems using critical thinking and decision-making skills.

- Develop risk management strategies to identify, assess, and mitigate project risks.
- Utilize Data Analysis and Research Methods:
- Apply quantitative and qualitative research methods to gather and analyze project-related data.
- Use project management software and other tools to support project planning, execution, and control.
- Enhance Communication Skills:
- Demonstrate Teamwork and Leadership:
- Practice Ethical and Sustainable Project Management:
- Adapt to Changing Business Environments:

E. Program Reflection

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

1. **Knowledge Foundation:** The course provides foundational knowledge in project management while integrating concepts from accounting, finance, marketing, management, and operations.
2. **Critical Thinking and Decision-Making:** Emphasis is placed on developing critical thinking, problem-solving, and decision-making skills through real-world project scenarios.
3. **Data Analysis Methods:** The curriculum incorporates quantitative and qualitative methods to equip students with the skills to analyze data for project decision-making.
4. **Communication and Teamwork:** Assignments and projects are designed to enhance written and oral communication skills and promote effective teamwork.
5. **Future Business Endeavors:** The course combines theoretical knowledge with practical applications to prepare students for diverse careers in project management and related fields.

Program Learning Outcomes:

- PLO1: Apply business principles and specialized knowledge in an ethical and sustainable manner.
- PLO2: Analyze and solve complex business problems.
- PLO3: Effectively communicate business ideas, plans, and strategies.
- PLO4: Demonstrate collaboration in achieving common goals.
- PLO5: Utilize data analytics for effective business decisions.

- PLO6: Adapt and innovate in a dynamic global business environment.

F. Course Contents / Topics to be Covered.

This module will cover the following contents:

Introduction to Project Management
 Project Initiation
 Project Planning
 Resource Management
 Risk Management
 Project Execution
 Project Monitoring and controlling
 Communication in Projects
 Team dynamics and leadership
 Ethical and sustainable Project Management

G. Course Schedule / Weekly Course Outline

Topic Description	Week
Introduction to Project Management	Week 1
Traditional Project Management	Week 2
Role of the PM PG structure	Week 3
CPM, PERT, Network structure	Week 4
Projects Organizational Structures	Week 5
Sustainable Project Management Concepts	Week 6
Multiple choice questions solution from Rita PMP 10th Edition, PMP BOK 7th Edition	Week 7
Multiple choice questions solution from Rita PMP 10th Edition, PMP BOK 7th Edition	Week 8
Mid Term Exams	
Processes and Domain of Project Management with MCQs	Week 9
Closing Out the Projects	Week 10
Monitoring and Controlling Progress	Week 11

Recruiting, Organizing, and Managing the Project Team	Week 12
Project Risk Management	Week 13
Project Quality Management	Week 14
Public Private Partnership Projects	Week 15
Final Exam	

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

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Group Assignments	Written	4	PMP exam preparation method and syllabi cleared
2	PMP Paper	Discussion	6	MCQ's question
3.	Topic Presentation	Presentation	9	Every chapter discussed presented by Any student of the class

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 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: Effective Project Management Robert K Wysocki 3rd Edition
 A Guide to the Project Management Body of Knowledge (PMBOK Guide) by Project Management Institute
Other Readings



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- **Project Management: A Systems Approach to Planning, Scheduling, and Controlling** by Harold Kerzner
- Research Journals:**
International Journal of Project Management
Project Management Journal
- Web Links:** <https://www.ifc.org/en/what-we-do/sector-expertise/public-private-partnerships>
<https://ppp.worldbank.org/public-private-partnership/about-us/about-public-private-partnerships>

K. Facilities Required (If any)

L. Additional Information (If any)

Name of Course Instructor: Dr Bilal Anwar

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



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Signature: _____ Date: 17-05-2024

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

Signature: _____ Date: 17-05-2024



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Course Specification File*

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A. Course Identification and General Information

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

B. Faculty Member Information

Name of Faculty Member: Alia Manzoor	Designation: Lecturer
Contact Details: 0300-0024482	Email: aliamanzoor@uosahiwal.edu.pk
Office No:	Office Visiting Hour: 12:00-01:00 (Wed-Thr)
Course Level/Semester: 6	Additional Information (If any):

C. Course Description and Objectives

This course is designed to provide the student with an understanding of the foundations of the operations function in both manufacturing and services. The course will analyze operations from both the strategic and operational perspectives and highlight the competitive advantages that operations can provide for the organization. The goal of the course is to help students become effective managers in today's competitive, global environment. The course will examine operations as a competitive weapon, demand forecasting, supply-chain management, aggregate planning, inventory systems, just in-time systems and material requirements planning.

The purpose of this course is to develop in students an understanding of the operations functions of the manufacturing and services such that they can take a strategic view of the operations inn organization and exploit its potential as competitive advantage.

There is planning to improve current teaching method for the course by adding further IT in the form of lecture slides, online videos, and operations management software tools. Moreover, it is intended to add recently developed case studies and research papers in the study materials.

D. Course Learning Outcomes

After studying this course, you should be able to:

- understand the input–process–output framework, the extensions of it, and apply them to a wide range of operations
- examine the types of transformation processes occurring within operations
- define the roles and responsibilities of operations managers and the challenges they face
- reflect on your own operations management responsibilities, if applicable
- understand the content of an operations strategy and the decisions involved.

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

- create and develop quantitative reasoning skills and apply to daily life challenges involving social and economic issues
- apply the learned principles of quantitative reasoning skills in other disciplines
- acquire and use the quantitative reasoning skills in different disciplines
- make decisions in a logical manner
- apply geometrical models to solve real life problems
- apply the quantitative reasoning skills in any real-world situation

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.

This module will cover the following contents:

- Introduction
- Operations Management Models
- System Design
- Quality
- Inventory Management and Scheduling
- Supply Chain Management
- Project Management
- Layout Strategy

G. Course Schedule / Weekly Course Outline

TOPICS DESCRIPTION	Weeks
INTRODUCTION <ul style="list-style-type: none"> • Introduction to Operations Management • Competitiveness, Strategy, and Productivity 	01
OPERATIONS MANAGEMENT MODELS <ul style="list-style-type: none"> • Forecasting • Decision Making • Transportation models • Waiting lines models • Learning curves 	2, 3
SYSTEM DESIGN <ul style="list-style-type: none"> • Product and Service Design: Reliability • Strategic Capacity Planning for Products and Services: Decision Theory • Process Selection and Facility Layout: Linear Programming • Design of work systems: Learning Curves • Location Planning and Analysis: The Transportation Model 	4, 5
QUALITY <ul style="list-style-type: none"> • Management of Quality • Quality Control: Acceptance Sampling 	6, 7
INVENTORY MANAGEMENT AND SCHEDULING <ul style="list-style-type: none"> • Inventory Management • Aggregate Planning • MRP and ERP • JIT and Lean Operations: Maintenance • Scheduling 	8, 9

SUPPLY CHAIN MANAGEMENT <ul style="list-style-type: none"> • Supply Chain Strategies • Vendor selection, Internet purchasing, Supplier quality ad • reliability • Benchmarking • Types of Facilities and location analysis techniques • Transportation and distribution system 	10,11
PROJECT MANAGEMENT WAITING LINES AND SIMULATIONS	12
LAYOUT STRATEGY <ul style="list-style-type: none"> • Basics layouts • Designing process layouts • Designing product layouts • Warehousing and storage layouts • Assembly line balancing • Hybrid Layouts 	13
Final Project (Report Submission & Presentations)	14, 15

H. 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 <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



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Credit	3	3				45
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J. Teaching-Learning Strategies

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

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

Books

1. Operations Management, International Edition, Eleventh, by William J. Stevenson, Publisher: McGraw-Hill
2. Jay Heizer & Barry Render, Operations Management, Latest Edition, Prentice Hall

K. Facilities Required (If any)

- **Multimedia Projector**
- **Software**

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: **Mrs. Alia Manzoor**

Signature: _____ Date: **30-03-2024**

Cluster Head (Name): _____

Signature: _____ Date: _____

Departmental Committee Review:

Dr. Shaheera Amin

Dr. Muhammad Husnain

Dr. Bilal Anwar



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Dr. Saira Aziz

Dr. Atif Ali Gill

Dr. Ammara Saleem

Program Coordinator (Name): Mr. Riaz Husain Ansari

Signature: _____ Date: 17-05-2024

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

Signature: _____ Date: 17-05-2024



Course Specification File*

*Extend the space where required

A. Course Identification and General Information

Faculty: Faculty of Economics and Management Sciences	Department: Business Administration
Degree Program: BBA Hons	Course Name: Consumer Behavior
Course Code:	Course Category: Core Course
Credit Value: 03	Course Level/Semester: 6th
Nature of Course (Theory/Lab): Theory	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: 6th	Additional Information (If any):

C. Course Description and Objectives

Consumer Behavior course delves into the multifaceted realm of understanding how individuals make choices and interact with products and services in the marketplace. Through a blend of psychological, sociological, and economic perspectives, students will explore the underlying motivations, attitudes, and decision-making processes driving consumer actions. From examining the influence of culture and social factors to dissecting the role of advertising and branding, this course provides a comprehensive framework for analyzing consumer behavior across various contexts. Through case studies, interactive discussions, and experiential learning activities, participants will gain insights into consumer preferences, perceptions, and purchasing behaviors.

By the end of the course, students will be equipped with the knowledge and analytical tools necessary to anticipate and respond effectively to the evolving needs and desires of consumers in today's dynamic marketplace.

D. Course Learning Outcomes

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

1. Describe the key concepts and theories related to consumer behavior.
2. Identify and analyze psychological factors that influence consumer decisions.
3. Apply psychological theories to real-world consumer behavior scenarios.
4. Evaluate the impact of social and cultural factors on consumer choices.
5. Analyze how cultural diversity and social dynamics shape consumer behavior.
6. Analyze factors affecting consumer choice in different market contexts.
7. Develop marketing strategies based on consumer behavior insights.

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. 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

PLO6. Adapt and thrive in a dynamic global business environment through sustainable innovation

F. Course Contents / Topics to be covered.

This module will cover the following contents:

- Consumer Behavior Concepts
- Influences on Consumer Behavior
- Consumer and Brand Personality
- Consumption Decision Process
- Consumer Involvement
- Influence of Culture and Society

G. Course Schedule / Weekly Course Outline

List of Topics	No. of Weeks
<ul style="list-style-type: none"> ➤ Consumers in the Marketplace <ul style="list-style-type: none"> ○ Buying, Having, and Being ○ Consumer Impact on Marketing Strategy ○ Marketing Ethics 	Week 1
<ul style="list-style-type: none"> ➤ Perception <ul style="list-style-type: none"> ○ Hedonic Consumption ○ Exposure ○ Attention ○ Interpretation 	Week 2
<ul style="list-style-type: none"> ➤ Motivation and Global Values <ul style="list-style-type: none"> ○ The Motivation Value ○ Consumer Involvement ○ Values ○ Cross Cultural Values 	Week 3 & Week 4
<ul style="list-style-type: none"> ➤ The Self <ul style="list-style-type: none"> ○ What Is the Self? ○ Gender Differences in Socialization ○ Body Image 	Week 5
<ul style="list-style-type: none"> ➤ Personality and Psychographics <ul style="list-style-type: none"> ○ Personality Theories ○ Brand Personality ○ Psychographic Segmentation Typologies ○ Geodemography 	Week 6 & Week 7
<ul style="list-style-type: none"> ➤ Attitudes and Persuasion <ul style="list-style-type: none"> ○ The Power of Attitudes ○ How Do We Form Attitudes? ○ How Do Marketers Change Attitudes? 	Week 8

Mid Term Examination	Week 9
<ul style="list-style-type: none"> ➤ Decision Making <ul style="list-style-type: none"> ○ Types of Consumer Decisions ○ Steps in the Decision-Making Process 	Week 10
<ul style="list-style-type: none"> ➤ Buying and Disposing <ul style="list-style-type: none"> ○ Situational Effects on Consumer Behavior ○ The Shopping Experience ○ Postpurchase Satisfaction ➤ Product Disposal 	Week 11
<ul style="list-style-type: none"> ➤ Groups and Social Media <ul style="list-style-type: none"> ○ Reference Groups ○ Opinion Leadership ○ Word-of-Mouth Communication ○ The Social Media Revolution 	Week 12
<ul style="list-style-type: none"> ➤ Social Class and Lifestyles <ul style="list-style-type: none"> ○ Consumer Spending and Economic Behavior ○ Social Class Structure ○ Social Class and Consumer Behavior ○ Lifestyles 	Week 13
<ul style="list-style-type: none"> ➤ Subcultures <ul style="list-style-type: none"> ○ Subcultures, Microcultures, and Consumer Identity ○ Religious Subcultures ○ Age Subcultures 	Week 14

<p>➤ Culture</p> <ul style="list-style-type: none"> ○ What Is Cultural System? ○ Cultural Stories and Ceremonies ○ Sacred and Profane Consumption ○ Popular Culture ○ The Diffusion of Innovations 	Week 15
Final Examination	Week 16

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

Sr. No	Nature of Activity	Description of Activity	Week	Expected Outcomes
1	Discussion on Consumer Behavior Case Studies		Throughout the semester	It will develop critical thinking in students which will also enable them to solve the consumer decision making problems
2	Simulation Games and Experiential Learning	<ul style="list-style-type: none"> • Using simulation games, online platforms, and experiential learning activities to simulate real-world marketing scenarios, consumer interactions, and decision-making processes. 		

3	Group Presentation		13 th & 14 th	
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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	03	03				45

J. Teaching-Learning Strategies

- Lecture-Based Teaching
- Interactive Discussions and Group Activities
- Case Studies and Real-World Applications
- Research Projects and Assignments
- Simulation Games and Experiential Learning

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

Books

1. "Consumer Behavior: Buying, Having, and Being" by Michael R. Solomon
2. "The Psychology of Consumer Behavior" by Kent B. Monroe
3. Fill, Chris (2009). Marketing Communications: Interactivity, Communities and Content.

Journals for further reading

- International Journal of Advertising. Journal

- Psychology and Marketing. Journal
- Journal of Marketing Management. Journal
- International Journal of Market Research. Journal
- Journal of Marketing Communications. Journal
- Journal of The Academy of Marketing Science. Journal
- Journal of Retailing. Journal
- Journals of Consumer Research. Journal
- Journal of Marketing Research. Journal
- Harvard Business Review. Journal
- Journal of Advertising. Journal
- European Journal of Marketing. Journal
- Journal of Advertising Research. Journal
- Journal of International Marketing. Journal

K. Facilities Required (If any)



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Multimedia Projector

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. Saira Aziz

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



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: Brand Management
Course Code:	Course Category: Marketing Specialization Course
Credit Value: 03	Course Level/Semester: 7th
Nature of Course (Theory/Lab): Theory	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: 7th	Additional Information (If any):

C. Course Description and Objectives

This course provides a comprehensive exploration of the principles, strategies, and practices essential for building, nurturing, and leveraging strong brands in today's competitive marketplace. Through theoretical frameworks, case studies, and practical exercises, students delve into brand identity, positioning, and equity management. Objectives include understanding the significance of brand management, analyzing components of brand identity, developing skills in crafting compelling brand narratives, evaluating strategic decisions in brand portfolio management, exploring ethical considerations, and developing techniques for measuring brand performance.

D. Course Learning Outcomes

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

1. Understand the concept of customer-based brand equity and its pivotal role in establishing and sustaining strong brands.
2. Analyze and formulate effective brand positioning strategies to create differentiation and resonance in the minds of consumers.
3. Identify and evaluate the key sources of brand equity, including brand awareness, associations, perceived quality, and loyalty.
4. Develop proficiency in measuring both the sources and outcomes of brand equity using quantitative and qualitative research methodologies.
5. Master techniques for introducing and naming new products and brand extensions while leveraging existing brand equity.
6. Apply strategic frameworks for managing brands over time, including strategies for revitalization, repositioning, and portfolio optimization.

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. 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

PLO6. Adapt and thrive in a dynamic global business environment through sustainable innovation


F. Course Contents / Topics to be covered.

This module will cover the following contents:

- Branding and Customer-Based Brand Equity
- Brand Positioning
- Sources of brand Equity
- Measuring Sources and Outcomes of Brand Equity
- Measuring Outcomes of Brand Equity
- Introducing and Naming New Products and Brand Extensions
- Managing Brands Over Time
- Managing Brands Over Geographic Boundaries

G. Course Schedule / Weekly Course Outline

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

Topic	Week
 <div style="text-align: center; background-color: #f4a460; padding: 5px;">UNIVERSITY OF SAHIWAL</div>	
Brands and Brand Management	Week 1
What Is a Brand Why Do Brands Matter Can Anything Be Branded? Branding Challenges and Opportunities	
The Brand Equity Concept Strategic Brand Management Process <ul style="list-style-type: none"> • Identifying and Developing Brand Plans • Designing and Implementing Brand Marketing Programs • Measuring and Interpreting Brand Performance • Growing and Sustaining Brand Equity 	
Customer-Based Brand Equity and Brand Positioning	Week 2
Customer-Based Brand Equity Sources of Brand Equity <ul style="list-style-type: none"> • Brand Awareness • Brand Image 	
Identifying and Establishing Brand Positioning Positioning Guidelines <ul style="list-style-type: none"> • Defining and Communicating the Competitive Frame of Reference • Choosing Points-of-Difference • Establishing Points-of-Parity and Points-of-Difference 	
Brand Resonance and the Brand Value Chain	Week 3
Building a Strong Brand: The Four Steps of Brand Building <ul style="list-style-type: none"> • Brand Salience • Brand Performance • Brand Imagery 	
Building a Strong Brand: The Four Steps of Brand Building <ul style="list-style-type: none"> • Brand Judgments • Brand Feelings • Brand Resonance The Brand Value Chain	
Choosing Brand Elements to Build Brand Equity	Weeks 4
Criteria for Choosing Brand Elements <ul style="list-style-type: none"> • Memorability • Meaningfulness 	

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1.	Brand Analysis Report	<ul style="list-style-type: none"> • Identify and describe the brand's positioning and target audience. 		<ul style="list-style-type: none"> • Improved analytical skills in assessing brand

<ul style="list-style-type: none"> • Likability • Transferability • Adaptability 	
<p>Options and Tactics for Brand Elements</p> <ul style="list-style-type: none"> • Brand Names • URLs • Logos and Symbols • Characters • Slogans <p>The Psychology of Packaging</p>	
Designing Marketing Programs to Build Brand Equity	Week 5
<p>Product Strategy</p> <ul style="list-style-type: none"> • Perceived Quality • After marketing <p>Pricing Strategy</p> <ul style="list-style-type: none"> • Consumer Price Perceptions 	
<p>Channel Strategy</p> <ul style="list-style-type: none"> • Channel Design • Indirect Channels • Direct Channels • Online Strategies 	
Integrating Marketing Communications to Build Brand Equity	Week 6
<p>The New Media Environment</p> <p>Four Major Marketing Communication Options</p> <ul style="list-style-type: none"> • Advertising • Promotion • Online Marketing Communications • Events and Experiences 	
<p>Brand Amplifiers</p> <ul style="list-style-type: none"> • Public Relations and Publicity • Word-of-Mouth <p>Developing Integrated Marketing Communication Programs</p> <ul style="list-style-type: none"> • Criteria for IMC Programs • Using IMC Choice Criteria 	Week 7
MID TERM EXAMINATION	Week 8
Leveraging Secondary Brand Associations to Build Brand Equity	Week 9
<p>Conceptualizing the Leveraging Process</p> <ul style="list-style-type: none"> • Creation of New Brand Associations • Effects on Existing Brand Knowledge 	
<p>Company</p> <p>Country of Origin and Other Geographic Areas</p> <p>Channels of Distribution</p>	Week 10



UNIVERSITY OF SAHIWAL

<p>Co-Branding Licensing Celebrity Endorsement Sporting, Cultural, or Other Events Third-Party Sources</p>	
<p>Developing a Brand Equity Measurement and Management System</p>	Week 11
<p>Conducting Brand Audits</p> <ul style="list-style-type: none"> • Brand Inventory • Brand Exploratory • Brand Positioning and the Supporting Marketing Program 	
<p>Measuring Outcomes of Brand Equity</p>	Week 12
<p>Comparative Methods</p> <ul style="list-style-type: none"> • Brand-Based Comparative Approaches • Marketing-Based Comparative Approaches 	
<p>Introducing and Naming New Products and Brand Extensions</p>	Week 13
<p>New Products and Brand Extensions Advantages of Extensions Disadvantages of Brand Extensions</p>	
<p>Understanding How Consumers Evaluate Brand Extensions Evaluating Brand Extension Opportunities</p> <ul style="list-style-type: none"> • Define Actual and Desired Consumer Knowledge about the Brand • Identify Possible Extension Candidates • Evaluate the Potential of the Extension Candidate • Design Marketing Programs to Launch Extension • Evaluate Extension Success and Effects on Parent Brand Equity 	Week 14
<p>Managing Brands Over Time</p>	Week 15
<p>Reinforcing Brands</p>	
<p>Revitalizing Brands Adjustments to the Brand Portfolio</p> <ul style="list-style-type: none"> • Migration Strategies • Acquiring New Customers • Retiring Brands 	
<p>Managing Brands Over Geographic Boundaries</p>	Week 16
<p>Regional Market Segments Other Demographic and Cultural Segments Advantages of Global Marketing Programs Disadvantages of Global Marketing Programs</p>	
<p>Global Brand Strategy</p> <ul style="list-style-type: none"> • Global Brand Equity • Global Brand Positioning <p>Standardization versus Customization Building Global Customer-Based Brand Equity</p>	

FINAL EXAMINATION

		<ul style="list-style-type: none"> Evaluate the effectiveness of the brand's current strategy. Propose recommendations for improving the brand's positioning or addressing any identified challenges. 		<p>positioning and strategy.</p> <ul style="list-style-type: none"> Enhanced ability to identify strengths, weaknesses, opportunities, and threats (SWOT) for a brand. Developed skills in providing strategic recommendations for brand improvement
2.	Brand Identity Design Project	<ul style="list-style-type: none"> Create a new logo, tagline, and visual elements for the brand. Justify the design choices based on brand strategy and target audience. Present the new brand identity with a rationale for each element. 		<ul style="list-style-type: none"> Increased creativity and design skills in developing visual elements for a brand. Improved understanding of how visual elements contribute to brand identity. Ability to articulate and justify design choices based on brand strategy.
3.	Brand Extension Proposal	<ul style="list-style-type: none"> Identify potential product or service categories for the brand extension. Justify the extension based on the brand's equity and target audience. 		<ul style="list-style-type: none"> Developed strategic thinking in identifying new opportunities for brand extension. Improved understanding of the challenges and considerations in extending a brand.

		<ul style="list-style-type: none"> Develop a marketing strategy for the new brand extension. 		<ul style="list-style-type: none"> Enhanced skills in developing a comprehensive marketing strategy for a new product or service.
4.	Brand Loyalty Survey and Analysis	<ul style="list-style-type: none"> Design a survey to measure customer loyalty and brand perception. Collect and analyze survey data. Provide insights and recommendations for improving brand loyalty. 		<ul style="list-style-type: none"> Improved skills in survey design and data analysis. Advanced understanding of factors influencing brand loyalty. Enhanced ability to provide recommendations for improving customer loyalty.
5.	Ethical Branding Dilemma Case Study	<ul style="list-style-type: none"> Identify ethical dilemmas faced by the brand in the case study. Evaluate the consequences of different courses of action. Propose ethical solutions and strategies for the brand. 		<ul style="list-style-type: none"> Advanced understanding of ethical considerations in branding. Improved ability to identify and analyze ethical dilemmas. Enhanced skills in proposing ethical solutions and strategies.

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

	Lecture	Tutorial	Laboratory/ Studio	Practical	Other	Total
Contact Hours	30	15				
Credit	03	03				

J. Teaching-Learning Strategies

- Lecture Based Teaching
- Case Studies
- Group Projects
- In-class Activities
- Reading and Research
- Class Discussion
- Role Playing and Simulation

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

Recommended Books:

1. Kevin Lane Keller. Strategic Brand Management Building, Measuring, and Managing Brand Equity. Forth Edition 2013. Pearson Education Limited.
2. Jean-Noël Kapferer. The New Strategic Brand Management Advanced insights and strategic thinking. Fifth edition 2012.

K. Facilities Required (If any)

- Fully Equipped Class Rooms
- Multimedia Availability
- Sound Proof

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. Saira Aziz_____

Signature: _____ Date: _____

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



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: Seminar in Marketing
Course Code:	Course Category: Marketing Specialization Course
Credit Value: 03	Course Level/Semester: 6th
Nature of Course (Theory/Lab): Theory	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: 6th	Additional Information (If any):

C. Course Description and Objectives

This seminar-style course provides an in-depth exploration of advanced topics, emerging trends, and contemporary issues in marketing. Through critical analysis of current literature, case studies, and real-world examples, students will develop a comprehensive understanding of strategic marketing concepts, innovative practices, and ethical considerations. The course aims to foster critical thinking, analytical skills, and collaborative learning experiences to prepare students for the dynamic and evolving field of marketing.

Furthermore, this course aims to deepen students' understanding of advanced marketing concepts and strategies through rigorous analysis of real-world case studies. By engaging with cutting-edge marketing literature and examining industry best practices, students will develop critical thinking skills and practical insights essential for success in today's competitive market environment.

D. Course Learning Outcomes

Learning Outcomes:

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

1. Analyze and critique advanced marketing strategies employed by leading organizations, drawing insights from real-life case studies.
2. Evaluate emerging trends and innovations in marketing, and their implications for business strategy and consumer behavior.
3. Develop strategic marketing plans informed by an understanding of market dynamics, competitor analysis, and consumer insights.
4. Demonstrate proficiency in applying theoretical frameworks to practical marketing challenges faced by organizations in diverse industries.
5. Communicate effectively and persuasively, both orally and in writing, articulating complex marketing concepts and recommendations based on case study analysis.
6. Collaborate effectively in team settings to develop comprehensive marketing solutions, integrating diverse perspectives and expertise to achieve strategic objectives.
7. Reflect critically on personal learning and growth as a marketing professional, identifying areas for further development and lifelong learning.

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:

F. Course Contents / Topics to be covered.

This module will cover the following contents:

- Introduction to advance trend in marketing
- Assessment of the marketing environment
- Customer and competitor analysis
- Assessment of the marketing mix
- Discussion of relevant case studies related to different marketing topics

G. Course Schedule / Weekly Course Outline

List of Topics	No. of Weeks
<p>➤ Introduction to the Module</p> <ul style="list-style-type: none"> ○ Nature of Marketing: What is marketing? Nature of customer value, The development of marketing, Marketing planning and strategy: Business mission and strategy, The marketing audit, Marketing objectives, Marketing strategy, Marketing actions, Evaluation of performance; Marketing and business performance, The scope of marketing 	Week 1
<p>➤ Introduction to SM PESTEL Analysis</p> <ul style="list-style-type: none"> ○ Identify various trends in the Macro environment: Economic forces, Social forces, Political and legal forces, Ecological forces, and Technological forces; Impact of Macro environment changes on any given Industry; Critique the nature of corporate social responsibility and ethical marketing practices. 	Week 2
<p>➤ The microenvironment, Environmental scanning.</p> <ul style="list-style-type: none"> ○ Porter Analysis: multi-dimensional nature of competition, industry analysis using the five forces model, value creation and appropriation takes place in an industry 	Week 3
<p>Case Study</p> <p>➤ Competitor Analysis</p>	Week 4
<p>Case Study</p> <p>➤ Resource-Based View</p>	Week 5
<p>Research Article</p> <p>➤ Understanding Customer Behavior</p>	Week 6
<p>Case Study</p> <p>➤ Customer Analysis and Strategy</p> <ul style="list-style-type: none"> ○ Market Segmentation, Targeting and Positioning 	Week 7
<p>Case Study</p>	

Creating Customer Value: Value through Products and Brands Case Study	Week 8
➤ Value through Services, Relationships and Experiences	Week 9
➤ Value through Pricing Case Study	Week 10
➤ Distribution: Delivering Customer Value Case Study	Week 11
➤ Integrated Marketing Communications ➤ Mass Communications Techniques Case Study	Week 12
➤ Integrated Marketing Communications ➤ Direct Communications Techniques Case Study	Week 13
➤ Digital Marketing Case Study	Week 14
➤ Research Article and Conclusion Session	Week 15

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

Sr. No	Nature of Activity	Description of Activity	Week	Expected Outcomes
1	Interactive Quizzes, Polls, and Surveys	Participate in interactive quizzes, polls, surveys, and assessments to reinforce learning, evaluate understanding, and engage in self-assessment and reflection on key marketing concepts, theories, and applications	At least 2 to 3 times during semester	
2	Workshop/Seminar	Students will conduct seminars and capacity building workshops on different marketing topics	At least 2 to 3 times during semester	It will enhance communication, presentation, data analysis, and digital marketing skills of students
3	Guest Lectures and Industry Insights	Students will be asked to arrange guest lectures, panel discussions, Q&A sessions, and networking	At least 2 to 3 times during semester	Students will learn from the experiences, insights, perspectives of the industry experts, and

		events with industry experts, marketing professionals, and academics.		gain valuable industry knowledge, trends, and best practices in marketing.
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I. Course Components (Total contact hours and credits per semester)

	Lecture	Tutorial	Laboratory/ Studio	Practical	Other	Total
Contact Hours	23	22				45
Credit	3	3				45

J. Teaching-Learning Strategies

<ul style="list-style-type: none"> • Seminars and Interactive Lectures • Guest Lectures and Industry Insights • Experiential Learning • Case Studies, Research Questions and Real-World Applications • Group Discussions and Collaborative Learning • Workshops and Skill Development Sessions • Assessment and Feedback Mechanisms • Online Learning Platforms and Multimedia Resources
--

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

Books

1. Fahy, J., & Jobber, D. (2015). Foundations of Marketing.
2. Hooley, G. J., Piercy, N., & Nicoulaud, B. (2017). Marketing strategy and competitive positioning. Pearson Education.

List Essential References Materials (Journals, Reports, etc.)

- Journal of Marketing
- European Journal of Marketing
- Journal of Product and Brand Management
- International Journal of Retail & Distribution Management
- Journal of Business Research

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

- 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
Seminar Hall
Electronic Resources

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. Saira Aziz

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



UNIVERSITY OF SAHIWAL

Signature: _____ Date: 17-05-2024



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: Investment and Portfolio Management
Course Code:	Course Category: Elective 1 (Minor: Finance)
Credit Value: 3 Credit Hour	Course Level/Semester: 6 th Semester
Nature of Course (Theory/Lab):	Course Specific Requirement (If any):
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 th Semester	Additional Information (If any):

C. Course Description and Objectives

<p>This course equips students with the knowledge and tools to navigate the world of investment and manage their own portfolios. Through exploration of fundamental concepts like investment processes, asset classes, and financial markets, students gain a comprehensive understanding of investment vehicles. The course delves into risk-return trade-offs, portfolio theory for diversified portfolio construction, and investment analysis techniques like fundamental and technical analysis used for stock and bond valuation. By critically evaluating investment alternatives and applying portfolio theory, students will be able to develop personalized investment strategies aligned with their risk tolerance and financial goals.</p>
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D. Course Learning Outcomes

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

- Explain the factors influencing investment decisions and the role of financial markets.
- Calculate and interpret key risk and return measures for investment portfolios.
- Apply Modern Portfolio Theory to diversify portfolios and manage risk.
- Utilize fundamental analysis techniques to assess a company's financial health and value its stock.
- Evaluate bond characteristics, interest rates, and their impact on bond prices.
- Employ basic technical analysis tools to identify potential investment opportunities.
- Formulate investment strategies aligned with individual risk tolerance and financial goals.
- Critically analyze investment performance and make informed portfolio adjustments.

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

F. Course Contents / Topics to be Covered.

- Investment Fundamentals
- Investment Alternatives
- Financial Markets and Regulations.
- Return and Risk
- Portfolio Theory
- Capital Asset Pricing Model
- Equity Valuation and Portfolio Management
- Investment Analysis
- Fixed Income Securities
- Bond Portfolio Management
- Derivative Securities
- Portfolio Management for Investors
- Investment Performance Evaluation

G. Course Schedule / Weekly Course Outline

Topic Description		
Topic	Sub Topics	Week
Investment Fundamentals	Establishing a framework for investment: <ul style="list-style-type: none"> • Time value of money, investment goals, risk tolerance, asset allocation. Perspectives on investment:	01

	<ul style="list-style-type: none"> Individual vs. professional investors, ethical considerations in investing. <p>Importance of studying investments: Understanding investment vehicles, risk-return trade-offs, and making informed decisions.</p> <p>The investment decision process</p>	
Investment Alternatives	<p>Indirect Investing:</p> <ul style="list-style-type: none"> Types of financial assets (marketable vs. non-marketable) Money market instruments (treasury bills, certificates of deposit) Investing through investment companies (mutual funds, ETFs, hedge funds) - Focus on diversification benefits and expense ratios. <p>Direct Investing:</p> <p>Major types of investing companies (large-cap, small-cap, value, growth) - Include a discussion on potential market anomalies</p>	02
Financial Markets and Regulations	<ul style="list-style-type: none"> Financial Market Structure: <ul style="list-style-type: none"> Primary markets (initial public offerings) Secondary markets (stock exchanges, OTC markets) Market Efficiency Hypothesis: <ul style="list-style-type: none"> Levels of market efficiency (weak, semi-strong, strong) Implications for investment strategies (active vs. passive) Financial Market Regulations: <ul style="list-style-type: none"> Role of regulatory bodies (SEC, FINRA) Insider trading and market manipulation 	03

<p>Return and Risk</p>	<ul style="list-style-type: none"> • Measuring Investment Returns: <ul style="list-style-type: none"> ○ Arithmetic and geometric mean returns ○ Time-weighted vs. money-weighted returns (consideration for compounding) • Measuring Investment Risk: <ul style="list-style-type: none"> ○ Standard deviation, variance, beta coefficient ○ Diversification and its impact on risk reduction • Understanding and Quantifying Risk: <ul style="list-style-type: none"> ○ Market risk, interest rate risk, credit risk, liquidity risk, and currency risk ○ Value at Risk (VaR) as a risk management tool 	<p>04</p>
<p>Portfolio Theory</p>	<ul style="list-style-type: none"> • Modern Portfolio Theory (MPT) Concepts: <ul style="list-style-type: none"> ○ Efficient frontier and portfolio optimization ○ Risk-return trade-off and portfolio diversification • Portfolio Construction: <ul style="list-style-type: none"> ○ Markowitz Model for portfolio selection ○ Global investment diversification (considerations for currency fluctuations) • Behavioral Finance: <ul style="list-style-type: none"> ○ Limitations of MPT due to investor psychology (overconfidence, anchoring bias, herding behavior) ○ Implications for portfolio management strategies 	<p>05</p>
<p>Equity Valuation and Portfolio Management</p>	<ul style="list-style-type: none"> • Common Stock Valuation Models: 	

	<ul style="list-style-type: none"> ○ Discounted Cash Flow (DCF) Model ○ Dividend Discount Model (DDM) ○ Earnings Multiplier Approach • Building and Managing Stock Portfolios: <ul style="list-style-type: none"> ○ Sector allocation strategies based on economic outlook ○ Passive vs. Active investment strategies - Discuss potential for active management outperformance based on market inefficiencies • Quantitative and Technical Analysis: <ul style="list-style-type: none"> ○ Basic concepts of technical analysis and its limitations 	06
Investment Analysis	<ul style="list-style-type: none"> • Fundamental Analysis: <ul style="list-style-type: none"> ○ Company valuation using financial ratios (ROE, EPS, P/E, P/B) ○ Industry analysis (growth potential, competitive landscape) 	07
Investment Analysis	<ul style="list-style-type: none"> • Technical Analysis: <ul style="list-style-type: none"> ○ Basic chart patterns and technical indicators (moving averages, RSI) - Discuss limitations and potential for false signals • Behavioral Biases in Investment Decisions: <ul style="list-style-type: none"> ○ Overconfidence, anchoring bias, herding behavior, and their impact on market efficiency 	08
Fixed Income Securities	<ul style="list-style-type: none"> • Bond Characteristics, Yields, and Interest Rates: <ul style="list-style-type: none"> ○ Types of bonds (government, corporate, municipal) ○ Yield to maturity (YTM), coupon rate, duration <p>Interest rate risk and convexity</p>	09

<p>Bond Portfolio Management</p>	<ul style="list-style-type: none"> • Considerations for Managing Bond Portfolios: <ul style="list-style-type: none"> ○ Interest rate sensitivity (duration matching) ○ Credit risk and portfolio diversification ○ Immunization techniques for managing interest rate risk 	<p>10</p>
<p>Derivative Securities</p>	<ul style="list-style-type: none"> • Introduction to Options Contracts: <ul style="list-style-type: none"> ○ Call and put options, option pricing basics (intrinsic and time value) <p>Basic option strategies (covered calls, cash-secured puts)</p>	<p>11</p>
<p>Derivative Securities</p>	<ul style="list-style-type: none"> • Futures Contracts: <ul style="list-style-type: none"> ○ Hedging strategies using futures contracts <p>Understanding basis risk</p>	<p>12</p>
<p>Portfolio Management for Investors</p>	<ul style="list-style-type: none"> • Investor Considerations and Perspectives: <ul style="list-style-type: none"> ○ Risk tolerance assessment and asset allocation strategies based on life stage and financial goals ○ Time horizon considerations (short-term vs. long-term investing) ○ Tax implications of investment decision • Managing Financial Assets and Formulating Investment Strategies: <ul style="list-style-type: none"> ○ Modern Portfolio Theory (MPT) in practice (diversification across asset classes) ○ Active vs. passive investment strategies - Discuss potential benefits and drawbacks of each considering market efficiency and behavioral biases. 	<p>13</p>

	<ul style="list-style-type: none"> ○ Socially Responsible Investing (SRI) and Environmental, Social, and Governance (ESG) factors - Emerging trends in investment philosophy. • Investor Objectives and Financial Planning: <ul style="list-style-type: none"> ○ Goal setting for retirement, education funding, or other financial needs ○ Investment time horizon and risk tolerance alignment ○ Asset allocation strategies based on individual circumstances • Ongoing Portfolio Monitoring and Adjustments: <ul style="list-style-type: none"> ○ Rebalancing the portfolio to maintain target asset allocation ○ Monitoring market conditions and economic indicators ○ Tax-efficient portfolio management strategies 	
Investment Performance Evaluation	<ul style="list-style-type: none"> • Framework for Evaluating and Assessing Portfolio Performance: <ul style="list-style-type: none"> ○ Risk-adjusted performance measures (Sharpe Ratio, Sortino Ratio) ○ Benchmarking against appropriate indices ○ Evaluating performance based on investment goals and objectives 	14
Professional Investment Management	<ul style="list-style-type: none"> • Types of Investment Professionals: <ul style="list-style-type: none"> ○ Portfolio managers, financial advisors, wealth managers ○ Investment management styles (value, growth, momentum) • Investment Management Fees and Expenses: <ul style="list-style-type: none"> ○ Understanding expense ratios, 	15

	management fees, and performance fees ○ Impact of fees on investment returns	
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H. Schedule of Assignments/ Quiz / Academic/Reserach Activity

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Individual Case Study Analysis- Analyze a real-world investment scenario	Assignments	01	Apply framework for establishing investment goals, risk tolerance, and asset allocation. Identify ethical considerations in the case.
2	Prepare the list of mutual funds listed on Pakistan Stock Exchange along with their fund names and investment philosophy	Assignments	02	Identify the list of mutual funds in Pakistan, including their names and investment philosophies, obtained from Asset Management Companies (AMCs) or industry resources.
3	In-Class Debate: Active vs. Passive Management	Argue the merits of each strategy	3	Critically evaluate the efficiency of active and passive investment approaches based on market efficiency hypothesis.
4	Calculate the Historical Risk and Return of Three Stocks from the Same Industry	Assignments	4	Apply the tools and techniques for the calculation of Risk and Return of stocks
5	Research Paper Proposal on a Behavioral Finance Topic	Develop a research plan	5	Identify a specific behavioral bias in investment decision making and propose a research methodology.
6	Case Study Analysis of Market Anomalies	Analyze historical investment data	6	Evaluate potential market inefficiencies (e.g., value vs. growth stocks) and their implications for investment strategies.
7	Individual Assignment: Stock Valuation Using DCF Model	Apply a valuation model	6-7	Calculate the intrinsic value of a publicly traded company using the Discounted Cash

				Flow (DCF) method.
8	Peer Review of Investment Research Papers	Provide constructive feedback	9	Enhance critical thinking and communication skills by reviewing classmates' research proposals.
9	Bond Valuation	Assignment	10	Numericals Exercise for Bond valuation by applying different techniques discussed in calss
10	Group Project Presentation on Investment Theme	Present research findings and recommendations	12	Demonstrate teamwork, research skills, and analysis of the chosen investment theme
11	Investment Performance Evaluation	Assignment	14	Risk-adjusted performance measures (Sharpe Ratio, Sortino Ratio)

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

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

J. Teaching-Learning Strategies

This course will utilize a variety of teaching methods to cater to different learning styles and promote active engagement:

- **Interactive Lectures:** Clear and concise lectures will introduce key concepts, followed by class discussions and Q&A sessions.
- **Case Studies and Real-World Examples:** Real-world investment scenarios will be presented to analyze and apply theoretical knowledge to practical situations.
- **Investment Simulations:** Students will participate in online investment simulations to gain experience in making investment decisions and managing portfolios.
- **Group Projects:** Collaborative projects will encourage teamwork, research skills, and industry analysis.
- **Class Debates and Discussions:** Debates and discussions will stimulate critical thinking



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and develop communication skills.

- **Individual Assignments:** Individual assignments will allow for self-assessment and application of learned concepts.

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

- **Textbook:** "Investments" by Bodie, Kane, and Marcus (Latest Edition), Reilly, Frank K. and Keith C. Brown, Investment Analysis and Portfolio Management, "Investment" by Charles P. Jhon
- **Supplementary Readings:** Journal articles, industry reports, and online resources related to investment topics.
- **Financial Websites:** Websites of financial institutions, stock exchanges, and investment research firms.
- **Investment Simulation Platforms:** Online platforms for practicing investment decisions in a simulated environment

K. Facilities Required (If any)

Computer Lab for Practical Learning

L. Additional Information (If any)

Name of Course Instructor: Dr. Muhammad Husnain

Signature: _____ Date: _____

Cluster Head (Name): _____

Signature: _____ Date: _____



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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