



## Course Specification File\*

\*Extend the space where required

### A. Course Identification and General Information

Faculty: <b>Business and Economics</b>	Department: <b>Business Administration</b>
Degree Program: <b>BBA /BBIS</b>	Course Name: <b>Strategic Management</b>
Course Code:	Course Category: <b>Major</b>
Credit Value: <b>03</b>	Course Level/Semester: <b>06/05</b>
Nature of Course (Theory/Lab): <b>Theory</b>	Course Specific Requirement (If any): <b>No</b>
Contact Hour: <b>03</b>	Additional Information (If any):

### B. Faculty Member Information

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

### C. Course Description and Objectives

The course is meticulously designed to enable students to make structural and performance analysis of external and internal environment of the business and competitive forces and to position a firm to gain strategic advantages in various business and organizational context. Through assignment of a firm specific project, the course attempts to develop sound understanding of internal and external environment of the business that will help the individual in the formulation, selection and implementation of business strategy choices.

### D. Course Learning Outcomes

This module intends a student to:

- Understand Nature of Strategic Management and Development of Vision and Mission Statement
- Understand and Assess External and Internal Environment of Business
- Understand different Strategies pursued by a corporation and strategy choice
- Understand management, operations, Marketing, Finance/Accounting, R&R, and MIS related issues
- Understand Strategic Review, Evaluation, and Control
- Understand Business ethics, social responsibility, environmental sustainability related issues

## E. Program Reflection

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

### **Develop a Knowledge Foundation of Business and its Functions**

The course will provide knowledge on strategic management, encompassing key concepts, frameworks, and the roles and responsibilities of strategic managers. This contributes to a comprehensive understanding of business functions and decision-making in both national and international contexts.

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

Through strategic analysis and formulation, students will enhance their critical thinking and problem-solving skills. The course will train students to analyze complex business environments and make informed strategic decisions.

### **Application of Data Analysis, Quantitative and Qualitative Methods**

Students will apply data analysis techniques and research methods to strategic management scenarios. This includes using qualitative and quantitative tools to inform strategic decision-making.

### **Enhance Communication and Teamwork**

The course emphasizes the importance of communicating strategic ideas and working effectively within teams to implement and execute strategies. This aligns with enhancing students' communication and teamwork skills.

### **Prepare for Future Business Endeavors**

By integrating theoretical knowledge with practical application, the course prepares students for diverse business careers and promotes lifelong learning and adaptability.

#### **Program Learning Outcomes:**

- PLO1: Define and explain key strategic management concepts, identify roles and responsibilities of strategic managers.
- PLO2: Conduct SWOT analyses, perform industry and competitive analysis, analyze internal capabilities using VRIO.
- PLO3: Develop strategic objectives and goals, formulate business-level and corporate-level strategies, evaluate and select strategic alternatives

- PLO4: Develop action plans, understand organizational structure and culture's role in implementation, identify KPIs and metrics.
- PLO5: Identify sources of competitive advantage, analyze competitive positioning strategies, understand the role of innovation.
- PLO6: Understand strategic flexibility, foster a culture of innovation, develop strategic responses to market changes.

This module will cover the following contents:

- Nature of Strategic Management and Development of Vision and Mission Statement
- Assessment of External and Internal Environment of Business
- Different Strategies pursued by a corporation and strategy choice
- Management, operations, Marketing, Finance/Accounting, R&R, and MIS related issues
- Strategy Review, Evaluation, and Control
- Business ethics, social responsibility, environmental sustainability

## F. Course Schedule / Weekly Course Outline

Topic Description	Week
<p style="text-align: center;"><b>THE NATURE OF STRATEGIC MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>• What is Strategic Management?</li> <li>• Key Terms in Strategic Management</li> <li>• The Strategic-Management Model</li> <li>• Benefits of Strategic Management</li> <li>• Why Some Firms Do No Strategic Planning</li> <li>• Pitfalls in Strategic Planning</li> <li>• Guidelines for Effective Strategic Management</li> <li>• Comparing Business and Military Strategy</li> </ul> <p>The Cohesion Case: McDonalds</p>	Week 1
<p style="text-align: center;"><b>THE BUSINESS VISION AND MISSION</b></p> <ul style="list-style-type: none"> <li>• What Do We Want to Become?</li> <li>• What is Our Business?</li> <li>• Importance of Vision and Mission Statements</li> <li>• Characteristics of a Mission Statement</li> <li>• Mission Statement Components</li> <li>• Writing and Evaluating Mission Statements</li> </ul>	Week 2

<p style="text-align: center;"><b>THE EXTERNAL ASSESSMENT</b></p> <ul style="list-style-type: none"> <li>• The Nature of an External Audit</li> <li>• The Industrial Organization (I/O) View</li> <li>• Economic Forces</li> <li>• Social, Cultural, Demographic, and Natural Environment Forces</li> <li>• Political, Governmental, and Legal Forces</li> <li>• Technological Forces</li> <li>• Sources of External Information</li> </ul> <p>Forecasting Tools and Techniques</p>	Week 3
<p><b>Final Report Writing &amp; Feedback Session</b></p>	Week 4
<p style="text-align: center;"><b>THE EXTERNAL ASSESSMENT</b></p> <ul style="list-style-type: none"> <li>• Competitive Forces</li> <li>• Competitive Analysis: Porter’s Five-Forces Model</li> <li>• Industry Analysis: The External Factor Evaluation (EFE) Matrix</li> </ul> <p>The Competitive Profile Matrix (CPM)</p>	Week 5
<p style="text-align: center;"><b>THE INTERNAL ASSESSMENT</b></p> <ul style="list-style-type: none"> <li>• The Nature of an Internal Audit</li> <li>• The Resource-Based View</li> <li>• Integrating Strategy and Culture</li> <li>• Management</li> <li>• Marketing</li> <li>• Finance/Accounting</li> <li>• Production/Operations</li> <li>• Research and Development</li> <li>• Management Information Systems</li> </ul> <p>Value Chain Analysis</p>	Week 6
<p style="text-align: center;"><b>THE INTERNAL ASSESSMENT</b></p> <p>The Internal Factor Evaluation (IFE) Matrix</p>	Week 7
<p style="text-align: center;"><b>STRATEGIES IN ACTION</b></p> <ul style="list-style-type: none"> <li>• Long-Term Objectives</li> <li>• The Balanced Scorecard</li> <li>• Types of Strategies</li> <li>• Integration Strategies</li> <li>• Intensive Strategies</li> <li>• Diversification Strategies</li> <li>• Defensive Strategies</li> <li>• Michael Porter’s Five Generic Strategies</li> <li>• Means for Achieving Strategies</li> <li>• Strategic Management in Nonprofit and Governmental Organizations</li> <li>• Strategic Management in Small Firms</li> </ul>	Week 8
<b>Midterm Examination</b>	

<p style="text-align: center;"><b>STRATEGY ANALYSIS AND CHOICE</b></p> <ul style="list-style-type: none"> <li>• The Nature of Strategy Analysis and Choice</li> <li>• A Comprehensive Strategy-Formulation Framework</li> <li>• The Input Stage</li> <li>• The Matching Stage</li> <li>• The Decision Stage</li> <li>• Cultural Aspects of Strategy Choice</li> <li>• The Politics of Strategy Choice</li> </ul> <p>Governance Issues</p>	Week 9
<p style="text-align: center;"><b>IMPLEMENTING STRATEGIES: MANAGEMENT AND OPERATIONS ISSUES</b></p> <ul style="list-style-type: none"> <li>• The Nature of Strategy Implementation</li> <li>• Annual Objectives</li> <li>• Policies</li> <li>• Resource Allocation</li> <li>• Managing Conflict</li> <li>• Matching Structure with Strategy</li> <li>• Restructuring, Reengineering, and E-Engineering</li> <li>• Linking Performance and Pay to Strategies</li> <li>• Managing Resistance to Change</li> <li>• Creating a Strategy-Supportive Culture</li> <li>• Production/Operations Concerns When Implementing Strategies</li> </ul> <p style="text-align: center;"><b>IMPLEMENTING STRATEGIES: MARKETING, FINANCE/ACCOUNTING, R&amp;D, AND MIS ISSUES</b></p> <ul style="list-style-type: none"> <li>• The Nature of Strategy Implementation</li> <li>• Current Marketing Issues</li> <li>• Market Segmentation</li> <li>• Product Positioning</li> <li>• Finance/Accounting Issues</li> <li>• Research and Development (R&amp;D) Issues</li> <li>• Management Information Systems (MIS) Issues</li> </ul>	Week 10
<p style="text-align: center;"><b>STRATEGY REVIEW, EVALUATION, AND CONTROL</b></p> <ul style="list-style-type: none"> <li>• The Nature of Strategy Evaluation</li> <li>• A Strategy-Evaluation Framework</li> <li>• The Balanced Scorecard</li> <li>• Published Sources of Strategy-Evaluation Information</li> <li>• Characteristics of an Effective Evaluation System</li> <li>• Contingency Planning</li> <li>• Auditing</li> </ul> <p>21st Century Challenges in Strategic Management</p>	Week 11
<p style="text-align: center;"><b>BUSINESS ETHICS, SOCIAL RESPONSIBILITY, ENVIRONMENTAL SUSTAINABILITY</b></p> <ul style="list-style-type: none"> <li>• Business Ethics</li> <li>• Social Responsibility</li> </ul> <p>Environmental Sustainability</p>	Week 12
<p><b>Final Report Writing &amp; Feedback Session</b></p>	Week 13
<p><b>Final Report Writing &amp; Feedback Session</b></p>	Week 14

<b>Final Report Writing &amp; Feedback Session</b>	Week 15
<b>Final Term Examination</b>	

### G. 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 Vision and Mission of a firm	2nd	Learn to write and evaluate vision and mission statement
2	Feedback on coursework	Feedback session on external environment of business	4 <sup>th</sup>	Learn to analyze and evaluate external environment
3	Feedback on coursework	Feedback session on internal environment of business	6 <sup>th</sup> and 7 <sup>th</sup>	Learn to analyze and evaluate external environment
4	Feedback on coursework	Feedback Session on Internal Factor Evaluation (IFE) Matrix	8 <sup>th</sup>	Learning of Analysis through IFE
5	Feedback on coursework	Feedback Session on External Factor Evaluation (EFE) Matrix	9 <sup>th</sup>	Learning of Analysis through EFE
6	Feedback on coursework	Feedback Session on Competitive Profile Matrix (CPM)		Learning of Analysis through CPM
7	Feedback on Final coursework	Final Feedback Session	15th	Report writing competence

### H. 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

### I. Teaching-Learning Strategies

**Each class lecture will be followed by a class activity enabling students to effectively apply theoretical concepts discussed in the lecture. Further, students will be trained/encouraged to write a research report.**



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

### **Books**

1. *Fried. R. David, Strategic Management, Prentice Hall.*
2. *Certo & Peter; Strategic Management: Concepts & Applications, Random House Business Division.*
3. *Johnson Schol, Exploring Corporate Strategy, Prentice Hall*

### **Research Journals**

### **Web-links**

## K. Facilities Required (If any)

**Multimedia Projector, MS Excel, and MS Powerpoint**

## L. Additional Information (If any)

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

Name of Course Instructor: **Dr. Waris Ali**

Signature: \_\_\_\_\_ Date: **16-01-2024**

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

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

## 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





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## Course Specification File\*

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### A. Course Identification and General Information

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

### B. Faculty Member Information

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

### C. Course Description and Objectives

This course will present the various TQM frameworks, concepts, and quality improvement tools necessary for implementing the quality culture that characterizes world-class organizations. This course examines the concepts of TQM as systematic process in the context of continuous improvement and quality management initiatives that improves customer satisfaction. The course covers methodologies and tools that will aid the student to understand how TQM can be used as a strategic tool that helps the organization achieve a competitive advantage in a global economy. Total Quality Management (TQM) is a comprehensive and fundamental rule or belief for leading and operating an organization, aimed at continually improving performance over the long term by focusing on customers while addressing the needs of all stakeholders. It is both a philosophy and a set of guiding principles that represent the foundation of a continuously improving organization. The bottom line of TQM is results increased productivity, efficiency, customer satisfaction/delight, and world-class performance. This course will present the various TQM frameworks, concepts, and quality improvement tools necessary for implementing the quality culture that characterizes world-class organizations of the 21st century

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

1. Implement the principles and concepts inherent in a Total Quality Management (TQM) approach to managing a manufacturing or service organization.
2. Understand the philosophies--including similarities and differences--of the gurus of TQM in order to better evaluate TQM implementation proposals offered by quality management organizations and consultants.
3. Successfully implement process improvement teams trained to use the various quality tools for identifying appropriate process improvements.
4. Assess exactly where an organization stands on quality management with respect to the ISO 9000 quality management standard and the Baldrige Award criteria.
5. Develop a strategy for implementing TQM in an organization.

#### **D. Course Learning Outcomes**

The successful implementation of the course program should achieve the following results among the participants:

- Identify key concepts- (terms, expressions, phrases and the basic principles), which are used in relation to TQM.
- Trace the scientific and managerial context, roots and evolution of TQM.
- Distinguish the mechanisms of the basic tools (approaches, methods, and techniques) for the practical implementation of a TQM program.
- Employ quality management principles to institutional performance management
- Use effective leadership and organization change system for performance excellence
- Identify effective TQM implementation process and obstacles.

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.

<p>Introduction to total quality management</p> <p>Quality strategy and its process</p> <p>Role of top management in implementing tqm</p> <p>Strategic quality planning</p> <p>Relationship of customer satisfaction and quality improvement</p> <p>The voice of the market</p> <p>Quality and innovation in product and process design</p> <p>Choose the quality of work and activities of the team</p> <p>Performance measures for tqm</p> <p>Quality management system</p> <p>Statistical process control</p> <p>International organization for standardization and the stages of application and audit process</p> <p>Total quality management cases</p> <p>Benefits of implementing quality in business institutions</p> <p>Applications of quality in the business field</p>
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## G. Course Schedule / Weekly Course Outline

TOPICS DESCRIPTION	No. of Weeks
<p><b>INTRODUCTION TO TOTAL QUALITY MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Definition of TQM</li> <li>• Overview of quality and dimensions of quality</li> <li>• TQM framework</li> <li>• Quality Gurus and their contribution to TQM</li> <li>• Obstacles in implementing TQM program in an organization</li> </ul>	<b>1</b>
<p><b>QUALITY STRATEGY AND ITS PROCESS</b></p> <p><b>Role Of Top Management In Implementing TQM</b></p> <ul style="list-style-type: none"> <li>• Quality statements</li> <li>• Importance of Communication in implementing TQM program</li> </ul>	<b>2</b>
<p>Global Supply Chain Quality And International Quality Standards</p>	<b>3</b>
<p><b>STRATEGIC QUALITY PLANNING</b></p>	<b>4</b>
<p><b>RELATIONSHIP OF CUSTOMER SATISFACTION AND QUALITY IMPROVEMENT</b></p>	<b>5</b>
<p><b>THE VOICE OF THE MARKET</b></p> <ul style="list-style-type: none"> <li>• What Do We Mean by the Voice of the Market?</li> <li>• Gaining Insight through Benchmarking</li> <li>• Purposes of Benchmarking</li> </ul>	<b>6</b>

<ul style="list-style-type: none"> <li>Difficulties in Monitoring and Measuring Performance</li> <li>Commonly Benchmarked Performance Measures</li> </ul>	
<b>Quality and Innovation in Product and Process Design</b>	<b>7</b>
<b>Choose the quality of work and activities of the team</b>	<b>8</b>
<b>PERFORMANCE MEASURES FOR TQM</b> <ul style="list-style-type: none"> <li>Typical measurements (cost, time ,HR, marketing, administrative measures and so on)</li> <li>Criteria for choosing performance measures and building performance excellence</li> </ul>	<b>9</b>
<b>QUALITY MANAGEMENT SYSTEM</b> <ul style="list-style-type: none"> <li>Benefits of ISO registration</li> <li>ISO Series of Standards</li> <li>Environmental management system (ISO 14000)</li> </ul>	<b>10</b>
<b>STATISTICAL PROCESS CONTROL</b> <ul style="list-style-type: none"> <li>Introduction to SPC</li> <li>Basic SPC Tools</li> </ul>	<b>11</b>
<b>International Organization for Standardization and the stages of application and audit process</b>	<b>12</b>
<b>Total Quality Management cases</b>	<b>13</b>
<b>Benefits of implementing quality in business institutions</b>	<b>14</b>
<b>Applications of quality in the business field</b>	<b>15</b>

## 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
Credit	3	3				45

### J. Teaching-Learning Strategies

Each class lecture will be followed by a class activity enabling students to effectively apply theoretical concepts discussed in the lecture. The three presentation modes – classroom activities, e-Learning, and experiential learning – are effective in teaching quality management. 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

#### 1. List Required Textbooks

- Foster, T. S. (2016). Managing quality: An integrative approach (6th ed.). Upper Saddle, NJ: Prentice – Hall.
- John S. Oakland (2010) Total Quality Management, Butterworth-Heinmann, An Imprint of Elsevier, Linacre house, Jordan Hill, Oxford, 200 Wheeler Road, Burlington.
- Subburaj Ramasamy (2005) Total Quality Management, Tata McGraw-Hill Publishing Company Limited, Delhi
- Sadikoglu, E. (2004, September). Total quality management: Context and performance. The Journal of Academy of Business, Cambridge, 5 (1/2), 364-366.

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

- Total Quality Management & Business Excellence
- TQM Journal by Emerald Group
- Quality one international (<https://quality-one.com/tqm/>)

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

- TQM Lecture Videos by Dr AR Kausar,  
<https://ocw.vu.edu.pk/Videos.aspx?cat=Management&course=MGT510>
- Total Quality Management (TQM) And Quality Improvement  
<https://www.thebalance.com/total-quality-management-tqm-2221200>
- A Quality Principle: Everything You Need to Know about Total Quality Management  
<https://www.smartsheet.com/total-quality-management>
- E-Resources <https://www.pearson.com/us/higher-education/program/Foster-Managing-Quality-Integrating-the-Supply-Chain-6th-Edition/PGM143182.html>
- Videos and clips  
[https://media.pearsoncmg.com/ph/bp/bridgepages/bp\\_foster\\_bridgepage/student\\_resources.html](https://media.pearsoncmg.com/ph/bp/bridgepages/bp_foster_bridgepage/student_resources.html)

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

Statistical programs for measuring quality

### K. Facilities Required (If any)

- **Multimedia Projector**
- **Softwares**

### 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



# UNIVERSITY OF SAHIWAL

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: <b>BBA (Hons)/</b>	Course Name: International Business
Course Code:	Course Category: <b>Core</b>
Credit Value: <b>03</b>	Course Level/Semester: <b>2<sup>nd</sup> / 4<sup>th</sup></b>
Nature of Course (Theory/Lab): <b>Theory</b>	Course Specific Requirement (If any):
Contact Hour: <b>01</b>	Additional Information (If any):

## B. Faculty Member Information

Name of Faculty Member: Khadija Rafia Kazmi	Designation: <b>Lecturer</b>
Contact Details: <b>0321-3031300</b>	Email: <b>rafiakazmi@uosahiwal.edu.pk</b>
Office No:	Office Visiting Hours: <b>2 PM-3 PM</b>
Course Level/Semester: <b>Undergraduate/</b>	Additional Information (If any):

## C. Course Description and Objectives

As an introduction to the broad field of international business this course will particularly focus on the principles and practices of international business. A wide range of international business topics will be covered including: theories of international trade and investment, characteristics of international business environments and the impacts of culture and the political, economic, ethical and legal systems on global corporate strategy as well as the influence of international institutions, the characteristics and effects of regional trade blocks and managerial functions in an international context.

## D. Course Learning Outcomes

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

(a) Identify and critically analyze the main aspects of globalization and their relationship with and implications for the contemporary international business environment; and how national, regional and global environmental factors (political, socio-cultural, economic, legal, technological and ecological) affect/influence/shape the processes and outcomes of international business.

(b) Articulate and apply the main theories and models of international trade and investment.

- c) Understand the nature of business organizations (e.g., multinational firms) including their key strengths and weaknesses and the sources of such attributes, their role in the conduct of international trade and investment, and the different modes they engage with diverse international markets.
- (d) Appreciate how business firms are managed and the various strategies and key decisions managers make in their bid to effectively compete in the highly dynamic and complex global business environment.
- (e) Design and conduct – individual and in team-based -- international business research that is buttressed by well-grounded theoretical, empirical and practical insights; as well as demonstrate an adeptness at accessing, utilizing and deploying electronic and nondigital sources of information/data for international business research.
- (f) Communicate effectively – orally and in written form; including the writing of professional correspondence and project reports, and oral presentation of research assignments/results.
- (g) Demonstrate a clear understanding and acquisition of effective individual and team skills necessary in today’s academic and work/career environments.

5. Prepare for Future Business Endeavour : (PO5)

**6. PLO6. Adapt and thrive in a dynamic global business environment through sustainable Innovation**

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

, the course will provide the student with a broad and systematic overview of international business field by introducing the student to basic theoretical, conceptual, empirical and methodological traditions that underpin the context, operation and flow of international business. This discussion includes the conduct of international trade, the institutions and agreements that provide structure for global commerce and the organizations, both large and small, which facilitate international business. This material is meant to provide an integrated framework that allows the student to understand various aspects of international business and managerial functions not as individual facts but as parts of a systematic whole. This provides a basis for more advanced courses that address specific aspects of international business and international management

**Course Schedule / Weekly Course Outline**

Topic Description	Week
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The Nature of Global Business , What Is Global Business and globalization	1
The Role of Management ,Methods of entering Global Markets,International Intermediaries and Facilitators	2
Foreign Direct Investment (FDI) a,d its all classification	3
The Macro Environmental forces,their impacts IB and elements of Culture affecting Organizations	4
World,s leading and governing institutions I.e UN,WTO,IMF,World bank and their effective departments along with structure	5
Socio-economic components affecting IB and organization	6
Money, currency and Foreign exchange ,Fixed and Floating Foreign Exchange Rates	7
Dumping,subsidies , duties, taxes and tariffs	8
Managing Decision Making and Problem Solving	9
Legal and Political Environment A. Private International Law B. Public International Law C. Risk to Global Business	10
Organization, Management and Control A. Basic organizational approaches B. Factors affecting organizational structure C. The multinational corporation (MNC)	11
Global Business Entry A. The Role of Management B. Methods of entering Global Markets C. International Intermediaries and Facilitators	12
International Finance A. Financing Exports and Imports	13
Trading partners and strategic alliance with global dimensions	14
Intellectual Property Rights and its all classifications, WIPO	15
Final Examination	16

**A.**

**Schedule of Assignments/ Quiz / Academic/Research Activity**

**B.**

<b>Sr. No</b>	<b>Description of Activity</b>	<b>Nature of Activity</b>	<b>Week</b>	<b>Expected Outcomes</b>
1	Individual Assignments	Written	3 and 4	The three outcomes such as global drivers,international trade forces learning and economical facts are expected from this assignment.
2	Case study	Discussion	6	A group discussion among students will organized to see and evaluate their thinking skills, listening abilities, and how they are communicating their thoughts.
3.	Topic Presentation	Presentation	9	The outcome of this activity is to enhance students' communication and interpersonal skills. Students will learn to prepare and communicate a topic to the audience.
4	Tern Project	Written	2 to 15	Students will demonstrate their competencies and skills in written communication.

**A.**

**Course Components (Total contact hours and credits per semester)**

**B.**

	Lecture	Tutorial	Laboratory/ Studio	Practical	Other	Total
Contact Hours	01					01
Credit	1					1

**A.**

**Teaching-Learning Strategies**

**B.**

**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:**

The following textbook and course companion are required for this course:

(1) *Hill, Charles W. and Thomas McKaig (2015) Global Business Today, 4<sup>th</sup> Canadian edition, McGraw-Hill Ryerson.*

(2) *Suder, Gabriele (2009) International Business, Thousand Oaks, CA, SAGE Publications Inc.*

In addition to the textbook and the course companion, key/required readings are assigned from other sources (e.g., periodicals, etc.) as deemed appropriate.

Moreover,

throughout the semester/course students will be encouraged to read the current business .

**Facilities Required (If any)**

**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\*

\*Extend the space where required

### A. Course Identification and General Information

Faculty: <b>Faculty of Economics and Management Sciences</b>	Department: <b>Business Administration</b>
Degree Program: <b>BBA Hons</b>	Course Name: <b>Integrated Marketing Communication</b>
Course Code:	Course Category: <b>Marketing Specialization Course</b>
Credit Value: <b>03</b>	Course Level/Semester: <b>7th</b>
Nature of Course (Theory/Lab): <b>Theory</b>	Course Specific Requirement (If any):
Contact Hour:	Additional Information (If any):

### B. Faculty Member Information

Name of Faculty Member: <b>Dr. Saira Aziz</b>	Designation: <b>Assistant Professor</b>
Contact Details: <b>0322-7095004</b>	Email: <b>sairaaziz@uosahiwal.edu.pk</b>
Office No: <b>3.1.12</b>	Office Visiting Hour:
Course Level/Semester: <b>7th</b>	Additional Information (If any):

### C. Course Description and Objectives

Integrated Marketing Communication course provides a comprehensive exploration of the strategic alignment and synchronization of various marketing communication channels to deliver a cohesive and impactful brand message. Through a blend of theory and practical application, students will examine the synergy between advertising, public relations, direct marketing, sales promotion, and digital media to create integrated campaigns that resonate with target audiences. From crafting compelling brand narratives to leveraging data analytics for campaign optimization, participants will gain hands-on experience in developing IMC strategies tailored to diverse market segments and communication platforms. Through case studies, simulations, and collaborative projects, students will hone their skills in message consistency, audience engagement, and campaign evaluation. By the end of the course, students will possess the knowledge and skills necessary to design and execute effective IMC campaigns that drive brand awareness, engagement, and loyalty in today's dynamic marketing landscape.

## D. Course Learning Outcomes

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

1. Understand the concept of integrated marketing communications and its role in creating a unified brand experience across various communication channels.
2. Analyze the changing marketing communications environment, including the impact of digital media and globalization on marketing strategies.
3. Evaluate different marketing communication channels, including advertising, public relations, direct marketing, and digital media, for their effectiveness in reaching and engaging target audiences.
4. Develop skills in customer relationship management to foster long-term engagement and loyalty.
5. Assess the international context of marketing communications and understand the cultural and contextual factors influencing global marketing strategies.
6. Explore the principles and strategies of digital and social media marketing, including content creation, community engagement, and performance measurement.
7. Develop techniques for evaluating and controlling integrated marketing communications efforts to ensure alignment with organizational objectives and desired outcomes

## 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 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:

- Insights of Integrated Marketing Communication Concept
- Process of Communication
- Marketing Communication
- Different Marketing Commination Tools
- Evaluation of Marketing Communication

**G. Course Schedule / Weekly Course Outline**

List of Topics	No. of Weeks
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➤ What is marketing communications? ➤ What is integrated marketing communications?	Week 1
➤ Creating shared meaning in marketing communications – from sender to receiver ➤ Marketing communications psychology	Week 2
➤ Media – the carriers of the message ➤ E-media ➤ The changing marketing communications environment	Week 3
➤ Role of Marketing in Segmentation, Targeting and Positioning the marketer's Product/Services	Week 4
➤ Customer/Audience relationship management	Week 5
➤ The international context of marketing communications	Week 6
➤ Advertising	Week 7
<b>Mid-term exam</b>	Week 8
➤ Public relations ➤ Sponsorship	Week 9
➤ Direct marketing communications	Week 10
➤ Sales promotion, merchandising and point of sale ➤ Packaging	Week 11
➤ Exhibitions and trade shows ➤ Personal selling and sales management	Week 12
➤ Digital and Social Media Marketing	Week 13
➤ Evaluation and control of integrated marketing communications	Week 14
➤ Term-report and discussion	Week 15
<b>Final Examination</b>	Week 16

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

Sr. No	Nature of Activity	Description of Activity	Week	Expected Outcomes
1.	<b>IMC Campaign Development Project</b>	<ul style="list-style-type: none"> <li>Students work in groups to design, develop, and present an integrated marketing communication campaign for a fictional or real brand, product, or service.</li> </ul>		<ul style="list-style-type: none"> <li>Apply theoretical knowledge, strategic planning, and creativity, innovation, and IMC principles to develop cohesive</li> </ul>

				<p>and effective IMC campaigns.</p> <ul style="list-style-type: none"> <li>• Enhance teamwork, collaboration, project management, organizational, presentation, and communication skills.</li> <li>• Analyze, evaluate, refine, and optimize IMC strategies, tactics, content, messages, targeting, segmentation, positioning, and customer engagement based on research, insights, feedback, and continuous improvement.</li> </ul>
2.	<p><b>Group Presentations and Peer Reviews</b></p>	<ul style="list-style-type: none"> <li>• Students present their IMC campaign projects, strategies, tactics, creative executions, analyses, evaluations, and recommendations to the class. Peer reviews and feedback sessions follow each presentation</li> <li>• Justify the design choices based on brand strategy and target audience.</li> </ul>		<ul style="list-style-type: none"> <li>• Enhance presentation, communication, and storytelling, persuasion, and public speaking skills.</li> <li>• Foster constructive feedback, critical thinking, and analytical, evaluative, and reflective abilities.</li> <li>• Learn from peers, share</li> </ul>

		<ul style="list-style-type: none"> <li>Present the new brand identity with a rationale for each element.</li> </ul>		<p>insights, exchange ideas, collaborate, and develop a deeper understanding and appreciation of diverse IMC approaches, strategies, tactics, creative executions, and perspectives</p>
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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	03	03				45

**J. Teaching-Learning Strategies**

- Lectures and Interactive Discussions
- Case Studies and Real-World Applications
- Marketing Communication Projects
- In-class Activities
- Reading and Research
- Watching Marketing Communication and Class Discussion

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

**Recommended Books:**

1. Pickton, David. Broderick, Amanda., Integrated Marketing Communication. Second Edition 2005. Pearson Education Limited.
- Richard J. Semenik, (2001) "Promotion and Integrated Marketing Communication" Dave Shaut Publisher
- Kenneth E. Clow, Donald Baack, (2007) "Integrated advertising, Promotion, and Marketing Communications" Pearson Prentice Hall Publisher
- William Chitty, Nigel Barker and Terence Shimp, (2008) "Integrated Marketing Communications", Pacific Rim 3rd Edition, Thomson Publications

**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
- Journal of Marketing. Journal

#### **K. Facilities Required (If any)**

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

#### **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. Saira Aziz

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

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

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

## Departmental Committee Review:

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

\_\_\_\_\_  
Dr. Muhammad Husnain

\_\_\_\_\_  
Dr. Bilal Anwar

\_\_\_\_\_  
Dr. Saira Aziz

\_\_\_\_\_  
Dr. Atif Ali Gill

\_\_\_\_\_  
Dr. Ammara Saleem

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

Signature: \_\_\_\_\_ Date: **17-05-2024**

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

Signature: \_\_\_\_\_ Date: **17-05-2024**



## Course Specification File\*

\*Extend the space where required

### A. Course Identification and General Information

Faculty: <b>Faculty of Economics and Management Sciences</b>	Department: <b>Business Administration</b>
Degree Program: <b>BBA</b>	Course Name: <b>Marketing Research</b>
Course Code:	Course Category: <b>Specialization</b>
Credit Value: <b>03</b>	Course Level/Semester: <b>08</b>
Nature of Course (Theory/Lab): <b>Theory</b>	Course Specific Requirement (If any): <b>No</b>
Contact Hour: <b>03</b>	Additional Information (If any):

### B. Faculty Member Information

Name of Faculty Member: <b>Dr. Shaheera Amin</b>	Designation: <b>Assistant Professor</b>
Contact Details: <b>shaheeraamin@uosahiwal.edu.pk</b>	Email: <b>shaheeraamin@uosahiwal.edu.pk</b>
Office No:	Office Visiting Hour: <b>11:00-12:00 (Thursday-Friday)</b>
Course Level/Semester: <b>8</b>	Additional Information (If any):

### C. Course Description and Objectives

This course aims at helping students develop a skill and constructive and practical knowledge for marketing research in business and professional settings. This course emphasizes the use of Scientific Research Methods to develop marketing strategies and assist marketing personnel in making prudent marketing decisions. The course covers an examination of product, consumer, competitive and market research; types of research by technique or function, stages in the empirical research process, survey research methods, questionnaire construction, an analysis of the various types of secondary data, types of sampling designs and procedures, data collection methods, data analysis and elementary statistical applications.

### D. Course Learning Outcomes

This module intends to:

- Enable students to explore the business and market environment.
- Enable student to familiar themselves with latest and updated information of the marketing environment
- Enable them to identify the problem exist in the market environment.

- Enable students to develop effective analytic skills for marketing.
- Enable students to use analytical tools for better understanding of the market situation
- Enable students to seek solution of the marketing problem.

## E. Program Reflection

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

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

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

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

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

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

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

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

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

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



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

This module will cover the following contents:

- Marketing Environment,
- Factors that cause the change in the Marketing
- Marketing Problem understanding
- Data Collection tools for Marketing Research
- Data Analysis approach in Marketing Research

## G. Course Schedule / Weekly Course Outline

	Topic description	Week
1	Introduction to Marketing Research1	1
2	Selection of Marketing Research Supplier	
3	Defining Marketing Research Problem and Developing an Approach	
4	Sources of Data	
5	Research Design and its Classification	2
6	Research Design and its Classification –contd.	
7	Data Collection Methods	3
8	Causal Research Design	
9	Experimental Design	
10	Rating Scales	4
11	Rating Scales... contd	
12	Accuracy, Validity and Reliability	
13	Sampling Process	5
14	Factors Affecting the Sample Size	
15	Sampling Techniques	
16	Sampling Techniques...contd	
17	Development of Questionnaire	6

18	Designing a Good Research Questionnaire	
19	Data Collection and Fieldwork	7
20	Data Analysis: Data Preparation and Data Cleaning	8
21	Data Analysis: Data Preparation and Data Cleaning...contd	
22	Research Proposal	9
23	Research Proposal....contd	
24	Data Analysis	
25	Data Analysis (Continued)	10
26	Data Analysis (Continued.)	
27	Data Analysis (Continued..)	
28	Data Analysis(Continued...)	
29	Data Analysis(Continued....)	11
30	Data Analysis(Continued.....)	12
31	Data Analysis(Continued.....)	
32	Correlation and Regression	
33	Testing the Difference between Means	13
34	Testing the Difference between Means....Contd	
35	Analysis of Variance	
36	ANOVA and Post Hoc Analysis	
37	Regression Analysis	
38	Report Writing	14
39	Components of Research Report	

40	Citation of References in Report	15
41	Presentations of Reports	
42	Demand Forecasting	
43	New Product Research	
44	Advertising Research	
45	International Marketing Research	

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

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Group Presentation		After Mid in 8 <sup>th</sup> week	
2	Submission of Tem Report		15 <sup>th</sup>	

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

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

### J. Teaching-Learning Strategies

**Each class lecture will be followed by a class activity enabling students to effectively apply theoretical concepts discussed in the lecture. Further, students will be trained/encouraged to do practical research and explore the real market. The teacher will ensure feedback to each student on all of the above-mentioned components.**

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



# UNIVERSITY OF SAHIWAL

## **Books**

- William G. Zikmund (Author), Barry J. Babin, Exploring Marketing Research 10th Edition, SouthWestern College Pub
- Naresh K Malhotra, Marketing Research, Malhotra (7th Edition), by Pearson

## **K. Facilities Required (If any)**

**Multimedia Projector**

**Sound System**

## **L. Additional Information (If any)**

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

Name of Course Instructor: Dr. Shaheera Amin

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

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

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

## **Departmental Committee Review:**

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

\_\_\_\_\_  
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: Economics and Management Sciences	Department: Business Administration
Degree Program: BBA	Course Name: Financial Econometrics
Course Code	Course Category: Elective 3 (Minor: Finance)
Credit Value: 3 Credit Hour	Course Level/Semester: 7 <sup>th</sup> 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 <sup>th</sup> Semester	Additional Information (If any):

### C. Course Description and Objectives

This course equips finance specialists with the power of econometrics to analyze financial data and make informed decisions. Students gain a foundation in econometric theory and statistical methods, then develop hands-on skills in data manipulation, analysis using econometric software, and hypothesis testing. By learning to model financial relationships and interpret results, students will be empowered to inform investment decisions, risk management strategies, and financial forecasting.

The course fosters critical thinking, problem-solving in financial modeling, and hones communication skills through written and oral presentations of econometric research findings.

## D. Course Learning Outcomes

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

- Explain the basic principles of econometrics and their application in finance.
- Utilize econometric software (e.g., EViews, Stata) to manage, analyze, and visualize financial data.
- Formulate and estimate econometric models to investigate relationships between financial variables.
- Interpret econometric results, including hypothesis testing and regression coefficients.
- Evaluate the strengths and limitations of econometric models in financial analysis.
- Apply econometric techniques to real-world financial problems, such as asset pricing, risk analysis, and market forecasting.
- Communicate econometric findings clearly and concisely through written reports and presentations.

## E. Program Reflection

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

### Program Objective:

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

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

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

4. **Enhance Communication and Teamwork:** Communication and teamwork are the essential skills for success in an organizational setting that is why the department is focused on the students written and oral communication and team work. Thus, students will learn to effectively communicate business ideas and strategies to diverse audiences.
5. **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:**

**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

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

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

- Introduction to Financial Econometrics
- Econometric Fundamentals I
- Econometric Fundamentals II
- Financial Time Series Analysis I
- Financial Time Series Analysis II
- ARIMA Models for Forecasting
- ARIMA Models for Forecasting
- Asset Pricing Models I
- Asset Pricing Models II
- Empirical Testing of Asset Pricing Models
- Financial Risk Management I
- Financial Risk Management II
- Financial Risk Management III
- Financial Risk Management IV
- Econometric Applications in Finance



## G. Course Schedule / Weekly Course Outline

Topic	Sub Topics	Week
<b>Introduction to Financial Econometrics</b>	<ul style="list-style-type: none"> <li>• Definition and Scope of Financial Econometrics:               <ul style="list-style-type: none"> <li>○ Explore the role of econometrics in analyzing financial data.</li> <li>○ Understand the distinction between traditional econometrics and its application in finance.</li> </ul> </li> <li>• Financial Data Sources and Characteristics:               <ul style="list-style-type: none"> <li>○ Identify various sources of financial data (e.g., historical stock prices, financial ratios, economic indicators).</li> <li>○ Discuss the unique characteristics of financial data (e.g., high frequency, time series nature).</li> </ul> </li> <li>• Role of Econometrics in Financial Analysis and Decision-Making:               <ul style="list-style-type: none"> <li>○ Analyze how econometrics are used to test asset pricing models.</li> <li>○ Explain how econometric techniques can be applied to evaluate risk and forecast market trends.</li> <li>○ Illustrate the role of econometrics in informing investment and financial decisions.</li> </ul> </li> </ul>	01
<b>Econometric Fundamentals I</b>	<ul style="list-style-type: none"> <li>• Basic Statistical Concepts:               <ul style="list-style-type: none"> <li>○ Review probability theory (concepts of events, sample space, probability distributions).</li> <li>○ Introduce random variables (discrete and continuous), expectation, variance, and covariance.</li> </ul> </li> <li>• Hypothesis Testing:               <ul style="list-style-type: none"> <li>○ Define null and alternative hypotheses.</li> <li>○ Explain the concept of p-values and statistical significance.</li> </ul> </li> </ul> <p>Discuss Type I and Type II errors associated with hypothesis testing</p>	02

<p><b>Econometric Fundamentals II</b></p>	<ul style="list-style-type: none"> <li>• Regression Analysis: <ul style="list-style-type: none"> <li>○ Introduce simple linear regression as a foundational econometric tool.</li> <li>○ Explain the concept of least squares estimation (OLS) and its assumptions.</li> <li>○ Interpret regression coefficients and intercept in the context of financial data.</li> </ul> </li> <li>• Model Evaluation: <ul style="list-style-type: none"> <li>○ Discuss methods for diagnosing potential issues in regression models (e.g., normality of errors, homoscedasticity).</li> <li>○ Explain goodness-of-fit measures like R-squared and adjusted R-squared to assess model performance.</li> <li>○ Analyze residuals to identify potential model misspecifications.</li> </ul> </li> </ul>	<p>03</p>
<p><b>Financial Time Series Analysis I</b></p>	<ul style="list-style-type: none"> <li>• Time Series Characteristics: <ul style="list-style-type: none"> <li>○ Define stationarity (trend, seasonality, unit root) and its importance in econometric modeling.</li> </ul> </li> </ul> <p>Illustrate the consequences of non-stationary data on regression analysis</p>	<p>04</p>
<p><b>Financial Time Series Analysis II</b></p>	<ul style="list-style-type: none"> <li>• Autocorrelation and Heteroscedasticity: <ul style="list-style-type: none"> <li>○ Explain methods for identifying autocorrelation (e.g., Durbin-Watson statistic).</li> <li>○ Discuss the implications of autocorrelation on regression analysis.</li> <li>○ Introduce methods for correcting for autocorrelation and heteroscedasticity (e.g., differencing).</li> </ul> </li> </ul>	<p>05</p>
<p><b>ARIMA Models for Forecasting</b></p>	<ul style="list-style-type: none"> <li>• Autoregressive Integrated Moving Average (ARIMA) Models: <ul style="list-style-type: none"> <li>○ Explain the concept of ARIMA models for time series forecasting.</li> <li>○ Discuss model selection techniques using tools like AIC and BIC.</li> </ul> </li> </ul>	<p>06</p>

<p><b>ARIMA Models for Forecasting</b></p>	<ul style="list-style-type: none"> <li>• Hands-on Session (Software: EViews/Stata):             <ul style="list-style-type: none"> <li>◦ Apply ARIMA models for forecasting using financial data.</li> </ul> </li> </ul> <p>Evaluate the accuracy of forecasts using appropriate metrics</p>	<p>07</p>
<p><b>Asset Pricing Models I</b></p>	<ul style="list-style-type: none"> <li>• Capital Asset Pricing Model (CAPM):             <ul style="list-style-type: none"> <li>◦ Explain the assumptions underlying the CAPM.</li> <li>◦ Define the beta coefficient and its significance in asset pricing.</li> <li>◦ Illustrate the Security Market Line (SML) and its interpretation.</li> </ul> </li> </ul> <p>Discuss the limitations of CAPM in explaining asset returns</p>	<p>08</p>
<p><b>Asset Pricing Models II</b></p>	<ul style="list-style-type: none"> <li>• Multi-Factor Models:             <ul style="list-style-type: none"> <li>◦ Introduce the Fama-French three-factor model (including market risk, size factor, value factor).</li> <li>◦ Explain the Carhart four-factor model (adding momentum factor).</li> <li>◦ Compare and contrast different multi-factor models and their ability to explain returns.</li> </ul> </li> </ul>	<p>09</p>
<p><b>Empirical Testing of Asset Pricing Models</b></p>	<ul style="list-style-type: none"> <li>• Demonstrate how regression analysis is used to test CAPM and multi-factor models (Software: EViews/Stata).             <ul style="list-style-type: none"> <li>◦ Interpret the results of these tests, including the significance of estimated coefficients.</li> <li>◦ Discuss the limitations of empirical tests of asset pricing models (e.g., data snooping bias).</li> </ul> </li> </ul>	<p>10</p>
<p><b>Financial Risk Management I</b></p>	<ul style="list-style-type: none"> <li>• Value at Risk (VaR) Estimation:             <ul style="list-style-type: none"> <li>◦ Introduce the concept of Value at Risk (VaR) and its importance in risk management.</li> </ul> </li> </ul>	<p>11</p>
<p><b>Financial Risk Management II</b></p>	<ul style="list-style-type: none"> <li>• Value at Risk (VaR) Estimation Methods:             <ul style="list-style-type: none"> <li>◦ Discuss historical simulation, parametric methods (e.g., normal distribution quantile method), and Monte Carlo</li> </ul> </li> </ul>	<p>12</p>

	simulation for VaR estimation. (Software: EViews/Stata)	
<b>Financial Risk Management III</b>	<ul style="list-style-type: none"> <li>• GARCH Models for Volatility Forecasting: <ul style="list-style-type: none"> <li>○ Explain ARCH (Autoregressive Conditional Heteroscedasticity) models and their application in volatility forecasting.</li> </ul> </li> </ul> <p>Introduce GARCH (Generalized ARCH) models and their advantages over ARCH models</p>	13
<b>Financial Risk Management IV</b>	<ul style="list-style-type: none"> <li>• Econometric Analysis of Financial Risk Factors: <ul style="list-style-type: none"> <li>○ Identify and model relevant risk factors (e.g., interest rates, exchange rates, credit spreads).</li> <li>○ Demonstrate how to use risk factors to assess portfolio risk using econometric techniques. (Software: EViews/Stata)</li> </ul> </li> </ul>	14
<b>Econometric Applications in Finance</b>	<ul style="list-style-type: none"> <li>• Case Studies and Research Project: <ul style="list-style-type: none"> <li>○ Students will present their research work in groups in which they have applied the econometric techniques to a specific financial problem.</li> </ul> </li> </ul>	15

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

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Data Collection & Exploration Exercise	Individual	01	- Identify relevant financial data sources. Collect and explore financial data for a chosen project topic.
2	Basic Statistical Concepts & Problem Set	Individual Assignment	02	- Apply concepts of probability, random variables, expectation, variance, and covariance to analyze financial data.

3	Introduction to Econometric Software (EViews/Stata)	Hands-on Session	03	- Gain basic proficiency in using econometric software for data management and analysis.
4	Time Series Analysis & EViews/Stata Assignment	Individual Assignment (Software: EViews/Stata)	04	- Analyze time series data for stationarity. Conduct exploratory data analysis using EViews/Stata functionalities.
5	Regression Analysis with Financial Data	Individual Assignment (Software: EViews/Stata)	05	- Estimate a simple linear regression model using financial data. Interpret regression coefficients and assess model fit using EViews/Stata diagnostic tools.
6	EViews/Stata Assignment: Autocorrelation & Heteroscedasticity	Individual Assignment (Software: EViews/Stata)	06	- Identify and address autocorrelation and heteroscedasticity issues in a regression model using EViews/Stata.
7	ARIMA Model Building & Forecasting	Individual Assignment (Software: EViews/Stata)	07	- Build and estimate an ARIMA model for time series forecasting using financial data. Evaluate the accuracy of forecasts using EViews/Stata.
8	Case Study Analysis: CAPM Application (Group)	Group Presentation	08	- Analyze a real-world case study applying the Capital Asset Pricing Model (CAPM). Present findings and interpretations to the class.
9	Multi-Factor Asset Pricing Models & EViews/Stata Assignment	Individual Assignment (Software: EViews/Stata)	09	- Apply the Fama-French or Carhart multi-factor models to a financial dataset using EViews/Stata. Interpret the results and compare them to CAPM.
10	Empirical Testing of Asset Pricing Models (Project)	Group Project (Software: EViews/Stata)	10	- Design and conduct an empirical test of a chosen asset pricing model using financial data. Present and discuss results with the class.
11	Value at Risk (VaR) Estimation Project	Individual Project (Software: EViews/Stata)	11	- Apply different VaR estimation methods (historical simulation, parametric, Monte Carlo) to a financial dataset using EViews/Stata. Compare and contrast the results.

12	GARCH Model Analysis & EViews/Stata Assignment	Individual Assignment (Software: EViews/Stata)	12	- Estimate and interpret a GARCH model for volatility forecasting of a financial asset using EViews/Stata.
13	Financial Risk Factor Analysis (Group Project)	Group Project (Software: EViews/Stata)	13	- Identify and model relevant financial risk factors. Demonstrate how to use risk factors to assess portfolio risk using EViews/Stata.
14	Econometric Applications in Finance Research Proposal	Group Proposal	14	- Develop a research proposal outlining the application of econometric techniques to a specific financial problem (e.g., portfolio optimization, credit risk analysis, market microstructure).
15	Econometric Applications in Finance Final Project & Presentation	Group Project & Presentation (Software: EViews/Stata)	15	- Conduct research, apply econometric techniques, and present findings related to the chosen financial problem. Demonstrate effective communication of research results.

### 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:

- **Lectures:** Interactive lectures will introduce key concepts and theories.
- **In-class Activities:** Exercises, discussions, and case studies will enhance understanding and practical application.
- **Computer Labs:** Hands-on sessions using econometric software (EViews/Stata) to analyze real financial data.
- **Group Projects:** Students will work in groups to apply econometric techniques to a specific financial problem and present their findings

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

#### Textbooks:

- Introductory Econometrics: A Modern Approach by Jeffrey M. Wooldridge
- **Research Papers:**
  - Fama, E. F., & French, K. R. (1992). The cross-section of expected returns. *Journal of finance*, 47(2), 427-465. (Fama-French Three-Factor Model)
  - Engle, R. F. (2001). GARCH 101: The use of ARCH/GARCH models in applied econometrics. *Journal of economic perspectives*, 15(4), 151-169. (GARCH models)
- **Software:**
  - EViews (<https://www.eviews.com/>)
  - Stata (<https://www.stata.com/>)
- **Web Links:**
  - The Econometrics Journal (<https://www.sciencedirect.com/journal/journal-of-econometrics>)
  - The Journal of Finance (<https://afajof.org/>)



# UNIVERSITY OF SAHIWAL

## K. Facilities Required (If any)

Computer Lab for Practical Learning of Softwares

## L. Additional Information (If any)

Name of Course Instructor: Dr. Muhammad Husnain

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

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

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

## Departmental Committee Review:

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

\_\_\_\_\_  
Dr. Muhammad Husnain

\_\_\_\_\_  
Dr. Bilal Anwar

\_\_\_\_\_  
Dr. Saira Aziz

\_\_\_\_\_  
Dr. Atif Ali Gill

\_\_\_\_\_  
Dr. Ammara Saleem

Program Coordinator (Name): Mr. Riaz Husain Ansari

Signature: \_\_\_\_\_ Date: 17-05-2024

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: Economics and Management Sciences	Department: Business Administration
Degree Program: BBA	Course Name: Financial Risk Management
Course Code:	Course Category: Elective 4 (Minor: Finance)
Credit Value: 3 Credit Hour	Course Level/Semester: 7 <sup>th</sup> 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: <a href="mailto:m.husnain@uosahiwal.edu.pk">m.husnain@uosahiwal.edu.pk</a>
Office No:	Office Visiting Hour: 11:00 to 13:00 (Tuesday & Thursday)
Course Level/Semester: 6 <sup>th</sup> Semester	Additional Information (If any):

### C. Course Description and Objectives

This course equips students to tackle financial risks with confidence. It introduces the core concepts and practices of financial risk management, exploring various threats faced by organizations, like market fluctuations, credit defaults, operational disruptions, and currency movements. Students delve into risk measurement and management techniques, including derivatives, hedging strategies, and portfolio optimization. By critically evaluating these methods, students gain the ability to identify, analyze, and effectively manage financial risks, ensuring the financial health of organizations.

## **D. Course Learning Outcomes**

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

- Critically evaluate the factors influencing interest rates and foreign exchange rates.
- Employ hedging strategies using forward contracts, futures contracts, and options to manage foreign exchange risk and interest rate risk.
- Utilize derivatives (forwards, futures, options, swaps) to mitigate various financial risks.
- Apply portfolio theory concepts (Markowitz Model, CAPM) to optimize risk and return in investment portfolios.
- Calculate and interpret Value at Risk (VaR) as a risk management tool.
- Evaluate creditworthiness and country risk using qualitative and quantitative models.
- Analyze the role of credit rating agencies in financial risk assessment.

## **E. Course Contents / Topics to be Covered.**

1. Role of Financial Markets
2. Financial Risks
3. Risk Management Process
4. Interest Rate Risk
5. Foreign Exchange Risk Management
6. Derivatives
7. Forward and Futures Contracts
8. Options
9. Credit Risk Management
10. Portfolio Risk Management
11. Country Risk Assessment
12. Credit Rating and Option Valuation Models

## F. Course Schedule / Weekly Course Outline

Topic Description		
Topic	Sub Topics	Week
<b>Introduction</b>	<ol style="list-style-type: none"> <li>1. Financial Markets and their Role in the Global Economy</li> <li>2. Emerging Trends in Financial Markets</li> <li>3. Rationale for the Existence of Markets</li> </ol>	01
<b>Financial Risks and Risk Management</b>	<ul style="list-style-type: none"> <li>• Risk-Return Relationship</li> <li>• Identifying Major Financial Risks (Market Risk, Credit Risk, Operational Risk, Foreign Exchange Risk)</li> <li>• Introduction to Risk Management Process</li> </ul>	02
<b>Understanding Interest Rates</b>	<ul style="list-style-type: none"> <li>• Interest Rate Risk and Term Structure of Interest Rates</li> <li>• Theories for the Determination of Interest Rates</li> </ul>	03
<b>Foreign Exchange Risk Management</b>	<ul style="list-style-type: none"> <li>• The Triangular Arbitrage</li> <li>• Types of Foreign Currency Risk (Transaction Risk, Economic Risk, Translation Risk)</li> <li>• Determinants of Exchange Rate Fluctuations</li> </ul>	04
<b>Foreign Exchange Risk Management Techniques</b>	<ul style="list-style-type: none"> <li>• Matching, Hedging (Leading and Lagging)</li> <li>• Money Market Hedging (Hedging Payments and Receipts)</li> </ul>	05
<b>Introduction to Derivatives</b>	<ul style="list-style-type: none"> <li>• Basic Idea, Uses, and Criticisms of Derivatives</li> <li>• Exchange-Traded vs. Over-the-Counter (OTC) Derivatives</li> <li>• Contingent Claims</li> <li>• Forwards (Advantages and Disadvantages)</li> <li>• Futures Contracts (Advantages and Disadvantages)</li> </ul>	06

<b>Forward Contracts</b>	<ul style="list-style-type: none"> <li>• Entering into Forward Contracts</li> <li>• Forward Rate Quotation</li> <li>• Types of Forward Contracts (Equity Forwards, Bond and Interest Rate Forwards, Currency Forwards)</li> <li>• Pricing and Valuation of Forward Contracts</li> </ul>	07
<b>Futures Contracts</b>	<ul style="list-style-type: none"> <li>• Types of Futures Contracts (Commodity Futures, Short-Term Interest Rate Futures, Stock Index Futures, Currency Futures)</li> <li>• Pricing and Valuation of Futures Contracts</li> </ul>	08
<b>Options</b>	<ul style="list-style-type: none"> <li>• Call Options and Put Options</li> <li>• Uses of Call and Put Options for Speculation</li> </ul>	09
<b>Option Strategies</b>	<ul style="list-style-type: none"> <li>• Bull Spread, Bear Spread, Butterfly Spread, Straddle, Straddle Strip, etc.</li> </ul>	10
<b>Swaps</b>	<ul style="list-style-type: none"> <li>• Types of Swaps (Interest Rate Swaps, Currency Swaps, Commodity Swaps, Credit Default Swaps, Equity Swaps)</li> <li>• Uses of Swaps in Real Life</li> </ul>	11
<b>Credit Risk Management</b>	<ul style="list-style-type: none"> <li>• Methods to Measure Credit Risk (Qualitative and Quantitative Models)</li> <li>• Credit Risk Assessment Models (e.g., Altman's Z-Score Model)</li> </ul>	12
<b>Portfolio Risk Management</b>	<ul style="list-style-type: none"> <li>• Portfolio Management Concepts (Markowitz Mean-Variance Optimization, CAPM)</li> <li>• Value at Risk (VaR) and Factors Affecting It</li> <li>• Computation of VaR for Portfolios (Marginal VaR, Component VaR, Portfolio VaR)</li> <li>• Risk of the Organization</li> </ul>	13
<b>Country Risk Assessment</b>	<ul style="list-style-type: none"> <li>• Importance of Country Risk</li> <li>• Types of Country Risk Assessment (Macroeconomic and Microeconomic Assessment)</li> </ul>	14

	<ul style="list-style-type: none"> <li>Techniques to Access Country Risk (Including Insurance)</li> </ul>	
<b>Credit Rating and Option Valuation Models</b>	<ul style="list-style-type: none"> <li>Credit Rating Agencies (e.g., PACRA)</li> <li>Introduction to the Black-Scholes Model and Other Option Valuation Models</li> </ul>	15

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

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

### H. 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 financial risk scenarios will be presented to analyze and apply theoretical knowledge to practical situations.

**Simulation Activities:** Students will participate in online simulations to practice risk management techniques (e.g., hedging with derivatives).

**Group Projects:** Collaborative projects will encourage teamwork, research skills, and industry risk analysis.

**Class Debates and Discussions:** Debates and discussions will stimulate critical thinking and develop communication skills.

**Individual Assignments and Research Papers:** Assignments and research papers will encourage in-depth exploration of specific financial risk management topics.

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

- **Textbook:** "Financial Risk Management" by John C. Hull (Latest Edition), Saunders. A and Cornett M.M, Financial Markets and Institutions
- **Supplementary Readings:** Journal articles, industry reports, and online resources related to financial risk management.
- **Financial Websites:** Websites of financial institutions, central banks, and risk management associations.
- **Financial Risk Management Software (Optional):** Specialized software for financial risk

## K. Facilities Required (If any)

Computer Lab for Practical Learning

## L. Additional Information (If any)

Week	Activity Type	Expected Outcome
1	Case Study Analysis	Analyze a real-world financial risk scenario and identify risk management strategies.
2	Online Quiz	Assess understanding of financial markets, risk-return relationship, and major financial risks.
3	Short Answer Questions	Evaluate understanding of interest rate theories and risk management processes.

4	Group Project (Topic Selection)	Select a specific industry and identify key financial risks faced by companies in that sector.
5	Midterm Exam	Comprehend core concepts of financial risk management, market risk, and foreign exchange risk.
6	Research Paper Proposal	Develop a research proposal on a specific financial risk management technique (e.g., Option Pricing Models).
7	Class Debate	Debate the merits and limitations of derivative instruments in risk management.
8	Individual Assignment: Hedging Simulation	Utilize a simulated platform to practice foreign exchange risk hedging using forwards and futures contracts.
9	Group Project Presentation	Present research findings on industry risk analysis and propose risk management strategies.
10	Peer Review of Research Papers	Provide constructive feedback on classmates' research proposals.
11	Final Exam	Demonstrate comprehensive understanding of credit risk, portfolio risk management (VaR), and country risk assessment.



# UNIVERSITY OF SAHIWAL

- |       |                                      |   |
|-------|--------------------------------------|---|
| 12-15 | Class Participation & Weekly Quizzes | Actively participate in class discussions, quizzes, and case studies to reinforce learning.                                 |
| 16    | Final Project Presentation           | Present a comprehensive project on a chosen financial risk management topic, showcasing analysis and mitigation strategies. |

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Name of Course Instructor: Dr. Muhammad Hasnain

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: <b>BBA (Hons)/ BBA-IS</b>	Course Name: Corporate Governance
Course Code:	Course Category:
Credit Value: <b>03</b>	Course Level/Semester: 6 <sup>th</sup> / 7 <sup>th</sup>
Nature of Course (Theory/Lab): <b>Theory</b>	Course Specific Requirement (If any):
Contact Hour: <b>01</b>	Additional Information (If any):

### B. Faculty Member Information

Name of Faculty Member: <b>Dr. BILAL ANWAR</b>	Designation: Assistant Professor
Contact Details: <b>0300-7335950</b>	Email: <a href="mailto:bilalanwar@uosahiwal.edu.pk">bilalanwar@uosahiwal.edu.pk</a>
Office No:	Office Visiting Hours: 12:00 PM-1:00 PM
Course Level/Semester: <b>Undergraduate/ 6<sup>th</sup></b>	Additional Information (If any):

### C. Course Description and Objectives

The course seeks to provide students with a grasp of the fundamental ideas of Corporate Governance, corporate ethics, and CSR as they apply to today's business environment. It is intended to help candidates comprehend the ethical implications on the economic, financial, managerial, and environmental aspects of business. The course also attempts to improve candidates' ability to critically examine ethical concerns in business. This course explores various regulatory processes that are necessary for understanding the principles of corporate governance in Pakistan.

### D. Course Learning Outcomes

Upon successful completion of Corporate Governance, students should be able to:

1. Provide a range of definitions of corporate governance
2. To explain the corporate governance theories and concepts and implementing these concepts and examples in present day businesses.
3. An overview of the legislative and regulatory requirements related to corporate governance and internationally recognized corporate governance principles.
4. General outlines of authorities, obligations, and procedures of the governing bodies of public and listed companies.

### E. Program Reflection

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

**Understand Governance Frameworks:** Develop a solid understanding of corporate governance frameworks, principles, and practices.

**Ethical Decision-Making:** Learn to make ethical decisions in governance contexts and understand the role of corporate ethics.

**Regulatory Environment:** Gain knowledge of the regulatory environment affecting corporate governance both nationally and internationally.

**Stakeholder Management:** Understand the importance of stakeholder management and how to balance their interests.

**Board Roles and Responsibilities:** Learn about the roles and responsibilities of boards of directors and executive management.

**Risk Management:** Understand the role of governance in risk management and internal controls.

**Sustainability and CSR:** Learn about corporate social responsibility (CSR) and sustainability in governance practices.

**Program Learning Outcomes:**

- PLO1: The course will teach students to apply governance principles ethically and sustainably, ensuring responsible corporate behavior.
- PLO2: Analyze and solve complex business problems in various functional areas
- PLO3: Effectively communicate business ideas, plans, and strategies to diverse audiences, in both oral and written form
- 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 Corporate Governance

Agency theory  
Shareholders and their roles  
Board of Directors  
Corporate Social responsibility  
CSR in Pakistan

## G. Course Schedule / Weekly Course Outline

Topic Description	Week
What is Corporate Governance Brief History and high-Profile corporate failures	Week 1
Corporate Governance and Agency theory Types of Stakeholders	Week 2
Stakeholders and their roles Major issues in corporate governance	Week 3
Understanding Mendelow's matrix and his approach to stakeholders' analyses	Week 4
Corporate governance codes (Cadbury, SOX, Combined codes)	Week 5
Emergence of Corporate governance models Understanding of Anglo-American / German and Japanese Model	Week 6
Corporate social responsibility and governance	Week 7
QUIZ	Week 8
<b>Mid Term Exams</b>	
<b>Shareholders</b> Types, Responsibilities, Tools available to them, Activism Corporate Governance principles and Pakistan Company law	Week 9
<b>Board of Directors</b> Fiduciary duty of directors as company agents Types of company board, BOD powers, functions, roles, responsibilities, tools Good corporate room practices	Week 10
<b>Corporate Social Responsibilities</b> Brief overview corporate social responsibility Laws related to CSR globally,	Week 11
Committee of the Board Principle OR Rule based approach of corporate governance (IFRS, GAAP)	Week 12
Cases	Week 13
CSR in Pakistan	Week 14

Corporate Governance related Research papers of Pakistani Context	Week 15
<b>Final Exam</b>	

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

Sr. No	Description of Activity	Nature of Activity	Week	Expected Outcomes
1	Group Assignments	Written	4	Related Research paper
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

1. Corporate Governance by Dr. Safdar A. Butt
2. Governance, Risk and Ethics, ACCA Paper P1 by BPP learning media
3. Corporate Governance Manual, Second edition, by International Finance Corporation  
Cases in corporate Governance by Robert Wearing

### K. Facilities Required (If any)



# UNIVERSITY OF SAHIWAL

## L. Additional Information (If any)

Name of Course Instructor: Dr Bilal Anwar

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

Program Coordinator (Signature and Stamp): \_\_\_\_\_

Chairperson/ Teacher In charge (Signature and Stamp): \_\_\_\_\_