Mirpur University of Science & Technology (MUST)
MUST Business School
Mirpur Azad Jammu & Kashmir
Ph.# 05827-961113

MBS

Course Outline
BBA-2nd Semester

Bachelor of Business Administration (BBA-Hons) 2nd Semester

Semester-II

Code	Course	Credit
BBA-121	Micro Economics	3
BBA-122	Business Mathematics-II	3
BBA-123	Business Ethics	3
BBA-124	Financial Accounting	3
BBA-125	Freshman English-II	3
	Total Credit Hours	15

Mirpur University of Sciences & Technology
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Discipline: **BBA**
Credit hours: **03**
Course code: **BBA-121**
Course Name: **Micro Economics**

COURSE DESCRIPTION

This course begins with a general introduction to economic ideas and methods and then proceeds to focus on microeconomic issues. The course aims at providing the students a solid understanding of basic microeconomic theories and the ability to apply those tools and ideas in real world. Main objective of the course is to equip the students with a solid knowledge, techniques of measurement, understanding with real world examples and practical application of Micro Economic issues and to enable them to demonstrate their ability to apply economic theory to a range of economic problems and effectively communicate their analysis.

LEARNING OUTCOMES

After studying this course the student will be able to understand:
1. Economy, factor of productions and their scarcity of resources
2. Determinants, factors and law of demand and supply
3. Analyze the effect of market structure on firm behavior
4. Micro economic variables and their classification

WEEKS	Course Contents
1	**Introduction** Basic Concept of economics , Definition of Economics, Factors of Production, Types of Economies
2&3	**Scarcity Problem** The Economic Problem of Scarcity, Limited Resources and Goods, Goals of Market Oriented Economy, Concepts of Graph in Economics
4&5	**Basic Elements of Supply and Demand** Definition of Demand, Law of Demand, Assumptions, Limitations, Shifts in Demand, Curve, Individual and market Demand, Determinants of Demand, Elasticity of Demand, Income Elasticity, Price Elasticity, Cross Elasticity, Determinants of Elasticity, Definition of Supply, Law of Supply, Assumptions, Limitation, Shifts in Supply curve Determinants of Supply, Market Equilibrium, The Effects of Demand Shift on Equilibrium, The Effect of Supply shifts on Equilibrium
6&7	**Demand and Consumer Behavior** Introduction, Utility, Law of Diminishing Marginal Utility, Law of Equal and Marginal Utility, Indifference Curve Approach, It's Shape, Assumptions, Budget constraint, Income And Substitution Effects of a consumer
MID TERM	
9	**Analysis of Cost** Introduction, Total cost, Fixed Cost, Variable Cost, Marginal Cost, Average Cost, Average Fixed and Variable Cost
10&11	**Behavior of Perfect Competitive Markets** Markets, Kinds of markets, Behavior of Perfectly Competitive Market, Conditions of, Perfectly Competitive Market, Long and short Run Analysis and Short Comings
12	**Monopolistic competition** Monopoly, Conditions of Monopoly, Long Run and Short Run Analysis, Monopolistic Competition, Oligopoly Markets, Duopoly Markets, Conditions of Oligopoly Markets and Duopoly Markets, Long Run and Short Run Analysis
13	**Factor Pricing** Introduction, Marginal Productivity theory, Explanations and Assumptions, Factors of Production
14	**Labor Market** Introduction, Efficiency of Labor, Demand for Labor, Supply of Labor
15	**Land and Capital** Characteristics of Land, Productivity of Land, Extensive Cultivation, Intensive Cultivation, Capital, Forms of capital, Productivity of Capital, Capital Formation

Week- 16	Presentation Session
	Final Examination

RECOMMENDEDBOOKS:
1. Samuelson Pual and Nordhaus W.D " Economics" Latest Edition, McGraw Hill
2. McConnel and Brue "Economics "Latest Edition" McRraw Hill.
3. G.P Gould and Ferguson "Microeconomics Theory" Latest Edition.
4. HabibullahVaseer "Elements of Economics" Latest Edition.

TEXT/REFERENCE BOOKS
1. *David M. Winch, Micro Economics: Problems and Solutions, Oxford University Press. (Latest Edition)*
2. Mc Connell & Brue, Economic 15th Edition., McGraw Hill, INC
3. Muhammad HussainChoudhry, Economic Theory Volume 1, Caravan Book House, Lahore 2002
4. Ruffin and Gregory, Principles of Economics, Illionois: Scott Foresman and Company, (Latest Edition)
5. Samuelson and Nordhaus, Economics, New Delhi, Tata McGraw Hill, (Latest Edition)
6. Scott and Nigro: Principles of Economics, New York; Macmillan Publishing Co., Inc., (Latest Edition)

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Discipline: **BBA**
Credit hours: **03**
Course code: **BBA 122**
Course name: **Business Mathematics II**

COURSE DESCRIPTION
The scope of the course is to see the horizon of Mathematics & Statistics application in business and financial affairs. The course stresses business applications using arithmetic, algebra, and ratio-proportion and graphing.
Applications include payroll, cost-volume-profit analysis and merchandising mathematics. The course also includes Statistical Representation of Data, Correlation, Time Series and Exponential Smoothing, Elementary Probability and Probability Distributions. This course stresses logical reasoning and problem solving skills.

INDENTED LEARNING OUTCOMES

At the conclusion of this course, the student should be able to:
1. Apply arithmetic and algebraic skills to everyday business problems.

2. Use ratio, proportion and percent in the solution of business problems.

3. Solve business problems involving commercial discount, markup and markdown.

4. Solve systems of linear equations graphically and algebraically and apply to cost volume profit analysis.

COURSE CONTENTS

Weeks	Course Contents
Week – 1	Set Theory, Types of sets Rate, Ratio, proportion, percentage, Interest, depreciat and fraction
Week – 2	System of Linear Equations and its Applications Solution of Linear system of equations as well as solution by graphically method
Week 3 & 4	Linear equations & Quadratic Equations with applications
Week 5 & 6	Equations reducible to quadratic equations Nature of the Roots
Week –7	Slopes, distance between two points , Writing of the Linear Equation Slope-Intercept Form Slope and Point formula
MID TERM	
Week – 9	Maturity value, Find the maturity value of a loan. Find the principal, rate, or time using the simple interest formula
Week – 10	Applications of Matrices in Business, properties of determinants , Solution of equations by various methods by using matrices, Gauss Jordan Elimination Method
Week 11 & 12	Differentiation, Various rules of derivatives
Week – 13	Sequence & series
Week – 14	Trade and Cash Discounts, Annuities and Sinking Funds
Week – 15	Basic Rules of Counting's , Factorial, Expansion of Binomial Theorems
Week- 16	**Presentation Session**
Final Examination	

RECOMMENDED/REFERENCE BOOKS

1. Cheryl Cleaves, Business Maths, Pearson (Latest Edition)

2. Burton, Shelton, Business Maths using Excel, South-Western Cengage Learning

3. Budnick, Mathematics for Business Economics and Social Science

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Discipline: **BBA**
Credit hours: **03**
Course code: **BBA-123**
Course name: **Business Ethics**

COURSE DESCRIPTION:
The course "Business Ethics" will cover the various dimensions of the term 'ethics', particularly focusing on its application in the business world. Touching briefly on the philosophical perspective of business ethics, the course will cover ethics at three broad levels- the individual, the organizational and the global. Special emphasis will also be laid on identifying how business ethics contributes to improved organizational performance. A brief glimpse of how various functional practices promote ethical conduct will also be explored. In addition to this, an attempt will be made at enhancing the students' awareness and decision-making skills needed to contribute to responsible business conduct. The students learn the characteristics of ethical issues in business. They become acquainted with the theoretical basis of business ethics: stakeholder-theory, theories of responsibility and normative ethical theory, intercultural ethics; as well as with theories and practices on the implementation of business ethics. This course introduces contemporary and controversial ethical issues facing the business community. Topics include moral reasoning, moral dilemmas, law and morality, equity, justice and fairness, ethical standards, and moral development. Upon completion, students should be able to demonstrate an understanding of their moral responsibilities and obligations as members of the workforce and society.

LEARNING OUTCOMES
At the end of the course, student should be able to:
1. Make ethical decisions.
2. Identify how ethical decisions affect various stakeholders
3. Generate ideas for programs and practices to solve ethical problems.
4. Use a variety of philosophical frameworks to explore ethical dilemmas.
5. Critically assess ethical arguments relevant to such issues.
6. Discuss the implications of some of the major ethical issues facing business and society

Week wise distribution of course contents

WEEK	TOPICS
Week 1-2	**Ethical issues in Business:** Foundation of Ethical Conflict, Classifications ofEthical , Issues, Ethical Issues Related to Participants and Functional Areas ofBusiness, Recognizing an Ethical IssueApplying Moral Philosophies to Business Ethics: Moral Philosophy Defined,Moral Philosophy Perspectives
Week – 3	**Social Responsibility:** The Economic Dimension, The legal Dimension, TheEthical Dimension, The Philanthropic Dimension.

WEEK	TOPICS
Week 4-5	**An Ethical Decision-Making Framework:** Ethical Issue Intensity, IndividualFactors: Stages of Cognitive Moral Development, Corporate Culture, Significantothers, Opportunity, Business Ethics Evaluations and Intentions, Using theEthical Decision-Making Framework to Improve Ethical Decisions
Week 6-7	**Agriculture: Critical Issues** An Overview and major Trends**,** Agricultural Pricing Policy**,** Rural Financial Markets and Agricultural Credits**,** ZTBL**,** Mechanization**,** Agricultural Income Tax
MID TERM	
Week -8 9-10	**How the Organization Influences Ethical Decision Making:** OrganizationalStructure and Business Ethics, The role of Corporate Culture in Ethical Decision-Making,Group Dimensions of Organizational Structure and Culture, Implicationsof Organizational Relationships for Ethical Decisions
Week 11	**The Influence of Significant Others in the Organization:** InterpersonalRelationships in organizations, Organizational Pressures and Significant Others,Leadership, Significant others and Ethical Behavior in BusinessThe Role of Opportunity and Conflict: Opportunity, Conflict
Week 12-13	**Development of an Effective Ethics Program:** An Effective Ethical Compliance, Program, Codes of Ethics and Compliance Standards, High-Level Manager'sResponsibility for Ethical Compliance Programs and the Delegation of Authority, Effective Communication of Ethical Standards, Establishing Systems toMonitor, Audit, and Enforce Ethical Standards, Continuous Improvementof the Ethical Compliance Program, The Influence of Personal Values inBusiness Ethics Programs, The Ethical Compliance Audit
Week- 16	**Presentation Session**
FINAL EXAMINATION	

RECOMMANDED BOOK:
1. Ferrell, O.C., and Fraedrich, John, Ethical Decision Making and Cases, New York: Houghton Miffli

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Discipline: **BBA**
Credit hours: **03**
Course code: **BBA-124**
Course name: **Financial Accounting**

COURSE DESCRIPTION
The primary aim of Financial Accounting is to provide students with an introduction to the process and function of financial reporting. Whilst a large proportion of the course is aimed at understanding

accounting as a process, taking a preparers" perspective, we will also seek to develop an understanding of the importance of the role of accounting in today's society.

LEARNING OUTCOMES
After studying this course the student will be able to understand:
1. The language of accounting and financial reporting;
2. Complete Accounting Cycle
3. Preparation and the role of Journal, Ledger and subsidiary books
4. Preparation of balance sheet, profit and loss account and cash flow statement.

Weeks	Course Contents
Week 1&2	**Accounting Concepts: (Review)** GAAP, The Consistency Principle, The Disclosure Principle, Materiality Principle, Conservatism Principal etc, International Accounting Standards-Overview.
Week 3&4	**Partnership Accounts:** Introduction,Formation, Admission & Liquidation, Division of Income,
Week 5,6,7	**Corporation Accounting:** Introduction, Formation of Corporation, Types of Capital ,Types of Shares/Stock & Debentures/Bond,Accounting process for issue of shares and Debentures, Preparation of Corporation's Balance Sheet,
MID TERM	
Week 9&10	**Statement of Cash Flow:** Introduction &Purpose,Classification of Cash Flow, Preparation of Cash Flow Statement
Week 11&12	**Plant Assets & Depreciation:** Categories of Plant Assets. Depreciation Methods MACRS Methods. Amortization & Depletion Methods
Week 13,14,15	**Inventories:** Introduction, Types of Inventories. Inventory costing Methods LIFO, FIFO, AVERAGE
Week- 16	**Presentation Session**
Final Examination	

RECOMMENDED / REFERENCE BOOKS:
1. Robert F.Meigs and Walter B.Meigs: Accounting: The Basis for Business Decisions, McGraw Hill, Inc
2. Eric G. Flamholtz, Diana TroikFlamholtz, Michael A.Diamond: Principle of Accounting, Macmillan Publishing Co. New York
3. Frankwood, Business Accounting-I and Business Accounting-II
4. M.A.Ghani, Principles of Accounting.
5. Fundamentals of Accounting, Aftab Ahmed

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Discipline: **BBA**
Credit hours: **03**
Course code: **BBA-125**
Course name: **Freshman English-II**

COURSE DESCRIPTION/OBJECTIVE

This course aims at helping students develop a positive, constructive and practical approach to effective written and oral communication in business and professional settings.
Audience awareness, developing a design, handling questions and answers, personal presence, style and body language are some other aspects that will be discuses

INDENTED LEARNING OUTCOMES
By the end of this course it is expected that the student will be able to:
1. Communicate in clear, concise correspondence to meet the diverse needs and multiple purposes of business and social communication situations. Presentations, interviews, meetings and conferences are an integral part of any professional environment. Well-prepared and well-executed presentations leave an indelible impression on superiors, peers and subordinates alike.
2. Students will learn to use graphics, audio-visual aids and audience handouts in an effective manner

COURSE CONTENTS

Weeks	Course Contents
Week – 1	Paragraph Writing
Week – 2	Comprehensions& Précis Writing
Week – 3	Dialogue Writing & Discussions and Presentations
Week – 4	Importance of web sites in business
Week – 5	How to launch a product
Week – 6&7	Political influences on the banking sector of Pakistan Fate of luck which plays important role in our industry
MID TERM	
Week – 9	Proof Reading&Letters& Paragraphs
Week – 10	Articles
Week – 11	How to make your sentences alive?
Week – 12	What is emphasis?& Emphasis by Weight
Week – 13	Grammatical Weight& Emphasis by Position
Week – 14	Emphasis by Separation and Isolation
Week – 15	Emphasis by Repetition
Week- 16	**Presentation Session**
Final Examination	

RECOMANDED BOOKS:
1. Business Communications by Wills
2. Exploring the World of English by Saadat Ali Shah.3. Business Opportunities by Vicky Hollet

REFERENCE BOOKS:
1. Practical English Usage