



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

Course Outline

BBA-3rd Semester

Semester-III	
BBA-231 Principles of Marketing	3
BBA-232 Macro Economics	3
BBA-233 Introduction to Sociology	3
BBA-234 Business Statistics-I	3
BBA-235 Business Communication	3
Total Credit Hours	15

Mirpur University of Sciences & Technology **MUST Business School**

Discipline: **BBA**

Credit hours: **03**

Course code: **BBA-231**

Course name: **Principles of Marketing**

COURSE DESCRIPTION

This course is designed to introduce basic principles and foundations of marketing with respect to a business organization. This course focuses on developing an understanding of key marketing concepts. Moreover, the objective of the course is to impart the conceptual knowledge tactical marketing mix decisions. Further it will provide the student with a comprehensive framework to evaluate marketing decisions and to create successful marketing initiatives.

LEARNING OUTCOMES

The students completing the course should be able to:

1. Understand the consumers and the marketplace,
2. Understand the marketing mix and its applicability in marketing decisions,
3. Understand the functions of marketing communication and discuss social responsibility and ethics in marketing.

WEEKS	Course Contents
1	Understanding Marketing and Marketing Process What is marketing? Marketplace and customer's needs Basic functions of marketing, Importance of marketing
2&3	Marketing Strategy: Building strong customers relationship Defining marketing role, Marketing strategy and marketing Mix, Managing the marketing efforts
4&5	Consumer Buying Behavior. What influence consumers behavior, Types of buying decision behavior, The buying decision process, The buying decision process for new products
6,7&8	Business markets and Business Buyers' Behavior Business markets, Business buying behavior, Stages in business buying process, Institutional and government markets
MID TERM	
9	Market Segmentation, Targeting and positioning for competitive advantage Market Segmentation, Market Targeting, Differentiation and positioning
10	Product and Services Marketing Strategies. What is product and service, Level of product and services, Product and services classification, Product and services decision, Services marketing
11	New Product Development and Product Life Cycle Strategies. New product development strategies, New product development process, Product life cycle strategies
12	Developing pricing Strategies What is price?, Setting price, Price adjustment strategies, New-product pricing strategies, Price changes,
13	Marketing channels and Supply Chain Management. Nature and importance of marketing channels, Various marketing channels, Channel design decision, Channel management decision
14	Retailing and Wholesaling Types of retailers, Retailers marketing decision, The future of retailing, Types of wholesaling, Wholesalers marketing decision, Trends in wholesaling
15	Integrated Marketing Communication. The marketing communication mix, A view of communication process, Steps in developing effective communication, Socially responsible marketing

	communication
16	Advertising and Public Relations. Setting advertising objectives, Types of advertising, The advertising decision process, The role and impact of public relation, Major public relation tools
Final Examination	

Recommended/ Reference Books:

1. Michael J. E. Bruce, J. Walker, William J. Stanton “PRINCIPLES OF MARKETING”
2. McGraw Hill (11th Edition 1997)
3. K. Philip and Gray Arms, ”The Principles of Marketing”
4. Thomas C. Kinnear, Kenneth L-Bernhardt, “PRINCIPLES OF MARKETING”
5. Kathleen A. Krentler, Honper Collin College Publishers(4th Edition)

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Discipline: **BBA**

Credit hours: **03**

Course code: **BBA-232**

Course name: **Macro Economics**

COURSE DESCRIPTION

This course begins with a general introduction to economic ideas and methods and focus on macroeconomic issues and limitation of macroeconomics, The course aims at providing the students a solid understanding of basic macroeconomic concepts such as GDP and NNP etc. Main objective of the course is to equip the students with a solid knowledge and to enable them to demonstrate their ability to apply economic theory to a range of economic problems and effectively communicate their analysis. this course also include taxation, budget, fiscal policy, international trade and balance of payment.

LEARNING OUTCOMES

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

1. Main issues in macroeconomic
2. Limitation of macroeconomic
3. Concept of national income and interrelationship
4. Difficulties in the measurement of national income and determinants of National Income
5. Taxation, budget, fiscal policy, international trade and balance of payment.

WEEKS	Course Contents
1.2&3	What is Macro Economics? Main issues in Macro Economics. Limitation of Macro Economic. Interdependence of Macro Economic. Concepts of National Income and their Interrelationship. (A) Gross domestic products (GDP). Components of GDP (B) Gross National Products. (C) Net National Products

	(NNP). Problems in Measuring GDP. (E) Personal Income. (F) Disposable Personal Income. Methods of Computing National Income. Difficulties in the Measurement of National Income. Determinants of National Income. Personal Income. Methods of Computing National Income. Difficulties in the Measurement of National Income. Determinants of National Income.
4&5	The Role of the State in Economic Affairs. Functions of a Modern State. Public Finance. Public Finance Versus Private Finance. Divisions of Public Finance. Public Expenditure. Principles of Public Expenditure. Public Expenditure and National Income.
6&7	Sources of Public Revenue. Types of Taxes. Essentials of a Good Tax System. Principle of Taxation. Proportional Versus Progressive Taxation. Direct and Indirect Taxation. Diffusion Theory of taxation.
8	MID TERM
9&10	What is Federal Budget? What is National Debt? Classification of National Debt. Short Term and Long Term Loans. Different Forms of State Borrowing. Methods of Paying Public Debt. Deficits Financing.
11	What is Fiscal policy? Objectives of Fiscal Policy. Principal Weapons of Fiscal Policy. Fiscal Policy with Reference to Underdeveloped Countries.
12	Role of State in Islam. The Institution of Zakat. Difference Between Zakat and a Tax. Impact of Zakat on Production and Distribution.
13	What is Commercial Policy? The objectives of the Moderns Commercial Policy. Instruments of Commercial Policy. Barriers to Foreign Trade.
14	Theory of International Trade. Foreign Trade and National income. The origin and Purpose of International Trade. The theory of Comparative Cost. Modern Theory of International Trade. Advantages and Disadvantages of International Trade.
15	The balance of Payments. Presentation of International Balance of Payments. Equilibrium of Balance of Payments. Correction of Disequilibrium in the Balance of Payments.
Week- 16	Presentation Session
Final Examination	

TEXT/REFERENCE BOOKS

1. Economics by Professor M. Saeed Nasir principal (Retired) Government College of Commerce, FAISALABAD.
2. Muhammad Hussain Choudhry, Economic Theory Volume 1, Caravan Book House, Lahore 2002

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MUST Business School

Discipline: **BBA**

Credit hours: **03**

Course code: **BBA 233**

Course Name: **Introduction to Sociology**

COURSE DISCRIPTION

Sociology is the systematic and scientific study of human behavior in social setup. Sociology studies culture, government institutions, economic system and how these systems affect the human behavior. Business management students cannot efficiently handle the various managerial problems unless they have some background in sociology. The scope of sociology is an ever expanding phenomenon and a basic course in this field will help us to improve the quality of our lives and establishes a society based upon justice and equity.

LEARNING OUTCOMES

1. To make the students aware of recent trends in sociological thought.
2. To prepare people of this area to serve as intellectual resource base in this region
3. To enable the students to apply sociological knowledge for the economic and social betterment of Pakistan
4. To develop high quality professionals and social scientists that the committed to pursuit of excellence, and are endowed with vision, courage, and dedication.

Weeks	Course Contents
Week – 1	Introduction to Sociology: Meaning, Definition and Scope of Sociology, Utility/Importance of Sociology, Sociology as Science, Relationship of Sociology with other Social Sciences
Week – 2	Role of Sociologists: As a research Scientists, As a Policy Consultants, As a Teachers, As a Business Person Society: Meaning and Definition of Society, Characteristics of Society, Types of Society, Basis of Society
Week – 3	The Culture: Definition of Culture, Types of Culture, Culture and Society, Social and Cultural Change, Characteristics of Culture
Week – 4	Methods of Study: Cross Sectional Study, Longitudinal Study, Laboratory Study, Field Study, Observational Study
Week – 5	Social Stratification: Definition of Social Stratification, Types of Social Stratification, Classes, Definition of Class, General Classification of Class, Sociological Classification of Class, Caste, Definition of Caste, Characteristics of Caste, Difference between Class and Caste
Week – 6	Social Groups: Definition and Functions, Types of Groups, In and out groups, Primary and Secondary groups, Reference Groups, Formal and Informal Groups and Pressure Groups.
Week – 7	Social Mobility: Definition of Mobility, Types of Mobility, Horizontal Mobility, Vertical

	Mobility, Zero Mobility, Territorial Mobility/ Geographical, Different Factor Favorable to Social Mobility
MID TERM	
Week – 9	Social Institutions: Definition of Social Intuition, Elements of Social Intuition, Functions of Social Institution
Week – 10	Family Institution: Definition of Family, Characteristics of Family, Types/Classification of Families, Functions of Family Institution
Week – 11	Religious Institutions: Definition, Components of Religion, Beliefs, Symbols, Rituals, Sacred Objects, Functions of Religion, Religion of the World, Christianity, Judaism, Hinduism, Buddhism, Confucianism, Islam
Week – 12	Economic Institution: Definition of Economic Institution, Structure of Economic Institution, Characteristics of Economic Institution, Functions of Economic Institution
Week – 13	Political Institution: Definition of Political Institution, Structure of Political Institution, Formal and Informal, Main Branches of GovtJudiciary, Executives, Legislation
Week – 14	Educational Institution: Definition of Educational Institutions, Structure of Educational Institutions, Formal and Informal Education, Educational System
Week – 15	Sociology of Pakistan: Characteristics, Social Problems of Pakistan, Poverty as social problem, Crime as social problem, Pollution as Social Problem, Population Explosion as Social Problem, Urbanization as Social Problem
Week- 16	Presentation Session
Final Examination	

RECOMMENDED TEXT BOOKS

1. SOCIOLOGY-Paul B. Horton. And Chester L.Hunt. 6th Edition
2. SOCIOLOGY- John Macionis

REFERENCE TEXT BOOKS

1. DOWN TO EARTH SOCIOLOGY- James Henslin
2. SOCIOLOGY C. N. Shankar Rao
3. SOCIOLOGY AND SOCIAL PROBLEMS -- Prof. Abdul Hamid Taga

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Discipline: **BBA**

Credit hours: **03**

Course code: **BBA 234**

Course name: **Business Statistics-I**

COURSE DESCRIPTION

The main objectives of the course are to enhance students' competency in application of statistics to solve business management problems and to improve their level of quantitative sophistication for further advanced business analysis.

LEARNING OUTCOMES

At the conclusion of this course, the student will be:

1. Data description and data presentation in a business environment;
2. Measures of Central Tendency
3. Measure of Relative Dispersion
4. Use of index numbers
5. Basic probability concepts and probability distributions as an aid to business decision making.

COURSE CONTENTS

Weeks	Course Contents
Week 1&2	What is Statistics? Introduction to Statistics, Key Statistical Concept, Practical Application, How managers use Statistics
Week 3&4	Collection and Presentation of data Types of Data, Collection of Primary and Secondary Data, Presentation of Data, Frequency Distribution, Stem and Leaf Diagram, Graphical Techniques for Quantitative data, Scatter diagrams, Pie Charts, Bar Charts and Line Charts
Week 5&6	Numerical Descriptive Measures Measures of Central Location, Measures of Variability, Interpreting the Standard Deviation and Coefficient of Variation, Measures of Moments and Skewnes
Week – 7	Index Numbers Simple and Composite Index Numbers, Main Steps in the Construction of Index Numbers of whole sale Prices, Fixed Base Method and Chain Base Method, Weighted and Un-weighted Index Numbers, Quantity Index Numbers
MID TERM	
Week 9&10	Simple Regression and Correlation Simple Regression, Deterministic and Probabilistic Models, Simple Linear Regression Model, Standard Deviation of Regression Estimate, Correlation, Pearson Product Moment Correlation Coefficient
Week 11&12	Probability Introduction, Assigning Probabilities to events, Conditional Probability , Rules of Probability, Independent and Dependent Events
Week 13,14,15	Random Variables and Probability Distributions Introduction, Distribution Function, Discrete and Continuous Random Variables and its Density Functions, Binomial and Poisson probability Distributions, Normal Probability Distribution
Week- 16	Presentation Session
Final Examination	

RECOMMENDED/ REFERENCE BOOKS:

1. Introduction to Statistical Theory, Part 1, by Prof. Sher Muhammad Chaudhry.(2009 Edition)
2. Basic Statistics for Business and Economics by EARLK. BOWN AND MARTIN STARR

3. Introduction to Business Statistics 2004 Edition, Shamim Khan, Research and Development Center Peshawar
4. Spiegel, M.R. Schiller, J.L and Sirinivasan, R.L. (2000) "Probability and Statistics" 2nd ed. Schaums Outlines Series. McGraw Hill. N.Y.

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Discipline: **BBA**

Credit hours: **03**

Course code: **BBA 235**

Course name: **Business Communication**

associated with the more specific activities of interacting, informing, instructing and persuading. People who possess demonstrable skills in these activities are employed, prized and promoted. If businesses are to survive in an increasingly competitive and information-oriented environment they will need trained. Communicators, who can speak, write and interact with others efficiently, effectively and professionally. This course is intended to provide participants with advanced understanding of the concepts and principles of professional business communication and to support the development of their skills in interpersonal, spoken and business related communications through practice and feedback.

LEARNING OUTCOMES

Upon successful completion of this course, students are expected to have improved their:

1. Level of self-awareness and understanding of how self-awareness influences communication.
2. Analytical ability in relation to business communication.
3. Ability to communicate with others and in particular their conflict resolution and negotiation Skills.
4. Ability to communicate as a member of a team and identify and resolve communication Problems in teams. Understanding of communication patterns in organizations

Weeks	Course Contents
Week 1&2	The art of listening, The importance of listening Improving listening efficiency Effect of listening on other communication skill
Week 3&4	Listening & Job Success, Practice, Ready to respond every question. Meeting & Conference Participation: Qualities of effective speaking, Creating favorable impression, Enunciation, pronunciation
Week 5&6	Interviewing: What is interview?, Physical and mental preparation, Knowing your abilities, Getting information about company, Body language, What to do during interview, Kinds of interview, Follow up communication Application Packages: Resume writing, Chronological resumes, Skills resumes.
Week – 7	Preparing different resume for different jobs, What do your employer wants to Know about you, Covering letter, What should be there in covering letter?,
MID TERM	
Week	Planning & Writing: Business letter format & letter styled, Arrangement styles of letters,

9&10	Punctuation styles for business letters, A final word
Week 11&12	The Psychology of Effective Communication: Principles of Communication Psychology.
Week 13,14,15	What do we know about Human Behavior, Non-verbal communication, Promoting Goodwill, Stimulating desired reaction?
Week-16	Presentation Session
Final Examination	

RECOMMENDED / REFERENCE BOOKS:

1. Bov'ee D. Philips: Business Communication Today
2. Himstreet& Batty: Business Communication
3. Kitty O Locker: Business & Administrative communication. • Stewart, Zimiber&Clark: Business English & Communication
4. Murphy: Business Communication