



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

Course Outline

BBA-IV Semester

Semester-IV		
BBA-241	Research Methods & Report Writing	3
BBA-242	Principles of Management	3
BBA-243	Marketing Management	3
BBA-244	Business Finance	3
BBA-245	Business Statistics-II	3
Total Credit Hours		15

Mirpur University Of Sciences And Technology **MUST Business School**

Discipline: **BBA**

Credit hours: **03**

Course code: **BBA 241**

Course name: **Research Methods & Report Writing**

COURSE DESCRIPTION

The aim of this course is to provide the students with an insight into the process and management of Business Research. Students will be exposed to different business scenarios in which research becomes a vital tool and to a wide range of approaches used in Research Management. Knowing and understanding the systematic process will help in the development of necessary skills of research, management and what kind of issues /limitations are faced by organizations during this process. Through this subject the students will sharpen their skills for developing a research plan, planning and managing data collection, qualitative and quantitative data analysis, fundamentals of statistics, report writing and publishing research.

LEARNING OUTCOMES

At the end of this course, the students should be able to

1. To have the knowledge of the key terms and concepts in the business research process.

2. To enable the students to analyze business situations and apply basic qualitative skills to solve business problems and developing effective strategies.
3. To enable the students understand all the steps of Research Methodology and its application to real life business research situation.
4. To understand the scientific research process and awareness of various research dimensions.
5. To identify problem areas in the organization and to conduct research to help solve these problems.
6. To establish a strong understanding of both qualitative and quantitative research approaches.

Week wise distribution of course

Weeks	Course Contents
Week 1-3	INTRODUCTION Business, Definition, Characteristics, Types, Factors Promoting Business, Research, Definition, Characteristics, Types, the Need for Research, Business Research, Definition, Characteristics, Types and Need of Research in Business, who does the Research? Where and why Study Research? Need for Better Business Research and its Criteria Hall Marks of Scientific Research
Week 4&5	RESEARCH PROBLUM Problem, research problem, definition, causes, types, formulation, importance. The Research Process, the Theoretical Framework, its Components. The Variables of research problem, Executive Summary, Main Body, Summary and Conclusions, Plan of Action.
Week 4&5	HYPOTHESIS Definition and Types of Hypothesis, Definition, Features Types and Needs. The Development of Hypothesis. The Stages in its Development Hypothesis Testing with Quantities and Qualitative Data
Week – 6&7	RESEARCH DESIGN The Research Process the Research Design, Definition, eatures, Functions and Components Difference B/W Research Design, Proposal & Plan. The Experimental, Design. Sampling and Sample Definition, Features Types and Needs Population, Universe, Element and Sample Types of Sample/Sampling the Probability and Non Probability Sampling
MID TERM	
Week 9&10	RESEARCH INSTRUMENTS The Research Process: Research Instruments. Research Survey sample census Surveys and Pilot Surveys. Data Definition, Nature and Types Primary and Secondary Data. The Research Process Data Collection Sources, Methods and Settings. Interview Definition, Nature Features Types, Importance of Data Collection Methods Types of Interview and Their Respective Units and Demerits
Week 11&12	DATA COLLECTION METHODS Questionnaire, Definition, Nature and Importance. Types of Question and Their Respective Merits and Demerits. Data Collection Methods Observation, Definition, Features Types and Importance. Different Types of Observation and their Respective Merits and Demerits.
Week 13-15	STATISTACAL TOOLS Statistical Terms and Test Used in Business Research Description Statistics. Measures of Central Tendency and Dispersion Frequencies Data Analysis and Interpretation Data Completion, Processing Editing, Coding, Representation. Data Analysis, Programming Validity and Reliability Data Interpretation Research Report Definition Components, types Research Report Format Title, Table of Contents, Introduction
Week – 16	Group Presentations
Final Examination	

RECOMMENDED / REFERENCE BOOKS

1. RESEARCH MYTHOLOGY FOR BUSINESS, --- UmmaSekaran, 2nd Edition JohniWrley Sons Inc. New York Year 2000
2. BUSINESS RESEARCH --- William Emmoy 1980 Edition Richard D. Irwin Inc. Illinois USA.
3. 3INTRODUCTION TO BUINESS RESEARCH--- Prof: Fazli Wahid, 2003 Additions, Research and Development Center Peshawar

Mirpur University of Sciences & Technology MUST Business School

Discipline: **BBA**

Credit hours: **03**

Course code: **BBA 242**

Course name: **Principles of Management**

COURSE DESCRIPTION

Principles of Management is an introductory course and is required for all business majors. This course explains the relationships between organizational mission, goals and objectives and their successful achievement. It will clarify the significance and necessity of managing an organization. Management will reveal understanding of various organizational processes and behaviors and the theories associated with them. This course will help students to conceptualize about how internal and external environment shape organizations and their responses. Principles of management demonstrates critical thinking skills in identifying ethical, global, and diversity issues in planning, organizing, controlling and leading functions of management. It will help students understand organizational design and structural issues.

LEARNING OUTCOMES

At the conclusion of this course, the student should be able to:

1. How organizations are managed.
2. Understand the principles and theories of management in local and international settings.
3. Integrate several of the disciplines studied.
4. Demonstrates critical thinking skills in identifying ethical, global, and diversity issues in planning, organizing, controlling and leading functions of management
5. Demonstrate empirical investigative skills by producing an in-depth analysis of a management situation.

WEEKS	Course Contents
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1	An Overview of Management	Definitions of Management, Management Process, Characteristics of Management, Difference between Management and Administration. Organization and its types.
2&3	Functions, Roles, types, skills and challenges of Management	Functions a brief Treatment- Planning, Organizing, Staffing, Directing, Controlling, Coordination, Other Functions of Management, Roles of Management in organizations, Types of Management (Scope of Responsibility and Management Levels), Managerial Skills development, Contemporary Management Challenges.
4&5	Principles of Management	Taylor's Principles, Fayol's Principles, General Principles, Scope of Management, Importance of Management.
6,7&8	Nature of Management, Environment and Strategic Management	Management as an art, Management as a Science, Management as a Profession. Evaluating Organization Environment and its Types and Understanding Organizational Culture. Strategic Management, Process and types of Strategies (Generic and Directional).
MID TERM		
9	Planning (Organizational Goals and Plans)	Definitions of Goals and Plans, Reasons for the importance of Goals, Essentials of a good Plan, Steps in Organizational Planning Process, Characteristics of Effective Goals, Levels and Types of Goals and Plans, Planning time frames, and Management By Objective.
10&11	Decision Making & Organizing	Importance and Process of Decision Making, Problem and its Types, Decision and its Types, Conditions of Decision Making, Rational Decision Making Process, Group Decision Making Formats and Tools for Effective Group Decision Making. Foundations of Organization Structure: The Vertical and Horizontal structure and elements.
12	Communication	Definition of Communication, Process of Communication, Importance of Communication, Types of Communication, Barriers to Communication, Over Coming the Barriers, Characteristics of a good Communication System (7Cs).
13	Staffing	Human Resource Management process, HR Planning, Definition of Staffing, Sources of Recruitment, Steps in Selection Process, Orientation and Socialization, Training and Development, Compensation Management, Employee Evaluation, Employee Movement and Replacement, Exit Interviews.
14	Directing / Direction, Leadership and Power	Definition of Directing, Function and Importance of Directing, Definition of Leader and Leadership, Traits/Qualities of a Successful Leader, Leadership Styles, Power, Types and Sources of Power.
15 & 16	Motivation & Controlling	Meaning and Process, Financial and Non Financial Incentives, Herzberg's Two Factor Theory, Maslow's Need Priority Model, Expectancy Theory, Goal-Setting Theory, Alderfer's ERG Theory, Adam's Equity Theory, Theory X

		and Theory Y. Definition of Controlling, Types and Levels of Controlling.
Final Examination		

Recommended/ Reference Books:

1. Management By Courtland L. Bovee, John V. Thill, Marian Burk Wood, George P. Dovel, International Edition, McGraw-Hill Inc.
2. Terry, Prentice Hall USA “Principles and Practice of Management” (1998 Edition)
3. P.F. Duck Ker, Macmillan, London, “Practice of Management”(1997 Edition)
4. Prof. Fazli Wahid IBMS/CS Agricultural University Peshawar “Fundamentals of Management” (2004 Edition)

<p>Mirpur University of Sciences & Technology MUST Business School</p> <p>Discipline: BBA Credit hours: 03 Course code: BBA 243 Course name: Marketing Management</p>

strategies the actors and activities may differ but a systematic framework and understanding of marketing management and strategy helps to design and implement the appropriate program? Accordingly the students will develop a solid foundation of the fundamental marketing decision-making tools and management of all of the elements of the marketing plan.

LEARNING OUTCOMES

At the end of the course the students should be able to:

1. Understand the nature and purpose of marketing in business.
2. Application of marketing concepts in different types of the business environments.
3. Understand the internal and external environment and decision making in both environments.
4. Determination of the market demand and development of the corporate strategy to fulfill this demand.
5. Apply and practice the concepts of marketing in the marketplace within the ethical standards of cultural diversity, religion and mankind.

Weeks	Course Contents
Week-1	<p>Understanding marketing management What is marketing management?, Functions of marketing management Scope of marketing management, Evolution of marketing management, Develop culture value and relationships through marketing, Customer perceived value, monitoring satisfaction.</p>
Week-2	<p>Scanning the marketing environment Analyzing the macro environment, Needs and trends, Identifying the major forces, Demographic environment, Social-culture environment, Economic environment, Natural environment, Technological , Political-legal, Influence of these forces over marketing decisions.</p> <p>Linking marketing and corporate strategies Developing marketing strategies and plans, The value delivery process, The value chain</p>

	process, Core competencies, Central role of strategic planning, Define corporate or business mission, Establishing strategic business units/ SWOT analysis, Marketing innovation.
Week-3	Consumer behavior What influence consumer behavior , Cultural factors, Social factors, Personal factors, Psychological factors
Week-4	Organizational markets Business markets v/s consumer markets, Market structure and demand, Institutional markets, Government markets
Week – 5	Turning marketing information in action Definition , Gathering information , Marketing database system, Marketing intelligence, Marketing research process, Steps involve in marketing research
Week – 6	Identifying market segments& targets Levels of market segmentation , Segment marketing, Niche marketing, Local marketing, Bases for segmenting consumer markets, geographic, demographic, psychographic, behavioral. Market targeting, Effective segmentation criteria , Evaluating & selecting the market segments, Additional considerations
Week – 7	Developing new products New product options, Make or buy, Types of new product, Challenges in new product development , The innovation imperative, New product success , New product failure, Organizational arrangements., Budgeting for new product development, Organizing new product development
MID TERM	
Week – 9	Managing products and brands Concept development and testing, Marketing strategy development, Product development ,Market testing, Commercialization, The consumer adoption process, Stages, Factors influencing the adoption process
Week – 10	Designing and managing marketing channels The importance of channels, Channel development, Developing distribution channels ,Roles of marketing channels, Channel management decisions, Channel integration and system
Week – 11	Wholesaling & Retailing Trends in wholesaling, Types of retailers, The retail environment, Marketing decisions
Week – 12	Integrated marketing communication and direct marketing The role of marketing communications, Marketing communication, brand equity and sales. The communication process model, Select the communication channels, Deciding on the market communication mix
Week-13	Advertising, sales promotion and public relations Developing and managing advertising program, Setting objectives, Deciding the advertising budget, Deciding media and measuring effectiveness, Sales promotion, Objectives, Major decisions, Public relations, Marketing public relations, Major decisions in marketing public relations
Week-14	Personal selling and sales management Principles of personal selling, The six steps, Sales force structure, Sales force size, Managing sales force, Recruiting and selecting representatives, Training and supervising, Monitoring, evaluating
Week -15	Building the price foundation Arriving the price foundation, Setting the price Step:1 selecting the price objective, Step:2 determining demand, Step:3 estimating costs, Step:4 analyzing competitors, Step:5 selection pricing model, Step:6 selecting final price, Adopting price
Week – 16	Group Presentations

Final Examination

RECOMMENDED / REFERENCE BOOKS

1. Philip Kotler Kevin lane kller,ArahamKoshey, 13th edition
2. Mc-Graw Hill,Co,11th edition
3. Marketing management; by Peter R Dickson,2nd edition.
4. Marketing a strategic approach; McColl-Kennedy&Kiel

Mirpur University of Sciences & Technology MUST Business School

Discipline: **BBA**

Credit hours: **03**

Course code: **BBA 244**

Course name: **Business Finance**

COURSE DESCRIPTION

This is a foundation course in finance, designed to develop the ability to use basic tools of analysis required by financial managers. The objective of this course is to enable student to understand the role of financial management in today's world, to learn the nature and workings of financial markets by acquiring skills in valuation techniques. Aim of the course is to give an overview and understanding of the characteristics of long term

Learning Outcomes

On completion of the course, students will be able to understand:

1. Role of finance manager and functions of business finance.
2. The basics form of financial statements.
3. Money, its value with respect to time, tools and techniques of time value of money for investing decisions.
4. Risk and return for investments and portfolio management.
5. Capital structure and concept of cost of capital.
6. Types of Loan, lease and cash management

Week Wise Distribution Of The Course Contents

Weeks	Course Contents
Week-1	INTRODUCTION The concepts of Business and Finance, An overview of Financial Management , The Financial System and environment, An overview of Financial Markets, Interest Rates and its determinants, An overview of Financial Statements
Week 2&3	THE TIME VALUE OF MONEY Concepts of the Time Value of Money, Relationship to the Capital Outlay Decision, Future Value of a Single Cash Flow, Future Value of an Annuity , Present Value of a Single Cash Flow, Present Value of an Annuity

Week-4&5	MODE OF FINANCING Short term Financing, Term Financing, Long Term Financing, Financial planning / forecasting, Need for Financial Planning, Steps in Financial Planning, Limitations of Financial Planning
Week – 6&7	RISK AND RETURN The concept of Risk, Risk Aversion, The Risk - Return relationship, The Types of Risks Firms Encounter
MID TERM	
Week 9&10	WORKING CAPITAL MANAGEMENT Overall Consideration of Working Capital, Characteristics of Current Assets
Week 11&12	FACTORS INFLUENCING WORKING CAPITAL REQUIREMENTS Nature of Business, Seasonality of Operations, Production Policy, Supply Conditions, Market Conditions, Working Capital Policy, Operating Cycle Analysis :
Week 13&14	CASH MANAGEMENT: Cash in Narrow and Broad Sense, Motives for Holding Cash, Monitoring Cash Collections and Disbursements, Cash Management Strategies, Lock - Box System and Concentration Banking System
Week – 15	TERM LOANS AND LEASES Term loans, provisions of loan agreements, Equipment financing, lease financing, Evaluating lease financing in relation to debt financing , Accounting treatment of leases.
Week – 16	Group Presentations
Final Examination	

RECOMMENDED/ REFERENCE BOOKS

1. Financial management t.jgahagher and j.d.andrew, jr, mcgraw hill 1997
2. Foundation of financial management---geoffrey a. Hirt, richard d. Irwin, inc. Stanley b. Block, 1997.
3. Fundamental of financial management, eugene f. Brighjan seventh edition.
4. Fundamental of financial management, jamesc.vanhorne
5. Fundamental of financial management, rameshrao

Mirpur University of Sciences & Technology

MUST Business School

Discipline: **BBA**

Credit hours: **03**

Course code: **BBA 245**

Course name: **Business Statistics-II**

COURSE DESCRIPTION

The scope of the course is to see the horizon of Statistics application in business and financial affairs. The course stresses business applications using arithmetic, and ratio-proportion and graphing.

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 Statistical Representation of Data, Correlation, Time Series and Exponential Smoothing methods in business decision making
- 2.. Use elementary probability theory and knowledge about probability distributions in enveloping profitable business strategies.

COURSE CONTENT

Week 1 & 2	SAMPLING AND SAMPLING DISTRIBUTION <ul style="list-style-type: none">• Population and Sample• Parameters and Estimators• Reasons for Sampling• Random Sampling• Stratifies Random Sampling, allocation method• Systematic Sampling• Cluster Sampling• Sampling Distributions
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Week 3 & 4	<ol style="list-style-type: none"> (1) Estimation (2) Types of estimation (3) Point & interval estimation (4) Confidence interval about single population mean
Week 5,6,7,8	<p>TESTING OF HYPOTHESIS</p> <ul style="list-style-type: none"> • The rationale of Hypothesis Testing • Type of Errors , Steps for Testing Hypothesis • Testing Hypothesis about One Mean using Z-test • Testing Hypothesis about One Mean using t-test • Testing Hypothesis about population proportion • Paired -test • Goodness of Fit Contingency

Week 9,10	<ul style="list-style-type: none"> • Introduction to Time Series • Components of Time Series • Measures of Trend and Seasonal Variation
Week 11,12,13	<ol style="list-style-type: none"> (1) Introduction to ANOVA (2) One way ANOVA (3) Two way ANOVA (4) Application of ANOVA
Week 14	Rank correlation
Week 15,16	F-test , presentation

TEXT BOOKS:

1. Mansfield, E., *Statistics for Business & Economics: Methods and Applications.*
 2. Danier, W. W., Terrell, J. C., *Business Statistics: Basic Concepts and Methodology*
 3. Ronald E. Walpole, Raymond H. Myers *Probability & Statistics* 9th Edition
 4. Douglas A L. Marchal and Wathen *Statistical Techniques in Business and Economics* 13th Edition
 5. Richard L. S. Rubin *Statistics for Management* 7th Edition
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