

COURSE OUTLINES - MANAGEMENT SCIENCES

Core Courses

ECO 401 / ECO 502 Principles of Microeconomics / Microeconomics

Microeconomics Course undertakes the concepts of demand and supply analysis. Determination of prices and output of goods and services under different market structure such as perfect competition and monopoly etc.

MGT 401 / 501 Principles of Management

It deals with management principles and methodology demonstrating their application to manufacturing and other enterprises. It includes a study of all the functional areas of management.

QTM 401 Business Mathematics

This course introduces students to basic mathematical tools.

IT 401 / IT 503 Computer Applications to Business

It introduces information systems for different functional areas like Information Systems for Manufacturing, HR, Finance and Accounting and Marketing. In addition to Systems Life Cycle methodologies, the course covers information systems for competitive advantage, MIS, DSS, ESS, Group DSS

ACC 401 Principles of Accounting -1

This course is designed to give the students an introduction to the concepts, methods and procedures of accounting. The subject matter includes the nature of accounts, the recording of transactions, primary books and procedures and preparations and presentation of statements.

ENG 401 Communication Skills

This course will enable students to improve their basic written and oral communication skills. The course will enable students to write and speak effectively.

ACC 402 Principles of Accounting II

This course presents accounting principles and their applications to various businesses. It covers income determination, asset evaluation, and financial reporting.

ECO 402 / ECO 503 Principles of Macroeconomics / Macroeconomics

This course equips the students with the skills of rigorous economic analysis of macroeconomic concepts relevant to management decision making. It examines the determination of national income, money and banking.

GSC 401 General Science

This course will provide students an opportunity to learn about different components of General Science because general knowledge of this subject is crucial for the development of the personality of a student.

QTM 402 Calculus

This course focuses on following areas:
Derivations, Integration and continuity etc.

HUM 401 Psychology

The scientific study of psychology introduces students to topics such as perception, consciousness, development, cognition, emotion, motivation, decision making and social behavior.

ENG 402 Oral Communication

This course teaches students to communicate orally with others in an effective manner in a business environment. Some of the areas covered in this course are interviewing, public speaking, interpersonal communication etc.

FIN 401 / FIN 501 Introduction to Business Finance

The course introduces students to the various methods of financing a company and the application of its funds. The course apprises the students about the concepts of short term and long term financing, profit planning and capital budgeting.

MKT 401 / MKT 501 Principles of Marketing / Marketing Fundamentals

The course introduces students to the fundamentals of modern marketing. It includes product, price, place and promotion. It touches upon promotion, emerging trends in marketing and the social responsibilities of marketer.

QTM 403 Introduction to Statistics

This course has two main objectives:

- To enable students to acquire basic knowledge of statistics
- To prepare students for advanced work in quantitative business analysis.

ENG 403 / ENG 501 Business Communication & Report Writing

The course is concerned with the theory and application of communication and techniques of effective communication in business management. It includes development in effective speaking, written communication, grievance handling conference participation etc.

QTM 404 / QTM 321 Statistical Inference

The course gives the students a clear understanding of the application of statistical procedure in business decision-making.

FIN 402 Financial Institutions and Markets

The course teaches about different financial institutions and markets.

ECO 403 Development Management

The course is concerned with the special economic problems of developing economies in the general economic growth and planning for economic development. The issues include topics like nature and process of economics growth, the role of government and business in industrialization and role of agriculture.

HUM 402 Islamic Studies

This course will cover the basics of Islamic system. Students will be given enough knowledge to understand Islam as a complete system of life. It will include all the topics, which are generally included in the course.

HUM 405 Comparative Religions

This course will develop in students the understanding and ability to make a comparative study of different religions, which is of course need of the hour. Students will be able to get the basic understanding of different principle and theories.

HUM 406 Sociology

The emphasis in the course is on developing general understanding of the role of history and social institutions in shaping society generally and Pakistan's domestic and international affairs in particular.

HUM 403 Philosophy

This course equips the participants with the classic contemporary literature on philosophy. It will enable students to understand the basic principles and need of philosophy for study purposes.

ACC 403 Laws of Taxation

This course includes a comprehensive coverage and treatment of taxes as related to business profits, allowances and education, capital gains, depreciation problems and reserves.

ACC 404 Fundamentals of Managerial Accounting

The course is designed to educate the students about the application of accounting information as a tool for solving business problems and for the purpose of prediction and control.

MGT 402 Comparative Management

This course explores alternatives to the American and European management theories. It deals with the management principles in the socialist countries, the Japanese management methods and the Islamic philosophy and guidelines for management. Modern manager need to be informed about these practices.

MGT 403 Entrepreneurship

The purpose of the course is to familiarize the students with the questions and issues confronting the start-up manager. It includes consideration of the legal financial managerial, marketing organizational and informational systems.

IT 402 Information Management

The course examines the importance of information in business processes, analysis of sources of information for competitive advantage. It also focuses on effective use of primary, secondary and tertiary sources of information.

BR 401 / BR 501 / BR 601 Methods of Business Research

This course deals with the tools and techniques of scientific research methods and their application to business administration. Topics covered are formulation of the problem and the related hypotheses development of research design sampling techniques, questionnaire and interviewing techniques.

FIN 403 / FIN 502 Financial Management

It builds the background provided in the fundamental courses placing heavy emphasis upon the managerial aspect of corporate finance. Among the topics covered are assets management analysis of capital structure funds flow analysis and financial planning.

HUM 404 Ethics of Business and Society

The students are familiarized with the corporate ethics and the desired behavior that is socially responsive. They are also exposed to local and international issues such as environmental pollution, job discrimination, equal employment opportunity etc.

MGT 404 / MGT 504 Business and Company Law

Business and Company Law equips students with the laws governing business enterprises and business relationships. Emphasis is placed upon limited liability companies, partnerships and the laws governing the working of these.

MGT 405 / MGT 503 Organizational Behavior

This course analysis the behavior of human in large groups and especially in work setting. The course tries to inculcate a positive attitude in the students' relationship with the equals, superiors and sub-ordinates.

ACC 405 Cost Management and Control

The course builds upon previously learnt cost concepts and basics. Course contents include traditional costing methods like job order and process costing. It also includes contemporary concepts like activity based costing.

HUM 407 Pakistan Studies

A brief History of Pakistan Movement, the successful struggle for a homeland for the Muslims of the subcontinent and the state of Pakistan since 1947 may be of value to the students of the business and management operating in Pakistan, or even outside the country.

QTM 405 Production and Operations Management

This course includes design planning and control of a firm's capabilities and resources involved in the production of goods and services. The course work is intended to strengthen the student's conceptual understanding and skills in the areas of operations strategy and technology.

MGT 406 Small Business Management

The interdisciplinary course emphasizes the importance of small business in the developing economy and identifies factors that encourage small business locally.

MGT 407 / MGT 505 Managerial Policy / Business Policy

This is an advanced management course in strategy planning policy, formulation and implementation thereof. This course develops an integrated viewpoint by interrelating the functional areas of finance marketing, production, personal and the general business environment.

HUM 408 History Trends

This course on general history sheds light on human experience and thoughts in different times and places. It enables sense of the present in terms of the past, and the past in terms of the present.

ACC 501 Financial Accounting

Financial accounting refers to information describing the financial resources, obligations and activities of an economic entity. Course work includes the accounting cycle, basic financial statements, forms of business organizations and accounting other techniques and procedures involved in assets, liabilities and equity.

ACC 502 Management Accounting

Major focus is on providing information for decision making, planning, directing and controlling business operations, motivating managers to achieve organizational goals and measuring the performance within the organizations. It includes planning function; budgeting, and the control function; standard costing. Entire spectrum of cost and profitability analysis.

QTM 501 Business Math & Stat / QTM 601 Quantitative Analysis

This course is taught with the objective to prepare students for advanced work in quantitative business analysis. The topics covered are functions and graphs, linear and quadratic equation, logarithm, algebra, elements of differential and integral calculus, frequency distribution, ratios and percentages, and index numbers.

ECO 501 Micro & Macro Economics / Business Economics

It builds upon the basic concepts in economics an appreciation of the aggregate forces affecting the economy as a whole. It covers the fundamental portions of micro and macroeconomics to develop a thorough understanding of the subject.

MGT 502 Human Resource Management

It covers all phases and functions of manpower, management relations with labor unions and collective bargaining, HRM applications, importance in local and international environment.

MGT 601 Advance Management

It deals with management principles and methodology demonstrating their application to manufacturing and other enterprises. It includes a study of all the functional areas of management and its application in local and international environment.

MKT 601 Advance Marketing

It introduces the student to the modern marketing. It includes a study of the functions and the institutions of marketing. Along with the fundamentals it also touches upon promotion, emerging trends in marketing and the societal responsibilities of the marketer.

MGT 602 Contemporary Business Issues

Basically an applied course deals with the application of core business courses. Students pick up contemporary issues of business from different business journals and newspapers and formally present them.

SPECIALIZED / ELECTIVE COURSE OUTLINES

Finance Courses

FIN 404 International Finance

This course emphasizes on international transactions balance of payments and determination of foreign exchange, various theories of foreign exchange fixed and floating exchange rate regime, international financial system, multinationals and foreign investment.

FIN 405 / FIN 505 Corporate Finance

This course develops the theoretical framework discussed in basic finance courses and applies them to practical problems in the Pakistani financial environment.

FIN 406 Investment Management

This course introduces the practical and theoretical aspects of investment analysis and portfolio management. Quantitative application and the underlying theory in the analysis and management of securities and portfolios designed for students with career goals in investment.

FIN 504 Financial Theory and Institutions

To enable the student to make a comparative study of the working of various financial institutions, which cater for the requirements of industry and business. It covers aspects of company formation, financing and financial structure of business.

FIN 506 Seminar in Finance

Undertakes an intensive study of some phases of business finance or investment management through articles appearing in the international journals and periodicals on finance.

FIN 507 / FIN 601 Project Evaluation / Project Management

Exposes students to the practical knowledge of how DBI's judge the viability of a project. The topics covered also include commercial feasibility technical feasibility economic feasibility but the emphasis is on financial feasibility.

FIN 508 Security Analysis

Enables the participants to distinguish between the various types of investment securities, to apply the recognized tests of income safety and marketability in the selection of securities and to act prudently with respect to diversification and management of fund.

FIN 509 Treasury and funds Management

This course provides an in-depth understanding of the various risks (transaction, translation and economic exposure risks) a corporate is exposed to, when dealing in foreign exchange. It also covers "Asset Pricing Expectation theory", interest rate risk and the term structure of interest rates, short term and term T-bills and yield curves. It also covers managing interest rates risk, financial engineering and selling interest rate risk product.

FIN 510 International Financial Management

Equips the student to take decision in the highly technical international financial environment. This course strives to educate the student to know, decide and manage international money and capital transfer.

FIN 603 Empirical Methods in Finance

This course reviews probability and statistical techniques commonly used in quantitative finance. It includes a review of normal, log-normal, and CEV distributions. This course covers estimation and non-parametric techniques commonly used in finance and introduces students to financial databases and application software for exercises in estimating volatilities a correlations and their stability.

FIN 604 Financial Risk Measurement and Management

This course examines financial risk measurement and management, including market risk, credit risk, liquidity risk, etc. It includes risk measurement techniques for different types of contracts and portfolios such as duration portfolio beta factor sensitivities, value at risk, dynamic portfolio, distribution analysis and extreme value analysis.

Banking Courses

BNK 401 General Banking Procedures

General Banking familiarizes students with various practical aspects of commercial banks, their nature, significance, modus operandi, etc. it covers different departments into which the operations of bank are divided.

BNK 402 International Banking

This course appraises the students of the basic operations of the bank and the procedures for completing international transaction.

BNK 501 Investment Banking

It is an advanced level course in finance and security analysis. The course goes deep into the concept and application of valuation. The regulations concerning buying and selling of the portfolio theory as it applies to the setting up of mutual funds. The regulations concerning buying selling of securities are also discussed.

BNK 502 International Banking

This course appraises the students of the basic operation of bank and procedures for completing international transaction. The students are given an overview of the foreign exchange regulations modes of international money transfer and the role of bank in promoting international trade.

BNK 403 Islamic banking

This course enables the students to understand the features of interest free banking. It explains in detail the various Islamic mode of financing.

Management Courses

MGT 406 Business Government Relations

Government involvement in business activity takes many forms and can be seen as an attempt by government to tackle the problems caused by the operation of the free market. This course describes the overview of the government business relations.

MGT 407 Strategic Management

This course includes case studies of business situation from the view of top management, the dynamic of everyday operation, diagnosis of current problems and the development of future strategies through planning, goals and policies.

MGT 408 Chain Management

This course familiarizes students with the fundamentals operational problems in the areas of manufacturing as well as service sector. It covers strategies for product process, layout etc.

Accounting Courses

ACC 406 Cost Management

The specialized course includes contemporary cost concepts including value chain analysis, cost management, theory of constraints, life cycle cost application and strategic accounting responsibility. Performance measurement and evaluation through EVA and BSC are discussed.

ACC 407 Computerized Accounting

The contents of this course covers introduction to electronic accounting, comparison of different available accounting packages.

ACC 408 Cost of Quality

This course encompasses topics like organization and management responsibility, process control, inspection and testing. Classification of costs of quality, measuring and capturing those costs is included in the course.

ACC 503 Income Tax Accounting

Familiarizes the student with the fundamentals of income taxation in Pakistan such as the concept of taxable income and provisions, of income tax applicable to various classes of taxpayers.

ACC 504 Auditing

Discusses the procedures used by public accountants in the verification of financial statements and other accounting data. It includes the legal responsibility and ethical requirements of the profession and the related standards of professional conduct.

ACC 505 Advanced Accounting

Gives advanced treatment to the contents from and interpretation of basic accounting statements and procedures involved in accumulation of data, current theories of revenue recognition and measurement.

ACC 506 Analysis of Financial Statements

Enables the student to read, analyze and interpret financial statements of industrial and commercial business organizations in Pakistan.

ACC 507 Seminar in Accounting

Deals with specialized accounting topics such as accounting for mergers, acquisitions consolidated financial statement preparation and governmental accounting.

Marketing Courses**MKT 402 Salesmanship**

This course is intended to enable the student to be expert in the method of determining sales objectives, planning sales programs, supervision the organization and measuring performances.

MKT 403 / MKT 503 Advertising

This course includes a study of both the mechanics and management of advertising.

MKT 404 Export Marketing

This course is designed to familiarize the student with the procedures, policies and management problems faced by Pakistani exporters.

MKT 405 / MKT 506 / MKT 604 Consumer Behaviour.

This course provided the framework, which enable the marketer to identify specific markets which he best can serve and to enable him to make informed marketing decisions.

MKT 504 Personal selling

Given hand on training to the participants by inviting them to prepare and make sales presentations in class. A working insight into the personal selling area is developed so that the sales manager can emphasize with the sale people and make more informed decisions.

MKT 505 Export Marketing

To familiarize the student with the procedures policies and management problems faced by Pakistan exporters. It includes a study of Pakistan exporters types of export channels sources of export market information location sales channels through international publications, export yard sticks, standardization and export marketing packing for export marketing advertising and sales promotion insurance export letter pricing export terms and documents banking services and transportation for export.

MKT 507 / MKT 603 Industrial Marketing

Includes the study of the development of industrial products, industrial selling, and sales promotion techniques, and pricing methods. Case studies and analytical report writing form an integral part of the course.

MKT 508 Sales Management

Experts the student to the methods of determining sales objectives planning sales programs supervising the organization and measuring performance. Thus it includes a study of sales,

territories management, sales force compensation methods, customer relations and filling and delivery of orders.

MKT 509 / MKT 602 Seminar in Marketing

This course is intended to study the central issues and problems in current marketing thoughts, based on articles appearing in leading marketing and other business journals. The seminar orients the student to an in-depth analysis of key marketing issues. It also covers comparative analysis of the marketing issues, marketing systems of various countries regions and political systems.

MKT 510 Analysis of International Consumer

Principles and application of marketing in the international environment focuses on economic socio-cultural, political and ethical constraint on the marketing function in the multinational firms. Development of product, promotion, pricing and distribution strategies appropriate for global markets.

KT 511 International Business

The purpose of this course is to study those aspects of international business that are relevant to corporate executives and to the conduct of a corporation's international business activities.

MKT 605 Integrated Marketing Communications

This course is intended to develop an in-depth understanding of the issues covered under IMC through case studies and research papers published in leading marketing and advertising journals.

Information Technology

IT 501 Computer Application and Packages

This course is an introductory breadth course in information technology office package such as word processors, spreadsheets, database schedule, project management, email and Internet.

IT 504 Technology Management

Technology Management is a breadth course covering management issues of information technology like computer hardware software databases and networks.

IT 505 Computer Communication

This course broadly covers data and computer communication and architecture.

IT 502 Computer Programming for Business

It includes **Basic**, **RPG** programming, **COBOL**, **C** language.

IT 506 Computer Programming

Introduces the new developments in OOP methodologies and covers the programming phase of SDLC. It will cover issues like encapsulation inheritance virtual classes, polymorphism and other object oriented technology issues, using C++ or Java.

IT 507 / IT 601 Database Management Systems

Random indexed sequential inverted and multi-list file structures, file processing concepts, relational networks and hierarchical data mode, data integrity storage search and retrieval of data programming assignment.

IT 508 / 602 System Analysis & Design

System analysis and design is an in-depth course that covers analysis and design phase of the systems development life cycle.

IT 509 Information Systems

This is a breadth course covering management of information systems covers issues arising from the interactions of information systems with organizational and business concerns.

IT 510 Software Project Management

Project life cycle evaluation and selection manager's role and responsibilities, project organization, project planning system, interaction interface management, and negotiation and conflict resolution.

IT 511 Data Warehousing

Data warehousing has become a critical and integral part of an enterprise especially in the business world where performance related business indicators are monitored very closely. This course meets the needs of the production services analysts planners and executives.

IT 512 E-Business

This course is of general nature covering any form of business transaction of information exchange. It includes electronic trading of goods services and material.

IT 513 / IT 603 Data Networks and Communication

Introduction to data communication and internet, problems in the scientific, engineering and data processing environment, the behavioral basis of data communications.

IT 514 E-Commerce

Electronic commerce and categories, characteristics of digital economy, consumer behavior, advertisement in E. commerce, electronic digital interchange, framework of E commerce, types of network security and e-payment methods.

PH.D MANAGEMENT SCIENCES COURSE OUTLINES

MGT 701 Public Policy Analysis

This course is designed to provide the student with a solid theoretical and empirical understanding of the interactions between the practice of policy analysis and the norms of the Pakistani political process. It addresses the issue of the impact of policymaking and includes the development of a framework for evaluating the issue. Various policy contexts are explored.

MGT 702 Public Personnel Policy

Contents include: the merit system; reorganization and improvement of personnel administration; study of various attempts at administrative reforms; professionalization of personnel; behavioral analysis for the public service; performance appraisal; merit pay in the public sector.

MGT 703 Organizational Behavior

The course presents important theoretical ideas in organizational behavior that provide a framework for understanding the problems of managing people in organizations. It includes topics ranging from the organization's external environment to the employee's internal psychological state.

MGT 704 Organization Development

This course is designed to study the prerequisite of organizational development. It explains the micro and macro approaches to O.D. and describes how to measure the effectiveness of O.D. programs. The significance and role of job enrichment, MBO, sensitivity training Process Consultation and managerial grid will be studied in detail and evaluated for organization development purposes.

MGT 705 Public Accountability

This course is an in-depth study of the issue of accountability in public administration. Special attention will be devoted to the institution of Wafaqi Mohtasib in Pakistan.

MGT 706 Organization Theory

The course is designed to review concepts and theories of organization in-depth, state of the art trends and development in the theory of organization are particularly emphasized.

MGT 707 Multinational Perspectives on Management

This course aims at exploring the social, political & business cultures of different countries. Topics includes: the global economy, international trade issues, balance of trade, international monetary systems, world investment flows, managing an international business, the control issues.

MGT 708 Strategic Management

The course is designed to train students to look at company management as a strategy. Efforts will be made to provide an action-oriented managerial view of management strategy through the use of case studies. Topics studied include: evolution of strategic management, strategic management and the strategic manager, defining purpose, determining distinctive

competence, identifying opportunities and threats, formulating strategy and implementing strategy.

MGT 709 Small Business Management

The course is designed to provide vital information needed to set objectives, make informed decisions, examine options, and minimize the risks of small business management. An effort will be made to discuss all tools needed for success. Topics include: energizers of small business, entrepreneurial alternatives, franchising, planning, choosing form of ownership, marketing strategy, operations management, this course provides in-depth coverage of the philosophies, tools and techniques crucial to operating a small business.

MGT 710 Hotel Management

The following topics may be covered: environment of a hotel business, hotel organization hotel staffing, motivation and communication in hotels, controlling results, revenues and costs. The aim of the course is to provide the student with the theories, background and practical skills needed for management of hotels and motels.

BR 701 Research Methods & Report Writing

This course is designed to give the students a solid introduction to classical research design and methodology. It includes competency-based projects in every part of the text. Each part of the text directs students towards completion of a project requiring the students to perform a particular research function.

ACC 701 Accounting for Decision Making

Emphasis is placed on the use of accounting information in decision-making. Students will learn the applicability of accounting information in manufacturing service and not-for-profit industries. Specific topics includes volume-cost profit analysis and decision making and profit planning, analyzing cost behavior budgeting, operational budget, capital budgeting, control and performance evaluation, methods of-costing, responsibility accounting, transfer pricing, breakeven analysis.

FIN 701 Managerial Finance

Topics include: ratio analysis, profit planning, financial forecasting, control budgeting, working capital management, long term financial decisions, stocks and loans, financial structures and cost of capital, mergers, financial policy.

MKT 701 Advertising in Contemporary Society

Taking a deductive approach, this course first presents basic perspectives within the field of advertising, then explores advertising and its effects on the economy, society and the media. There will be expanded coverage of advertising concepts, “neo-liberalism” and the neo liberal technique.

MKT 702 Modern Marketing Theory

This course maintains a traditional applications orientation, but also adopts a historical perspective, which traces the development of the philosophy of science in this historical context, the course investigates critical issues in contemporary marketing theory, cases may be used as bridge between theory and applications.

MKT 703 Marketing Ethics

The course focuses on ethical dilemmas and issues in marketing, from the marketer and the consumer the point of view. It is designed to help students to develop value systems about marketing providing constructive answers to various ethical dilemmas. Issues like price fixing, the mirror controversy, rebates and growth are examined.

MKT 704 Marketing Planning & Strategy

This course deals with strategic planning tools and techniques, focusing on the strategic business unit. Students are introduced to strategy, theory and product portfolio management relation to marketing.

MKT 705 Consumer Psychology & Behavior

This course uses the decision making process to help readers understand and predict what consumer buying choices will be. Also explored are the strategies businesses use to solve problems and take advantage of new opportunities. The course focuses on four areas of consumer decision making: problem recognition, search for market related information, evolution and decision and post purchase assessment.

QTM 701 Quantitative Techniques

This course aims at training the student in the treatment of descriptive and inferential statistical methods and their application to administrative problems.

QTM 702 Production & Operations Management

This course examines operations management within a framework of 4 related characteristics: the time period within which objectives are to be achieved, the resources managed, major areas affected and basic management function involved. Information is presented from planning/execution perspective to help students follow a timeline in terms of decision-making. The course covers production planning, materials management, manufacturing and layout planning in detail