

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI**

<b><u>BS (BBA) – I</u></b>	
<b>Course Title</b>	<b>: BUSINESS ENGLISH – I (GRAMMAR)</b>
<b>Course Number</b>	<b>: BA – 301</b>
<b>Credit Hours</b>	<b>: 03</b>

**Objective**

- The text is concerned with English usage that would prove acceptable in every way to the most critical reader or listener.
- Focus is made specifically on grammar, word usage, conciseness, clarity, punctuation, spelling, and dictionary study.
- Case study will be given in each chapter that will provide actual editing practice on a real business memo or letter.
- Collaborative learning exercises will be given to students that will provide an opportunity to work together in groups, hence provide learning and editing correctly.

**Course Contents**

- 1. Orientation – Understanding Grammar**
  - 1.1. A Preview of the Parts of Speech
  - 1.2. Worksheet Exercise
  
- 2. Grammatical Sentences**
  - 2.1. Understanding Sentence Grammar
  - 2.2. Understanding Basic Sentences
  - 2.3. Classifying Sentences
  
- 3. Nouns and Pronouns**
  - 3.1. Compound Subjects and Complements
  - 3.2. Compound Subjects
  - 3.3. Use of Appositives
  - 3.4. Use of Gerund

**4. Verbs**

- 4.1. Verb Forms
- 4.2. Tense
- 4.3. Moods
- 4.4. Voice
- 4.5. Other Complication

**5. Agreement**

- 5.1. Agreement between Subject and Verb
- 5.2. Agreement between Pronouns and Antecedent

**6. Adjectives and Adverbs**

- 6.1. Adjectives to Modify Nouns and Pronouns
- 6.2. Adjectives to Link Verbs to Modify Subjects
- 6.3. Short Forms of Adverbs
- 6.4. Comparative and Superlative Forms

**7. Clear Sentences**

- 7.1. Sentence Fragments

**8. Comma Splices and Fused Sentences**

- 8.1. Pronoun Reference
- 8.2. Shifts / Person / Number / Tense / Mood / Voice
- 8.3. Misplaced and Dangling Modifiers

**9. Effective Sentences**

- 9.1. Using Coordination and Subordination
- 9.2. Using Parallelism
- 9.3. Emphasizing Main Ideas
- 9.4. Achieving Variety

**10. Punctuation Pointers**

- 10.1. End Punctuation
- 10.2. The Comma
- 10.3. The Semicolon
- 10.4. The Apostrophe
- 10.5. Quotation Marks
- 10.6. Other Punctuation Marks

**11. Mechanics**

- 11.1. Capitals
- 11.2. Abbreviations
- 11.3. Numbers
- 11.4. Word Division

**Recommended Books**

1. Robert, B. E. (1997). *Business English for the 21<sup>st</sup> Century*. Prentice Hall Inc.
2. John, E. (2004). *Oxford Practice Grammar, New Edition with Test and Answers*. Karachi: Oxford University Press.
3. Ramsey, F. H., Aaron J. E. (2003). *The Little Brown Handbook*. Longmans Publication.
4. Guffey, Ellen, M. *Business English*. (3<sup>rd</sup> Edition). South-Western College Publication.
5. Howe. D. H., Kirkpatrick T. A. & Kirkpatrick D. L. (2004). *Oxford English for Undergraduates*. Karachi: Oxford University Karachi, Press.

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI**

**BS (BBA) – I**

**Course Title : COMMERCIAL GEOGRAPHY**

**Course Number : BA – 311**

**Credit Hours : 03**

**Course Outline**

**1. Primary Activities**

- 1.1. Fishing
- 1.2. Hunting
- 1.3. Lumbering
- 1.4. Agricultural Activities
- 1.5. Advent of Agricultural Activities
- 1.6. Animal Husbandry
- 1.7. Farming – Substance
- 1.8. Industries and Handicrafts
- 1.9. Skills and Factors of Manufacturing
- 1.10. Types and Products
- 1.11. Iron and Steel, Textiles, Fertilizers
- 1.12. Population Growth – its Global Distribution, Trends, and its Effect on Various Commercial Activities
- 1.13. Growth World Wide
- 1.14. Distribution
- 1.15. Trends and Effects on Commerce
- 1.16. Orientation of Commercial Activities and their Modern Trends
- 1.17. Choices of different Countries
- 1.18. Interrelationship of Choices and Commercial Activities
- 1.19. Impact of the Latest Technology on the Existing Commercial Activities and the Resultant Trends

**2. Agricultural Resources with Special Emphasis on Food Resources and their Rate of Consumption**

- 2.1. Wheat, Rice, Sugar Cane, Tea, Edible Oils
- 2.2. Cotton, Rubber and Wool
- 2.3. Commodity Flow and Consumption

- 3. Mineral Resources and their Reserve Estimates**
  - 3.1. Iron–Ore
  - 3.2. Gold
  - 3.3. Uranium
- 4. Energy Resources and their Applications**
  - 4.1. Coal
  - 4.2. Electricity/Thermal/Hydroelectric/Nuclear
  - 4.3. Natural Oil and Gas
- 5. Human resources and their distribution**
  - 5.1. Types according to Various Occupations
  - 5.2. Utilization–Optimum and Under Utilization
  - 5.3. Effects on Socio–Economic Conditions
- 6. Location and Physical Environment of Pakistan**
  - 6.1. Geographical and Physical Features
  - 6.2. Climate and Natural Vegetation
  - 6.3. Soil and Irrigation
- 7. Resources and their exploitation in Pakistan**
  - 7.1. Agricultural Commodities – Wheat, Rice, Maize, Sugar–Cane, Cotton, Tobacco
  - 7.2. Power–Electricity, Nuclear, Solar Energy and Bio–Gas
- 8. Population in Pakistan**
  - 8.1. Its involvement and options for various commercial activities and its impact on national, regional and international trade.
  - 8.2. Distribution and occupation
  - 8.3. Migration–immigration and emigration
  - 8.4. Influences upon nations, regional and international trade
- 9. Logistics for transfer of various resources in Pakistan**
  - 9.1. Roads
  - 9.2. Railways
  - 9.3. Airways and water ways
- 10. Priorities and identity of commercial needs of Pakistan**
  - 10.1. Food autarky
  - 10.2. Technology it's spread and application in various fields of life
  - 10.3. Perspective needs and their fulfillment, by adding facilities like augmenting the existing irrigation systems power resources etc.

### **Recommended Books**

1. Hartshorne & Alexander, (1996). *Economic Geography*. Prentice Hall.
2. Zahid R. A. (2000). *A Descriptive Atlas of Pakistan*. Feroz Sons.
3. Fazl–e–Karim, K. (2002). *A Geography of Pakistan*. Oxford.

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI**

<b><u>BS (BBA) – I</u></b>	
<b>Course Title</b>	<b>: STUDY SKILLS</b>
<b>Course Code</b>	<b>: BA – 321</b>
<b>Credit Hours</b>	<b>: 3</b>

**Objective**

Upon completion of this course students will:

- a. know and apply self-management skills to direct their academic performance and life choices
- b. understand the ways in which they learn most easily and most enjoyable
- c. define their own goals and preferences as they embark in their university career
- d. embrace diversity and still be themselves
- e. know and use the vital study skills and strategies they need to become confident and successful
- f. create and use study systems, think critically, concentrate, read and listen with understanding,
- g. develop and implement strategies to manage their time effectively,
- h. develop effective test and examination taking skills
- i. use skills to continue life-long learning on their own

**Course Contents**

- 1. Introduction and Overview of Course Chapter 1 Choosing Success in College**
  - 1.1. Knowing your campus and its resources
  - 1.2. Form An Academic Support Group
  - 1.3. Embrace Diversity
  - 1.4. Know Where to Find Help
  - 1.5. Stay Informed
  - 1.6. Get Involved

- 2. Motivating Yourself to Learn**
  - 2.1. Assess Academic Strengths and Weaknesses
  - 2.2. Discover and use your learning style
  - 2.3. Develop Critical Thinking & Study Skills
  - 2.4. Adapt learning style to teaching method
  
- 3. Using Critical Thinking Strategies**
  - 3.1. Examine Your Assumption
  - 3.2. Make Predictions
  - 3.3. Read With A Purpose
  - 3.4. Sharpen Your Interpretations
  - 3.5. Find Implications in What You Learn
  - 3.6. Read and Understand Graphics
  - 3.7. Evaluate what you learn
  
- 4. Setting Goals and Solving Problems**
  - 4.1. Set goals for success in college
  - 4.2. How to develop a positive attitude
  - 4.3. Use the COPE Method to Solve Problems
  
- 5. Sharpening Your Classroom Skills**
  - 5.1. Prepare for Class
  - 5.2. Become an Active Listener
  - 5.3. Develop A Personal Note-Taking System
  - 5.4. Guidelines for Note Taking
  - 5.5. The Informal Outline/Key Words System
  - 5.6. The Cornell Method
  - 5.7. Matching Note-Taking Style and Learning Style
  - 5.8. Learn To Make Effective Presentations
  
- 6. Making the Most of Your Time**
  - 6.1. How to GRAB Some Time
  - 6.2. Scheduling Your Time
  - 6.3. Time Management and Learning Style
  - 6.4. Procrastination
  
- 7. Maintaining Your Health and Well-Being**
  - 7.1. Health, Well-being, and Success in College
  - 7.2. Managing Stress
  - 7.3. Avoiding Harmful Substances
  - 7.4. Your Emotions
  - 7.5. Your Interpersonal Skills
  - 7.6. Your Sexuality
  
- 8. Creating Your Study System**
  - 8.1. SQ3R: The Basic System
  - 8.2. Devising Your Study System

**9. Organizing Information for Study**

- 9.1. Memorization
- 9.2. Concept or Information Maps
- 9.3. Comparison Charts
- 9.4. Time Lines
- 9.5. Process Diagrams
- 9.6. Informal Outlines
- 9.7. Branching Diagrams

**10. Controlling Your Concentration**

- 10.1. Concentrations
- 10.2. Eliminate Distractions
- 10.3. Use A Study System
- 10.4. Strategies to Improve Concentration

**11. Improving Learning and Memory**

- 11.1. How Memory Works
- 11.2. Increase Your Memory Power

**12. Preparing for Tests**

- 12.1. How To Prepare for Tests: Three Steps
- 12.2. Develop a Test-taking Routine
- 12.3. Master Objective Tests
- 12.4. Know How to Answer Essay Questions

**13. Reducing Test Anxiety**

- 13.1. Eliminate the Causes of Test Anxiety
- 13.2. Learn to Relax
- 13.3. Face Your Fears
- 13.4. Talk Positively to Yourself
- 13.5. Find Your Best Solution

**14. Becoming an Active Reader**

- 14.1. Reading Actively
- 14.2. Find the Main Idea, Details, and Implications
- 14.3. Using a Textbook Marking System

**15. Building Career Skills**

- 15.1. Working in the New Economy
- 15.2. Where the Jobs will be
- 15.3. Choosing Your Future
  - 15.3.1. Your course of Study
  - 15.3.2. Your Plan
- 15.4. What Employers Want
  - 15.4.1. Career Skills to Develop



- 15.4.2. Workplace Ethics
- 15.5. From College to Work
  - 15.5.1. Your Resume and Cover Letter
- 15.6. The Interview

## **16. Review for Exam**

### **Recommended Books**

1. Kanar, Carol C., *The Confident Student*, (2001), Houghton Mifflin Co.
2. Tom Burns, Sandra Sinfield, *Essential Study Skills: The Complete Guide to Success at University*, Sage Publisher.
3. Abby Marks, *Study Skills: The Tools for Active Learning*, (1994), Delmar Publisher.

**KARACHI UNIVERSITY BUSINESS SCHOOL  
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<b><u>BS (BBA) – I</u></b>	
<b>Course Title</b>	<b>: ISLAMIC STUDIES</b>
<b>Course Number</b>	<b>: BA – 331</b>
<b>Credit Hours</b>	<b>: 03</b>

**Objective**

This course will focus on the meaning, the significance and the practicality of Islam as universal religion, project the Islamic beliefs, and the Islamic code of life and acquaint the students with the importance of religion and its place in human life

**Course Contents**

- 1. The Holy Quran**
  - 1.1. The Revelation of Ayat or the Verses
  
- 2. Surah Hijrat**
  - 2.1. Introduction and Text of the Holy Quran
  
- 3. Surah Furqan**
  - 3.1. Introduction and Text of the Holy Quran
  
- 4. Hadith and Sunnah of the Holy Prophet**
  - 4.1. Meaning and Definition
  - 4.2. The Difference between Hadith and Sunnah
  
- 5. Hijat–e–Hadith**
  - 5.1. Compilation, Inscription and Writing of Hadith
  
- 6. Text of Hadith**
  - 6.1. Twenty Selected Hadiths from “Riaz–us–Saliheen”

**7. Monotheism**

- 7.1. The Existence of God – Arrangements and Effects of the Belief in One God
- 7.2. Effects on Personal Life
- 7.3. Effects on Collective Life

**8. Prophethood**

- 8.1. The Necessity and Importance of Prophethood
- 8.2. The Distinct Qualities of the Prophets and Status of Prophethood – Faith in the Finality of Prophethood
- 8.3. The Following of Sunnah

**9. Life After Death****10. Prayer****11. Zakat – Concept and Purpose****12. Fasting (Saum) Individual and Collective Benefits**

- 12.1. Hajj – Significance – Nature – Manasik
- 12.2. Jihad – With Knowledge, Sword, Wealth and With Selves

**13. Study of the Pure life of the Holy Prophet Makki and Madani Life****Recommended Books**

1. Dr. Nasiruddin. *Islamiyat (Urdu)*. Ghazanfer Academy.
2. Ahmed K. (1980). *Islami Nazaria-e-Hiyat*. Karachi: B. C. C & T, University of Karachi.
3. Hameedullah M. (1998). *Islam and Practical Life*. Karachi: Darul Ishaat.
4. Qayyum N. A. (2004). *Sirat-e-Mustaqeem (English)*. (13<sup>th</sup> Edition).
5. Qayyum N. A. (2004). *Sirat-e-Mustaqeem (Urdu)*. (13<sup>th</sup> Edition).
6. Prof. Mufti. Munib Ur Rehamn, (2003). *Islamiyat*. Karachi: Graduation Classes, Urdu Bazar.
7. Syed Abu Ala Mawdudi. (1993). *Towards Understanding Islam*. London: Islamic Publications.
8. Mansoori T. (2005). *Islamic Law of Contracts and Business Transaction*. Islamabad: Shri'ah Academy.

**KARACHI UNIVERSITY BUSINESS SCHOOL  
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**BS (BBA) – I**

**Course Title : ETHICAL BEHAVIOR (FOR NON-MUSLIMS)**

**Course Number : BA – 331**

**Credit Hours : 03**

**Objective**

The students are required to study Ethical Behavior in lieu of Islamic Studies for Non-Muslim students.

**Course Contents**

- 1. Meaning and Scope of Ethics**
- 2. Relation of Ethics With**
  - 2.1. Religion
  - 2.2. Science
  - 2.3. Law
- 3. Historical Development of Morality**
  - 3.1. Instinctive Moral Life
  - 3.2. Customary Morality
  - 3.3. Reflective Morality
- 4. Moral Theories**
  - 4.1. Hedonism (Mill)
  - 4.2. Intuitionism (Butler)
  - 4.3. Kant's Moral Theory
- 5. Moral Ethics and Society**
  - 5.1. Freedom and Responsibility
  - 5.2. Tolerance
  - 5.3. Justice
  - 5.4. Punishment (Theories of Punishment)

**6. Moral Teachings of Major Religions**

- 6.1. Judaism
- 6.2. Christianity
- 6.3. Islam

**7. Professional Ethics**

- 7.1. Medical Ethics
- 7.2. Ethics of Students
- 7.3. Ethics of Teachers
- 7.4. Business

**Recommended Books**

- 1. Ameer A. S. *The Ethics of Islam*. Noor Library Publisher. Latest Edition.
- 2. Donaldson D. M. *Studies in Muslim Ethics*. London: Latest Edition.
- 3. Hill & Thomas. *Ethics in Theory and Practice*. New York: Thomas Y. Crowel. Latest Edition.
- 4. Sayeed, S. M. A. (Tr.), *Ta'aruf-e-Akhlaqiate*. Karachi: B. C. C. & T. Press, University of Karachi.
- 5. Titus H. H., *Ethics in Theory and Practice*. New York: Thomas Y. Crowel. Latest Edition.
- 6. Lillie W. *An Introduction to Ethics*. London: Methuen and Co. Latest Edition.

**KARACHI UNIVERSITY BUSINESS SCHOOL  
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<b><u>BS (BBA) – I</u></b>	
<b>Course Title</b>	<b>: INTRODUCTION TO BUSINESS</b>
<b>Course Number</b>	<b>: BA – 341</b>
<b>Credit Hours</b>	<b>: 03</b>

### **Course Objective**

The main purpose of this course is to make the fresh students in the field of business studies able to understand the concept and comprehensive views on business and allied activities. The understanding of basic role of business in our society requires exploration into various areas.

The objective with the course is to explore and examine various aspects of business, their interrelation with business system. This is a foundation course which provides basic knowledge about the nature and importance of business, its concepts, functions, principles etc.

### **Course Contents**

- 1. The Nature of Business**
  - 1.1 The Definition of Business
  - 1.2 The Philosophy of Business
  - 1.3 The Economic Setting of Business
  - 1.4 Objectives of Business
  - 1.5 Types of Businesses
  - 1.6 Business Environment
  
- 2. Ownership**
  - 2.1 Sole Proprietorship
  - 2.2 Partnership
  - 2.3 Joint Stock Company / Corporation
  - 2.4 Cooperatives
  - 2.5 Business Combination

**3. Finance**

- 3.1 Financial Problems and Policies
- 3.2 Long Term and Short Term Finance
- 3.3 Important Financial Institutions
- 3.4 Stock Exchange Operation and Commodity Exchange
- 3.5 Risk and Insurance

**4. Production**

- 4.1 Business Location and Layout
- 4.2 Purchasing and Inventory Control
- 4.3 Production and Production Control

**5. Human Relations Department**

- 5.1 Introduction
- 5.2 Personnel Department
- 5.3 Labour and Government
- 5.4 Management Union Relationship

**6. Marketing**

- 6.1 The Concept of Marketing Mix
- 6.2 Approach the Study of Marketing
- 6.3 Importance of Marketing for Business
- 6.4 Concept of Middleman
- 6.5 Marketing Communication and Promotion

**7. Administrative Organization of Business**

- 7.1 Need of Organization in a Growing Business
- 7.2 How to Establish an Organization?
- 7.3 Typical Basis for Classifying Activities
- 7.4 Types of Organization Relationship

**Recommended Books**

1. Koontz & Fulmer, A Practical Introduction to Business, Richard D. Irwin Inc., 2000.
2. Newman H. William, Business Policies and Management, Cincinnati : South-Western Publishing Co., 1998.
3. Khan A. Matin, Business in its Broader Perspective, New Urdu Bazar, Karachi, 2001.
4. Louise E. Boone, David L. Kurtz, Contemporary Business, Harcourt College Publishers, 2002.

**KARACHI UNIVERSITY BUSINESS SCHOOL  
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<b><u>BS (BBA) – I</u></b>	
<b>Course Title</b>	<b>: COMPUTER APPLICATION TO BUSINESS</b>
<b>Course Number</b>	<b>: BA – 351</b>
<b>Credit Hours</b>	<b>: 03</b>

**Objective**

Globalization of trade, the emergence of Information Economies, and the growth of Internet have recast the role of e-Com in Business and Management. In other words e-Com solutions and Infrastructure have become essential for creating competitive firms, managing global corporations, providing useful products and services to customers through a better management of information resources and commercial transactions. This course is designed to integrate the organizational, technical, operational, practical, strategic and decision making aspects of e-Com solutions as required in Business and Management. On completion of this course the students should be capable / have the knowledge in:

- Understanding of e-Business Systems
- Legal Issues and e-Standards
- Website development for a Business

**Course Contents**

- 1. Communications and Networks**
  - 1.1. Communication Equipment
  - 1.2. Software and Protocols
  - 1.3. Communication in Business
  - 1.4. Management Challenges
  
- 2. Electronic Data Interchange (EDI)**
  - 2.1. EDI Technology
  - 2.2. EDI as a Re-engineering Tool
  - 2.3. EDI Development
  
- 3. E-Commerce**
  - 3.1. E-Commerce Technology
  - 3.2. E-Commerce System Configurations
  - 3.3. E-Commerce Applications Models



- 4. B2C – Business to Consumer Application (Corporation’s Interface with Its Customers)**
  - 4.1. Electronic Commerce Growth and Structure
  - 4.2. EFTS (Electronic Funds Transfer System)
  - 4.3. Online Payments: PIN Payments
  - 4.4. e–Cash
  
- 5. e–Marketing Process Models**
  - 5.1. Direct Marketing versus Indirect Marketing
  - 5.2. Full Cyber Marketing versus Partial Cyber Marketing
  - 5.3. Electronic Store versus Electronic Shopping Mall
  - 5.4. Electronic Distributor vs. Electronic Broker
  - 5.5. Generalized e–Malls/Stores vs. Specialized e–Malls/Stores
  - 5.6. Proactive vs. Reactive Strategic Posture Toward Cyber Marketing
  - 5.7. Global vs. Regional Marketing
  - 5.8. Sales vs. Customer Services
  
- 6. Consumer Online Shopping**
  - 6.1. Procedure for Internet Shopping
  - 6.2. Search for Available Items
  - 6.3. Order Placement
  - 6.4. Delivered Items Receiving
  - 6.5. Preliminary Requirement Determination
  - 6.6. Items Comparison
  - 6.7. Payment for Goods
  
- 7. Other Online Applications**
  - 7.1. Online Catalogs
  - 7.2. Online Banking
  - 7.3. Online Auctions
  - 7.4. Virtual Storefront
  - 7.5. Online Education
  - 7.6. Online Security
  - 7.7. Online Investment
  - 7.8. Stock Trading
  
- 8. B2B – Business to Business Applications**
  - 8.1. Business Information System
  - 8.2. Value Chains
  - 8.3. Competition Among Traditional Companies in E–Commerce
  - 8.4. Acquisitions
  - 8.5. Supply Chain
  - 8.6. Entities of B2B EC
  - 8.7. Alliances
  - 8.8. Global Strategy

**9. Models of B2B E–Commerce**

- 9.1. Supplier Oriented Marketplace
- 9.2. Electronic Bidding Process
- 9.3. Intermediary Oriented Marketplace
- 9.4. Networking Between HQ and subsidiaries
- 9.5. Buyer's Internal Market Place
- 9.6. B2B Auctions
- 9.7. B2B Services
- 9.8. Vertical B2B
- 9.9. Buyer – Oriented Marketplace
- 9.10. Benefits to Buyer and Seller
- 9.11. Virtual Corporations
- 9.12. e–Procurement (Vendor B2B)
- 9.13. Issues in Procurement Management
- 9.14. Managed Interactive Bidding
- 9.15. Brokering B2B

**10. B2E – Business to Employee Applications (Inter–Enterprise Commerce)**

- 10.1. Intra Business E–Commerce
- 10.2. Intranet
- 10.3. Effective Management Control
- 10.4. ERP Systems and Their Extension to Inter – Enterprise Commerce

**11. G2S – Government to Society Applications**

- 11.1. Govt. Involvement in Electronic Commerce
- 11.2. Provincial Govt. and E–Commerce
- 11.3. Federal Govt. and E–Commerce
- 11.4. Local Govt. and E–Commerce

**12. The Driving Forces of E–Commerce**

- 12.1. Change Management (CM)
- 12.2. New World of Business
- 12.3. Organization Responses
- 12.4. Business Process Reengineering (BPR)
- 12.5. Business Pressures

**13. Establishing your Presence in E–Commerce**

- 13.1. Types of Web Sites
- 13.2. Web Page Design and Tools
- 13.3. Publishing and Promoting Your Web Site
- 13.4. Maintaining a Web Site: Structuring a Traditional Company's "Dot Com"

**14. Limitations, Issues and Problems in E–Commerce**

- 14.1. Technical Issues
- 14.2. Legal Issues
- 14.3. Social Issues
- 14.4. Security Issues
- 14.5. Remedies

**15. Overall Impact of E–Commerce**

- 15.1. Improved Direct Marketing
- 15.2. Redefining Organizations
- 15.3. Impact on Manufacturing
- 15.4. Sales and Distribution
- 15.5. Disintermediation and Reintermediation
- 15.6. Matter of Logistics
- 15.7. Shopping Cart
- 15.8. Branding and Pricing
- 15.9. Managerial Issues
- 15.10. Change in a Traditional Company
- 15.11. Transforming Organizations
- 15.12. Impact on Finance and Accounting
- 15.13. HR Management
- 15.14. Quality Control and Management
- 15.15. Impact on Manufacture’s Distribution Strategy
- 15.16. Intelligent Agents
- 15.17. Portals
- 15.18. Managing Channel Conflict
- 15.19. Leveraging a Traditional Business on the Web

**16. Present and Emerging Trends in E–Commerce**

- 16.1. Future of E–Commerce
- 16.2. Mobile Commerce
- 16.3. Business on Internet

**17. Practical Implementation of Web Development for Business****Recommended Books**

- 1. Poste, G. V. & Anderson, D. L. *Management Information System (MIS)*. Irwin / McGraw–Hill. (Latest Edition).
- 2. Kalakota & Robinson, *e–Business*. Addison–Wesley. (Latest Edition).
- 3. Rayport, Jaworski & Whitely, *Introduction to e–Business*, McGraw–Hill. (Latest Edition).
- 4. Turban, Lee, King, Chung, *Electronic Commerce: A Managerial Perspective*. Prentice Hall. (Latest Edition).