

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

BS (BBA) – V

Course Title : FINANCIAL ACCOUNTING

Course Code : BA – 305

Credit Hours : 03

Course Contents:

1. Introduction of Financial Accounting and Principles:

- 1.1. The Impact of International Accounting Standards as Applicable in Pakistan for the Preparation of Financial Statements and their Disclosure Requirement.
- 1.2. Forms of Business Enterprises such as Non-Profit Organization, Sole Proprietorship, Partnerships and Corporation

2. Financial Statement Analysis: An Introduction

- 2.1. Describe the roles of financial reporting and financial statement analysis;
- 2.2. Describe the roles of the key financial statements (statement of financial position, statement of comprehensive income, statement of changes in equity, and statement of cash flows) in evaluating a company's performance and financial position;
- 2.3. Describe the importance of financial statement notes and supplementary information including disclosures of accounting policies, methods, and estimates and management's commentary;
- 2.4. Describe the objective of audits of financial statements, the types of audit reports, and the importance of effective internal controls;
- 2.5. Identify and describe information sources that analysts use in financial statement analysis besides annual financial statements and supplementary information;
- 2.6. Describe the steps in the financial statement analysis framework.

Contents

Scope of financial statements analysis
Major Financial Statements and other information
Financial Statement Analysis Framework

3. Financial Reporting Mechanics

- 3.1. Explain the relationship of financial statement elements and accounts, and classify accounts into the financial statement elements;
- 3.2. Explain the accounting equation in its basic and expanded forms;

- 3.3. Describe the process of recording business transactions using an accounting system based on the accounting equation;
- 3.4. Describe the need for accruals and other adjustments in preparing financial statements;
- 3.5. Describe the relationships among the income statement, balance sheet, statement of cash flows, and statement of owners' equity;
- 3.6. Describe the flow of information in an accounting system;
- 3.7. Describe the use of the results of the accounting process in security analysis.

Contents

Classification of business Activities
Accounts and Financial Statements
The Accounting Process
Accruals and Valuation Adjustments
Accounting Systems
Using financial Statements in security analysis

4. Financial Reporting Standards

- 4.1. Describe the objective of financial statements and the importance of financial reporting standards in security analysis and valuation;
- 4.2. Describe roles and desirable attributes of financial reporting standard-setting bodies and regulatory authorities in establishing and enforcing reporting standards, and describe the role of the International Organization of Securities Commissions;
- 4.3. Describe the status of global convergence of accounting standards and ongoing barriers to developing one universally accepted set of financial reporting standards;
- 4.4. Describe the International Accounting Standards Board's conceptual framework, including the objective and qualitative characteristics of financial statements, required reporting elements, and constraints and assumptions in preparing financial statements;
- 4.5. Describe general requirements for financial statements under International Financial Reporting Standards (IFRS);
- 4.6. Compare key concepts of financial reporting standards under IFRS and US generally accepted accounting principles (US GAAP) reporting systems;
- 4.7. Identify characteristics of a coherent financial reporting framework and the barriers to creating such a framework;
- 4.8. Describe implications for financial analysis of differing financial reporting systems and the importance of monitoring developments in financial reporting standards;
- 4.9. Analyze company disclosures of significant accounting policies.

Contents

The objective of financial reporting
Financial Reporting Standards-setting bodies and regulation authorities
Convergence of global financial reporting standards
International Financial Reporting Standards Framework
Comparison and IFRS with Alternative Reporting systems
Effective financial reporting

Monitoring developments in financial reporting standards

5. Understanding Income Statements

- 5.1. Describe the components of the income statement and alternative presentation formats of that statement;
- 5.2. Describe general principles of revenue recognition and accrual accounting, specified revenue recognition applications (including accounting for long-term contracts, installment sales, barter transactions, gross and net reporting of revenue), and implications of revenue recognition principles for financial analysis;
- 5.3. Calculate revenue given information that might influence the choice of revenue recognition method;
- 5.4. Describe general principles of expense recognition, specified expense recognition applications, and implications of expense recognition choices for financial analysis;
- 5.5. Describe the financial reporting treatment and analysis of non-recurring items (including discontinued operations, extraordinary items, unusual or infrequent items) and changes in accounting standards;
- 5.6. Distinguish between the operating and non-operating components of the income statement;
- 5.7. Describe how earnings per share is calculated and calculate and interpret a company's earnings per share (both basic and diluted earnings per share) for both simple and complex capital structures;
- 5.8. Distinguish between dilutive and antidilutive securities, and describe the implications of each for the earnings per share calculation;
- 5.9. Convert income statements to common-size income statements;
- 5.10. Evaluate a company's financial performance using common-size income statements and financial ratios based on the income statement;
- 5.11. Describe, calculate, and interpret comprehensive income;
- 5.12. Describe other comprehensive income, and identify major types of items included in it.

Contents

Components and Format of the Income Statement
Revenue recognition
Expense recognition
Non Incurring Items and Non-Operating Items
Earnings per Share
Analysis of the Income Statement
Comprehensive Income

6. Understanding Balance Sheets

- 6.1. Describe the elements of the balance sheet: assets, liabilities, and equity;
- 6.2. Describe uses and limitations of the balance sheet in financial analysis;
- 6.3. Describe alternative formats of balance sheet presentation;
- 6.4. Distinguish between current and non-current assets, and current and noncurrent liabilities;
- 6.5. Describe different types of assets and liabilities and the measurement bases of each;
- 6.6. Describe the components of shareholders' equity;

- 6.7. Convert balance sheets to common–size balance sheets and interpret common size balance sheets;
- 6.8. Calculate and interpret liquidity and solvency ratios.

Contents

Components and format of the balance sheet
Measurement basis of assets and liability
Equity
Uses and analysis of balance sheet

7. Understanding Cash Flow Statements

- 7.1. Compare cash flows from operating, investing, and financing activities and classify cash flow items as relating to one of those three categories given a description of the items;
- 7.2. Describe how non–cash investing and financing activities are reported;
- 7.3. Contrast cash flow statements prepared under International Financial Reporting Standards (IFRS) and US generally accepted accounting principles (US GAAP);
- 7.4. Distinguish between the direct and indirect methods of presenting cash from
- 7.5. Operating activities and describe arguments in favor of each method;
- 7.6. Describe how the cash flow statement is linked to the income statement and the balance sheet;
- 7.7. Describe the steps in the preparation of direct and indirect cash flow statements, including how cash flows can be computed using income statement and balance sheet data;
- 7.8. Convert cash flows from the indirect to direct method;
- 7.9. Analyze and interpret both reported and common–size cash flow statements;
- 7.10. Calculate and interpret free cash flow to the firm, free cash flow to equity, and performance and coverage cash flow ratios.
- 7.11.

Contents

Components and format of the cash flow statement
The cash flow statement: linkages and preparation
cash flow statement analysis

8. Inventory Accounting:

- 8.1. Nature and Classes of Inventories
- 8.2. Periodic and Perpetual Inventory Valuation as per International Accounting Standard (IAS–2)
- 8.3. LIFO, FIFO Methods, Weighted Average Method, Moving Average
- 8.4. Inventory Valuation at Cost or NRV Whichever is Lower

9. Current Liabilities and Accounting for Long Term Liabilities

- 9.1. Definition and Recognition of Liabilities
- 9.2. Types of Current Liabilities
- 9.3. Types of Long Term Liabilities
- 9.4. Bonds
- 9.5. Accounting for Bonds by Borrowers
- 9.6. Accounting for Bonds by the Investor

- 9.7. Other Forms of Long Term Debt
- 9.8. Time Value of Money Concept

10. Stockholders Equity Retained Earnings and Dividends

- 10.1. Corporate Income Statements
- 10.2. Earnings Per Share
- 10.3. Dividends
- 10.4. Stock Splits Prior Period Adjustments, Appropriations, and Treasury Stock
- 10.5. Retirement of Capital Stock
- 10.6. Statement of Stockholder's Equity

Recommended Books:

1. Gary, A. P. & Curtis, L. N. (2009). *Financial Accounting: The Impact on Decision Makers*. South-Western Cengage
2. Horngren, H. R. (1995). *Financial Accounting*. Prentice Hall
3. Meigs, R. F. Williams, J. R. (1999). *Accounting*. McGraw-Hill.
4. Weygandt, K. K. (1998). *Financial Accounting*. John Wiley and Sons.
5. Elaine Henry, CFA, and Thomas R. Robinson, CF (2012). *International Financial Statement Analysis: An Introduction*, 2nd Edition, Wiley Publishers, New Jersey.
6. Thomas R. Robinson, CFA, Jan Hendrik van Greuning, CFA, Elaine Henry, CFA, and Michael A. Broihahn, (2015). CFA *International Financial Statement Analysis*, New Jersey: Wiley Publishers.
7. Belverd E. Needles, Marian Powers, (2012). *International Financial Reporting Standards*, 3rd Edition, Cengage Learning.
8. CFA Curriculum

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

<u>BS (BBA) – V</u>	
Course Title	: BASIC MATHEMATICS
Course Number	: BA – 315
Credit Hours	: 03

Objective

The Objective of this course is to provide a clear understanding of basic mathematical concepts and techniques to solve business related issues.

The use of mathematical knowledge has become an indispensable tool in business, government and virtually every organization. Familiarity with basic mathematical tools is essential for students to comprehend the business world around them.

Course Contents

- 1.**
 - 1.1. Preliminaries
 - 1.2. Basic Algebra
 - 1.3. Ratios
 - 1.4. Proportions
 - 1.5. Percentages

- 2.**
 - 2.1. Progressions of Sequence and Series and their Application in Business

- 3.**
 - 3.1. Linear Equations and Inequalities
 - 3.2. System of Linear Equations
 - 3.3. Linear Functions and Its Application
 - 3.4. Simultaneous Equations
 - 3.5. Break – Even Models

- 4.**
 - 4.1. Mathematical Functions in General
 - 4.2. Types of Functions
 - 4.3. Graphical Representation of Functions

- 5.**
 - 5.1. Quadratic and Polynomial Functions
 - 5.2. Application of Quadratic Functions
 - 5.3. Rational Functions

- 6.**
 - 6.1. Exponential and Logarithmic Functions and their Characteristics
 - 6.2. Graphical Presentation and applications

- 7.**
 - 7.1. Matrix Algebra – Introduction to Matrices
 - 7.2. Types of Matrices
 - 7.3. Matrix Operations and Determinant

- 8.**
 - 8.1. Introduction to Differentiation
 - 8.2. Rules of Differentiation
 - 8.3. Average Rate of Change
 - 8.4. Instantaneous Rate of Change

- 9.**
 - 9.1. Mathematics of Finance – Interest and Its Computations
 - 9.2. Simple Interest and Compound Interest
 - 9.3. Annuities and Their Present Value
 - 9.4. Annuities and Their Future Value
 - 9.5. Cost Benefit Analysis

Recommended Books

- 1. Budnick, F. S. (1993). *Applied Mathematics for Business Economics and Social Sciences*. London: McGraw–Hill.
- 2. Barnett, R. A. & Ziegler, M.A. (2002). *Applied Mathematics for Business, Economics, Life Sciences and Social Sciences*. Boston: Prentice Hall.
- 3. Robert, S. (2010). *Business Mathematics*. Dallas: South–Western Cengage.

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

BS (BBA) – V

Course Title : MICRO ECONOMICS

Course Code : BA – 325

Credit Hours : 03

Course Contents:

1. Demand and Supply Analysis: Introduction

- 1.1. Distinguish Among Types of Markets;
- 1.2. Explain the Principles of Demand and Supply;
- 1.3. Describe Causes of Shifts in and Movements Along Demand and Supply Curves;
- 1.4. Describe the Process of Aggregating Demand and Supply Curves;
- 1.5. Describe the Concept of Equilibrium (Partial and General), and Mechanisms by which Markets Achieve Equilibrium;
- 1.6. Distinguish between Stable and Unstable Equilibrium, Including Price Bubbles, and Identify Instances of Such Equilibrium;
- 1.7. Calculate and Interpret Individual and Aggregate Demand, and Inverse Demand and Supply Functions, and interpret Individual and Aggregate Demand and Supply Curves;
- 1.8. Calculate and Interpret the Amount of Excess Demand or Excess Supply Associated with a Non–Equilibrium Price;
- 1.9. Describe Types of Auctions and Calculate the Winning Price(s) of an Auction;
- 1.10. Calculate and Interpret Consumer Surplus, Producer Surplus, and Total Surplus;
- 1.11. Describe How Government Regulation and Intervention Affect Demand and Supply;
- 1.12. Forecast the Effect of the Introduction and the Removal of a Market Interference (e.g., a Price Floor or Ceiling) on Price and Quantity;
- 1.13. Calculate and Interpret Price, Income, and Cross–Price Elasticity's of Demand and Describe Factors that Affect Each Measure.

Elasticity

- Price Elasticity of Demand
- More Elasticity's of Demand
- Elasticity of Supply

Efficiency

- Self–Interest and Social Interest

Resource Allocation Methods
Demand and Marginal Benefits
Supply and Marginal Cost
Is the Competitive Market Efficient?
Is the Competitive Market Fair?

Markets In Action

Housing Markets and Rent Ceilings
The Labor market and the Minimum Wage Taxes
Subsidies and Quotas
Markets for Illegal Goods

2. Demand and Supply Analysis: Consumer Demand

- 2.1. Describe Consumer Choice Theory and Utility Theory;
- 2.2. Describe the Use of Indifference Curves, Opportunity Sets, and Budget Constraints in Decision Making;
- 2.3. Calculate and Interpret a Budget Constraint;
- 2.4. Determine a Consumer's Equilibrium Bundle of Goods Based on Utility Analysis;
- 2.5. Compare Substitution and Income Effects;
- 2.6. Distinguish between Normal goods and Inferior Goods, and Explain Giff n Goods and Veblen Goods in this Context.

3. Organizing Production

- 3.1. The Firm and its Economic Problem
- 3.2. Technology and Economic Efficiency
- 3.3. Information and Organization
- 3.4. Markets and the Competitive Environment
- 3.5. Markets and Firms

4. Demand and Supply Analysis: The Firm

- 4.1. Calculate, Interpret, and Compare Accounting Profit, Economic Profit, Normal Profit, and Economic Rent;
- 4.2. Calculate and Interpret and Compare Total, Average, and Marginal Revenue;
- 4.3. Describe a Firm's Factors of Production;
- 4.4. Calculate and Interpret Total, Average, Marginal, Fixed, and Variable Costs;
- 4.5. Determine and Describe Breakeven and Shutdown Points of Production;
- 4.6. Describe Approaches to Determining the Profit-Maximizing Level of Output;
- 4.7. Describe How Economies of Scale and Diseconomies of Scale Affect Costs;
- 4.8. Distinguish between Short-Run and Long-Run Profit Maximization;
- 4.9. Distinguish Among Decreasing-Cost, Constant-Cost, and Increasing-Cost Industries and Describe the Long-Run Supply of Each;
- 4.10. Calculate and Interpret Total, Marginal, and Average Product of Labor;
- 4.11. Describe the Phenomenon of Diminishing Marginal Returns and Calculate and Interpret the Profit-Maximizing Utilization Level of an Input;
- 4.12. Determine the Optimal Combination of Resources that Minimizes Cost.

Contents

Output and Costs
Decision Time Frames
Short-Run Technology Constraint
Short-Run Cost
Long-Run Cost

5. The Firm and Market Structures

- 5.1. Describe Characteristics of Perfect Competition, Monopolistic Competition, Oligopoly, and Pure Monopoly;
- 5.2. Explain Relationships between Price, Marginal Revenue, Marginal Cost, Economic Profit, and the Elasticity of Demand under each Market Structure;
- 5.3. Describe a Firm's Supply Function under each Market Structure;
- 5.4. Describe and Determine the Optimal Price and Output for Firms under each Market Structure;
- 5.5. Explain Factors Affecting Long-Run Equilibrium under each Market Structure;
- 5.6. Describe Pricing Strategy under each Market Structure;
- 5.7. Describe the Use and Limitations of Concentration Measures in Identifying Market Structure;
- 5.8. Identify the Type of Market Structure within which a Firm Operates.

Perfect Competition

What is Perfect Competition?
The Firm Decision in Perfect Competition
Output, Price and Profits in Perfect Competition
Changes in Tastes and Advancing Technology
Competition and Efficiency

Monopoly

Market Power
A Single Price Monopoly Output and Price Decision
Single Priced Monopoly and Competition Compared
Price Discrimination
Monopoly Policy Issues

Monopolistic Competition and Oligopoly

What is Monopolistic Competition?
Price and Output in Monopolistic Competition
Product Development and Marketing
What is Oligopoly?
Two Traditional Oligopoly Models
Oligopoly Games
Repeated Games and Sequential Games

6. Economics of Regulation

The candidate should be able to:

- 6.1. Describe Classifications of Regulations and Regulators;
- 6.2. Describe Uses of Self-Regulation in Financial Markets;

- 6.3. Describe the Economic Rationale for Regulatory Intervention;
- 6.4. Describe Regulatory Interdependencies and Their Effects;
- 6.5. Describe Tools of Regulatory Intervention in Markets;
- 6.6. Explain Purposes in Regulating Commerce and Financial Markets;
- 6.7. Describe Anticompetitive Behaviors Targeted by Antitrust Laws Globally and Evaluate the Antitrust Risk Associated with a Given Business Strategy;
- 6.8. Describe Benefits And Costs of Regulation;
- 6.9. Evaluate How a Specified Regulation Affects an Industry, Company, Or Security?

Contents

Regulation and Antitrust Policy in A Globalized Economy
Forms of Industry Regulations
Regulating Natural Monopoly
Regulating Non-Monopolistic Industries
Incentives and Cost of Regulation
Antitrust Policy
Antitrust Enforcement

Recommended Books:

1. Karl, E. C. & Ray, C. F. (2007). *Principles of Economics*. 8th Edition, Prentice Hall.
2. McConnell, C. & Bruce, S. (2009). *Economics*. McGraw-Hill.
3. Michael, P. (1990). *Economics*. Addison-Wesley.
4. Samuelson, P. A. & Nordhaus, W. D. (2010). *Economics*. McGraw-Hill Inc.
5. CFA Curriculum

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

BS (BBA) – V

Course Title : PRINCIPLES OF MANAGEMENT

Course Number : BA – 335

Credit Hours : 03

Objective

This is a basic course introducing the principles, concepts and historical perspective of general management. The objective is to expose students to the management functions which includes planning, organizing, staffing, leading, controlling etc.

Emphasis is also given on how a business venture can collapse if proper management is not practiced in the business. Students are therefore expected to develop analytical and conceptual understanding of how people are managed in small, medium and large public and private, national and international organizations (profit making and non-profit making).

Course Content

1. Introduction to Management

- 1.1. Modern Management: A Digital Focus
- 1.2. Managing: History and Current Thinking

2. Modern Management Challenges

- 2.1. Corporate Social Responsibility and Business Ethics
- 2.2. Management and Diversity
- 2.3. Managing in the Global Arena

3. Planning

- 3.1. Principles of Planning
- 3.2. Making Decisions
- 3.3. Meaning of Objective
- 3.4. Strategic Planning
- 3.5. Plans and Planning Tools

4. Organizing

- 4.1. The Nature and Purpose of Organizing
- 4.2. Organizational Structures: Formal and Informal Organization
- 4.3. Organizational Division: The Departments
- 4.4. Organization and Span of Management

- 4.5. Departmentalization, Organizational Structure, Various Basis for Departmentalization
- 4.6. Line / Staff Authority, Functional Authority
- 4.7. Decentralization and Delegation of Authority

5. Influencing

- 5.1. Fundamental of Influencing and Communication
- 5.2. Leadership
 - 5.2.1. The Situational Approach to Leadership
 - 5.2.2. Leadership Situation and Decisions
 - 5.2.3. Leadership Behavior
 - 5.2.4. The OSU Studies
 - 5.2.5. The Michigan Studies
 - 5.2.6. Life Cycle Theory
 - 5.2.7. The Contingency Theory of Leadership
 - 5.2.8. Path–Goal Theory
 - 5.2.9. Transformational Leadership
 - 5.2.10. Super–Leadership
 - 5.2.11. Entrepreneurial Leadership
 - 5.2.12. Substitute for Leadership
- 5.3. Motivation
 - 5.3.1. Need–Goal Theory
 - 5.3.2. Vroom Expectancy Theory
 - 5.3.3. Equity Theory
 - 5.3.4. Porter–Lawler Theory
 - 5.3.5. Maslow’s Hierarchy of Need
 - 5.3.6. Alderfer’s ERG Theory
 - 5.3.7. Arryris’s Maturity–Immaturity Continuum
 - 5.3.8. McClelland’s Acquired Needs Theory

6. Controlling

- 6.1. The Basic Control Process
- 6.2. Requirement for Effective Control
- 6.3. Control Techniques: The Budget, Traditional Non–Budgetary Control Devices
- 6.4. Information Technology and its Challenges
- 6.5. Controlling and Planning Relationship

Recommended Books

1. Certo, S. C. (2003). *Modern Management*. New Delhi: Pearson.
2. Daft, R. L. (2010). *Management*. Dallas: South–Western Cengage.
3. Fulmer, R. M. (1993). *The New Management*. Oxford: McMillan.
4. Koontz, O. H. & Sweihrich, H. (1993). *Management*. London: McGraw–Hill.
5. Daft, R. L. & Marcic, D. (2010). *Understanding Management*. Dallas: South–Western Cengage.
6. Rue, L. & Byars, W. (2007). *Management Skills and Applications*. New York: McGraw–Hill.
7. Bateman, T. S. & Snell, S. A. (2002). *Management Competing in New Era*. New York: McGraw–Hill.

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

BS (BBA) – V

Course Title : PRINCIPLES OF MARKETING

Course Number : BA – 345

Credit Hours : 03

Objective

Marketing is all around us and we all need to understand its importance. The study of marketing is essential not only for manufacturing companies, wholesalers, and retailers but also for all kinds of individuals and organizations. This course will emphasize on learning the basic marketing concepts which revolve around 'Building and managing profitable customer relationships'. Here students will learn how to analyze consumer needs and wants and to design products for them keeping in mind the major marketing decisions i.e. about product features, price, distribution and promotional strategies. The need to segment markets and building strongly positioned brands will be discussed. Moreover because of technological advancements the importance of marketing in a global scenario will also be discussed.

Course Contents

- 1. Marketing: Managing Profitable Customer Relationships**
 - 1.1. Concept of Marketing
 - 1.2. Marketing Management Philosophies

- 2. Company and Marketing Strategy**
 - 2.1. Strategic Planning
 - 2.2. Marketing Process

- 3. The Marketing Environment**
 - 3.1. Micro Environment
 - 3.2. Macro Environment

4. Managing Marketing Information

- 4.1. Assessing Marketing Information Needs
- 4.2. Developing Marketing Information

5. Consumer Markets and Consumer Buying Behavior

- 5.1. Characteristics Affecting Consumer Behavior
- 5.2. Types of Buying – Decision Behavior
- 5.3. Buyer Decision Process

6. Business Markets and Business Buyer Behavior

- 6.1. Characteristics of Business Markets
- 6.2. Types of Buying Situations
- 6.3. Participants in the Business Buying Process

7. Market Segmentation, Target Marketing and Positioning for Competitive Advantage

- 7.1. Segmenting Consumer, Business and International Markets
- 7.2. Evaluating Market Segments
- 7.3. Selecting Target Market Segments
- 7.4. Choosing, Communicating and Delivering Positioning Strategies

8. Product, Services and Branding Strategies

- 8.1. Product and Service Decisions
- 8.2. Branding Strategies
- 8.3. Services Marketing

9. New Product Development and Product Life Cycle Strategies

- 9.1. Steps for Developing a New Product
- 9.2. Stages and Strategies of Product Life Cycle

10. Pricing Considerations, Approaches and Strategies

- 10.1. Factors to Consider when Setting Price
- 10.2. General Approaches to Pricing
- 10.3. New Product Pricing Strategies
- 10.4. Product Mix Pricing Strategies
- 10.5. Price Adjustment Strategies

11. Designing Marketing Channels

- 11.1. Nature and Importance of Marketing Channels
- 11.2. Channel Design and Management Decisions
- 11.3. Retailing
- 11.4. Wholesaling
- 11.5. Transportation

12. Integrated Marketing Communication

- 12.1. Marketing Communication Mix
- 12.2. Steps in Developing Effective Communication
- 12.3. Setting Total Promotion Budget and Mix

Recommended Books

- 1. Brassington, F. & Stephen, P. (2006). *Principles of Marketing*. (4th Edition), Pearson.
- 2. Kotler, P. & Armstrong, G. (2008). *Principles of Marketing*. McGraw–Hill.
- 3. McCarthy, E. J. (2001). *Basic Marketing*. McGraw–Hill.
- 4. Stanton, W. J. & Etzel, M. (2002). *Fundamental of Marketing*. Prentice Hall Inc.

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

BS (BBA) – V

Course Title	:	BUSINESS COMMUNICATION
Course Number	:	BA – 355
Credit Hours	:	03

Objective

The course provides basic understanding of business communication applicable to various situations at different levels of organizations. Emphasis is placed on teaching and handling organizational problems by establishing and understanding formal and informal communication network. The course aims to prepare the students for different functional areas as well as to equip them with a broad perspective for reintegrating the practical requirement at work.

Course Contents

- 1. Communication at Work**
 - 1.1 Communication Successfully in an Organization
 - 1.2 Significance Form
 - 1.3 Functions Process
 - 1.4 Communication Network and Barriers

- 2. The Writing Process, Planning and Developing Business Messages**
 - 2.1 Understanding Principles of Business Communication
 - 2.2 Worksheet on Business Messages

- 3. Business Reports-Classification**
 - 3.1 Planning, Organizing, Formal Reports
 - 3.2 Planning, Organizing, In Formal Reports
 - 3.3 Mechanics of Documentation
 - 3.4 Writing Reports and Proposals

- 4. Format and Layout of Business Documents/Memo**

- 5. Writing Routine and Goodwill Messages**
 - 5.1 Writing Direct Request, Orders, and Acknowledgements
 - 5.2 Writing Routine Claims, Credits and Adjustments
 - 5.3 Exercises Follow Through

6. Writing Bad News Messages Strategies

- 6.1 Organizing Inductive Messages
- 6.2 Delivering Bad News Messages / Claims and Collection Messages

7. Writing Persuasive Messages Strategies

- 7.1 Planning and Developing Persuasive Request and Collection Messages
- 7.2 Exercises Follow Through

8. Writing Resumes Planning and Structuring

- 8.1 Exercises Follow Through

9. Writing Application Letters

- 9.1 Exercises Follow Through

Recommended Books

1. Guffey Marry Ellen, Business Communication: Process and Product, (6th Edition), South Western College Publishing, 2006.
2. Locker Kitty O., Business and Administrative Communication, McGraw Hill Publication, 2003.