

KARACHI UNIVERSITY BUSINESS SCHOOL

UNIVERSITY OF KARACHI

Affiliated Colleges

MBA – I	
Course Title	: Introduction to Business & Management
Course Number	: BA (M) – 541
Credit Hours	: 03

Recommended Books:

1. Robert M. Fulmer, “the new Management”, Macmillan Publishing Co. 1987.
2. Heinz Wehrich and Harold Koontz, “Management-A Global Perspective”, McGraw-Hill, International Edition, 10th Edition.
3. Khurshid H. Siddiqui, “Introduction to Business”, Ghazanfar Academy, Karachi, Edition 1998-99.
4. Richard L. Daft “Management” 4th Edition, The Dryden Press

COURSE CONTENTS

- Establishing a business
- Operating, Financial, Operational and management Aspects
- Human Resources and personnel management
- Reducing Risk Through Insurance
- Marketing of Goods and Services Available
- The Changing Management Environment
- Organizational Goal Setting and planning
- Strategy Formulation and implementation
- Managerial Decision Making
- Fundamental of organizing, Human Resource Management, Managing Diverse Employees
- Leadership in organizations
- Motivation in Organization
- Teamwork in Organizations Management Working Systems
- Operation and Service Management