

M.COM 2-YEAR PROGRAMME (4 SEMESTERS)

Eligibility Criteria for Admission:

B.Com (II Division)

SCHEME OF STUDIES

First Semester

Course No.	Title of Course	Credit Hours
COM-701	Principles of Management	3(3-0)
COM-703	Principles of Marketing	3(3-0)
COM-705	Quantitative Techniques in Business	3(3-0)
COM-707	Managerial Economics	3(3-0)
COM-709	Financial Accounting	3(3-0)
COM-711	Management Information System	3(2-1)

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Second Semester

COM-702	Research Methods in Business	3(3-0)
COM-706	Business Taxation Laws and Problems	3(3-0)
COM-708	Financial Management	3(3-0)
COM-710	Public Policy	3(3-0)
COM-713	Human Resource Management	3(3-0)
COM-744	Marketing Management	3(3-0)

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Third Semester

COM-704	Advanced Cost and Management Accounting	3(3-0)
COM-715	International Business	3(3-0)
COM-717	E-Commerce	3(2-1)
COM-721	Operation of Banks and Financial Institution	3(3-0)
COM-	Elective-I	3(3-0)
COM-	Elective-II	3(3-0)

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Fourth Semester

COM-714	Operations and Production Management	3(3-0)
COM-716	Strategic Management	3(3-0)
COM-718	Corporate Law & Secretarial Practices	3(3-0)
COM-720	Seminar	1(1-0)
COM-722	Internship of 8 weeks	3(0-6)
COM-	Elective-III	3(3-0)
COM-	Elective-IV	3(3-0)

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Total Credit Hours 73
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Note:

1. The Elective Courses shall be offered by the department from the relevant field of specialization.
2. Board of Studies may make minor adjustment in the scheme of studies and offer any course from the approved list.

LIST OF COURSES

Core Courses

Course No.	Title of Course	Credit Hours
Com-701	Principles of Management	3(3-0)
Com-702	Research Methods in Business	3(3-0)
Com-703	Principles of Marketing	3(3-0)
Com-704	Advanced Cost and Management Accounting	3(3-0)
Com-705	Quantitative Techniques in Business	3(3-0)
Com-706	Business Taxation Laws and Problems	3(3-0)
Com-707	Managerial Economics	3(3-0)
Com-708	Financial Management	3(3-0)
Com-709	Financial Accounting	3(3-0)
Com-710	Public Policy	3(3-0)
Com-711	Management Information System	3(2-1)
Com-712	Data Base Processing	3(2-1)
Com-713	Human Resource Management	3(3-0)
Com-714	Operations and Production Management	3(3-0)
Com-715	International Business	3(3-0)
Com-716	Strategic Management	3(3-0)
Com-717	E-Commerce	3(2-1)
Com-718	Corporate Law and Secretarial Practices	3(3-0)
Com-720	Seminar	1(1-0)
Com-721	Operation of Banks and Financial Institution	3(3-0)
Com-722	Internship of 8 weeks	3(0-6)
Com-723	Accounting Information System	3(3-0)
Com-724	Organizational Behavior	3(3-0)
Com-725	Effective Business Communication	3(3-0)
Com-726	ISO 9000 Series and Quality Management	3(3-0)
Com-727	International Trade	3(3-0)

1. ACCOUNTING SPECIALIZATION

Course No.	Title Of Course	Credit Hours
Com-728	Advanced Accounting Theory and Practice	3(3-0)
Com-729	Advanced Auditing	3(3-0)
Com-730	Public Sector Accounting	3(3-0)
Com-731	Financial Reporting and Disclosure Practices	3(3-0)
Com-732	Strategic Management Accounting	3(3-0)
Com-733	Financial Policies & Problems	3(3-0)

2. FINANCE SPECIALIZATION

Course No.	Title Of Course	Credit Hours
Com-734	Portfolio Management	3(3-0)
Com-735	Corporate Finance	3(3-0)
Com-736	International Finance	3(3-0)
Com-737	Financial Statement Analysis	3(3-0)
Com-738	Specialized Financial Institutions	3(3-0)
Com-739	Islamic Finance	3(3-0)
Com-740	Treasury & Fund Management	3(3-0)
Com-741	Security Analysis	3(3-0)
Com-742	Project Management	3(3-0)
Com-743	Risk Management	3(3-0)

3. MARKETING SPECIALIZATION

Course No.	Title Of Course	Credit Hours
Com-744	Marketing Management	3(3-0)
Com-745	International Marketing	3(3-0)
Com-746	Marketing Research	3(3-0)
Com-747	Retail Management	3(3-0)
Com-748	Advertising	3(3-0)
Com-749	Hotel and Restaurant Management	3(3-0)
Com-750	Marketing Communication	3(3-0)

4. BANKING SPECIALIZATION

Course No.	Title Of Course	Credit Hours
Com-751	Marketing of Financial Services	3(3-0)
Com-752	International Banking	3(3-0)
Com-753	Islamic Banking	3(3-0)
Com-754	Treasury Management	3(3-0)
Com-755	Regulations for Financial Institutions	3(3-0)

COURSE OUTLINES

Core Courses:

Com-701 PRINCIPLES OF MANAGEMENT 3(3-0)

Nature of Management, The Development of Management thought, The Environment for Management; Planning and Decision Making, Quantitative Techniques in Planning and Decision, Making; Organizational Design and Job Design., Staffing the Organization. Managing Organizational Development and change.; Leading and Motivating-Leadership, Motivation, Group Dynamic, Interpersonal and Organizational Communication; Controlling, The Control Function, Management Information System, Operations Management and Productivity; Organizational and Entrepreneurial Career Option, Social Responsibility and Management Ethics. International & Comparative Management, Cases and Problem for Decision in Management.

RECOMMENDED BOOKS:

1. Carpenter, M., Bauer, T., & Erdogan, B. 2013. Principles of Management. Flat World Knowledge.
2. Kreitner, R., & Cassidy, C. 2012. Principles of Management (12th ed.). South-Western College Publishing.
3. Kontz, H. 2004. Management, 10th Ed. John Wiley & Sons. N.Y
4. Boone, L.E. & Kurtz D.L.2003. Management, McGraw-Hill.Inc. N.Y.
5. Fulmer, 2003. The New Management, Prentice Hall,Inc. N.J.
6. George R., 2002. Principles of Management, Prentice Hall, Inc. N.J.
7. Pearce. JA & Robinson RB, 2001. Management. McGraw-Hill. Inc. N.Y.
8. Gellerman, SW. 2001. Cases and Problems for Decision in Management. McGraw-Hill. Inc. N.Y.

Com-702 RESEARCH METHODS IN BUSINESS 3(3-0)

Introduction to business research, The scientific method, the business research process, errors in business Research. Types of research and research Designs. Data Collection Instruments; Questionnaire designs and its variations of implementation, Concept of validity and reliability. Concept of sampling and sampling designs.

Simple linear correlation, simple & multiple linear regression, Cross – tabulation, Chi – square test of independence. Elementary Time series analysis. Dimensionality reduction techniques; Principle component analysis & Factor analysis. Classification techniques; Discriminate analysis & Cluster Analysis.

RECOMMENDED BOOKS:

1. Saunders, M., Lewis, P., & Thornhill, A. 2012. Research methods for business students (6th ed ed.). Harlow, England: Pearson Education Limited.
2. Bryman, A., & Bell, E. 2011. Business Research Methods (3rd ed.). OUP Oxford.
3. Nemmers. E.E. & Myers, J.H. 2004. Business Research. McGraw-Hill. Inc. N.Y.
4. Prof. Dr. Matin, 2004. Research Method in Business, Karachi, Pakistan
5. Kress. G.2003. Marketing Research. Prentice Hall. Inc. N.J.
6. Moser, C.A. & Kalton, G. 2001. The Survey Methods in Social Investigation Heineman, London.

Com-703 PRINCIPLES OF MARKETING 3(3-0)

Marketing concept, Role of marketing in society; Marketing Process, Buyer Behavior, Organizing for Marketing, Marketing Functions; Consumer goods and industrial goods, consumerism, Product; Grading and Packaging, Brands and Trade Marks, Pricing Policies, Channels of Distribution, Storage and Transportation, Wholesaling, Retailing, Promotion mix; Marketing of Agricultural Products, International Marketing, Marketing Mistakes, Marketing Costs-Strategies.

RECOMMENDED BOOKS:

1. Kotler, P., & Armstrong, G. 2013. Principles of Marketing (15th ed.). Pearson.
2. Jobber, D., & Ellis-Chadwick, F. 2012. Principles and Practice of Marketing (7th ed.). McGraw Hill.
3. Kotler P 2004. Principles of Marketing, 7th Edition. Prentice Hall, Inc. N.J.
4. Stanton, W.J.2003 Fundamentals of Marketing. McGraw-Hill Inc. N.Y.
5. Evans, R 2003. Principles of Marketing,4th Edition. Prentice Hall.Inc. N.J.
6. McCarthy, 2002.Basic Marketing, Richard D Irwin.Ill..USA
7. Robin, D.P. 2002. Marketing. Harper & Row Publishers, London.

Com-704 ADVANCED COST AND MANAGEMENT ACCOUNTING 3(3-0)

Review of Job Order and Process costing; Standard Costing; Setting standards and variance analysis; Activity Based Costing, Costing of joint and By-Products, Budgeting and Budgetary Control, Budgeting for Manufacturing Concerns, Non-Manufacturing Concerns and Non-Profit Organizations, Statistical Analysis of estimated cost including variance analysis, Accumulating; Reporting and Evaluating Costs and Variances, Direct Costing and the Contribution Margin. Differential Costing, Cost Volume Profit Relationship, Break Even Analysis, profit Variance Analysis.

RECOMMENDED BOOKS:

1. Proctor 2012, Managerial Accounting: Decision Making and Performance Improvement (4th Ed) Pearson
2. Seal, W., Garrison, R. H., & Noreen, E. W. 2011. *Management Accounting* (4th ed.). McGraw-Hill.
3. Nisaruddin. 2005. Cost and Management Accounting. National Publishing Corporation, Lahore.
4. Bruce, J.D., Dowd J, Duneau. G.2004.Cost Accounting Problems and Exercises, McGraw-Hill, Inc. N.Y.
5. Jain, S.D, K.L. Narangt. 2000. Advanced Cost and management Accounting, Kalyanai Pub. New Delhi, India.
6. Gupta, R.L., M. Radha Swamy. 2000. Advanced Accountancy, Sultan Chand and Sons New Delhi. India.

Com-705 QUANTITATIVE TECHNIQUES IN BUSINESS 3(3-0)**Mathematics:**

Basic Algebra, Solution of simultaneous linear equations, linear inequalities, Elementary matrix algebra. Linear programming; Graphical and Simplex method solution for LP problems. Elementary concepts of functions, Cost & Revenue functions Fundamentals of differential calculus, Maxima & Minima of a function.

Statistics:

Types of variables, Measurement Scales, Methods for collection of Primary and Secondary data, Description of data by frequency tables and graphs, Stem and leaf plot, Box plot, dot diagram, Gantt chart, Z-chart. Measures of central tendency, Measures of variability. Probability Distributions; Binomial, Poisson, Normal, Normal approximation to the binomial. Sampling Designs; Probability and non probability sampling techniques. Testing of hypothesis and interval estimation for population mean, difference between two population means, population proportion, difference between two population proportions, Definition of P-value. Determination of sample size. Goodness of fit tests, test for independence in contingency table. Index Numbers.

RECOMMENDED BOOKS:

1. Oakshott, L. 2012. Essential Quantitative Methods: For Business, Management and Finance (5th ed.). Palgrave Macmillan.
2. Newbold, P., Carbon, W., & Thorne, B. 2012. Statistics for Business and Economics (8th ed.). Pearson.
3. Levine, D. M., Krehbiel, T. C., & Berenson, M. L. 2012. Business Statistics (6th ed.). Pearson.

4. Qazi Zameer ud Din. V.K. Khauina and S.S. Bhambri. 2004. Business Mathematics. Vikas Publishing House Pvt Ltd, India.
5. L.W.T. Stafford. 2003. Business Mathematics. Pitman Publishing Ltd, London.
6. G.H. Gill. 2003. Practice in Fundamental of Statistics for Commerce students Hussain Publications, Sahiwal.
7. Loyce C. Gossage. 2003. Business Mathematics, A college course. South Western Publishing Co. Cincinnati, Ohio, USA.
8. William A. Scurr and Charless P. Bonini. 2002. Statistical Analysis for Business Decisions Richard D. Irwin inc.USA.
9. Stockton-Clark. 2001, Introduction to Business and Economics Statistics, South-Western Publishing Co, Cincinnati, Ohio, USA.
10. Games and Klure, 2001. Elementary Statistics Data Analysis. McGraw-Hill Inc. N.Y.
11. Wheldon, 2002. Business Statistics and Statistical Method, Macdonald and Evans Ltd., London.

Com-706 BUSINESS TAXATION LAWS AND PROBLEMS 3(3-0)

Income tax laws and Practice in Pakistan: Capital and Revenue, Income Exempt from Tax. Salaries, Interest on Securities, Income from house property, profits, and gains of business and profession Depreciation, Tax consideration, Income from other sources and capital gains. Assessment Procedure, registration of firms, method of accounting set off and carry forward of Losses, Income tax authorities. Case studies to understand the application of the above law. Working of above note legislation. Federal Government and Provincial.

RECOMMENDED BOOKS:

1. Income Tax Ordinance, (2001).Govt. of Pakistan, Islamabad.
2. Federal Excise Act (2005) Govt. of Pakistan, Islamabad.
3. Customs duty Act (1969) Govt. of Pakistan, Islamabad.
4. Budget documents of federal Government.

Com-707 MANAGERIAL ECONOMICS 3(3-0)

Introduction, Basis of Economics; Consumer's Behavior-Demand, Elasticity of Demand & its application, Concepts for Decision-Making, Demand Estimation, Forecasting simplex method Production and Cost Theory, Cost Concepts for Decision-Making, Risk analysis, Cost Estimation and forecasting; Basic Pricing Theory, Game Theory, Market Structure, Pricing Decision for established and new products, Competitive bids.

RECOMMENDED BOOKS:

1. Png, I. 2012. Managerial Economics (4th ed.). Routledge.
2. Salvatore, D. 2011. Managerial Economics in a Global Economy (7th ed.). OUP USA.
3. Sue. 2004. Managerial Economics. McGraw-Hill. Inc. N.Y.
4. Douglas & Evan J, 2003. Managerial. Economics Theory, Practice and Problems: Prentice Hall Inc. N.J.
5. George, L.B. 2003. An Introduction to Analysis and Policy, Prentice Hall, Inc. N.J.
6. Peterson H. Craig & Lewis. 2002. Managerial Economics. Macmillan Publishing Company, New York.
7. Gupta G.S. 2000. Managerial Economics, Tata McGraw Hill Inc. Delhi.

Com-708 FINANCIAL MANAGEMENT 3(3-0)

Nature, Scope and Importance of Financial Management, Environments, Time Value of Money, Evaluation of long term securities, Financial Statement Analysis and Comments, Risk & Return, Cost of Capital, Capital Budgeting, Financial Planning and Policy, leverages, Dividend Policy, Capital Structure, Leasing, Merger, acquisitions, , Sources of Finance, Internal and External: Short-term, Medium, term and Long, term, Working Capital Management, Capital Markets

RECOMMENDED BOOKS:

1. Atrill, P. 2011. Financial Management for Decision Makers (6th ed.). Financial Times/ Prentice Hall.
2. Bingham, E. F., & Ehrhardt, M. C. 2010. Financial Management: Theory and Practice (13th ed.). South-Western.
3. Brigham. 2005. Financial Management. Prentice-Hall, Inc. N.J.
4. Gitman, Lawrence J. 2005. Principles of Managerial Finance. Prentice Hall Inc. N.J.
5. Van Horne, J.C. 2005. Fundamentals of Financial Management Prentice Hall Inc. N.J.
6. Keown, A.J. & Martin J.D. 2004, Basic Financial Management. Prentice Hall, Inc. N.J.

Com-709

FINANCIAL ACCOUNTING

3(3-0)

Financial Accounting frame work, Job & responsibility of a Financial Accountant; Presentation of financial statements, Profit & Loss/Income Statement, Balance Sheet, Cash flow, Owners equity; Role of financial accountant in auditing, Internal control systems, Accounting of income taxes; Lease accounting – complete overview and calculation, Fixed Assets schedules and related discussion, Depreciation, amortization, direct write off, owned and leased assets; Employee benefits & retirement plans, Borrowing costs, Provisions & Contingencies Intangibles; Computerized Accounting – A comprehensive software., Annual report, Formation.

RECOMMENDED BOOKS:

1. Weetman, P. 2013. Financial Accounting: An Introduction (6th ed.). Pearson.
2. Libby, R., Libby, P., & Short, D. G. 2011. Financial Accounting (7th ed.). McGraw-Hill Higher Education.
3. Fess & Warren 2004. Financial Accounting, 13th edition. Prentice Hall Inc. NJ.
4. John's Pyle, W. W., K.D. Larson. 2002. Fundamental accounting Principles 9th Edition, Richard D Irwin. Ill. USA
5. Pyle, W. W., K.D. Larson. 2000. Fundamental Accounting Principles 9th edition, Richard D Irwin. Ill. USA
6. Meigs & Meigs, 2000. Accounting for Decision Making. 9th edition. McGraw Hill Inc. NY.

Com-710

PUBLIC POLICY

3(3-0)

Introduction to Fiscal and Monetary Policies, Monetary Policy: its tools, objectives, effectiveness, Banking, money and capital Markets, Monetary policy as operative in Pakistan, Objectives and Tools of Fiscal Policy, Deficit financing, Fiscal Policy of Pakistan including taxation structure, Budget as an instrument of fiscal policy, Economic Development Plans, Pakistan's development experience in the fields of agriculture and manufacturing, Financial Sector, Trade, Balance of Payments, and Infrastructural Services such as Education, Health, Energy, Communication, Transport, and District Financial Management.

RECOMMENDED BOOKS:

1. Kurihara, K.K. 2013. Monetary Theory and Public Policy. Routledge
2. Due and Fried laender 2004. Government Finance: Economics of the Public Sector. Richard D Irwin, Ill. USA
3. Meenai, S.A, 2003. Money and Banking in Pakistan. Oxford University Press, Karachi.
4. Hashmi, A. R., 2002. Monetary Theory and Public Policy. AHP International (Pvt) limited, Lahore.
5. Government of Pakistan 2002. Taxation Structure of Pakistan. Islamabad.
6. Akhtar, S.M. 2000 Economic Development of Pakistan. Publisher United, Lahore.
7. Amjad B. and V. Ahmad 2000. Management of Pakistan's Economy. Oxford University Press, Karachi.

Com-711

MANAGEMENT INFORMATION SYSTEM

3(2-1)

Foundation of Information System in Business, Computer Software, Hardware, Telecommunication and Network, Organizations, Management, and the Networked Enterprises, Competing with Information Technology, Information Technology

Infrastructure, Inter Networked Business Enterprises, Electronic Business System, Electronic Commerce System, Data Processing and Data Resource Management, Database Management, Advanced Word Processing and Spread Sheets, Developing E-Business Strategies and Solutions, Designing, Programming and Implementation of Business Oriented Problems,

RECOMMENDED BOOKS:

1. Laudon, K., & Laudon, J. P. 2013. Management Information Systems (13 ed.). Pearson.
2. O'Brien, J. A., & Marakas, G. 2011. Management Information Systems (10th ed.). McGraw-Hill Higher Education.
3. James A O 2005. "Brien, Management Information System, McGraw-Hill, Inc. N.Y.
4. Haag Cummings and McCubbrey, 2005. Management Information Systems for the Information Age, McGraw-Hill, Inc. N.Y.
5. Parker, Charles, 2005. Management Information System, McGraw-Hill Inc. N. Y.
6. Paul L. Tom, 2004. Computer Information System. Printed at Scott Forest Man and Company, London. England.
7. Kenneth C. Laudon Jane Laudon, 2003. Management Information System, Prentice Hall Inc. N.J.

Com-712

DATABASE PROCESSING

3(2-1)

Database concepts, database planning, overview of database processing, components of data base processing system, traditional file processing environment, integrated database environment, relational data base management system, network model, hierarchical data modeling database architecture, three level architecture, logical data models, database entity relationship model, semantic object model, relational model and normalization, database design, database application design, implementing relational and database administration, distributed processing.

RECOMMENDED BOOKS:

1. Karoenke, D. M., & Auer, D. 2013. Database Processing (12th ed.). Pearson.
2. Richcardoc. 2004. Database system, Principles, Design, and Implementation, Prentice Hall Inc. N.Y.
3. David M. and Kroenke, 2003. Database Processing Fundamentals, Design, Implementation. Macmillan Publishing Company New York.

Com-713

HUMAN RESOURCES MANAGEMENT

3(3-0)

Basic concepts, Functions of personnel management, Organizational structure of personnel management, Selection, Job description & specifications, manpower requirements, Human Resource Planning Selection Procedure, Interviewing; Counseling, tests; and merit rating, Training, Employee Placement, Performance & Appraisal, Employee Development including promotion, transfer and retirement, Grievances and their remedies Discipline and discharge, Remuneration-wage systems, incentives and compensation, Maintenance and integration of existing employees, Labor unions and collective bargaining with particular reference to Pakistan.

RECOMMENDED BOOKS:

1. Dessler, G., & Varkkey, B. 2010. Human Resource Management (12 ed.). Prentice Hall, New York, USA.
2. DeCenzo, D. A., & Robbins, S. P. 2010. Human Resource Management (10 ed.). Wiley.
3. Flippo, E.D. 2004. Principles of Personnel Management. McGraw-Hill. Inc. N. Y
4. Bernardin, H.J. 2003. Human Resources Management McGraw-Hill, Inc. N.Y.
5. Khanzade, V.V. 2002. Human Resource Management, Ashish Publishers House, New Dehli.
6. Michael J. Jusis. 2002. Personnel Management. Richard. D Irwin, Ill.USA
7. Decenzo D 2001. Human Resource Management 7th Edition, Prentice Hall, Inc. N.J.

3. Steiner, George A. 2004. Top Management Planning, Macmillan Publishing Co. Inc. New York.
4. Smith, G.A. and Christensen. 2003. Policy Formulation and Administration Richard D Irwin, . Ill. USA
5. William F. Glueck, 2002. Business Policy and Strategic Management, McGraw-Hill, Inc. N.Y.
6. Rogers, D.C. 2001. Business Policy and Planning. Prentice Hall, Inc. N.J.
7. Steiner, George A. and Miner, John B. 2001. Management Policy and Strategy, Macmillan International Inc. New York.

Com-717

E-COMMERCE

3(2-1)

Introduction to e-Business and e-Commerce, e-Business Models, Building an e-Business: Design, Development and Management, Online Monetary Transactions, Internet Security, Cryptography, Network security and Firewalls, Enabling Technologies, Internet Marketing, Affiliate Programs, e-Customer Relationship Management, . Legal and Ethical Issues; Internet Taxation, Business Applications of Information Technology
CASE STUDIES.

RECOMMENDED BOOKS:

1. Laudon, K., & Laudon, J. P. 2013. Management Information Systems (13 ed.). Pearson.
2. Chaffey, D. 2011. E-Business and E-Commerce Management (5th ed.). Financial Times/ Prentice Hall.
3. Matthew Reynolds; 2004 Beginning E-Commerce with Visual Basic ASP SQL Server 7.0 and MTS; Wrox Press Ltd. India.
4. Robert T-Plant E-Commerce, 2004. Formation Strategy, Prentice Hall, Inc. N.Y.
5. Ravi Kalakota and Whinston, A. 2003. Fronteirs of Electronic Commerce. Addison Wesley. USA
6. A, leon & Methew Leon, The E-Biz primer, 2001. Tata McGraw-Hills, N.Y.
7. Harvey M. Deitel, Paul J. Deitel, Tem Nieto, T.R. Nieto e-Business and e-Commerce How to Program 1st Edition 2000, Deitel & Associates, Inc. U.S.A.
8. Kalakota & Whinston, Frontiers of E-Commerce 4th edition, 2000, Addison Wesley U.K.

Com-718

CORPORATE LAW AND SECRETARIAL PRACTICES

3(3-0)

The Companies Ordinance 1984 as amended Incorporation and Floatation of a company, with special reference to Memorandum of Association, Articles of Association, Prospectus, Shares, Capital, Underwriting and Commissions. Formation of leasing Company, Venture capital, credit rating company, Modarba Company, Directors, Appointment and Remuneration, Disclosure by directors, Powers and Duties, Removal and Retirement of directors, Secretary's duties and responsibilities, Legal position of the Secretary, Books of a Company, Company and Directors' Meetings, Notices, Quorum, Resolutions, Agents and Minutes, Merger and acquisition, SECP Role, Listing at Stock Exchange, Winding Up, Compulsory and Voluntary, Powers and Duties of a Liquidator, Consequences of Winding Up.

RECOMMENDED BOOKS:

1. Wadud. Q.A. 2003. Company Secretarial Practices Royal Book Company Lahore.
2. Saeed K.A. 2001. Company Law and Practice in Pakistan Institute of Business Management GPO Box, No. 1164 Lahore..
3. Government of Pakistan 2000. Companies Ordinance , 1984. and Rules 1985. Pakistan Company and Tax Law Publisher Lahore.

Com-720

SEMINAR

1(1-0)

Com-721

OPERATION OF BANKS AND FINANCIAL INSTITUTIONS

3(3-0)

Banking Institutions, Functions of Banks long term Loans, Banker and Customer Relationship, Banker Lien Performance of Commercial Banks, Introduction while opening an account, Partnership Account and Joint stock companies Account, Documents required for operating Joint Stock Company Accounts, Undesirable customers, Closing of

accounts, Cheque and payment of cheque Banking instruments, Letter of credit, Islamic Modes of financing, Leasing Purchase of assets and resale at mark up basis.

RECOMMENDED BOOKS:

1. Matthews, K., Giuliadori, M., & Mishkin, F. S. 2012. The Economics of Money, Banking and Financial Markets (10th ed.). Pearson Education.
2. Hubbard, R. G., & O'Brien, A. P. 2013. Money, Banking and the Financial System (2nd ed.). Pearson.
3. Ahmad, Z., M. Iqbal, M.F. Khan.2004.Money and Banking in Islam. Institute of Policy Studies, Islamabad.
4. Nasir, S.M. 2004. Banking and Credit, Kitab Markaz,Bhawana Bazar, Faisalabad.
5. Sayers, R.S. 2003.Modern Banking. Oxford University Press Karachi.

Com-722 INTERNSHIP OF 8 WEEKS 3(0-6)

Com-723 ACCOUNTING INFORMATION SYSTEM 3(2-1)

Model for processing accounting information, Managerial accounting system, Coding structure, System concepts and accounting, System tools, System development process, System analysis, System design, System information and operation, Computer software and configurations, Data storage and processing methods, File processing methods, Implementing Data base management systems, Internal Control. Information system controls, Data security and integrity, Accounting transaction cycles, Revenue cycle applications, Expenditure cycle applications, Conversion cycle applications, Financial cycle applications.

RECOMMENDED BOOKS:

1. Romney, M. B., & Steinbart, P. J. 2011. Accounting Information Systems (12th ed.). Pearson Education.
2. Simkin, M. G., & Norman, C. A. 2012. Accounting Information Systems: International Student Version (12th ed.). John Wiley & Sons.
3. Bookholdt. J.K. 2004. Accounting Information System. Fifth Edition McGraw Hill, Inc. N.Y.
4. Henry C. L. 2002. Information system concepts for Accounting, McGraw Hill, Inc. N.Y.
5. Guidlene H. F. 2000. International Education, International Federation of Accountants, 114 west 47th Street ,New York.

Com-724 ORGANIZATIONAL BEHAVIOR 3(3-0)

The Foundation for organizational behavior, Today's organizations: information technology; Total quality and organizational learning, Contemporary challenges. Diversity and ethics; A micro perspective of organizational behavior, Personality and attitudes, Motivation needs, content, and processes, Motivating performance through job design and goal setting, Learning: processes, reward system, and behavioral management, Micro and macro dynamics of organizational behavior; Interactive conflict and negotiation skills, Stress: causes, effects and coping strategies, Power and politics , Leadership; A macro perspective of organizational behavior, Decision making, Organization theory and design, The nature of organizational culture.

RECOMMENDED BOOKS:

1. Buchanan, D. A., & Huczynski, A. A. 2013. Organizational Behaviour (8th ed.). Pearson.
2. King, D., & Lawley, S. 2013. Organizational Behaviour. OUP Oxford.
3. Fred Luthans, 2004. Organizational Behaviour. McGraw-Hill. Inc. N.Y.
4. Edgar E. Huse and James. L. Bowditch.2004. Behaviour in Organization. Addison Wesley Publishing Company.
5. Porter, L. W. Lawler S.E & Hackman, J.R. 2002. Behaviour in Organization McGraw Hill, Inc. N.Y.
6. Davis, 2002. Human Behaviour at Work. McGraw-Hill. Inc. N.Y.
7. Abraham K. Korman. 2001. Organizational Behaviour. Prentice-Hall. Inc. N.J.

Importance of effective communications in business, Process of communication and miscommunication, Business communication principles, Legal aspects, preparing effective business message, Direct requests, persuasive requests, sales letters, written job presentation collection of messages, Business reports, short reports, formal reports, proposals, ingredients of successful journal, Listening, informative speaking and business meeting, interpersonal and oral communication, International and intercultural communication.

RECOMMENDED BOOKS:

1. Bovee, C., & Thill, J. 2011. Business Communication Today (11th ed.). Pearson Education.
2. Rouse, M. J., & Rouse, S. 2010. BUSINESS COMMUNICATION: Strategy and Culture. Cengage Learning.
3. Murphy, A. H. 2004. Effective Business Communication, McGraw Hill, Inc. N.Y.
4. Evans, D.W. 2004. Effective Business Administration and Communication, Pitman Publishers Co. London.

Background, Total quality management, Recent development in quality control system, ISO and NEQs, ISO 9000 series, Procedures and problems of ISO 9000 certification.

RECOMMENDED BOOKS:

1. British standard Institution "Quality Systems 2004. Model for quality assurance in design, development, production, installation and servicing" BS EN ISO 9001.
2. Mitra, Amitava, 2004. Fundamentals of Quality Control and Improvement" Macmillan Publishing Company, N.Y.
3. British standard Institution "Quality Systems 2004. Model for quality assurance in design, development, production, installation and servicing" BS EN ISO 9002.
4. British standard Institution "Quality Systems 2004. Model for quality assurance in design, development, production, installation and servicing" BS EN ISO 9003.
5. British standard Institution 2001. "Quality management and Quality system elements (part I, Guidelines)" BS EN ISO 9004-1

Historical Development, The World of International Economics, Data of Imports and Exports from Pakistan, Mercantilism and early trade theories, Ricardian model of comparative advantage. Heckscher Ohlin Trade Model, Stolper Samuulson Theorem , Offer Curve, Theory of Protection, Economic integration, ISO-9000: Total Quality Management, Trade Policy in Pakistan, Foreign Exchange Market, Fixed or Flexible exchange rates, The international monetary system

RECOMMENDED BOOKS:

1. Grath, A. 2011. The Handbook of International Trade and Finance (2nd ed.). Kogan Page.
2. McLaren, J. 2012. International Trade. John Wiley & Sons.
3. Kindleberger, C.P. 2004 International Economics. Richard D. Irwin, Ill. USA
4. Enders, W and H.E, Lapan. 2002. International Economics. Prentice Hall, Inc. N.J.
5. Mohy-ud-Din Qamar, 1998. International Economics, Department of Agriculture Marketing, University of Agriculture Faisalabad.
6. Appleyard R.D., 1998. International Economics, Trade, Theory and Policy. 3rd Ed. Richard D. Irwin. Ill. USA

ACCOUNTING SPECIALIZATION

Com-728 ADVANCED ACCOUNTING THEORY AND PRACTICE 3(3-0)

The basic structure of accounting, The Accounting & Environment, Accounting Systems and controls, Cash flow statements, Measuring financial position and Income flow, The Accounting Model-Theory and practice-valuation in Accounting Management, Planning and Control, Income Taxes, Deferred Tax, Business Combination and Consolidation, Provisions and Contingencies Final Accounts and Annual Reports of Banks, Insurance, Leasing Companies, International Accounting Standards as adopted in Pakistan (Relevant to above topics).

RECOMMENDED BOOKS:

1. Jeter, D. C., & Chaney, P. K. 2012. Advanced Accounting (5th ed.). John Wiley & Sons.
2. Hoyle, J. B., Schaefer, T., & Douppnik, T. 2012. Fundamentals of Advanced Accounting (5th ed.). McGraw-Hill Higher Education.
3. Meigs, Mosich & Meigs. 2004. Financial Accounting. McGraw Hill. Inc. N.Y
4. Kaluza.2004. Accounting A Systems Approach. McGraw-Hill. Inc. N.Y
5. Johns. 2004. Advanced Accounting, McGraw-Hill. Inc. N.Y
6. Meigs and Johns 12th Edition. 2004. Accounting, McGraw-Hill. Inc. N.Y
7. Wallis. 2001. Accounting A Modern Approach. McGraw-Hill. Inc. N.Y

Com-729 ADVANCED AUDITING 3(3-0)

The Audit environment, Auditing Specific Cycle and Accounts-Auditing the Revenue cycle, Buying Cycle, Product Cycle, Inventory Balances, Auditing theory and practice, International Audit standards-Auditing and Ethics-General Technology in Auditing-Internal control and Review techniques-Attributive sampling and objective tests of Internal Control-Audit of revenue, Inventories, Assets and Liabilities-Audit of payroll and other income and expenditure items-Reporting obligations and options-Reports by independent auditors non-opinion reports, Related problems Tangible and Intangible Assets, Audit Report-Special reporting situations, Sales Tax Audit. International Auditing Standards as applicable in Pakistan.

RECOMMENDED BOOKS:

1. Millichamp, A., & Taylor, J. 2012. Auditing (10th ed.). Cengage Learning EMEA
2. Kelly, L. 2013. Advanced Auditing and Assurance. Chartered Accountants Ireland.
3. Davies, M., & Aston, J. 2010. Auditing Fundamentals (1st ed.). Financial Times/Prentice Hall.
4. Saeed K. A.2005. Auditing. Accountancy and Taxation Services Institute Lahore, Pakistan
5. Auditing by Muhammad Irshad, 2004.Naveed Publication, Lahore.
6. Govt. of Pakistan, Chartered Accountants Ordinance 1961.
7. Meigs & Larson. 2004. Principle Auditing. University of Congress Richard D. Irwin III.USA
8. Attwood and Stein, N.D. de Paula's 2003.Auditing Principles and Practice. Pitman Publishing Ltd., London.
9. Govt. of Pakistan, Companies Ordinance, 1984.

Com-730 PUBLIC SECTOR ACCOUNTING 3(3-0)

Government Accounting System, Treasury Manual, Government Financial Rules, Register of Advances, and Monthly Accounts, Annual Accounts, Income & Expenditure Statements, Budgets, Advanced Budgeting preparations, Departmental Budgets, Stock and Stores Accounts, Organizations, Procedure and functions of the Auditor General of Pakistan, Reporting different funds and their disposal, Controlling Accounts, Public Accounts Reports.

RECOMMENDED BOOKS:

1. Provincial Financial Handbook, Vol. I, II, III, Pakistan, (2005) Govt. of Pakistan.
2. Fundamental Rules, (Federal), Pakistan, (2004), Govt. of Pakistan.

3. Accounts Code, Vol.1 to IV. PIFRA (2005) Govt. of Pakistan.
4. Treasury Manual (Federal & Provincial), Pakistan, (2001) Govt. of Pakistan.
5. D.D.O. Handbook, Pakistan, (2005) Govt. of Pakistan.
6. Miksell, R.M 2000. Governmental Accounting, Richard D. Irwin, Ill. USA

Com-731 FINANCIAL REPORTING AND DISCLOSURE PRACTICES 3(3-0)

Frame work for the preparation and presentation of Financial statements, International Accounting standards, Disclosure of Accounting policies, Inventories, Depreciation Accounting, Information to be disclosed in financial statement, Cash flow statements, Net profit or loss for the period, fundamental error and changes in Accounting Policies, Research and development costs, Post balance sheet events, Construction contracts, Accounting for taxes on income, Presentation of current assets and current liabilities. Segment reporting, Reporting Plant and Equipment, Accounting for leases, Revenue Recognition, Retirement Benefit costs, borrowing costs, Accounting for Govt. grants and discourse of Govt. Assistance, Accounting for Investment Accounting and reporting by retirement. Benefit Plans. Consolidated financial statements Disclosure in Financial statement of Banks and other Financial Institutions, Earning per share, Financial Instruments: Disclosure of Presentation, Disclosure of related party, Capitalization of borrowing costs, value added reporting, interim financial reporting, Inflation accounting practices in public undertaking in Pakistan Human Resource Accounting, Financial statement analysis and interpretation.

RECOMMENDED BOOKS:

1. Elliott, B., & Elliott, J. 2013. Financial Accounting and Reporting (16th ed.). Pearson.
2. Institute of Chartered Accountants Pakistan 2005. International Accounting Standards 2005. International Edition BCC & T. Press University of Karachi
3. Spicer and Peglar 2004. Royal Modern Advance Accounting, Butter Worth Company Limited, London.
4. Rao P.M. 2003. Financial Reporting and Disclosure Practices, Deep and Deep Publication (Pvt). Ltd. F-129 Rajouri Garden New Delhi.

Com-732 STRATEGIC MANAGEMENT ACCOUNTING 3(3-0)

Information for decisions: Break even and cost volume profit analysis; Budgets, Standard costing, Variance analysis, Performance appraisal, Decisions under constraints, Network planning, Learning curve Financial forecasts, Working capital General inventory management., Debtor/Creditor management, Dividend decision, Valuation, Cash management Differential cost analysis Marginal costing At least 10 case studies on selected Industrial, Financial, Manufacturing, Services, and Merchandizing Sector in respect of Cost Accounting Application will be carried out, Note: Students will be required to visit various industrial Units/Departments.

RECOMMENDED BOOKS:

1. Burns, J., Quinn, M., Warren, L., & Oliveira, J. 2013. Management Accounting. McGraw-Hill Higher Education .
2. Luccy, T.2005. Management Accounting 1991. D.P. Publications Limited Aldyne Peace 142-144 Oxbridge Road London
3. Luccy, T. 2005. Cost Accounting, D.P. Publications Limited Aldyne Peace 142-144 Oxbridge Road London.
4. Jain P.K. & M.Y. Khan 2004.Financial Management 3rd Edition Tata, McGraw Hill Inc. Delhi.
5. Jerold, C.D. 2003. Management Accounting. McGraw Hill Higher Education New Delhi.
6. Usry, F., Hammer.H and Matz, 2001. Cost Accounting. South Western Publishing Co. USA

Com-733 FINANCIAL POLICIES AND PROBLEMS 3(3-0)

Selection of risk free security portfolio, Investment Decisions, Depreciation concepts and methods, Financing and Dividend policies, Capital structure Decision, Risk and uncertainty, Market for long term securities/investment banking, Long term debts and preference shares, Management of liquidity and current assets, Short term and intermediate term financing, Expansion and contraction, Failure, reorganization and corporate readjustment, The tuning of Financial policy, The financing life cycle of the firm. An overview of financial management, Introduction to Investments, Economic

Analysis, Industry Analysis, Company Analysis, The financial environment, Markets, Institutions, interest rates and taxes, Common stock and investment bank process, Long term debt lease financing, Current assets management, Short term financing, special topics in working capital management, Multinational Financial Management Issues.

RECOMMENDED BOOKS:

1. Arnold, G. 2012. Corporate Financial Management (5th ed.). Pearson.
2. Brigham, E. F., & Ehrhardt, M. C. 2010. Financial Management: Theory and Practice by (13th ed.). South-Western.
3. Gup, B.E. 2004. Principles of Financial Management. John Wiley & Sons, N.Y.
4. James C. Van Horne 2004. Fundamental of Financial Management, Prentice Hall Inc. N.J.
5. Lawrence J. Gitman 2003. Principles of Managerial Finance, Prentice Hall Inc. N.J.
6. Flink S. J. and D. Grunewald. 2000. Managerial Finance. John Wiley & Sons, N.Y.

FINANCE SPECIALIZATION

Com-734

PORTFOLIO MANAGEMENT

3(3-0)

Introduction to Investments, Types of Investments, Investment Return, Risk and Return, The Measurement of Risk, The Theory of Risk and Return – Mean-variance , International Diversification, Overview of the Structure and Functioning of Investment Markets, Margin, Business Cycle Analysis, Market Participation, Market structure and market efficiency, Sources of Investment Information, Equities, Money and Currency Markets, Long-Term Fixed Income Securities, Fundamental Analysis, Securities Analysis, Portfolio Construction and evaluation, Capital Assets Pricing Model, Arbitrage Pricing Theory.

RECOMMENDED BOOKS:

1. Bodie, Z., Kane, A., & Marcus, A. J. 2011. Investments and Portfolio Management by (9th ed.). McGraw-Hill Higher Education.
2. Brown, K. C., & Reilly, F. K. 2012. Analysis of Investments & Management of Portfolios (10th ed.). South Western College Publishing.
3. Lawrence J. Gitman, 2005. Principles of Managerial Finance. 14th Edition, Prentice Hall, Inc. N.J.
4. James, C. Van, H. 2004. Fundamentals of Financial Management, 9th Edition Prentice Hall, Inc. N.J.
5. James, C.V. 2003. Financial Management and Policy, 10th Edition, Prentice Hall, Inc. N.J.

Com-735

CORPORATE FINANCE

3(3-0)

Introduction to Corporate Finance, Financial decision making in corporations, Types of finances, Financial instruments and markets, Short and long term financing, Valuation principles, Required Rates of Return and risk, Internal & external financing, Spontaneous financing, Short term financing tools, Foreign Borrowing and lending, Purchasing power parity, Structure of interest rate, Valuing Debt and Equity, Valuing debt instruments and preferred stock, Coupon bonds, zero coupon, perpetual & reserve bonds, Amortized instruments, Preferred stock, their types and valuation, Valuing equity, A single period common stock, A multi-period common stock, Dividend Policy, Leverage and Capital Structure Theory, Hybrid Financing, Introduction to derivative securities, Lease Financing vs. Purchase option, Private Sources of financing, Commercial banks and other financial intermediaries, Ventures capitalists , Issuing securities to the public, Long-term financial policy: Dividends Policy, How companies distribute value to the owners, Cash dividends, Share repurchases, Stock dividends and stock splits, When dividend policy is irrelevant, The effect of financial market imperfections, The effect of asymmetric imperfections, Establishing a dividend payout-earnings retention policy, Capital structure theory , Operating & Financial leverage, Cost of Capital, Restructuring, Restructuring company's assets and claims, Mergers, Acquisitions, divestitures and Leverage buy-outs.

RECOMMENDED BOOKS:

1. Berk, J., & DeMarzo, P. 2013. Corporate Finance (3rd ed.). Pearson.
2. Watson, D., & Head, A. 2013. Corporate Finance: Principles and Practice (6th ed.). Pearson.
3. James C., Van Horne, 2004. Financial Management and Policy, 10th Edition Prentice Hall Inc. N.J.
4. James C., Van Horne 2004. Fundamental of financial management 11th Prentice Hall Inc. N.J.
5. Lawrence J. Gitman 2003. Principles of Managerial Finance, Prentice Hall Inc. N.J.

Com-736**INTERNATIONAL FINANCE****3(3-0)**

Meaning, Introduction to exchange rate, Forward Rate, Currency future and options markets, Alternative system of exchange rate, Balance of payment accounts, International financial system, Foreign exchange exposure and risk, Hedging risk and exposure, Financing international trade, Multinational Corporations.

RECOMMENDED BOOKS:

1. Pilbeam, K. 2013. International Finance (4th ed.). Palgrave Macmillan.
2. Madura, J., & Fox, R. 2011. International Financial Management (2nd ed.). Cengage Learning EMEA.
3. Eders, Q., H.E. Lapan, 2004. International Economics, Prentice Hall, Inc. N.J.
4. Dow Johns Irwin. 2003. The handbook of International Financial Management, Richard D. Irwin III. USA
5. Merce D. Levi, 2003. International Finance, Prentice Hall Inc N.J.
6. Madora. 2002. International Finance, John Willy & Sons. USA

Com-737**FINANCIAL STATEMENT ANALYSIS****3(3-0)**

The background to financial statements External and Internal Financial statements, True and fair view; conservatism historical costs versus current value, The structure of financial statements the balance sheet, Profit and loss account; analyzing financial statements; funds flow concepts preparation of breakeven charts; Basic financial fore casting; Cost of capital and new financing; Techniques of investment analysis in capital budgeting. Major Concepts of securities, valuation Major sources of financial Information Reports of joint stock companies other sources.

RECOMMENDED BOOKS:

1. Maynard, J. 2013. Financial Accounting, Reporting, and Analysis (1st ed.). OUP Oxford.
2. Penman, S. H. 2012. Financial Statement Analysis and Security Valuation (5th ed.). McGraw-Hill Higher Education.
3. Sondhi. 2005. Financial Statement of Analysis, Prentice Hall Inc, N.J.
4. Halfet 2004. Techniques of Financial Analysis E.A N.Y.
5. Simon H. & W.E. Karrenbrock 2003. Intermediate Accounting, South Western Publishing Co. Ohio, USA.

Com-738**SPECIALIZED FINANCIAL INSTITUTIONS****3(3-0)**

Financial Institutions, Basic concepts, Importance, Role in Economic Development, Types & Working, Role of Money and Capital markets, Appraisal of Specialized Financial Institutions in Pakistan, including Commercial, Nationalized Banks, Foreign Banks, Leasing Company, Mudarabah, Specialized International Financial Institutions.

RECOMMENDED BOOKS:

1. Madura, J. 2012. Financial Institutions and Markets (10th ed.). South-Western.
2. Khawaja A.S. 2004. Financial Institution, National Book Foundation, Lahore.
3. Cooper Fraser. 2004. The Financial Market Place, John Wiley & Sons. N.Y.
4. Government of Pakistan, Govt. Sponsored Financial Institutions. Hand- Book of Govt. of Pakistan.

5. Government of Pakistan, State Bank Publications. Central Directorate, State Bank of Pakistan, Karachi.

Com-739

ISLAMIC FINANCE

3(3-0)

Primary background and theoretical foundations, Islamic Economic System and Introduction, Macroeconomic theories from Islamic perspective, Islamic Banking and Finance in theory and practice, Financial intermediation in the framework of Shariah, The role of Shariah-based financial instruments in Islam, The mechanism and operations of Islamic financial markets, Islamic modes of finance, Principles of Islamic Financing, External financing in Islam, Empirical Investigation Islamic Development bank - its role and functioning, Contemporary experiences of Islamic Banks, Islamic Finance in Pakistan's Context, Supreme Court's Judgment on the issue, Interest free Banking in Pakistan, Long-term Financing in Pakistan, Islamic Modes of Finance in Pakistan: A practical experience.

RECOMMENDED BOOKS:

1. M. K. Hassan, & M. Mahlkecht, 2011. Islamic Capital Markets: Products and Strategies. Chichester: John Wiley & Sons, Ltd.
2. Ayub, M. 2007. Understanding Islamic Finance. John Wiley & Sons, Ltd.
3. Usmani, M. T. 2004. An Introduction to Islamic Finance. Karachi: Maktaba Ma'ariful Qur'an.
4. Khan, Fahim, M, 2005. Economic Rationality of Islamic Banking, Proceedings of the Seminar on Islamic Banking, The Islamic Foundation, Liecester, UK.
5. Rehman, Afzal-ur. 2005. Economic Doctrines of Islam, Islamic Publications Limited, Lahore.
6. Mannan, M. A, 2004. Islamic Economics: Theory and Practice, The Islamic Academy Cambridge.
7. Islamic Development Bank. 2004. Islamic Banking: State of the Art, Islamic Research and Training Institute, Islamic Development Bank, Jeddah, Saudi Arabia.
8. Ahmad, Khurshid, 2004. Studies in Islamic Economics, The Islamic Foundation, Liecester, UK
9. Ariff M. and Mannan, M. A. 2003. Developing a System of Financial Instruments, Islamic Research and Training Institute, Islamic Development Bank, Jeddah, Saudi Arabia.
10. Islamic Development Bank, 2003. Lessons in Islamic Economics, (Vol-2), Islamic Research and Training Institute, Islamic Development Bank, Jeddah, Saudi Arabia.
11. Mannan, M. A, 2003. Financing Development in Islam, Islamic Research and Training Institute, Islamic Development Bank, Jeddah, Saudi Arabia.
12. Islamic Development Bank. 2002. Principles of Islamic Financing, Islamic Research and Training Institute, Islamic Development Bank, Jeddah, Saudi Arabia.

Com-740

TREASURY AND FUND MANAGEMENT

3(3-0)

Analysis of the various methods of Treasury and Fund Management, Incorporating asset pricing expectation theory, Interest rate risk and the term structure of interest rates, The differences among asset and liability management, Managing interest rate risk., Selling interest rate risk products.

RECOMMENDED BOOKS:

1. Broder, J. F., & Tucker, G., 2012. Risk Analysis and the Security Survey (4th ed.). Butterworth-Heinemann.
2. Fabozzi, F. J., & Markowitz, H. M., 2011. The Theory and Practice of Investment Management (2nd ed.). John Wiley & Sons.
3. Watson & Altringham, 2004. Treasury Management & International Banking Operations, Prentice Hall Inc. N.J.
4. Reihl R. 2003. Foreign Exchange & Money Markets, Addison Johans Wiley & sons, N.Y.
5. Merce D. Levi, 2003. International Finance, Prentice Hall Inc N.J.
6. Jeff Madora. 2002. International Finance, John Willy & Sons. USA

Stock market terminology, Types of securities, Short and long term, Debt and Equity, Fixed and variable income, Valuation of securities, Fundamental analysis, Intrinsic values calculations, Technical analysis ,Trends, Trend Theories , Charts and graphs, types and forms, Efficient market by hypothesis – random walk theory (RWT), Other theories of stock valuation, Security markets, Primary, Secondary, Money & Capital markets, Security market indexes , Price indexes, Volume indexes, Other indexes, Economic Analysis, Industry Analysis, ,Company Analysis, Individual Security risk & return, Mutual funds & Brokerage Analysis.

RECOMMENDED BOOKS:

1. Whitman, M. J., & Diz, F. 2013. Modern Security Analysis: Understanding Wall Street Fundamentals . John Wiley & Sons .
2. Penman, S. H. 2012. Financial Statement Analysis and Security Valuation (5th ed.). McGraw-Hill Higher Education.
3. Russell J. & James L. 2004.Modern Investment and Security Analysis, , Deep and Deep Publication Pvt. Ltd. F-129 Rajouri Garden New Delhi.
4. Styajit Das, 2004.Risk management and Financial Derivatives, Butter Worth Company Limited, London.
5. Gitman, Lawrence J, 2004.Fundamentals of Investment Management, Prentice Hall Inc. N.J.
6. Donald F. & Ronald J.2001.Security Analysis & Portfolio management, Prentice Hall, Inc. N.J.

Modern project management, Integration of organizational strategy with projects, Defining the projects, developing a network plan , Project Cycle, Feasibility Report and PC-1, Managing Risk, Reducing project time, Scheduling Resources, Organization, Leadership, Being an effective project manager, PERT, CPM Analysis , Managing project teams, partnering, managing Inter organizational Relations, Progress and Performance Measurement and Evaluation, Project Audit and Closure , The Process of Project management and the Future., Case study of any project.

Note: Case study of any project.

RECOMMENDED BOOKS:

1. Lock, D. 2013. Project Management (10th ed.). Gower.
2. Larson, E. W., & Gray, C. F. 2010. Project Management: The Managerial Process (5th ed.). McGraw-Hill Higher Education.
3. Meredith, J.R. & Mantal, S.J.2004. Project Management, John Willey & Sons NY.
4. John Dingle, Project Management,2004. Orientation for Decision Makers, Arnold Publishers, USA.
5. Robert K. Wysocki, Roberty Beck, Jr., David B. Crane,2003. Effective Project Management, John Wiley & Sons. N.Y.
6. Morris PWG & Hought, G.H.2003.The Anatomy of Major Projects, John Willey & Sons. N.Y.
7. Clifford F. Gray / Erik W. Larson, 2003.Project management, Richard D. Irwin. Ill. USA.
8. M. Pete Spinner, 2001.Project Management, Principles and Practices, Prentice Hall, Inc. N.J.

Management of interest rates, Management of exchange risk exposure using financial derivatives Analyses exchange trade and over the counter hedging instruments, Interest rate and foreign exchange futures and options comprise the exchange trade derivatives, Over the counter financial datives Interest rate and exchange rate swaps, interstate caps floors and collars, Risk Management and Insurance.

RECOMMEND BOOKS:

1. Hopkin, P. 2012. Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Risk Management (2nd ed.). Kogan Page.
2. Hull, J. 2012. Risk Management and Financial Institutions (3rd ed.). John Wiley & Sons.

3. Caelli, WO, D. Longley and Shain M. (1991) Information Security Hand Book, Macmillan Co. N.Y.
4. Eloff, J.H.P., Labuschange L. and Bdenhort K.P. A. Comparative framework for risk analysis methods computers and Security Vol.12 No.6, 1993.
5. Clark R. (1989) Risk Management a new approach Proceedings of the fourth IFIP TCII international conference on Computer Security, North Holland, New York.

MARKETING SPECIALIZATION

Com-744

MARKETING MANAGEMENT

3(3-0)

The meaning and scope of Marketing Management, Marketing information system and models, Analyzing Consumer Behavior, Planning the Basic Product, Product Planning and Development, Product testing, Product Planning for Promotion, Pricing and Terms of Sale, Legal Constraints on Pricing decision, Pricing as a Marketing Strategy, Sales Organization Internal and External, Marketing Channels Manufacturer -Distributor-Relationship, Market Sales Planning, Marketing Expenses Budget, Management of Sales Force, Marketing Research, Integrated Marketing Program., Organization and control of Marketing Activities, Marketing Measurement and Forecasting, Marketing Control, Use of the Case Study Method in the Analysis of Marketing Policies.

RECOMMENDED BOOKS:

1. Kotler, P., Keller, K. L., Brady, M., & Goodman, M. 2012. Marketing Management by (2nd ed.). Pearson.
2. Lee, K., & Carter, S. 2012. Global Marketing Management (3rd ed.). OUP Oxford.
3. Kotler, Philip. 2006. Marketing Management. Prentice Hall, Inc. N.J.
4. Jolson, Marvin A.L. 2005. Marketing Management. Macmillan Publishing Co. Inc. New York.
5. Britt, S.H. & Bovd, H.W. 2005. Marketing Management & Administration. McGraw-Hill, Inc. N.Y.
6. Rewoldt S.H. & Scott, J.D. 2004. Introduction to Marketing Management. Richard D. Irwin, Ill. USA.
7. Dovle, P., Creinberg. C.Low, P & D Diamond. 2004. Analytical Marketing Management. Harper & Row Ltd., Publishers, New York.
8. Dalrymple D.J. & Parsons, 2004. Marketing management. John Willey & Sons, N.Y.
9. Davis, K.R. Hill. 2004. Marketing Management. John Willey & Sons. N.Y.
10. Hise, et al. Payns. Jr. I.K. 2003. Basic Marketing Management. Prentice Hall, Inc. N.J.
11. Still, R.R. Cundiff, E.W.A.Govni, NAP, 2003. Sales Management Prentice Hall. Inc. N.J.

Com-745

INTERNATIONAL MARKETING

3(3-0)

Introduction to international business, foreign trade policies, Channels of international marketing, role of government, Global marketing, Market Selection Decisions, Market Strategies, Marketing consumer & Industrial Product, International Pricing and Promotional & Advertising Strategies, Export Procedure and Documents, Pakistan Export Composition, Export Finance.

RECOMMENDED BOOKS:

1. Cateora, P. N. 2010. International Marketing (3rd ed.). McGraw-Hill Higher Education.
2. Czinkota, M. 2011. International Marketing. Cengage Learning EMEA.
3. Keepngan, W.J.2004.Multinational Marketing Management, Prentice Hall, Inc. N.J.
4. Czinkota, Micheal R. and Ronkainen, Ilka A.2003.International Marketing, Dryden Press.
5. Susan P. Douglas and C. Samuel Craig, 2003. Global Marketing Strategy McGraw Hill Inc. N.Y.
6. Jan, S.C. 2003.International Marketing CBS Publishers and Distributors, New Delhi.
7. Terpstra, V.2002.International Marketing, Hold Sounders, Japan.

Introduction to Marketing Research, Marketing Research Process, Marketing Research-needs and Application Strategy, problems Discovery and Formulation, Defining and Planning Market Research Models, and Model Building Marketing Information System, Data Collection and Organizing, Data Analysis Interpretation and Utilization, Reporting and follow-up, market Analysis and Forecasting, Marketing Information, Advertising Research and new Product Research.

RECOMMENDED BOOKS:

1. Kotler, P., & Cherney, A. 2012. Strategic Marketing Management (7th ed.). Cerebellum Press .
2. Malhotra, N. K., Birks, D. F., & Wills, P. A. 2012. Marketing Research: An Applied Approach (4th ed.). Pearson.
3. Bradley, N. 2013. Marketing Research: Tools and Techniques (3rd ed.). OUP Oxford.
4. Carvens, D.W.2004. Strategic Marketing: Case and Applications, Richard Irwin D III.
5. Boyd, H.W. West Fall, R & Stasch S.F.2003.Marketing Research: Text and Cases, Richard Irwin D III.
6. Greer, T.W. 2001. Cases in Marketing, Macmillan Publishing Co. Inc.

Retailing in Transition-The changing Environment of Retailing-Major Social, Forces, Technological Advances, Retailing response to Environmental Changes, Retailing Opportunities and career, The Retail Store-Location, Store, Building, Fixtures and Equipment-The Store interior Layout, Retail Organization and Personnel Management, Retail Sales Promotion, Personal Salesmanship, Retail Credit and Collections, Coordination & Management-Adjusting to Present and Changing conditions, Use of case Study Method.

RECOMMENDED BOOKS:

1. Berman, B. R., & Evans, J. R. 2012. Retail Management (12th ed.). Pearson.
2. Levy, M., & Weitz, B. A. 2011. Retailing Management by (8th ed.). McGraw-Hill Higher Education.
3. Berman, G. & J.R.2002 Evens. Retail Management. John Willey & Sons. N.Y.
4. Duncan, D.J.2000 Modern Retailing Management. McGraw-Hill, Inc. N.Y.

Definition, history, scope and function of advertising, Setting the advertising plan; its contents, characteristics and us, Advertising plans and the total planning process; organizing the Advertising Department: Budgeting for the Multinational Corporation, the position of Advertising in the company organization, structure, Developing relationships with other Departments, Setting the advertising budgets, Advertising Media, Advertising Messages. Consumer behaviour & Advertising; Advertising copy writing; Advertising Design; Production of print & Broadcast Advertising. Control & Evaluation of the Advertising programs: Evaluating advertising effectiveness; Technique for measuring advertising effectiveness, Meeting advertising's legal responsibilities, Advertising and Society, Major complaints against Advertising, Methods of controlling advertising abuse.

RECOMMENDED BOOKS:

1. Hackley, C. 2010. Advertising and Promotion: An Integrated Marketing Communications Approach (2nd ed.). SAGE Publications Ltd.
2. Mahon, K. B. 2011. The Fundamentals of Creative Advertising (2nd ed.). AVA Publishing.
3. Wells, W. 2004. Advertising: Principles and practices, Prentice Hall, Inc. N.J.
4. Pret, K. 2003. Age of propaganda: The every day use and abuse of persuasion. W.H. Freeman., N.Y.

Brief History of Hotel Industry in Pakistan, Nature of Hotel Business and its Structure, Type of Hotels, Motels and Tourists Accommodation, Organizing the Business, Sources and Types of Finances Required, Selecting the Site, Planning the Facilities-Space Allocation, Storage, Utility Areas, Shops, Stores and other Guest Services, Number and Type of Personnel required, Development of Services, Restaurant and Guest Room Services Facilities and Interior including Food and Beverages, Recreation and Entertainment, Administration and Management, Housekeeping, Accounting Records, Control, Advertising, Sales Promotion & Public Relations.

RECOMMENDED BOOKS:

1. O'Fallon, M. J., & Rutherford, D. G. 2010. Hotel Management and Operations (5th ed.). John Wiley & Sons.
2. Donald E. 2006. The Hotel and Restaurant Business, Prentice Hall Inc.N.J.
3. Smith, W.O.2003. Restaurant Marketing, McGraw-Hill, Co. Delhi.

Com-750 MARKETING COMMUNICATION**3(3-0)**

Introduction, Behavioral Foundations of Marketing, Environmental Influences on Marketing Communication, The Promotion Mix, Advertising, Sales Promotion, Personal Selling & Sales Management, Publicity and Public Relations.

RECOMMENDED BOOKS:

1. Fill, C. 2013. Marketing Communications: Brands, Experiences and Participation (6th ed.). Pearson.
2. Smith, P., & Zook, Z. 2011. Marketing Communications: Integrating Offline and Online with Social Media (5th ed.). Kogan Page.
3. Terence A. Shimp, 2004. Promotion Management & Marketing Communication, W.H. Freeman., N.Y.
4. Berkman, H.W. & Gillson, C.2004.Advertising, Concepts & Strategies. McGraw-Hill, Inc. N.Y.
5. Bolen, W.H. 2004. Advertising. John Willey& Sons. USA.
6. William M. Kineaid.Jr. 2003. Promotion (Products, Services, and Ideas), Prentice Hall, Inc, N.J.
7. Frey. 2003. Advertising. John Willey & Sons. N.Y.

BANKING SPECIALIZATION**Com-751 MARKETING OF FINANCIAL SERVICES****3(3-0)**

The Service Economy, Kinds of Financial Services and Products, Service Planning and Development, Marketing Strategies and Competitive Environments, Pricing of Services, Promotion and Related fields Services, Future of Services.

RECOMMENDED BOOKS::

1. Ennew, C., & Waite, N. 2013. Financial Services Marketing: An International Guide to Principles and Practice (2nd ed.). Routledge.
2. Farquhar, J., & Meidan, A. 2010. Marketing Financial Services (2nd ed.). Palgrave Macmillan.
3. Harrison T.2006 . Financial Services Marketing, FT Prentice Hall. Inc. N.J.
4. Christine E. and Trevor W. 2004. Marketing in Financial Services, Prentice Hall, Inc. N.J.

Com-752 INTERNATIONAL BANKING**3(3-0)**

An overview of the international banking arena, Mechanisms for foreign exchange transactions, Trade financing, The Euro markets and international financial centers, International money and capital markets, Regulatory framework for controlling such markets.

RECOMMENDED BOOKS:

1. Lessambo, F. 2012. The International Banking System: Capital Adequacy, Core Businesses and Risk Management. Palgrave Macmillan.
2. Watson & Altringham, 2004. Treasury Management & International Banking Operations,. Prentice Hall, Inc. N.J.
3. Robert Hudson, 2003. Treasury Management, Macmillan Publishing Co. Inc. N.Y.
4. Reihl Rodriguez, 2003. Foreign Exchange & Money Markets, Macmillan Publishing Co. Inc. N.Y.
5. Marcia Stigums, 2001. Money Markets, Prentice Hall, Inc. N.J.

Com-753**ISLAMIC BANKING****3(3-0)**

Comparative Economic Systems, Economic System of Islam, Features of Commercial Banking, Structure of Islamic Banking, Obstacles in Islamic Banking, Financial intermediation in Islamic system, Riba, its classifications and Prohibition, Empirical investigation, contemporary experiences of Islamic Banks in different Islamic countries .Islamic Development Bank, its role & functioning, Islamic Banking in Pakistan, Appraisal.

RECOMMENDED BOOKS:

1. M. K. Hassan, & M. Mahlkecht, 2011. Islamic Capital Markets: Products and Strategies. Chichester: John Wiley & Sons, Ltd.
2. Ayub, M. 2007. Understanding Islamic Finance. John Wiley & Sons, Ltd.
3. Usmani, M. T. 2004. An Introduction to Islamic Finance. Karachi: Maktaba Ma'ariful Qur'an.
4. Ayub Ch., 2005. Islamic Banking & Finance. State Bank of Pakistan.
5. Islamic Development Bank.2004. Principles of Islamic Financing, Islamic Research and Training Institute, Islamic Development Bank, Jeddah, Saudi Arabia.
6. Islamic Development Bank. 2004. Lessons in Islamic Economics, (Vol-2), Islamic Research and Training Institute, Islamic Development Bank, Jeddah, Saudi Arabia.
7. Rehman, Afzal-ur. 2004. Economic Doctrines of Islam, Islamic Publications Limited, Lahore.
8. Ahmad. Khurshid 2003. Studies in Islamic Economics, The Islamic Foundation, Leicester, UK.
9. Khan, Fahim, M, Economic 2003. Rationality of Islamic Banking, Proceedings of the Seminar on Islamic Banking, The Islamic Foundation, Liecester, UK.
10. Mannan, M. A, 2002. Financing Development in Islam, Islamic Research and Training Institute, Islamic Development Bank, Jeddah, Saudi Arabia.
11. Mannan, M. A, 2000. Islamic Economics: Theory and Practice, The Islamic Academy Cambridge.
12. Arif M. and Mannan. M. A.2000. Developing a System of Financial Instruments, Islamic Research and Training Institute, Islamic Development Bank, Jeddah, Saudi Arabia.

Com-754**TREASURY MANAGEMENT****3(3-0)**

Treasury Management overview, Analysis of the various methods of Treasury and Fund Management, Incorporating asset pricing expectation theory, Interest rate risk and the term structure of interest rates, The differences among asset and liability management, Managing interest rate risk, Selling interest rate risk products.

RECOMMENDED BOOKS:

1. Broder, J. F., & Tucker, G., 2012. Risk Analysis and the Security Survey (4th ed.). Butterworth-Heinemann.
2. Fabozzi, F. J., & Markowitz, H. M., 2011. The Theory and Practice of Investment Management (2nd ed.). John Wiley & Sons.
3. Watson & Altringham, 2004. Treasury Management & International Banking Operations,. Prentice Hall, Inc. N.J.
4. Robert Hudson, 2003. Treasury Management, Macmillan Publishing Co. Inc. N.Y.
5. Reihl Rodriguez, 2003. Foreign Exchange & Money Markets, Macmillan Publishing Co. Inc. N.Y.

6. Marcia Stigums, 2001. Money Markets, Prentice Hall, Inc. N.J.

Com-755

REGULATION OF FINANCIAL INSTITUTIONS

3(3-0)

Important facets of the regulatory framework Including the concepts, Rationale tools and the framework of financial regulations at the national and global level, Statutory (SBP, SECP) as well as the self-regulatory organizations (stock exchanges), Supra national forums like the Basle Committee of Banking Supervision, IOSCO, etc, as well as private sector regulatory initiatives, like credit rating etc.

RECOMMENDED BOOKS:

1. Lessambo, F. 2012. The International Banking System: Capital Adequacy, Core Businesses and Risk Management. Palgrave Macmillan .
2. Nasir, S.M. 2004. Banking and Credit, Kitab Markaz, Bhawana Bazar, Faisalabad.
3. Sayers, R.S. 2003. Modern Banking. Oxford University Press Karachi.
4. Ahmad, Z., M. Iqbal, M.F. Khan. 2001. Money and Banking in Islam. Institute of Policy Studies, Islamabad.