

**Gujrat Institute of Management Sciences**

**Pir Mehr Ali Shah**

**Arid Agriculture University, Rawalpindi**



**Self-Assessment Report**

**Bachelor of Business Administration  
2022-2024**

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# Table of Contents

<b>Table of Contents .....</b>	<b>i</b>
<b>List of Tables.....</b>	<b>v</b>
<b>List of Figures .....</b>	<b>vii</b>
<b>Introduction .....</b>	<b>viii</b>
<b>Organizational Structure.....</b>	<b>ix</b>
<b>Program Delivery Approach and Location .....</b>	<b>ix</b>
<b>Quality Enhancement Department (QED).....</b>	<b>x</b>
<b>Institute Curriculum Review Committee (ICRC).....</b>	<b>x</b>
<b>Criterion 1    Program Mission, Objectives and Outcomes.....</b>	<b>2</b>
1.1    Institute’s Vision and Mission.....	2
1.2    Bachelor of Business Administration (BBA) Program Vision and Mission .....	2
1.3    Measurable Objectives, Outcomes and Strategic Plan.....	3
1.3.1    BBA Program Educational Objective.....	3
1.3.2    Strategic Plan to Work out the Measurable Objectives .....	3
1.4    Alumni Survey .....	4
1.5    Employer Survey.....	10
1.6    Graduating Survey.....	10
1.7    Review Process of PEOs .....	15
1.8    Using Obtained Results to Improve Program Effectiveness .....	16
1.8.1    Performance Indicators for PEOs .....	16
1.8.2    Relationship of Program Outcomes and Objectives .....	18
1.8.3    Strength of the Program.....	18
1.8.4    Weakness of the Program .....	18
1.8.5    Future Development of the Program.....	19
1.8.6    Implementation of the BBA Program .....	19
1.9    Define and Publish Program Learning Outcomes (PLOs) .....	19
1.9.1    Program Learning Outcomes .....	19
1.10    Process of Data Gathering and Results of Assessment of PLOs .....	21

1.10.1	Direct Assessment.....	21
1.10.2	Indirect Assessment .....	21
1.11	Application of Assessment Results to Develop and Improve the Program Learning Objectives .....	22
1.11.1	Results of PLO Attainment Obtained Through Direct Assessment.....	22
1.12	Admission Response and Percentage Admitted .....	29
1.12.1	Intake.....	30
1.13	Teacher and Course Assessment .....	30
1.13.1	Teacher Evaluation .....	30
1.13.2	Course Evaluation.....	31
<b>Criterion 2</b>	<b>Curriculum Design and Organization.....</b>	<b>78</b>
2.1	Curriculum and Learning Process .....	78
2.1.1	Degree Title .....	78
2.2	Consistency of Program Structure and Course Contents in Development of Intellectual and Practical Skills and Attainment of PLOs.....	78
2.3	Curriculum Design .....	78
2.4	Mapping of Courses to PLOs .....	80
2.5	Course Offering for BBA Program .....	85
2.5.1	Course offered for Specialization in BBA .....	86
2.6	Course Contents .....	87
2.7	Teaching Methods.....	88
2.7.1	Assessment Methods.....	88
2.8	Internship Report and a Final Year Project .....	88
<b>Criterion 3</b>	<b>Laboratories and Computing Facilities.....</b>	<b>91</b>
3.1	Computing Lab.....	91
<b>Criterion 4</b>	<b>Student Support and Advising.....</b>	<b>93</b>
4.1	Coursers.....	93
4.1.1	Core Courses .....	93
4.1.2	Elective Courses.....	93
4.1.3	Academic Standing .....	94
4.2	Students Workload, Class Sizes for Theory as well as Laboratory Sessions and Completion of Courses .....	95
4.2.1	Class Size .....	95
4.2.2	Semester Academic Load.....	95

4.2.3	Completion of Course and Student Feedback .....	95
4.3	Student Activities and Involvement .....	96
4.3.1	Participation in Competitions.....	96
4.3.2	Internships.....	96
4.3.3	Awards .....	96
<b>Criterion 5</b>	<b>Process Control.....</b>	<b>98</b>
5.1	Admission and Promotion .....	98
5.1.1	Admission Criteria.....	98
5.1.2	Academic Standing .....	98
5.1.3	Examination and Weightage .....	99
5.1.4	Eligibility for Examination .....	99
5.2	Faculty Development, Training and Retention .....	100
5.2.1	Faculty Training and Mentoring .....	100
5.2.2	Faculty Retention and Career Planning .....	100
5.2.3	Strength and Competencies of Academics Staff covering all Areas of the Program.....	100
<b>Criterion 6</b>	<b>Faculty .....</b>	<b>102</b>
6.1	Present Scenario.....	102
6.2	Full Time & Part Time Faculty Member .....	102
6.3	Full Time Lab Engineers.....	103
6.4	Overall Staff Workload .....	104
6.4.1	Student Teacher Ratio .....	104
6.5	Sufficiency and Competency of Technical Staff .....	105
6.6	Sufficiency and Competency of Administrative Staff .....	105
6.7	Faculty Survey .....	105
<b>Criterion 7</b>	<b>Facilities and Infrastructure .....</b>	<b>107</b>
7.1	Adequacy of Teaching and Learning Facilities .....	107
7.1.1	Lecture Facilities.....	107
7.1.2	Computer Laboratories .....	107
7.2	Library .....	108
7.3	Other On Campus Facilities .....	108
7.3.1	Sports .....	108
7.3.2	Transport .....	109
7.3.3	Other Facilities.....	109

<b>Criterion 8 Institutional Support and Financial Resources .....</b>	<b>111</b>
8.1 Institutional Financial Commitment and Support .....	111
8.1.1 Student Teacher Ratio.....	<b>Error! Bookmark not defined.</b>
<b>Continues Improvement .....</b>	<b>114</b>
Program Planning and Curriculum Development .....	114
Tracking of Contribution of Individual Courses to PLOs.....	115
Continuous Improvement.....	115
<b>Annexure A. Alumni Survey .....</b>	<b>117</b>
<b>Annexure B: Employer Survey .....</b>	<b>125</b>
<b>Annexure C: Graduating Survey.....</b>	<b>126</b>
<b>Annexure D: Lesson Plan .....</b>	<b>131</b>
<b>Annexure E: Classroom Teaching Evaluation .....</b>	<b>224</b>
<b>Annexure F: Internship and FYP Policy and Rubric.....</b>	<b>230</b>
<b>Annexure F: Teacher and Course Evaluation.....</b>	<b>235</b>
<b>Annexure G: Teacher feedback on Teacher and Course Evaluation.....</b>	<b>243</b>
<b>Annexure H: Faculty Survey.....</b>	<b>251</b>
<b>Annexure I: Faculty Course Review Report.....</b>	<b>256</b>
<b>Appendix J: Faculty Resume .....</b>	<b>267</b>

## List of Tables

Table 1: Consistency of PEOs with Vision and Mission of GIMS, Mission of BBA .....	4
Table 2: Performance Indicators and Measurement Tools for Program Objective Assessment. ....	17
Table 3: Relationship of Program Outcomes and Objectives .....	18
Table 4: Program Learning Objectives vs Program Educational Objectives .....	20
Table 5: KPIs for PLO Assessment .....	22
Table 6: Courses in Which Student Performance on PLO 1 is Assessed .....	22
Table 7: Summary of Assessment Results for PLO1.....	23
Table 8: Courses in Which Student Performance on PLO 2 is Assessed .....	24
Table 9: Summary of Assessment Results for PLO2.....	24
Table 10: Courses in Which Student Performance on PLO 3 is Assessed .....	24
Table 11: Summary of Assessment Results for PLO 3.....	24
Table 12: Courses in Which Student Performance on PLO 4 is Assessed .....	25
Table 13: Summary of Assessment Results for PLO 4.....	25
Table 14: Courses in Which Student Performance on PLO 5 is Assessed .....	26
Table 15: Summary of Assessment Results for PLO 5.....	26
Table 16: Courses in Which Student Performance on PLO 6 is Assessed .....	26
Table 17: Summary of Assessment Results for PLO 6.....	27
Table 18: Student Admissions and Enrolments .....	30
Table 19: Student Intake for BBA Program .....	30
Table 20: Curriculum Course Requirements Design .....	80
Table 21: Mapping of Semester-wise Courses to PLOs .....	81
Table 22: Courses Representing Theoretical Background, Problem Analysis and Solution Design .....	83
Table 23: BBA Program Categories and Credit Hours Details .....	84
Table 24: Course Offerings.....	85
Table 25: Elective courses for the specializations offered in BBA (Hons) in Finance .....	86
Table 26: Elective courses for the specializations offered in BBA (Hons) in Human Resource Management.....	87
Table 27: Elective courses for the specializations offered in BBA (Hons) in Marketing .....	87
Table 28: Elective courses for the specializations offered in BBA (Hons) in Marketing .....	88

Table 29: Computing Labs Details .....	91
Table 30: Student Teacher Ratio.....	95
Table 31: Examination Weights.....	99
Table 32: Faculty Distribution by Program Areas .....	103
Table 33: Student Teacher Ratio.....	104
Table 34: Income and Expenditure Details.....	111
Table 35: Observations, Implementation Plan and Actions Taken Since Last SAR .....	115

## List of Figures

Figure 1: Organization Overall Flow .....	ix
Figure 2: Flowchart of Processes Involved in Establishing and Reviewing PEOs .....	15



## Introduction

Gujrat Institute of Management Sciences (GIMS) is an affiliated institute of Pir Mehr Ali Shah Arid Agricultural University Rawalpindi which is a public sector university. The Gujrat Institute of Management Sciences (GIMS) is located in Gujrat, Punjab. GIMS is established with the belief of providing affordable quality education to the youth. Being an allied institute of Pir Mehr Ali Shah Arid Agriculture University Rawalpindi (PMAS-AAUR) ranked at 7<sup>th</sup> among all Pakistani Universities and 1001+ among the world universities, GIMS aims to surpass in the field of Management Sciences, Economics, Statistics and Computer Sciences, Software Engineering, Human Nutrition and Dietetics (HND), Medical Laboratory Technology (MLT) and Biotechnology. In order to continue the mission, GIMS is dedicated to provide quality education through highly competent, skilled and enthused faculty, along with tremendous infrastructure and state-of-the-art facilities. This is a young, innovative, and enterprising business school enroots to compete with the foremost management schools of the country as well as to compete with international business schools. The Institute is dedicated to its unique approach (at least in the region) of providing management education based in cutting-edge research and comprehensive training.

GIMS and Department of Management Sciences is established in 2014 and committed to providing quality education through highly qualified and motivated faculty, excellent infrastructure, and state-of-the-art facilities. This is a young, innovative, and enterprising business school route to compete with the foremost management schools of the country as well as to compete with international business schools with the premise of providing affordable quality education to the youth. As the age of the department is no longer than 5 years, despite this department is adding a lot to its portfolio with the current (accumulated) enrollment of about 195 students in BBA.

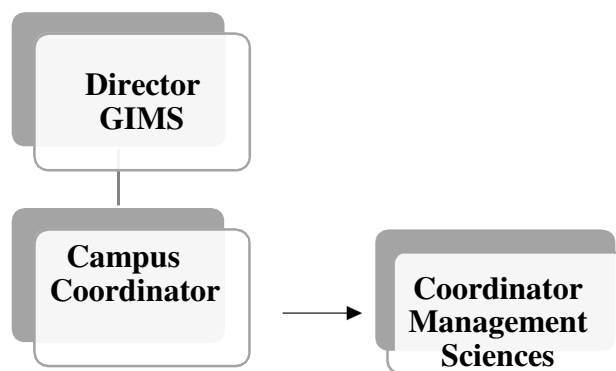
The BBA (four-year) program is the major strength of this department. The program comprises 8 semesters (133 credit hours). Internship and research-based projects are key factors that transform students into appropriate candidates for jobs as well as higher education in business disciplines. Every year nearly 50 students are admitted into these programs, who by going through vigorous training are absorbed in the leading organizations of Pakistan. The institute, despite its lowest fees in the region, is working on a self-sustained basis and has not required, to this day,

any funding from HEC, Government of Punjab, or any other body of the federal or provincial governments.

Unlike conventional academic organizations, GIMS widens its scholastic concentration in response to new drifts in the developing field of management. Based on the social values of authenticity, honesty, professional excellence and a broader vision of life, the Organization aims to provide an educational experience that transform its students into business leaders at par with transnational managers, executives, and entrepreneurs.

## Organizational Structure

The Gujrat Institute of Management Sciences (GIMS) and the Department of Management Sciences is established in 2014 and devoted to deliver quality schooling through greatly capable and highly motivated staff, excellent infrastructure, and state-of-the-art facilities. The Gujrat Institute of Management Sciences (GIMS) is one of the affiliated institutes of Pir Mehar Ali Shah Arid Agriculture University Rawalpindi. The comprehensive organizational structure is presented in Figure 1.



*Figure 1: Organization Overall Flow*

## Program Delivery Approach and Location

The Department of Management Science offers the Bachelor of Business Administration (BBA) program courses during the weekdays between the hours of 08:30 AM to 04:30 PM

at campus, Gujrat. Courses are generally offered in Fall and Spring semesters. Selected courses are offered during the summer semester. Most of the courses are delivered in the lecture format and there is a computing component to some basic courses. In addition to the lectures, project work is also part of many courses, allowing students to conduct seminars and demonstrate the business ideas. A dedicated, final year project, and Internship report work is carried out by students during the seventh and eight semesters.

## **Quality Enhancement Department (QED)**

The Gujrat Institute of Management Sciences (GIMS), as an affiliated institute, believes in high quality of education and has a rigorous system of quality management in place. Several layers of quality enhancement are part of this overall system. The authorities and responsibilities of all layers of quality enhancement department are covered in GIMS statutes and policies. A Quality Assurance (QA) directorate is functioning at the AAUR level and is responsible for overlooking and ensuring the quality of all programmes offered at GIMS. GIMS has established internal Quality Enhancement Department (QED) in 2015 to carry out periodic audits of degree programmes to ensure that they meet highest standards of quality. The institute Curriculum Review Committee (ICRC) also function at the institute level and send their reports AAUR respective Department Board of Studies (DBS) are responsible for scrutiny and finalizing matters regarding a program's quality, necessary support and data is provided by Academics Branch of the department as well as by the Examination Cell.

## **Institute Curriculum Review Committee (ICRC)**

The Institute Curriculum Review Committee (ICRC) is presided by Director Academics, GIMS. Its members include Department Head and departments' faculty members. Basically, ICRC is accountable for reviewing the recommended curriculum modifications and may approve up to 50% changes in curriculum of a program.

## **CRITERION 1 PROGRAM MISSION, OBJECTIVES AND OUTCOMES**

## **Criterion 1      Program Mission, Objectives and Outcomes**

### **1.1    Institute's Vision and Mission**

#### **Vision**

To become a nationally recognized institute by providing an affordable, high-quality research and sustainable learning environment, while propelling the country's economy forward through professionals.

#### **Mission**

GIMS inspires, prepares, and empowers students by providing advanced educational experience to foster critical thinking and promote modern technology to transform individuals into competent professionals with compassionate minds and moral values.

*Standard 1-1: The program must have documented measurable objectives that support faculty and institution vision mission statements.*

### **1.2    Bachelor of Business Administration (BBA) Program Vision and Mission**

#### **BBA Program's Vision**

Our vision is to become a part of world's transformational leaders in business research to produce successful entrepreneurs by advancing expertise in finance, human resource management, and marketing.

#### **BBA Program's Mission**

The BBA program aims to empower students by developing entrepreneurial and professional capabilities in enterprising manners with focus on effective communication, team leading skills, and critical thinking about managing and innovating business over the globe.

### **1.3 Measurable Objectives, Outcomes and Strategic Plan**

#### **1.3.1 BBA Program Educational Objective**

The BBA program aims at developing the student's intellectual ability, analytical thinking and managerial skills through an appropriate blend of theory and practice. The program assists the students in understanding and developing unique leadership qualities required for a changing and dynamic business environment. The five Program Educational Objectives (PEOs) are given below, these PEOs form the basis of the Department of the BBA at GIMS. Within few years of graduation, the students with bachelor's in business administration are expected to attain the following.

1. To develop critical thinking, problem-solving abilities and competence in Management sciences resulting in successful career.
2. To cultivate strong leadership qualities and the ability to work collaboratively in teams across diverse business environments.
3. To develop global awareness and appreciation for cultural diversity and decision-making skills.
4. To Pursue higher studies in international and national universities.
5. To become Entrepreneur who will create job opportunities and play roles in economy.

#### **1.3.2 Strategic Plan to Work out the Measurable Objectives**

1. We follow the differentiation Strategy by nurturing the distinctive competence of quality education.
2. We achieve differentiation by hiring visiting faculty from the industry having strong theoretical background, practical expertise reputation and also by the development of permanent faculty.
3. We differentiate ourselves by introducing modern subjects.
4. We conduct Research Projects on a small scale to develop deep theoretical understanding.
5. We introduce modern technology and infrastructure not to be competent but to differentiate from others.
6. We orientate all the employees on how his or her job can affect the learning process of students and the quality of education.

### Consistency of PEOs with Vision and Mission of GIMS, Mission of BBA Program

The Program Educational Objectives (PEOs) of the BBA are consistent with the vision and mission of GIMS and the mission of BS (Hons) Program.

*Table 1: Consistency of PEOs with Vision and Mission of GIMS, Mission of BBA*

PEO No	GIMS Vision	GIMS Mission	Program Mission
1 (Basic understanding of business studies core areas)	✓	✓	✓
2 (Critical thinking and problem-solving skills related to business and economy)	✓	✓	✓
3 (Apply practical basis theories and practices to a variety of problem-centered solutions)	✓	✓	✓
4 (Ability to work effectively in multidisciplinary team to achieve common team goals)	✓	✓	✓
5 (Entrepreneur and management skills)	✓	✓	✓

#### 1.4 Alumni Survey

The program's coordinator conducts survey of graduating students about quality of the program. Alumni survey is also conducted by the department to obtain feedback from the graduates regarding the adequacy of the computer science program. The alumni feedback form is given in following pages and other details are given in annexure A.

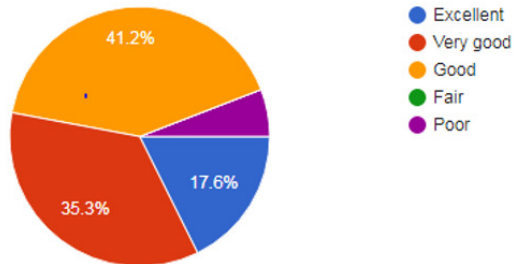
# Performa: 7 Alumni Survey

## Department of Management Sciences

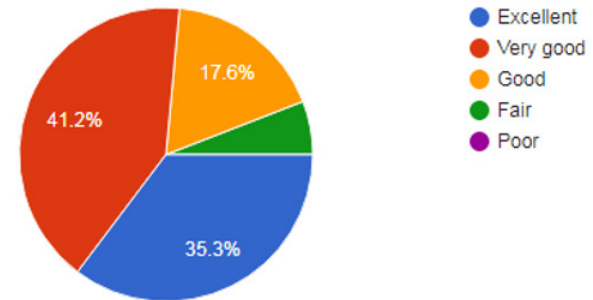
### Year-2022-2024

#### 1. Knowledge

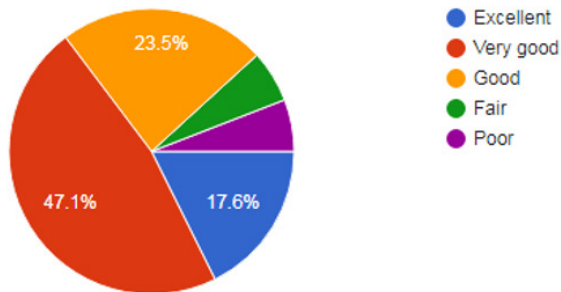
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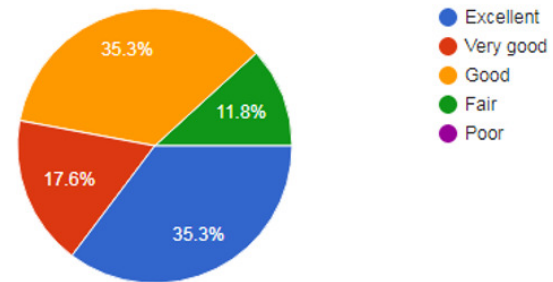
Problem formulation and solving skills



Collecting and analyzing appropriate data

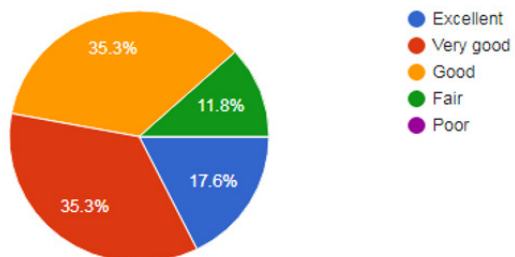


Ability to link theory to practice

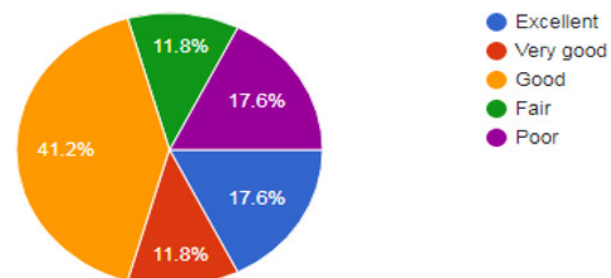




### Ability to design a component or process

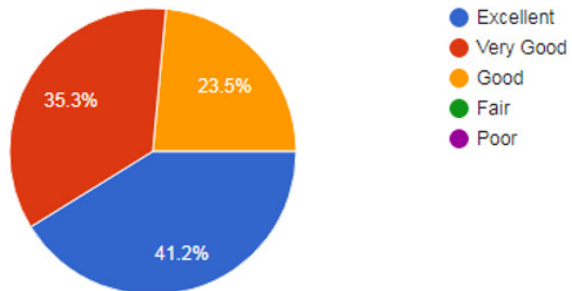


### Ability to relate with IT knowledge

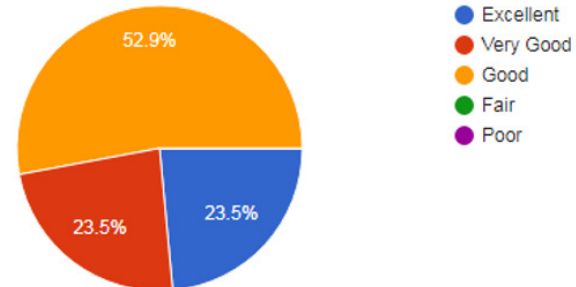


## 2. Communication Skill

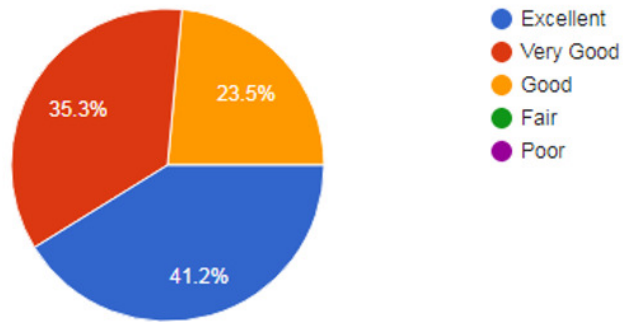
### Oral Skills



### Report Writing

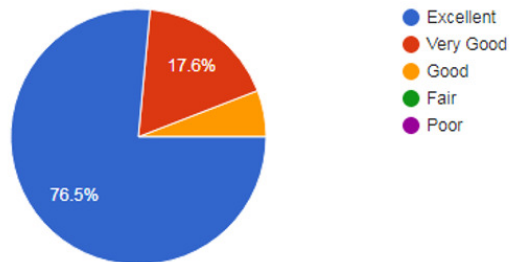


## Presentation Skills

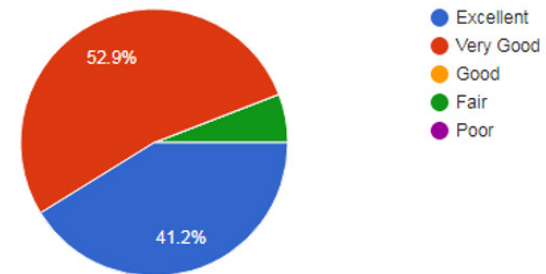


## 3. Interpersonal Skills

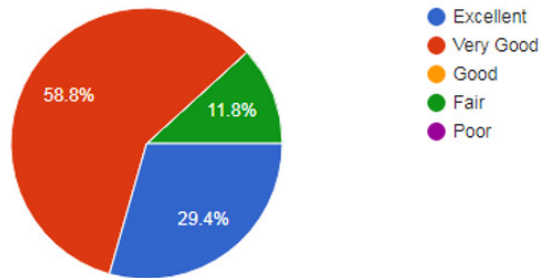
### Ability to Work in Teams



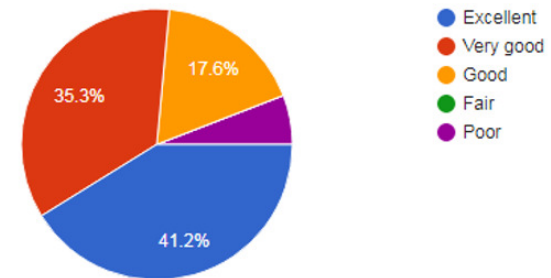
### Ability to Work in Challenging Situation



### Independent Thinking

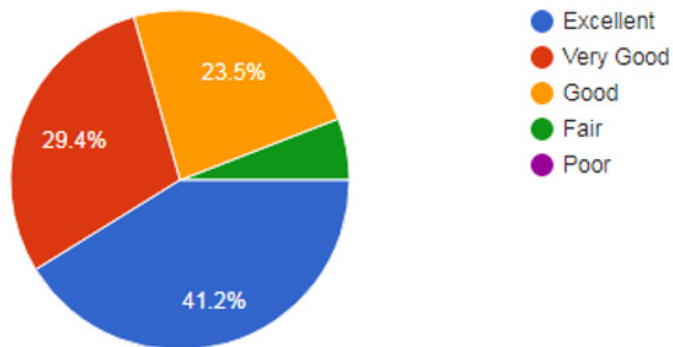


### Appreciation of Ethics

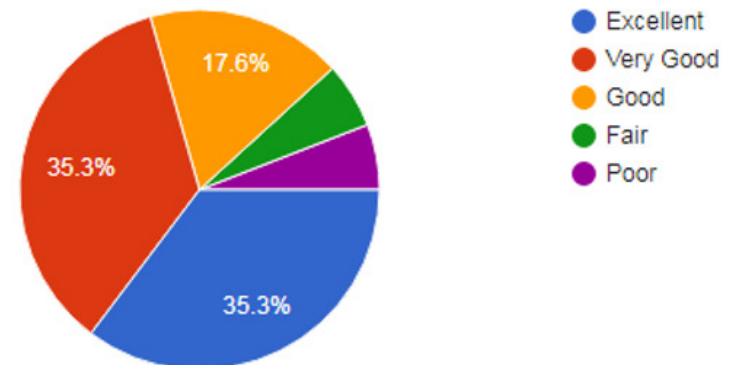


## 4. Management and Leadership Skills

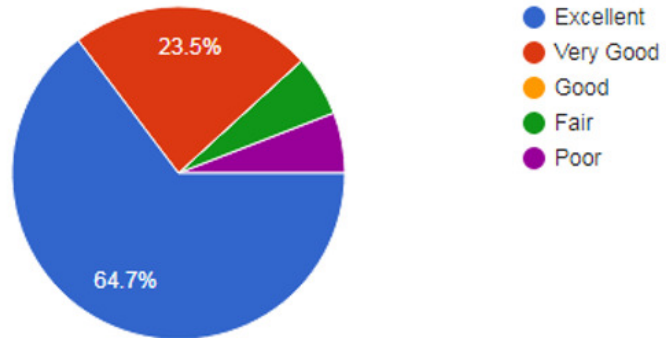
### Resource and Management Skills



### Judgment

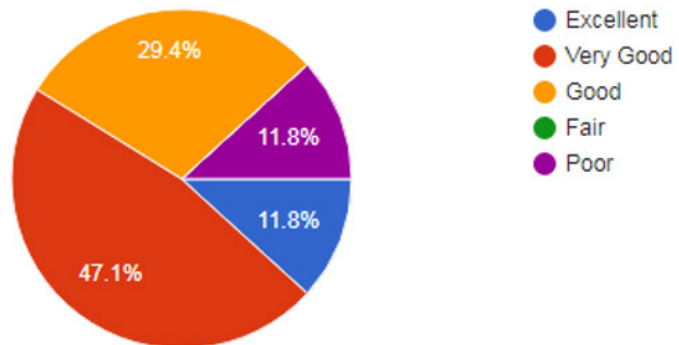


## Discipline

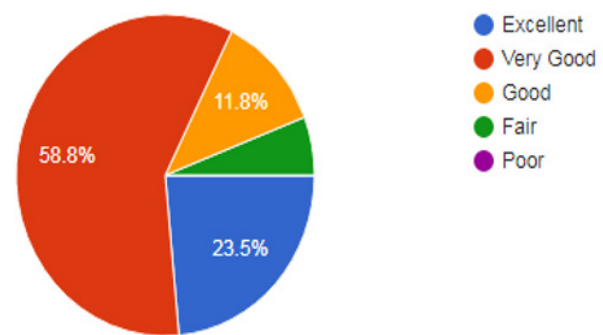


## 5. Department Status

### Infrastructure



### Faculty



### **1.5 Employer Survey**

The program's coordinator conduct survey of employers about the quality of the GIMS graduates and their performance in field. The employer's feedback form is given in following pages and other details are given in annexure B.

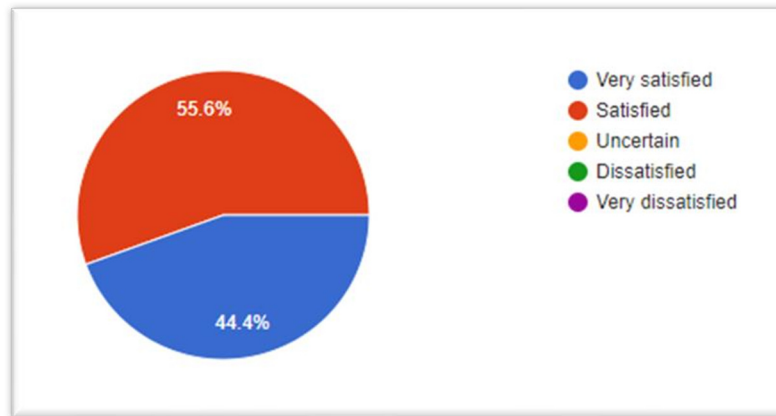
### **1.6 Graduating Survey**

The program's coordinator surveys graduating students about the quality of the program. A survey is also conducted by the department to obtain feedback from the graduates regarding the adequacy of the BBA program. The graduating students survey results are given in following pages. The result of graduating survey shows that the 85-90 percent of graduates are fully satisfied with their learning outcomes. The detail results are given in annexure C.

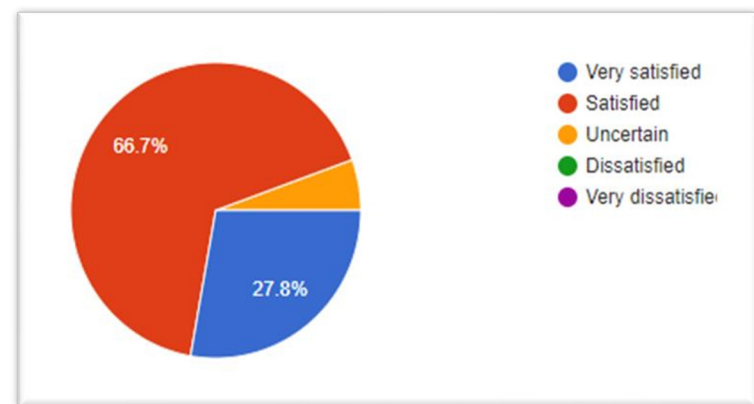
## Performa: 3 Survey of Graduating Students

### Department of Management Sciences

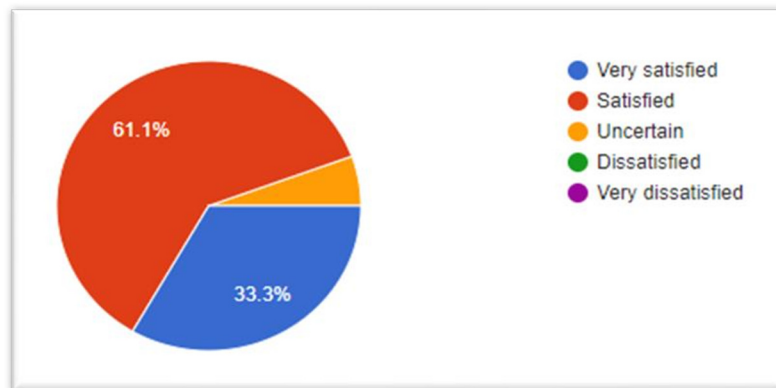
1. The work in the program is educative.



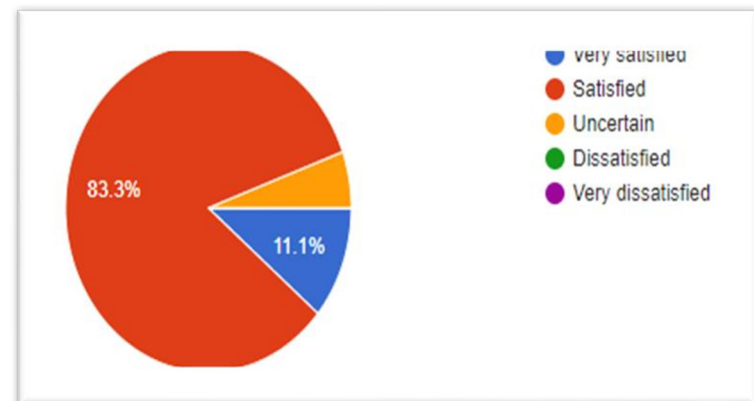
2. The program is effective in enhancing team-working abilities.



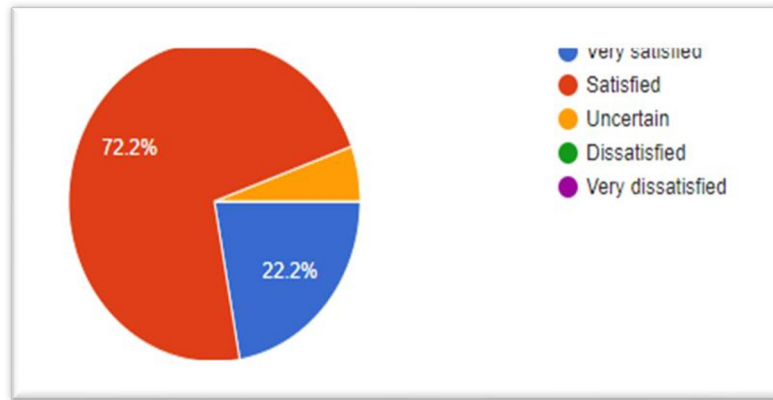
3. The program administration is effective in supporting learning.



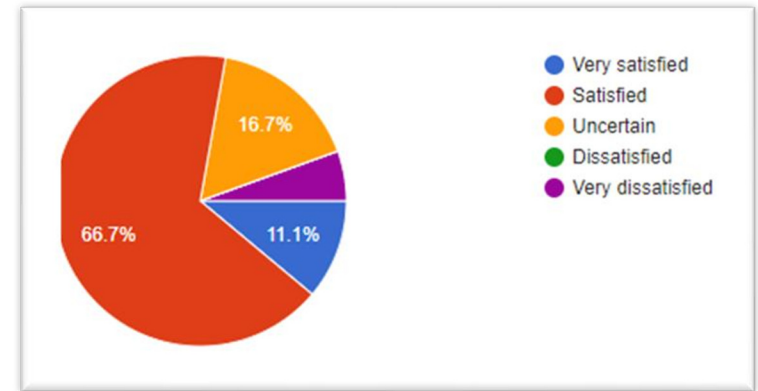
4. The program is effective in developing analytical and problem solving skills.



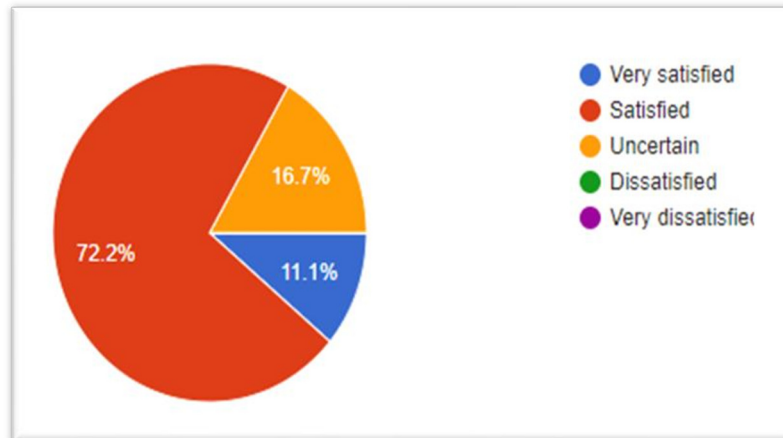
**5. The program is effective in developing independent thinking.**



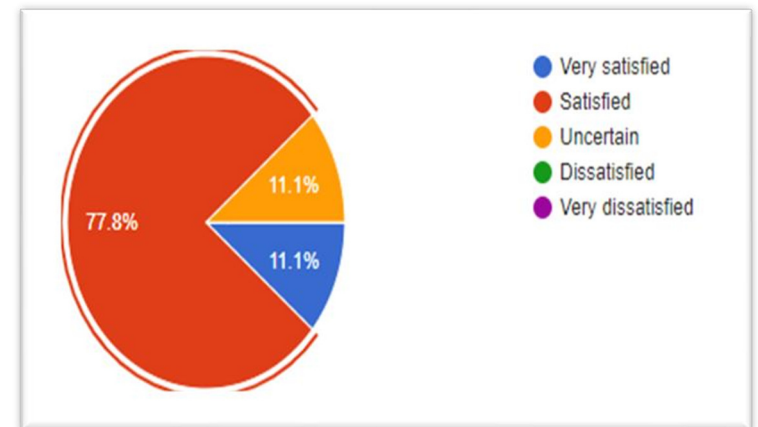
**6. The program is effective in developing written communication-skills.**



**7. The program is effective in developing planning abilities**



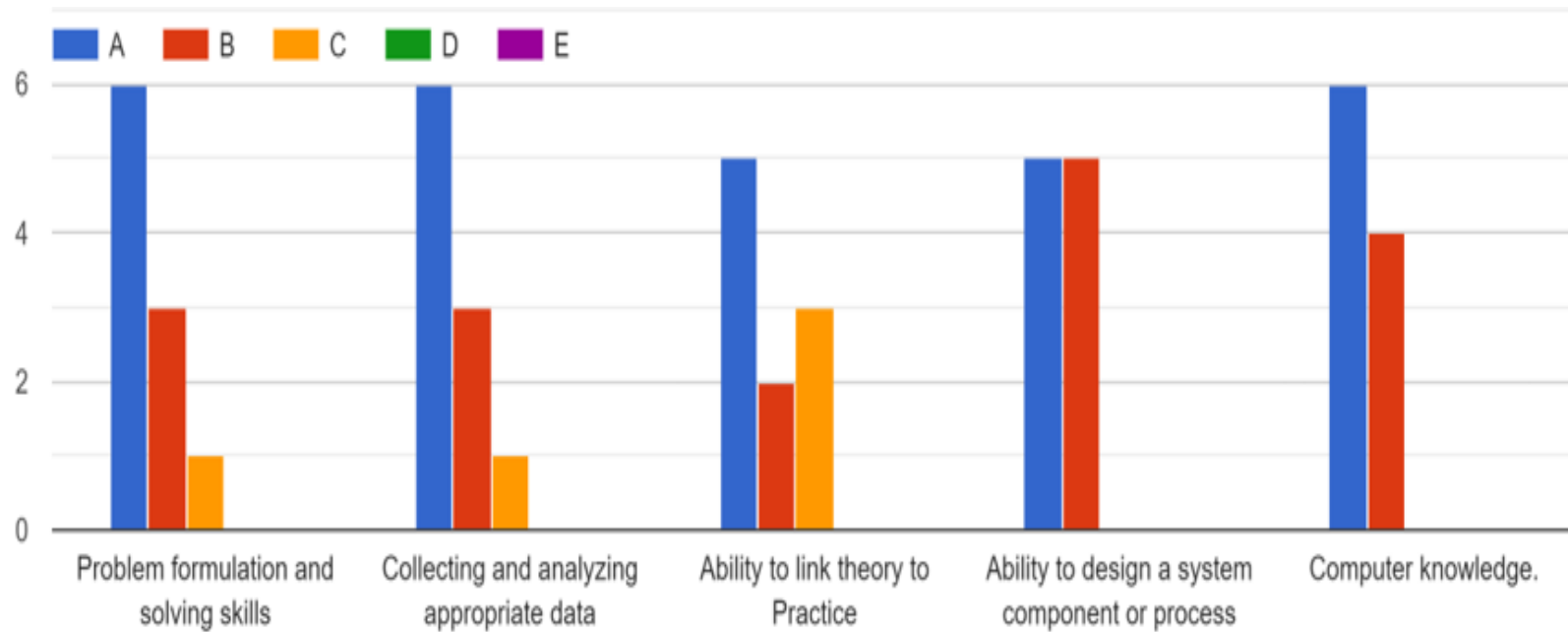
**8. The objectives of the program have been fully achieved**



**Performa: 8 Employer Survey**  
**Department of Business Administration**  
**Year: 2022-2024**

**1. Rank Employee's Knowledge**

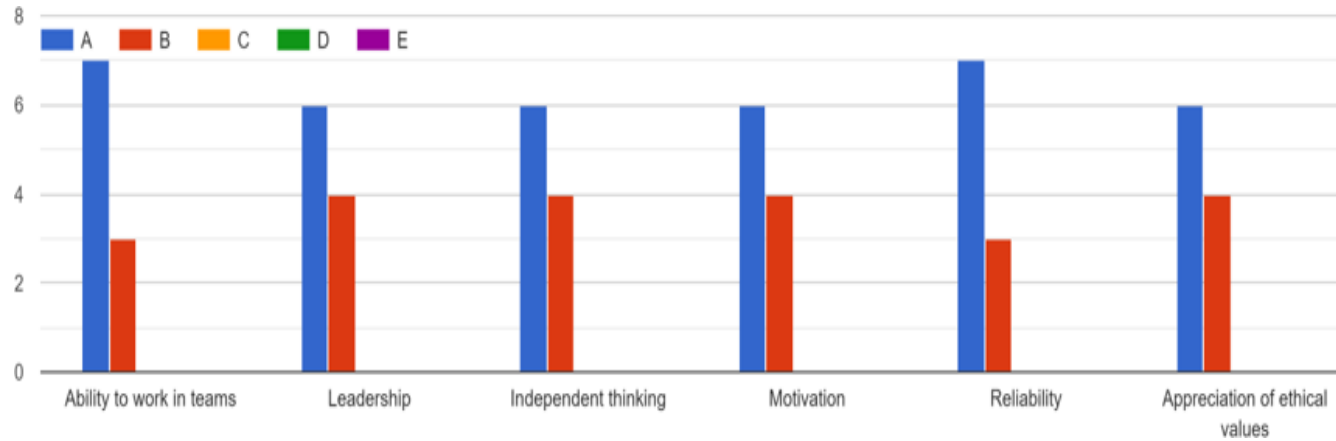
A: Excellent B: Very good C: Good D: Fair E: Poor





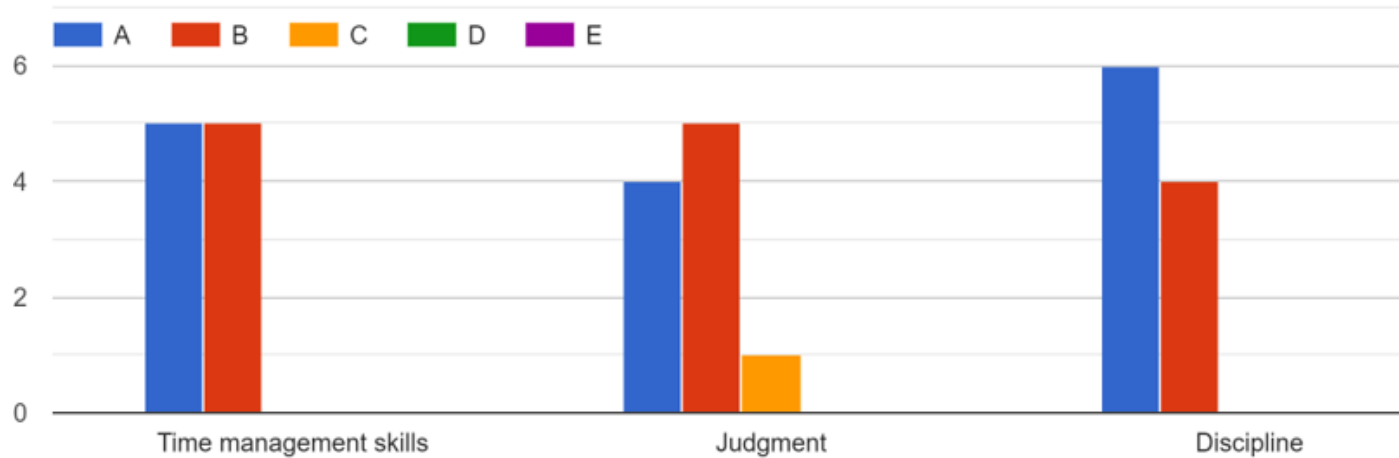
### 3. Rank Employee's Interpersonal Skills

A: Excellent B: Very good C: Good D: Fair E: Poor



### 4. Rank Employee's Work skills

A: Excellent B: Very good C: Good D: Fair E: Poor

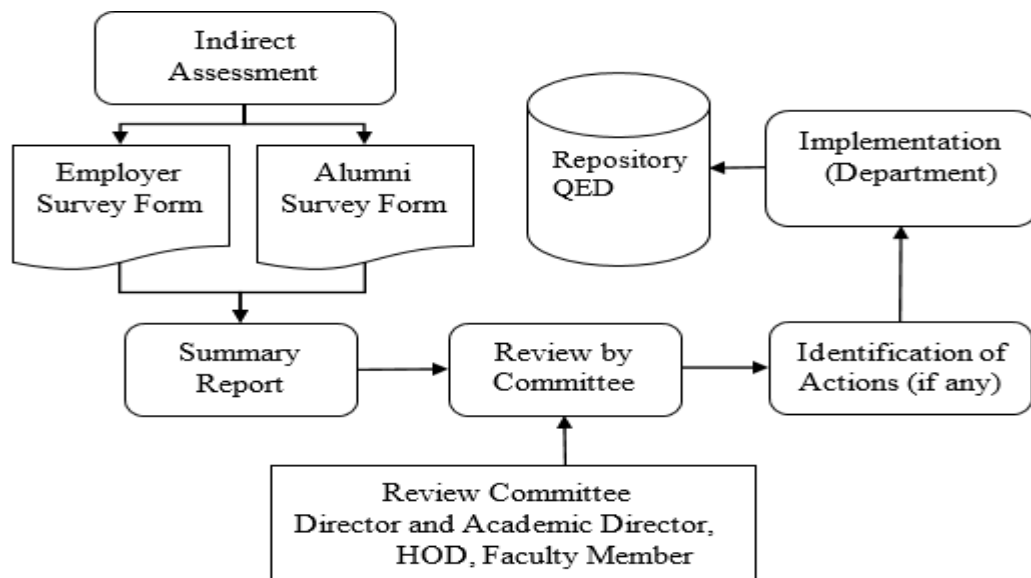


***Standard 1-2: The program must have documented outcomes for graduating students. It must be demonstrated that the outcomes support the program objectives and that graduating students are capable of performing these outcome***

## 1.7 Review Process of PEOs

Measurement of the defined PEOs will be carried out by indirect assessment methods after 1-3 years of graduation. Surveys from employers / industry and alumni will be conducted periodically. Graduating student surveys and faculty feedback are being collected. However, the alumni and employers survey will be conducted after a period of 1-3 years of graduation of a business administration class. Since the first class of students passed out in year 2018, this data was compiled in year 2017. Once this process starts, it will be carried out every year as a class of students is graduating every year.

The surveys will be carried out and their results will be compiled by the QED and program's coordinator. An analysis report will be presented by the Director and Director Academics to the review committee comprising Head of Department, Faculty, and QED member and program coordinators. The review committee will recommend improvements/modifications /enhancements (if required) and implementation will be carried out by department. Figure 2 depicts this process in the form of a flow chart.



***Figure 2: Flowchart of Processes Involved in Establishing and Reviewing PEOs***

## **1.8 Using Obtained Results to Improve Program Effectiveness**

### **1.8.1 Performance Indicators for PEOs**

A minimum attainment level for each PEO has been defined along with its method of measurement. The measurement of PEO is carried out using indirect assessment tools. A single PEO has multiple performance indicators. The details of performance indicators and their measurement methods are listed in Annexure A and B. In case, multiple survey questions are attributed to the calculation of a single KPI, equal weightage is given to each question. All KPIs related to a PEO must be attained to achieve the relevant PEO.

*Table 2: Performance Indicators and Measurement Tools for Program Objective Assessment.*

<b>Objective No.</b>	<b>Program objective</b>	<b>How Evaluated</b>	<b>When Evaluated</b>	<b>Betterment Required</b>	<b>Improvement Made</b>
1	Basic understanding of business studies core areas	Through quizzes assignments, exams, and problem-solving exercise, research seminars.	Throughout semester	English language skills. Lack of real exposure to the business environment Presenting recent research issues to students	Focuses on presentation and communications Skills. Learning through real case studies. Business term projects to integrate with industry
2	Critical thinking and problem-solving skills related to business and economy	Through case studies, term projects linked with industry workshops, participation in business plan competitions.	Throughout semester	The practice of solving case studies. Workshops of the latest software required at the workplace.	Analytical analysis of case studies and recent research issues.
3	Apply practical basis theories and practices to a variety of problem-centered solutions	Through effective presentations and team work.	Throughout semester	Communication barriers the dearth of affective writing, and confidence	Class presentations and creative writing
4	Ability to work effectively in multidisciplinary team to achieve come team goals	Through reading articles and case analysis.	Throughout semester	Deficiency of critical thinking	Reinforcement
5	Entrepreneur and management skills	Term and Final Year Project Employer Survey	Last year Program After 2 year of Degree Completion	-	-

### 1.8.2 Relationship of Program Outcomes and Objectives

Table 3: Relationship of Program Outcomes and Objectives

Program Objectives	Program Outcomes					
	1	2	3	4	5	6
1	+++	+++	+++	+++	++	+++
2	++	++	++	+	++	+
3	++	++	++	+++	+++	++
4	+++	++	++	+++	+++	+++
5	++	+++	++	++	++	+++

Rating Scale

+ = Moderately Satisfactory, ++= Satisfactory, +++= Highly Satisfactory

***Standard 1-3: The results of program's assessment and the extent to which they are used to improve the program must be documented.***

### 1.8.3 Strength of the Program

1. Firstly, our BBA program allows student to select specialization as per area of interest i.e. (Marketing, Finance, and Human Resource Management).
2. Secondly our academic calendar is the biggest strength of our BBA Program.
3. Our Class rooms are updated with Smart Led enable us to deliver more qualitative knowledge.
4. Our Library is also updated with latest editions of books enable our students to gain more knowledge.

### 1.8.4 Weakness of the Program

- 1- In our BBA program the concept of Industry-Relevancy is very limited.
- 2- Few marketing efforts required that will highlight Strength of our BBA Program because mostly of our target audience recognized only Government University for BBA Program.
- 3- Improvements required in our transportation system to capture surroundings target audience.

### **1.8.5 Future Development of the Program**

For the purpose of future development, we are going to deliver following content to our students.

- 1- Delivering content on working of Distribution Company.
- 2- Delivering content on working of Retail Industry.
- 3- Delivering Content on working of Retail Manufacturer. (I.e. costing)
- 4- Providing awareness to student on job selection after BBA program
- 5-Organizational organogram of (retail industry, Distribution Company, Retail Manufacturer)
- 6-Provide assistance to run own business successfully.

### **1.8.6 Implementation of the BBA Program**

we are going to implement all above content in last semester of degree because after BBA degree mostly student will start job searching and this is the right time to deliver all the above content.

## **1.9 Define and Publish Program Learning Outcomes (PLOs)**

### **1.9.1 Program Learning Outcomes**

All the students in BBA program should be able to:

#### **PLO-1 Cross functional Knowledge:**

An ability to apply knowledge of mathematics, economics, management, marketing, and finance fundamentals, to the solution of complex business problems.

#### **PLO-2 Problem Analysis:**

An ability to identify, formulate and analyze complex business problems reaching substantiated conclusions using case studies.

#### **PLO-3 Management Skills**

An ability to demonstrate management skills while leading/managing business projects.

#### **PLO-4 Business Solution:**

An ability to design solutions for complex business problems or processes that meet specified needs while maintaining business standards, cultural, societal, and environmental considerations.

#### **PLO-5 Communication**

An ability to communicate effectively, verbally as well as in writing, in corporate settings.

#### **PLO-6 Entrepreneurial Skills:**

Ability to exhibit entrepreneurial skills, necessary to implement new business ideas in an innovative way.

**PLO-7 Individual and Teamwork**

An ability to work as an individual and in a team setting.

**PLO-8 Modern Tool Usage**

An ability to identify and apply appropriate tools and techniques to create and disseminate business information.

**PLO-9 Corporate Social Responsibility**

An ability to understand the responsibility of an organization towards society at large and to contribute towards the betterment of society.

**PLO-10 Ethics**

Apply ethical principles in a professional manner, keeping in view the norms of society.

*Table 4: Program Learning Objectives vs Program Educational Objectives*

PLO No	Program Learning Outcome	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5
1	An ability to apply knowledge of mathematics, economics, management, marketing, and finance fundamentals, to the solution of complex business problems.	✓				
2	An ability to identify, formulate and analyze complex business problems reaching substantiated conclusions using case studies.	✓				
3	An ability to demonstrate management skills while leading/managing business projects.		✓			
4	An ability to design solutions for complex business problems or processes that meet specified needs while maintaining business standards, cultural, societal, and environmental considerations.			✓		
5	An ability to communicate effectively, verbally as well as in writing, in corporate settings.		✓			
6	Ability to exhibit entrepreneurial skills, necessary to implement new business ideas in an innovative way				✓	✓

7	An ability to work as an individual and in a team setting	✓				
8	An ability to identify and apply appropriate tools and techniques to create and disseminate business information.		✓			
9	An ability to understand the responsibility of an organization towards society at large and to contribute towards the betterment of society					✓
10	Apply ethical principles in a professional manner, keeping in view the norms of society.			✓		

### 1.10 Process of Data Gathering and Results of Assessment of PLOs

PLOs of the business management program are evaluated for two purposes.

1. Each student has to pass all five PLOs during the four-year degree program. This requirement is in addition to the GPA requirements of the program. This assessment is referred to as the Student PLO assessment.
2. Each PLO is also assessed to ensure the quality of the business administration program. This assessment is referred to as Program PLO assessment.

#### 1.10.1 Direct Assessment

Direct assessment of PLOs is carried out from the assessment of CLOs pertaining to a particular PLO

#### 1.10.2 Indirect Assessment

Indirect assessment is carried out using graduating student survey, which is collected at the time of graduation. Detail of Annexure C. The graduating student survey results are only used in Program PLO assessments. KPIs for student and program PLO assessment are given in Table .5



Table 5: KPIs for PLO Assessment

Program Learning Outcomes 1 to 6	Measurement Tool	Key Performance Indicator	Measurement time
Program PLO assessment	Graduating student survey form ( <i>Indirect</i> )	Obtained at least 60% of the average score in the graduating student survey based on a score of 3 and greater on the scale of 1 to 5	At the time of graduation
	Attainment via course assessments (CLOs, FYP, Internship) ( <i>Direct</i> )	60% of every cohort attains at least 50% in each PLO	At the end of each academic year and semester
Student PLO assessment	Attainment via course assessments, projects, assignments, etc. ( <i>Direct</i> )	At least obtain 50% in each PLO upon graduation	At the end of each Semester

## 1.11 Application of Assessment Results to Develop and Improve the Program Learning Objectives

### 1.11.1 Results of PLO Attainment Obtained Through Direct Assessment

#### PLO 1: Be competent in Theoretical and Implementation of Business Administration

PLO 1: Be Competent in Theoretical and Mathematical Foundations of Business Administration	
Assessment Method	Minimum Level of Achievement
Attainment via direct assessments	60% of the students attain at least 50% of marks
Graduating student survey	Obtained at least 60% of the average score in the PO assessment survey based on a score of 3 and greater on the scale of 1 to 5

Table 6: Courses in Which Student Performance on PLO 1 is Assessed

S No	Cohort	Fall 2022 (%age attainment)	Spring 2023 (%age attainment)	Fall 2023 (%age attainment)	Spring 2024 (%age attainment)	Overall Average (%age attainment)
------	--------	--------------------------------	----------------------------------	--------------------------------	----------------------------------	--------------------------------------

1	MGT-391	87.5	90.48	-	-	88.99
2	MGT-351	-	84.49	86.66	99.99	90.38
3	MGT-411	-	93.11	60	-	76.55
4	MGT-371	-	77.59	73.34	-	75.46
5	MGT-472	90.92	-	90.39	92.32	91.21
6	MGT-424	-	-	-	-	-

*Table 7: Summary of Assessment Results for PLO1*

S No	Semester No.	Course Code	Course Title
1	2	MGT-391	Business Mathematics
2	2	MGT-351	Principle of Marketing
3	1	MGT-411	Principle of Management
4	2	MGT-371	Micro Economics
5	3	MGT-472	Macro Economics
6	4	MGT-424	Introduction to Business Finance

**PLO 2: Be Proficient in one to develop Critical Thinking and problem-solving abilities**

<b>PLO 2: Be Proficient in one to develop Critical Thinking and problem-solving abilities</b>	
<b>Assessment Method</b>	<b>Minimum Level of Achievement</b>
Attainment via direct assessments	60% of the students attain at least 50% of marks
Graduating student survey	Obtained at least 60% of the average score in the PO assessment survey based on a score of 3 and greater on the scale of 1 to 5

Table 8: Courses in Which Student Performance on PLO 2 is Assessed

S No	Semester No.	Course Code	Course Title
1	4	MGT-696	Production Operational Management
2	3	MGT-452	Marketing Management

Table 9: Summary of Assessment Results for PLO2

S No	Cohort	Fall 2022 (%age attainment)	Spring 2023 (%age attainment)	Fall 2023 (%age attainment)	Spring 2024 (%age attainment)	Overall Average (%age attainment)
1	MGT-696	-	87.50	-	93.75	90.62
2	MGT-452	95.46	-	86.54	92.3	91.43

**PLO 3: Understand the financial accounting that focuses on the record-keeping and financial statement preparation process**

PLO 3: Understand the financial accounting that focuses on the record-keeping and financial statement preparation process	
Assessment Method	Minimum Level of Achievement
Attainment via direct assessments	60% of the students attain at least 50% of marks
Graduating student survey	Obtained at least 60% of the average score in the PO assessment survey based on a score of 3 and greater on the scale of 1 to 5

Table 10: Courses in Which Student Performance on PLO 3 is Assessed

S No	Semester No.	Course Code	Course Title
1	8	MGT-617	Entrepreneurship
2	4	MGT-512	Organizational Behavior

Table 11: Summary of Assessment Results for PLO 3

S No	Cohort	Fall 2022 (%age attainment)	Spring 2023 (%age attainment)	Fall 2023 (%age attainment)	Spring 2024 (%age attainment)	Overall Average (%age attainment)
1	MGT-617	-	-	-	-	-
2	MGT-512	-	-	-	93.74	93.74

**PLO 4: Demonstrate the ability to participate in Contemporary Issues in Management**

PLO 4: Demonstrate the ability to participate in Contemporary Issues in Management	
Assessment Method	Minimum Level of Achievement
Attainment via direct assessments	60% of the students attain at least 50% of marks
Graduating student survey	Obtained at least 60% of the average score in the PO assessment survey based on a score of 3 and greater on the scale of 1 to 5

*Table 12: Courses in Which Student Performance on PLO 4 is Assessed*

S No	Semester No.	Course Code	Course Title
3	3	MGT-407	Business Ethics and CSR

*Table 13: Summary of Assessment Results for PLO 4.*

S No	Cohort	Fall 2022 (%age attainment)	Spring 2023 (%age attainment)	Fall 2023 (%age attainment)	Spring 2024 (%age attainment)	Overall Average (%age attainment)
3	MGT-407	95.46	-	78.84	-	87.15

**PLO 5: Be Proficient to communicate effectively about Business Administration-related topics.**

<b>PLO 5: Be Proficient to communicate effectively about Business Administration-related topics</b>
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Assessment Method	Assessment Method
Attainment via direct assessments	60% of the students attain at least 50% of marks
Graduating student survey	Obtained at least 60% of the average score in the PO assessment survey based on a score of 3 and greater on the scale of 1 to 5

Table 14: Courses in Which Student Performance on PLO 5 is Assessed

S No	Semester No.	Course Code	Course Title
1	2	MGT-404	Communication Skills
2	3	MGT-405	Technical and Academic Writing

Table 15: Summary of Assessment Results for PLO 5.

S No	Cohort	Fall 2022 (% age attainment)	Spring 2023 (% age attainment)	Fall 2023 (% age attainment)	Spring 2024 (% age attainment)	Overall Average (% age attainment)
1	MGT-404	-	82.76	66.66	-	74.71
2	MGT-405	95.46	-	86.54	84.61	88.87

**PLO 6: Demonstrate the ability to be responsible practitioners of Business Administration and understand the Social and Ethical Implications of business.**

PLO 6: Demonstrate the ability to be responsible practitioners of Business Administration and understand the Social and Ethical Implications of business.	
Assessment Method	Minimum Level of Achievement
Attainment via direct assessments	60% of the students attain at least 50% of marks
Graduating student survey	Obtained at least 60% of the average score in the PO assessment survey based on a score of 3 and greater on the scale of 1 to 5

Table 16: Courses in Which Student Performance on PLO 6 is Assessed

S No	Semester No.	Course Code	Course Title
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1	8	MGT-617	Entrepreneurship
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Table 17: Summary of Assessment Results for PLO 6

S No	Cohort	Fall 2022 (%age attainment)	Spring 2023 (%age attainment)	Fall 2023 (%age attainment)	Spring 2024 (%age attainment)	Overall Average (%age attainment)
1	MGT-617	--	-	-	91.67	91.67

**PLO 7: Demonstrate the ability to be responsible practitioners of Business Administration and understand the Social and Ethical Implications of business.**

PLO 7: Demonstrate the ability to be responsible practitioners of Business Administration and understand the Social and Ethical Implications of business.	
Assessment Method	Minimum Level of Achievement
Attainment via direct assessments	60% of the students attain at least 50% of marks
Graduating student survey	Obtained at least 60% of the average score in the PO assessment survey based on a score of 3 and greater on the scale of 1 to 5

Table 18: Courses in Which Student Performance on PLO 7 is Assessed

S No	Semester No.	Course Code	Course Title
1	4	MGT-512	Organizational Behavior

Table 19: Summary of Assessment Results for PLO 7

S No	Cohort	Fall 2022 (%age attainment)	Spring 2023 (%age attainment)	Fall 2023 (%age attainment)	Spring 2024 (%age attainment)	Overall Average (%age attainment)
1	MGT-512	--	-	-	93.74	93.74

**PLO 8: Demonstrate the ability to be responsible practitioners of Business Administration and understand the Social and Ethical Implications of business.**

<b>PLO 8: Demonstrate the ability to be responsible practitioners of Business Administration and understand the Social and Ethical Implications of business.</b>	
<b>Assessment Method</b>	<b>Minimum Level of Achievement</b>
Attainment via direct assessments	60% of the students attain at least 50% of marks
Graduating student survey	Obtained at least 60% of the average score in the PO assessment survey based on a score of 3 and greater on the scale of 1 to 5

*Table 20: Courses in Which Student Performance on PLO 8 is Assessed*

<b>S No</b>	<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
1	7	MGT-493	Business Research Method

*Table 21: Summary of Assessment Results for PLO 8*

<b>S No</b>	<b>Cohort</b>	<b>Fall 2022 (%age attainment)</b>	<b>Spring 2023 (%age attainment)</b>	<b>Fall 2023 (%age attainment)</b>	<b>Spring 2024 (%age attainment)</b>	<b>Overall Average (%age attainment)</b>
1	MGT-493	100	92.31	-	-	96.15

**PLO 9: Demonstrate the ability to be responsible practitioners of Business Administration and understand the Social and Ethical Implications of business.**

<b>PLO 9: Demonstrate the ability to be responsible practitioners of Business Administration and understand the Social and Ethical Implications of business.</b>	
<b>Assessment Method</b>	<b>Minimum Level of Achievement</b>
Attainment via direct assessments	60% of the students attain at least 50% of marks
Graduating student survey	Obtained at least 60% of the average score in the PO assessment survey based on a score of 3 and greater on the scale of 1 to 5

*Table 22: Courses in Which Student Performance on PLO 9 is Assessed*

<b>S No</b>	<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
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1	8	MGT-617	Entrepreneurship
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Table 23: Summary of Assessment Results for PLO 9

S No	Cohort	Fall 2022 (%age attainment)	Spring 2023 (%age attainment)	Fall 2023 (%age attainment)	Spring 2024 (%age attainment)	Overall Average (%age attainment)
1	MGT-493	-	-	-	66.74	66.74

**PLO 10: Demonstrate the ability to be responsible practitioners of Business Administration and understand the Social and Ethical Implications of business.**

PLO 10: Demonstrate the ability to be responsible practitioners of Business Administration and understand the Social and Ethical Implications of business.	
Assessment Method	Minimum Level of Achievement
Attainment via direct assessments	60% of the students attain at least 50% of marks
Graduating student survey	Obtained at least 60% of the average score in the PO assessment survey based on a score of 3 and greater on the scale of 1 to 5

Table 24: Courses in Which Student Performance on PLO 10 is Assessed

S No	Semester No.	Course Code	Course Title
1	3	MGT-407	Business Ethics and CSR

Table 25: Summary of Assessment Results for PLO 8

S No	Cohort	Fall 2022 (%age attainment)	Spring 2023 (%age attainment)	Fall 2023 (%age attainment)	Spring 2024 (%age attainment)	Overall Average (%age attainment)
1	MGT-407	-	-	78.84	53.54	66.19

**Standard 1-4: The department must assess its overall performance periodically using quantifiable measures.**

### 1.12 Admission Response and Percentage Admitted



Student's response towards BBA program at GIMS has been encouraging as can be seen from the final merit list is given in Table 19.

*Table 26: Student Admissions and Enrolments*

<b>Sr. No.</b>	<b>Intake Batch</b>	<b>Total Admissions offered</b>	<b>Total Students Admitted</b>	<b>Present Strength</b>	<b>No. of Section(s)</b>
1	Fall 2022	100	64	48	1
2	Spring 2023	<b>50</b>	<b>21</b>	<b>13</b>	<b>1</b>
3	Fall 2023	50	20	9	1
4	Spring 2024	-	-	-	-

### 1.12.1 Intake

The student intake for the business administration program is shown in Table 19.

*Table 27: Student Intake for BBA Program*

<b>Batch</b>	<b>Sections</b>	<b>No. of Students</b>
Fall 2022 Entry	Section A	64
Spring 2023 Entry	Section A	21
Fall 2023 Entry	Section A	20
Spring 2024 Entry	-	-
<b>Total</b>		<b>105</b>

## 1.13 Teacher and Course Assessment

### 1.13.1 Teacher Evaluation

At the end of every semester teacher evaluation is conducted from the students to assess the teacher/ instructor performance and instructor attitude towards the student and classroom learning from students' perspective. Some of the teacher evaluation results are presented here. The results of teacher evaluation are shared with teacher and get feedback from teachers. In some case where QED and Department found unusual result and significant comment that shows the teacher and student had serious conflict regarding the fair assessment, classroom learning and teacher attitude towards students. QED had meeting with concerned teacher to address the issues.

### **1.13.2 Course Evaluation**

At the end of every semester course evaluation is conducted from the students to assess the learning outcomes of course. Some of the course evaluation results are presented here. The results of course evaluation is shared with teacher and get feedback from teachers. The results of course evaluations help to identify how much the course learning objectives were achieved

**Instructor Name: Ms. Hina Kanwal**  
**Course: MGT-411 Introduction to Management**

The student shows the positive response towards instructor which showcase the student's satisfaction towards teacher. The 100% students were strongly agreed and agreed instructor was prepared for class. The survey results indicate that the instructor has completed whole course and also provide the additional material apart from the course textbook. The 100 were strongly agreed exams covered the materials presented in the course.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%

The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%
The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Ms Humyle Munawar**

**Course: MGT-304 Social Psychology and Self Development**

The student shows the positive response towards instructor which showcase the student's satisfaction towards teacher. The 100% students were strongly agreed instructor was prepared for class. The survey results indicate that the instructor has completed whole course and also provide the additional material apart from the course textbook. The 98% were strongly agreed exams covered the materials presented in the course.

Teacher Evaluation Summary					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
Questions	S. A	A	UC	D	S. D
Description	S.A	A	UC	D	S.D
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	96%	4%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	96%	4%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	96%	4%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	96%	4%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%

The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	96%	4%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	93%	7%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%
The course material is modern and updated	96%	4%	0%	0%	0%
The teacher is fair in exams.	96%	4%	0%	0%	0%

**Instructor Name: Mr. Bilal Tariq Butt**  
**Course: MGT-644 Introduction to e-commerce**

The 100% students were strongly agreed and agreed instructor was prepared for class. Most of students are agreed that instructor demonstrates knowledge of the subject The survey results indicate that the instructor has completed whole course and also provide the additional material apart from the course textbook. The 100% were strongly agreed and agreed respectively instructor was available for consultation.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	91%	9%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	91%	9%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	91%	0%	0%	9%	0%
The Instructor communicates the subject matter effectively.	91%	9%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	91%	9%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	91%	9%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	91%	0%	0%	9%	0%

The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%
The course material is modern and updated	91%	0%	0%	9%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Mr. Fraz Butt**  
**Course: MGT-513 Corporate Law**

Most of students are agreed that instructor demonstrates knowledge of the subject The survey results indicate that the instructor has completed whole course and also provide the additional material apart from the course textbook. The 91% and 7% were strongly agreed and agreed respectively instructor was available for consultation.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
<b>Description</b>	<b>S.A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S.D</b>
The Instructor is prepared for each class.	89%	9%	2%	0%	0%
The Instructor demonstrates knowledge of the subject.	91%	7%	2%	0%	0%
The Instructor has completed the whole course.	91%	4%	2%	0%	2%
The Instructor provides additional material apart from the textbook.	89%	9%	0%	0%	2%
The Instructor gives citations regarding current situations with reference to Pakistani context.	96%	2%	2%	0%	0%
The Instructor communicates the subject matter effectively.	89%	9%	2%	0%	0%
The Instructor shows respect towards students and encourages class participation	93%	4%	2%	0%	0%
The Instructor maintains an environment that is conducive to learning.	89%	7%	4%	0%	0%
The Instructor arrives on time.	91%	0%	7%	0%	2%
The Instructor leaves on time.	91%	9%	0%	0%	0%
The instructor has completed all classes regularly.	91%	2%	4%	2%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	91%	7%	2%	0%	0%

The Subject matter presented in the course has increased your knowledge of the subject.	91%	7%	2%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	91%	7%	0%	2%	0%
The course integrates theoretical course concepts with real-world applications.	93%	4%	2%	0%	0%
The assignments and exams covered the materials presented in the course.	91%	7%	2%	0%	0%
The course material is modern and updated	91%	9%	0%	0%	0%
The teacher is fair in exams.	87%	7%	2%	2%	2%

**Instructor Name: Ms Humyle Munawar**

**Course: MGT-304 Social Psychology and Self Development**

The student's response has been observed satisfactory towards the statement the instructor is prepared for each class. The 100% were strongly agreed. The survey results indicate that the instructor communicates the subject matter effectively. The 100% were strongly agreed that the assignments and exams covered the materials presented in the course.

Teacher Evaluation Summary					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
Questions	S. A	A	UC	D	S. D
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	96%	4%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	96%	4%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	96%	4%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	96%	4%	0%	0%	0%
The Instructor leaves on time.		0%	0%	0%	0%



The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
	100%				
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	96%	4%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	93%	7%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%
The course material is modern and updated	96%	4%	0%	0%	0%
The teacher is fair in exams.	96%	4%	0%	0%	0%

**Instructor Name: Ms Kanwal Shahzadi**  
**Course: MGT-581 Leadership**

The student's response has been observed satisfactory towards the statement instructor demonstrates knowledge of the subject. The 100% were strongly agreed. The survey results indicate that the instructor communicates the subject matter effectively. The 100% were strongly agreed that the instructor shows respect toward students and encourages class participation.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%

The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Ms Nida**

**Course: MGT-493 Business Research Methods**

The student's response has been observed satisfactory towards the statement instructor demonstrates knowledge of the subject. The survey results indicate that the instructor communicates the subject matter effectively. The 80% and 20% were strongly agreed and agreed respectively that the instructor shows respect toward students and encourages class participation.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	80%	20%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	80%	20%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	80%	20%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	80%	20%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	80%	20%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	80%	20%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	80%	20%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	80%	20%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%

The course material is modern and updated	80%	20%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Mr Qasim Ali**

**Course: MGT-407 Business Ethics and CSR**

The student's response has been observed satisfactory towards the statement the instructor is prepared for each class and demonstrate the knowledge of the subject effectively. The survey results indicate that the instructor has completed the course outline. Majority of students said that the instructor shows respect towards students and encourages class participation during whole course.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	89%	11%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	94%	6%	0%	0%	0%
The Instructor has completed the whole course.	89%	11%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	83%	11%	0%	6%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	89%	11%	0%	0%	0%
The Instructor communicates the subject matter effectively.	89%	11%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	94%	6%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	94%	6%	0%	0%	0%
The Instructor arrives on time.	89%	11%	0%	0%	0%
The Instructor leaves on time.	94%	6%	0%	0%	0%
The instructor has completed all classes regularly.	94%	6%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	94%	6%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	94%	6%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	94%	6%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	89%	11%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	94%	6%	0%	0%	0%
The course material is modern and updated	89%	11%	0%	0%	0%

The teacher is fair in exams.	89%	6%	0%	6%	0%
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**Instructor Name: Ms Rameeza Andleeb**

**Course: MGT-472 Macro Economics**

The student's response has been observed satisfactory towards the statement the instructor is prepared for each class and demonstrate the knowledge of the subject effectively. The survey results indicate that the instructor has completed the course outline.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	94%	6%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	88%	13%	0%	0%	0%
The Instructor has completed the whole course.	94%	6%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	88%	6%	0%	6%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	88%	13%	0%	0%	0%
The Instructor communicates the subject matter effectively.	88%	13%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	94%	6%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	94%	6%	0%	0%	0%
The Instructor arrives on time.	88%	13%	0%	0%	0%
The Instructor leaves on time.	88%	13%	0%	0%	0%
The instructor has completed all classes regularly.	94%	6%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	88%	13%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	88%	13%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	94%	6%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	88%	13%	0%	0%	0%

The assignments and exams covered the materials presented in the course.	88%	13%	0%	0%	0%
The course material is modern and updated	88%	13%	0%	0%	0%
The teacher is fair in exams.	88%	6%	0%	0%	6%



**Instructor Name: Ms Saiqa Abbas**  
**Course: MGT-322 Financial Accounting**

The course evaluation results are satisfactory, and it indicate that the students were clear about the course objectives and outcomes. All students in class were agreed the course was well organized and workload was manageable. Results also indicates the students were motivated to participate in class to achieve the learning outcomes.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	93%	7%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	95%	5%	0%	0%	0%
The Instructor has completed the whole course.	93%	7%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	95%	3%	0%	0%	2%
The Instructor gives citations regarding current situations with reference to Pakistani context.	93%	2%	3%	2%	0%
The Instructor communicates the subject matter effectively.	98%	2%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	97%	3%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	98%	2%	0%	0%	0%
The Instructor arrives on time.	97%	3%	0%	0%	0%
The Instructor leaves on time.	98%	2%	0%	0%	0%
The instructor has completed all classes regularly.	97%	2%	2%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	97%	2%	2%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	97%	3%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	97%	3%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	97%	3%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	97%	3%	0%	0%	0%

The course material is modern and updated	97%	2%	2%	0%	0%
The teacher is fair in exams.	95%	3%	2%	0%	0%

**Instructor Name: Mr Shahzad Ali**

**Course: MGT-341 Computer Application in Business**

The course evaluation results are satisfactory, and it indicate that the students were clear about the course objectives and outcomes. All students in class were agreed the course was well organized and workload was manageable. Results also indicates the students were motivated to participate in class to achieve the learning outcomes. Learning materials (Lesson Plans, Course Notes, etc.) were relevant and useful for most of students

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	96%	4%	0%	0%	0%
The Instructor has completed the whole course.	96%	4%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	96%	4%	0%	0%	0%
The Instructor communicates the subject matter effectively.	96%	4%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	96%	0%	4%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	96%	4%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	96%	4%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%

The course material is modern and updated	93%	7%	0%	0%	0%
The teacher is fair in exams.	96%	4%	0%	0%	0%

**Instructor Name: Mr. Shahryar Ali**

**Course: MGT-452 Marketing Management**

The course evaluation results are satisfactory, and it indicates that the students were clear about the course objectives and outcomes. All students in class were agreed the course was well organized and workload was manageable. Results also indicate the students were motivated to participate in class to achieve the learning outcomes. Learning materials (Lesson Plans, Course Notes, etc.) were relevant and useful for most of students.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	89%	11%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	95%	5%	0%	0%	0%
The Instructor has completed the whole course.	95%	5%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	89%	5%	0%	5%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	89%	11%	0%	0%	0%
The Instructor communicates the subject matter effectively.	89%	11%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	89%	11%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	89%	11%	0%	0%	0%
The Instructor arrives on time.	89%	11%	0%	0%	0%
The Instructor leaves on time.	95%	5%	0%	0%	0%
The instructor has completed all classes regularly.	89%	11%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	89%	11%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	95%	5%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	95%	5%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	89%	11%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	95%	5%	0%	0%	0%

The course material is modern and updated	84%	16%	0%	0%	0%
The teacher is fair in exams.	89%	5%	0%	5%	0%

**Instructor Name: Ms Tahira Kanwal**

**Course: MGT-638 International Finance**

The course evaluation results are satisfactory, and it indicates that the students were clear about the course objectives and outcomes. As 100% strongly agreed with statement. All students in class were agreed the course was well organized and workload was manageable. Results also indicate the students were motivated to participate in class to achieve the learning outcomes. Learning materials (Lesson Plans, Course Notes, etc.) were relevant and useful for most of students.

Teacher Evaluation Summary					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
Questions	S. A	A	UC	D	S. D
Description	S.A	A	UC	D	S.D
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%

The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%
The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Ms Hafiza Sahar Afshan**

**Course: MGT-411 Introduction to Management**

The course evaluation results are satisfactory, and it indicate that the students were clear about the course objectives and outcomes. As 100% strongly agreed with statement. All students in class were agreed the course was well organized and workload was manageable. Results also indicates the students were motivated to participate in class to achieve the learning outcomes. Learning materials (Lesson Plans, Course Notes, etc.) were relevant and useful for most of students.

Teacher Evaluation Summary					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
Questions	S. A	A	UC	D	S. D
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%



The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Ms Hina Kanwal**

**Course: MGT-526 Money and Banking**

The results indicate that the students were clear about the course objectives and outcomes. All students in class were agreed the course was well organized and workload was manageable. Results also indicates the students were motivated to participate in class to achieve the learning outcomes

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	94%	6%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	94%	6%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	94%	6%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	94%	6%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	94%	6%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	94%	6%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%

The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	94%	6%	0%	0%	0%
The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Ms Kanwal Shahzadi**

**Course: MGT-515 Human Resource and Management**

The results of course evaluation indicate that most of the students are satisfactory with respect to course learning objectives. 100% strongly agreed indicate that the students were clear about the course objectives and outcomes. Most of students in class were agreed the course was well organized (e.g. timely access to materials, notification of changes, etc.). Results also indicates the students were motivated to participate in class to achieve the learning outcomes. Learning materials (Lesson Plans, Course Notes, etc.) were relevant and useful for most of students

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%

The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Mr Waqas Yousaf**  
**Course: MGT-644 Introduction to e-commerce**

The results of course evaluation indicate that most of the students are satisfactory with respect to course learning objectives. 100% strongly agreed indicate that the students were clear about the course objectives and outcomes. Most of students 96% in class were agreed the course was well organized (e.g. timely access to materials, notification of changes, etc.). Results also indicates the students were motivated to participate in class to achieve the learning outcomes. Learning materials (Lesson Plans, Course Notes, etc.) were relevant and useful for most of students.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%

The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%
The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Ms Naumana Kanwal**

**Course: MGT-404 Communication Skills**

The results of course evaluation indicate that most of the students are satisfactory with respect to course learning objectives. 100% strongly agreed and agreed respectively indicate that the students were clear about the course objectives and outcomes. All students in class were agreed the course was well organized (e.g. timely access to materials, notification of changes, etc.). Results also indicates the students were motivated to participate in class to achieve the learning outcomes. Learning materials (Lesson Plans, Course Notes, etc.) were relevant and useful for most of students.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
<b>Description</b>	<b>S.A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S.D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%

The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%
The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Mr Saeed Akhtar**

**Course: MGT-593 Personality Development and Presentation skills**

The results of course evaluation indicate that most of the students are satisfactory with respect to course learning objectives. All students were clear about the course objectives and outcomes. Moreover, all students in class found the course was well organized (e.g. timely access to materials, notification of changes, etc.). Results also indicates the students were motivated to participate in class to achieve the learning outcomes.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%



The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%
The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Ms Saiqa Abbas**

**Course: MGT-322 Financial Accounting**

Satisfactory results for course evaluation were observed. All students were clear about the course objectives and outcomes. Results also indicate that learning and teaching methods encouraged student's participation. Most of students% in class were agreed the course was well organized (e.g. timely access to materials, notification of changes, etc.). Results also indicates the students were motivated to participate in class to achieve the learning outcomes.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	93%	7%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	93%	7%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	93%	7%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	93%	7%	0%	0%	0%
The instructor has completed all classes regularly.	93%	7%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	93%	7%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	93%	7%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%

The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Ms Hina Kanwal**

**Course: MGT-493 Business Research Methods**

Satisfactory results for course evaluation were observed. All students were clear about the course objectives and outcomes. The course workload was manageable according to 100% students of class. Results also indicate that learning and teaching methods encouraged student's participation. Results also indicates the students were motivated to participate in class to achieve the learning outcomes.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%

The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Mr Kaleem Ashraf**

**Course: MGT-594 Logic and Critical Thinking**

Satisfactory results for course evaluation were observed. All students were clear about the course objectives and outcomes. The course workload was manageable according to 93% students of class. Results also indicate that learning and teaching methods encouraged student's participation. Results also indicates the students were motivated to participate in class to achieve the learning outcomes.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	87%	13%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	93%	7%	0%	0%	0%
The Instructor has completed the whole course.	93%	7%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	93%	7%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	93%	7%	0%	0%	0%
The Instructor arrives on time.	87%	13%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	93%	7%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	93%	7%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	93%	7%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	93%	7%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	93%	7%	0%	0%	0%

The course material is modern and updated	93%	7%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Ms Nida**

**Course: MGT-617 Entrepreneurship**

Satisfactory results for course evaluation were observed. All students were clear about the course objectives and outcomes. The course workload was manageable according to 100% students of class. Results also indicate that learning and teaching methods encouraged student's participation. Results also indicates the students were motivated to participate in class to achieve the learning outcomes.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%
The course material is modern and updated		0%	0%	0%	0%



The teacher is fair in exams.	100%	0%	0%	0%	0%
	100%				

**Instructor Name: Mr Muhammad Sami Ullah**  
**Course: MGT-341 Computer Application in Business**

According to survey all students were clear about the course objectives and outcomes. The course workload was manageable according to 100% students of class. Results also indicate that learning and teaching methods encouraged student's participation. Results also indicates the students were motivated to participate in class to achieve the learning outcomes.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
<b>Description</b>	<b>S.A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S.D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%

The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%
The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Mr Ahmad Naveed Jaura**  
**Course: MGT-561 Advertising and Promotion**

The course evaluation results are satisfactory, and it indicate that the students were clear about the course objectives and outcomes. All students in class were agreed the course was well organized and workload was manageable. Results also indicates the students were motivated to participate in class to achieve the learning outcomes. All students participated actively in the course.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
<b>Description</b>	<b>S.A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S.D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%

The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%
The course material is modern and updated	100%	0%	0%	0%	0%
The teacher is fair in exams.	100%	0%	0%	0%	0%

**Instructor Name: Ms Hina Kanwal**

**Course: MGT-492 Business Statistics**

The course evaluation results are satisfactory, and it indicate that the students were clear about the course objectives and outcomes. All students 100 percent in class were agreed the course was well organized and workload was manageable. Results also indicates the students were motivated to participate in class to achieve the learning outcomes. All students participated actively in the course.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S. A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S. D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistani context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect towards students and encourages class participation	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor has completed all classes regularly.	100%	0%	0%	0%	0%
The instructor posts the assignments/quizzes on time and give reasonable time to complete the assigned assignments/quizzes.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor was available during the specified hours on office and after class for consultations.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%
The course material is modern and updated		0%	0%	0%	0%

The teacher is fair in exams.	100%	0%	0%	0%	0%
	100%				

## **CRITERION 2 CURRICULUM AND ORGANIZATION**



## **Criterion 2 Curriculum Design and Organization**

### **2.1 Curriculum and Learning Process**

The curriculum of Bachelor of Business Administration-BBA (Hons) program was developed keeping in view the guidelines provided by HEC.

#### **2.1.1 Degree Title**

##### **Bachelor of Business Administration (BBA)**

The curriculum design process takes into account feedback from the employers of our students, needs assessment of the industry, the trends in business education at other institutes and expert opinion. A committee of learned professors, subject-matter specialists and experts from other universities and research organizations from Pakistan help in the development of all the courses for the degree program. When and if needed, the curriculum for the BBA program is revised or updated. At the department level, the Board of Faculty, which comprises of senior faculty members from GIMS and outside, is responsible for updating the curriculum. This body is authorized to formulate syllabus and course content. The director of the Institute chairs the meetings of this body. The curriculum is then submitted to the University Academic Council for approval. All the changes, modifications, additions and deletions with respect to the curriculum must be approved by the academic council before they are adopted for implementation.

### **2.2 Consistency of Program Structure and Course Contents in Development of Intellectual and Practical Skills and Attainment of PLOs**

The BBA (Hons) program curriculum is designed to fulfil the program learning outcomes and course learning outcomes. Each semester is of approximately 16 weeks' duration. The BBA (Hons) program duration is four years and is offered on a full-time basis in morning session. The minimum duration for completing the course of degree is 8 semesters (4 years).

### **2.3 Curriculum Design**

The curriculum supports the program objectives and consistent with market dynamics. The curriculum of the BBA (Hons) program was devised based on the needs of all stakeholders. The curriculum is broadly divided in Business and social science courses. The graduates of the program are specialized in Finance, Marketing and Human Resource Management. The Management sciences (MGTs) domain

includes Strategic Management, Managerial Accounting, and Introduction to Financial Management, and Production Management Operations. A comprehensive Internship report and a final year project are also part of the curriculum. The contents of breadth and depth courses are selected to provide students with knowledge of overall as well as specialized areas of Management sciences. A number of courses include Introduction to Marketing Management, Introduction to Business Finance, Introduction to Human Resource Management and Introduction to Organizational Behavior that allow the students to apply their knowledge and critical thinking and gain an in depth understanding of theory.

The BBA program offers courses in mathematics that support the program core courses. These courses are designed in a way to facilitate the students in their major areas. The mathematical courses are mainly comprised of Basic and Advanced mathematics and Statistics like Business Mathematics, Quantitative Techniques in Management, Business Statistics, and Inferential Statistics. These courses fulfilled the HEC requirement.

Communication skills are the topmost elements for the best presentation of a business school graduate. We make sure to offer the best courses to develop the communication skills of our students. Business Communication-I and Business Communication-II are offered in the BBA program in this regard. Along with the courses, we have developed a friendly and interactive environment in order to polish the students' communication skills.

The Information Technology (IT) domain includes the IT in Business-I, Introduction to E-Commerce, IT in Business-II and Introduction to Management Information System (MIS). All these courses develop skills of project management, teamwork, communication, entrepreneurship, ethical and moral responsibilities and sustainable development. The mix of Management Sciences Information Technology (IT) and Mathematics courses is in accordance with the national guidelines provided by the HEC.

The program includes courses in social science and humanities like Microeconomics, Macro Economics, Business Law, Logic, Social Psychology and Self Development, Pakistan Studies, Islamiat & Ethics, etc. which fulfill the HEC requirements.

Summary of the curriculum of BBA (Hons) is given in Table 20. The comparison shows that the Management fundamentals and credit hours are in-line with the benchmarked universities, whereas the credit hours of breadth and depth Business courses are on higher side.

Table 19: Curriculum Course Requirements Design

Semester	Course Number	Math and Electives		Core Courses	Maths	Electives
		Math	Electives			
1 <sup>st</sup>	7	1	2	1	1	1 <sup>st</sup>
2 <sup>nd</sup>	7		3	4		2 <sup>nd</sup>
3 <sup>rd</sup>	6			4	1	3 <sup>rd</sup>
4 <sup>th</sup>	6	1	5	5	1	4 <sup>th</sup>
5 <sup>th</sup>	6			5	1	5 <sup>th</sup>
6 <sup>th</sup>	6		1	5		6 <sup>th</sup>
7 <sup>th</sup>	5			5		7 <sup>th</sup>
8 <sup>th</sup>	5			5		8 <sup>th</sup>

### Curriculum Design by Knowledge Area

Domain	Knowledge Area	HEC Guidelines	
		Total	Overall
		Credits	%
Non-MGTs	Social Sciences & Humanities	08	20%
	Information Technology (IT)	12	
	English & Communication	06	
	Sub Total	26	
MGTs	Business-core	54	80%
	Business Elective	18	
	Domain Supporting	42	
	Others (Dissertation)	03	
	Sub Total	114	
Total		140	100

**Standard 2-1: The curriculum must be consistent and support the program's documented objectives.**

## 2.4 Mapping of Courses to PLOs

Program Semester-wise mapping of courses to PLOs is given in Table 21. The course to PLO mapping is only shown for the courses that are used for assessing a particular PLO.

Table 20: Mapping of Semester-wise Courses to PLOs

Semester No	Course Code	Course Title	Cross functional Knowledge	Problem Analysis:	Management Skills	Business Solution:	Communication	Entrepreneurial Skills	Individual and Teamwork	Modern Tool Usage	Corporate Social Responsibility	Ethics
			1	2	3	4	5	6	7	8	9	10
1	SSH-302	Pakistan Studies	✓									
	MGT-304	Social Psychology and self-development					✓					
	ENG-301	Functional English					✓					
	MGT-321	Fundamentals of Accounting			✓							
	MGT-341	Computer Application in business								✓		
	MGT-391	Business Mathematics			✓							
2	IS-302	Islamic studies/ethics										✓
	MGT-351	Principles of Marketing			✓							
	MGT-322	Financial Accounting			✓							
	MGT-411	Principles of Management			✓							
	MGT-371	Micro Economics	✓									
	MGT-404	Communication Skills					✓					
3	MGT-405	Technical and Academic Writing					✓					
	MGT-571	Introduction to SCM		✓								
	MGT-472	Macro Economics	✓									
	MGT-492	Business Statistics		✓								
	MGT-407	Business ethics and CSR									✓	

	MGT-452	Marketing Management			✓							
4	MGT-617	Entrepreneurship						✓				
	MGT-424	Introduction to business finance			✓							
	MGT-696	Production Operations Management		✓								
	MGT-504	Managerial Accounting			✓							
	MGT-512	Organization Behavior										✓
	MGT-473	Introduction to managerial Economics	✓									
5	MGT-515	Human Resource Management							✓			
	MGT-513	Business Law				✓						
	MGT-616	Total Quality Management				✓						
	MGT-525	Financial Management				✓						
	MGT-526	Money and Banking			✓							
	MGT-595	Statistical Inference		✓								
6	MGT-530	Investment banking			✓							
	MGT-543	Management Information System								✓		
	MGT-580	Strategic Management		✓								
	MGT-574	International Business	✓									
		Elective-I										
		Elective-II										
7	MGT-493	Business Research Method								✓		
	MGT-593	Personality development and presentations skills					✓					
	MGT-594	Logical and Critical Thinking		✓								
	MGT-644	E-Commerce								✓		
		Elective-III										
		Elective-IV										
	MGT-698	Internship										

					✓							
8	MGT-618	Contemporary Issues in Management				✓						
	MGT-699	Project						✓				
		Elective-V										
		Elective-VI										

***Standard 2-2: Theoretical backgrounds, problem analysis and solution design must be stressed within the program's core material.***

The program core material is designed in a scientific manner and assures that the graduates are equipped with the theoretical and practical aspects of it.

*Table 21: Courses Representing Theoretical Background, Problem Analysis and Solution Design*

<b>Elements</b>	<b>Courses (Codes)</b>
Theoretical Background	SSH-302,MGT-304,ENG-301,IS-302,MGT-404,MGT-405,MGT-472,MGT-617,MGT-512,MGT-473,MGT-515,MGT-574,MGT-593,MGT-644
Problem Analysis	MGT-321,MGT-341,MGT-391,MGT-351,MGT-322,MGT-371,MGT-472,MGT-407,MGT-452,MGT-504,MGT-513,MGT-616,MGT-525,MGT-530,MGT-543,MGT-580,MGT-493,MGT-618
Solution Design	MGT-391,MGT-322,MGT-411,MGT-571,MGT-492,MGT-424,MGT-696,MGT-525,MGT-526,MGT-595,MGT-493,MGT-594,MGT-618

***Standard 2-3: The curriculum must satisfy the core requirements for the BBA program, as specified by the respective accreditation body.***

The BBA undergraduate degree program is offered well consistent with HEC's approved curriculum for business administration. A degree is offered after completion of 136 credit hours including an internship report of 3 credit hours. Major categories of taught courses include business core courses, business elective courses, support courses, courses related to social sciences, IT courses, business English & communication courses. Each taught-course is of 3 or 2 credit hours. The breakup of courses categories-wise, number of courses in each category and credit hours details.

Table 22: BBA Program Categories and Credit Hours Details

Category (Courses)	No. of Courses	Credit Hours
Business Core	18	54
Business Elective	06	18
Support	14	42
Social Sciences & Humanities	03	8
I.T.	02	06
English & Communication	02	06
Others (Dissertation)	01	03
<b>Total</b>	<b>46</b>	<b>137</b>

***The curriculum must satisfy the core requirements for the program as specified by the accreditation body.***

The curriculum satisfies the basic requirements of HEC by following the structure and outlines of courses provided by HEC and with the academic council. However, efforts are being made to add value from time to time.

***Standard 2-5: The curriculum must satisfy general education, arts, and professional and other discipline requirements for the program, as specified by the respective accreditation body/ council.***

While the curriculum was prepared, all aspects of information technology were considered and after critical analysis, relevant aspects were integrated into the program as four computer and I.T. courses (13 credit hours) were included in the curriculum to fulfill the I.T. requirements for the students of BBA (Hons). However, efforts are undertaken to add value from time to time.

***Standard 2-6: Information technology component of curriculum must be integrated throughout the program.***

While the curriculum was prepared, all aspects of information technology were considered and after a critical analysis, relevant aspects were integrated into the program as four computer and I.T. courses (12 credit hours) were included in the curriculum to fulfill the I.T. requirements for the students of BBA (Hons).

***Standard 2-7: Enhancing the oral and written communication skills of the students.***

The 2 courses aimed at enhancing communication skills have been integrated into the curriculum of BBA (Hons). Assignments are given to BBA (Hons) students on specific titles (part of the course) which are presented orally and are submitted as a written report, to increase their oral and written communication skills.

As it is important to note that in every course student have to present at least one topic of their interest or on a current topic in the form of a presentation with the help of multimedia.

## 2.5 Course Offering for BBA Program

Table 23: Course Offerings

<b>Semester-I</b>			
<b>Sr. No.</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Credit hrs.</b>
1	SSH- 302	Pakistan Studies	2(2-0)
2	MGT-304	Social Psychology and Self Development	3(3-0)
3	ENG-301	Functional English	3(3-0)
4	MGT-321	Fundamentals of Accounting	3(3-0)
5	MGT- 341	Computer Application in business	3(3-0)
6	MGT-391	Business Mathematics	3(3-0)
<b>Semester-II</b>			
<b>Sr. No.</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Credit hrs.</b>
1	IS-302	Islamic Studies/Ethics	2(2-0)
2	MGT- 351	Principles of Marketing	3(3-0)
3	MGT-322	Financial Accounting	3(3-0)
4	MGT-411	Principles of Management	3(3-0)
5	MGT- 371	Micro Economics	3(3-0)
6	MGT-404	Communication Skills	3(3-0)
*Muslim Students will enroll in Islamic Studies and non-muslim Students will enroll in Ethics.			
<b>Semester- III</b>			
<b>Sr. No.</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Credit hrs.</b>
1	MGT-405	Technical and Academic Writing	3(3-0)
2	MGT-571	Introduction to SCM	3(3-0)
3	MGT-472	Macro Economics	3(3-0)
4	MGT-492	Business Statistics	3(3-0)
5	MGT-407	Business ethics and CSR	3(3-0)
6	MGT-452	Marketing Management	3(3-0)
<b>Semester-IV</b>			
<b>Sr. No.</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Credit hrs.</b>
1	MGT-617	Entrepreneurship	3(3-0)
2	MGT-424	Introduction to business finance	3(3-0)
3	MGT-696	Production Operations Management	3(3-0)
4	MGT-504	Managerial Accounting	3(3-0)
5	MGT-512	Organization Behavior	3(3-0)
6	MGT-473	Introduction to managerial Economics	3(3-0)
<b>Semester-V</b>			
<b>Sr. No.</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Credit hrs.</b>
1	MGT-515	Human Resource Management	3(3-0)
2	MGT-513	Business Law	3(3-0)
3	MGT-616	Total Quality Management	3(3-0)
4	MGT-525	Financial Management	3(3-0)
5	MGT-526	Money and Banking	3(3-0)



6	MGT-595	Statistical Inference	3(3-0)
<b>Semester-VI</b>			
<b>Sr. No.</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Credit hrs.</b>
1	MGT-530	Investment banking	3(3-0)
2	MGT-543	Management Information System	3(3-0)
3	MGT-580	Strategic Management	3(3-0)
4	MGT-574	International Business	3(3-0)
5		Elective-I	3(3-0)
6		Elective-II	3(3-0)
<b>Semester-VII</b>			
<b>Sr. No.</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Credit hrs.</b>
1	MGT-493	Business Research Method	3(3-0)
2	MGT-593	Personality development and presentations skills	3(3-0)
3	MGT-594	Logical and Critical Thinking	3(0-0)
4	MGT-644	E-Commerce	3(3-0)
5		Elective-III	3(3-0)
6		Elective-IV	3(3-0)
<b>Semester--VIII-</b>			
<b>Sr. No.</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Credit hrs.</b>
1	MGT-618	Contemporary Issues in Management	3(3-0)
2	MGT-699	Project	6(0-12)
3		Elective-V	3(0-0)
4		Elective-VI	3(3-0)

### 2.5.1 Course offered for Specialization in BBA

Table 24: Elective courses for the specializations offered in BBA (Hons) in Finance

<b>Elective courses for the Specializations offered in BBA (Hons) in Finance</b>			
<b>Sr. No.</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Credit hrs.</b>
1	MGT-530	Investment Banking	3(3-0)
2	MGT-531	Analysis of Financial Statements	3(3-0)
3	MGT-631	Security Analysis and Portfolio Management	3(3-0)
4	MGT-532	Investment and Security Analysis	3(3-0)
5	MGT-533	Corporate Finance	3(3-0)
6	MGT-534	Credit Management	3(3-0)
7	MGT-535	Islamic Banking	3(3-0)
8	MGT-536	Portfolio Management	3(3-0)
9	MGT-537	Financial Institutions	3(3-0)
10	MGT-538	International Finance	3(3-0)
11	MGT-539	Money and Capital Markets	3(3-0)

Table 25: Elective courses for the specializations offered in BBA (Hons) in Human Resource Management

<b>Courses for the Specializations offered in BBA (Hons) in Human Resource Management</b>			
<b>Sr. No.</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Credit hrs.</b>
1	MGT-581	Leadership	3(3-0)
2	MGT-582	Organizational Development	3(3-0)
3	MGT-683	Human Resource Development	3(3-0)
4	MGT-684	Learning and Management Development	3(3-0)
5	MGT-685	Collective Bargaining and Wage Policy	3(3-0)
6	MGT-686	International Human Resource Management	3(3-0)
7	MGT-687	Strategic Human Resource Management	3(3-0)
8	MGT-688	Seminars in Human Resource Management	3(3-0)

Table 26: Elective courses for the specializations offered in BBA (Hons) in Marketing

<b>Courses for the Specializations offered in BBA (Hons) in Marketing</b>			
<b>Sr. No.</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Credit hrs.</b>
1	MGT-560	Consumer Behavior	3(3-0)
2	MGT-561	Advertising and Promotion	3(3-0)
3	MGT-562	Sales Management	3(3-0)
4	MGT-663	Services Management	3(3-0)
5	MGT-664	Product and Brand Management	3(3-0)
6	MGT-665	Global Marketing	3(3-0)
7	MGT-666	Marketing Research	3(3-0)
8	MGT-667	Marketing Channels	3(3-0)
9	MGT-668	Strategic Marketing Planning	3(3-0)
10	MGT-669	Seminar in Marketing	3(3-0)

## 2.6 Course Contents

Course contents are defined in teaching / lesson plans. Lesson plans contain detailed course contents, CLOs, teaching and assessment methods and other necessary details. Lesson plans of MGT-535-Islamic Banking, MGT-504: Managerial Accounting, MGT- 664: Product and Brand Management, MGT-617: Entrepreneurship, MGT-322: Financial Accounting are provided as samples in Annexure D.

Consistency of Program Delivery and Assessment Methods and their Support in PLO Attainment Academic calendar is prepared by the Academics Branch AAUR at the start of the semester and is forwarded to all concerned. Concerned faculty prepares the teaching / lesson plans, which are forwarded to the Academics Branch and are uploaded on the learning management system (LMS) before the start of the semester. A

course folder is maintained during the semester for each course. Updating of the course folder is the responsibility of the concerned faculty member.

## **2.7 Teaching Methods**

Teaching method are made an integral part of the teaching / lesson plan. Faculty members select an appropriate teaching method according to the learning level and desired outcomes. The teaching methods include presentations, lectures, videos, assignments, term projects. Sample lesson plans are attached as Annexure 'D'. To assess the effectiveness of teaching method we QED used to conduct the number of surveys assess the quality of education.

### **2.7.1 Assessment Methods**

In theory paper, students' evaluation is done by mid-term examination, assignments/ quizzes and final examination. Both the mid-term and final examinations are compulsory. A student who misses the mid-term examination is not allowed a make-up examination and is awarded zero marks in that examination. In case a student does not appear in the final examination of a course, he/she will be deemed to have failed in that course. In theory, weightage to each component of examination is as prescribed here under:

*Table 27: Elective courses for the specializations offered in BBA (Hons) in Marketing*

<b>Quiz-Assignment</b>	<b>Mid-Examination</b>	<b>Final Examination</b>	<b>Practical</b>
20%	30%	50%	N/A

It is necessary for the student to pass the practical final examination separately. A student is eligible to sit for the examination provided that he/she has attended not less than 75% of the classes in theory and practical, separately. The minimum pass marks for each course are 40% for undergraduate.

## **2.8 Internship Report and a Final Year Project**

The students admitted to BBA (Hons) are required to pursue an internship in a registered business enterprise for a period of 6 to 8 weeks after completion of six semesters. At the end of the 7th semester, these students present their work at that organization to a group of evaluators (faculty members). The internship is counted as a three-credit hour course.

The final year project is assigned to the BBA Students in 8<sup>th</sup> semester, the main goal is to provide the skills

of entrepreneurship to students that how they can initiate their businesses and how they can minimize the future risks regarding their businesses based on the knowledge and skills achieved while studying the BBA (Hons) program. A comprehensive policy has been prepared to assign, track, evaluate and assess the final. The purpose of the policy is to provide a uniform system of guidelines to students and supervising faculty to realize their Bachelor of Science (BS) Final Year Projects (FYP). The aim of the FYP is to give each student the opportunity to experience the business project designing process. The projects are assigned in the form of small teams of three members. In the latter case the student must still fulfill the requirements laid out by the departmental policy. The Academic Supervisor is a faculty member of Department of Management Sciences.

CLOs for the final year project are defined as the part of the FYP policy. The progress of FYP is monitored in various steps throughout the project duration by Project Management Office (PMO). PMO is responsible to schedule and monitor all the internship reports and FYP activities. Each individual and group is required to prepare a project proposal report and deliver a presentation to the department evaluation team for approval towards the mid during seventh and eight semester. In eight semester department conduct midterm evaluation each group is also required to make a presentation of their project and submit it to the project management office for evaluation. At the end eight semester final project evaluation is conducted and evaluation committee accept the project or reject it. The students are required to submit four hardbound copies of the FYP report. A standardized template has been prepared for the FYP report and shared with respective students and supervisors. A project CD is also required which must contain the following items:

- Internship Report
- FYP Report
- Final defense Presentation
- All other material consulted/utilized.
- Soft Copy (Provided in a C.D) of Internship Report and FYP.
- Poster Presentation

### **CRITERION 3: LABORATORIES AND COMPUTING FACILITIES**

## Criterion 3      Laboratories and Computing Facilities

**Standard 3-1: Laboratory manuals/documentation/instructions for experiments must be available and daily accessible to faculty and students**

### 3.1 Computing Lab

The details of the computing lab including staff, related course work, type of workstations, are provided in Table below

- Number of total core/elective/Supporting computing Courses= 03
- Number of Lab courses = 03
- Number of Computer laboratories = 2

**Standard 3-2: There must be support personal for instruction and maintaining the laboratories.**

**Standard 3-3: The university computing infrastructure and facilities must be adequate to support the program's objectives**

Table 28: Computing Labs Details

Sr. No.	Name of Laboratory (Staff Names--Qualifications)	Lab(s) of Course(s) Conducted in the Lab.	Type(s) of Workstations (No. of each type)	Nature of Experiments	No. of Students per Workstation
1	Lab A (Muhammad Husnain, MCS, Lab Tech)	MGT-543: Introduction to Management Information System. MGT-493: Business Research Methods.	Number of PCs-50 Multimedia-1 White Board-1 Internet Access	Hands on / Demonstration	1:1
2	Lab B (Muhamad Waqas Lab Admin)	MGT-341:IT in Business-1 MGT-595:Statistical Inference MGT-341:IT in Business-11	Number of PCs-50 Multimedia-1 White Board-1 Internet Access	Hands on / Demonstration	1:1

***CRITERION 4: STUDENTS SUPPORT AND ADVISING***

## **Criterion 4      Student Support and Advising**

***Standard 4-1: Courses must be offered with sufficient frequency and number for students to complete the program in a timely manner.***

### **4.1 Courses**

Courses are taught as per HEC criteria.

- At the undergraduate level subjects/courses are offered as per the scheme of study provided by the HEC and approved by the Academic Council.
- Elective courses are offered as per the policy of HEC and the University.
- No course is offered consecutively in any two semesters.

The program successfully delivers all the required major and elective courses within the stipulated time. At the BBA level, subjects/courses are in accordance with the approved curriculum while assuring the relevant HEC criteria as well. As the University has only one intake a year, the courses are offered once a year which means if a student fails in a certain course, he/she can take it in the next semester.

#### **4.1.1 Core Courses**

All BBA core courses are offered every term per year. These core courses offered almost every semester spread over the whole duration of this degree.

#### **4.1.2 Elective Courses**

In BBA Elective courses are offered every semester commencing from the 6<sup>th</sup> semester in three areas for specializing the degree namely in Human Resource (HR), Marketing and Finance. This scheme continues in the 7<sup>th</sup> and 8<sup>th</sup> semesters as well.

***Standard 4-2: Courses in the major area of study must be structured to ensure effective interaction between students, faculty teaching assistants.***

Courses are designed keeping in mind the effect and application aspects. Student/teacher interaction is the main theme of these courses. The following principles are observed to ensure the creative and productive output. Each class is made of 50 students at most.

- 75% attendance during the semester in each subject is mandatory.
- At least 2.5 CGPA in the final semester must be scored by the students to obtain the degree in



both program

- Students have to submit assignments and presentations on time.
- Typically, BBA course include ONE mid-exams and ONE final-exam
- Faculty distributes outlines at the beginning of the semester and devotes their office hours for student counseling.

#### 4.1.3 Academic Standing

i Grade Point average

a) Maximum grade point average 4.00

b) Minimum grade point average for obtaining the Degree 2.50

ii To remain on the roll of the university, a student shall be required to maintain the following minimum CGPA in each semester:

Semester	CGPA
1 <sup>st</sup> Semester	0.75
2 <sup>nd</sup> Semester	1.00
3 <sup>rd</sup> Semester	1.25
4 <sup>th</sup> Semester	1.50
5 <sup>th</sup> Semester	1.75
6 <sup>th</sup> Semester	2.00
7 <sup>th</sup> Semester	2.25
8 <sup>th</sup> Semester	2.50

- A student who does not meet the above requirement for promotion shall cease to be on the university roll. However, he/she may repeat the whole semester only once.
- The course grades that a student earns in the repeated semester shall replace the previously earned course grades. In the 8th semester, if a student fails to achieve the 2.5 CGPA, he/she shall have to repeat the course/courses with lowest grades, so as to make CGPA of 2.5 within the maximum time period allowed for the degree.
- Migration from other Universities and institutes to university will be entertained as per University migration rules.

***Standard 4-3: Guidance on how to complete the program must be available to all students and access to qualified advising must be available to make course decisions and career choices.***

**Mechanism for Providing Guidance to Students on Academic, Career and Aspects Pertaining to Wellness  
Academic Counselling**

Several steps have been taken to provide guidance to students by different ways such as:

- Students are informed about the program requirement through the director office.
- Through the personal communication of the teachers with the students.
- Meetings are organized by the director of the institute for counseling of the students. In addition, students can also contact with the relevant teachers whenever they face any problem.
- Students can meet director of institute whenever they feel need to meet on any serious issue.
- Realizing the need for exploring job opportunities for the university graduates, Directorate of Placement Bureau has been established.

*Table 29: Student Teacher Ratio*

2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2020-2021	2021-2022	2022-2023	2023-2024
1:11-1:14	1:16-1:17	1:32-1:34	1:28	1:26-1:29	1:32	1:32	1:25-1:22	1:17-1:16

## **4.2 Students Workload, Class Sizes for Theory as well as Laboratory Sessions and Completion of Courses**

### **4.2.1 Class Size**

There are 40-45 students on average per section in each batch of 85-90 students. During lab work each, students have a separate system to perform tasks effectively.

### **4.2.2 Semester Academic Load**

Academic load in a semester is in the range of 17-19 credit hours except final semester where 12 credit hours are taught. This has been done intentionally to provide students with maximum free time, as they have to move in the market for completion of their final year projects. Students also have to appear for the interviews conducted by the employers.

### **4.2.3 Completion of Course and Student Feedback**

Course files are prepared for each course and are available with the academic department. Instructors are required to submit a course teaching / lesson plan. HOD ensures completion and conduct of the course as

per schedule. Student feedback is taken twice every semester on learning management system(LMS). Sample teacher and Course evaluation is provided in criteria 1 Faculty is counselled and corrective actions are taken where required see Annexure H.

### **4.3 Student Activities and Involvement**

#### **4.3.1 Participation in Competitions**

Students are encouraged to participate in extracurricular activities. Such activities are held within GIMSas well as outside GIMS. Students are facilitated by providing them transportation.

#### **4.3.2 Internships**

Internships are integral part of the BBA (Hons) curriculum and are mandatory for all the students. GIMS provide opportunities of internships to learn in industrial environments and expose students to the pressure of professional life.

#### **4.3.3 Awards**

Student encouragement through awards is also a big part of the Management Sciences department's philosophy. Several types of awards are offered for competitions. The department also awards medals during the convocation ceremony. Department also have need based scholarship is offered to students each year. The student who scored top position in his batch consecutive four semester will be awarded a laptop.

## **CRITERION 5 PROCESS CONTROL**

## **Criterion 5      Process Control**

*Standard 5-1: The process by which students are admitted to the program must be based on quantitative and qualitative criteria and clearly documented. This process must be periodically evaluated to ensure that it is meeting its objectives.*

### **5.1 Admission and Promotion**

#### **5.1.1 Admission Criteria**

- i A person holding an Higher Secondary Certificate, A-level, or an equivalent certificate from any recognized institute with at least second division or overall 45% marks, or any other marks specified shall be eligible to apply for admission.
- ii Admission will be on open merit basis, with the following weightage for merit (Entrance test 40%, Intermediate 50%, Matric 10%).

The admission criteria are laid out by the Arid Agriculture University and are part of GIMS statutes. Admissions are handled by the Admission Office of GIMS for all programs of the GIMS.

#### **5.1.2 Academic Standing**

- i. Grade Point average
  - a) Maximum grade point average 4.00
  - b) Minimum grade point average for obtaining the Degree 2.50
- ii. To remain on the roll of the university, a student shall be required to maintain the following minimum CGPA in each semester:
  - The course grades that a student earns in the repeated semester shall replace the previously earned course grades.
  - A student who does not meet the above requirement for promotion shall cease to be on the university roll. However, he/she may repeat the whole semester only once.
  - In the 8th semester, if a student fails to achieve the 2.5 CGPA, he/she shall have to repeat the course/courses with the lowest grades, to make CGPA of 2.5 within the maximum time period allowed for the degree.
  - Migration from other universities and institutes to universities will be entertained as per University migration rules.

Semester	CGPA
1 <sup>st</sup> Semester	0.75
2 <sup>nd</sup> Semester	1.00
3 <sup>rd</sup> Semester	1.25
4 <sup>th</sup> Semester	1.50
5 <sup>th</sup> Semester	1.75
6 <sup>th</sup> Semester	2.00
7 <sup>th</sup> Semester	2.25
8 <sup>th</sup> Semester	2.50

**Standard 5-2:** *The process by which students are registered in the program and monitoring of students' progress to ensure timely completion of the program must be documented. This process must be periodically evaluated to ensure that it is meeting its objectives.*

### 5.1.3 Examination and Weightage

#### Theory

In theory paper, students' evaluation is done by mid-term examination, assignments/ quizzes and final examination. Both the mid-term and final examinations are compulsory. A student who misses the mid-term examination is not allowed a make-up examination and is awarded zero marks in that examination. In case a student does not appear in the final examination of a course, he/shewill be deemed to have failed in that course. In theory, weightage to each component of the examination is as prescribed hereunder:

*Table 30: Examination Weights*

Credit Hours	Quiz-Assignment	Mid-Examination	Final Examination	Practical
3(3-0)	20%	30%	50%	N/A
2(2-0)	13.33%	20%	33.33%	NA

### 5.1.4 Eligibility for Examination

A student is eligible to sit for the examination provided that he/she has attended not less than 75% of the classes in theory and practical, separately. The minimum pass marks for each course are 40% for undergraduates.

***Standard 5-3: The process of recruiting and retaining highly qualified faculty must be in place and clearly documented. Also processes and procedure for faculty evaluation, promotion must be consistent with institution mission statement.***

## **5.2 Faculty Development, Training and Retention**

### **5.2.1 Faculty Training and Mentoring**

Following opportunities and facilities are available for faculty training and mentoring.

- The new faculty attends orientation training and methods of instruction workshop.
- GIMS sometimes conducts faculty training to enhance the educational experience.

### **5.2.2 Faculty Retention and Career Planning**

Faculty is one of the most important parts of the SMME and hiring and retention of best-in-class faculty is the topmost priority of the school. For this purpose, the following are being offered.

- GIMS offers a competitive pay package.
- Full funding for attending National/ International conferences/ seminars/ Workshops.
- Financial support for carrying out Masters & Doctoral studies.
- Funding through government and non-profit national and international organizations is facilitated.
- Promotions are based on experience and research work.
- The teaching load is based on the guidelines provided by the HEC so faculty can spend most of their time in research.

***Standard 5-4: The process and procedures used to ensure that teaching and delivery of course material to the students emphasizes active learning and that course learning outcomes are met. The process must be periodically evaluated to ensure it is meeting objective.***

### **5.2.3 Strength and Competencies of Academics Staff covering all Areas of the Program**

GIMS has a mix of qualified and experienced faculty members for teaching and research. Most of the faculty members have qualifications from leading universities in the world.

## **CRITERION 6 FACULTY**



## Criterion 6 Faculty

Details of faculty at GIMS is given below.

### 6.1 Present Scenario

Full-Time Faculty Size	Number of faculty members with PhD MS	Full Professors	Associate Professors	Assistant Professors	Lecturers	Teaching Assistants/Fellows
	0 6				6	

*Standard 6-1: There must be enough full-time faculty who are committed to the program to provide adequate coverage of the program.*

### 6.2 Full Time & Part Time Faculty Member

Table 30: Full Time Faculty

Name of Faculty Member	Designation	Highest Degree	Subject/D discipline of Highest Degree	Faculty Type (Permanent/Contract)	Total Experience in Teaching Degree Program	Retirement/ Contract End Date DD-MM-YYYY
Ms. Hafiza Sahar Afshan	Lecturer	M.Phil Accounting & Finance	Business Administration	Permanent	3 Years	Continue
Ms. Rameeza Andleeb	Lecturer	M.Phil Finance	Business Administration	Permanent	3 Years	Feb 2023
Ms. Kanwal Shehzadi	Lecturer	MBA (HRM)	Business Administration	Permanent	2.5 Years	Continue
Ms. Hina Kanwal	Lecturer	MS Economics	Economics	Permanent	1.5 Years	Continue
Mr. Usman Amjad	Lecturer	M.phil Mathematics	Mathematics	Permanent	3 Years	Continue
Mr. Bahasht Baig	Lecturer	M.Phil Islamic Studies	Islamic Studies	Visiting Contract	4.5 Years	Continue
Ms. Sehrish Dar	Lecturer	M.Phil Finance	Management Science	Permanent	2 Years	Continue
Ms. Mariam Mushtaq	Lecturer	MPhil English	English	Permanent	1.5 Years	Continue

Mr. Shehryar Ali	Lecturer	MS Management Science (FIN)	Business Administration	Permanent	2.5 Year	Continue
Mr. Ahmad Naveed Jaura	Lecturer	MBA 1.5year (MKT)	Business Administration	Permanent	1 Year	Continue
Mr. Nida Urooj	Lecturer	MBA (MKT)	Business Administration	Permanent	4 Year	Continue

Table 31: Faculty Distribution by Program Areas

Program Area of Specialization	Courses in the Area and Average Number of sections Per-year(semester)	Number of faculty members in each area	Number of Faculty with Ph.D. Degree
Finance	2 courses (6 <sup>th</sup> ,7 <sup>th</sup> & 8 <sup>th</sup> )	3	01
HRM	2 courses (6 <sup>th</sup> & 8 <sup>th</sup> )	1	0
Marketing	0	1	0
others		6	0
<b>Total</b>		<b>12</b>	<b>01</b>

### 6.3 Full Time Lab Engineers

Name	Designation	Highest Degree	Date of Joining	Type of Job
Muhammad Waqas	Lab Engineer	BSCS (Hons)	October 2017	Permanent
Awias Cheema	Lab Engineer	BSCS (Hons)	2023	Permanent

Table 32: Part Time Faculty Members at GIMS

Part-Time Faculty Size	Number of Part-Time Faculty Members with		Total Number of Courses Offered by the Institute	Number of Courses Taught by Part-Time Faculty per Year
	PhD	MS		
(Fall-2016)		7	24	15
(Fall-2017)		9	31	18
(Spring-2017)		8	26	15
(Spring-2018)		8	31	15
(Spring-19)		12	41	20
(Fall-19)		10	34	10
(Fall-20)	2	11	50	26
(Spring-21)	3	7	48	22
(Fall-21)	5	11	52	23
(Spring-22)	1	8	46	22
(Fall-22)	1	8	46	22
(Spring-23)	1	8	46	22
(Fall-23)	1	8	46	22
(Spring-24)	1	8	46	22

## 6.4 Overall Staff Workload

Faculty Workload Teaching load based on 2022-2024	
Lecturer	12-16 Cr. Hr

### 6.4.1 Student Teacher Ratio

Table 32: Student Teacher Ratio

2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2020-2021	2021-2022	2022-2023	2023-2024
1:11-1:14	1:16-1:17	1:32-1:34	1:28	1:26-1:29	1:32	1:32	1:25-1:22	1:17-1:16

## 6.5 Sufficiency and Competency of Technical Staff

The lab technicians and lab engineers are well qualified and meet the qualification requirements of their respective jobs. Lab engineers have B.Sc / M. Sc. Degrees in computer science while the lab technicians are technical diploma holders.

## 6.6 Sufficiency and Competency of Administrative Staff

GIMS has an adequate number of administrative staff for office and administration jobs. The administrative staff of the department is headed by Admin Manager. The staff is responsible for the general upkeep of the GIMS building and offices. In case of a medical emergency, several staff members are trained to provide first aid. They are also responsible in case of a fire emergency and have been designated as fire marshals. The administrative staff is also responsible for office work.

***Standard 6-2: All faculty members should be motivated and have job satisfaction to excel in their profession.***

## 6.7 Faculty Survey

To measure the faculty satisfaction and identifying their experience at GIMS, QED conducted a faculty Survey at end of each semester. Faculty surveys help to identify faculty member level satisfaction and their experience with administrative staff and faculty members. Faculty member suggestions and feedback help to improve the department working. The faculty survey results are available in Annexure H.

***Standard 6-3: There must be an adequate number of high-quality graduate students, research assistants and Ph.D. students.***

Below is the list of students in BBA program over past ten years. GIMS is not accredited for a PhD Degree. Teaching Assistants positions are not available for GIMS.

2014-2015	2015-2016	2016-2017	2017-2018	2019-2020	2021-2022	2023-2024
39	81	124	172	207	187	83

## **CRITERION 7 FACILITIES AND INFRASTRUCTURE**

## **Criterion 7      Facilities and Infrastructure**

*Standard 7-1: The institution must have the infrastructure to support new trends in learning such as e-learning.*

### **7.1    Adequacy of Teaching and Learning Facilities**

The adequacy of teaching and learning facilities that include classrooms, learning-support facilities, study areas, information resources, library, computing and information technology, etc. is described in the following sections.

*Standard 7-2: Classrooms must be adequately equipped, and offices must be adequate to enable faculty to carry out their responsibilities.*

#### **7.1.1    Lecture Facilities**

The GIMS building is situated within the premises of Kalra Khasa Gujrat. GIMS has its building. Construction of an additional wing is also in progress. The building has the following facilities:

- Classrooms: 10
- Seating capacity of each classroom: 50
- Audio-Video facilities: Computer, multimedia projector, audio system
- Seminar Hall with a seating capacity of 100 shared with other departments

#### **7.1.2    Computer Laboratories**

Following dedicated computer laboratories are available.

- Computational Lab A
- Computational Lab B

***Standard 7-3: The library must possess an up-to-date technical collection relevant to the program and must be adequately staffed with professional personnel.***

## **7.2 Library**

The GIMS Library has the following facilities.

- Institute has its library which has a sufficient number of business administration-related books. New books are regularly bought, but currently, library contains low-cost editions. Expensive books are unavailable. A book bank is also required which provides effective support to students.
- Access to HEC Online Library via HEC.
- Reproduction facility is also available in the form of the printing press in GIMS where computing and other subject books like mathematics are being printed after necessary permission.

## **7.3 Other On Campus Facilities**

### **7.3.1 Sports**

At GIMS the implementation of a wholesome policy helps shape student's personalities and careers in a more efficient manner. Students are, therefore, encouraged to participate in various sports competitions held as a regular feature of campus life. The following facilities are available in the campus.

- |                   |                              |
|-------------------|------------------------------|
| ▪ Badminton Court | 12                           |
| ▪ Table Tennis    | Total 4, 3 x Girls, 1 x Boys |

### **7.3.2 Transport**

GIMS maintains an organized transportation network within the campus for the students and staff. Vans provide transport from Gate 1 from 8:30 to 9:30 am. GIMS provides transportation within Gujrat city and outside Gujrat. Transportation facilities provided to students of Kharian, Jalapur Jattan, Lalamusa.

### **7.3.3 Other Facilities**

The campus has the following facilities available for students.

- Cafeteria
- Photo Shop
- Stationery Shop



## **CRITERION 8 INSTITUTIONAL SUPPORT AND FINANCIAL RESOURCES**

## Criterion 8 Institutional Support and Financial Resources

### 8.1 Institutional Financial Commitment and Support

Table 33: Income and Expenditure Details

S No	Source of Income	Financial Year 2017-18 (July 2017 to August 2018)			Financial Year 2018-19 (July 2018 to August 2019)			Financial Year 2019-20 (July 2019 to June 20)		
		Budget	Income	Expenditure	Budget	Income	Expenditure	Budget	Income	Expenditure
1		25000000	246747735	23644527	4000000	39281610	37119271	60500000	54182899	51139207

**Standard 8-1: Financial resources must be provided to acquire and maintain library holdings, laboratories and computing facilities.**

	(July 2017 to August 2018)	July 2018 to August 2019)	(July 2019 to June 20)	(July 2020 to June 21)
<b>Institution's yearly budget for research and faculty development for the past five years</b>	Rs: 400000	Rs:	Rs:	Rs:
<b>Institution's yearly budget for library</b>	Rs: 400000	Rs: 350000	Rs: 475000	Rs:300000
<b>Institution's yearly budget for computing facilities</b>	Rs: 800000	Rs: 950000	Rs: 882000	Rs:125000
<b>Department/school/ college's yearly budget for research and faculty development for the past five years</b>	Rs: 1050000	Rs: 150000	Rs: 175000	Rs:130000
<b>Fee Structure</b>	Subsidized Fee: Rs. 19250  Regular Fee: Rs.34850	Subsidized Fee: Rs. 19250  Regular Fee: Rs. 34850	Subsidized Fee: Rs. 20450  Regular Fee: Rs.36200	Subsidized Rs. 20450  Regular Fee: Rs.36200

**Standard 8-2: There must be an adequate number of high-quality graduate students, research assistants**

*and Ph.D. Students.*

***Standard 8-3: Financial resources must be provided to acquire and maintain library holdings, laboratories and computing facilities.***

	<b>(July 2017 to August 2018)</b>	<b>July 2018 to August 2019)</b>	<b>(July 2019 to June 20)</b>	<b>(July 2020 to June 21)</b>
<b>Institution's yearly budget for research and faculty development for the past five years</b>	Rs: 400000	Rs:	Rs:	Rs:
<b>Institution's yearly budget for library</b>	Rs: 400000	Rs: 350000	Rs: 475000	Rs:300000
<b>Institution's yearly budget for computing facilities</b>	Rs: 800000	Rs: 950000	Rs: 882000	Rs:125000
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<b>Fee Structure</b>	Subsidized Fee: Rs. 19250  Regular Fee: Rs.34850	Subsidized Fee: Rs. 19250  Regular Fee: Rs. 34850	Subsidized Fee: Rs. 20450  Regular Fee: Rs.36200	Subsidized Rs. 20450  Regular Fee: Rs.36200

## **CONTINUOUS QUALITY IMPROVEMENT**

## **Continues Improvement**

### **Program Planning and Curriculum Development**

The curriculum of the BBA (Hons) program was developed to meet the requirements of HEC. A comprehensive exercise was carried out among all the stakeholders to unify the curriculum. During that phase, experts from all the AAUR departments and affiliated institute were brought together and careful deliberations were carried out. The finalized unified curriculum is implemented and taught in AAUR and Affiliated institutes. A number of elective courses are available for students to choose to increase their depth and breadth of knowledge.

### **Curriculum Review**

A comprehensive policy exists at AAUR and GIMS level for curriculum review and updating. The curriculum could be reviewed on the basis of a number of factors including HEC revision of curriculum requirements, feedback from stakeholders, etc.

### **Content Review**

Courses are assigned to the faculty at the start of the semester. The content of each course has been defined by the department and a lesson / teaching plan is prepared by the concerned faculty based on the approved course contents. The faculty member is allowed to change 10% of the course content of a course. Sample lesson plans are provided at Annexure 'D'. The lesson plans include detailed content breakdown, teaching methods and assessment methods.

### **Response to Feedback**

Feedback from faculty and students is collected on regular basis through the LMS system. Students are required to provide feedback once during the course. The anonymous feedback becomes available to the concerned faculty for review and any necessary action. Faculty also provides feedback at the end of the course. The feedback provided by faculty and students is monitored by the QED, Academic Directors, and HODs.

Various type of feedbacks obtained from alumni, faculty, students, employers, etc. are addressed at various levels during the faculty meetings.

### Tracking of Contribution of Individual Courses to PLOs

The course learning outcomes for each course has been defined and linked with appropriated program learning outcomes. The assessment methods of CLOs are part of the lesson plans where a specific CLO may be evaluated using any suitable assessment method. The assessment methods include quizzes, assignments, presentations, reports, term projects, end semester exams, etc. Specific CLO is attributed to a specific question. The question papers are approved by the HOD for appropriate level of learning and difficulty. The complete record of CLO attainment is maintained in the Academics Branch.

### Continuous Improvement

*Table 34: Observations, Implementation Plan and Actions Taken Since Last SAR*

Sr. No	Observations	Action Take by Department	Status
1	Rubric was not designed for BBA (Hons) Final year project evaluation that would be used to measure program education objectives.	Department directed the Project Management office to design rubric with consultancy of faculty members. Rubric was implemented in final year project evaluation.	Achieved
2	Employer Survey was not designed in compliance to measure the program education objectives.	QED and department coordinator set together and redesign the survey which includes the statement that would help out the measuring the program educational objective.	Achieved
3	Department has not initiated the research cultural among the undergraduate students.	Institute recruit PhD faculty member as HOD with aims to flourish the research among the faculty members and take initiative among students for review paper and research paper.	Partially Achieved
4	Scheme of study for BBA (Hons) program not adequately state which course will help to achieve program educational objective and outcomes.	The course has been mapped with program learning and educational objective and sated is Table 6 and Tables 7-17 in this SAR.	Achieved

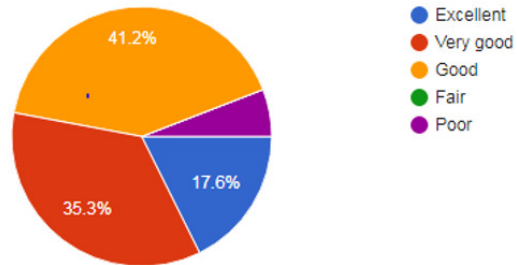
5	Institute has not dedicated any career counseling and job placement office students.	Job placement and career counseling office establishment is in under discussion of Director GIMS and Academic Director.	In process
6	Department has no dedicated meeting and conference room.	Infrastructure of institute has been improved as dedicated campus construction is completed in Spring 2020. Meeting room, discussion room and conference rooms are available for faculty and students.	Achieved
7	Institute has not had its own student and teacher portal where student and teacher can communicate subject matter effectively.	The GIMS has launched Learning Management System in Spring 2020 for instructor and faculty members, and it is accessible for all stakeholders.	Achieved
8	Proper teacher training and faculty development programs, particularly for the newly inducted young faculty members, need to be established on priority basis.	Department had planned number of training program but due to COVID'19 no physical training was possible for a year, Meanwhile the faculty members have attended a few virtual seminar and talks.	In process

## Annexure A. Alumni Survey

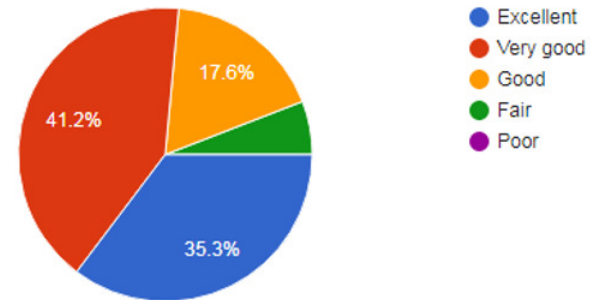
### Performa: 7 Alumni Survey Department of Management Sciences BBA Programs Batch 2020-2024

#### 1. Knowledge

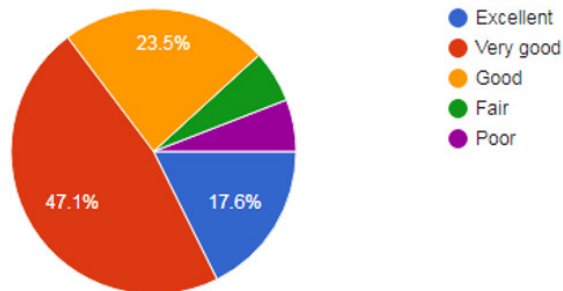
About math, science and humanities and professional discipline



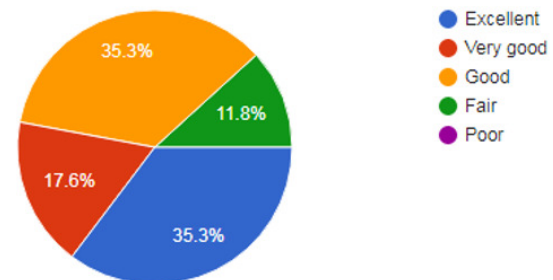
Problem formulation and solving skills



Collecting and analyzing appropriate data

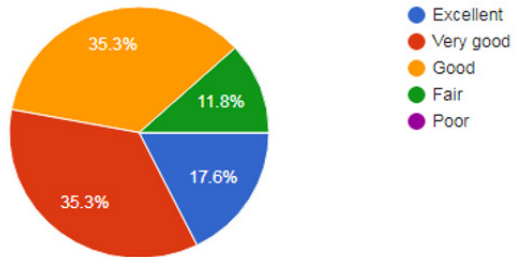


Ability to link theory to practice

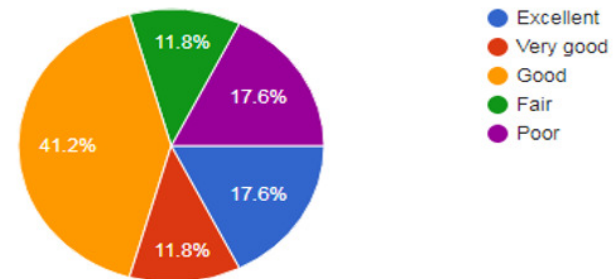




### Ability to design a component or process

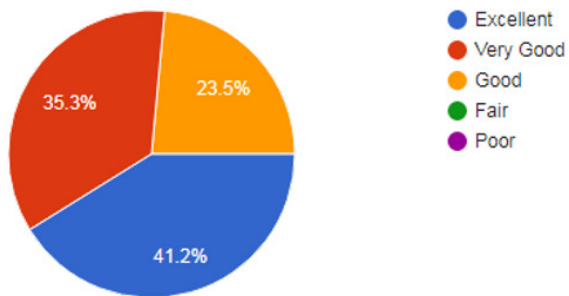


### Ability to relate with IT knowledge

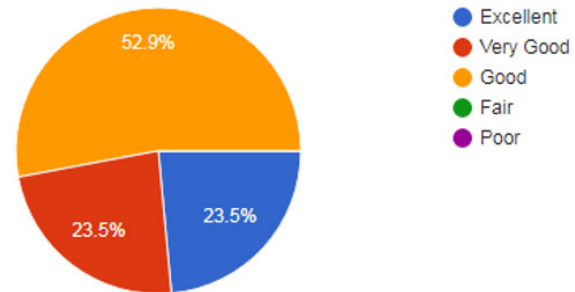


## 2. Communication Skill

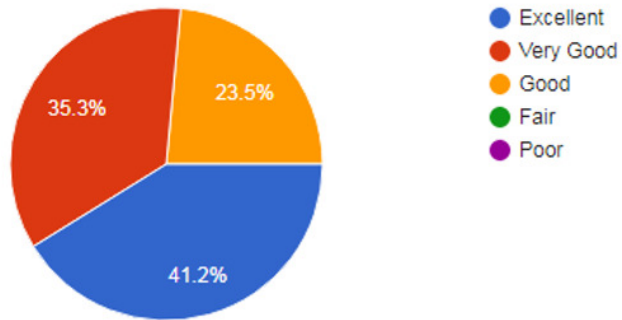
### Oral Skills



### Report Writing

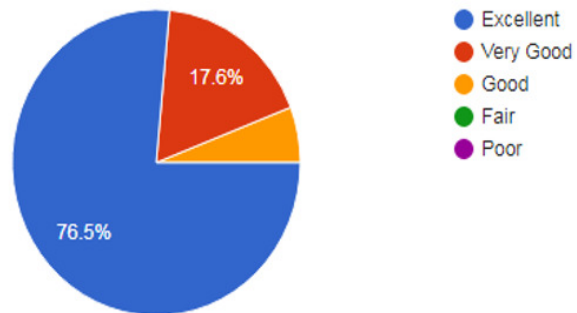


### Presentation Skills

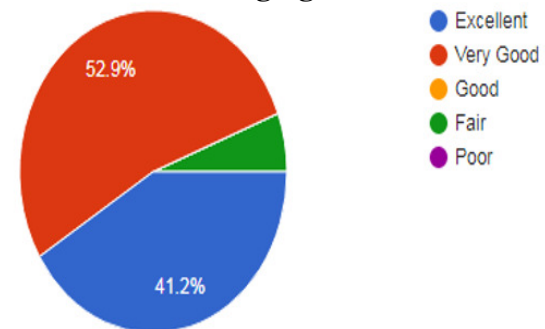


## 3. Interpersonal Skills

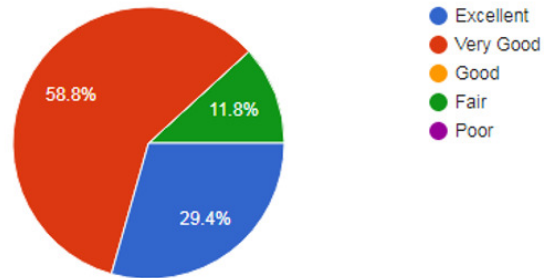
### Ability to Work in Teams



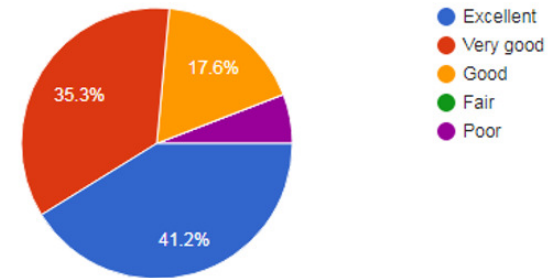
### Ability to Work in Challenging Situation



### Independent Thinking

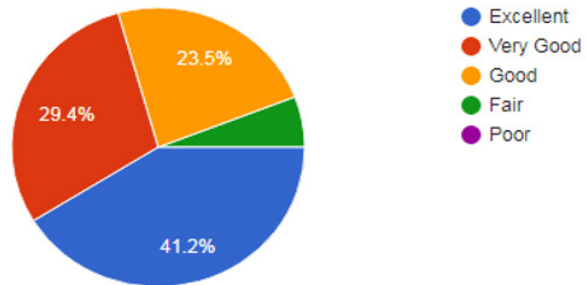


### Appreciation of Ethics

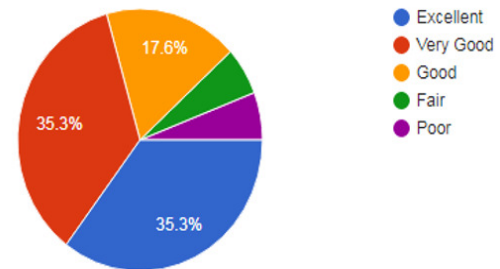


## 4. Management and Leadership Skills

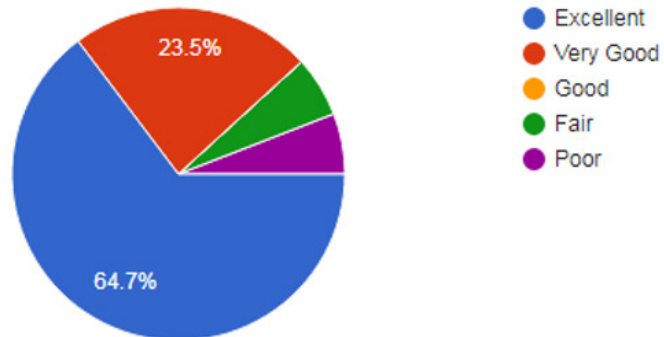
### Resource and Management Skills



### Judgment

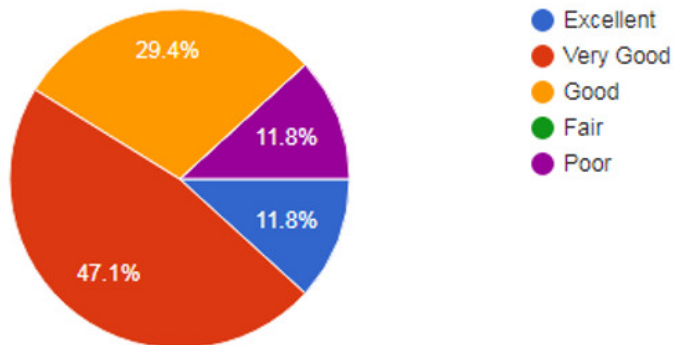


### Discipline

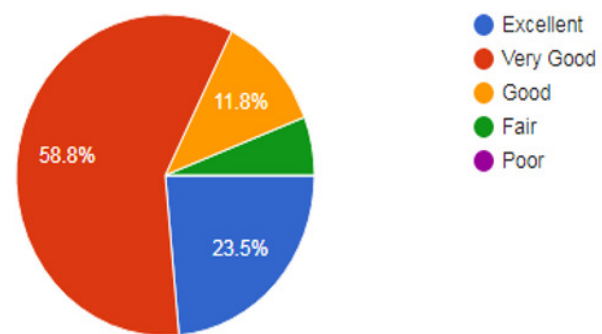


## 5. Department Status

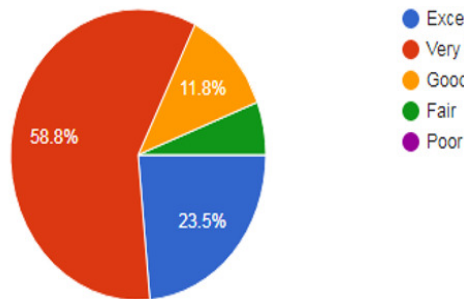
### Infrastructure



### Faculty



### Repute at International Level



### Alumni Survey Questions Summery

S. No	General Comments Please make any additional comments or suggestions, which you think would help strengthen our programs.	Career Opportunities	Name of organization (In which you are currently working)	Position in organization
1	Kindly insure the argumentative skills of persons along with field works not only focused on theoretical implementation work on presentation skills. Guide students about different scholarships related to their specific program	Many career path after Done BBA. Choose career path on the biases of past experience knowledge. Gujrat institute of management sciences institute help me to choose the career in my own field. After BBA career opportunities are HR consult, HR manager, HR trainer, Lecturer in any school college, scholar in HR and so one	Iqra education school system	Teacher
2	Leadership, management, theories, intro everything sub waste of time, University should emphasize on practice skills sets of digital marketing, e commerce	No opportunities only some government job require finance student otherwise no scope	No where	None
3	I will suggest to arrange workshops for students	For BBA students have much opportunities, if he /she have any skills and experience of any kind of working.	Service factory	Very good position
4	There must be practical implementation of academic knowledge in any industry. Because when students do internship in organization, the environment and implementation of academic knowledge is totally different. And when they apply for job after completing the degree they don't know the professional terms of academic knowledge. In universities research based work must be more that can give skill to students.	BBA students should focus on skills like data analytics and excel skills because if you want to go for career as account there are CA and ACCA person so should go for skills improvements	No-one	Not working now

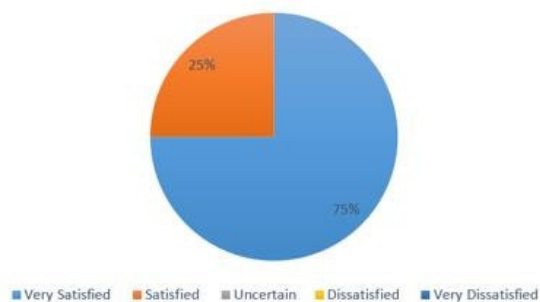
5	Have to improve environment others activities are best.	There are more career opportunities in big cities for BBA students. Less opportunities in small cities therefore if a girl wants to achieve BBA degree she should be an independent girl and able to work in other cities. Or you can say she must be supported by her family to start a business. Because family plays an important role in anyone's success	Not working now	Not working now
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## Annexure B: Employer Survey

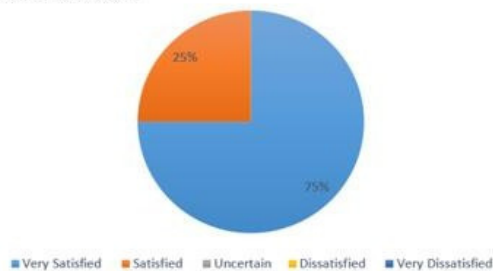
A survey has been conducted and feedback has been collected on Performa 8 from the employees where students have BBA from GIMS are working. The results are summarized in figure given below.

### Performa: Alumni Survey Department of Management Sciences BBA Programs Batch 2019-2022

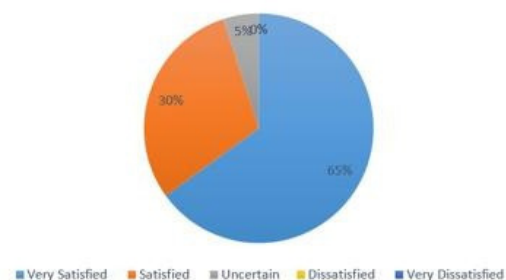
**Subject Knowledge**



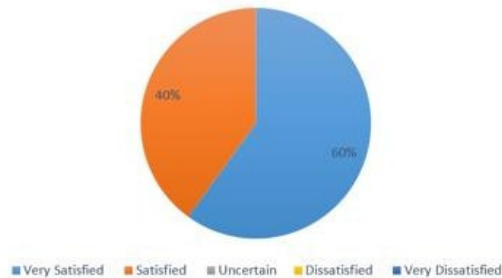
**Professionalism**



**Personal Management**



**Management and Leadership Skills**





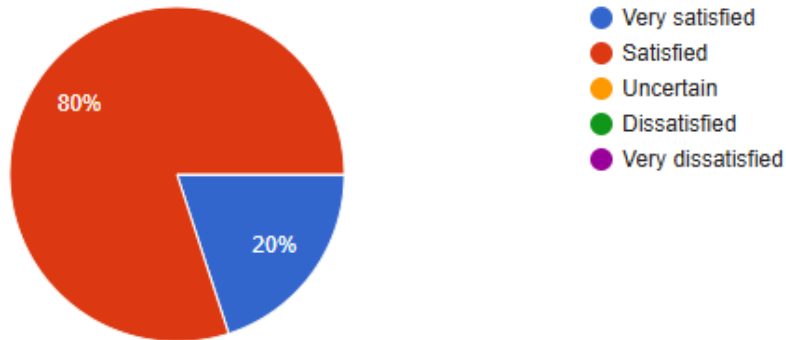
## Annexure C: Graduating Survey

### Performa: 3 Survey of graduating students Department of Management Sciences Batch (2016-2020)

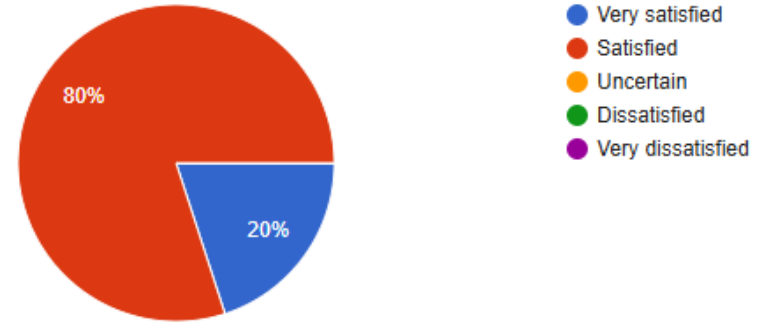
S.no	Statements	20%	80%	0%	0%	0%
1	The work in the program is educative	20%	80%	0%	0%	0%
2	The program is effective in enhancing team-working abilities.	20%	80%	0%	0%	0%
3	The program administration is effective in supporting learning.	20%	60%	20%	0%	0%
4	The program is effective in developing analytical and problem solving skills.	0%	40%	40%	20%	0%
5	The program is effective in developing independent thinking.	20%	80%	0%	0%	0%
6	The program is effective in developing written communication skills.	0%	60%	40%	0%	0%
7	The program is effective in developing planning abilities	0%	80%	0%	20%	0%
8	The objectives of the program have been fully achieved	0%	60%	0%	0%	0%
9	Whether the contents of curriculum are advanced and meet program objectives	20%	40%	40%	0%	0%
10	Faculty was able to meet the program objectives	20%	80%	0%	0%	0%
11	Environment was conducive for learning	100%	0%	0%	0%	0%
12	Whether the Infrastructure of the department was good	100%	0%	0%	0%	0%
13	Whether the program was comprised of Co-curricular and extra-curricular activities	0%	20%	20%	60%	0%
14	Whether scholarships/ grants were available to students in case of hardship	20%	80%	0%	0%	0%
<b>VS: Very Satisfied   SA: Satisfied   UC: Uncertain   DS: Dissatisfied   VD: Very Dissatisfied</b>						

**Performa: 3 Survey of graduating students**  
**Department of Management Sciences**  
**Batch (2016-2020)**

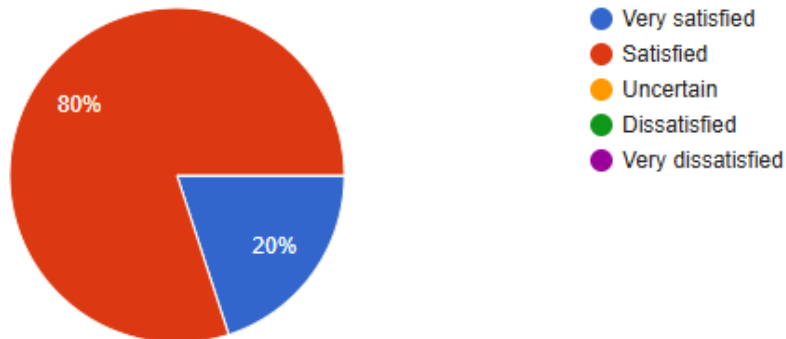
**1. The work in the program is educative.**



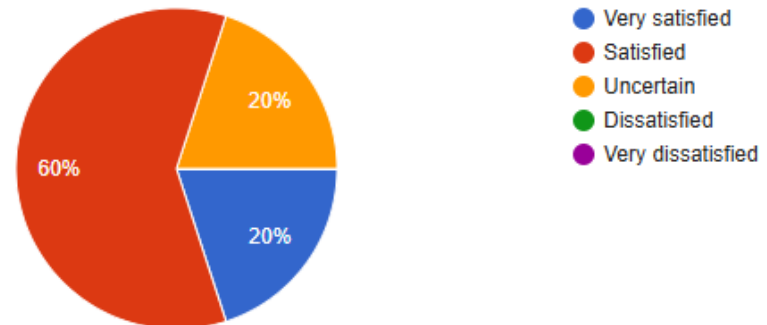
**2. The program is effective in enhancing team-working abilities.**



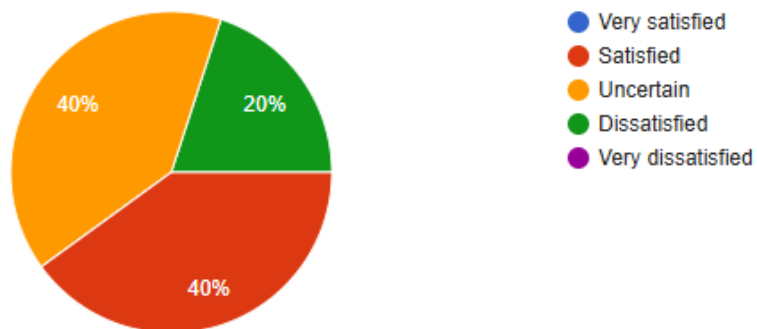
**3. The program administration is effective in supporting learning.**



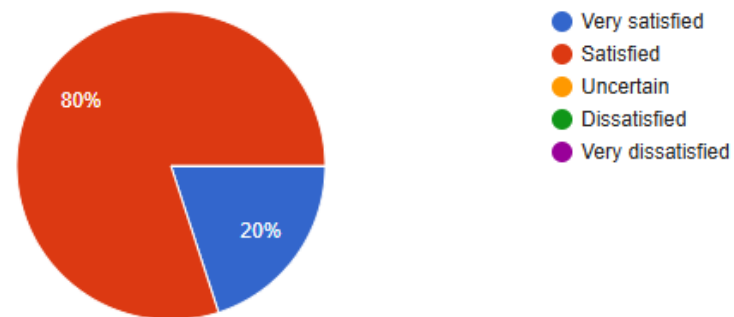
**4. The program is effective in developing analytical and problem solving skills.**



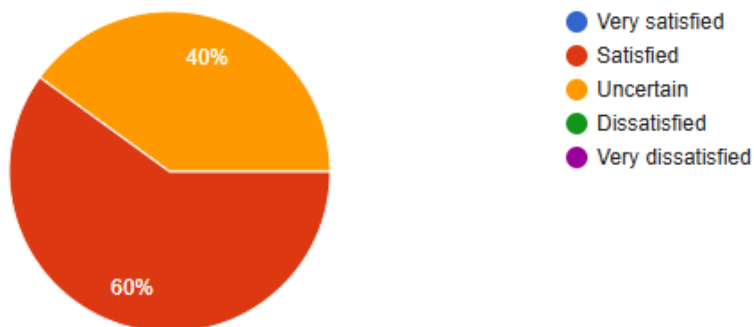
**5. The program is effective in developing independent thinking.**



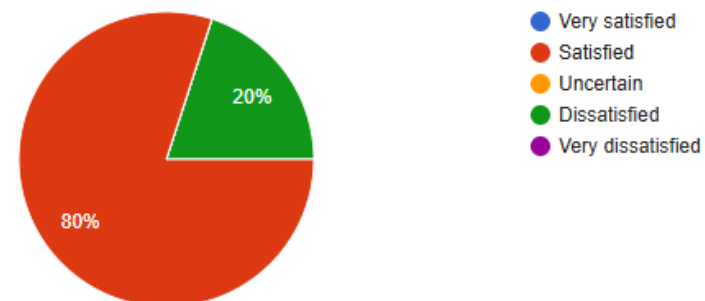
**6. The program is effective in developing written communication skills.**



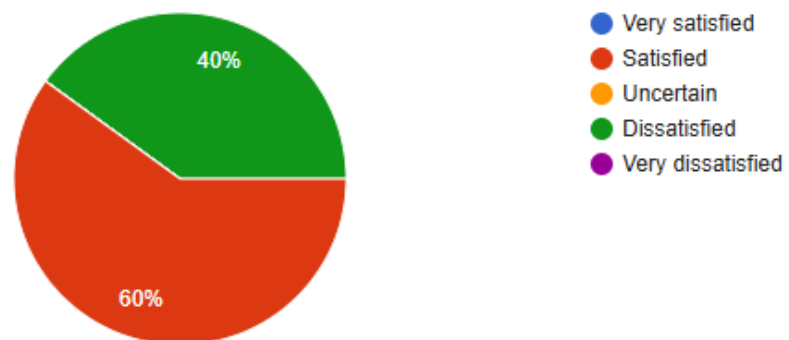
**7. The program is effective in developing planning abilities**



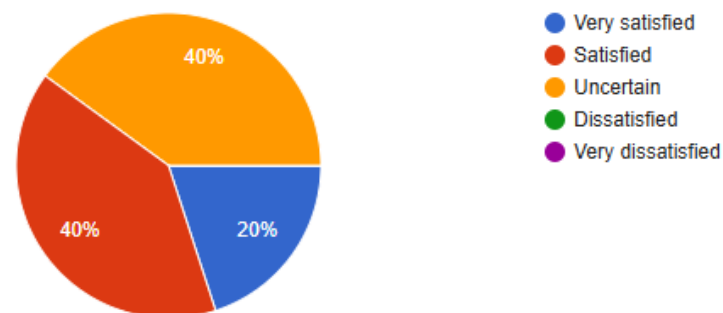
**8. The objectives of the program have been fully achieved**



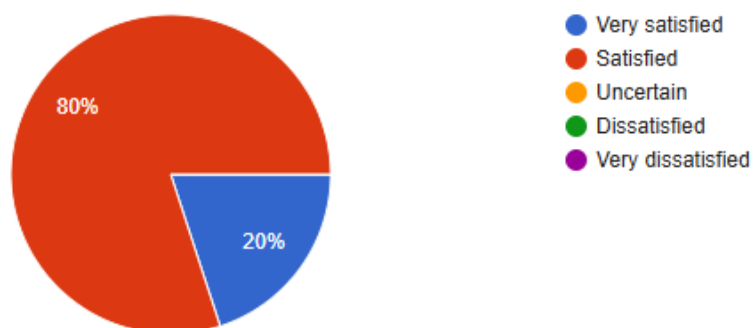
**9. Whether the contents of curriculum are advanced and meet program objectives**



**10. Faculty was able to meet the program objectives.**



**11. Environment was conducive for learning.**



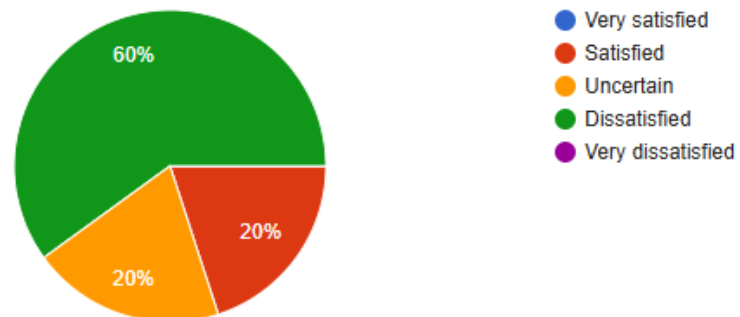
**12. Whether the Infrastructure of the department was good.**



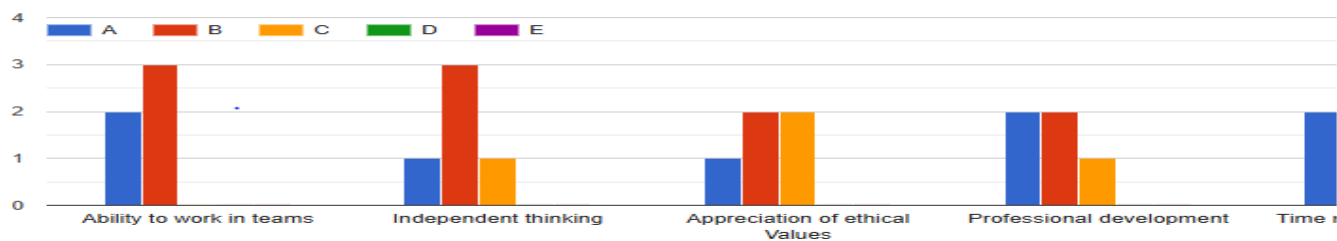
13. Whether the program was comprised of Co-curricular and extra-curricular activities.



14. Whether scholarships/ grants were available to students in case of hardship.



15. The internship experience is effective in enhancing.



Prepared by:

*Maria Ashraf*  
QED Head | Maria Ashraf

Date: January 11<sup>th</sup>, 2025.

**Performa: 3 Survey of Graduating Students**  
**Department of Management Sciences**  
**Batch (2019-2023)**

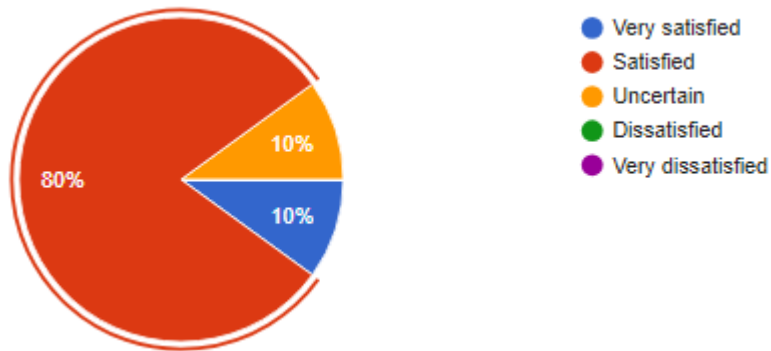
S.no	Statements	VS	SA	UC	DS	VD
1	The work in the program is educative	80%	10%	10%	0%	0%
2	The program is effective in enhancing team-working abilities.	15%	75%	10%	0%	0%
3	The program administration is effective in supporting learning.	10%	85%	5%	0%	0%
4	The program is effective in developing analytical and problem solving skills.	15%	75%	10%	0%	0%
5	The program is effective in developing independent thinking.	20%	65%	15%	0%	0%
6	The program is effective in developing written communication skills.	25%	50%	25%	0%	0%
7	The program is effective in developing planning abilities	15%	75%	10%	0%	0%
8	The objectives of the program have been fully achieved	20%	75%	5%	0%	0%
9	Whether the contents of curriculum are advanced and meet program objectives	5%	70%	20%	5%	0%
10	Faculty was able to meet the program objectives	15%	70%	15%	0%	0%
11	Environment was conducive for learning	15%	70%	10%	5%	0%
12	Whether the Infrastructure of the department was good	20%	60%	10%	10%	0%
13	Whether the program was comprised of Co-curricular and extra-curricular activities	5%	75%	10%	10%	0%
14	Whether scholarships/ grants were available to students in case of hardship	20%	50%	10%	15%	5%
<b>VS: Very Satisfied    SA: Satisfied    UC: Uncertain    DS: Dissatisfied    VD: Very Dissatisfied</b>						

## Performa: 3 Survey of Graduating Students

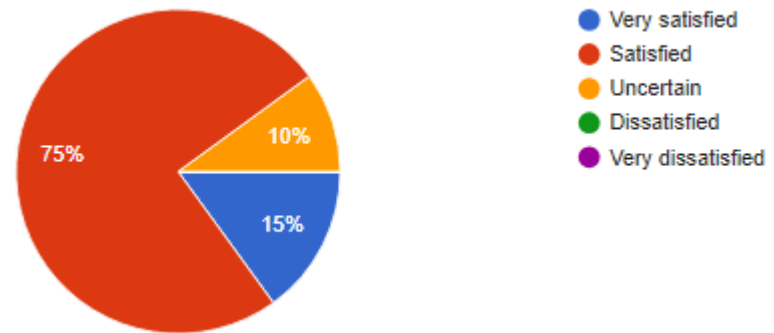
### Department of Management Sciences

### Batch (2019-2023)

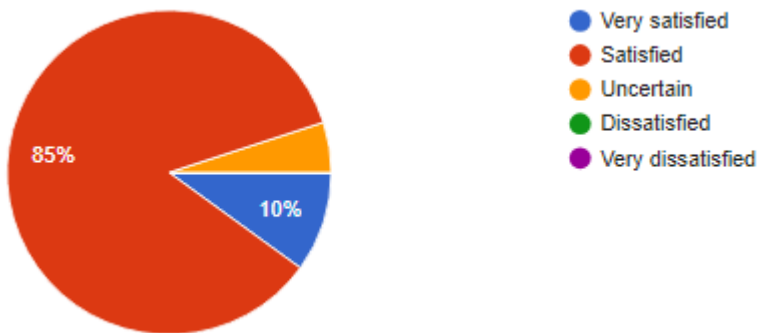
1. The work in the program is educative.



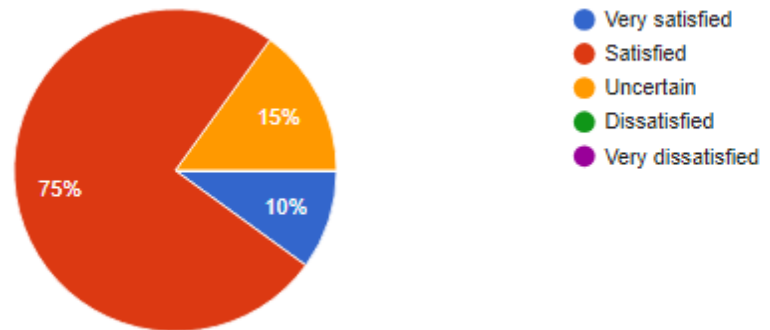
2. The program is effective in enhancing team-working abilities.



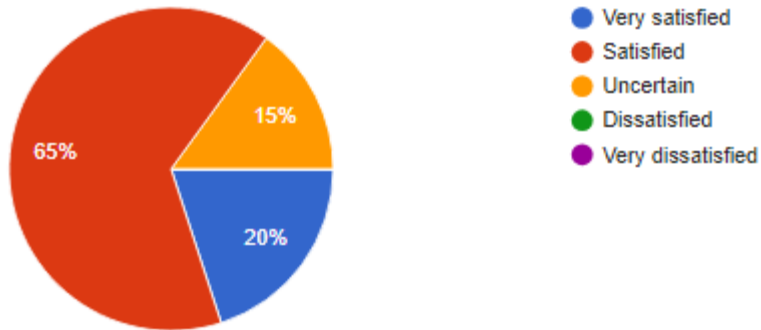
3. The program administration is effective in supporting learning.



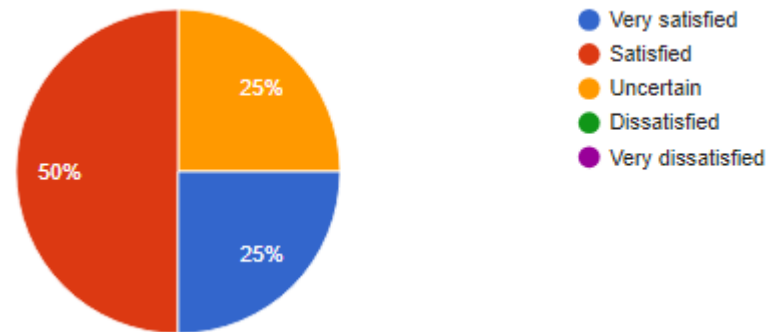
4. The program is effective in developing analytical and problem solving skills.



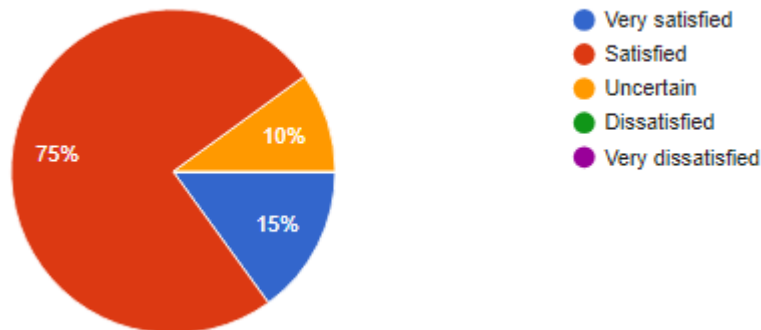
**5. The program is effective in developing independent thinking.**



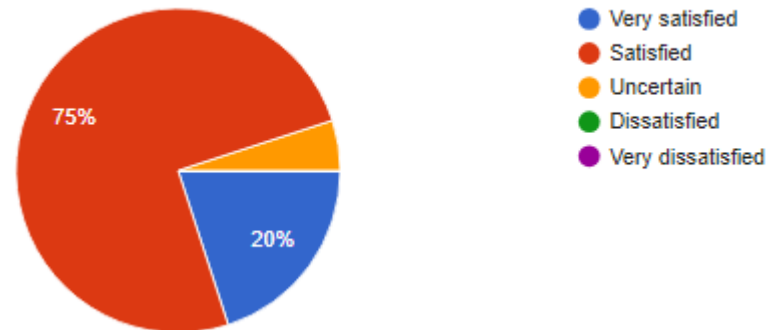
**6. The program is effective in developing written communication skills.**



**7. The program is effective in developing planning abilities**

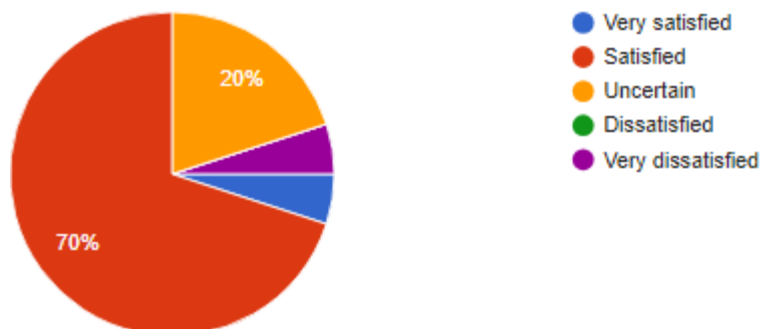


**8. The objectives of the program have been fully achieved**

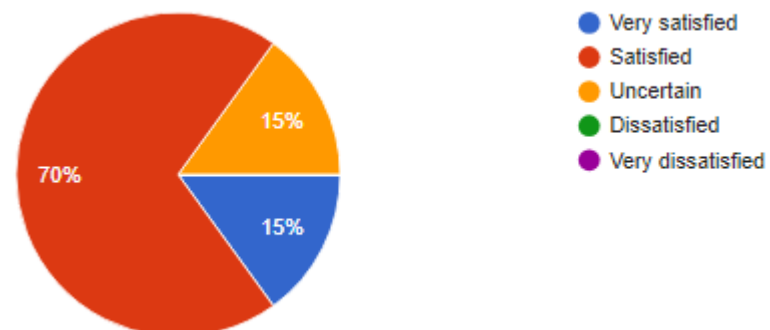




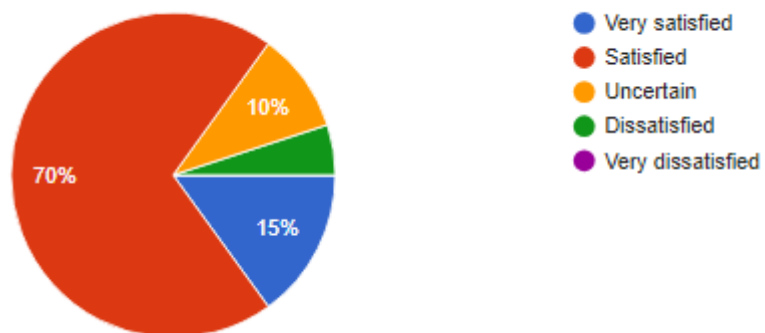
**9. Whether the contents of curriculum are advanced and meet program objectives**



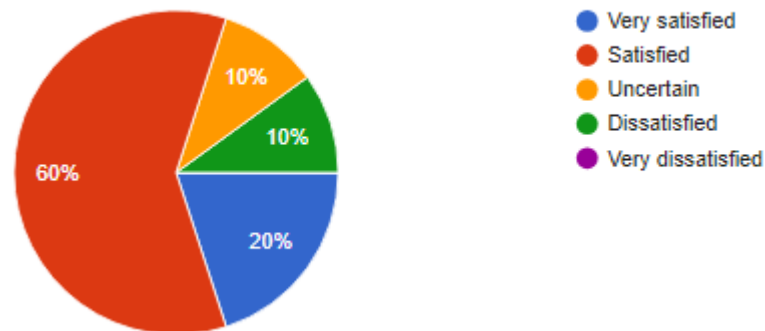
**10. Faculty was able to meet the program objectives.**



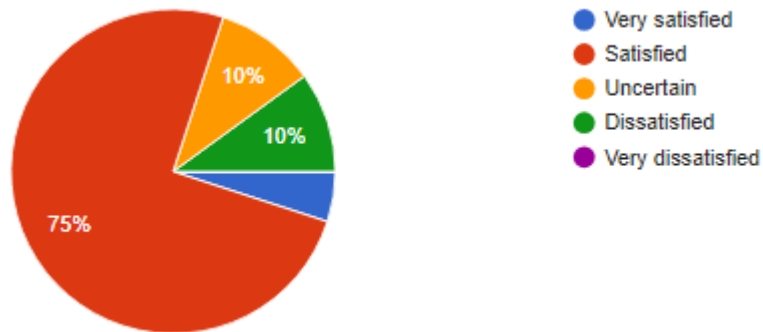
**11. Environment was conducive for learning.**



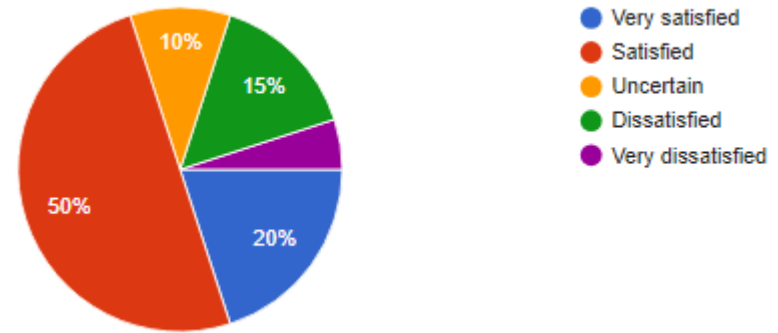
**12. Whether the Infrastructure of the department was good.**



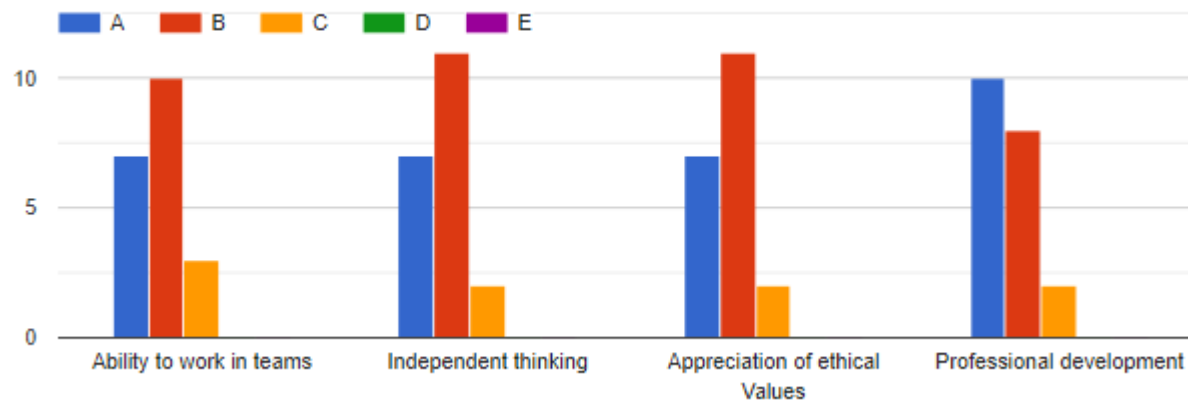
13. Whether the program was comprised of Co-curricular and extra-curricular activities.

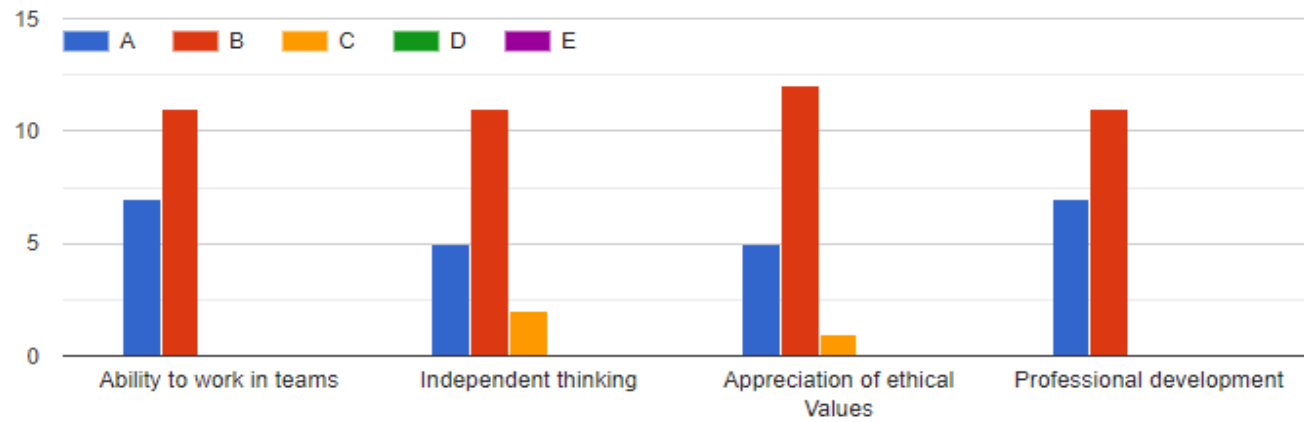
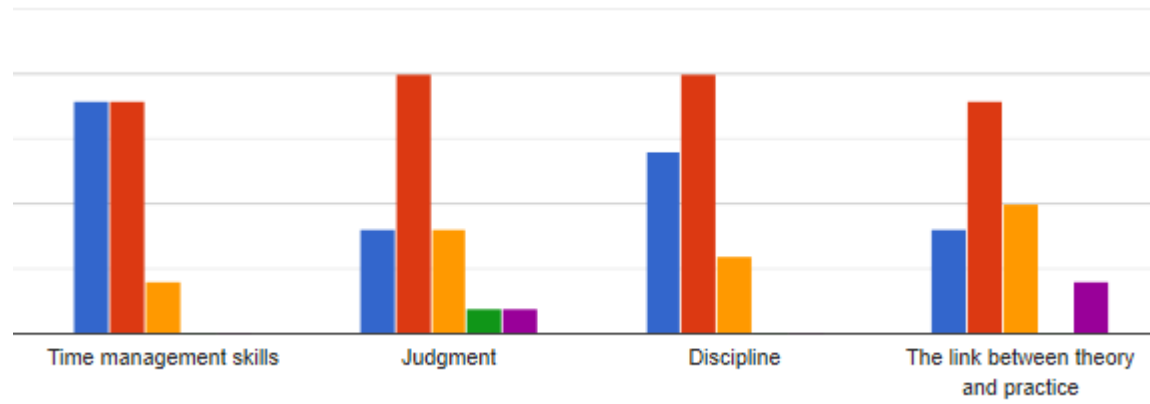


14. Whether scholarships/ grants were available to students in case of hardship.



15. The internship experience is effective in enhancing.





## Annexure D: Lesson Plan

COURSE READINESS						
Subject Title:	Corporate Finance			Course code		MGT-633
Semester	Fall 2023			Department		Accounting & Finance
Course Introduction	Corporate Finance (MGT-633)					
Learning Objective	The main objective of the course is to provide an overview of fundamentals of corporate finance. The students enrolled in this course must have taken introductory course of Introduction to Business Finance / Financial Management. This course provides a consistent framework for applied financial decision-making. This framework integrates available financial theory and decision technologies					
Recommended Textbook	<div>1. Brealey, R. and Myers, S., &amp; Marcus, Principles of Corporate Finance, 7<sup>th</sup> or 8<sup>th</sup> Edition (or recent), McGraw Hill</div> <div>2. Jitman L.J. and Zutter C.J., Principles of Managerial Fiance, 10<sup>th</sup> Edition or recent, Prentice Hall Edition</div> <div>3. Ross, Westerfield and Jordon, Fundamentals of Corporate Finance 8<sup>th</sup> Edition</div> <div>4. James C Van Horne “Financial Management &amp; Policy” 12th edition.</div> <div>5. Pike, R., and Neale, B., Corporate Finance and Investment, 4th Edition (or recent), International Pearson Education 2003.</div> <div>6. Lumby, J. and Jones, C., Corporate Finance, Theory and Practice, 7th Edition (or recent), Thomson 2003</div>					
Grading System (Weighted Percentages)	Assignments	10%	Practical	-	Midterm Exam	30%
	Quizzes	10%	Presentations	-	Final Term Exam	50%
Other Rules	•					
Logistics	Class Time			Consulting Hours	3 hours	
	Venue	ARID GIMS Campus, Gujrat		Contact Information	+92 333 8428462	
Lesson Plan						
WEEK-1						
Lecture	TOPICS	Content delivered		Reference source		Comments
1	Financial Environment	Finance and Financial Manager. The financial model of the firm. From strategic planning to financial management. Investment, financing, and		Content extracted from the above mentioned textbooks, slides and websites		

		dividend decisions. The decision objective. The principal-agent problem.		
2	Present Values	The objectives of the firm and Corporate Governance. Introduction to Present value, Foundation of the Net Present Value Rule, Corporate Goals and Corporate Governance	Content extracted from the above mentioned textbooks, slides and websites	

### WEEK – 2

Lecture	TOPICS	Content delivered	Reference source	Comments
3	Present Values	How to Calculate Present Values Valuing Long Lived Assets, Looking for Shortcuts, Perpetuities and Annuities, Compound interest and Present value, Nominal vs Real Interest rates	Content extracted from the above mentioned textbooks, slides and websites	
4	Case Study on Time Value of Money	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

### WEEK – 3

Lecture	TOPICS	Content delivered	Reference source	Comments
5	The Value of Bonds and Common Stocks	Using present value formulas for valuing Bond, How common Stocks are traded and valued, Estimating cost of equity, The link b/w stock price and EPS	Content extracted from the above mentioned textbooks, slides and websites	

6	Why NPV Leads to Better Investment Decisions than Other criteria Review of Basics, Payback, IRR, and Choosing Capital Investments when resources are limited.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

### WEEK – 4

Lecture	TOPICS	Content delivered	Reference source	Comments
7	Making Investment Decision with NPV What to discount, Advanced capital budgeting techniques, discounted PBP, NTV, MIRR, APV. Case Studies on Capital Budgeting	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
8	Capital Budgeting and Risk	Risk and real option in Capital Budgeting, overview of risk in capital budgeting + statistical techniques like expected mean, SD, CV, COV & Coeff. of correlation. + Quiz	Content extracted from the above mentioned textbooks, slides and websites	

### WEEK – 5

Lecture	TOPICS	Content delivered	Reference source	Comments
9	Risk over Time in capital budgeting. Case 1: assumption of independence in different year cash flow. Overall project risk.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
10	Case 2: Assumption of dependency in different year cash flow 1: Perfect correlation case.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

### WEEK – 6

Lecture	TOPICS	Content delivered	Reference source	Comments
11	Case II, moderate correlation. decision tree approach to calculate risk in capital budgeting	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
12	Calculating Risk of multiple projects. combined NPV, Combined SD. Managerial option in capital budgeting	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

### WEEK – 7

Lecture	TOPICS	Content delivered	Reference source	Comments
13	Creating Value through required return: Return, RRR, expected return, mkt return, excess return. CAPM	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
14	SML, Characteristic line. Calculation of Beta with three different methods, Assigning different Research projects.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

### WEEK – 8

Lecture	TOPICS	Content delivered	Reference source	Comments
15	Dividend discount models. Cost of PS, CS, and Debt securities. adjusted beta	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
16	Problems & Exercises of the chapter	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

### WEEK – 9

Lecture	TOPICS	Content delivered	Reference source	Comments
17	Adjusted Present Value. Use of Debt in Capital Budgeting. Tax Shield. Flootation Cost	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

18	Financing Decision	Theory of capital structure. Main assumptions. Ko with the help of main assumption. Derivation of ko. 1. NOI approach.	Content extracted from the above mentioned textbooks, slides and websites	
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### WEEK – 10

Lecture	TOPICS	Content delivered	Reference source	Comments
19	2. Traditional theory of capital structure 3. MM approach.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
20	Impact of taxes in MM theory. Impact of personal taxes. Agency & bankruptcy cost	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

### WEEK – 11

Lecture	TOPICS	Content delivered	Reference source	Comments
21	Financing Decision and Six Lessons of Market Efficiency, We always come back to NPV, Efficient Market and Six lessons of ME	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
22	Making Capital Structure Decision	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

### WEEK – 12

Lecture	TOPICS	Content delivered	Reference source	Comments
23	EBIT-EPS Analysis. Calculation of indifference point. Graphical & Algebraic Solution.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
24	Fixed-income financing, hybrid financing (Preference Stock), Bonds &	All necessary content	Content extracted from the above mentioned textbooks, slides and	



	Debentures	delivered	websites	
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### WEEK – 13

Lecture	TOPICS	Content delivered	Reference source	Comments
25	Dividend Policy & Share Repurchase	Residual Theory, Important dates Regarding dividend. practical problems	Content extracted from the above mentioned textbooks, slides and websites	
26	Dividend Policy & Share Repurchase	Different dividend policies, stock split, reverse stock split. Stock repurchases. practical problems, Case Study	Content extracted from the above mentioned textbooks, slides and websites	

### WEEK – 14

Lecture	TOPICS	Content delivered	Reference source	Comments
27	Use of Financial Ratios in Financial Decision Making	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
28	Quiz + Use of Financial Ratios in Financial Decision Making	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

### WEEK – 15

Lecture	TOPICS	Content delivered	Reference source	Comments
29	Lease financing, operating lease, financial lease	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
30	Term Loans, Lease Vs Debt Financing, numerical problems.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

## WEEK – 16

Lecture	TOPICS	Content delivered	Reference source	Comments
31	Options	Call and put option, how to value option	Content extracted from the above mentioned textbooks, slides and websites	
32	Binomial option pricing formula, Black Schole option pricing formula	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

## ***COURSE READINESS***

<i><b>COURSE READINESS</b></i>						
<b>Subject Title:</b>		Advertising and Promotions		<b>Course code</b>		MGT-561
<b>Semester</b>		Spring 2024		<b>Department</b>		Management Sciences
<b>Course Introduction</b>	This aim of this course is to develop the students knowledge of the theory and practice of advertising and promotion. Students learn how to use both broad communication theory and specific promotion-related theory to inform and develop advertising and promotion programs. They learn how these promotional activities fit within and contribute to overall marketing strategies and objectives while learning to develop, implement and evaluate advertising and promotion campaigns.					
<b>Learning Objective</b>	<ul style="list-style-type: none"><li>• Distinguish among marketing and advertising terms.</li><li>• Categorize business activities, such as production, management, and finance, and describe how these activities relate to marketing.</li><li>• Describe the history of the advertising industry and its relation to today’s marketplace.</li><li>• Discuss laws regulating the marketing and advertising industries.</li></ul>					
<b>Recommended Textbook</b>						
<b>Grading System</b> (Weighted Percentages)	Assignments	3	Projects	3	Midterm Exam	18
	Quizzes	3	Presentations	3	Final Term Exam	30
<b>Other Rules</b>						
<b>Logistics</b>	Class Time			Consulting Hours	14:30 to 16:00 PM Monday	
	Venue	GIMS		Contact Information		

## **Lesson Plan**

### **WEEK-1**

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Assignments/Quiz/Class Activity)</b>
1	Briefly introduction of the course.	Introduction Distinguish between advertising and promotion	<b>Recommended Book/other: Advertising and promotion by George E. Belch</b>  <b>book edition: 11<sup>th</sup> chapter no: 01</b>	

			<b>page no: 04</b>	
2	Introduction about advertising and promotion. Promotional campaigns	Key concept of advertising Strategy Creative idea Execution Creative media use	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b>  <b>book edition: 11<sup>th</sup> chapter no: 01 page no: 06</b>	

### WEEK – 2

Lecture	TOPICS	Content delivered	Reference source	Comments
3	The advertising industry overview Consumer Behavior	Key concept of advertising Roles and functions of advertising	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b>  <b>book edition: 11<sup>th</sup> chapter no: 01 page no:</b>	
4	Targeting market Marketing planning	Key players in marketing	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b>  <b>book edition: 11<sup>th</sup> chapter no: 01 page no:</b>	

### WEEK – 3

Lecture	TOPICS	Content delivered	Reference source	Comments
5	Classification of benefits by advertising.	Types of advertising	<b>Recommended Book /other: Advertising and promotion by</b>	11-10-2019 1 <sup>st</sup> assignment

	Highlight the social issue is advertising	Characteristics of an effective advertising The Evolution of advertising	<b>George E. Belch</b> <b>book edition: 11<sup>th</sup></b> <b>chapter no: 02</b> <b>page no:</b>	
6	Introduction of promotional strategies	Integrated Marketing Communication Promotions concept Contemporary concept	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b> <b>book edition: 11<sup>th</sup></b> <b>chapter no: 02</b> <b>page no:</b>	

#### WEEK – 4

Lecture	TOPICS	Content delivered	Reference source	Comments
7	The Media Plan and Budget Comparison Between Medias	The role of IMC in the Marketing process Marketing and promotion process Model	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b> <b>book edition: 11<sup>th</sup></b> <b>chapter no: 02</b> <b>page no:</b>	
8	Selections of media Traditional Digital media	Marketing Promotion Process Model	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b> <b>book edition: 11<sup>th</sup></b> <b>chapter no: 02</b> <b>page no:</b>	29-10-2019 1 <sup>st</sup> Assignment

### WEEK – 5

Lecture	TOPICS	Content delivered	Reference source	Comments
9	Importance of print media Newspapers Magazines Billboards	Perspectives on consumer behavior	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b>  <b>book edition: 11<sup>th</sup> chapter no: 04 page no:</b>	29-10-2019 1 <sup>st</sup> Quiz
10	Importance of electronic media Television Radio Internet	The communication process	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b>  <b>book edition: 11<sup>th</sup> chapter no: 05 page no:</b>	

### WEEK – 6

Lecture	TOPICS	Content delivered	Reference source	Comments
11	Determine the range of media and budget	Buzz marketing	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b>  <b>book edition: 11<sup>th</sup> chapter no: page no:</b>	
12	Reach of the media Targeting customers	Viral marketing	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b>  <b>book edition: 11<sup>th</sup> chapter no:</b>	

			page no:	
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### WEEK – 7

Lecture	TOPICS	Content delivered	Reference source	Comments
13	Determine Reach of print media Media research	Aida model	<b>Recommended Book /other:</b> <b>Advertising and promotion by</b> <b>George E. Belch</b>  <b>book edition: 11<sup>th</sup></b> <b>chapter no:</b> <b>page no:</b>	
14	Determine Reach of electronic media	Strategies for Aida model process	<b>Recommended Book /other:</b> <b>Advertising and promotion by</b> <b>George E. Belch</b>  <b>book edition: 11<sup>th</sup></b> <b>chapter no:</b> <b>page no:</b>	

### WEEK – 8

Lecture	TOPICS	Content delivered	Reference source	Comments
15	Determine the reach of broad media T.V Radio	Media strategies Medium	<b>Recommended Book /other:</b> <b>Advertising and promotion by</b> <b>George E. Belch</b>  <b>book edition: 11<sup>th</sup></b> <b>chapter no:</b> <b>page no:</b>	
16	Out of home media Direct response	Media vehicle Coverage	<b>Recommended Book /other:</b> <b>Advertising and promotion by</b> <b>George E. Belch</b>	

		Frequency	book edition: 11 <sup>th</sup> chapter no: page no:	
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### WEEK – 9

Lecture	TOPICS	Content delivered	Reference source	Comments
17	Using Promotional techniques Personal selling Event sponsor	The situation analysis Market size	<b>Recommended Book /other:</b> <b>Advertising and promotion by</b> <b>George E. Belch</b>  book edition: 11 <sup>th</sup> chapter no: page no:	
18	Sales Promotion Internet communication	IMC model and revision on the course	<b>Recommended Book /other:</b> <b>Advertising and promotion by</b> <b>George E. Belch</b>  book edition: 11 <sup>th</sup> chapter no: page no:	

### Mid-Term

### WEEK – 10

Lecture	TOPICS	Content delivered	Reference source	Comments
19	Sales promotion Coupons Samples Contests	Sales Management 6 steps	<b>Recommended Book /other:</b> <b>Advertising and promotion by</b> <b>George E. Belch</b>  book edition: 11 <sup>th</sup> chapter no: page no:	02-12-2019 2 <sup>nd</sup> Assignment



20	Sales promotion presentations into the public	Sales promotion process model	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b>  <b>book edition: 11<sup>th</sup> chapter no: page no:</b>	
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### WEEK – 11

Lecture	TOPICS	Content delivered	Reference source	Comments
21	Sales promotion Refunds and Rebates Premium Loyalty	Sales promotion model	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b>  <b>book edition: 11<sup>th</sup> chapter no: page no:</b>	10-12-2019 2 <sup>nd</sup> Quiz
22	Sales Promotion Delayed payment Trade Sales force	Sales Promotion Model	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b>  <b>book edition: 11<sup>th</sup> chapter no: page no:</b>	

### WEEK – 12

Lecture	TOPICS	Content delivered	Reference source	Comments
23	Conduct event of sales and promotions	Diversifying the market New techniques of promotion	<b>Recommended Book /other: Advertising and promotion by George E. Belch</b>	

			<b>book edition: 11<sup>th</sup></b> <b>chapter no:</b> <b>page no:</b>	
24	Introduction digital media Advertising Promotion Pros Cons	Digital and social Media The internet and integrated Marketing communications.	<b>Recommended Book /other:</b> <b>Advertising and promotion by</b> <b>George E. Belch</b>  <b>book edition: 11<sup>th</sup></b> <b>chapter no:</b> <b>page no:</b>	

### WEEK – 13

Lecture	TOPICS	Content delivered	Reference source	Comments
25	Importance of digital media	IMC using Social Media and Other Media	<b>Recommended Book /other:</b> <b>Advertising and promotion by</b> <b>George E. Belch</b>  <b>book edition: 11<sup>th</sup></b> <b>chapter no:</b> <b>page no:</b>	10-01-2020 3 <sup>rd</sup> Quiz
26	Budget selectins in digital media	IMC Budget selection	<b>Recommended Book /other:</b> <b>Advertising and promotion by</b> <b>George E. Belch</b>  <b>book edition: 11<sup>th</sup></b> <b>chapter no:</b> <b>page no:</b>	11-01-2020 3 <sup>rd</sup> Assignment

### WEEK – 14

Lecture	TOPICS	Content delivered	Reference source	Comments
27	Defining the pros and cons of two	Types of new Media	<b>Recommended Book /other:</b> <b>Advertising and promotion by</b>	

	markets Traditional Digital		George E. Belch  book edition: 11 <sup>th</sup> chapter no: page no:	
28	Media Research	Measuring the effectiveness	Recommended Book /other: Advertising and promotion by George E. Belch  book edition: 11 <sup>th</sup> chapter no: page no:	

### WEEK – 15

Lecture	TOPICS	Content delivered	Reference source	Comments
29	Class presentation of the assigned topics and course discussions.		Recommended Book /other:  book edition: chapter no: page no:	Presentation
30	Class presentation of the assigned topics and course discussions.		Recommended Book /other:  book edition: chapter no: page no:	Presentation

### WEEK – 16

Lecture	TOPICS	Content delivered	Reference source	Comments
29	Class presentation of the assigned topics and course discussions.		Recommended Book /other:  book edition: chapter no:	

			<b>page no:</b> Attach slides copy with reference source	
30	Class presentation of the assigned topics and course discussions.		<b>Recommended Book /other:</b>  <b>book edition:</b> <b>chapter no:</b> <b>page no:</b>	
			<b>page no: 392</b>	
Lecture	TOPICS	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
31	Review of whole Syllabus	<b>Discussion of Queries</b>		
32	Review of whole Syllabus	<b>Discussion of Queries</b>		

COURSE READINESS						
Subject Title:	Managerial Accounting		Course code		MGT-504	
Semester	Spring 2024		Department		Management Sciences	
Course Introduction	Management Accounting is a course designed to begin your preparation in effective financial decision-making at a managerial level. That preparation will begin at the basics: understanding how much things cost. Only by understanding how much things cost can you, as manager, intelligently and strategically reach decisions and evaluate your results in today’s competitive market. From the evaluation of past results, your role as manager would then be to plan and control future activities; hence, the course will then cover the use of cost accounting information for management decision- making including the role of budgeting as a management control tool. We seek to help you develop your analytical skills with respect to the identification and use of decision relevant accountinginformation.					
Learning Objective	<ul style="list-style-type: none"><li>• Use terminology appropriately</li><li>• Use costing systems that are commonly utilized for different purposes</li><li>• Identify and use different activity based management tools</li><li>• Apply cost relationships for analysis</li><li>• Prepare a master budget</li><li>• Use standard costs and performance measures</li><li>• Perform cost variance analysis</li><li>• Correctly utilize costs in pricing and decisions making.</li></ul>					
Recommended Textbook	Managerial Accounting 15 <sup>th</sup> Edition by Ray H. Garrison, Eric W. Noreen and Peter C. Brewer					
Grading System (Weighted Percentages)	Assignments	12 Marks (20%)	Projects		Midterm Exam	18    Marks (30%)

	Quizzes		Presentations		Final Term Exam	30 Marks(50%)
Other Rules						
Logistics	Class Time	Day1 12:00- 1:30 Day2 8:30 -10:00		Consulting Hours	1:30 – 3:00 pm	
	Venue	G4 and G6		Contact Information		
Lesson Plan						
WEEK-1						
Lecture	TOPICS	Content delivered		Reference source	Assignments/Quiz/Class Activity)	
1	Cost Planning Control and Decision Making	Introduction to Managerial Accounting, Detailed classification of cost concepts		Recommended text book book edition:15 chapter no:1 and 2 page no: 1-26 and 27 to 80	Home work: Exercise Questions	
2	Traditional Product Costing Activity-Based Costing System	Introduction, Difference between traditional and ABC costing system		Recommended text book book edition:15 chapter no:7 page no: 286		
Lecture	TOPICS	Content delivered		Reference source	Comments	
3	Traditional Product Costing	Steps for Designing an ABC System		Recommended text book book edition:15		

	Activity-Based Costing System		<b>chapter no:7</b> <b>page no: 286</b>	
4	Traditional Product Costing Activity-Based Costing System	Mechanics of ABC costing Implication of steps for practice Question	Recommended text book <b>book edition:15</b> <b>chapter no:7</b> <b>page no: 286</b>	Assignment 1 ABC Costing Due on April 3, 2020
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
5	Break-Even Analysis: CVP analysis, contribution breakeven chart, profit chart and multi product chart	Introduction, Contribution Format Income Statement, Effect of Changes in sales volume, Variable cost, Fixed cost on contribution margin and Net operating income Discussion of Activity based costing assignment	Recommended text book <b>book edition:15</b> <b>chapter no:5</b> <b>page no: 189</b>	
6	Break-Even Analysis: CVP analysis, contribution breakeven chart, profit chart and multi product chart	Break even Analysis (formula and equation method) Target profit analysis (formula and equation method)	Recommended text book <b>book edition:15</b> <b>chapter no:5</b> <b>page no: 189</b>	Quiz 1 Ch 5 Due on April 8, 2020
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
7	Break-Even Analysis: CVP analysis, contribution breakeven chart, profit chart and multi product chart	Margin of Safety and operating leverage, Practice Questions	Recommended text book <b>book edition:15</b> <b>chapter no:5</b> <b>page no: 189</b>	
8	Marginal and Absorption Costing	Difference between variable and absorption costing, Key concepts	Recommended text book <b>book edition:15</b>	Homework: practice question

			<b>chapter no:6</b> <b>page no: 233</b>	
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
9	Marginal and Absorption Costing	Discussion of given quiz on Cost estimation and behavior, Variable costing contribution format income statement	Recommended text book <b>book edition:15</b> <b>chapter no:6</b> <b>page no: 233</b>	Assignment 2 Marginal and Absorption Costing Due on April 26, 2020
10	Marginal and Absorption Costing	Absorption costing income statement, Reconciliation concept and practice questions	Recommended text book <b>book edition:15</b> <b>chapter no:6</b> <b>page no: 233</b>	
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
11	Short run decision making, Acceptance of special orders, Dropping a product and Make or buy decision	Introduction of chapter and discussion of relevant concepts( relevant cost, irrelevant cost, avoidable cost, sunk cost and opportunity cost)	Recommended text book <b>book edition:15</b> <b>chapter no:12</b> <b>page no: 532</b>	
12	Short run decision making, Acceptance of special orders, Dropping a product and Make or buy decision	Make vs Buy decision and example	Recommended text book <b>book edition:15</b> <b>chapter no:12</b> <b>page no: 532</b>	Homework: practice question
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
13	Short run decision making, Acceptance of special orders,	Adding or Dropping a product line, Make vs buy decision, example question	Recommended text book <b>book edition:15</b> <b>chapter no:12</b>	



	Dropping a product and Make or buy decision		<b>page no: 532</b>	
14	Short run decision making, Acceptance of special orders, Dropping a product and Make or buy decision	Opportunity cost, Special orders (Examples and Practice questions of both)	Recommended text book <b>book edition:15</b> <b>chapter no:12</b> <b>page no: 532</b>	Homework: practice question
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
15	Short run decision making, Acceptance of special orders, Dropping a product and Make or buy decision	Utilization of a constrained Resource	Recommended text book <b>book edition:15</b> <b>chapter no:12</b> <b>page no: 532</b>	Assignment 3 Decision making (Ch 15) Due on 6 May, 2020
16	Segment reporting and profitability analysis	Segmented Income statement and contribution approach	Recommended text book <b>book edition:15</b> <b>chapter no:6</b> <b>page no: 243</b>	<b>Quiz 2</b> Decision making (Ch 15) Due on May 13, 2020
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
17	Segment reporting and profitability analysis	Break Even Analysis	Recommended text book <b>book edition:15</b> <b>chapter no:6</b> <b>page no: 243</b>	
18	Cost Estimation Cost Behavior	Weighted Average Method	Recommended text book <b>book edition:15</b> <b>chapter no:4</b> <b>page no: 145</b>	Homework: practice question
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>

19	Cost Estimation Cost Behavior	FIFO Method and LIFO Method	Recommended text book <b>book edition:15</b> <b>chapter no:4</b> <b>page no: 145</b>	
20	Cost Estimation Cost Behavior	Practice Questions	Recommended text book <b>book edition:15</b> <b>chapter no:4</b> <b>page no: 145</b>	<b>Quiz 3</b> (Ch 4) Due on May 20, 2020
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
21	Budget Administration: e- Budgeting, Zero-Based Budgeting, Participative Budgeting, & Budgetary Slack		<b>Pdf File</b>	
22	Budget Administration: e- Budgeting, Zero-Based Budgeting, Participative Budgeting, & Budgetary Slack		<b>Pdf File</b>	Home work: Reading of Concepts
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
23	Budget Administration: e- Budgeting, Zero-Based Budgeting, Participative Budgeting, & Budgetary Slack		<b>Pdf File</b>	
24	Budget Administration: e- Budgeting, Zero-Based Budgeting, Participative Budgeting, & Budgetary Slack		<b>Pdf File</b>	Home work: Reading of Concepts
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>

25	The Master Budget	Introduction, Sales Budget, Production Budget, MOH budget and other budgets	Recommended book <b>book edition:15</b> <b>chapter no:8</b> <b>page no: 342</b>	text	Home work: Review problem
26	Activity-Based Budgeting (ABB)	Introduction, Sales Budget, Production Budget, MOH budget and other budgets	Recommended book <b>book edition:15</b> <b>chapter no:8</b> <b>page no: 342</b>	text	Assignment 4 Master Budget Due on 10 June, 2020
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>		<b>Comments</b>
27	Standard-Costing and Operational Performance Measures	Understanding of the model for standard cost variance analysis	Recommended book <b>book edition:15</b> <b>chapter no:10</b> <b>page no: 427</b>	text	
28	Standard-Costing and Operational Performance Measures	Related Concepts and Practice Questions	Recommended book <b>book edition:15</b> <b>chapter no:10</b> <b>page no: 427</b>	text	Quiz 4 ch: 10 Due on 19 June, 2020
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>		<b>Comments</b>
29	Flexible Budgeting and the Management of Overhead	Preparation of Flexible Budget	Recommended book <b>book edition:15</b> <b>chapter no:9</b> <b>page no: 392</b>	text	Homework: practice question
30	Flexible Budgeting and the Management of Overhead	Flexible Budget Variances	Recommended book <b>book edition:15</b> <b>chapter no:9</b>	text	Homework: practice question

			<b>page no: 392</b>	
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
31	Review of whole Syllabus	Discussion of Queries		
32	Review of whole Syllabus	Discussion of Queries		

COURSE READINESS						
Subject Title:	Global Marketing		Course code		MGT-665	
Semester	BBA 6 <sup>th</sup> + 8 <sup>th</sup>		Department		Management Sciences Department	
Course Introduction	This course will look on the problems associated with conducting business in a foreign market. It has become more important than ever for firms to recognize that they compete in a global environment. Consequently, managers must seek to develop the empathy, knowledge, sensitivity, and skills required to successfully operate in a dynamic global market.  The successful global marketer must broaden his/her information to select, gain entry and compete outside the “home” country. In addition, the global marketer must also appreciate how crucial culture, environment, government regulation and economic systems are in affecting a firm’s competitive advantage and strategic positioning. This course will offer an overview of each of these vital global marketing concept. As an advanced level marketing course, this course builds on your existing knowledge of marketing. The expectation is that you have a sound knowledge of marketing or are willing to supplement your knowledge on your own time.					
Learning Objective	1.To introduce students to the environmental factors affecting Global marketing and its similarities and differences versus domestic marketing. 2.To learn about and to appreciate different cultures and their diversity in Global market. 3.To combine country analysis with the elements of the marketing mix to develop an effective and efficient International Marketing Plan. 4.To understand different sides of globalization and how it influences marketing today.					
Recommended Textbook/ Recommended Readings	Hollensen, S. (2016) Global marketing. 7 <sup>th</sup> Edition, Pearson education Hollensen, S. (2012) Essential of Global marketing. 2 <sup>nd</sup> Edition. Pearson education. Cateora, P., Gilly, M. and Graham, J. (2019). International marketing. 18 <sup>th</sup> Edition, McGraw –Hill Baack, D. W., Czarnecka, B., & Baack, D. (2018). International Marketing (2nd ed.). SAGE. Brady, D. L. (2015). Essentials of International Marketing. Routledge. <ul style="list-style-type: none"><li>• IKEA Case study: Are there any cultural difference with same marketing strategy around the globe.</li><li>• Lysholm Linie Aquavit Case study : International marketing analysis of Aquavit brand</li><li>• Mecca Cola Case study: Marketing of Muslim Cola to the European market</li><li>• Iphone Case study: Apple ‘s entry to the global mobile phone business</li></ul>					
Grading System (Weighted Percentages)	Assignments	20%	Projects		Midterm Exam	30%
	Quizzes		Presentations		Final Term Exam	50%
Other Rules						
Logistics	Class Time	Mon: 9:00am -10:30am		Consulting Hours	Any time	

		Wed: 10:00 am – 11:30am		
	Venue	Class room/ online classes	Contact Information	0300-7561949

Lesson Plan				
WEEK-1				
Lecture	TOPICS	Content delivered	Reference source	Assignments/Quiz/Class Activity)
1	<b>1. <u>The Decision To Internationalize</u></b> <b>Introduction to global marketing</b>	<ul style="list-style-type: none"> <li>Define and understand global and international marketing</li> </ul>	<b>Recommended Book/other: Global Marketing</b>  <b>book edition: 7<sup>th</sup></b> <b>chapter no: 1</b> <b>page no: 4-10</b> Attach slides copy with reference source	Please mentioned the due date of submission here if have any.
2	<b>The scope and Challenge of global Marketing</b>	<ul style="list-style-type: none"> <li>Analyze the international marketing task</li> <li>Marketing concepts</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:7<sup>th</sup></b> <b>chapter no:1</b> <b>page no:4-10</b> Attach slides copy with reference source	

### WEEK – 2

Lecture	TOPICS	Content delivered	Reference source	Comments
3	<b>Global marketing in the firm</b>	<ul style="list-style-type: none"> <li>The process of developing global marketing plan</li> <li>The value chain as framework for</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b> <b>book edition: 2<sup>nd</sup></b> <b>chapter no: 1</b> <b>page no: 4 - 28</b> Attach slides copy with reference source	

		identifying international competitive advantage.		
4	<b>Development of firm international competitiveness</b>	<ul style="list-style-type: none"> <li>Analysis of national competitiveness (porter diamond).</li> <li>Blue Ocean strategy and value innovation.</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no: 4</b> <b>page no: 71-73, 92</b> Attach slides copy with reference source	

### WEEK – 3

Lecture	TOPICS	Content delivered	Reference source	Comments
5	<b>2. <u>Deciding which markets to enter</u></b>  <b>The Political environment a critical concern</b>	<ul style="list-style-type: none"> <li>Global Political Perspective</li> <li>The Sovereignty of Nations and their role in international marketing</li> </ul>	<b>Recommended Book /other: International Marketing</b>  <b>book edition: 18<sup>th</sup></b> <b>chapter no: 3</b> <b>page no: 45-65</b> Attach slides copy with reference source	Assignment due date 9/3/2022
6	<b>The Political environment a critical concern</b>	<ul style="list-style-type: none"> <li>Stability of Government policies to support international marketing</li> <li>Understanding the political risks of global business</li> </ul>	<b>Recommended Book /other: International Marketing</b> <b>book edition: 18<sup>th</sup> edition</b> <b>chapter no: 3</b> <b>page no: 65- 71</b> Attach slides copy with reference source	

### WEEK – 4

Lecture	TOPICS	Content delivered	Reference source	Comments
7	<b>The economic environment in Global Market</b>	<ul style="list-style-type: none"> <li>How exchange rate influence business activities</li> <li>Law of one price Big Mac Index currencies</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup> edition</b> <b>chapter no: 5</b> <b>page no: 126-128</b> Attach slides copy with reference source	
8	<b>The economic environment in Global Market</b>	<ul style="list-style-type: none"> <li>Classification by income (Less developed, developed countries).</li> <li>Regional Economic integration.</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no: 5</b> <b>page no:129 - 132</b> Attach slides copy with reference source	

### WEEK – 5

Lecture	TOPICS	Content delivered	Reference source	Comments
9	<b>The Socio-cultural environment</b>	<ul style="list-style-type: none"> <li>Introduction to culture concept</li> <li>Layers of culture</li> <li>Managing cultural difference</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition:2<sup>nd</sup></b> <b>chapter no:6</b> <b>page no: 133-139</b> Attach slides copy with reference	



			source	
10	<b>The Socio-cultural environment</b>	<ul style="list-style-type: none"> <li>Hofstede cultural dimension theory</li> <li><b>The theoretical impact on national cultures</b></li> </ul>	<b>Recommended Book /other: Global marketing book edition: 7<sup>th</sup> chapter no: 5 page no: 91 - 101</b> Attach slides copy with reference source	

### WEEK – 6

Lecture	TOPICS	Content delivered	Reference source	Comments
11	<b>Cultural diversity impact on global marketing</b>	<ul style="list-style-type: none"> <li>High and low context cultures</li> <li><b>Case study: IKEA Catalogue:</b> Are there any cultural differences?</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup> chapter no: 6 page no:143 - 144</b> Attach slides copy with reference source	6 /4/2022
12	<b>Cultural diversity impact on global marketing</b>	<ul style="list-style-type: none"> <li>Elements of culture</li> <li>Convergence or divergence impact on worlds culture</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup> chapter no: 6 page no: 144 -152</b> Attach slides copy with reference source	

### WEEK – 7

Lecture	TOPICS	Content delivered	Reference source	Comments
13	<b>Developing Global vision through Marketing Research</b>	<ul style="list-style-type: none"> <li>Definitions</li> <li>Research process/ steps involved in</li> </ul>	<b>Recommended Book /other: International marketing book edition: 18<sup>th</sup></b>	Assignment due date 13/4/2022

		<ul style="list-style-type: none"> <li>Marketing Research Case Study: International Marketing of Aquavit brand</li> </ul>	<b>chapter no: 7</b> <b>page no: 56 to 62</b> Attach slides copy with reference source	
14	<b>Developing Global vision through Marketing Research</b>	<ul style="list-style-type: none"> <li>Problems while collecting secondary Data in international markets</li> <li>Problems while finding primary Data in international markets</li> </ul>	<b>Recommended Book /other: international marketing</b>  <b>book edition: 18th</b> <b>chapter no: 7</b> <b>page no: 63 to 88</b> Attach slides copy with reference source	

## WEEK – 8

Lecture	TOPICS	Content delivered	Reference source	Comments
15	<b>3. <u>Market entry strategies</u></b> <b>Export, intermediate and hierarchical entry modes</b>	<ul style="list-style-type: none"> <li>Export Modes</li> <li>Case study Tata nano( the world cheapest car) which entry modes should be used ?</li> <li></li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no:9</b> <b>page no:215-227</b> Attach slides copy with reference source	Assignment due date : 20/4/2020
16	<b>Export, intermediate and hierarchical entry modes</b>	<ul style="list-style-type: none"> <li><b>Intermediate entry modes</b></li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b>	

		<ul style="list-style-type: none"> <li>Hierarchical entry modes</li> </ul>	<b>chapter no:9</b> <b>page no:228-253</b> Attach slides copy with reference source	
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### WEEK – 9

Lecture	TOPICS	Content delivered	Reference source	Comments
17	<b>International buyer-seller relationship</b>	<ul style="list-style-type: none"> <li>Reason for international sourcing.</li> <li>A typology of</li> <li>sub contracting</li> <li></li> </ul>	<b>Recommended Book /other:</b> <b>Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no:10</b> <b>page no:261--269</b> Attach slides copy with reference source	
18	<b>International buyer-seller relationship</b>	<ul style="list-style-type: none"> <li><b>Buyer- seller interaction</b></li> <li>Project Export (turnkey contract)</li> </ul>	<b>Recommended Book /other:</b> <b>Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no:10</b> <b>page no:270-273</b> Attach slides copy with reference source	

### WEEK – 10

Lecture	TOPICS	Content delivered	Reference source	Comments
19	<b>4. <u>Designing the global marketing programme</u></b> <b>Global product positioning decision.</b>	<ul style="list-style-type: none"> <li>The dimension of international product offer</li> </ul>	<b>Recommended Book /other:</b> <b>Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no:11</b> <b>page no: 301-305</b> Attach slides copy with reference	

		<ul style="list-style-type: none"> <li>Developing international service strategies</li> </ul>	source	
20	<b>Global product positioning decision.</b>	<ul style="list-style-type: none"> <li>The product communication mix</li> <li>Product positioning</li> <li><b>Brand equity</b></li> <li>Branding decision</li> <li><b>Green marketing strategies</b></li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no: 11</b> <b>page no: 307-327</b> Attach slides copy with reference source	

### WEEK – 11

Lecture	TOPICS	Content delivered	Reference source	Comments
21	<b>Global pricing Decision</b>	<ul style="list-style-type: none"> <li>Factor influencing international pricing decision</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no:11</b> <b>page no: 327-351</b> Attach slides copy with reference source	Assignment due date : 11/5/2022
22	<b>Global pricing Decision</b>	<ul style="list-style-type: none"> <li>International pricing strategies</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no:11</b> <b>page no:327 - 351</b>	

			Attach slides copy with reference source	
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### WEEK – 12

Lecture	TOPICS	Content delivered	Reference source	Comments
23	<b>Distribution and Communication decision</b>	<ul style="list-style-type: none"> <li>External determinants of channel decision</li> <li>The communication process</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no:12</b> <b>page no:353-387</b> Attach slides copy with reference source	
24	<b>Distribution and Communication decision</b>	<ul style="list-style-type: none"> <li>International advertising strategies in practice</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no:12</b> <b>page no:357-387</b> Attach slides copy with reference source	

### WEEK – 13

Lecture	TOPICS	Content delivered	Reference source	Comments
25	<b>5. <u>Implementing and coordinating the global marketing programme</u></b>	<ul style="list-style-type: none"> <li>Cross cultural negotiation</li> <li>Intercultural preparation</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no:13</b> <b>page no:414-425</b> Attach slides copy with reference source	
26	<b>Cross – cultural sales negotiation</b>	<ul style="list-style-type: none"> <li>Coping with expatriate</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>	

		<ul style="list-style-type: none"> <li>Theoretical Management of expatriate</li> </ul>	<b>book edition: 2<sup>nd</sup></b> <b>chapter no: 13</b> <b>page no:414-425</b> Attach slides copy with reference source	
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### WEEK – 14

Lecture	TOPICS	Content delivered	Reference source	Comments
27	Cross-cultural resource management	<ul style="list-style-type: none"> <li>Knowledge Management and learning across borders</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no: 13</b> <b>page no:416-434</b> Attach slides copy with reference source	Assignment due date : 1/6/20
28	Cross-cultural resource management	<ul style="list-style-type: none"> <li>Communication barriers across global market</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no:13</b> <b>page no:416-434</b> Attach slides copy with reference source	

### WEEK – 15

Lecture	TOPICS	Content delivered	Reference source	Comments
29	Organization and control of global marketing program	<ul style="list-style-type: none"> <li>Organization of global marketing programme</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no:14</b> <b>page no:438-465</b> Attach slides copy with reference	

		<ul style="list-style-type: none"> <li>Controlling the global marketing programme</li> </ul>	source	
30	<b>Organization and control of global marketing program</b>	<ul style="list-style-type: none"> <li>The global marketing budgets</li> <li>The process of developing the global marketing plan</li> </ul>	<b>Recommended Book /other: Essential of Global Marketing</b>  <b>book edition: 2<sup>nd</sup></b> <b>chapter no:14</b> <b>page no:438-465</b> Attach slides copy with reference source	

### WEEK – 16

Lecture	TOPICS	Content delivered	Reference source	Comments
31	<b>Product and Services for Consumer</b>	<ul style="list-style-type: none"> <li>Define the concept of quality in regards to products and global markets</li> <li>Examine products and culture</li> <li>Evaluate core-component, packaging component, and support services component</li> </ul>	<b>Recommended Book /other: Global Marketing</b>  <b>book edition: 7<sup>th</sup></b> <b>chapter no:10</b> <b>page no:110-134</b> Attach slides copy with reference source	
32	<b>Product and Services for Consumer</b>	<ul style="list-style-type: none"> <li>Discuss and analyze marketing consumer services globally</li> <li>Examine barriers to entering global markets for consumer service</li> </ul>	<b>Recommended Book /other: Global Marketing</b>  <b>book edition: 7<sup>th</sup></b> <b>chapter no:10</b> <b>page no:110-134</b> Attach slides copy with reference	

		<ul style="list-style-type: none"> <li>Identify and analyze brands in International Markets</li> </ul> <p>Evaluate and discuss global brands.</p>	source	
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<i><b>COURSE READINESS</b></i>			
<b>Subject Title:</b>	Corporate Law	<b>Course code</b>	MGT-513
<b>Semester</b>	Fall 22	<b>Department</b>	Management Sciences



<b>Course Introduction</b>	This course examines corporate law in Pakistan today, including: regulation of companies under Corporations Act; the incorporation process and its consequences; internal regulation and dealing with outsiders; share capital, company membership and disclosure obligations; the duties and liabilities of directors and other officers of a corporation; members' powers and remedies; and the regulation of corporations in financial difficulty including the administration and the winding up processes.					
<b>Learning Objective</b>	<p>On successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply principles of corporate law in a rigorous and principled manner. Undertake legal research at an intermediate level using both primary and secondary sources.</li> <li>2. Apply corporate law to generate solutions to complex legal problems, and critique the operation of corporate law from a policy perspective.</li> <li>3. Structure and sustain concise and cohesive written arguments for a mixed lay and legal audience. Work effectively to complete complex tasks within a limited time, both as a member of a team and individually.</li> <li>4. Exercise appropriate strategic professional judgment in the resolution of a corporate law problem in an academic environment. Interact in a professional and ethical manner with team members and peers.</li> </ol>					
<b>Recommended Textbook</b>	<ol style="list-style-type: none"> <li>1. Company Law &amp; Practices in Pakistan by Prof. Dr. Khawaja Amjad Saeed, Institute of Business Management Lhr</li> <li>2. Practical Approach to Companies Ordinance 1984 by Nazeer Ahmed Shaheen</li> <li>3. Company Secretarial Practice by Q.A. Wadud</li> </ol>					
<b>Grading System</b> (Weighted Percentages)	<b>Assignments</b>	3	<b>Practical</b>		<b>Midterm Exam</b>	18
	<b>Quizzes</b>	3	<b>Presentations</b>	3	<b>Final Term Exam</b>	30
<b>Other Rules</b>	•					
<b>Logistics</b>	<b>Class Time</b>	1& half hour (3 hours/week)		<b>Consulting Hours</b>		
	<b>Venue</b>	GIMS, Gujrat		<b>Contact Information</b> <a href="mailto:Fraz.butt783@gmail.com">Fraz.butt783@gmail.com</a> 0092 333 4095742		

<b>Lesson Plan</b>				
<b>WEEK-1</b>				
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Assignments/Quiz/Class Activity)</b>
1	PRELIMINARY	Introduction to the subject Over view of business courts in Pakistani context	Self Notes 1(Compiled from the ref book)	
2	PRELIMINARY	Working of courts in Pakistan Initial debate on companies ordinance 1984	Self Notes 1(Compiled from the ref book)	

## WEEK – 2

Lecture	TOPICS	Content delivered	Reference source	Comments
3	JURISDICTION OF COURTS	Formal debate of courts with particular emphasis on corporeal laws	Self Notes 1(Compiled from the ref book)	
4	JURISDICTION OF COURTS	The Ordinance. Schedules of Companies Ordinance 1984	Self Notes 1(Compiled from the ref book)	

## WEEK – 3

Lecture	TOPICS	Content delivered	Reference source	Comments
5	THE COMPANIES ORDINANCE 1984	The Ordinance. Schedules of Companies Ordinance 1984. The Companies Rules, 1995 (Capital Issuance).	Self Notes 2 (Compiled from the ref book)	
6	THE COMPANIES ORDINANCE 1984	The Companies Rules, 1985 (Forms and General Provisions). The Companies Act, 1974 and Rules.	Self Notes 2 (Compiled from the ref book)	

## WEEK – 4

Lecture	TOPICS	Content delivered	Reference source	Comments
7	THE MONOPOLIES AND RESTRICTIVE TRADE PRACTICES ORDINANCE 1980	Undue concentration of economic power, etc. prohibited Monopoly control authority	Self Notes 2 (Compiled from the ref book)	
8	THE MONOPOLIES AND RESTRICTIVE TRADE PRACTICES ORDINANCE 1980	Functions and powers of the authority Registration	Self Notes 2 (Compiled from the ref book)	

## WEEK – 5

Lecture	TOPICS	Content delivered	Reference source	Comments
9	SECP	The Securities and Exchange Ordinance 1969 The Ordinance with the Securities and Exchange Rules, 1971.	Self Notes 2 (Compiled from the ref book)	
10	SECP	Listing rules of Stock Exchange. The Investment Companies and Investment Advisors Rules, 1971	Self Notes 2 (Compiled from the ref book)	

## WEEK – 6

Lecture	TOPICS	Content delivered	Reference source	Comments
11	THE MODARABA COMPANIES	The Modaraba Companies and Modaraba Rules 1980. The Ordinance	Self Notes 2 (Compiled from the ref book)	
12	MODARABA ORDINANCE 1979	The Modaraba Companies and Modaraba Rules 1980. The Ordinance	Self Notes 2 (Compiled from the ref book)	

### WEEK – 7

Lecture	TOPICS	Content delivered	Reference source	Comments
13	Other corporate laws	Regulations and Insurance Act, 1938. The Banking Companies Ordinance, 1962.	Self Notes 2 (Compiled from the ref book)	
14	Other corporate laws	The Banking Companies Rules, 1963. Investment bank Rules, Rules relating leasing and housing finance companies.	Self Notes 2 (Compiled from the ref book)	

### WEEK – 8

Lecture	TOPICS	Content delivered	Reference source	Comments
15	Various corporate laws	Exchange control Regulation Discussion on practices	Self Notes 3 (Compiled from the ref book)	
16	Vatious corporate laws	Executive recruiters, referrals and walk-ins, College recruiting, Recruiting a more diverse work force, Developing and using application forms.	Self Notes 3 (Compiled from the ref book)	

### WEEK – 9

Lecture	TOPICS	Content delivered	Reference source	Comments
17	Practices	Qualification and Appointment of Secretary. Functions and Legal Obligations of Secretary	Self Notes 3 (Compiled from the ref book)	
18	Practices	Memorandum and Articles of Association. Prospectus	Self Notes 3 (Compiled from the ref book)	

### WEEK – 10

Lecture	TOPICS	Content delivered	Reference source	Comments
19	Practices	Incorporation of Company. Offer of Shares.	Self Notes 3 (Compiled from the ref book)	
20	Practices	Stock Exchange Listing Rules. Securities Discount and Premium on Shares.	Self Notes 3 (Compiled from the ref book)	

### WEEK – 11

Lecture	TOPICS	Content delivered	Reference source	Comments
21	Practices	Underwriting, Brokerage. Share Application Issuance and Allotment of Shares Share Certificates and Warrants.	Self Notes 3 (Compiled from the ref book)	
22	Practices	Issue and Redemption of Debentures. Dividend and Dividend Warrant. Issue of Bonus, Right Shares	Self Notes 3 (Compiled from the ref book)	

### WEEK – 12

Lecture	TOPICS	Content delivered	Reference source	Comments
25	Practices	Directors' Meetings, Types of meetings. Meetings Agenda, Notice, Quorum, Voting, Proxies	Self Notes 3 (Compiled from the ref book)	
26	Practices	Resolutions. Minutes and Reports writing.	Self Notes 3 (Compiled from the ref book)	

### Week – 13

Lecture	TOPICS	Content delivered	Reference source	Comments
25	Practices	Statutory Books maintenance Register under relevant Statutes.	Self Notes 3 (Compiled from the ref book)	
26	Practices	Audit, Filing of Returns. Registration of Mortgages and Charges.	Self Notes 3 (Compiled from the ref book)	

### WEEK – 14

Lecture	TOPICS	Content delivered	Reference source	Comments
27	Practices	Books of Account and Financial Reports.	Self Notes 3 (Compiled from the ref book)	
28	Practices	Securities & Exchange Commission of Pakistan working procedures.	Self Notes 3 (Compiled from the ref book)	

### WEEK – 15

Lecture	TOPICS	Content delivered	Reference source	Comments
29	Presentations and Q&A Session 1	Post Presentation session 1 on “Soft Skills Developemnt”		
30	Presentations and	Post Presentation session 2 on “Soft Skills		

	Q&A Session 2	Development”		
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### WEEK – 16

Lecture	TOPICS	Content delivered	Reference source	Comments
31	Presentations and Q&A Session 3	Post Presentation session 3 on “Soft Skills Development”		
32	Presentations and Q&A Session 4	Post Presentation session 4 on “Soft Skills Development”		

<i><b>COURSE READINESS /LESSON PLAN</b></i>			
<b>Subject Title:</b>	Financial Accounting	<b>Course code</b>	MGT-322
<b>Semester</b>	Fall 23	<b>Department</b>	Management Sciences

<b>Course Introduction</b>	<p>Accounting plays a vital role as an information system for monitoring, problem solving and decision-making. However, the first step is to generate and present information in a manner that is useful. In recognition of this, Financial Accounting course focuses on the record-keeping and financial statement preparation process. On completion of the course, students should:</p> <ul style="list-style-type: none"> <li>• Develop a thorough understanding of accounting records and how to record transactions in them.</li> <li>• Be able to prepare a set of financial statements for various forms of businesses and non-profit entities.</li> <li>• Develop an ability to apply accounting concepts, principles and practices.</li> </ul> <p>Be familiar with the basic tools for analyses of financial statements.</p>					
<b>Learning Objective</b>	<p>This course should focus on:</p> <ul style="list-style-type: none"> <li>• Understanding of International Accounting Principles (GAAP), Accounting frameworks and users of accounting information.</li> <li>• Understanding of Cashbook and Preparation of three types of cashbook.</li> <li>• How provisions are made against bad debts,</li> <li>• Understanding of methods of depreciation, Bank Reconciliation Statement, Rectifying the errors.</li> <li>• Preparation of Final Accounts of Sole proprietors with Adjustments.</li> <li>• Detailed Understanding of liabilities, Corporations Accounting and Partnership Accounting.</li> <li>• Preparation of Cash flow Statement.</li> </ul>					
<b>Recommended Textbook</b>	<ol style="list-style-type: none"> <li>1. Financial Accounting by Muhammad Arif and Sohail Afzal B.com Part 1</li> <li>2. Financial Accounting (7<sup>th</sup> Edition By Charles T. Horngren, Walter T. Harrison, Linda S. Bamber)</li> </ol>					
<b>Grading System</b> (Weighted Percentages)	Assignments	12 Marks (20%)	Projects		Midterm Exam	18 Marks (30%)
	Quizzes		Presentations		Final Term Exam	30 Marks(50%)
<b>Other Rules</b>						

<b>Logistics</b>	Class Time	Day1 8:30 -10:00 Day2 12:00- 1:30	Consulting Hours	1:30 – 3:00 pm
	Venue	F1 and G4	Contact Information	

## Lesson Plan

### WEEK-1

Lecture	TOPICS	Content delivered	Reference source	Assignments/Quiz/Class Activity)
1	International Accounting Standard 1 General Framework (Introduction)	Lecture delivered on white board through book Case study from book	Recommended text book 2 <b>book edition: 7<sup>th</sup></b> <b>chapter no: 1</b> <b>page no: 1</b>	Discussion of Case study
2	General Principles (Text book) Users of Financial Statements	Lecture delivered on white board through book Case study from book	Recommended text book 2 <b>book edition: 7<sup>th</sup></b> <b>chapter no: 1</b> <b>page no: 1</b>	Home work: Exercise Questions from book
Lecture	TOPICS	Content delivered	Reference source	Comments
3	Cash Book	Introduction, Three types of Cashbook (Single, double and triple column Cashbook	Recommended text book 1 <b>chapter no: 8</b> <b>page no: 183</b>	Practice Questions given for homework

/.,m

4	Cash Book	Classification of Debtors and Creditors, Types of Debtors Discount Allowed and Received	Recommended text book 1 <b>chapter no: 8</b> <b>page no: 183</b>	Assignment 1 on cashbook <b>Due on 25 April 2020</b>
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
5	Bad Debt, Doubtful Debts, Provisions on Discounts	Introduction, Good debt, Bad Debt and Doubtful Debt	Recommended text book 1 <b>chapter no: 11</b> <b>page no: 335</b>	Practice Questions given for homework
6	Bad Debt, Doubtful Debts, Provisions on Discounts	How bad debts, doubtful debts are written off in income statement and balance sheet, provisions for bad debts and doubtful debts	Recommended text book 1 <b>chapter no: 11</b> <b>page no: 335</b>	Quiz 1 on Bad Debt, Doubtful Debts, Provisions on Discounts Due on April 8, 2020
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
7	Bad Debt, Doubtful Debts, Provisions on Discounts	Provision for discounts on creditors and Debtors and entry in balance sheet and income statement, Discussion of quiz questions	Recommended text book 1 <b>chapter no: 11</b> <b>page no: 335</b>	
8	Property, Plant and Equipment IAS -16		EN-EUIAS -16 (pdf download)	Homework: Summarize the document
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>



9	Methods of Depreciation and disposal entries	Introduction , Causes of Depreciation , Main elements of depreciation, Journal entries	Recommended text book 1 <b>chapter no: 22</b> <b>page no: 893</b>	
10	Methods of Depreciation and disposal entries	Introduction to 11 methods of Depreciation, Detailed discussion 3 Methods of depreciation and practice questions	Recommended text book 1 <b>chapter no: 22</b> <b>page no: 893</b>	Assignment 2 on Depreciation Due on April 25, 2020
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
11	Methods of Depreciation and disposal entries	Remaining 8 Methods of depreciation and practice questions	Recommended text book 1 <b>chapter no: 22</b> <b>page no: 893</b>	Homework: Practice question
12	Methods of Depreciation and disposal entries	Revision of all 11 methods of depreciation and discussion of exercise problems	Recommended text book 1 <b>chapter no: 22</b> <b>page no: 893</b>	
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
13	Rectifying the Errors	Introduction, Types of Errors causing Disagreement of a trial balance	Recommended text book 1 <b>chapter no: 15</b> <b>page no: 463</b>	
14	Rectifying the Errors	Types of Errors not causing Disagreement of a trial balance,	Recommended text book 1 <b>chapter no: 15</b> <b>page no: 463</b>	

		Creation and closing of suspense account for rectification of errors,		
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
15	Rectifying the Errors	Correction of One-sided and Two- sided errors	Recommended text book 1 <b>chapter no: 15</b> <b>page no: 463</b>	Assignment 3 on Rectifying the Errors Due on 7 May, 2020
16	Bank Reconciliation Statement (BRS)	Introduction to BRS, Different causes of disagreement, Practice questions of BRS	Recommended text book 1 <b>chapter no: 8</b> <b>page no: 183</b>	Quiz 2 on BRS Due on 13 May, 2020
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
17	Preparation of Final Accounts of Sole proprietors with Adjustments	Discussion of main types of Adjustments	Recommended text book 2 <b>book edition: 7<sup>th</sup></b> <b>chapter no: 8</b> <b>page no: 417</b>	Homework: Practice questions
18	Liabilities common to most business organizations	Introduction to Liabilities	Recommended text book 2 <b>book edition: 7<sup>th</sup></b> <b>chapter no: 8</b> <b>page no: 417</b>	
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
19	Current Liabilities	Types and detail of Current Liabilities	Recommended text book 2 <b>book edition: 7<sup>th</sup></b> <b>chapter no: 8</b> <b>page no: 417</b>	
20	Long term Liabilities	Types and detail of long term Liabilities	Recommended text book 2 <b>book edition: 7<sup>th</sup></b> <b>chapter no: 8</b>	Homework: Practice questions

			<b>page no: 417</b>	
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
21	Liabilities common to most business organizations	Evaluating the safety of creditor's claims, estimated liabilities	Recommended text book 2 <b>book edition: 7<sup>th</sup></b> <b>chapter no: 8</b> <b>page no: 417</b>	
22	Cash Flow Statement	Introduction, Detail of Cash From Operating Activities	Recommended text book 2 <b>book edition: 7<sup>th</sup></b> <b>chapter no: 8</b> <b>page no: 417</b>	Homework: Practice questions
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
23	Cash Flow Statement	Cash from Financing Activities and Cash from investing Activities	Recommended text book 2 <b>book edition: 7<sup>th</sup></b> <b>chapter no: 8</b> <b>page no: 417</b>	Quiz 3 of Cash flow Statement Due on 3 June, 2020
24	Cash Flow Statement	Practice Questions	Recommended text book 2 <b>book edition: 7<sup>th</sup></b> <b>chapter no: 8</b> <b>page no: 417</b>	
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
25	Corporations Accounting	Introduction to Corporations Accounting	Slides link <a href="https://www.slideshare.net/Zorro29/chap013ppt-4682707">https://www.slideshare.net/Zorro29/chap013ppt-4682707</a>	
26	Corporations Accounting	How initial capital is recorded, Recording of dividends payment	Slides link <a href="https://www.slideshare.net/Zorro29/chap013ppt-4682707">https://www.slideshare.net/Zorro29/chap013ppt-4682707</a>	Assignment 4 on Corporations Accounting Due on 12 May, 2020

Lecture	TOPICS	Content delivered	Reference source	Comments
27	Corporations Accounting	Practice Problems and Discussion of Queries	Slides link <a href="https://www.slideshare.net/Zorro29/chap013ppt-4682707">https://www.slideshare.net/Zorro29/chap013ppt-4682707</a>	
28	Partnership Accounting	How partnership accounts are prepared <ul style="list-style-type: none"> <li>• Admission of new partner</li> <li>• Retirement of old partner</li> <li>• Death of a partner</li> </ul> Settlement of partners accounts	Recommended text book 1 <b>chapter no: 19</b> <b>page no: 647</b>	
Lecture	TOPICS	Content delivered	Reference source	Comments
29	Partnership Accounting	How partnership accounts are prepared <ul style="list-style-type: none"> <li>• Retirement of old partner</li> <li>• Death of a partner</li> </ul> Settlement of partners accounts	Recommended text book 1 <b>chapter no: 19</b> <b>page no: 647</b>	Quiz 4 partnership Accounting Due on 19 May. 2020
30	Partnership Accounting	Practice Problems and Discussion of Queries	Recommended text book 1 <b>chapter no: 19</b> <b>page no: 647</b>	
Lecture	TOPICS	Content delivered	Reference source	Comments
31	Review of whole Syllabus	Discussion of Queries		
32	Review of whole Syllabus	Discussion of Queries		

COURSE READINESS						
Subject Title:	Business Research Methods			Course code		MGT-493
Semester	Fall 22			Department		Management Sciences
Course Introduction	The course is designed to help the student understand different techniques of research and report writing. The course will be run using the concept of “communities of learning”. This course is vital for business students as it will help them in their job for conducting research. No organization can survive unless there is a continuous research going on in its operations department. As students of business have to manage the organizations, so they will be directly related to research. This course comprises of two comprehensive examinations, quizzes, assignments and a ‘term project’.					
Learning Objective	<ul style="list-style-type: none"><li>• Understand the academic requirement for research work</li><li>• Conduct a synthesised academic literature search and write a critical review of literature.</li><li>• Critically evaluate the appropriateness and application of specific research methods for investigation of an organizational problem.</li><li>• Understand the structure of well argued research proposal.</li></ul>					
Recommended Textbook	Jordan, A (2018) Research methods for business: A skill building approach, 7 <sup>th</sup> Edition, Mc Grawhill Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil					
Grading System (Weighted Percentages)	Assignments	20%	Projects		Midterm Exam	30%
	Quizzes		Presentations		Final Term Exam	50%
Other Rules						
Logistics	Class Time	1 and half hour (3 hours in week)		Consulting Hours		Monday: 12:00-4:00 PM
	Venue	GIMS Gujrat Online platform		Contact Information		

<b>Lesson Plan</b>				
<b>WEEK-1</b>				
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Assignments/Quiz/Class</b>

				Activity)
1	<b>The nature of business and management research</b>	Introduction The nature of research The nature of business and management research The research process	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 1</b> <b>Page No: 2-10</b>	
2	<b>Formulating and clarifying the research topic</b>	Attributes of a good research topic Generating and refining research ideas Turning research ideas into research projects	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 2</b> <b>Page No: 20-32</b>	

Lecture	TOPICS	Content delivered	Reference source	Comments
3	<b>Critically reviewing the literature</b>	The critical review Literature sources available obtaining and writing literature	<b>Jordan, A (2018) Research methods for business: A skill building approach, 7<sup>th</sup> Edition, Mc Grawhill</b>	Assignment-1 (Selection of topic and writing summary of research articles)
4	<b>Critically reviewing the literature</b>	Types of Literature review, descriptive, systematic, and meta-analysis	<b>Jordan, A (2018) Research methods for business: A skill building approach, 7<sup>th</sup> Edition, Mc Grawhill</b>	

Lecture	TOPICS	Content delivered	Reference source	Comments
5	<b>Formulating the research design</b>	The purpose of your research The need for a clear research strategy Multiple methods choices –	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 5</b> <b>Page No: 136-160</b>	

		combining data collection techniques and analysis procedures		
6	<b>Formulating the research design</b>	Time horizons The credibility of research findings The ethics of research design	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 5</b> <b>Page No: 136-160</b>	

Lecture	TOPICS	Content delivered	Reference source	Comments
7	<b>Formulating the research design</b>	The research 'onion'	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 5</b> <b>Page No: 169</b>	Assignment-2 (Formulate research design)
8	<b>Formulating the research design</b>	The research 'onion'	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 5</b> <b>Page No: 169</b>	<b>Quiz-1</b>

Lecture	TOPICS	Content delivered	Reference source	Comments
9	<b>Selecting samples</b>	Introduction Probability sampling	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 7</b> <b>Page No: 210-248</b>	
10	<b>Selecting samples</b>	Non-probability sampling	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and</b>	

			<b>Adrian Thornhil</b> <b>Chapter: 7</b> <b>Page No: 210-248</b>	
Lecture	<b>TOPICS</b>	Content delivered	<b>Reference source</b>	<b>Comments</b>
11	<b>Selecting samples</b>	Review and discussion questions of sampling	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 7</b> <b>Page No: 210-248</b>	
12	<b>Selecting samples</b>	using sampling as part of your research	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 7</b> <b>Page No: 210-248</b>	<b>Quiz-2</b>
Lecture	<b>TOPICS</b>	Content delivered	<b>Reference source</b>	<b>Comments</b>
13	<b>Using secondary data</b>	Types of secondary data and uses in research  Locating secondary data	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 8</b> <b>Page No: 256-272</b>	
14	<b>Using secondary data</b>	Advantages and disadvantages of secondary data  Evaluating secondary data sources	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 8</b> <b>Page No: 256-272</b>	
Lecture	<b>TOPICS</b>	Content delivered	<b>Reference source</b>	<b>Comments</b>
15	<b>Collecting primary data through observation</b>	Participant observation: an introduction  Participant observation:	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 9</b>	



		researcher roles Participant observation: data collection and analysis	<b>Page No: 288-305</b>	
16	<b>Collecting primary data through observation</b>	Structured observation: an introduction Structured observation: data collection and analysis	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil Chapter: 9 Page No: 288-305</b>	

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
17	<b>Collecting primary data using semi structured, in-depth and group interviews</b>	Interview, Types of interview, When to use non-standardised (qualitative) interviews, Data quality issues and preparing for the interview	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil Chapter: 10 Page No: 318-348</b>	
18	<b>Collecting primary data using semi structured, in-depth and group interviews</b>	Interviewing competence Managing logistical and resource issues Group interviews and focus groups Telephone, Internet- and intranet-mediated interviews	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil Chapter: 10 Page No: 318-348</b>	<b>Assignment-3 (Sampling procedure for your research work)</b>
Lecture	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
19	<b>Collecting primary data using questionnaires</b>	An overview of questionnaire techniques Deciding what data need to be	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b>	<b>Quiz-3</b>

		collected	<b>Chapter: 11</b> <b>Page No: 360-395</b>	
20	<b>Collecting primary data using questionnaires</b>	Designing the questionnaire Administering the questionnaire	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 11</b> <b>Page No: 360-395</b>	
Lecture	<b>TOPICS</b>	Content delivered	<b>Reference source</b>	<b>Comments</b>
21	<b>Analyzing primary data through discussion and analysis</b>	Belbin's nine team role Theory	<b>Jordan, A (2018) Research methods for business: A skill building approach, 7th Edition, Mc Grawhill</b>	
22	<b>Analyzing primary data through discussion and analysis</b>	Belbin's nine team role Theory	<b>Jordan, A (2018) Research methods for business: A skill building approach, 7th Edition, Mc Grawhill</b>	
Lecture	<b>TOPICS</b>	Content delivered	<b>Reference source</b>	<b>Comments</b>
23	<b>Analysing quantitative data</b>	Preparing, inputting and checking data	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 12</b> <b>Page No: 415-448</b>	<b>Quiz-4</b>
24	<b>Analysing quantitative data</b>	Descriptive statistics	<b>Research methods for business students, 5th edition by Mark Saunders, Philip Lewis and Adrian Thornhil</b> <b>Chapter: 12</b> <b>Page No: 415-448</b>	
Lecture	<b>TOPICS</b>	Content delivered	<b>Reference source</b>	<b>Comments</b>
25	<b>Writing and presenting your</b>	Getting started	<b>Jordan, A (2018) Research methods for business: A skill</b>	<b>Assignment-4 (Analysis</b>

	<b>project report</b>	Structure of report Language	<b>building approach, 7th Edition, Mc Grawhill</b>	<b>of data of your research project)</b>
26	<b>Writing and presenting your project report</b>	Tables and figures as per APA style	<b>Jordan, A (2018) Research methods for business: A skill building approach, 7th Edition, Mc Grawhill</b>	
Lecture	<b>TOPICS</b>	Content delivered	<b>Reference source</b>	<b>Comments</b>
27	<b>Negotiating access and research ethics</b>	Issues associated with gaining access Strategies to gain access	<b>Jordan, A (2018) Research methods for business: A skill building approach, 7th Edition, Mc Grawhill</b>	
28	<b>Negotiating access and research ethics</b>	Research ethics and why you should act ethically Ethical issues at specific stages of the research process	<b>Jordan, A (2018) Research methods for business: A skill building approach, 7th Edition, Mc Grawhill</b>	
Lecture	<b>TOPICS</b>	Content delivered	<b>Reference source</b>	<b>Comments</b>
29	<b>Referencing</b>	APA-6 Manual (In-text Citation)	<b>APA Manual</b>	
30	<b>Referencing</b>	APA-6 Manual (maintaining reference list)	<b>APA Manual</b>	
Lecture	<b>TOPICS</b>	Content delivered	<b>Reference source</b>	<b>Comments</b>
31	<b>Presentations and submission of research project</b>		<b>Presentations</b>	
32	<b>Presentations and submission of research project</b>		<b>Presentations</b>	

### ***COURSE READINESS***

<b>Subject Title:</b>	Introduction to Human Resource Management	<b>Course code</b>	MGT-515
<b>Semester</b>	Fall 23	<b>Department</b>	Management Sciences

Course Introduction	This course aims to provide students with an overview of the issues related to Human resources Management & its contemporary practices. Students will study ways in which organizations can handle personnel issues, which will help prepare them for managerial and professional roles					
Learning Objective	The Course is broader in its prospect. However, it is desgined specifically to serve these objectives; <ul style="list-style-type: none"><li>• To introduce students to management process and different functions of management process.</li><li>• To introduce students to the field of human resources management, its history, and contemporary &amp; future issues</li><li>• To help students understand the organizational factors that affect human resources management. These include an organization’s financial, technological, and physical resources as well as management philosophy, leadership style, and organizational culture and climate.</li></ul>					
Recommended Textbook	1. Human Resource Management By Gary Dessler (9th or 10th edition) 2. Managing Human Resources By Luis, Gomez & Meija (3rd edition) 3. Human Resources and Personnel Management by William B werther and Keith Davis					
Grading System (Weighted Percentages)	Assignments	3	Practical		Midterm Exam	18
	Quizzes	3	Presentations	3	Final Term Exam	30
Other Rules	•					
Logistics	Class Time			Consulting Hours		
	Venue			Contact Information		

### **Lesson Plan**

#### **WEEK-1**

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Assignments/Quiz/Class Activity)</b>
1	Overview Of HRM	Introduction to management process Basic intrp to HRM and its processes Tredns in HR	HRM by Gary Dessler (10th edition) / <b>Self Notes 1</b>	
2	Overview Of HRM	Importance of HR Management	HRM by Gary Dessler	

		Line and Staff Aspects of HRM Organisational flow chart	(10th edition) / <b>Self Notes 1</b>	
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Lecture	TOPICS	Content delivered	Reference source	Comments
3	Strategic Role Of HRM	Basics of strategic planning Strategic Planning process SWOT, PESTL analysis	HRM by Gary Dessler (10th edition) / <b>Self Notes 1</b>	
4	Strategic Role Of HRM	Basic Strategic Trends HR strategic Role Strategic Human Resource Management	HRM by Gary Dessler (10th edition) / <b>Self Notes 1</b>	

Lecture	TOPICS	Content delivered	Reference source	Comments
5	HRM Challenges & Strategic Organizational Review	Environmental Challenges, organizational Challenges, Individual Challenges, HR Role in Organizational Change	Self Notes 2 (Compiled from the ref book)	
6	HRM Challenges & Strategic Organizational Review	HR Role in Quality Management Re-engineering process Managing lay offs Transfers, and Promotions	Self Notes 2 (Compiled from the ref book)	

Lecture	TOPICS	Content delivered	Reference source	Comments
7	Equal Employment opportunity and the Law	Equal Employment opportunity, defenses against discrimination allegations, Some discriminatory employment practices,	Self Notes 2 (Compiled from the ref book)	
8	Equal Employment opportunity and the Law	Diversity Management and affirmative action programs. Employee Rights: A case study of Pakistan.	Self Notes 2 (Compiled from the ref book)	

Lecture	TOPICS	Content delivered	Reference source	Comments
9	Job Analysis	Nature of Job Analysis, uses of job analysis, steps in job Analysis	Self Notes 2 (Compiled from the ref book)	
10	Job Analysis	Methods of collecting Job analysis Information including Interviews, questionnaires, observation, Diary/logs, Position Analysis questionnaire.	Self Notes 2 (Compiled from the ref book)	

Lecture	TOPICS	Content delivered	Reference source	Comments
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11	Job Analysis (Continued)	Writing Job Descriptions, Job identification, Job summary, Relationship statement, responsibilities and duties, Standards of Performance and working conditions	Self Notes 2 (Compiled from the ref book)	
12	Job Analysis (Continued)	Writing Job specifications, specification for trained vs untrained personnel, Specification based on judgment and statistical Analysis. Job analysis in a Jobless world.	Self Notes 2 (Compiled from the ref book)	

Lecture	TOPICS	Content delivered	Reference source	Comments
13	HR Planning & Recruiting.	Employment Planning & forecasting, How to forecast Personnel needs, forecasting the supply of inside and outside candidates, the recruiting yield pyramid	Self Notes 2 (Compiled from the ref book)	
14	HR Planning & Recruiting.	Finding internal candidates, hiring employees-second time around, Succession Planning.	Self Notes 2 (Compiled from the ref book)	

Lecture	TOPICS	Content delivered	Reference source	Comments
15	HR Planning & Recruiting (Continued)	Outside sources of recruiting including Employment agencies, advertisements, temp agencies and alternative staffing	Self Notes 3 (Compiled from the ref book)	
16	HR Planning & Recruiting (Continued)	Executive recruiters, referrals and walk-ins, College recruiting, Recruiting a more diverse work force, Developing and using application forms.	Self Notes 3 (Compiled from the ref book)	
Lecture	TOPICS	Content delivered	Reference source	Comments
17	Employee Testing & Selection	Basic testing Concepts, Types of tests, Work samples and simulations	Self Notes 3 (Compiled from the ref book)	
18	Employee Testing & Selection	Other selection techniques including background investigations and reference checks, Pre-employment information services.	Self Notes 3 (Compiled from the ref book)	

Lecture	TOPICS	Content delivered	Reference source	Comments
19	Interviewing Candidates	Basic features of interviews, its types, How to administer interviews	Self Notes 3 (Compiled from the ref book)	
20	Interviewing Candidates	Factors undermining interview's usefulness, designing and conducting effective interview	Self Notes 3 (Compiled from the ref book)	

Lecture	TOPICS	Content delivered	Reference source	Comments
21	Training & Development	Orientation of employees, Training process, Traditional Training Methods, Electronic Training, Managerial Development & training, Evaluating the Training Effort.	Self Notes 3 (Compiled from the ref book)	
22	Appraising & Managing Performance	The Appraisal Process, Appraisal Methods including Graphic Rating Scales, Alternation Ranking, paired comparison, Forced distribution Method	Self Notes 3 (Compiled from the ref book)	

Lecture	TOPICS	Content delivered	Reference source	Comments
25	Appraising & Managing Performance	Appraisal Methods including critical incident Method, Narrative forms, Behaviorally Anchored rating Scales,	Self Notes 3 (Compiled from the ref book)	
26	Appraising & Managing Performance	Management by Objectives, Appraising performance problems and solutions, The appraisal interview and the role of Appraisal in Managing performance.	Self Notes 3 (Compiled from the ref book)	

Lecture	TOPICS	Content delivered	Reference source	Comments
25	Managing Careers and establishing Strategic Pay plans	Career development roles, the employee role in career management, Managing Dismissals, determining pay rates,	Self Notes 3 (Compiled from the ref book)	
26	Managing Careers and establishing Strategic Pay plans	Establishing pay rates, including salary survey, job evaluation, group similar job into pay grades.	Self Notes 3 (Compiled from the ref book)	

Lecture	TOPICS	Content delivered	Reference source	Comments
27	Pay for performance Financial incentives	Types of incentive plan, piece work plan, team or group variable plan.	Self Notes 3 (Compiled from the ref book)	
28	Financial incentives Benefits and services	Incentives for managers and executives pay for time not worked, insurance benefits, retirement benefits, Employee services.	Self Notes 3 (Compiled from the ref book)	

Lecture	TOPICS	Content delivered	Reference source	Comments
29	Presentations and Q&A Session 1	Post Presentation session 1 on “Soft Skills Development”		

30	Presentations and Q&A Session 2	Post Presentation session 2 on “Soft Skills Developemnt”		
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Lecture	TOPICS	Content delivered	Reference source	Comments
31	Presentations and Q&A Session 3	Post Presentation session 3 on “Soft Skills Developemnt”		
32	Presentations and Q&A Session 4	Post Presentation session 4 on “Soft Skills Developemnt”		

<b><i>COURSE READINESS</i></b>			
<b>Subject Title:</b>	Entrepreneurship	<b>Course code</b>	MGT-617
<b>Semester</b>	Spring 24	<b>Department</b>	Management Sciences

<b>Course Introduction</b>	With more than half of the new jobs being created in the world economy by small businesses, the particular problems and experiences encountered in starting and developing new enterprises are clearly worth studying. This course of Entrepreneurship has been designed to provide the participants with an overall understanding of the concept of entrepreneurship and small business management. Participants will be prepared to start, survive, and succeed in their own businesses.
<b>Learning Objective</b>	At the end of the term, the students should be able to: <ul style="list-style-type: none"> <li>• develop an idea for a new venture;</li> <li>• research its potential and understand the risks associated;</li> <li>• undertake marketing, positioning, and customer development;</li> <li>• prepare an analysis of the financial requirements and build a financial strategy for the new venture, including incremental appreciation of the equity base;</li> <li>• plan for the execution and management of all the relevant functional areas of new venture including operations, supply chain, information systems, and human resources etc.</li> <li>• identify and prepare legal documents, IP policy, contracts, etc. and develop a comprehensive business plan for their venture.</li> </ul>
<b>Recommended Textbook</b>	Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning)



<b>Grading System</b> (Weighted Percentages)	Assignments	10%	Projects		Midterm Exam	30%
	Quizzes	10%	Presentations		Final Term Exam	50%
<b>Other Rules</b>						
<b>Logistics</b>	Class Time	Tuesday: 8:30-10:00 am Wednesday: 8:30-10:00 am		Consulting Hours		
	Venue	On campus		Contact Information	03456905705	

## Lesson Plan

### WEEK-1

Lecture	TOPICS	Content delivered	Reference source	
1	Introduction to course	Course objectives Areas of expertise Practical implications	<b>Recommended Book/other:</b>  <b>book edition:</b> <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
2	Effective learning and memory techniques	Effective learning Enhanced memory Using the memorization skills for benefit in professional life	<b>Recommended Book /other:</b>  <b>book edition:</b> <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	

Lecture	TOPICS	Content delivered	Reference source	Comments
3	Personal and professional development	Techniques for self-discipline Improving habit integration Following long term purpose in professional life	<b>Recommended Book /other:</b>  <b>book edition:</b> <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
4			<b>Recommended Book /other:</b>	

			<b>book edition:</b> <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
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Lecture	TOPICS	Content delivered	Reference source	Comments
5			<b>Recommended Book /other:</b>  <b>book edition:</b> <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
6			<b>Recommended Book /other:</b>  <b>book edition:</b> <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
Lecture	TOPICS	Content delivered	Reference source	Comments
7	<b>ENTREPRENEURSHIP: EVOLUTION AND REVOLUTION</b>	<ul style="list-style-type: none"> <li>• Entrepreneurs facing the unknown</li> <li>• Are you a business or social entrepreneur?</li> <li>• Entrepreneurs have a particular enterprising mind-set</li> <li>• The evolution of the 'under-taking'</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> <b>Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning)</b> <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
8	<b>ENTREPRENEURSHIP:</b>	<ul style="list-style-type: none"> <li>• Entrepreneurship through the ages</li> </ul>	<b>Recommended Book /other:</b>	

	<b>EVOLUTION AND REVOLUTION</b>	<ul style="list-style-type: none"> <li>• Early definitions of entrepreneurship</li> <li>• Approaches to entrepreneurship</li> <li>• The entrepreneurial revolution: a global phenomenon</li> </ul>	<b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning) <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
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Lecture	TOPICS	Content delivered	Reference source	Comments
9	THE ENTREPRENEURIAL MIND-SET: COGNITION AND CAREER	<ul style="list-style-type: none"> <li>• The entrepreneurial mind, behavior and career</li> <li>• Who are entrepreneurs?</li> <li>• The dark side of entrepreneurship</li> <li>• The entrepreneur's confrontation with risk</li> <li>• Stress and the entrepreneur</li> <li>• The entrepreneurial ego</li> <li>• Entrepreneurial edge: dealing with stress</li> <li>• Pathways to your entrepreneurial career</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning) <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
10	ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT	<ul style="list-style-type: none"> <li>• Entrepreneurship as if the planet mattered</li> <li>• Entrepreneurship in times of crisis</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South	

		<ul style="list-style-type: none"> <li>• Climate change effects for entrepreneurs</li> <li>• Climate change economics for entrepreneurs</li> <li>• Entrepreneurial ecology</li> </ul>	Western - Cengage Learning) <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
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Lecture	TOPICS	Content delivered	Reference source	Comments
11	SOCIAL AND ETHICAL ENTREPRENEURSHIP	<ul style="list-style-type: none"> <li>• Social entrepreneurship</li> <li>• The mind-set of social entrepreneurs</li> <li>• Ecopreneurs</li> <li>• Ethics and entrepreneurship</li> <li>• Defining entrepreneurial ethics</li> <li>• Ethics in the cross-cultural business world</li> <li>• Entrepreneurship and organised crime</li> <li>• Environmental criminal entrepreneurs</li> <li>• Entrepreneurship and disadvantaged groups</li> <li>• Indigenous entrepreneurs</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning) <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
12	PATHWAYS TO ENTREPRENEURIAL VENTURES	<ul style="list-style-type: none"> <li>• Walking entrepreneurship pathways</li> <li>• Bootstrapping</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F.	

		<ul style="list-style-type: none"> <li>• The classical pathway: Disruptive new venture creation</li> <li>• Acquiring an established entrepreneurial venture</li> <li>• Franchising one's way into entrepreneurship</li> </ul>	Koratko 8th Edition (South Western - Cengage Learning) <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
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Lecture	TOPICS	Content delivered	Reference source	Comments
13	OPPORTUNITY AND THE CREATIVE PURSUIT OF INNOVATIVE IDEAS	<ul style="list-style-type: none"> <li>• Ideas and the search for opportunity</li> <li>• Four models of market-based opportunities</li> <li>• Entrepreneurial imagination and creativity</li> <li>• Arenas of creativity</li> <li>• Creating the right setting for creativity</li> <li>• Innovation and the entrepreneur</li> <li>• The innovation process</li> <li>• Innovation in the era of climate change</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning) <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
14	ENTREPRENEURIAL FAMILIES: SUCCESSION AND CONTINUITY	<ul style="list-style-type: none"> <li>• Entrepreneurship across the generations in the Asia-Pacific</li> <li>• Challenges facing family businesses</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning) <b>chapter no:</b>	

		<ul style="list-style-type: none"> <li>• Succession as a pathway to entrepreneurship</li> <li>• Key factors in succession</li> <li>• Developing a succession strategy</li> <li>• Harvesting the venture: recycling wealth within the family</li> </ul>	<b>page no:</b> Attach slides copy with reference source	
Lecture	TOPICS	Content delivered	Reference source	Comments
15	DEVELOPING ENTREPRENEURSHIP WITHIN ORGANISATIONS	<ul style="list-style-type: none"> <li>• The entrepreneurial mind-set in organisations</li> <li>• Re-engineering organisational thinking</li> <li>• Not for businesses only: public sector entrepreneurship</li> <li>• Intrapreneurial strategy</li> <li>• Social intrapreneurship by creating shared value</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> <b>Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning</b> <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
16	Entrepreneuership Article Discussion	8 Mindset Shifts Entrepreneurs Must	<b>Recommended Book /other:</b>	

		Make to Achieve Their Ultimate Goal	<b>book edition:</b> <a href="https://www.entrepreneur.com/article/337256">https://www.entrepreneur.com/article/337256</a> <b>chapter no:</b> <b>page no:</b> <b>Attach slides copy with reference source</b>	
Lecture	TOPICS	Content delivered	Reference source	Comments
17	THE ASSESSMENT OF ENTREPRENEURIAL OPPORTUNITIES	<ul style="list-style-type: none"> <li>• The elements of an opportunity assessment</li> <li>• How do we model the entrepreneurial process?</li> <li>• How to assess an opportunity</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> <b>Entrepreneurship – Theory Process Practice,</b> <b>Donald F. Koratko 8th Edition (South</b> <b>Western - Cengage Learning</b> <b>chapter no:</b> <b>page no:</b> <b>Attach slides copy with reference source</b>	
18	THE ASSESSMENT OF ENTREPRENEURIAL OPPORTUNITIES	<ul style="list-style-type: none"> <li>• When is an idea not an opportunity?</li> <li>• The evaluation process</li> <li>• The emergence of entrepreneurial ecosystems</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> <b>Entrepreneurship – Theory Process Practice,</b> <b>Donald F. Koratko 8th Edition (South</b> <b>Western - Cengage Learning</b> <b>chapter no:</b> <b>page no:</b> <b>Attach slides copy with reference source</b>	
Lecture	TOPICS	Content delivered	Reference source	Comments
19	MARKETING FOR ENTREPRENEURIAL VENTURES	<ul style="list-style-type: none"> <li>• Entrepreneurial marketing is essential</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> <b>Entrepreneurship – Theory Process Practice,</b> <b>Donald F. Koratko 8th Edition (South</b>	

		<ul style="list-style-type: none"> <li>• Entrepreneurial marketing defined</li> <li>• The components of effective marketing</li> <li>• Developing a marketing plan</li> </ul>	<b>Western - Cengage Learning</b> <b>chapter no:</b> <b>page no:</b> <b>Attach slides copy with reference source</b>	
20	MARKETING FOR ENTREPRENEURIAL VENTURES	<ul style="list-style-type: none"> <li>• Marketing research</li> <li>• Marketing on the Internet</li> <li>• Green entrepreneurial marketing</li> <li>• Pricing strategies</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> <b>Entrepreneurship – Theory Process Practice,</b> <b>Donald F. Koratko 8th Edition (South</b> <b>Western - Cengage Learning</b> <b>chapter no:</b> <b>page no:</b> <b>Attach slides copy with reference source</b>	
Lecture	TOPICS	Content delivered	Reference source	Comments
21	STRATEGIC ENTREPRENEURIAL GROWTH	<ul style="list-style-type: none"> <li>• Uncertainty and growth: key strategic drivers</li> <li>• Entrepreneurial strategy design and planning</li> <li>• Designing the business mode</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> <b>Entrepreneurship – Theory Process Practice,</b> <b>Donald F. Koratko 8th Edition (South</b> <b>Western - Cengage Learning</b> <b>chapter no:</b> <b>page no:</b> <b>Attach slides copy with reference source</b>	



		<ul style="list-style-type: none"> <li>• Does an entrepreneur really want to be a manager?</li> <li>• Managing entrepreneurial growth</li> </ul>		
22	STRATEGIC ENTREPRENEURIAL GROWTH	<ul style="list-style-type: none"> <li>• Entrepreneurs directly influence growth</li> <li>• Key management issues encountered during the growth stage</li> <li>• Unique managerial concerns of growing ventures</li> <li>• Achieving entrepreneurial leadership</li> <li>• Strategic sustainable development</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> <b>Entrepreneurship – Theory Process Practice,</b> <b>Donald F. Koratko 8th Edition (South</b> <b>Western - Cengage Learning</b> <b>chapter no:</b> <b>page no:</b> <b>Attach slides copy with reference source</b>	
Lecture	TOPICS	Content delivered	Reference source	Comments

23	GLOBAL OPPORTUNITIES FOR ENTREPRENEURS	<ul style="list-style-type: none"> <li>Asia-Pacific's entrepreneurial century</li> <li>How do I actually go global?</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> <b>Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning</b> <b>chapter no:</b> <b>page no:</b> <b>Attach slides copy with reference source</b>	
24	GLOBAL OPPORTUNITIES FOR ENTREPRENEURS	<ul style="list-style-type: none"> <li>How to become a born-global entrepreneur</li> <li>Born global social entrepreneurs</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> <b>Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning</b> <b>chapter no:</b> <b>page no:</b> <b>Attach slides copy with reference source</b>	

Lecture	TOPICS	Content delivered	Reference source	Comments
25	LEGAL AND REGULATORY CHALLENGES FOR ENTREPRENEURIAL VENTURES	<ul style="list-style-type: none"> <li>Legal and regulatory challenges</li> <li>Understanding Asia-Pacific regulatory environments</li> <li>International protections for intellectual property</li> <li>Patents</li> <li>Copyrights</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	

		<ul style="list-style-type: none"> <li>• Trademarks</li> <li>• Domain names</li> <li>• Trade secrets</li> </ul>		
26	LEGAL AND REGULATORY CHALLENGES FOR ENTREPRENEURIAL VENTURES	<ul style="list-style-type: none"> <li>• Opportunities from changing intellectual property attitudes</li> <li>• Identifying legal structures for entrepreneurial ventures</li> <li>• Incorporated companies</li> <li>• Unincorporated businesses</li> <li>• Other business forms</li> <li>• Insolvency and bankruptcy</li> <li>• The legal framework regulating climate change</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	

Lecture	TOPICS	Content delivered	Reference source	Comments
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27	SOURCES OF CAPITAL FOR ENTREPRENEURIAL VENTURES	<ul style="list-style-type: none"> <li>• The times, they are a-changing</li> <li>• What are the forms of entrepreneurial capital?</li> <li>• Sources of financial capital</li> <li>• Debt versus equity</li> <li>• Equity financing</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
28	SOURCES OF CAPITAL FOR ENTREPRENEURIAL VENTURES	<ul style="list-style-type: none"> <li>• The venture capital market</li> <li>• Angel financing</li> <li>• New forms of entrepreneurial capital</li> <li>• Peer-to-peer lending</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	

Lecture	TOPICS	Content delivered	Reference source	Comments
29	MEASURING PERFORMANCE FOR ENTREPRENEURIAL VENTURES	<ul style="list-style-type: none"> <li>• The dimensions of performance measurement</li> <li>• Measuring financial performance</li> </ul>	<b>Recommended Book /other:</b>  <b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning <b>chapter no:</b>	

		<ul style="list-style-type: none"> <li>• Understanding the key financial statements</li> <li>• Preparing financial budgets</li> <li>• Capital budgeting</li> <li>• Break-even analysis</li> <li>• Financial ratio analysis</li> <li>• Sustainability performance measures entrepreneurs</li> <li>• Triple bottom line performance measures</li> <li>• Sustainability performance measures</li> </ul>	<p><b>page no:</b> Attach slides copy with reference source</p>	
30	DEVELOPING A SUSTAINABLE BUSINESS PLAN	<ul style="list-style-type: none"> <li>• The need for a sustainable business plan</li> <li>• Contrarian views on business planning</li> <li>• Benefits of the full-form business plan</li> </ul>	<p><b>Recommended Book /other:</b>  <b>book edition:</b> Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition (South Western - Cengage Learning <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source</p>	

		<ul style="list-style-type: none"> <li>• Writing a well-conceived business plan</li> </ul>		
		<ul style="list-style-type: none"> <li>• How to structure a business plan</li> <li>• Updating the business plan</li> <li>• Presentation of the business plan: the 'pitch'</li> </ul>		

Lecture	TOPICS	Content delivered	Reference source	Comments
31	Presentations		<b>Recommended Book /other:</b>  <b>book edition:</b> <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	
32	Presentations		<b>Recommended Book /other:</b>  <b>book edition:</b> <b>chapter no:</b> <b>page no:</b> Attach slides copy with reference source	

<b>COURSE READINESS</b>			
<b>Subject Title:</b>	Marketing Management	<b>Course code</b>	MGT-452
<b>Semester</b>	Spring 24	<b>Department</b>	Management Sciences

Course Introduction	The course is designed for students pursuing a business career, considering ownership of a small business, or business owners who wish to advance their marketing career. The course presents an overview of the management of marketing in Pakistan and the world economy. The environment of marketing, determining target markets, product planning, pricing, promotion, and distribution are covered. The course comprises didactic lectures, assignments, case studies and a term project					
Learning Objective	<ul style="list-style-type: none"><li>• Understand the Marketing concept.</li><li>• Analyze various elements of consumer and business markets and their management.</li><li>• Discuss the importance of market segmentation to target market efforts.</li><li>• Assess marketing mix strategies of product, pricing, distribution, and promotion.</li><li>• Apply various specialized characteristics of and the particular management strategies of international marketing.</li></ul>					
Recommended Textbook	Marketing Management Millenium Edition by Philip Kotler					
Grading System (Weighted Percentages)	Assignments	20%	Projects		Midterm Exam	30%
	Quizzes		Presentations		Final Term Exam	50%
Other Rules						
Logistics	Class Time	1 and half hour (3 hours in week)		Consulting Hours		THursday: 10:00-1:00 PM
	Venue	GIMS Gujrat		Contact Information		0334-0409636 sherrytoortoor@gmail.com

<b>Lesson Plan</b>				
<b>WEEK-1</b>				
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Assignments/Quiz/Class Activity)</b>
1	<b>Marketing in the Twenty-First Century</b>	Company Orientations Toward The Marketplace	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 1 Page No: 1-20</b>	
2	<b>Marketing in the</b>	How Business And Marketing	<b>Marketing Management</b>	

	<b>Twenty-First Century</b>	Are Changing Company Responses and Adjustments Marketer Responses and Adjustments	<b>Millenium Edition by Philip Kotler</b> <b>Chapter: 1</b> <b>Page No: 1-20</b>	
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<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
3	<b>Marketing in the Twenty-First Century</b>	Demand Management	<b>Marketing Management</b> <b>Millenium Edition by Philip Kotler</b> <b>Chapter: 1</b>	Assignment-1
4	<b>Winning Markets Through Strategic Planning, Implementation, and Control</b>	The Business Strategic-Planning Process Factors Influencing Company Marketing Strategy	<b>Principles of Marketing book edition: Global Edition (16<sup>th</sup>) by Philip Kotler and Gary Armstrong</b> <b>chapter no: 2</b> <b>page no: 22-60</b>	

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
5	Gathering Information and Measuring Market Demand	Marketing information system Marketing research system	<b>Marketing Management</b> <b>Millenium Edition by Philip Kotler</b> <b>Chapter: 3</b> <b>Page No: 46-</b>	
6	Gathering Information and Measuring Market Demand	Marketing Research Process Marketing decision support system Sales Forecasting	<b>Marketing Management</b> <b>Millenium Edition by Philip Kotler</b> <b>Chapter: 3</b> <b>Page No: 46-76</b>	<b>Quiz-1</b>

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
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7	Scanning the Marketing Environment	Identifying and responding to major macro environment forces Macro-environment	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 4 Page No: 82—100</b>	
8	Scanning the Marketing Environment	Macro-environment Responding to changing environment	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 4 Page No: 82-100</b>	

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
9	Developing New Market Offerings	Need for new product development Organization of new product development	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 5 Page No:105-130</b>	
10	Developing New Market Offerings	New Product development Process	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 5 Page No: 105-130</b>	

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
11	Analyzing Consumer Markets and Buyer Behavior	Model of consumer Behavior Factors effecting consumer behavior	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 6 Page No: 142-155</b>	Assignment-2
12	Analyzing Consumer Markets and Buyer Behavior	Types of consumer behavior and marketing considerations	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 6 Page No: 142-155</b>	

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
15	Identifying Market Segments and Selecting Target Markets	Pattern of segmentation Market targeting	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 8 Page No: 177-190</b>	Case study
16	Identifying Market Segments and Selecting Target Markets	Positioning	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 8 Page No: 177-190</b>	

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
17	Positioning through product life cycle	Challenges of new product development	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 9 Page No: 195-215</b>	
18	Positioning through product life cycle	Marketing management and positioning through life cycle	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 9 Page No: 195-215</b>	

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
19	Managing Product Lines and Brands	Product and levels of product management decision	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 10 Page No: 220-228</b>	Assignment-3
20	Managing Product Lines and Brands	Brand and brand management,	<b>Marketing Management Millenium Edition by Philip</b>	

		elements of brand	<b>Kotler Chapter: 10 Page No: 220-228</b>	
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<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
21	Designing and Managing Services	Services, characteristics, and categories of services	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 11 Page No: 234-245</b>	Assignment-4
22	Designing and Managing Services	<b>Managing service quality</b>	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 11 Page No: 234-245</b>	

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
23	Designing Pricing Strategies and Programs	Setting and management of price and pricing decision	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 12 Page No: 250-265</b>	Quiz-3
24	Designing Pricing Strategies and Programs	<b>Types of pricing</b>	<b>Marketing Management Millenium Edition by Philip Kotler Chapter: 12 Page No: 250-265</b>	

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
25	Selecting and Managing Marketing Channels	What work is performed by marketing channels?	<b>Marketing Management Millenium Edition by Philip Kotler</b>	

		What decisions do companies face in designing, managing, evaluating, and modifying their channels?	<b>Chapter: 13</b> <b>Page No: 271-285</b>	
26	Selecting and Managing Marketing Channels	What trends are taking place in channel dynamics?  How can channel conflict be managed?	<b>Marketing Management</b> <b>Millenium Edition by Philip Kotler</b> <b>Chapter: 13</b> <b>Page No: 271-285</b>	<b>Quiz-4</b>

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
27	Designing and Managing Integrated Marketing Communications	Types of communication and management	<b>Marketing Management</b> <b>Millenium Edition by Philip Kotler</b> <b>Chapter: 14</b> <b>Page No: 290-310</b>	
28	Designing and Managing Integrated Marketing Communications	<b>Promotional tools and their management</b>	<b>Marketing Management</b> <b>Millenium Edition by Philip Kotler</b> <b>Chapter: 14</b> <b>Page No: 290-310</b>	<b>Case study</b>

<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Comments</b>
29	Managing Advertising, Sales Promotion, Public Relations	Management of Advertisement, Sales Promotion, Public Relations	<b>Marketing Management</b> <b>Millenium Edition by Philip Kotler</b> <b>Chapter: 15</b> <b>Page No: 317</b>	
30	<b>Managing international marketing</b>		<b>Marketing Management</b> <b>Millenium Edition by Philip</b>	

			<b>Kotler Chapter: 17 Page No:375</b>	
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Lecture	TOPICS	Content delivered	Reference source	Comments
29	<b>Presentation</b>		Presentations Based on contemporary marketing management issues	
30	<b>Presentation</b>		Presentations Based on contemporary marketing management issues	

<b><i>COURSE READINESS</i></b>			
<b>Subject Title:</b>	Money & Banking	<b>Course code</b>	MGT-526
<b>Semester</b>	Fall 23	<b>Department</b>	Management sciences

<b>Course Introduction</b>	Money & Banking					
<b>Learning Objective</b>	Aim in this course will be two fold. First, to develop a basic understanding of the financial system: how it operates and why it plays a central role in the economy. Second, to analyze in detail the aims, conduct, influence and limitations of monetary policy.					
<b>Recommended Textbook</b>	1. MONEY, BANKING & FINANCIAL MARKETS by MISHKIN 7th EDITION. 2. Money, Banking and Financial Markets by Stephen G.Cecchetti & Lecture Notes. 3. Modern Money <b>And Banking</b> By Roger Leroy Miller, David D. Vanhoose . Mcgraw Hills Publications.					
<b>Grading System (Weighted Percentages)</b>	<b>Assignments</b>	10%	<b>Practical</b>	-	<b>Midterm Exam</b>	30%
	<b>Quizzes</b>	10%	<b>Presentations</b>	-	<b>Final Term Exam</b>	50%
<b>Other Rules</b>	•					
<b>Logistics</b>	<b>Class Time</b>			<b>Consulting Hours</b>	3 hours	
	<b>Venue</b>	ARID GIMS Campus, Gujrat		<b>Contact Information</b>		

<b>Lesson Plan</b>
<b>WEEK-1</b>

Lecture	TOPICS	Content delivered	Reference source	Assignment/Quiz/Class Activity
1	Introduction to money and the system. parts of the financial system The five core principles of money and banking	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
2	Nature & Functions of Money Meaning of money. Barter system the difficulties Of barter. Monetary standards	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
3	Exchange & transaction costs. Commodity money & commodity standards	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
4	Monopoly model of money. Seigniorage	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
5	Approaches to defining & approaching money. Transaction approach. Monetary approach	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
6	Monetary base. The future of money.	<b>All necessary content delivered</b>	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
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7	Financial instruments, financial markets & financial institutions. Direct& indirect financing.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
8	Uses of Financial instruments. Underlying verses Derivative instruments.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
9	Bank and the different types of bank. Functions of a commercial bank	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
10	Credit and the Credit creation process in banking.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
11	Central banking. Importance of central bank. Functions of central bank	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
12	The thrift industry.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
13	Monetary policy and the Instruments of monetary policy.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
14	Effects & machines of OMO. Discount window policy	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

	Reserve requirements.			
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Lecture	TOPICS	Content delivered	Reference source	Comments
15	Interest rates.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
16	Interest rates.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
17	Interest rates.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
18	Interest rates.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
19	Money in traditional macroeconomic system.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
20	Money demand function. Supply of money.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
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21	Derivation of IS schedule	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
22	Derivation of IS schedule	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
23	Derivation of IS-LM schedule	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
24	Derivation of IS-LM schedule	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
25	IS-LM Equilibrium and its effects on economy.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
26	Monetary policy in IS-LM model.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
27	Objectives & targets of monetary policy.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
28	Intermediate targets of monetary policy <b>Criterion 9</b>	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
29	Nominal interest rate as intermediate target.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
30	Money stock as intermediate target	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	

Lecture	TOPICS	Content delivered	Reference source	Comments
31	Nominal interest rate as intermediate target.	All necessary content delivered	Content extracted from the above mentioned textbooks, slides and websites	
32	<b>REVISION</b>	All previous content revised	Content extracted from the above mentioned textbooks, slides and websites	

<b><i>COURSE READINESS</i></b>			
<b>Subject Title:</b>	Strategic Management	<b>Course code</b>	MGT- 580
<b>Semester:</b>	Spring 24	<b>Department</b>	Management Sciences

<b>Course Introduction</b>	The course is designed to explore the issues of defining corporate mission, objectives and goals. The students undertake the analysis of the organization's internal and external environment to identify and create competitive advantage in local as well as global context. The course comprises of didactic lectures and real business case study analysis. This course is vital for business students as it will help them to understand cultural, ethical, political, regulatory, technological, economical and financial issues businesses face in global business environment and the need for leadership for a successful management of strategic change.
<b>Learning Objective</b>	At the end of the course the student will be able to

	<ul style="list-style-type: none"> <li>• Understand the Strategic Management Process</li> <li>• Comprehend the impact of external factors and organizational capabilities on Strategy</li> <li>• Identify the dynamics of competition</li> <li>• Develop or identify the competitive advantage</li> <li>• Develop and evaluate the strategic options and select the best possible strategy for establishing a product in the Market place</li> </ul>					
<b>Recommended Textbook</b>	Strategic Management and business policy 9 <sup>th</sup> edition by Wheelen , hunger					
<b>Grading System</b>	Assignments	5	Projects		Midterm Exam	18
	Quizzes	5	Presentations	10	Final Term Exam	30
<b>Other Rules</b>						
<b>Logistics</b>	Class Time	1 and half hour (3 hours in week)		Consulting Hours	Monday:	
	Venue	GIMS Gujrat		Contact Information		

<b>Lesson Plan</b>				
<b>WEEK-1</b>				
<b>Lecture</b>	<b>TOPICS</b>	<b>Content delivered</b>	<b>Reference source</b>	<b>Assignments/Quiz/Class Activity)</b>
1	The Nature of Strategic Management	What is strategic management? Key terms in strategic management Benefits of SM	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	

		PHASES OF SM CHALLENGES TO SM		
2	The Nature of Strategic Management	TRIPPLE BOTTOM LINE SUSTAINABILITY MODEL OF SM ENVIRONMENTAL SCANNING	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Discussion

Lecture	TOPICS	Content delivered	Reference source	Comments
3	Defining and differentiating Vision and mission	MODEL OF SM	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Class Discussion
4	Corporate Governance	<ul style="list-style-type: none"> <li>• what is corporate governance</li> <li>• the role of board of directors</li> <li>• responsibilities of board of directors</li> </ul>	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Class Discussion

Lecture	TOPICS	Content delivered	Reference source	Comments
5	Corporate Governance	<ul style="list-style-type: none"> <li>• CONT....</li> </ul>	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Popup Quiz
6	Corporate Governance	CONT.....	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	

Lecture	TOPICS	Content delivered	Reference source	Comments
7	Environmental Scanning	Industrial Analysis ( Porter Five Forces )	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Lecture , discussion
8	Environmental Scanning	PESTEL Analysis	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	<b>Lecture , discussion</b>

Lecture	TOPICS	Content delivered	Reference source	Comments
9	Internal Scanning Organization	Value chain Process Model	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Class Discussion and lecture
10	Internal Scanning Organization	Actors Involve in Internal Environment of org. Organizational Structures	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	<b>Lecture and Class discussion</b>

Lecture	TOPICS	Content delivered	Reference source	Comments
11	Class Activity and solving case studies	Downfall of Nokia	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Assignment
12	Internal Scanning Organization	Viro Framework	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	

Lecture	TOPICS	Content delivered	Reference source	Comments
13	Corporate Strategic Planning	What is Strategic Planning Steps Involve in Corporate Strategic Planning	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	
14	Corporate Strategic Planning	Portfolio Analysis BCG Matrix	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	

Lecture	TOPICS	Content delivered	Reference source	Comments
15	Levels of corporate strategies	1. Growth/expand 2. Stability 3. Retrenchment	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Quiz
16	Cont....	International Trade/business growth options	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	

Lecture	TOPICS	Content delivered	Reference source	Comments
17	STRATEGY FORMULATION: Situation Analysis And Business Strategy	TWOS MATRIX	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Class Activity
18	Niche Marketing Strategy	Niche Market Advantages and disadvantages of niche Marketing	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	

Lecture	TOPICS	Content delivered	Reference source	Comments
19	Red Ocean Strategy	Charactristics of ROS	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Lecture and Discussion
20	Blue Ocean Strategy	Characteristics of BOS	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	

Lecture	TOPICS	Content delivered	Reference source	Comments
21	Functional Strategy	Marketing strategy Financial Strategy	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Class Participation , lecture
22	Cont...	Human Resource Strategy	Strategic Management and business policy 14 <sup>th</sup> edition by	

		R&D Strategy Manufacturing Strategy	Wheelen , hunger	
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Lecture	TOPICS	Content delivered	Reference source	Comments
23	Market location tactics and when and where to compete	Offensive Strategy	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Assignment
24	Cont...	Defensive Strategy	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	

Lecture	TOPICS	Content delivered	Reference source	Comments
25	Competitive Strategies	Cost leadership Focus group Differentiation Risk in competitive strategies	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Discussion
26	Outsourcing	Risk and Benefits Involve in outsourcing Spectrum of outsourcing	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	

Lecture	TOPICS	Content delivered	Reference source	Comments
27	Strategy Implementation	How to implement Strategy Implementation process of Business Strategy Contingency theory	Strategic Management and business policy 14 <sup>th</sup> edition by Wheelen , hunger	Quiz
28	Strategic Evaluation and control	Process of strategic evaluation	Strategic Management and business policy 14 <sup>th</sup> Edition chap :11	<b>Assignment</b>

			Page :330	
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Lecture	TOPICS	Content delivered	Reference source	Comments
29	Strategic Evaluation and control	Techniques for evaluation	Strategic Management and business policy 14 <sup>th</sup> Edition chap :11 Page :330	Class discussion, lecture
30	Strategic Evaluation and control	Types of strategic control	Strategic Management and business policy 14 <sup>th</sup> Edition chap :11 Page :330	

Lecture	TOPICS	Content delivered	Reference source	Comments
31	Presentations			
32	Presentations			Presentations



## Annexure E: Classroom Teaching Evaluation

<b>Instructor Name:</b>			<b>Department/Course:</b>			<b>Class:</b>		
<b>Week</b>	<b>Date</b>	<b>Lecture</b>	<b>Arrival Time</b>			<b>Leave Time</b>		
3			On time <input type="checkbox"/>	Late <input type="checkbox"/>	Specify time:	On time <input type="checkbox"/>	Before <input type="checkbox"/>	Specify time:
Day 02			On time <input type="checkbox"/>	Late <input type="checkbox"/>	Specify time:	On time <input type="checkbox"/>	Before <input type="checkbox"/>	Specify time:
Day 03			On time <input type="checkbox"/>	Late <input type="checkbox"/>	Specify time:	On time <input type="checkbox"/>	Before <input type="checkbox"/>	Specify time:
<b>Day: 01</b>			<b>Date:</b>			<b>Class:</b>		
<b>Instructor Attitude/Behavior</b>								
Mobile Use	Once <input type="checkbox"/>	Thrice <input type="checkbox"/>	Number of times <input type="checkbox"/>		Comments:			
Sitting on chair	Once <input type="checkbox"/>	Thrice <input type="checkbox"/>	Number of times <input type="checkbox"/>		Comments:			
Eating	Once <input type="checkbox"/>	Thrice <input type="checkbox"/>	Number of times <input type="checkbox"/>		Comments:			
<b>Class Environment</b>								
Students are disciplined	Never <input type="checkbox"/>	Some time <input type="checkbox"/>	All the time <input type="checkbox"/>		Comments:			
Student's Group activity	Never <input type="checkbox"/>	Some time <input type="checkbox"/>	All the time <input type="checkbox"/>		Comments:			
Instructor maintained formal attitude	Never <input type="checkbox"/>	Some time <input type="checkbox"/>	All the time <input type="checkbox"/>		Comments:			
<b>Day: 02</b>			<b>Date:</b>			<b>Class:</b>		
<b>Instructor Attitude/Behavior</b>								
Mobile Use	Once <input type="checkbox"/>	Thrice <input type="checkbox"/>	Number of times <input type="checkbox"/>		Comments:			
Sitting on chair	Once <input type="checkbox"/>	Thrice <input type="checkbox"/>	Number of times <input type="checkbox"/>		Comments:			

Eating	Once <input type="checkbox"/>	Thrice <input type="checkbox"/>	Number of times <input type="checkbox"/>	Comments:
<b>Class Environment</b>				
Students are disciplined	Never <input type="checkbox"/>	Some time <input type="checkbox"/>	All the time <input type="checkbox"/>	Comments:
Student's Group activity	Never <input type="checkbox"/>	Some time <input type="checkbox"/>	All the time <input type="checkbox"/>	Comments:
Instructor maintained formal attitude	Never <input type="checkbox"/>	Some time <input type="checkbox"/>	All the time <input type="checkbox"/>	Comments:
<b>Day: 03</b>		<b>Date:</b>		<b>Class:</b>
<b>Instructor Attitude/Behavior</b>				
Mobile Use	Once <input type="checkbox"/>	Thrice <input type="checkbox"/>	Number of times <input type="checkbox"/>	Comments:
Sitting on chair	Once <input type="checkbox"/>	Thrice <input type="checkbox"/>	Number of times <input type="checkbox"/>	Comments:
Eating	Once <input type="checkbox"/>	Thrice <input type="checkbox"/>	Number of times <input type="checkbox"/>	Comments:
<b>Class Environment</b>				
Students are disciplined	Never <input type="checkbox"/>	Some time <input type="checkbox"/>	All the time <input type="checkbox"/>	Comments:
Student's Group activity	Never <input type="checkbox"/>	Some time <input type="checkbox"/>	All the time <input type="checkbox"/>	Comments:
Instructor maintained formal attitude	Never <input type="checkbox"/>	Some time <input type="checkbox"/>	All the time <input type="checkbox"/>	Comments:

\_\_\_\_\_  
CMO Signature

Verified by  
Quality Enhancement Department (QED)


## Performa for Teacher's Work Evaluation

**Start Date:** \_\_\_\_\_ **End Date:** \_\_\_\_\_  
**Instructor's Name:** \_\_\_\_\_ **Course No:** \_\_\_\_\_  
**Class/Section:** \_\_\_\_\_ **Name of Subject:** \_\_\_\_\_

Sr. No.	Percentage of Course Executed	Instructor Feedback	Reason (if not taken)	Cross Observation
1	Number of Assignments taken			
2	Number of Assignments taken			
3	Number of Presentation taken			
4	Number of Assignments marked			
5	Number of Assignments marked			
6	Number of Presentation marked			
7	Percentage of marks uploaded on sessional sheets/portal			
8	Any other activity done in the class			
9	Number of classes/labs taken			
10	Percentage of Content covered/highlighted			

**Date:** \_\_\_\_\_ **Verified by:** \_\_\_\_\_

**Instructor Feedback:**


**QED Feedback:**

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**Date:** \_\_\_\_\_

**Verified by:** \_\_\_\_\_

## Survey for Enhancing Quality of Education

<b>Instructor Name</b>		<b>Department</b>	
<b>subjects currently teaching</b>			
1.	Subject in nature	€ Theoretical	€ Practical
Practical application:			
Does this subject meet the needs and expectations of industry?			
2.	Subject in nature	€ Theoretical	€ Practical
Practical application:			
Is this subject meets the need and expectations of industry?			
3.	Subject in nature	€ Theoretical	€ Practical
Practical application:			
Is this subject meets the need and expectations of industry?			
4.	Subject in nature	€ Theoretical	€ Practical
Practical application:			
Is this subject meets the need and expectations of industry?			
How quality graduates can be produced who would meet the expectations of employer in terms of the knowledge, skills, and competencies?			
Do you think, you are delivering updated knowledge?			
What mechanism do you suggest towards achieving learning outcomes of a given study program			
How do you define a good quality teacher			
What strategies do you generally use in class while teaching as how you clarify the concepts that you teach to your students?			
How do you relate disciplinary knowledge to other subject areas?			

Is this way working for students to make them clear?
How do you apply theoretical knowledge from discipline to practical situation?
What have you done to keep yourself up to date with developments in your subject area?
Do you plan your teaching in accordance to achieve the desire objectives?
What do you consider to be the key elements of teaching a successful lesson?
How many steps do you follow for planning a lesson? Can you give me an example of a lesson to which you consider good, and you are asked to repeat that lesson then what would you do to make that different?
What is your opinion about the use of modern instructional techniques in teaching relevant to your subject area?
Are these techniques beneficial for students?
Do you know the specific uses of technology in your discipline?
How you find technological resources specific to discipline?
Like is there any subject which you consider incomplete in teaching or learning if you do not use them?
Enlist technological tools use in your subject area
Suggestions..?

## Annexure F: Internship and FYP Policy and Rubric

### Supervisor Preference Form Program BBA Semester 7<sup>th</sup> Fall-2021

Name	Registration #	Specialization	Email Address
Name of the internship organization			
Branch Code		Address	

#### List down the Names of the Supervisors from First Priority:

1 <sup>st</sup> preference:
2 <sup>nd</sup> preference:
3 <sup>rd</sup> preference:

#### Supervisors Available:

Supervisors Name	Area of Specialization
Mr. Muhammad Ahmad	Marketing
Ms. Hafiza Sahar Afshan	Accounting
Ms. Hina Kanwal	Economics
Ms. Maryam Ashfaq	Economics & Finance
Ms. Asma Saleem	Accounting
Mr. Qasim Ali	Finance
Ms. Nida Urooj	Marketing
Ms. Saiqa	Finance
Mr. Faisal	Economics
Ms. Kanwal Shehzadi	HR

Allocated Supervisor:

Supervisor's Signature:

PMO's Signature:

Student Signature:

## Internship Report Evaluation

<b>Date</b>	<b>February 4, 2021</b>		
<b>Time</b>		<b>Reg. #</b>	<b>Name of Student</b>
<b>Venue</b>	<b>Conference Room/G2</b>		
<b>Internship Report Title</b>			
<b>Supervisor</b>			
<b>Evaluators</b>			

**Instruction:** Please give 20 minutes to each student for viva.

**Things to Evaluate:** Report content, Viva session, Report Documentation, Similarity index and on-time submissions.

**Grading Criteria:** ( A=80-100%, B=65-79%, C=50-64%, D=40-49%, F=Below )

valuation	Maximum Score	Obtained Marks	Grade
Report Content part 1	10		
Report Content part 2	15		
Viva	15		
Documentation	10		
Similarity Index	05		
Pre-viva	05		
Total Marks			
Evaluator	Comments		Signature



## **Project Registration Form**

**Program BBA Semester 8<sup>th</sup> Spring-2021**

**Group Leader's Name:**

Group Member Names	Registration #	Specialization	Email Address

**Fill the below column:**

<b>Supervisor's Name:</b>
<b>Title of the Project:</b>
<b>Describe your project idea in 150-200 words:</b>

**Available Supervisors:**

<b>Supervisors Name</b>	<b>Area of Specialization</b>
Dr. Naveed	Economics
Mr. Sheharyar Ali	Marketing
Ms. Hafiza Sahar Afshan	Accounting
Ms. Hina Kanwal	Economics
Ms. Maryam Ashfaq	Economics & Finance
Ms. Asma Saleem	Accounting
Mr. Qasim Ali	Finance
Ms. Nida Urooj	Marketing
Ms. Saiqa Abbas	Finance
Mr. Faisal Munir	Economics
Ms. Kanwal Shehzadi	HR

**Allocated Supervisor:****Supervisor's Signature:****PMO's Signature:****Group Leader Signature:**

**Note:** University can assign you supervisor other than your preference list if the required number of students are already filled to that particular supervisor.

## **PROGRESS REPORT**

**SPRING 2021**

**Instructions:**

Each BBA student should meet with their supervisor throughout the semester to formulate answers of the questions given below. This form should be completed by the student, signed by student, supervisor and returned to Project Management Office, Management Sciences, GIMS once in each month. In addition, students or supervisors are invited to write separately to the PMO of the Management Sciences department on any issue or concern not covered in the form. The Department will consider the completed forms to formulate any actions required.

<b>Members' Name</b>						
<b>Student Reg. #</b>						
<b>Email ID</b>						
<b>Contact Number</b>						
<b>Project Title</b>						
<b>Supervisor Name</b>						
<b>Email</b>						
<b>Years on Programme</b>		<b>Programme</b>	<b>BBA</b>			
<b>Current Phase</b>	<b>The Business</b>	<input type="checkbox"/>	<b>Organizational Structure</b>	<input type="checkbox"/>	<b>Industry Analysis</b>	<input type="checkbox"/>
	<b>Marketing Plans</b>	<input type="checkbox"/>	<b>Operations Plan</b>	<input type="checkbox"/>	<b>Risk Analysis</b>	<input type="checkbox"/>
	<b>Financial Plan</b>	<input type="checkbox"/>	<b>Title</b>			
		<input type="checkbox"/>				

<b>How many Student-Supervisor meetings have taken place in current month and what was their typical duration?</b>	
<b>Plans for the remaining semester</b>	

## Annexure F: Teacher and Course Evaluation

**Instructor Name: Ms. Rameeza Andleeb**

**Course: MGT-472 Macro Economics**

The student shows the positive response towards instructor which showcase the student's satisfaction towards teacher. The 81% and 16% students were strongly agreed and agreed instructor was prepared for class. The survey results indicate that the instructor has completed whole course and also provide the additional material apart from the course textbook.

Teacher Evaluation Summary					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
Questions	S. A	A	UC	D	S. D
The Instructor is prepared for each class.	94%	6%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	88%	12%	0%	0%	0%
The Instructor has completed the whole course.	94%	6%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	88%	6%	0%	6%	0%
The Instructor gives citations regarding current situations with reference to Pakistan's context.	88%	12%	0%	0%	0%
The Instructor communicates the subject matter effectively.	88%	12%	0%	0%	0%
The Instructor shows respect toward students and encourages class participation.	94%	6%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	94%	6%	0%	0%	0%
The Instructor arrives on time in class.	88%	12%	0%	0%	0%
The Instructor leaves on time.	88%	12%	0%	0%	0%
The instructor returns the graded scripts in a reasonable amount of time.	94%	6%	0%	0%	0%
The Instructor was available during the specified office hours after class for consultations.	88%	12%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	88%	12%	0%	0%	0%
The syllabus clearly states course objectives requirements, procedures and grading criteria.	94%	6%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	88%	12%	0%	0%	0%

**Instructor Name: Mr. Ahmad Naveed Jaura**

**Course: MGT-452 Marketing Management**

The student shows the positive response towards instructor which showcase the student's satisfaction towards teacher. The 100% students were strongly agreed instructor was prepared for class. The survey results indicate that the instructor has completed whole course and also provide the additional material apart from the course textbook.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S.A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S.D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistan's context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect toward students and encourages class participation.	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time in class.	100%	0%	0%	0%	0%
The Instructor leaves on time.	100%	0%	0%	0%	0%
The instructor returns the graded scripts in a reasonable amount of time.	100%	0%	0%	0%	0%
The Instructor was available during the specified office hours after class for consultations.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The syllabus clearly states course objectives requirements, procedures and grading criteria.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%

**Instructor Name: Ms. Riffat**

**Course: MGT-512 Organizational Behavior**

The student shows the positive response towards instructor which showcase the student's satisfaction towards teacher. The 94% and 6% students were strongly agreed and agreed instructor was prepared for class. The survey results indicate that the instructor has completed whole course and also provide the additional material apart from the course textbook.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S.A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S.D</b>
The Instructor is prepared for each class.	94%	6%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	94%	6%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistan's context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect toward students and encourages class participation.	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time in class.	100%	0%	0%	0%	0%
The Instructor leaves on time.	86%	0%	0%	0%	0%
The instructor returns the graded scripts in a reasonable amount of time.	86%	0%	0%	0%	0%
The Instructor was available during the specified office hours after class for consultations.	94%	6%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The syllabus clearly states course objectives requirements, procedures and grading criteria.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%

**Instructor Name: Ms. Sehrish Jawad Dar**

**Course: MGT-514 Introduction to Project Management**

The student shows the positive response towards instructor which showcase the student's satisfaction towards teacher. The 98% students were strongly agreed. The survey results indicate that the Instructor gives citations regarding current situations with reference to Pakistan's context.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S.A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S.D</b>
The Instructor is prepared for each class.	98%	3%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	98%	3%	0%	0%	0%
The Instructor has completed the whole course.	98%	3%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	95%	5%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistan's context.	98%	3%	0%	0%	0%
The Instructor communicates the subject matter effectively.	98%	3%	0%	0%	0%
The Instructor shows respect toward students and encourages class participation.	98%	3%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	98%	3%	0%	0%	0%
The Instructor arrives on time in class.	98%	3%	0%	0%	0%
The Instructor leaves on time.	98%	3%	0%	0%	0%
The instructor returns the graded scripts in a reasonable amount of time.	98%	3%	0%	0%	0%
The Instructor was available during the specified office hours after class for consultations.	95%	5%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	95%	5%	0%	0%	0%
The syllabus clearly states course objectives requirements, procedures and grading criteria.	95%	5%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	98%	3%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	98%	3%	0%	0%	0%



**Instructor Name: Ms Kanwal Shahzadi**

**Course: MGT-683 Human Resource Development**

The student shows the positive response towards instructor which showcase the student's satisfaction towards teacher. The 100% students were strongly agreed and agreed that the instructor is prepared for each class. The survey results indicate that the Instructor gives citations regarding current situations with reference to Pakistan's context.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S.A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S.D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistan's context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect toward students and encourages class participation.	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time in class.	100%	0%	0%	0%	0%
The Instructor leaves on time.	95%	0%	0%	0%	0%
The instructor returns the graded scripts in a reasonable amount of time.	95%	0%	0%	0%	0%
The Instructor was available during the specified office hours after class for consultations.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	86%	14%	0%	0%	0%
The syllabus clearly states course objectives requirements, procedures and grading criteria.	86%	14%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	86%	14%	0%	0%	0%

**Instructor Name: Mr Sheharyar Ali**

**Course: MGT-580 Strategic Management**

The student shows the diverse response towards instructor that 98% and 2% are strongly agreed , agreed and uncertain. The survey results indicate that the Instructor shows respect toward students and encourages class participation.

<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S.A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S.D</b>
The Instructor is prepared for each class.	98%	2%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	95%	5%	0%	0%	0%
The Instructor has completed the whole course.	95%	5%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	95%	5%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistan's context.	93%	7%	0%	0%	0%
The Instructor communicates the subject matter effectively.	95%	5%	0%	0%	0%
The Instructor shows respect toward students and encourages class participation.	93%	7%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	93%	7%	0%	0%	0%
The Instructor arrives on time in class.	98%	2%	0%	0%	0%
The Instructor leaves on time.	98%	2%	0%	0%	0%
The instructor returns the graded scripts in a reasonable amount of time.	95%	5%	0%	0%	0%
The Instructor was available during the specified office hours after class for consultations.	90%	10%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	95%	5%	0%	0%	0%
The syllabus clearly states course objectives requirements, procedures and grading criteria.	93%	7%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	93%	7%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	93%	7%	0%	0%	0%

**Instructor Name: Ms Tahirah Kanwal**

**Course: MGT-696 Introduction to Production Operations Management**

The student shows the positive response towards instructor which showcase the student's satisfaction towards teacher. The 100% students were strongly agreed that the instructor is prepared for each class. The survey results indicate that the Instructor gives citations regarding current situations with reference to Pakistan's context.


<b>Teacher Evaluation Summary</b>					
S. A:(Strongly Agree) A:(Agree) UC:(Uncertain) D:(Disagree) S. D:(Strongly Disagree)					
<b>Questions</b>	<b>S.A</b>	<b>A</b>	<b>UC</b>	<b>D</b>	<b>S.D</b>
The Instructor is prepared for each class.	100%	0%	0%	0%	0%
The Instructor demonstrates knowledge of the subject.	100%	0%	0%	0%	0%
The Instructor has completed the whole course.	100%	0%	0%	0%	0%
The Instructor provides additional material apart from the textbook.	100%	0%	0%	0%	0%
The Instructor gives citations regarding current situations with reference to Pakistan's context.	100%	0%	0%	0%	0%
The Instructor communicates the subject matter effectively.	100%	0%	0%	0%	0%
The Instructor shows respect toward students and encourages class participation.	100%	0%	0%	0%	0%
The Instructor maintains an environment that is conducive to learning.	100%	0%	0%	0%	0%
The Instructor arrives on time in class.	100%	0%	0%	0%	0%
The Instructor leaves on time.	96%	0%	0%	0%	0%
The instructor returns the graded scripts in a reasonable amount of time.	96%	0%	0%	0%	0%
The Instructor was available during the specified office hours after class for consultations.	100%	0%	0%	0%	0%
The Subject matter presented in the course has increased your knowledge of the subject.	100%	0%	0%	0%	0%
The syllabus clearly states course objectives requirements, procedures and grading criteria.	100%	0%	0%	0%	0%
The course integrates theoretical course concepts with real-world applications.	100%	0%	0%	0%	0%
The assignments and exams covered the materials presented in the course.	100%	0%	0%	0%	0%

## Annexure G: Teacher feedback on Teacher and Course Evaluation

### Performa 10/1: Teacher & Course Evaluation Feedback Fall-2023

S. no	Instructor Name	Courses	Class	Remarks
1	Ahmad Naveed Jaura	MGT-351 Introduction to Marketing	BSIT (6 <sup>th</sup> )	A
		MGT-351 Principles of Marketing	BBA (2 <sup>nd</sup> )	A
		MGT-667 Marketing Channels	BBA 7 <sup>th</sup> mkt	A
		MGT-667 Marketing Channels	BBA 8 <sup>th</sup> mkt	A
		MGT-452 Marketing Management	BBA(3rd)	A
<b>Note:</b> write your remarks as per the instructions i.e. <b>S.A:</b> (Strongly Agree) <b>A:</b> (Agree) <b>UC:</b> (Uncertain) <b>D:</b> (Disagree) <b>S.D:</b> (Strongly Disagree)				
<b>Feedback:</b>  <b>Mention area of improvement:</b>  Update at least 25% of the course outline and incorporate industry relevance  <b>Please give your suggestions for academic improvements:</b>  Include an industry visit as the required to enhance students’ understanding				

  
 Head QED | Maria Ashraf

  
 Signature  
 Date: Feb 29th, 2024

## Performa 10/1: Teacher & Course Evaluation Feedback Spring-2024

S. no	Instructor Name	Courses	Class	Remarks
2	Miss Naumana Kanwal	ENG-302 Expository Writing	BBA(2rd)	A
<p><b>Note:</b> write your remarks as per the instructions i.e.  <b>S.A:</b>(Strongly Agree) <b>A:</b>(Agree) <b>UC:</b>(Uncertain) <b>D:</b>(Disagree) <b>S.D:</b>(Strongly Disagree)</p>				
<p><b>Feedback:</b>  <b>Mention area of improvement:</b>  <div style="text-align: center;">N/A</div>   <b>Please give your suggestions for academic improvements:</b>  <div style="text-align: center;">N/A</div> </p>				

*Maria Ashraf*

**Head QED | Maria Ashraf**

*Hina Kanwal*

\_\_\_\_\_  
Signature

**Date: July 29th, 2024**

## Performa 10/1: Teacher & Course Evaluation Feedback

### Spring-2023

S. no	Instructor Name	Courses	Class	Remarks
3	Miss Tahira Kanwal	M GT-322 Credit Financial Accounting	BBA(2nd)	A
		MGT-424 Introduction to business Finance	BBA(4th)	A
		MGT-530 Investment Banking	BBA(7 <sup>th</sup> ) (fin) BBA(8 <sup>th</sup> ) (fin)	A
		MGT-322 Financial Accounting	BSSE(3 <sup>rd</sup> )	A

**Note:** write your remarks as per the instructions i.e.

**S.A:**(Strongly Agree) **A:**(Agree) **UC:**(Uncertain) **D:**(Disagree) **S.D:**(Strongly Disagree)

#### Feedback:

#### Mention area of improvement:

- There should be proper installation of multimedia in each classroom that function well

#### Please give your suggestions for academic improvements:

There should be study tours especially stock exchange and industries visit so student know about the application of theoretical knowledge

*Maria Ashraf*

**Head QED | Maria Ashraf**

*Tahira*

\_\_\_\_\_  
Signature

**Date: July 20th, 2023**

## Performa 10/1: Teacher & Course Evaluation Feedback Fall-2023

Sr. no	Instructor Name	Courses	Class	Remarks
4	Hafiza Saher Afshan	MGT-411 Principles of Management	BBA(1 <sup>st</sup> )	Excellent
		MGT-321 Fundamental of Accounting	BBA(1 <sup>st</sup> )	Excellent
		MGT-525 Financial Management	BBA(5 <sup>th</sup> )	V Good
		MGT-616 Total Quality Management	BBA(7 <sup>th</sup> )(fin)	Satisfactory
		MGT-364 Credit Management Class	BBA(8 <sup>th</sup> )(fin)	Good

**Note:** write your remarks as per the instructions i.e.

**S.A:**(Strongly Agree) **A:**(Agree) **UC:**(Uncertain) **D:**(Disagree) **S.D:**(Strongly Disagree)

### Feedback:

#### Mention area of improvement:

- Focus on research topic/projects.
- Implement Practical Courses.

#### Please give your suggestions for academic improvements:

- Research
- Practical Work

*Maria Ashraf*

**Head QED | Maria Ashraf**

*Sahar*

Signature

**Date: March ,7th 2024**

## Performa 10/1: Teacher & Course Evaluation Feedback Fall-2023

S. no	Instructor Name	Courses	Class	Remarks
5	Miss Hina Kanwal	MGT-595 Statistical Inference	BBA(5th)	A
		MGT-526 Money and Banking	BBA(5th)	A
		MGT-492 Business Statistical	BBA(3 <sup>rd</sup> )	A
		MGT-371 Micro economics	BBA(2 <sup>nd</sup> )	A

**Note:** write your remarks as per the instructions i.e.

**S.A:**(Strongly Agree) **A:**(Agree) **UC:**(Uncertain) **D:**(Disagree) **S.D:**(Strongly Disagree)

### Feedback:

#### Mention area of improvement:

- Need to add practical work related to an analytical courses and working it already.

#### Please give your suggestions for academic improvements:

- Institutes should invite scholars/motivational speakers to boost students motivation.
- Kindly set up the air conditioned rooms for students it will help them to concentrate on study.
- Professional training should be organized for faculty.

*Maria Ashraf*

Member QED | Maria Ashraf

*Hina Kanwal*

Signature

**Date: Feb,29th 2024**



## Performa 10/1: Teacher & Course Evaluation Feedback Spring-2024

S. no	Instructor Name	Courses	Class	Remarks
6	Miss Hina Kanwal	MGT-699 Project	BBA(8 <sup>th</sup> )(fin)	A
		MGT-618 Contemporary Issues in Management	BBA(8 <sup>th</sup> )(fin)	A
		MGT-492 Business Statistics	BBA(3 <sup>th</sup> )	A
		MGT-574 International Business	BBA(6 <sup>th</sup> )	A

**Note:** write your remarks as per the instructions i.e.

**S.A:**(Strongly Agree) **A:**(Agree) **UC:**(Uncertain) **D:**(Disagree) **S.D:**(Strongly Disagree)

### Feedback:

#### Mention area of improvement:

- Satisfactory

#### Please give your suggestions for academic improvements:

- Satisfactory

*Maria Ashraf*

Head QED | Maria Ashraf

*Hina Kanwal*

Signature

**Date: July,29th 2024**

## Performa 10/1: Teacher & Course Evaluation Feedback Spring-2023

S. no	Instructor Name	Courses	Class	Remarks
7	Ms. Hina Kanwal	MGT-473 Introduction to Managerial Economics	BBA(4th)	A
		MGT-493 Business Research Method	BBA(6th) (fin)	S.A
		MGT-472 Macro economics	BBA(3rd)	A
		MGT-371 Micro economics	BBA(2nd)	A
<b>Note:</b> write your remarks as per the instructions i.e. <b>S.A:</b> (Strongly Agree) <b>A:</b> (Agree) <b>UC:</b> (Uncertain) <b>D:</b> (Disagree) <b>S.D:</b> (Strongly Disagree)				
<b>Feedback:</b>  <b>Mention area of improvement:</b> N/A <b>Please give your suggestions for academic improvements:</b> N/A				

  
 Head QED | Maria Ashraf

  
 Signature  
**Date: July 20th, 2023**

S. no	Instructor Name	Courses	Class	Remarks
8	Miss Maryam Mushtaq	MGT-404 Technical and Academic Writing	BBA(3rd)	A
<p><b>Note:</b> write your remarks as per the instructions i.e.</p> <p><b>S.A:</b>(Strongly Agree) <b>A:</b>(Agree) <b>UC:</b>(Uncertain) <b>D:</b>(Disagree) <b>S.D:</b>(Strongly Disagree)</p>				
<p><b>Feedback:</b></p> <p><b>Mention area of improvement:</b></p> <p>N/A</p> <p><b>Please give your suggestions for academic improvements:</b></p> <p>N/A</p>				

Head QED | Maria Ashraf

Signature

**Date: July 29th,2024**

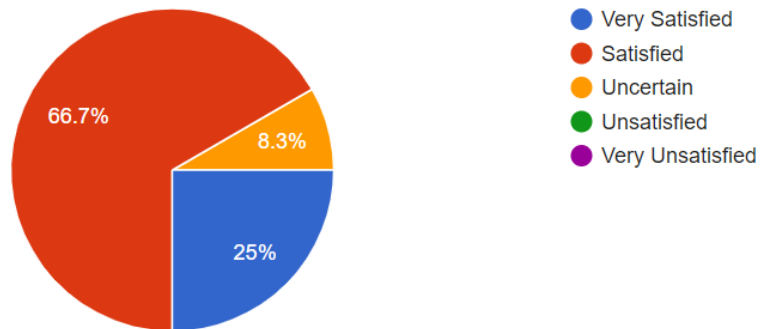
## Annexure H: Faculty Survey

### Performa: 5 Faculty Survey Report Department of Management Sciences

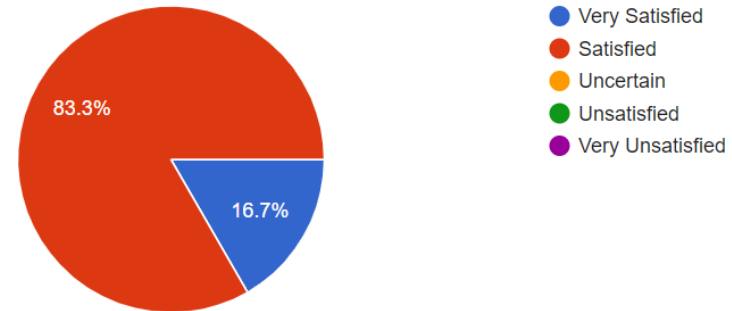
S.no	Statements	VS	SA	UC	DS	VD
1	Your mix of research teaching and community service	8.3%	66.7%	25%	0%	0%
2	The intellectual stimulation of your work	8.3%	83.3%	8.3%	0%	0%
3	Type of teaching / research you currently do	8.3%	83.3%	8.3%	0%	0%
4	Your interaction with students	25%	66.7%	8.3%	0%	0%
5	Cooperation you receive form colleagues	8.3%	66.7%	25%	0%	0%
6	The mentoring (guidance) available to you	33.3%	55.6%	5.6%	5.6%	0%
7	Administrative support from the department	8.3%	50%	41.7%	0%	0%
8	Providing clarity about the faculty promotion process	16.7%	66.7%	8.3%	8.3%	0%
9	Your prospects for advancement and progress through ranks	0%	33.3%	50%	16.7%	0%
10	Salary and compensation package	0%	58.3%	25%	16.7%	0%
11	Job security and stability at the department	0%	75%	25%	0%	0%
12	Amount of time you have for yourself and family	0%	75%	25%	0%	0%
13	The overall climate at the department	8.3%	75%	16.7%	0%	0%
14	Whether the department is utilizing your experience and knowledge	0%	83.3%	16.7%	0%	0%
VS: Very Satisfied    SA: Satisfied    UC: Uncertain    DS: Dissatisfied    VD: Very Dissatisfied						

## Performa: 5 Faculty Survey Department of Management Sciences

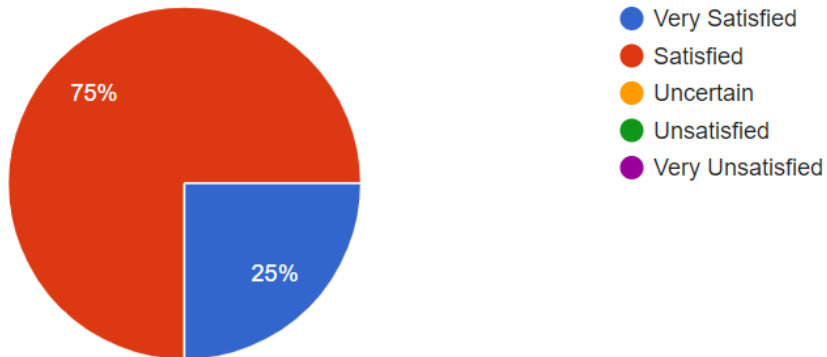
1. Your mix of research teaching and community service.



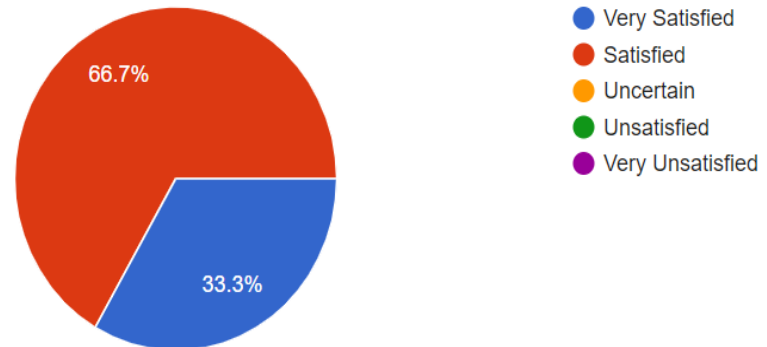
2. The intellectual stimulation of your work.



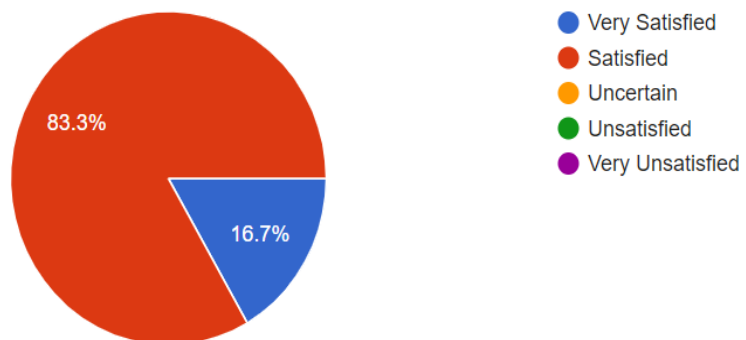
3. Type of teaching / research you currently doing.



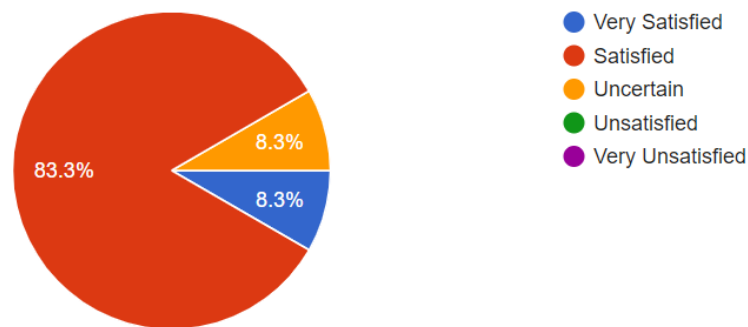
4. Your interaction with students.



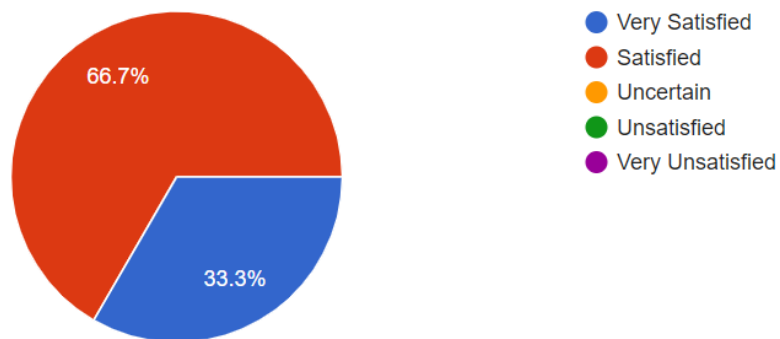
**5. Cooperation you receive form colleagues.**



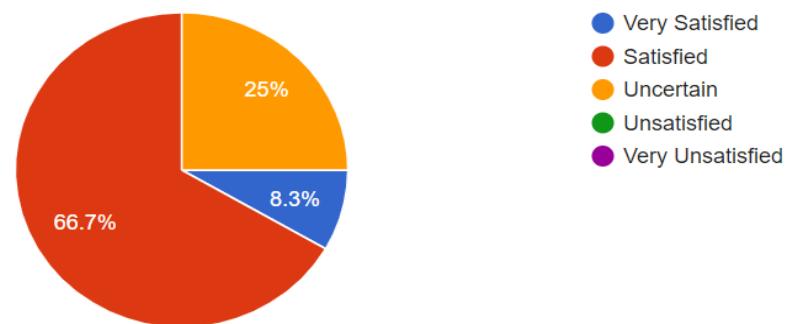
**6. The mentoring (guidance) available to you.**



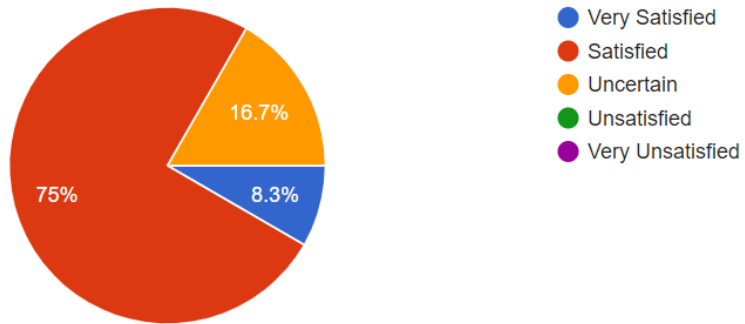
**7. Administrative support from the department.**



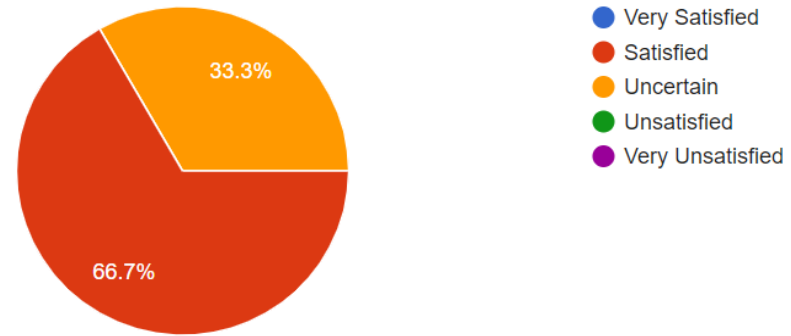
**8. Providing clarity about the faculty promotion process.**



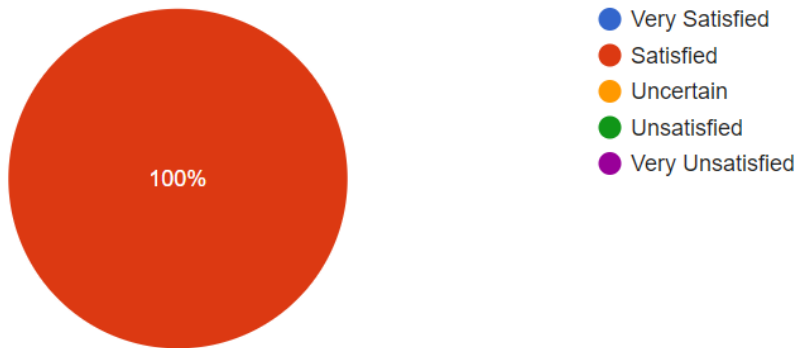
**9. Your prospects for advancement and progress through ranks.**



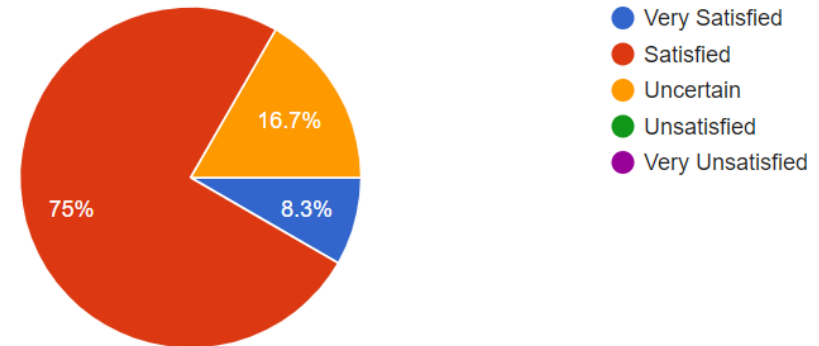
**10. Salary and compensation package.**



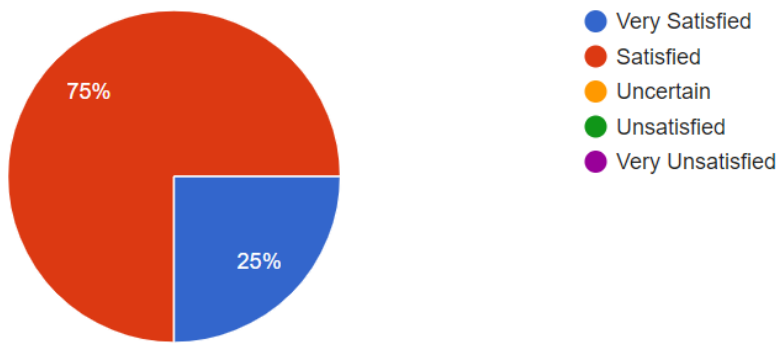
**11. Job security and stability at the department.**



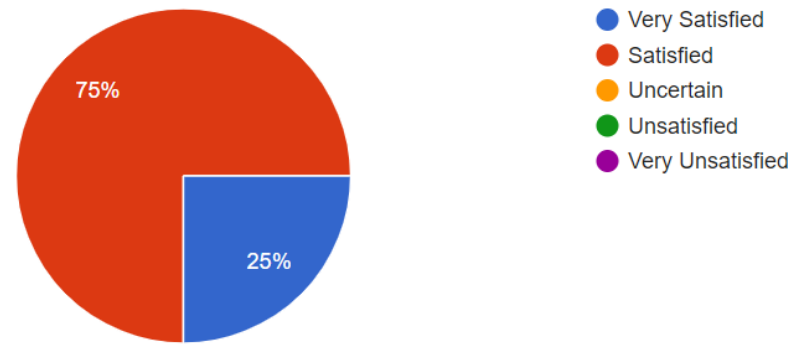
**12. Amount of time you have for yourself and family.**



13. The overall environment at the department.

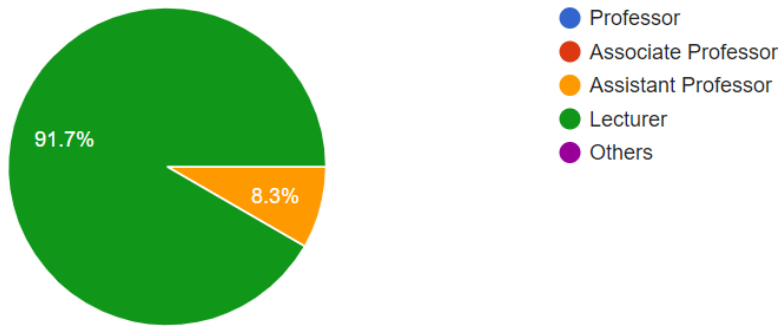


14. Whether the department is utilizing your experience and knowledge.

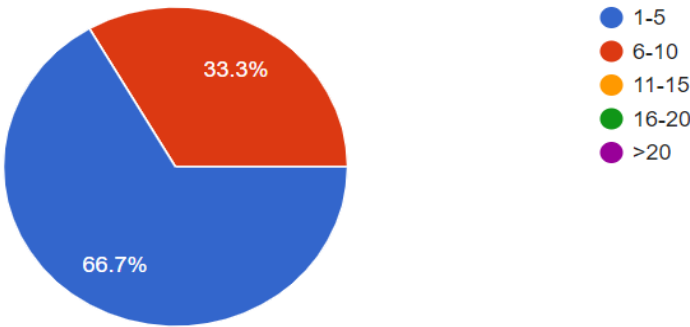


Information About Faculty

i. Academic Rank



ii. Years of Service





## Annexure I: Faculty Course Review Report

<b>Faculty Course Review Report</b> (To be filled by each teacher at the time of Course Completion) For completion by the course instructor and transmission to Head of Department of his/her nominee (Dept. Quality Officer) together with copies of the Course Syllabus outline									
Department:	Management Sciences			Faculty:	Full time				
Course Code:	MGT-322	Title:	Financial Accounting						
Session:	BBA 2 <sup>nd</sup>	Semester:	Autumn	Spring	<input checked="" type="checkbox"/>	Summer			
Credit Value:	3(3-0)	Level:		Prerequisites:					
Name of Course Instructor:	Hafiza Sahar Afshaan	No. of Students Contact Hours	Lectures	Other (Please State)					
			Seminars						
Assessment Methods: give precise details (no & length of assignments, exams, weightings etc)		3 marks Assignments, 3 marks Quizzes , 1 marks Presentation							
<b>Distribution of Grade/Marks and other Outcomes: (adopt the grading system as required)</b>									
Undergraduate	Originally Registered	%Grade A	%Grade B	%Grade C	D	F	Absent	Total	
No.of Students	9	2	5	2	0	0		9	
Post-Graduate	Originally Registered	%GradeA	%Grade B	%Grade C	D	No Grade		Total	
No.of Students									
<u>Mr Bilal Mazhar</u> (Campus Coordinator) _____									
Date: <u>18-10-2024</u>									

## Faculty Course Review Report

(To be filled by each teacher at the time of Course Completion)

For completion by the course instructor and transmission to Head of Department of his/her nominee (Dept. Quality Officer) together with copies of the Course Syllabus outline

Department:	Management Sciences	Faculty:	Full time					
Course Code:	MGT-452	Title:	Marketing Management					
Session:	BBA 3 <sup>rd</sup>	Semester:	Autumn <input checked="" type="checkbox"/>	Spring	Summer			
Credit Value:	3(3-0)	Level:		Prerequisites:				
Name of Course Instructor:	Ahmad Naveed Jaura	No. of Students Contact Hours	Lectures	3 hours (32)				
			Seminars					
Assessment Methods: give precise details (no & length of assignments, exams, weightings etc)		3 marks Assignments , 3 marks Quizzes , 1 marks Presentation						
<b>Distribution of Grade/Marks and other Outcomes: (adopt the grading system as required)</b>								
Undergraduate	Originally Registered	%Grade A	%Grade B	%Grade C	D	F	Absent	Total
No. of Students	52	9	17	12	7	7		52
Post-Graduate	Originally Registered	%Grade A	%Grade B	%Grade C	D	No Grade		Total
No. of Students								
<u>Mr Bilal Mazhar</u> (Campus Coordinator) _____ Date: <u>18-10-2024</u>								

## Faculty Course Review Report

(To be filled by each teacher at the time of Course Completion)

For completion by the course instructor and transmission to Head of Department of his/her nominee (Dept. Quality Officer) together with copies of the Course Syllabus outline

Department:	Management Sciences	Faculty:	Full time				
Course Code:	MGT-351	Title:	Principles of Marketing				
Session:	BBA 2 <sup>nd</sup>	Semester:	Autumn	Spring	Summer <input checked="" type="checkbox"/>		
Credit Value:	3(3-0)	Level:		Prerequisites:			
Name of Course Instructor:	Shehyar Ali	No. of Students Contact Hours	Lectures	3 hours (32)			
			Seminars				
Assessment Methods: give precise details (no & length of assignments, exams, weightings etc)		3 marks Assignments , 3 marks Quizzes , 1 marks Presentation					
<b>Distribution of Grade/Marks and other Outcomes: (adopt the grading system as required)</b>							
Undergraduate	Originally Registered	Grade A	Grade B	Grade C	D F	Absent	Total
No. of Students	58	9	16	12	12 9	-	58
Post-Graduate	Originally Registered	%Grade A	%Grade B	%Grade C	D	No Grade	Total
No. of Students							
<u>Mr Bilal Mazhar</u> (Campus Coordinator) _____ Date: <u>18-10-2024</u> _____							

## Faculty Course Review Report

(To be filled by each teacher at the time of Course Completion)

For completion by the course instructor and transmission to Head of Department of his/her nominee (Dept. Quality Officer) together with copies of the Course Syllabus outline

Department:	Management Sciences	Faculty:	Full time				
Course Code:	MGT-616	Title:	Total Quality Management				
Session:	BBA 7 <sup>th</sup>	Semester:	Autumn <input checked="" type="checkbox"/>	Spring	Summer		
Credit Value:	3(3-0)	Level:		Prerequisites:			
Name of Course Instructor:	Hafiza Sahar Afshaan	No. of Students Contact Hours	Lectures	3 hours			
			Seminars				
Assessment Methods: give precise details (no & length of assignments, exams, weightings etc)		3 marks Assignments , 3 marks Quizzes , 1 marks Presentation					
<b>Distribution of Grade/Marks and other Outcomes: (adopt the grading system as required)</b>							
Undergraduate	Originally Registered	Grade A	Grade B	Grade C	D F	Absent	Total
No.of Students	23	5	11	5	2	-	23
Post-Graduate	Originally Registered	%Grade A	%Grade B	%Grade C	D	No Grade	Total
No.of Students							
<u>Mr Bilal Mazhar</u> (Campus Coordinator) _____ <span style="float: right;">Date: <u>18-10-2024</u></span>							

## Faculty Course Review Report

(To be filled by each teacher at the time of Course Completion)

For completion by the course instructor and transmission to Head of Department of his/her nominee (Dept. Quality Officer) together with copies of the Course Syllabus outline

Department:	Management Sciences	Faculty:	Full time				
Course Code:	MGT-472	Title:	Macro Economics				
Session:	BBA 3th	Semester:	Autumn	Spring <input checked="" type="checkbox"/>	Summer		
Credit Value:	3(3-0)	Level:		Prerequisites:			
Name of Course Instructor:	Saiqa Abass	No. of Students Contact Hours	Lectures	3 hours			
			Seminars				
Assessment Methods: give precise details (no & length of assignments, exams, weightings etc)		3 marks Assignments , 3 marks Quizzes , 1 marks Presentation					
<b>Distribution of Grade/Marks and other Outcomes: (adopt the grading system as required)</b>							
Undergraduate	Originally Registered	Grade A	Grade B	Grade C	D F	Absent	Total
No.of Students	13	3	3	3	3 1		13
Post-Graduate	Originally Registered	%Grade A	%Grade B	%Grade C	D	No Grade	Total
No.of Students							
<u>Mr Bilal Mazhar</u> (Campus Coordinator) _____ Date: <u>18-10-2024</u> _____							

## Faculty Course Review Report

(To be filled by each teacher at the time of Course Completion)

For completion by the course instructor and transmission to Head of Department of his/her nominee (Dept. Quality Officer) together with copies of the Course Syllabus outline

Department:	Management Sciences	Faculty:	Full time				
Course Code:	MGT-371	Title:	Micro Economics				
Session:	BBA 2 <sup>nd</sup>	Semester:	Autumn <input checked="" type="checkbox"/>	Spring	Summer		
Credit Value:	3(3-0)	Level:		Prerequisites:			
Name of Course Instructor:	Hina Kanwal	No. of Students Contact Hours	Lectures	3 hours			
			Seminars				
Assessment Methods: give precise details (no & length of assignments, exams, weightings etc)		3 marks Assignments , 3 marks Quizzes , 1 marks Presentation					
<b>Distribution of Grade/Marks and other Outcomes: (adopt the grading system as required)</b>							
Undergraduate	Originally Registered	Grade A	Grade B	Grade C	D F	Absent	Total
No.of Students	<b>15</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>6</b> <b>4</b>		<b>15</b>
Post-Graduate	Originally Registered	%Grade A	%Grade B	%Grade C	D	No Grade	Total
No.of Students							
<u>Mr Bilal Mazhar</u> (Campus Coordinator) _____ <span style="float: right;">Date: <u>18-10-2024</u></span>							

## Faculty Course Review Report

(To be filled by each teacher at the time of Course Completion)

For completion by the course instructor and transmission to Head of Department of his/her nominee (Dept. Quality Officer) together with copies of the Course Syllabus outline

Department:	Management Sciences	Faculty:	Full time					
Course Code:	MGT-321	Title:	Fundamental of Accounting					
Session:	BBA 1 <sup>st</sup>	Semester:	Autumn <input checked="" type="checkbox"/>	Spring	Summer			
Credit Value:	3(3-0)	Level:		Prerequisites:				
Name of Course Instructor:	Sehrish Jawad Dar	No. of Students Contact Hours	Lectures	3 hours				
			Seminars					
Assessment Methods: give precise details (no & length of assignments, exams, weightings etc)		3 marks Assignments , 3 marks Quizzes , 1 marks Presentation						
<b>Distribution of Grade/Marks and other Outcomes: (adopt the grading system as required)</b>								
Undergraduate	Originally Registered	Grade A	Grade B	Grade C	D	F	Absent	Total
No. of Students	<b>62</b>	<b>8</b>	<b>11</b>	<b>18</b>	<b>16</b>	<b>11</b>		<b>62</b>
Post-Graduate	Originally Registered	%Grade A	%Grade B	%Grade C	D	No Grade		Total
No. of Students								
<div style="display: flex; justify-content: space-between;"> <div> <u>Mr Bilal Mazhar</u>  (Campus Coordinator)_____ </div> <div> Date: <u>18-10-2024</u>_____ </div> </div>								

## Faculty Course Review Report

(To be filled by each teacher at the time of Course Completion)

For completion by the course instructor and transmission to Head of Department of his/her nominee (Dept. Quality Officer) together with copies of the Course Syllabus outline

Department:	Management Sciences	Faculty:	Full time				
Course Code:	MGT-424	Title:	Introduction to Business Finance				
Session:	BBA 4 <sup>th</sup>	Semester:	Autumn	Spring <input checked="" type="checkbox"/>	Summer		
Credit Value:	3(3-0)	Level:		Prerequisites:			
Name of Course Instructor:	Sehrish Jawad Dar	No. of Students Contact Hours	Lectures	3 hours			
			Seminars				
Assessment Methods: give precise details (no & length of assignments, exams, weightings etc)		3 marks Assignments , 3 marks Quizzes , 1 marks Presentation					
<b>Distribution of Grade/Marks and other Outcomes: (adopt the grading system as required)</b>							
Undergraduate	Originally Registered	Grade A	Grade B	Grade C	D F	Absent	Total
No.of Students	48	2	18	8	11 9		48
Post-Graduate	Originally Registered	%Grade A	%Grade B	%Grade C	D	No Grade	Total
No.of Students							
<u>Mr Bilal Mazhar</u> (Campus Coordinator) _____ Date: <u>18-10-2024</u>							



## Faculty Course Review Report

(To be filled by each teacher at the time of Course Completion)

For completion by the course instructor and transmission to Head of Department of his/her nominee (Dept. Quality Officer) together with copies of the Course Syllabus outline

Department:	Management Sciences	Faculty:	Full time					
Course Code:	MGT-696	Title:	Introduction to Production Operation Management					
Session:	BBA 6 <sup>th</sup>	Semester:	Autumn	Spring <input checked="" type="checkbox"/>	Summer			
Credit Value:	3(3-0)	Level:		Prerequisites:				
Name of Course Instructor:	Rameeza Andleeb	No. of Students Contact Hours	Lectures	3 hours				
			Seminars					
Assessment Methods: give precise details (no & length of assignments, exams, weightings etc)		3 marks Assignments , 3 marks Quizzes , 1 marks Presentation						
<b>Distribution of Grade/Marks and other Outcomes: (adopt the grading system as required)</b>								
Undergraduate	Originally Registered	Grade A	Grade B	Grade C	D	F	Absent	Total
No.of Students	24	2	5	7	7	3		24
Post-Graduate	Originally Registered	%Grade A	%Grade B	%Grade C	D	No Grade		Total
No.of Students								
<div style="display: flex; justify-content: space-between;"> <span>Mr Bilal Mazhar (Campus Coordinator)_____</span> <span>Date: 18-10-2024</span> </div>								

## Faculty Course Review Report

(To be filled by each teacher at the time of Course Completion)

For completion by the course instructor and transmission to Head of Department of his/her nominee (Dept. Quality Officer) together with copies of the Course Syllabus outline

Department:	Management Sciences	Faculty:	Full time				
Course Code:	MGT-571	Title:	Introduction to Supply Chain Management				
Session:	BBA 6 <sup>th</sup>	Semester:	Autumn	Spring <input checked="" type="checkbox"/>	Summer		
Credit Value:	3(3-0)	Level:		Prerequisites:			
Name of Course Instructor:	Saiqa Abass	No. of Students Contact Hours	Lectures	3 hours			
			Seminars				
Assessment Methods: give precise details (no & length of assignments, exams, weightings etc)		3 marks Assignments , 3 marks Quizzes , 1 marks Presentation					
<b>Distribution of Grade/Marks and other Outcomes: (adopt the grading system as required)</b>							
Undergraduate	Originally Registered	Grade A	Grade B	Grade C	D F	Absent	Total
No.of Students	52	27	13	5	3 4		52
Post-Graduate	Originally Registered	%Grade A	%Grade B	%Grade C	D	No Grade	Total
No.of Students							
<div style="display: flex; justify-content: space-between;"> <span>Mr Bilal Mazhar (Campus Coordinator)_____</span> <span>Date: 18-10-2024</span> </div>							



## Appendix J: Faculty Resume

### Sample Proforma No-09 Faculty Resume

Name	Hafiza Sahar Afshan		
Personal	Department: Management Sciences Date of Appointment: 1 <sup>st</sup> October, 2016 Email Address: coms@gim.edu.pk Contact No: 0331-4081644		
Experience	Designation	Designation	Designation
	Lecturer	Lecturer	Lecturer
	Complaint Officer	Complaint Officer	Complaint Officer
	Coordinator & Lecturer	Coordinator & Lecturer	Coordinator & Lecturer
Honor and Awards	-----		
Memberships	-----		
Post Graduate Students	-----		
Undergraduate Students	-----		
Honour Students	-----		
Service Activity			

Brief Statement of Research Interest	----
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Publications	-----
Research grants and Contracts.	-----
Other Research or Creative Accomplishments	
Selected Professional Presentations	-----

**Sample  
Proforma No-09  
Faculty Resume**

Name	<b>Ahmad Naveed Jaura</b>		
Personal	Department: <b>Management Sciences</b> Date of Appointment: <b>01-09-2023</b> Email Address: <b>ahmed.jaura@hotmail.com</b> Contact No: <b>0323-8619032</b>		
Experience	Designation	Institute/Company	No. of Years
	<b>Lecturer</b>	<b>GIMS</b>	<b>1 year</b>
	<b>Branch Manager</b>	<b>House of Charizma</b>	<b>2y.10m</b>
	<b>Branch Manager</b>	<b>Bata Pakistan</b>	<b>2 years</b>
Honor and Awards	1-Best sales performance Award year-2021 and 2022 (House Of Charizma) 2-Awarded with Laptop from Prime Minster Laptop Scheme		
Memberships	-----		
Post Graduate Students	-----		
Undergraduate Students	-----		
Honour Students	----		
Service Activity	Project Management Officer (PMO)		

Brief Statement of Research Interest	----
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Publications	-----
Research grants and Contracts.	-----
Other Research or Creative Accomplishments	<b>Mediating role of human capital between organization learning and competitive advantage and moderating role of human resource values</b>
Selected Professional Presentations	-----

<b>Performa 9</b>			
<b>Faculty Resume</b>			
Name	Rameeza Andleeb		
Personal	Department: Management Sciences Date of Appointment: 11-02-2016 Email Address: andleebameeza@yahoo.com Contact No: 0333-8428462		
	Designation	Institute	No. of Years
	Visiting lecturer	University of Gujrat	
	Visiting lecturer	Mohid-ud-din University	1
	Teaching	Al-Mashraqi School	5
Honor and Awards	List honors or awards for Scholarship or professional activity		
Memberships			
Post Graduate Students			
Undergraduate Students	5		
Honour Students			
Service Activity			
Brief Statement of Research Interest	Impact of macroeconomic factors and firm heterogeneity on the capital structure adjustment speed.		
Publications			
Research grants and Contracts.	Research article on different topics in M.Phill studied.		
Other Research or Creative Accomplishments			
Selected Professional Presentations			

<b>Performa 9 Faculty Resume</b>			
Name	Fraz Arshad Butt		
Personal	Department: Management Sciences Date of Appointment: March 01, 2022 Email Address: fraz.butt783@gmail.com Contact No: 03334095742		
Experience	Designation	Institute	No. of Years
	Lecturer	Riphah Int. University, Islamabad	1
	Lecturer	Superior College, Wazirabad	1
	Lecturer	Punjab College, Wazirabad	2
	Lecturer	GIMS, PMAS, Arid Agriculture University, RWP	Feb 2022-Present
Honor and Awards	<ul style="list-style-type: none"> <li>• Gold Medal Certificate</li> <li>• Certificate of Research paper presentation at UNESCO World Heritage and the Sustainable Development Goals, TU, Dresden University Germany.</li> <li>• Quality Learning in Education Training Certificate from Polytechnic University, Timisoara Romania.</li> <li>• Training certificate on Social Media Marketing.</li> <li>• Training Certificate of "Project Management Software and Applications"</li> <li>• Certificate on completion of "Effective Writing Skills Course"</li> <li>• Certificate on completion of "MS Office course"</li> <li>• Certificate on completion of "Advanced Personal Development"</li> <li>• Certificate on completion of "Time Management"</li> </ul>		
Memberships			
Post Graduate Students	N/A		
Undergraduate Students			
Honour Students			
Service Activity			

Brief Statement of Research Interest	Contemporary issues in the domains of; <ul style="list-style-type: none"> <li>• Consumer Behavior</li> <li>• Branding</li> <li>• Digital Marketing</li> <li>• Political Marketing</li> </ul>
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Publications	3 publications
Research grants and Contracts.	
Other Research or Creative Accomplishments	
Selected Professional Presentations	

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<b>Performa 9 Faculty Resume</b>			
Name	Tahira Kanwal		
Personal	Department: Management Sciences Date of Appointment: 01/10/2021 Email Address: tahirahkanwal@gmail.com Contact No: 0306-2865646		
Experience	Designation	Institute	No. of Years
	Lecturer	Gujrat Institute of Management Sciences (GIMS)	1.5
	Lecturer	University of Gujrat	03
Honor and Awards	Best Services Award		
Memberships			
Post Graduate Students			
Undergraduate Students	As an educator, I have a passion for teaching and mentoring undergraduate students. My goal is to provide students with a solid foundation in the subject matter while also fostering critical thinking skills and encouraging creativity. I believe that the classroom should be a dynamic and engaging environment, where students can challenge themselves and their peers, and where the exchange of ideas is encouraged. In my teaching, I strive to make complex concepts accessible and relevant to students, using real-world examples and hands-on exercises. Above all, I aim to instill in my students a lifelong love of learning and a desire to continue developing their knowledge and skills after they leave the classroom.		
Honour Students			
Service Activity			

Brief Statement of Research Interest	My research interests in corporate finance lie in exploring the impact of financial decisions on firm value, risk management strategies, and corporate governance practices. Specifically, I am interested in examining the effects of capital structure, dividend policy, mergers and acquisitions, and financial distress on firm performance. I also aim to understand the role of institutional investors, board composition, and executive compensation in shaping firm policies. Through empirical analysis and theoretical modeling, my goal is to provide insights into the drivers of optimal financial decision-making and inform policy-makers and practitioners in the corporate finance domain.
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Publications	CONCOMITANT OF INSIDE-SHAREHOLDING, GROUP AFFILIATION AND FIRM VALUE: EVIDENCE FROM PAKISTAN published in Business: Theory and Practice 2021 Volume 22 Issue 1: 133–145 ISSN 1648-0627 / eISSN 1822-4202.
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	<p>Effect of working capital Management on firm's profitability PSX listed non-financial firms Sugar sector published in The Pakistan Journal of Social Issues Vol-VIII page # 160-167 .</p> <p>Effect of working capital management on corporate performance in presence of financing constraints (Presented in International Conference on Management and Commerce (ICMC) at University of Gujrat.</p> <p>IMPACT OF FINANCIAL CONSTRAINTS ON FIRMS' FINANCING CHOICE: AN EVIDENCE FROM THE FIRMS LISTED ON PAKISTAN STOCK EXCHANGE (Presented in International Conference on Management Research (ICMR) at Superior University Lahore.</p>
Research grants and Contracts.	N/A
Other Research or Creative Accomplishments	Conducted Various Workshops related to Quantitative Techniques also on Financial Analysis.
Selected Professional Presentations	N/A

<b>Performa 9</b>			
<b>Faculty Resume</b>			
Name	Kanwal Shahzadi		
Personal	Department: Management Sciences Date of Appointment: 03.07.2015 Email Address: kanwal.cheema@ymail.com Contact No: 03328107788		
Experience	Designation	Institute	No. of Years
	Lecturer	GIMS	7
Honor and Awards	Awarded with Laptop from Prime Minister Laptop Scheme		
Undergraduate Students	10		
Honour Students			
Service Activity	Examination Coordinator		
Brief Statement of Research Interest			
Publications	Corporate Governance practices and firm performance: A case study in banking sector of Pakistan (IJMSE Australia, UK) Journal		
Other Research or Creative Accomplishments	<ul style="list-style-type: none"> <li>• Impact of HRM Practices on organizational performance: A survey in Gujrat, Pakistan</li> <li>• Impact of HRM Practices on organizational commitment: A Gujrat survey, Pakistan</li> <li>• The Impact of advertisement on Sale (A study Based on private production sector in Gujrat)</li> </ul>		
Selected Professional Presentations			