

**SYLLABUS FOR THE SUBJECT OF BUSINESS ADMINISTRATION  
PAPER-I**

**Total Marks: 100**

**MANAGEMENT**

1. **Management yesterday and today**
  - Historical background of Management
  - Managing in the New Era  
The Internet, Globalization, Knowledge Management and Collaboration across “boundaries”.
2. **Planning:** Delivering strategic value, the basic planning process, strategic planning, types of plans and decision making.
3. **Organizing:** Building a dynamic organization, fundamentals of organizing (differentiation & integration), organization structure (vertical & horizontal). Empowerment (Centralization & Decentralization), Co-ordination by (Standardization by plan & by adjustment). (Human Resource Management; (HRM); Planning, Recruitment, Selection and Training etc).
4. **Leading:** Mobilizing People, Human Factors and Motivation, Leading and Managing, Leadership and Followership, Power and Leadership.
5. **Controlling:** Learning and Changing, Basic Control Process, Control Techniques and IT, Organizing for Innovation (Technology, Job Design & HR Development, Project Implementation and Unleashing Creativity)

**RECOMMENDED BOOKS**

1. *Management: A Global Perspective 11<sup>th</sup> Ed. Koontz, Harold & Weihrich, Heinz, McGraw-Hill*
2. *Management: 8<sup>th</sup> Ed. Robbins, Stephen P. & Coulter, Mary, Prentice Hall of India.*
3. *Management: Competing in the New Era. 5<sup>th</sup> Ed. , Bateman, Thomas S. & Snell, Scott A. McGraw-Hill Irwin*

**PAPER-II**

**Total Marks: 100**

**Part-I  
MARKETING**

**Marks: 50**

1. **The Field of Marketing:** Marketing Role and what is it all about: Who Performs Marketing Functions, Marketing and Customer Value, Satisfaction and Loyalty, Global Marketing Systems, 4Ps (Product, Price, Place and Promotion).
2. **The Marketing Environment and Market Selection:** Internal & External Environment, Market Segmentation, Targeting and Positioning, Market Information & Research.
3. **Product:** Product Planning and Development, Product line and Product mix strategies, Branding, Packaging, Other Product Features and Services Marketing.
4. **Price:** Price determination (An Ethical Dilemma, Factors Influencing, and Setting Pricing etc.), Pricing Strategies (Price Vs Non Price Competition, Geographic Pricing, Discount & Allowances, Special Pricing Strategies and Situations etc).
5. **Place:** Middlemen and Distribution Channels, Designing, Selecting and Distribution of Channels, Retailing and Wholesaling.
6. **Promotion:** Marketing Communications Mix (Personal Selling, Advertising, Sales Promotion and Publicity or Public Relations).

**RECOMMENDED BOOKS**

1. *Principles of Marketing 6<sup>th</sup> Ed. Kotler, Philip & Armstrong Gary, Prentice-Hall, International, Inc.*
2. *Essentials of Marketing: A Global-Managerial Approach 8<sup>th</sup> Ed. McCarthy, E. Jerome & Perreault, William D. Irwin McGraw-Hill.*
3. *Basic Marketing: A Global Managerial Approach 14<sup>th</sup> Ed. McCarthy, E. Jerome & Perreault William D. McGraw-Hill Irwin.*
4. *Marketing 13<sup>th</sup> Ed., Stanton William J., Etzel, Michael J. & Walker, Bruce J., McGraw-Hill Irwin.*

**Part-II**  
**FINANCIAL MANAGEMENT**

**Marks: 50**

1. **Understanding Financial Management:** An Overview of Financial management, Securities markets and Financial institutions, Concept of Time Value of Money, Valuation of Securities (Stocks and Bonds), Measuring the Risks and Returns.
2. **Understanding and Analyzing Financial Statements:** IASB (International Accounting Standard Board) Framework and Fundamental Accounting Concepts, Components of Financial Statements (Preparation and Presentation), Financial Statement Analysis and Interpretation.
3. **Short term Financial Management Decision (investing & financing):** Budgets and Projected Financial Statements, Managing Net Current Assets, Inventory Management, Accounts Receivable Management, Managing Short Term/Spontaneous Finances.
4. **Financing Decisions (Long Term):** Capital Structure Decisions, Leverage Decision, Cost of Capital Decision, Dividend Decisions.
5. **Investing Decisions (Long Term):** Capital Investment Decision, Capital Investment Appraisal Techniques, Risk Management in Capital Investment Appraisal.
6. **Corporate Financing:** Mergers, Acquisitions, Takeovers and Buyouts, Financial Distress and Restructuring, Hedging Decision.

**RECOMMENDED BOOKS**

1. *Principles of Managerial Finance, Lawrence J. Gitman, Pearson Education Asia*
2. *Intermediate Financial Management, Eugene F. Brigham Gapenski & Daves, The Dryden Press*
3. *Fundamentals of financial Management, James C. Van Horne John M. Wachowicz, Jr., Prentice\_Hall International, Inc.*
4. *Advanced Corporate Finance (Policies and Strategies), Joseph P. Ogden Frank C. Jen Philip F. O'Connor, Farhan Raza Printers, Islamabad*