

Introduction to Business

B.Com (Annual) Part-I Paper-VII Maximum Marks: 100 (Pass Marks: 40) Duration of Examination: 3 hrs

Course Objectives:

The student will be able to:

- Explain what a business is and how it operates in a free market system. Discuss the concept of social responsibility in business.
- Identify and explain the three basic forms of business ownership. Identify the levels of management and skills required for managerial success.
- Describe the concept of human resource planning and outline the major steps involved in the process.
- List the major functions of marketing. Discuss how marketing's role in the exchange process creates utility.
- Describe the major functions of management

Topic	Source
Business, economics and Ethics Introduction to business <ul style="list-style-type: none">◆ The nature and goal of business◆ The people and activities of business◆ Business Ethics and Social Responsibility◆ The Role of Ethics in Business◆ The Nature of Social Responsibility International business and E- Business <ul style="list-style-type: none">◆ The Role of International Business◆ International Trade Barriers◆ Trade Agreements, Alliances, and Organizations◆ International Business Strategies◆ E-Business and The Nature of E-Business and E-Business Models	Book 2, Chapter 1,2
Types of business and Entrepreneurship Introduction <ul style="list-style-type: none">◆ The Nature of Entrepreneurship and Small Business◆ Advantages & disadvantages of Small-Business Ownership◆ Starting a Small Business◆ Sole Proprietorships, Partnerships ,Corporations and Other Types of Ownership◆ Joint Ventures and S Corporations◆ Mergers and acquisitions	Book 2, Chapter 5,6

<p>Introduction to Managers and Management</p> <ul style="list-style-type: none"> • What is management and what to manager do? • Defining Management • Management functions • Management process • Managerial roles • Management skills • Managing in the new competitive landscape. <p>Foundation of Planning</p> <ul style="list-style-type: none"> • The Definition of Planning • The purpose of planning • Types of plans • Contingency Factors in planning • Objectives <ul style="list-style-type: none"> ○ SMART ○ Multiplicity of Objectives ○ Real versus stated objectives ○ Traditional Objective setting • Management by objectives (MBO) 	<p>Book 4</p>
<p>Marketing and Marketing strategies Introduction</p> <ul style="list-style-type: none"> ◆ Developing a Marketing Strategy ◆ Marketing Research and Information Systems ◆ Buying Behavior ◆ The Marketing Environment ◆ The Marketing Mix and strategies ◆ Promotion Mix 	<p>Book 2, Chapter 12,13</p>
<p>Money Banking and Financial Institutions</p> <ul style="list-style-type: none"> ◆ Money in the Financial System and its history. ◆ Functions, Characteristics and Types of Money ◆ State Bank of Pakistan and its function along with its policies ◆ Introduction of Islamic Banking ◆ Commercial Banks, its functions and types of Bank accounts, types of checks, Letter of Credit and its types ◆ Types of loans ◆ Nonbanking Institutions and E banking ◆ The Securities Markets and The Over-the-Counter Market 	<p>Book 2, Chapter 14,15,16</p>

Recommended Books

1. Ricky W. Griffin & Ronald J. Ebert, fourth edition, Business.
2. Ferrell,O.C., Hirt, G., and Ferrell, L. (2009). Business a changing world (7th ed.). New York, NY: McGraw Hill
3. Jeff Madura, Introduction to Business, 3rd Edition.
4. Robbins, S.P. & Coulter, Mary (Latest edition). Management: Practice Hall.