

## **1. BUSINESS:**

- 1.1. Historical background in Pakistan Meaning, Nature and Problems.
- 1.2. SCOPE, importance and Functions, Entrepreneurial Qualities of Businessman.
- 1.3. Business environment and social responsibility.
- 1.4. Role of business in economic progress of the country.
- 1.5. Problems of business.

## **2. FORMS OF BUSINESS ORGANIZATION.**

- 2.1 Sole proprietorships – Nature, Advantages and disadvantages.
- 2.2 Partnership, classification, advantages and disadvantages, rights, duties and liabilities of partners, dissolution of partnership.
- 2.3 Joint stock company, Types – Chartered Statutory and registered Formation – Memorandum of Association, Articles of Association, Prospectus, Capital Management, Meetings and Winding up Features, Merits and Demerits, Management of the companies

## **3. COOPERATIVE OWNERSHIP AND BUSINESS COMBINATIONS.**

- 3.1 Types of cooperatives, advantages and disadvantages.
- 3.2 Business combination, Meaning, Types and Forms causes and purposes, advantages and disadvantages

## **4. FINANCE**

- 4.1 Definition, Components, importance, kinds and sources.
- 4.2 Long term and short term Financing.
- 4.3 Some important Financial institutions.
- 4.4 Stock Exchange and commodity Exchange, nature, Role and Significance.
- 4.5 Risk & Insurance, Protection against risks, importance and types of Insurance, Types of Risks.

## **5. MARKETING:**

- 5.1 Process of Marketing, Definition, Functions and Scope Approaches to the study of Marketing.
- 5.2 Marketing Mix for Physical goods and service products, importance.
- 5.3 Channels of Distribution for Consumer good and organizational goods.
- 5.4 Marketing communication and promotion, advertising, personal selling, sales promotion, public relationing, packaging.

## 6. TRADE:

- 6.1 Wholesale and Retail, meaning, importance, Functions, Advantages and Disadvantages.
- 6.2 Foreign Trade, Imports and Exports, Role in Economic Development of the country.

## 7. PHYSICAL FACTORS:

- 7.1 Selecting Business Location, Factors influencing locations, small business, VS large business.
- 7.2 Purchasing and inventory control coordination of purchasing with sales, organization of purchasing department, centralize vs. decentralize purchasing, purchasing policies and procedure, inventory control.

## 8. THE PERSONEL DEPARTMENT:

- 8.1 Employment division, Recovering, placement promotion.
- 8.2 Wages and Salary section, analysis & Job classification, pay scales.
- 8.3 Training programme, Apprentice, Supervisory etc.

### Reference Books:

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|--|--|
| 1. Rober C. Appleby,                       | Modern Business Administration   |
| 2. Shoukat Ali,                            | Introduction to Business   |
| 3. Nisar-ud-din,                           | Business Organization, Aziz Publishers, Urdu Bazar Lahore.                           |
| 4. Khursheed H. Siddiqui,                  | Introduction to Business,  |
| 5. Muhammad Irshad,                        | Introduction to Business, Naveed Publication Lahore.                                 |
| 6. Khalid Mehmood Cheema,                  | Introduction to Business, Syed Mobin Mahmood & Company.<br>Lahore.                   |
| 7. Theodore J. Sielaff &<br>John W. Aberle | Introduction to Business.<br>Belmont, California. Wardsworth Publishing Company Inc. |
| 8. Askari Zaidi -                          | Fundamentals of Business, Orient Publishers, Karachi                                 |
| 9. Ali M. H.                               | Introduction to Business   |

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