



University of Management and Technology

School of Commerce and Accountancy

Quaid e Azam Campus

Course Outline

Course Title: Introduction to Business	
(MG-201)	
Program	ADP-A&F
Credits Hours	3
Duration	15 Weeks / 30 Sessions
Prerequisites	None
Resource Person	
Contact/Email	

Course Description:

This course is going to act as a building block and solid base for your degree because it will enable you to understand the basic concepts and introduction to almost each of the sectors and factors related to business.

In Business Environment, you will study the concepts, principles and operations of enterprise. You'll compare and contrast sole proprietorships, partnerships, and corporations – and the advantages and disadvantages of each. You will explore the functions of modern business management, marketing, and ethics and social responsibility that can improve or tarnish a brand. You'll also look at the human resource management side of running a business, and learn how employers can motivate their employees. Finally, you'll address the numbers side of running a business and examine bookkeeping, accounting, financial management, and financial statements.

Learning Objectives:

After studying this course the students will be able to:

1. Explain the basic concepts of business and its environment.
 2. Understand the variable prevalent in the micro and macroeconomic environment of business and their effect on business operation.
 3. The structures and functions of a business organization.
 4. Create an understanding of the business trends in domestic as well as international marketplace.
 5. Entrepreneurship and its operating modalities in terms with financial and strategic requirements.
 6. Fulfil the corporate social responsibility of organizations including ethics and norms.
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Teaching-Learning Methodology:

- Lectures
- Recommended Text/ Supplementary Texts
- Handouts
- Case Studies
- Skill Development Exercises
- Industrial/ Corporate Visits
- Project Report

Recommended Text Book:

- 1. The Future of Business 6th Edition
By: Lawrence J. Gitman, Carl McDaniel & Thompson Learning

Supplementary Text Books:

- 1. Business in Action 5th Edition
By: Courtland L. Bovee & John V. Thill Prentice Hall
- 2. Contemporary Business 11th Edition
By: Louis E. Boone, David L. Kurtz & Thompson Learning

Assessment & Evaluation:

Quizzes	15%	
Assignments	}	
Final Project		20%
Project Presentation/Presentations		
Mid Term	25%	
<u>End Term Exam</u>	<u>40%</u>	
Total:	100	

SEHEDULE OF ACTIVITIES

Week	Contents/Topics to be Taught	Tasks/Activities
1	Distribution of Course Outline. General introduction with the participants. General guidelines and instructions for participants. Overview and importance of the particular Course.	Course Outline Distribution
2	Concept of Business, Importance of Business, Objectives of Business, Components of Business, Profit & Risk in Business, Pre-requisites of Business, Social Responsibility, Qualities of Successful Businessman, Business and Profession.	Assignment 1
3	Sole proprietorship Features, Characteristics, Pros & Corns. Partnership Features, Characteristics, Pros & Corns. Joint Stock Company Features, Characteristics, Pros & Corns. Other forms of Business.	Quiz 1
4	Kinds of Partners, Partnership deed. Duties, Rights & Liabilities of Partner. Reconstitution and withdrawal of Partners. Dissolution of Partnership. Partnership under Islamic Laws.	
5	Private Limited Company & Public Limited Company, Formation of Company, Documents of Company, Capital of Company, Company Management, Rights of Shareholders & Directors.	
6	Company Meetings, Reports, Procedure & Conduct, Resolutions, Legal Conditions, Winding up/ Liquidation of Company.	Assignment 2
7	Domestic & Foreign Trade, Stock Exchange: Functions, Speculations, Causes & Benefits. E-Commerce.	Quiz 2

8	MID TERM EXAMINATION	
9	Concepts, Objectives, Importance, Significance, Functions & Principles of Management. Scope of Management in light of Business.	
10	Concepts, Objectives, Importance, Significance, Functions of Human Resource Management. Scope of Human Resource Management.	Assignment 3
11	Concepts, Objectives, Importance, Significance, Functions & Principles of Business Finance. Scope of Business Finance.	Quiz 3
12	Concepts, Objectives, Importance, Significance, Functions of Accounting. Scope of Accounting for Business.	
13	Concepts, Objectives, Importance, Significance, Functions & Principles of Marketing. Scope of Marketing.	Quiz 4
14	Assigned/ Approved Topics	Project & Presentations (if any)
15	Assigned/ Approved Topics	Project & Presentations (if any)
16	END TERM EXAMINATION	

Classroom Rules & Behavior:

- **Regularity and Punctuality will be very strictly observed. You have an allowance of only six absences (Out of 30 sessions).**
- **No leave is acceptable (Except Special Cases referred by Director).**
- **Arrive in the class within 10 minutes of the scheduled time, Otherwise marked absent.**
- **In case of group presentation any student with absenteeism will get zero marks.**
- **No Quiz, Assignment, Project will be accepted or entertained after due date.**
- **Zero tolerance for Mobile usage in class.**
- **No participant will be allowed to sit without displaying his/her student card.**

Participant Responsibilities:

Class Participation:

Positive, healthy and constructive class participation will be monitored for each class. Particular emphasis will be given during the presentation sessions. The manner in which the question is asked or answered will also be noted. Your behaviour, as business executives in the class will contribute to the class participation marks.

Honesty Policy:

A student found in cheating (plagiarism) on any exam/ assignment/ project, his/her case will be referred to Unfair Means Committee (UFM) that may result in no credit (i.e. no grade) for that exam/ assignment/ project. A deduction from the sessional marks and financial penalties are other possibilities as decided by the committee.

Plagiarism:

It is defined in dictionaries as "the wrongful appropriation, close imitation, or purloining (stealing) and publication, of another author's language, thoughts, ideas, or expressions, and the representation of them as one's own original work.