

First Year

FALL SEMESTER

HS-104 Functional English

Objectives of the Course

The course aims at improving the four language skills –listening, speaking, reading and writing. The functional aspect of language will be stressed further through development of students' vocabulary and use of grammar.

Speaking and Listening

Listening actively through the use of skills and sub skills, and in a variety of situations speaking: Fluency and confidence building through group discussions, role plays and public speaking

Vocabulary development

Tips / strategies in vocabulary enhancement, Practice in vocabulary development

Reading

Reading skills, Sub skills, Reading strategies, Reading practice through variety of reading texts and comprehension exercises, Précis writing

Writing

Note taking: Techniques for taking notes from lectures, from books (integrated with listening & reading), Process of Writing with practice in pre writing strategies, in revising, and in, editing for grammar, Writing well- structured and effective paragraphs, essays and letters (routine communication) using proper writing mechanics, writing descriptions, narrations, cause and effect, compare and contrast etc.

CT-158 Fundamental of IT

Introduction to IT, Recent Advances in IT, IT Systems, Development of the modern computer, Introduction to Software, Data structures, Coding, Programming and problem solving algorithms, Data types and representation, Basic organization of Computer , Number systems, Introduction to Data Communication, Data base, Information Systems and MIS, Networks and Internet Concepts

MT-113 Business Mathematics

Basic Algebra:

Whole Numbers, Fractions and Decimals, Linear equations and applications, matrix algebra and applications, systems of linear equations and their solution, Linear programming (graphical method) Analysis of all methods

Marketing Mathematics:

Ratios, Proportions, and Percentages, Simple interest, compound interest, Annual % rate (APR), Discounts, Annuities, Depreciation, Markups and Markdowns, Financial Reports

Data analysis and statistics:

Introduction, statistical data, presentation of data, tabular form, graphical form, Measure of central tendency and dispersion, Set theory, counting techniques and probability, random variables and probability distribution, simple linear regression and correlation.

Differential calculus and integral calculus:

Limits, differentiation of implicit and explicit functions, Taylor's theorem, Binomial theorem, partial derivative, Determination of maxima, minima, point of inflexion and saddle point and application in inventory control; first order and 2nd order derivative test, definite and indefinite integral, area under the curve Application of differentiation; Cost function, supply function, demand function, revenue function, profit function and other related applications

MG-110 Fundamental of Management

Introduction to management:

The Evolution of Management, the External Environment, Organizational Culture, Managerial Decision Making, Planning, Strategic Management

Ethics and Corporate Responsibility, International Management, Entrepreneurship:

The Business Plan, Organization Structure, Organizational Agility, Human Resource Management, Leadership, Motivating for Performance Teamwork, Managerial Control, Managing Technology and Innovation, relevant Case studies

MG-111 Principles of Marketing

Introduction to Marketing, Preparation of a Marketing Plan, Importance of Consumer Behavior, Business Markets and Business Buyer Behavior, Competitive Intelligence, Analyzing the Company, importance of Marketing Research, Segmentation, Targeting, and Positioning (STP), Designing a Product/Service, Importance of Brands, Managing Brand Portfolio, New-Product Development, Integrated Marketing Communication, Advertising, Personal Selling, Social Media and Online Marketing, Marketing Channels, Retailing and Wholesaling, Pricing Strategies, Customer Relationship Building, Social Responsibility and Ethics

HS-105 Pakistan Studies

An Outline of Emergence of Pakistan:

A brief historical survey of Muslim community in the sub-continent War of Independent 1857 and After match Sir Syed Ahmed Khan, Development of Two Nation Theory Formation of Muslim League Lucknow Pact Khilafat & Non-Cooperation Movement Political Events from

1924 to 1937 Pakistan Resolution - Struggle for Pakistan from 1940 to 1947 Emergence of Pakistan

Land of Pakistan:

Geophysical conditions, Territorial situation and its importance, Natural Resources - Mineral and Water

Constitutional Process:

Early efforts to make constitution - Problems and issues Constitution of 1956 and its abrogation the constitution of 1962 and its annulment Constitutional and Political Crisis of 1971 The constitution of 1973 recent constitutional developments

Post-Independence Development:

Education in Pakistan; Planning & Development in the Field of Education Development of Science and Technology with special reference to Engineering and Architecture

Brief survey of Pakistan Economy: Industrial and Agricultural Development. Internal and external trade Economic planning and prospects

Cultural Development in Pakistan: Definition, Contents and Contributing factors in culture, Development of Art, Philosophy and literature.

Foreign Policy:

Relations with neighbors, Super powers and the Muslim World

HS-127 Pakistan Studies for Foreigners

Land of Pakistan:

Land & People –Strategic importance – Important beautiful sights – Natural resources (some portion of economics of Pakistan)

A brief Historical Background:

A brief historical survey of Muslim community in the sub-continent – British rule & its impacts – Indian reaction – Two nation theory Origin and development – Factors leading towards the demand of a separate Muslim state – Creation of Pakistan.

Government & Political Development in Pakistan:

Constitution of Pakistan – A brief outline – Governmental structure Federal and Provincial – Local Government Institutions – Political History a brief account.

Pakistan & the Muslim World: Relations

with the Muslim countries

Language and Culture:

Origins of Urdu Language - Influence of Arabic & Persian on Urdu Language & Literature - A short history of Urdu literature - Dominant Culture features

Spring Semester

MT-155 Introduction to Financial Accounting

Recording business transactions

Chart of Accounts, Concept of DR and CR, General Journal Entries and Accounting Equation

Measuring business profit:

The adjusting process and introduction to Accounting Policies, Retailing operations and Internal Control, Special journals, control accounts and subsidiary ledgers, Completing the accounting cycle, Accounts and bills receivable, Doubtful Debts, Bank Reconciliation.

Retail inventory

Depreciation Methods, Cash Flow Statements, Financial statement analysis, CVP analysis to decision-making, Introduction to Budgets, The master budget

MT-153 Principles of Economics

Thinking like an economist,

Interdependence and gains from trade

Supply and demand, marketing equilibrium and mathematical application , Indifference curve analysis, Cost functions, Production function, Break-Even Analysis, Profit maximization level of output,

Elasticity and intervention in markets

Producers and the efficiency of markets, market failure, externalities and asymmetric information, Perfectively competitive supply & the theory of the firm, imperfect competition & monopoly, oligopoly, games and strategic behavior

The markets for factors of production

Measuring the economy GDP, growth, inflation, Keynes, aggregate demand and aggregate supply, Saving and the financial market, banks and the monetary system, monetary and fiscal policies, Labour market and the trade off inflation/unemployment, the financial crisis.

MG-112 Introduction to Sociology

Introduction:

The meaning of sociology-the sociological perspective - sociology and social sciences - the scientific and humanistic orientations to sociological study

Basic concepts: Society, community, institution, association, group, social structure, status and role.

Institutions:

Family and kinship, religion, education, politics, etc

The individual in/and society: Society, culture, and socialization - relation between individual and society - social control: norms, values, and sanctions.

Social stratification and mobility: Meaning, forms, and theories.

Social change: Meaning and type: evolution and revolution, progress and development - factors of social change. **The uses of sociology:**

Introduction to applied sociology - sociology and social problems - sociology and social change - sociology and social policy and action - sociology and development - sociology and professions

MG-113 Introduction to Business Organization

The nature and goal of business

Foundations of the business, Economic People and activities of business, Economic Systems, Business Ethics and Social Responsibility, Role of Ethics in Business, Nature of Social Responsibility, Nature of Entrepreneurship and Small Business, Advantages of Small-Business Ownership, 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

HS-205/209 Islamic Studies or Ethical Behavior

Thematic Study of Holy Quran

1. Basic Islamic Believes

Topics

- i) Tauheed: Al-Ambiya-22, Al-Baqarah-163-164
- ii) Prophethood: Al-Imran-79, Al-Huda-7 Al-Maidah-3
- iii) Here-After: Al-Hajj-5, Al-Baqarah-48*Two Hadith

2. Basic Islamic Practices:

- i) Al-Muminun-1-11

3. Amre-Bil-Ma'Roof Wa-Nahi Anil Munkar

The Concept of Good & Evil

- i) Importance & necessity of Dawat-e-Deen Al-Imran-110. ii) Method of Dawat-e-Deen. An-Nehl-125, Al-Imran-104 *Two Hadith

4. Unity of the Ummah:

- i) Al-Imran-103, Al-Hujurat-10, Al-Imran-64, Al-An'am-108 *Two Hadith

5. Kasb-e-Halal. Taha-81, Al-A'raf-32-33, Al-Baqarah-188*Two Hadith.

6. Huquq-ul-Ibad:

- i) Protection of Life AI-Maidah-32
- ii) Right to Property An-Nisa-29
- iii) Right of Respect & Dignity AI-Hujurat-11-12
- iv) Freedom of Expression AI-Baqarah-256
- v) Right of Equality AI-Hujurat-13
- vi) Economic Security AI-Ma'arij-24-25
- vii) Employment Opportunity on Merit An-Nisa-58

viii) Excession Right to Justices An-Nisa-135

7 .Women Rights: An-Nehl-97, AI-Ahzab-35, An-Nisa-O7 8.

Relations with Non-Muslims: AI-Mumtahanah-8-9, AI-Anfal-61.

Last sermon of Hajj at Arafat Translation & the important points of the sermon Serat Life of the Holy Prophet: Birth, Life at Makkah. Declaration of Prophet Hood preaching & its difficulties migration to Madina Brotherhood (Mawakhat) & Madina charter The Holy War of the prophet (Ghazwat-e-Nabawi) Hujjat-ul- Wida Islamic Civilization: Impacts of Islamic civilization on the sub-continent. The civilization of sub- continent before Islam The Political, Social & Moral impacts of Islamic Civilization on sub-continent Academic, Intellectual, Social & Cultural Impacts of Islam on the World

N .B: As prescribed by UGC. The original Text & complete course plan may be obtained from the Department of Humanities.

Second Year Fall Semester

HS-201 Oral Communication

Foundations for Oral Communication

Introduction to communication, Model of communication competence, Perception, Language and nonverbal communication, listening

Interpersonal Communication

Introducing IPC and its assumptions, Challenges, Principles and ethics of IPC, Interpersonal relationships and skills

Conversation

Process, Management and Problems, Interpersonal conflict, Pair discussion / debate

Small Group Communication

Need and significance of small group communication, Challenges and coping strategies in small group competence, , Decision making, Leadership and managing relationships in small groups Group discussion practice

Public Speaking and Technical Presentations

Introduction to public speaking, Realizing speaking types (speaking to inform, explain to persuade), Understanding speech preparation (process and model, purpose and thesis, gathering support materials, organizing and outlining, and developing visual aids), Delivering speech effectively (eloquence, voice and articulation, nonverbal cues, and avoiding pitfalls), Practice in speech and technical presentations

Interviewing

Types of interviews and process, Considerations and skills during interviews, Preparing for effective interviewing, Simulating employment interviewing

MG-211 Strategic Management

Introduction to strategic management,

Business Strategy & strategy process, Competitive advantage **Internal**

Context:

Organizational design, Organizational & competitive edge **External**

Context:

Industry analysis, Strategic management in changing environment **Role**

of International Business:

International trade barriers

Trade agreements alliances and organizations:

International business strategies, E-business and the nature of E- business and its models

MG-212 Technology Management

Key concepts related to technology and technology management **Technology**

planning:

Technology and strategy, Distinctive technological competencies, Technology capability assessment, Technology forecasting, Industrial analysis, Technology development, Research & Development management, Product development process

Technology transfer: licensing

Joint venture, technology alliance, Technology utilization, Technology marketing **Technology**

protection:

Patents and industrial design, National innovation system

MG-213 Introduction To Business Finance

An overview of Finance

The Financial Environment:

Markets, Institutions, and Interest Rates, Time Value of Money, Risk and Return, Analysis of Financial Statements, The Impact of Operating and Financial Decisions on the Firm, The Framework of Financial Planning, The Cost of Capital, The Basic Concept of Capital Budgeting, Working Capital Management, Cash and Near-Cash Item Management, Accounts Receivable and Inventory, Cash and Near-Cash Item Management

MT-253 Micro Economics

Economics: what it's all about

Production possibilities, Supply and demand analysis, The price system and the mixed economy, Elasticity, consumer choice and the theory of demand, The business firm, production and cost, The profit-maximizing competitive firm and market supply, long-run supply in competitive markets, Monopoly, Monopolistic Competition and Oligopoly, Antitrust policy and regulation of markets, market failure, externalities and the environment, Public goods, public choices, and

government activity, Input markets and the demand for resources, labor market, interest, rents, and profit, the distribution of income and the economics of poverty

CT-153 Programming Language

Language:

Definition, Structures, Survey of some programming languages, Special and general purpose languages

Data types

Comparative study by means of primitive and composite data structures, Control structures by means of expression of algorithms

Spring Semester

MT-214 Applied Statistics

Introduction:

Descriptive & Inferential Statistics, Measure of central tendency and dispersion, Empirical Relation between mean, Median and Mode, Mean absolute deviation, Standard Deviation, Coefficient of variation, statistics applications in business management

Probability Theory:

Basic Concepts of Probability, Conditional Probability, Bayes theorem

Mathematical Expectation:

Properties of expectation, expected value, expected monetary value, decision criterion utility and expected utility.

Random variable & Probability distributions:

Random Variables, discrete and continuous probability distributions and their applications.

Index Numbers:

Simple and composite index numbers, fixed-base and chain-base methods, weighted and unweighted aggregates index, test for index numbers

Time Series Analysis:

Components of time series, time series decomposition, semi averages and moving averages techniques time series analysis in forecasting.

MG-214 Human Resource Management

Human Resource Planning, Recruitment and Selection, Training and Development, Performance Analysis, Compensation and Benefits, Nature of Human Relations, Theories of Employee Motivation, Strategies for motivating Employees, Planning for Human Resources needs, Recruiting and Selecting new Employees, Developing the Workforce, Compensating the Workforce and financial Compensation, Morale during the Turnaround strategy and its benefits

MG-215 Business Law and Policy

Law of Contract (1872), Sales of Goods Act (1930), Law of Governing Partnership (Act of 1934), Law of negotiable Instruments (Act of 1881), Definition, Characteristics of a negotiable instrument notes bills and cheques, Parties to instrument, negotiation, managing Liabilities, Dishonor of Instrument noting and protesting on Dishonor, Renewal and Retirement of bill of Exchange, Compensation and presumptions Factories Act (1934), Industrial Relations Ordinances(2012), Payment of Wages Act (1936) and Workmen's Compensation Act (1923), Role of World Trade Organization **General business policies:**

Origin of policies, Procedures and rules, Formulating and implementing policies, Integrating objectives, Strategies and policies

MG-216 Managerial Accounting

Basic Cost Management, Concepts Managerial Accounting, Reliability Accounting and Cost Allocation Concepts, Cash & cost flows and Accumulation, Pricing, Product planning and Investment Decisions, Management Accounting and Control systems for strategic purposes, Costing Systems, Cost Behavior and Estimation, Cost, volume, Profit Analysis, Standard Costing System, Differential Cost Analysis, Variable Costing, Flexible Budgeting, Budgeting and Monitoring

MT-256 Macro Economics

Unemployment, Inflation, Economic Growth tools, Aggregate demand and Aggregate Supply, Macro Equilibrium, National Income Accounting, Theory of Income determination, Monetary Policy, Fiscal Policy, Public Debt, Alternate Paradigms

Third Year

Fall Semester

HS-301 Business & Organizational Communication

Business Communication Foundations

Definition of Business, Organization & communication, Goals, Patterns, Principles, Channels, Tools, Levels, & Qualities (7 C's) Process of communication, Forms & functions of organizational communication, Communication barriers, Feedback and its types, Listening and understanding nonverbal communication, International and cross cultural communication

Communication technologies and techniques

Tools for digital communication, Etiquettes and ethics of using communication technologies

Communicating in Teams

Improving your performance in teams (team communication, group dynamics, etiquette in team settings), Making your meetings more productive (preparing for meetings, leading and participating in meetings, Meeting notice, Agenda and Minutes, Meeting simulation.

Business Writing

Planning audience centered business messages and applying the three step writing process
Letter and memos (structure and elements), Practice in writing letters and memos

Three Types of Business Messages and Situations

Routine / neutral / positive / good news and goodwill messages, Negative / bad news messages, Persuasive messages

Employment Communication

Resume / CV, Job application (solicited and unsolicited)

Writing Proposals and Reports

Finding and communicating information, Communicating information through visuals, Writing effective proposals, Short reports (analytical and information reports, memo and letter reports), Formal reports (structure and organization)

MG-311 Product & Brand Management

Product & Brand Management,

The Strategic Element of Product Development, The new Product Process, Opportunity Identification and Selection, Creativity and the Product Concept, Finding and Solving Customers Problems

Analytical Attribute Approaches:

Perceptual Mapping, Trade off Analysis

Concept Evaluation System branding & its Benefits:

Brand Positioning, Concept of brand enquiry

Advantages of creating strong brands:

Ways of building brand, Designing supporting marketing programs and leveraging secondary associations, Brand Equity Measurement, Alternative branding strategies & how to devise brand hierarchies & brand portfolios

MG-312 Business Research

The nature of business and management research, Research process, formulating and clarifying research topic, Research philosophies and approaches, Research ethics, Literature review, Sampling techniques, Nature of data collected, Quantitative research design, Experimental research: Designing experiments, Internal and external validity

Survey based research:

Defining and measuring variables, Constructing and testing survey instruments, Sampling and administering

Qualitative research design:

Types of qualitative inquiry, Analyzing qualitative and quantitative data, designing and conducting field research, Writing and presenting research

MG-313 BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY

Introduction & Overview:

Why study Business Ethics?

The Nature of Business Ethics

Moral Reasoning, Foundation of Ethics: Introduction to Moral Philosophy, Consequential is and Non- Consequentialist theories, V: and Non- Consequentiality theories, virtual Ethics.

The business System: Criticizing Markets and free Trade.

Ethical Issues in Business Settings:

External Stake holder Issues (Environment, Production and Marketing) Ethical Issues in Business Setting: Internal Stake holder Issues (Job Discrimination. (Employee's Rights and Obligations)

Ethics and Corporate Social Responsibility (CSR)

Arguments for and against CSR Principles of Social Responsibility in Business

Schools of thought on Social Responsibility, Islamic Business Ethics

IM-416 Management Information Systems

Introduction:

Overview of System and Sub-systems, Information Systems, Relevance of Information Systems to organizational decision making, Information Systems and Manufacturing Environment Responsibilities of an Industrial Engineer from MRP to ERP and beyond.

Tools and Technologies:

Data Flow Diagrams, Functional Flow Diagrams, System Flow Charting, UML Diagrams, Bar Coding

Technology, RFIDs, Formal Documentation and Presentation Formats

Information and Data Base Management Systems:

Data Handling Procedures, Database; their Types and Design Issues including Modeling (ER Diagram etc.) and Normalization, Data Base Management Systems, Data Base Software, ClientServer vs. Distributed Computing, Methods of Data Collection, System Development Life Cycle (SDLC), Feasibility Study Considerations, Effects and Usages of Internet in Manufacturing Industry

IM-303 Production Management

Production Management & Systems:

Introduction to production Management; System concept; Functions of management; Managerial decision making; Models as decision aids

Plant Location & Plant Layout:

Selection of region; Selection of community; Site selection; Location factor dependence; Sources of assistance; Plant location trends; Quantitative analysis; Plant layout; Product & process layout analysis and comparison; Material handling considerations in layout.

Production Planning & Control:

Formalized production planning; Production planning methods; Master scheduling; MRP; MRP inputs, MRP outputs; Product structures; Types of MRP; Capacity planning and control; Production control systems; Job shop scheduling; Production control charts; Scheduling techniques; Purchasing and procurement.

Planning & control Techniques:

Inventory control; types of inventory; Inventory costs; Independent versus dependent demand; EOQ/EPQ models; Types of control systems; Selective inventory control; Inventory system development; Project planning; CPM/PERT; Network development; Determination of activity times; Establishment of critical path; Probabilistic statements.

Cost Estimating:

Element of cost; Material cost, direct and indirect Labour cost and Overhead cost, Cost structure; Prime cost, Factory cost, Manufacturing cost, Total cost, selling price; Estimation of cost elements; Methods of estimation; Economics of tooling.

Maintenance:

Types of maintenance; Breakdown maintenance; Preventive maintenance; Individual versus group replacement; Internal versus external maintenance

Spring Semester

MT-355 Financial Risk Management

Foundation of risk management:

The need of risk management, basic risk types, measurement and management tools, modern portfolio theory (MPT), capital asset pricing model (CAPM), risk-adjusted performance measures (RAPM),

Quantitative Analysis:

Discrete and continuous probability distributions, population and sample statistics, statistical inference and hypothesis testing, estimating the parameters of distributions, graphical representation of statistical relationships, linear regression with single and multiple repressor's, the ordinary least squares (OLS) method, interpreting and using regression coefficients, the tstatistic, and other output, hypothesis testing and confidence intervals, Hetero scedasticity and multi collinearity, Monte Carlo methods, estimating correlation and volatility using EWMA and GARCH models, volatility term structures, financial market and products; mechanics of OTC and exchange markets, stocks, forwards, futures, swaps and options, interest rates and measures of interest rate sensitivity, derivatives on fixed income securities, interest rates, foreign exchange, and equities, commodity derivatives, hedge funds, foreign exchange risk, corporate bonds, rating agencies,

Valuation and Risk Models:

Value at risk (VAR), fixed income valuation, country and sovereign risk models and management, credit risk, operational risk, stress testing and scenario analysis and back testing,

Risk management and investment management:

Portfolio construction, portfolio-based performance analysis, tests of the capital asset pricing model (CAPM), portfolio and component VAR, risk budgeting, risk monitoring and performance measurement.

MG-314 Operations Research and Management**Introduction to productions and operations**

Organizing the production process, Planning site locations and layout, Managing materials; Purchasing and inventory, Using technology like CAD, CAE, CAM, Improving Quality and Managing Quality Control, Improving productivity, Introduction to Operations research, Linear & Dynamics Programming, networking models, Transportation models, Queuing theory, Maintaining Safety for employees, Products and the environment, Maintenance Management; Lean Principles

MG-315 Business and Economics Forecasting**Introduction:**

Forecasting Environment, Statistical Review, Statistical Graphics, Trend Model and Forecasts, Smoothing, Seasonality, Joint Trend and Seasonality Model, Cycles, Characterizing Cycles, Characterizing Cycles, Auto Regressive Moving Average (ARMA) Models for Cycles, Estimation of ARMA models, Box-Jenkins Methodology, Unit-root Test, Forecasting Cycles, Forecasting with Trend, Seasonality and Cycle, Model Stability, Evaluating and Combining Forecasts, Vector Auto Regression (VAR)

HS-403 Entrepreneurship

Understanding the Entrepreneurship Mind-set, The revolution impact of Entrepreneurship, The individual Entrepreneurship Mind-set, Corporate Entrepreneurship Mind-set, The Social and Ethical perspectives of Entrepreneurship, Launching Entrepreneurship Ventures, Creativity and innovations, Methods to initiate ventures, Legal challenges in Entrepreneurship, The search for Entrepreneurship Capital, Formulation of Entrepreneurship Plan, The assessment of function with opportunities, The marketing aspects of new ventures, Financial statements in new ventures, Business plan preparation for new ventures, Strategic Perspectives in Entrepreneurship, Strategies growth in Entrepreneurship, Valuation challenges in Entrepreneurship, Final harvest of a new venture,

MG-316 Consumer Behavior and Marketing Management

Introduction

Consumer & Industrial Markets, The Purchase decision process

Role of Consumer behavior in:

Marketing Strategy, Regulatory Policy, Social Marketing & Informed Individuals, Nature of Consumer Behavior, Internal & External Influences, Marketing Analysis & its Components, The 4c's Consumer Company, Competitors & Conditions, Market Segmentation, Consumer Motivation, Perception and Consumer Behavior, Attitudes and Consumer Behavior, Consumer Decision Making & Outcomes, Life Style and Personality Influences

Final Year Fall Semester

CT-461 E-Commerce

Introducing E-Commerce: E-Commerce and E-Business Overview; Internet History and E-Commerce Development; Business-to-Business E-Commerce; Business-to-Consumer ECommerce; E-Commerce Stages and Processes; E-Commerce Challenges and Opportunities

Internet Hardware, Software and Communication

Hardware - Servers, Communications Media, Storage Area Networks (SANs)

Connecting to the Internet - DSL, Broadband, ISDN, T-1 and T-3 Lines Software

- Application Service Providers (ASPs), Databases.

Operating Systems - UNIX, Microsoft Windows, Linux, Mac OS X

Enhancing Business Communication - Intranets and Extranets, Streaming Audio and Video, Internet Telephony, Web Casting and Web Conferencing

E-Commerce Technologies

Generic trade cycles. Electronic Markets- Electronic markets, the trade cycle Advantages and Disadvantages. Electronic Data Interchange - EDI trade cycle, Benefits of EDI, EDI standards, EDI communications, EDI implementation, EDI privacy and security, EDI and business, EDI trading patterns. Internet Commerce.

E-Commerce with Business Perspective

The Value Chain - The supply chain, e-commerce in the value chain. Competitive advantage -

IT and competitive advantage IT and competitive advantage cases. Business strategy - Corporate strategy, Strategy formulation, Business environment, e-Commerce implementation, e-Commerce facilities for business Inter-Organizational Transactions - Inter-organizational transactions, Credit transaction trade cycle, variety of transactions, Inter-organizational eCommerce Consumer Trade Transactions - Internet e-Commerce, the e-Shop, Internet Shopping, the Trade Cycle e-Commerce sales. **The Elements of E-Commerce**

E-Visibility - Site Name, Conventional Advertising, Portals, Malls, Search Engines.

E-Shop - Online information, customer registration, site navigation, product database

Order Processing. Online Payment - Credit Cards, e-Cash and other. Security - encryption, SSL, digital signatures. Delivery System - E-fulfillment. After-Sales Services.

Internet Marketing: Online and Offline Market Refresh; Data Collection; Domain Names; Advertising Option; E-Mail Marketing; Search Engines; Web-Site Monitoring.

Online Monetary Transaction: Electronic Payment Issues; E-Cash; E-Wallets; Credit Card Issues; Merchant Accounts; Online Payment Services; Transaction Processing; Taxation Issues; Developing Payment Standards

Internet Security: Security Issues and Threats; Security Procedures; Encryption; Digital Certificates; Digital Signature; Security Protocol - SSL and SET Technologies; Authentication and Identification; Security Providers; Privacy Policies; Legal Issues.

Customer Service: Customer Service Issues; Frequently Asked Question (FAQ) Pages; E-Mail Support; Telephone Support; Live Help Service; Customer Discussion Forums; Value-Added Options.

Legal, Social and Global Issues

Legal Issues - Privacy on the Internet, Tracking Devices, Employer and Employee, Protecting your Business, Intellectual Property: Patents and Copyright, Trademark and Domain Name Registration, Children and the Internet.

Social Issues - Online Communities, Online Activism, Disabilities and the Web.

Global Issues - Intent Taxation, Creating an e-Business with Global Capabilities.

MG-480 Business Process Management

Evolution of business process management, Four waves, Process centric management and benefits, Vertical vs horizontal perspectives, Business strategy and value chain analysis, Strategic alignment, Core processes, Process centric mental models

Process assets management

Its rules and responsibilities, Cultural/political shifts, Business process management transformation projects, Process maturity model

Process mapping

AS-IS maps-analysis, To-Be maps-design

Managing processes

Lean principles, Six Sigma, Value stream mapping(VSM), Business processes management, Software suits, Types and purposes, Model tools, Integration, Service oriented-architecture and suite stacks

MG 499

Final Year Project

SPECIALIZATION

SUPPLY CHAIN MANAGEMENT

MG-450 Principles of Supply Chain Management

Introduction to logistic & supply chain management, Internal and external supply chain, Operational issues, Supply chain modeling, Inventory management, Value of information, International supply chain management, Coordinate product and supply chain management customer value, Information technology for supply chain management, Decision support systems for supply chain management

MG-451 Green Supply Chain Management

Introduction to environmental science, Carbon strategies and relevant policies, Green house reductions, Tracking emissions, Carbon foot print, Energy efficiency, Green transportation and logistics, International green labeling, Green product standards, Environmentally preferred purchasing (EPP), Green purchasing fundamentals, Corporate social responsibilities, Sustainable development, Sustainability in major business sectors

MG-452 Information Technology for Supply Chain Management

Basic information technology skills, Role of information in supply chain, Information as a driver of a supply chain, Data and information, Social implication of information technology (IT), Data based concepts, Data based queries, E-Commerce and interactive networking, Privacy and digital security, Limits to Computation, Supply chain information technology map, Fluency in information technology, Enterprise resource planning (ERP) players

MG-453 Supply Chain Inventory

The fundamentals of supply chain inventory, Methodologies, Demand planning, Inventory, Service and cost optimization, Supply planning, Performance management, Supply chain collaboration, Planning processes, Simulation and modeling, Distribution networking, Warehouse management, Protective packing, Concept of budgeting, Vendor managed inventory, Demand management, Financial link, Implementation and change

MG-454 Supply Planning and Control Systems

Operations strategy, Business process analyze and improvement, Managing customer experience, Diagnosing business process, Business valuation, Operational improvements, Mass customization consequence for process design, Outsourcing, Offshoring, Management supply chain relationships, Lifecycles, Stake holder's identification, Supply chain innovation, Sourcing and selecting supplier

MG-455 Business Process Simulation

Modeling for business process improvement, Basics of business process model, Modeling rules, Modeling notations, Modeling verification, Evaluating simulations, Concept of domains, Business motivation, Introduction to discrete event simulation, Business rules, Measuring "AS – IS" process, Design "TO –BE" process, Domain concepts, Public modeling, Introduction to business process management

MG-456 Procurement Management

Purchasing management functions, Fundamentals of public procurement, Tendering and contracting procedures, Procurement planning, Monitoring and evaluation, Bidding documents and procedures, Bid opening, Evaluation and award of contract, Budgeting concepts in different businesses, Introduction to negotiations, Fraud control, Contract management and negotiation

MARKETING

MG-460 Marketing Strategy

Marketing philosophies, Customer value, Production and product, Sales and marketing, Create customer value, Vision, Mission, Connecting with customers, Customer satisfaction and loyalty, Analyzing the market, Product, Services and branding strategies, Competition analyze, Segmenting, Targeting and positioning, Value chain analyze, Modern market trends, Thinking doing seeking first, Macro environmental analysis

MG-461 Global Entrepreneurial Marketing

Introduction to market development with new technology based products, Same product market penetration, Case method discussions, Cases include start-ups and global high tech frames, Marketing tool kit, Targeting markets and customers, Product marketing and management, Partner's and distributions, Sales and negotiations, Outbound marketing, Frameworks for future marketing practices, Portfolio management and synergies, Value/opportunity analyze.

MG-462 Introductions to Advertising

Characteristics as a successful campaign, The marketing, Economic, Communication and societal implications of advertising, Rules of the agency, Vendor, Media and audience, Identifying the right audience, Advertising agencies structure and key role, Using a response mechanism, Evolution of advertising, Implication of the global market place, Niche marketing, Interactive advertising, Legal and voluntary controls on advertising.

MG-463 Corporation and Consumer Behavior

Integrated marketing communications (IMC) plan, Importance of communications, Promoting a corporate image, Corporate structures and their functions, Corporate names and logos, Branding, Brand equity, Packing, Brand extensions and flanker brands, Co-branding, Private brands, Positioning, Consumer modeling, The purchase decision, The consumer buying environment, Changing trends, Resistance to change, Paradigm shift.

MG-464 Personal Selling And Public Relation

Retail sales, Retail sales presentations, Buyer-seller, Relationships, Managing the business-tobusiness selling process, New trends in business-to-business personal selling, Personal selling in international markets, Database marketing, Direct marketing, Permission marketing, The public relations department and its functions, Types of stakeholders, Damage control, Social responsibility, Sponsorship and event marketing.

MG-465 Trade and Consumer Promotions

Types of trade promotions, Allowances, Contests, Incentives, Training programs, Vendor support programs, Trade shows, Specialty advertising and point-of-purchasing advertising, Meeting trade promotion objectives, Promotions planning process, Retail promotions, Seasonal demand and supply, Coupons premiums, Contests and sweepstakes, Refunds and rebates, Sampling Bonus packs, Price-offs, Planning for consumer promotions.

MG-466 Advertising Management

Choosing an advertising agency, Advertising planning and research, The roles of account executions and creative, Campaign management, Communication and advertising objectives, Media selection, The creative brief, Advertising theory and appeals, The structure of an advertisement, Marketing communication mix, Agency/Client relationship, Segmentation and positioning, Creative strategy, Consumer advertising.