

## MBA (Evening) / CEP Courses Offered Summer 2010 – IB&M UET, Lahore

- **Business Communication**

The course is designed to focus on techniques of effective communication in the business world. You will learn use of various communication tools like memos, letters, meetings, presentations, report writing, and electronic correspondence. The course also examines methods of organizing and presenting information and of developing a good communication, help developing skills for verbal and non-verbal communication. During the course you will realize how communication within a team or across the organization is the source of make or break of the organization.

Student will learn how to Write and reply to enquiries and requests, how to Write a resume and application letter and prepare for job interviews, how to Write letters that create good will to customers and clients. You will learn about the applications of persuasive techniques to sales messages, how to gather and organize information for a report, prepare clear and complete instructions, descriptions and periodic reports. During the course, you will learn to prepare an analytical report or a proposal, prepare letters and reports that meet professional standards of format, presentation and style.

- **Principles of Management**

This course will enable students to develop short and long-range plans to effectively accomplish organizational goals. Through the use of terminology, exercises and case studies, students will be able to give a critical appraisal of real life situations involving organizing, staffing and motivating others. The student will also learn tools to aid in problem solving, valuing diversity and coping with change. The principles learned in this course will allow the student to effectively work with and through others in an organization. The principles are relevant to any type of organization or group, empowering the student to lead others, negotiate, embrace change and better understand the role of business in society. The intention of this course is for the student to be able to work as an effective team member and leader, look for opportunities to work with and better understand diverse populations. Students will learn the use of problem-solving strategies and critical thinking in real life situations.

- **Principles of Marketing**

This course introduces the fundamentals of marketing (key concepts, methods of analysis, strategies and tactics) critical to managing profitable customer relationships in today's dynamic and connected business environment. In this course, you will be introduced by marketing strategy and of the elements of marketing analysis: customer analysis, company analysis and competitor analysis. It will familiarize you with

the elements of the marketing mix (product, pricing, promotion, and distribution strategies). It will enhance your problem solving and decision making abilities by learning how to leverage strategic marketing analysis to inform tactical marketing mix decisions while providing you with a comprehensive framework to evaluate marketing decisions and to create successful marketing initiatives.

- **Marketing Management**

In this course, students develop a critical appreciation of the basic concepts and techniques of marketing management and strategy with an emphasis on creating customer value and building customer relationships. The course develops concepts and skills necessary for marketing decision-making and illustrates how various decision-making tools apply to actual business situations. The goal of this course is to develop a disciplined process for addressing marketing issues and problems in a variety of settings, and to give students the tools and background necessary to think through marketing problems. Through the use of a marketing plan project, students are encouraged to apply the concepts and generalizations to a real life product or service. The project gives students the opportunity to learn business report writing and researching skills.

- **Organizational Behavior**

This course explains that how the study of organizational behavior can influence effectiveness of organization, and how to solve organizational problems/issues. Leading theories of motivation and their applications to improve employee productivity, the factors that influence individual behavior and performance, the dynamics at work within work teams including the stages of development, team norms, and the effect of individual behavior on team performance, will be discussed in the course.

- **Organization Excellence Through Quality Management**

This subject provides the in depth Knowledge of the TQM and its effectiveness in Pakistani organizations to improve productivity and efficiency. This course work includes areas like, introduction to Total Quality Management, overview of major topics related to Total Quality Management (TQM), including managerial and engineering aspects, relationship between TQM and corporate strategy, gurus of TQM and their ideas, implementation of TQM, role of management tiers in TQM Implementation, Business Process Re-engineering, service industry and quality, quality circles, use of quality tools and techniques for continuous quality improvement. An introduction to quality, quality systems, and quality management through a survey of the various philosophies, principles, techniques and procedures used by various organizations and/or managers to assure customer satisfaction of product and/or service,

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Quality principles, modern concept of quality, relationship between quality and competitiveness, costs of poor quality, quality culture & Statistical process control.

- **Project Management**

Project Management Concepts is a comprehensive introduction to management theory and application using the Knowledge Areas and Processes of the Project Management Institute's (PMI) Guide to the Project Management Body of Knowledge (PMBOK) as a framework. Using a combination of theory based lecture, case studies, and practical exercises, students are introduced to project management best practices and problem solving techniques associated with planning, requirements management, executing, and controlling projects. Students use a based case study (custom case studies can be developed upon request) to analyze the project business case and requirements and deliverables, develop project Scope, Schedules, and Quality objectives, and investigate project execution and change control.

The main learning outcomes of the course includes Understanding of the PMI framework and it's set of project management best practices, Project Life Cycles and Project Selection models, Identification and analysis of why projects fail and what skills are required to implement projects successfully, identification of project deliverables, requirements, and objectives, Identification and analysis of project stakeholders and project communications, Comprehensive understanding of how the various project management elements integrate into an effective mechanism for project planning and execution.

- **Business Mathematics & Statistics**

The purpose of this course is to provide the student mathematical basis for personal or business financial decisions through multiple instructional modules. The course stresses business applications using arithmetic, algebra and ratio proportion and graphing. Application including payroll, cost-volume-profit analysis and merchandising mathematics. The course also includes Statistical Representation of Data, Correlation, Time Series and Exponential smoothing, Elementary Probability and Probability Distribution, This course stresses logical reasoning and problems solving skills.

- **Quantitative Methods**

In this course students will learn the systematic empirical investigation of quantitative properties and phenomena and their relationships. The objective of quantitative research is to develop and employ mathematical models, theories and/or hypotheses pertaining to phenomena. You will learn the process of measurement which is central to quantitative research as it provides the fundamental connection between empirical observation and mathematical expression of

quantitative relationships. The use of quantitative research in social sciences such as sociology, anthropology, and political science, will be taught during the course.

- **Management Information System**

Information systems began as automation of office systems, and have grown into systems that assist managers to make decisions, systems that model successful business practices, and systems that transform the modern business into a knowledge-based enterprise. This course will introduce information systems in the modern enterprise through a survey of information systems technologies and the way they affect management. Although the course considers information technology, it focuses on management strategies, not technical issues.

The course will provide a summary of information systems technology now used in businesses, a summary of new technologies that are transforming businesses, and will increasingly do so in the near future. It will help in reviewing information systems that assist management decision, the assumptions built into them, the limits they impose and the possibilities for new management strategies they provide. In this course learning about the changing role of information systems in businesses and the attempt to create knowledge-based businesses, will be discussed.

- **Operations Management**

This course is designed to provide the student with an understanding of the foundations of the operations function in both manufacturing and services. The course will analyze operations from both the strategic and operational perspectives and highlight the competitive advantages that operations can provide for the organization. You will learn tradeoffs among different types of goods and services, operations systems in terms of key characteristics, management tasks, organization and control, and impact on the strategy and direction of the firm.

The student would learn the strategic and tactical operations management issues and their relationship to the other functional areas of the firm. The student will gain experience employing and should be able to demonstrate a basic competence with the tools and techniques used by real-life operations professionals in managing operations and setting operations policy.

- **Human Resource Management**

The purpose of this course is to help students acquire the specific knowledge, skills, and abilities associated with human resource management so

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they are actually prepared to perform the essential functions that human resource professionals are expected to perform. You will learn how the contract with a client is handled and to manage the consulting relationship, diagnosing organizational problems using both quantitative and qualitative data and use these data to improve organizations.

Participants will get the knowledge about the legal restrictions governing discrimination in employment. You will learn to develop a human resource plan and design a valid recruitment and selection system. You will learn how to develop and implement a performance evaluation system, assess training needs, design a training program, and its evaluation etc.

- **Financial Accounting**

The role of financial accounting is the accumulation, analysis, and presentation of relevant financial data of an enterprise to serve the needs of creditors, investors and other external decision makers. The objective of this course is to familiarize the student with the basic concepts, standards and practices of financial accounting. The course is devoted to the basic financial statements, the analysis and recording of transactions, and the underlying concepts and procedures, with an eye toward the financial statement analysis.

The course begins with an overview of the procedures necessary to prepare and understand the basic financial statements. The remainder of the course examines the accounting for the most common and significant transactions of a firm, including revenue and accounts receivable, sales and inventories, long-term fixed assets, bonds and other long-term debt, and stockholder's equity. The focus of the course is on your role as a user of financial information, not as a preparer and to develop your critical thinking skills and the ability to conduct meaningful analysis of information presented in the basic financial statements.

- **Management Accounting**

Financial decisions impact virtually every area of the business. The product 'Management Accounting' comprises of, an in-depth coverage of two crucial areas of every business i.e., Management of Current Assets & Management of Working Capital. It presents the principles and techniques of managing each element of current assets and their financing. Basic theories & important formulae have also been discussed in each course. As any theory can be best understood by its application, each course in this product exhibits step-by-step approach in solving problems by 'do and learn' policy. Thus the product explores the theory with relevance to the real-world business problems through analytical approach.

The course is intended to familiarize you with the basic concepts and to apply the same in practice at intermediate and advanced level. During the course you will learn Principles & practice of managing Cash, managing the float, managing debtors or receivables, Evaluation of Credit Policy, managing inventory, and Determination of various levels of inventory. You will learn Principles & practice of management of working capital, Financing of Current Assets, and Determination of working capital requirements.

- **Supply Chain Management**

In this course students will view the supply chain from the point of view of a general manager. Logistics and supply chain management is all about managing the hand-offs in a supply chain – hand-offs of either information or product. The design of a logistics system is critically linked to the objectives of the supply chain. Our goal in this course is to understand how logistical decisions impact the performance of the firm as well as the entire supply chain. The key will be to understand the link between supply chain structures and logistical capabilities in a firm or the entire supply chain. The function of supply chain management is to design and manage the processes, assets, and flows of material and information required to satisfy customers' demands.

Supply logistics related costs account for 20–25% of a typical firm's total cost. On the revenue side the supply chain decisions have a direct impact on the market penetration and customer service. Globalization of economy and electronic commerce has heightened the strategic importance of supply chain management and created new opportunities for using supply chain strategy and planning as a competitive tool. Electronic commerce has not only created new distribution channels for consumers but also revolutionized the industrial marketplace by facilitating inter-firm communication and by creating efficient markets through trading communities. Moreover combination of enterprise information infrastructure and the Internet has paved the way for a variety of supply chain optimization technologies.