The Superior University, Lahore
Faculty of Economics and Commerce
Course Outline

Course Information	Course Title	Business Studies	Course ID	
	Credit hours	3	Hours per week (C-L)	3 Hours
	Programs		Preferred Semester	
	Session		Instructor	

Course Description

Introduction to Business is designed to expose the interested student to many functions of modern business. The course shows the student how these functions exist in a changing society and the type of decisions which must be made within that environment. The course is also designed to expose the student to the multitude of career fields in the areas of business. The importance of business in the modern society is also stressed throughout the course. Topics such as business environment, management, organization, marketing, finance, accounting, and data processing are discussed in an introductory manner.

Course Learning Outcomes (CLO)

At the end of this course students will be able to;

No.	Outcome	BTL	PLO
CLO 1	**Understand** and **Demonstrate** knowledge of business Concepts, environment and Business Functions like Management, HRM, Marketing, Finance, operations, IT and multitude of skills that a business professional should possess like good management skills, communication skills, time management, impeccable business ethics etc.	C3	PLO 1
CLO 2	**Establish** an understanding of different concepts consisting technical aspects of business functions like Business Environment, HR function, Marketing Function, Finance, Operations etc. but would also help strengthen your soft skills	P2	PLO 1, 3
CLO 3	**Use Resources to** analyze the given scenario and make appropriate decisions in **developing** brief Business Plan Consisting various technical aspects of business.	A3	PLO 2, 4, 5, 8, 9

Lecture type	Lectures, Discussions, Videos and Case Studies.
Prerequisites	Introduction to Business.

	Title	Edition	Authors	Publisher	Year
Textbook	Business Studies	4th, 5th Edition	Karen Borrington Peter Stimpson	Hodder Education	2023
References	The Future of Business	5th , 6th Edition	Lawrence J. Gitman Carl McDaniel,		2023
	Introduction to Business	Updated Edition	Saeed A. Nasir		2023

Assessment Criteria (100%)	Assessment	Weight	Use to attain CLO	Assessment	Weight	Use to attain CLO
	Assignment	10%	CLO 1	Quiz/ Viva	10%	CLO 2
	Mid Term	20%	CLO 1	Project / Presentation	20%	CLO 3
				Final	40%	CLO 2,3

Methods of Evaluation: Problem solving **Assignments**, **Quiz, Presentation** and written **Examination.**

Course Contents

Week No.	Topic	Lecture No.	Lecture Contents	Relation with CLO
W1.	Understanding of Business	L1	– Concept of Business and its importance in today's world – Definition and Explanation – Why adding value is important? – Business objectives and stakeholders objectives – Economic Activities and classification of business on basis of sectors (Primary Sector, Secondary Sector – Tertiary Sector)	CLO 1

		L2	– Concept of Entrepreneurship – Benefits being an entrepreneur – Types and traits of and entrepreneur – Idea vs. Opportunity, Creativity vs. Innovation – Entrepreneurs and business plan – Roles of SMEDA and CCI for new entrepreneurs – Virtual Business and its importance in today's world – Why Businesses Fail?	
W2.	Types of Business Organizations (A)	L3	– Sole Trader – Advantages, Disadvantages – Formation	CLO 1
		L4	– Partnership – Advantages, Disadvantages – Types of partnership ad their implications – Partnership deed and its essentials – Company Features	
W3.	Types of Business Organizations (B)	L5.	– Company – Classification of companies – Private Limited Company – Ownership – Restrictions – Advantages and Disadvantages – Public Limited Company – Ownership	CLO 1
		L6.	– Advantages and Disadvantages – Stages in Formation of Company – (Promotion stage, Incorporation stage, subscription stage, commencement stage) – Basic Legal Documents of Company (MOA ,AOA, Prospectus) – Cooperatives – Other Private Sector Organizations – (Franchising. Joint Venture, Licensing) **Final Project – Business Plan Task 1: Business Plan Proposal**	
W4.	The Business Environment and its Factors	L7.	– Business Environment and its impact on businesses – Forces/Factors that influence Business Environment – External Factors – Macro Factors – Political Factors – Economic Factors – Sociocultural Factors – Technological Factors – Legal Factors – Environmental Factors	CLO 1
		L8.	– Micro Factors – Customers – Competitors – Suppliers – Society – Public & Media – PART B: Internal Factors – Functions in Organization (Business Management & HRM, Marketing, POM, Business Finance), Non-Financial Non-Human Resources, CSR **Final Project – Business Plan Task 2: PESTEL Analysis**	

W5.	Management and HRM	L9.	– Management: Why Management? – What is Management? – Roles/Functions of Management – Basis Understanding of Organizational Structure – Level of Managers in Business Organizations – Who are Effective Managers	CLO 1
		L10.	– The concept of human resource management, its Importance and its working. – The recruitment and selection steps – Concepts of training and development and different training and development tools used in organization **Final Project – Business Plan Task 3: Management and HR Feasibility**	
W6.	Marketing, Marketing Research and Industry Analysis (Basic Concepts)	L11.	– Why Marketing (role of marketing) – Marketing Definition and its explanation – Market and Types of Market – Understanding Market Changes	CLO 1
		L12.	– How Business respond to changing spending patterns and increased competition – Importance of Marketing Research – Industry Analysis and Porters Five Forces Model	
W-7	Customer Driven Marketing Strategy	L13.	– What is Customer Driven Marketing Strategy – Segmentation Process and types of segmentation – Target Market Selection	CLO 1
		L14.	– Differentiation – Unique Value Proposition – Positioning	
W-8		L15.	**Mid Term exams**	CLO 1
		L16.		
W-9	Marketing Mix & Marketing Strategy	L17.	– Marketing Mix Elements and their Importance – Product – Importance of Product in marketing Mix – Types of Product – What makes product successful (Product development, Branding, Packaging) – PLC – Price – Pricing and its role in Marketing Program – Pricing Strategies – Pricing Methods	CLO 2
		L18.	– Promotion: – Importance and Role or promotion decisions in Marketing Mix (Aim of promotion) – Types of promotion (traditional vs. digital) – Advertising, it types, advantages and disadvantages – Sales Promotion, its types, advantages and disadvantages – Public Relation, its advantages and disadvantages – Marketing Budget – Digital Promotion, its types, advantages and disadvantages – Place/Distribution: – Distribution/Place and its importance in Marketing Mix – Levels of Distribution Channels, its advantages and disadvantages – Suitable Methods of Distribution – e-Commerce **Final Project – Business Plan Task 4: Marketing Feasibility**	

W-10	Operations Management & Non-Financial/Non-Human Resources Management	L19. L20	– Core and Support Functions of and organization – Importance of Operations management in Product manufacturing and Services delivering organization – Lean Production and its benefits – wastages – Inventory, types, why business hold inventories – Methods of Production – Process Design (flow charts) – Factors that Effects production – Importance of Non-Financial Non-Human Resources in Business – Types (Building, Infrastructure and layout, Good Will, Technology, Equipment, vehicles and Transport, Patents and intellectual properties, license, Collaborations, Contracts etc) and its advantages **Final Project – Business Plan Task 5: Operations and Non-Financial/Non-Human Feasibility**	CLO 2
W-11	Business accounting and Finance	L21. L22	– Why do business need finance? – What is Finance? – What do finance department do? – Sources of finance with respect to forms of business – Equity vs. Debt – Equity Statements – Internal finance vs. External finance – Sort term and long term finance	CLO 2
W12	Business accounting and Finance	L23	– Why cash is important to Business – What are cash flows and cash flow cycles – Cash flow forecasting – The importance of working capital – What are accounts and their importance – Recording accounting transactions – How profit is made? – Income statement – Balance sheet – Capital Budgeting Techniques (Ratio Analysis, PBP, ROI)	CLO 2
		L-24	– Quiz – **Final Project – Business Plan Task 6: Financial Feasibility**	
W-13	Business Ethics and Managing Corporate Social Responsibility	L-25 L-26	– The philosophies and concepts of Ethical standards – Recognizing Unethical business activities – The importance of Ethics and business Ethics – The Islamic business Ethics – The concept of Corporate Social Responsibility – The contribution of CSR (Economic, Legal, Ethical, Philanthropic) – The ways to balance business & stakeholders rights – The different issues of business Ethics and CSR in domestic and global trends	CLO 2
W-14	e-Business	L-27 L28.	– Physical business and e-business – Importance of e-business – Advantages and disadvantages – Threats of E-commerce to businesses and consumers – Major Types of e-commerce – Stakeholders in e-business – What do you need to get an e-commerce business going – The process of e-business – Different e-businesses model – Challenges in e-business **Final Project – Business Plan Task 7: Business Plan Documentation**	CLO 2
W-15	Project Submission	L-29	– Final Project	CLO 3

	and Presentations	L-30	– Presentation/ Demonstration/ Simulation/Exhibition	
W-16		L-31	**Final Term Exams**	CLO 2,3
		L-32		