

611 INTERNATIONAL BUSINESS

- Introduction and overview
- Human and Cultural Environments Facing Business
- The Political and Legal Environments facing Business
- The Economic Environment
- International Trade Theory
- Foreign Direct Investment
- Impact Foreign exchange
- Impact of the Multinational Enterprise
- International Business Diplomacy
- Export and Import Strategies
- Marketing
- Multinational Accounting and Tax Functions
- The Multinational Finance Function
- International Human Resource Management

Books Recommended

1. International Business by John D. Daniels Lee H. Radebaugh Latest Edition.
2. International Business by Charles W. L. Hill

612 MANAGEMENT INFORMATION SYSTEM (MIS)

1

Introduction, History of information systems and its importance, application software, basic components etc. Using information technology for electronic commerce, Current focus on information use, problems in implementing global information systems, GIS implementation strategies, Ethical implications of information technology, Moral, ethics and the law, Ethics and information services, codes of ethics, System theory and methodologies, system model of the firm, use of system in firm, The systems approach, problem solving, preparation, definition, and solution efforts, System life cycle methodologies, Planning, analysis, designing and implementation phase, Computer as problem solving tool, The role of hardware and software in problem solving, Multimedia and its importance in problem solving, The database and database management system, Data communication, networks and Computer based information systems

Text Books:

1. Kenneth C. Laudon, Jane P. Laudon: Management Information Systems- Managing the Digital Firm
2. James O'Brien: Management Information Systems
3. Larry Long & Nancy Long: Introduction to Computer Information System
4. Raymond Mcleod, Jr. published: Management Information Systems, Prentice Hall.

613 ELECTIVE – I

614 ELECTIVE - II

Business Internship 6-8 Weeks carries 100 marks and 03 credit hours to be conducted by Institute of Business Administration (IBA), University of Sindh, Jamshoro only. The above scheme will be based on 136 credit hours. Each course carries 03 credit hours except Financial Accounting which carries 04 credit hours.

NOTE: Requirement for award of BBA (Hons) program Degree:

Comprehensive Examination: Evaluation shall be on the basis of pass/fail. There shall be no grading or marks for comprehensive examination.

All courses may not be necessarily offered every year. Alternate courses may be substituted as and when needed.

610 ENTREPRENEURSHIP

Introduction: Entrepreneurial Perspective, economics and entrepreneurship, process, ventures, practices and characteristics.

Entrepreneurship and new free enterprise: Entrepreneurship venture opportunities, innovations, change, fantasies, Environment of small business, sources and resolutions, corporate entrepreneurship, risk failure and new venture unit, feasibility of planning and concepts of planning, stages of growth model, responsibility of feasibility plan.

Product and services concepts: Product servicing concepts and commercial opportunities (macro over view), products and technology, identification opportunities, product development life cycle, product protection, trade mark and patents, process of patents, validity of property rights and accessing government information. Human resources side of enterprise, infrastructure of services, types of service venture, success factors.

Marketing and new venture development: Marketing research for new ventures, marketing concepts, startup of marketing research, market focused on organization, sources of market intelligence, competitive analysis and implications of market research. Marketing strategies and functions and product concepts, 4 Ps, making marketing plan, changing international ventures.

Entrepreneurial team and business formation: human resource and relations, BOD, legal aspects, acquiring a business, evaluation of acquisition opportunities and methods of valuation. Financial resources and asset management, different types of financing, buy or lease. Organization cycle and growth of organization, strategic management for success of enterprise, looking towards entrepreneurial career.

Text Books:

1. David H. Holt: Entrepreneurship, New Venture Creation, Prentice Hall
2. Bill Bolton & John Thompson: Entrepreneurs Talent, Temperament, Technique, Butterworth Heinemann