

FINANCIAL ACCOUNTING

1. **ADJUSTING & CLOSING PROCESS:**
 - Accruals & Deferrals
 - Types of Adjusting Entries
 - Closing temporary Amounts
 - After Closing Trial Balance
2. **ACCOUNTING FOR LONG TERM ASSETS:**
 - Tangible Assets and Depreciation
 - Intangible Assets and Amortization
 - The Natural Resources & Depreciation
3. **CORPORATION:**
 - Formation of Corporation
 - Types of Stocks
 - Issuance & Recording of Stocks
 - Reporting of Stockholders Equity in Balance Sheet
 - EPS
 - Book Value and Market Value Per Share

MANAGERIAL ACCOUNTING

4. **COST VOLUME PROFIT ANALYSIS:**
 - Contribution Margin
 - CVP relationships in Graphic Form
 - Applications of CVP Concepts
 - Breakeven Analysis
 - Target Profit Analysis
 - The Margin of Safety
 - Operating Leverage
 - The concept of Sales Mix
5. **BUDGETING**
 - The basic frame work of budgeting
 - Advantages of Budgeting
 - Choosing a Budget Period
 - Self Imposed Budget
 - Zero based Budgeting
 - Budget Committee
 - The preparation of Master Budget
 - The Budgeted Financial Statements
 - International Aspects of Budgeting

REFERENCE BOOKS:

1. Accounting the basis for Business Decisions 13th Edition by Williams Haka Betner
2. Accounting the basis for Business Decisions 9th Edition by Meigs & Meigs
3. Managerial Accounting 11th Edition by Garrison Noreen Brewer

Course outline of Finance for Comprehensive Examination

Time value of money.

Analysis of Financial Statements.

Bond Valuation.

Stock Valuation.

Risk and Returns.

Cost of Capital.

Capital Budgeting tools.

Dividend Policy.

Recommended Book:

Fundamentals of Financial Management, 11th edition

By: Brigham and Houston

Publisher: Thomson - south western

Outlines of Economics for Comprehensive Examination

November 23, 2008

Microeconomics

- 1) Demand and Supply: Elasticities and Applications
- 2) Consumer Behavior and Utility Maximization
- 3) Pure Competition
- 4) Pure Monopoly
- 5) Monopolistic Competition and Oligopoly

Macroeconomics

- 6) Measuring Economic Activity
- 7) Consumption and Investment
- 8) Business Fluctuations and the Theory of Aggregate Demand
- 9) Unemployment and Inflation
- 10) Monetary Policy & Fiscal policy

Recommended Books:

Economics, 16th Edition, by Campbell R. Mc Connell, Stanley L. Brue
Economics, 18th Edition, by Paul A. Samuelson, William D. Nordhaus

Course contents for Comprehensive examination for year 2008

Statistics

Basic Statistical Measures:

- Mean, Median, Mode, range, Standard Deviation, Variance, etc.

Normal Distribution

- Uses and applications, Determining probabilities using Area tables.

Estimation Theory

- Confidence intervals for means of one and two populations
- Confidence intervals for variance of a population.

Testing of Hypothesis

- Type I and Type II errors, One-tailed and Two tailed tests.
- Testing Means variances and proportions of populations.

Regression & Correlation

- Linear regression and correlation. Estimation of error variance.
- Testing Regression and correlation coefficients

Analysis of Variance

- One and two way classification.

TEXT BOOK:

- ✓ “PRACTICAL STATISTICS BY EXAMPLES” Second Edition by Terry Sincich
- ✓ “INTRODUCTORY STATISTICS FOR MANAGEMENT AND ECONOMICS”
Fourth Edition by James. L . kenkel
- ✓ “*INTRODUCTION TO STATISTICS*”, Eighth Edition, by Niel A. Weiss



Sukkur Institute of Business Administration

Faculty of Business Administration Comprehensive exam Course Outline PRINCIPLES OF MANAGEMENT

Introduction/Objectives of Course:

This course focuses on the basic managerial functions like planning, organizing, staffing, leading and controlling. It is specially oriented to modern management practices essential for successful management of large organizations having diverse work forces and operating in the changing global, political, economic, social and technological scenarios.

Course Contents:

<u>PIONEERING IDEAS IN MANAGEMENT</u> <ol style="list-style-type: none">1. Classical Viewpoint2. Behavioral View point3. Contemporary View Point4. (System theory, Z Theory)	Management Chapter 02 <hr/>
<u>UNDERSTANDNG COMPETITIVE ENVIRONMENT & ORGANIZATIONAL CULTURE</u> <ol style="list-style-type: none">1. External environment and Internal Environment of Organization	Management Chapter 03 <hr/>
<u>MANAGERIAL DECISION MAKING</u> <ol style="list-style-type: none">1. The nature of managerial Decision Making2. Managerial decision making process3. The creativity factor in decision making	Management Chapter 05 <hr/>
<u>ESTABLISHING ORGANIZATIONAL GOALS AND PLANS</u> <ol style="list-style-type: none">1. The Planning Process2. The nature Of Organizational goal3. Management by Objectives	Management Chapter 06 <hr/>
<u>STRATEGIC MANGEMENT</u> <ol style="list-style-type: none">1. SWOT (Competitive) Analysis	Management

<ol style="list-style-type: none"> 2. Corporate Level strategy 3. Business Level Strategy 4. Strategy Implementation 	Chapter 07 <hr/>
<p><u>BASIC ELEMENTS OF ORGANIZATIONAL STRUCTURE</u></p> <ol style="list-style-type: none"> 1. The nature of Organization structure 2. Job Design 3. Methods of vertical coordination 4. Methods of horizontal coordination 	Management Chapter 08 <hr/>
<p><u>STRATEGIC ORGANIZATION DESIGN</u></p> <ol style="list-style-type: none"> 1. Organizational structure Alternatives 2. Using Organizational structure to Promote innovation 	Management Chapter 09 <hr/>
<p><u>MANAGING DIVERSE HUMAN RESOURCES</u></p> <ol style="list-style-type: none"> 1. HRM Process (HR Planning, Staffing, Development and Evaluation, Compensation) 	Management Chapter 10 <hr/>
<p><u>MOTIVATION</u></p> <ol style="list-style-type: none"> 1. The nature of motivation 2. Need Theories 3. Cognitive Theories 4. Reinforcement Theories 	Management Chapter 12 <hr/>
<p><u>LEADERSHP</u></p> <ol style="list-style-type: none"> 1. How does Leader influence others 2. Situational Leadership Models 3. Transformational and Transactional models 	Management Chapter 13 <hr/>
<p><u>CONTROLLING THE ORGANIZATION</u></p> <ol style="list-style-type: none"> 1. Control as Management function 2. The control process 3. Types of Control 4. Managerial approaches to control 5. Assessing Control system 	Management Chapter 16 <hr/>

<p><u>ENTREPRENEURSHIP AND SMALL BUSINESS</u></p> <ol style="list-style-type: none"> 1. The nature of Entrepreneurship 2. Factors influencing Entrepreneurship 3. Preparing to operate small Business 4. Managing a Small Business 	<p>Management</p> <p>Chapter 21</p> <hr/>
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Text Books:

1	MANAGEMENT	By: Bartol & Martin	3 rd Edition
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Recommended Books:

1	MODERN MANAGEMENT	By: Samuel.C.Certo	9 th Edition
2	PRINCIPLES OF MANAGEMENT	By: Hill & McShane	6 th edition

After mutual consent, the text suggested for the purpose at hand is – “Principles of Marketing” – 9th edition or 7th edition. By Philip Kotler, being conceptually the most comprehensive edition.

- **Marketing in a Changing World: Creating Customer Value and Satisfaction**
 - ⇒ What Is Marketing, Marketing Management and Marketing Management Philosophies
 - ⇒ Marketing Challenges in the New “Connected” Millennium
- **Strategic Planning and the Marketing Process**
 - ⇒ Strategic Planning and the Company’s Business and Mission Defined
 - ⇒ Designing the Business Portfolio and Marketing Mix
- **The Marketing Environment**
 - ⇒ The Company's Micro environment and Macro environment
 - ⇒ Responding to the Marketing Environment
- **Marketing Research and Information**
 - ⇒ The Marketing Information System
 - ⇒ The Marketing Research Process
- **Consumer Markets and Consumer Buyer Behavior**
 - ⇒ Model of Consumer Behavior
 - ⇒ Types of Buying Decision Behavior
 - ⇒ The Buyer Decision Process
- **Market Segmentation, Targeting, and Positioning for Competitive Advantage**
 - ⇒ Market Segmentation
 - ⇒ Market Targeting
 - ⇒ Positioning for Competitive Advantage
- **Product and Services Strategy**
 - ⇒ What is a Product and Levels of Product ?
 - Individual Product, Product Line, Product Mix
 - New-Product Development Strategy
 - Product Life-Cycle Strategies
 - ⇒ Services Marketing
- **Pricing Products: Pricing Considerations and Approaches**
 - ⇒ Internal and External Factors to Consider When Setting Prices
- **Promotion Mix:**
 - ⇒ Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing.
- **Measuring and forecasting demand**