**Course Title** **Seminar in Business Management**

**Course Objectives**

This course is designed to present business management from the point of view of the practicing manager. It focuses on specific knowledge and skills that are required to understand strategy and the process by which it is developed in business organizations, and provides information on the situation and context in which strategy i formed and implemented.

This course will integrate knowledge and skill development in the core courses of the MBA program

* but that is not only its goal. Specific new information about activities and skills of general managers will be presented. Students are expected to combine knowledge from other courses with information presented here to develop sophisticated interpretations and analysis of actual problems and opportunities.

**Learning Outcomes**

Course learning outcomes will be :

1.Development and reinforcement of a general management point of view

1. Development of an understanding of fundamental concepts in strategic management
2. Understand the role of general manager, the level of component strategy, competitive analysis, the industrial organization perspective, the resource based view.
3. understanding of the influence of global competition on firm strategy and performance

5.practice in working out business strategies and implementation plans

**Weekly Lecture Plan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Lecture No** |  |  | **Topic To be Discussed** |  |  |
|  |  |  |  |  |
|  |  |  |  | Introductions and Course Overview; |  |
| **1** |  |  | Doing Research for Knowledge |  |
|  |  | Development in business management |  |
|  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  | Identifying Viable Research Topics; |  |
| **2** |  |  | What is a Contribution? Seminal |  |
|  |  |  |  | Contributions, Extensions and |  |
|  |  |  |  | Replications; |  |
| **3** |  |  | Developing and Stating |  |
|  |  | Research Questions; Establishing |  |
|  |  |  |  |  |
|  |  |  |  | Research Scope; Empirical |  |
|  |  |  |  | Generalization |  |
|  |  |  |  | Theory, Method, and Validity in |  |
| **4** |  |  | Scholarly business management Research; Research |  |
|  |  |  |  | Programs and Generalization of |  |
|  |  |  |  | Findings; |  |



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| **5** |  |  | Falsifiable Propositions, |  |
|  |  | Testable Hypotheses, and Empirical |  |
|  |  |  |  |  |
|  |  |  |  | Conjectures |  |
| **6** |  |  | The Research Domain of business management Strategy |  |
|  |  |  |  |  |
|  |  |  |  | discussion on Business Management Module 1 |  |
|  |  |  |  | Introduction to Business Management |  |
|  |  |  |  | • Characteristics and Environment of Business Management |  |
|  |  |  |  | • Business Ownership |  |
| **7** |  |  | • Supervision, Decision Making, and Leadership |  |
|  |  |  |  | • Planning and Organizing |  |
|  |  |  |  | • Implementation and Control |  |
|  |  |  |  | • Business Ethics |  |
|  |  |  |  | • Overview of a Typical Business |  |
|  |  |  |  | • Desirable Qualities for Successful Business Management |  |
|  |  |  |  | • Time and Stress Management |  |
|  |  |  |  | discussion topics: |  |
|  |  |  |  | Business Management Module 2 |  |
|  |  |  |  | Business Management and Its Application |  |
|  |  |  |  | • Basic Management Functions |  |
| **8** |  |  | • Where Business Management Is Used |  |
|  |  |  |  | • Types of Business Activities |  |
|  |  |  |  | • The Legal Structure of a Business |  |
|  |  |  |  | • The Purpose of a Business |  |
|  |  |  |  | • Starting a Business |  |
|  |  |  |  |  |  |
|  | **Mid Term Exam** |  |  |  |  |
|  |  |  |  | Business Management Module 3 |  |
|  |  |  |  | Business Organizational Structures and Functions of Management |  |
|  |  |  |  | • Types of Organizational Structure |  |
|  |  |  |  | • A Functional Approach to Business Management |  |
| **9** |  |  | •planing |  |
|  |  | •Organizing |  |
|  |  |  |  |  |
|  |  |  |  | • Leading/Directing |  |
|  |  |  |  | • Controlling/Monitoring |  |
|  |  |  |  | • Management Information Systems |  |
|  |  |  |  |  |  |
|  |  |  |  | discussion topics : |  |
|  |  |  |  | Business Management Module 4 |  |
|  |  |  |  | Finance Demystified For Entrepreneurs |  |
|  |  |  |  | • Basic Business Math |  |
| **10** |  |  | • The Balance Sheet |  |
|  |  | • Financial Statement Preparation |  |
|  |  |  |  |  |
|  |  |  |  | • Using the Financial Statements |  |
|  |  |  |  | • More Financial Analysis |  |
|  |  |  |  | • Preparing Budgets |  |
|  |  |  |  | • Financing Alternatives and Business Valuation |  |



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|  |  |  |  | discussion topics : |  |
| **11** |  |  | Business Management Module 5 |  |
|  |  | Business Environments |  |
|  |  |  |  | • Human Environments |  |
|  |  |  |  | • Economic Environments |  |
|  |  |  |  | • Government Environments |  |
|  |  |  |  | discussion topics : |  |
| **12** |  |  | • Global Environments |  |
|  |  |  |  | • Trade Environments |  |
|  |  |  |  | • Ethical Environments |  |
| **13** |  |  | discussion topic: |  |
|  |  | •technology , innovations, competition |  |
|  |  |  |  |  |
|  |  |  |  | •strategic issues in managing technology and innovation |  |
|  |  |  |  | discussion topics : |  |
| **14** |  |  | •entrepreneurial ventures and small businesses |  |
|  |  | •strategic issues in entrepreneurial ventures and small businesses |  |
|  |  |  |  |  |
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|  |  |  |  | discussion topic: |  |
|  |  |  |  | Business module 6 |  |
|  |  |  |  | •Customer Relationship Management (CRM) |  |
|  |  |  |  | •Customer |  |
|  |  |  |  | •Satisfaction |  |
| **15** |  |  | •Guerrilla Marketing |  |
|  |  | •Marketing |  |
|  |  |  |  |  |
|  |  |  |  | •Green |  |
|  |  |  |  | •Marketing Mix |  |
|  |  |  |  | •Marketing Research |  |
|  |  |  |  | •Six Sigma |  |
|  |  |  |  | •Total Quality Management (TQM) |  |
|  |  |  |  |  |  |
| **16** |  |  | final presentations |  |
|  | **Final Term Exam** |  |  |  |
|  | **Facilities Required** |  | Multimedia/lab etc |  |
|  |  |  |  | Latest Research Material |  |
|  | **Recommended Text** |  |  |

