

**BBA
Second Year
Fourth Semester**

LOG 101.3 (Credit hours 3)

Fundamentals of Logic

BBA, Second Year, Fourth Semester

Course Objectives:

This course aims to develop the ability of critical reasoning of students so that they gain the skill to argue well and detect good and bad arguments.

Course Contents:

- 1. Basic Logical Concepts and language Functions** **5 hours**
Meaning of logic, Propositions. Premises and arguments, Complex arguments, Arguments identification: conclusion and premise indicators, contextual arguments, unstated propositions, Deduction and induction, Validity and Truth, Arguments and explanations
- 2. Analysis of Arguments** **4 hours**
Arguments diagrams, Passage analysis of complex argumentative passages, Problem solving, Problem in reasoning, Retrograde reasoning
- 3. Languages Functions** **3 hours**
Basic functions of language, Discourse: forms of discourse, Emotive and cognitive meaning, Agreement and disagreement
- 4. Definitions and Fallacies** **4 hours**
Kinds of definitions and disputes and their resolutions, Denotations and connotations, Concept and types of fallacies, Relevance, presumption and ambiguity
- 5. Deduction** **16 hours**
Theory of deduction, Categorical propositions and classes, Square of opposition, Categorical syllogism, Nature of syllogistic arguments, Syllogisms testing with Venn- diagram, Syllogistic rules and fallacies, Syllogistic arguments in ordinary language, Symbols logic, Symbols for conjunction, negation, disjunction and punctuation, Statement forms, Material equivalence, Methods of deduction: Proving validity and invalidity using quantification theory
- 6. Induction** **8 hours**
Argument by analogy, Appraising analogical argument, Refutation, Casual connections, Cause and effect, The Mill's method, Method of difference, Method of residues, Method of concomitant variation
- 7. Science and Hypothesis** **8 hours**
The values of science, Scientific and unscientific explanation, Evaluation of scientific explanations, Scientific investigation stages, Pattern of scientific investigation, Experiments and ad hoc hypothesis

Text Book:

1. Irving M. Copi and Carl Cohen (11th ed.): *Introduction to Logic*, Pearson Education.

Reference Book:

1. Patrick J. Hurley: *A Consise Introduction to Logic*, Wadsworth Thomson Learning

STT 102.3 (Credit hours 3)

Data Analysis and Modeling

BBA, Second Year, Fourth Semester

Course Objectives:

This course aims to acquaint with major statistical and quantitative tools used in modeling and analysis of business decision involving alternative choices.

Course Contents:

- 1. Relationships** **7 hours**
Scatterplot, least square regression - assumptions, statistical model, correlation - statistical model and inference, the question of causation, prediction and confidence intervals for estimating regression parameters
- 2. Multiple Regressions** **8 hours**
multiple regression analysis, selection of predictor variables, multi-colinearity, standard error of estimate, prediction and confidence intervals, model building, curvilinear models, qualitative variables, stepwise regression, residual analysis.
- 3. Time Series Analysis** **5 hours**
Index number, decomposition of a time series
- 4. Forecasting** **6 hours**
Choosing the appropriate forecasting technique, moving average, exponential smoothing, forecasting using time series model
- 5. Linear Programming** **15 hours**
Problem formulation, graphical solution, special cases, some standard LP models with application in business, sensitivity analysis and duality
- 6. Network Models** **7 hours**
Transporation and assignment problems, PERT and CPM

Text Books:

1. Mark L. Berenson, David M. Levine and Timothy K.Krehbiel: *Basic Business Statistics* (Ninth edition), Pearson
2. G D Eppen, F J Gould and CP Schmidt: *Introductory Management Science*, Prentice- Hall

Reference Books:

1. Levin, Richard I., David S. Rubin, Joel P. Stinson and Everest S. Gardner (Jr): *Quantitative Approaches to Management*, McGraw-Hill.
2. Siegel, Andrew F.: *Practical Business Statistics*, Irwin.
3. Taha, Hamady, A.: *Operations Research. An Introduction*, McMillan.

PSY 101.3 (Credit hours 3)

Psychology

BBA, Second Year, Fourth Semester

Course Objectives:

The course aims to provide students with the knowledge of psychology, the basis of human behavior and the different psychological process.

Course Contents:

- 1. Definition of Psychology as a Behavioral Science** **5 hours**
Definition and Meaning; Meaning of Behavior, S-R and S-O-R Paradigms; Overt vs. Covert Behavior; Psychology as Empirical Science; Methods of studying Psychology; Scope of Psychology; Contribution of Psychology in different fields
- 2. Biological Bases of Behavior** **5 hours**
Human Body: Neuron as the Basic Unit of the Nervous System and functions Neuron, Division of Nervous System – Central and Peripheral, Sympathetic Systems and their functions
- 3. Learning and Memory** **6 hours**
Learning: meaning types of learning, classical conditioning, trial and error, operant conditioning, insightful learning: reinforcement and learning, schedules of reinforcement, incentives and feedback, transfer of learning.
Memory: meaning, memorization process, types of memory, meaning of forgetting, types and its causes
- 4. Emotions and Motivation** **6 hours**
Emotions: meaning, nature, types; development and differentiation of emotions: meaning, concept of motives, types of motives and hierarchy of motives, conflict of motives, frustration, stress and coping of emotions as motives
- 5. Sensation, Attention, and Perception** **10 hours**
Sensation as a raw material for experience, Various types of senses: visual, auditory, olfactory, kinesthetic, vestibular and other senses. Attention: meaning factors of attention, types of attention, span, fluctuation and division of attention, distraction. Perception: meaning laws of perception and perceptual grouping. Errors in perception: illusions, hallucinations and delusions
- 6. Thinking and Problem Solving** **6 hours**
Thinking: meaning, types of thinking, convergent and divergent thinking. Process of concept formation: abstraction, generalization and discrimination. Meaning of problem solving, step of problem solving and set in problem solving
- 7. Intelligence** **5 hours**
Concept, Types of intelligence: general and specific, intelligent quotient (IQ). Measurement of intelligence: major tests of intelligence (Benet –Simon Test)
- 8. Personality** **5 hours**
Concept and nature. Personality and culture relationships. Factors influencing personality development. Assessing personality: self-report test, situational and projective tests (Rorschach Ink- Blot Test and TAT)

Text Book:

1. Mangal, S.K: *General Psychology*, Sterling Publishers Pvt. Ltd

Reference Books:

1. Morgan, C. and J.W.King: *Introduction to Psychology*, Tata McGraw-Hill.
2. Hilgard, Atkinson and Atkinson: *Introduction to Psychology*, Oxford and IBH, India.

RCH 101.3 (Credit hours 3)

Research Methodology

BBA, Second Year, Fourth Semester

Course Objectives:

This course aims to familiarized students with the basic concepts of research methodology as used in business administration with a view to develop their capability to conduct small research projects and write effective research reports.

Course Contents:

- 1. Research in Business** **5 hours**
Research in business administration, Applying scientific thinking to business administration problems, The research process, Role of research in business administration, Nature of business research, Ethics in business research
- 2. Review of Literature** **6 hours**
Concept and need for review of literature, Steps in review of literature, Organizing library findings, Evaluating the literature, Recording references, Developing a theoretical framework
- 3. Sampling** **4 hours**
Concept of sample and sampling, Sampling process and problems, Types of samples: probability and non probability sampling, Determination of the sample size, Sampling and non-sampling errors
- 4. Measurement and Scaling** **5 hours**
Variable and its types, Nature of measurement, Reliability and validity, Nature of scaling, Response methods, Scale construction
- 5. Research Designs** **6 hours**
Descriptive (historical, exploratory, case study and developmental), Comparative (correlational and causal-comparative), Experimental, and Qualitative research designs
- 6. Problem and Hypothesis Formulation** **6 hours**
Concept of a problem, Steps in problem formulation, Research questions, Characteristics of a well formulated problem, Concept and formulation of hypothesis
- 7. The Research Proposal** **2 hours**
Topic selection, criteria of topic selection, purpose of research proposal, contents of research proposal.
- 8. Data Collection Instruments** **6 hours**
Methods of collecting primary data, Questionnaire designing, Research interview, Exploration and use of secondary data, Coding, editing, and tabulating
- 9. Data Analysis** **4 hours**
Presenting data in tables, graphs and diagrams, Use of descriptive and inferential statistical techniques in data analysis and interpretation of results, Concept and importance of qualitative data analysis
- 10. Research Report Writing** **4 hours**
Concept and purposes of report writing and presentation, Types of reports, Components and layout of various types of reports, Essentials of a good report

Text Books:

1. Donald Cooper and Pamela Schindler: *Business Research Methods* (Sixth edition), TataMcGraw-Hill
2. Howard K. Wolff and Prem R. Pant: *Social Science Research and Thesis Writing*, Buddha Academic Publishers and Distributors

FIN 101.3 (Credit hours 3)

Finance I

BBA, Second Year, Fourth Semester

Course Objectives:

The two core courses on Finance, Finance I and Finance II, aim to provide students with basic understanding of important concepts in finance and investments. For students choosing to specialize in finance, the two core courses give them solid foundation. For students choosing to concentrate on other areas of management, the two core courses equip them adequately to understand financial decisions and communicate effectively with finance managers or finance professionals.

Course Contents:

- 1. Earnings and Cash Flow Analysis** **3 hours**
Inadequacy of accounting numbers; Emphasis on Free Cash Flow; Interpretation of Financial Ratios.
- 2. Liquidity and Working Capital Management** **3 hours**
Working capital and its components; Cash conversion cycle; Managing cash, inventories, and receivables.
- 3. Concepts of Return and Time value of Money** **9 hours**
Compound interest, compounding frequency and their implication on future values of an investment; Periodic interest rate and effective annual interest rate; Discounting and present values of cash flows; Valuation of level and growth perpetuities, annuities; Nominal return, inflation, and real return; Nominal and real interest rate/ discount rate.
- 4. Introduction to Concept of Risk** **9 hours**
Concept of Expected Value, Variance, Standard Deviation, and Covariance of Returns; Limitation of Variance as a measure of risk; Normal distribution and adequacy of expected return and variance.
Concept of diversification; Use and limitations of diversification in risk reduction; Market versus unique risk; Assets versus portfolio risk.
Capital Asset Pricing Model (CAPM) and beta as a measure of asset risk.
- 5. Valuation of Default Risk Free Bond** **6 hours**
Price and yield relationship of a bond; Price risk of a default risk free bond; Coupon rate and price risk; maturity and price risk.
- 6. Valuation of Common Stock** **6 hours**
Book value, Liquidation value, Replacement Cost Value, Dividend Discount Model of stock valuation. Growth stocks and income stocks; Earning per share and P/E multiple; growth, reinvestment, ROE and stock Price; Market Efficiency and Stock Price Behavior
- 7. Capital Investment Decisions** **6 hours**
Superiority of Net Present Value (NPV) over pay back period, accounting rate of return, internal rate of return (IRR), discounted payback period, and profitability index.
Estimating cash flows: sunk cost, opportunity cost, cannibalization, sales creation and the concept of incremental cash flows.
Capital Replacement Decision; Optimal Timing of Investment; Comparing investment with different lives; Capital Rationing Problem. Sensitivity and Scenario analysis;
- 8. Capital Structure and Theories of Capital Structure** **6 hours**
Modigliani and Miller's (MM) irrelevance proposition of Capital Structure; Static Tradeoff Theory of Capital Structure; Pecking Order Theory; Impact of debt on incentive and agency problems. Cost of Capital and Weighted Average Cost of Capital

Text Book:

1. Brealey, R.A., Myers S.C., Marcus A.J.: *Fundamentals of Corporate Finance*, McGraw- Hill International edition.

Reference Books:

1. Brigham, E.F., Gapenski, L. C., and Ehourhardt: *Financial Management: Theory and Practice*, Harcourt College Publication, 9th edition.
2. Van Horne, J.C., and Wachowicz, JR.: *Fundamentals of Financial Management*, Prentice- Hall India Ltd.