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## Course Contents for Subjects with Code: BBA

This document only contains details of courses having code **BBA**.



Code	Subject Title	Cr. Hrs	Semester
BBA-101	Introduction to Business	3	I
Year	Discipline		
1	Business Administration, Commerce		

**Business:** Meaning, Nature, Scope and Importance. Problems, Functions and Qualities of a Businessman, Types of Businesses.

**Sole Proprietorship:** Features, Importance, Merits and Demerits.

**Partnership:** Features, Merits and Demerits, Co-ownership Vs. Partnership; Classification of Partners; Rights, Duties and Liabilities of Partners, Dissolution of Partnership.

**Joint Stock Company:** Features, Merits and Demerits, Formation, Memorandum of Association; Articles of Association, Prospectus, Capital, Management, Meetings, Winding up.

**Cooperative Society:** Features, Kinds, Merits and Demerits.

**Combination:** Meaning, Causes and Purposes, Advantages and Disadvantages. Types of Combination. Forms of Combination.

**Trade:** Wholesales, Retail, Import and Export. Export Promotion Bureau and its role.

**Marketing Operation:** Definition, Functions, Scope Advantage and Disadvantage, Marketing Versus Selling.

**Channels of Distribution:** Meaning, Functions, Kinds, Selection of Channels, Advantages.

**Sales Promotion:** Meaning, Objects and Methods.

**Advertising:** Meaning, Objects, Types, Merits and Demerits Advertising Media.

**Warehousing:** Definition, Functions, Kinds.

**Business Risk:** Definition, Types, Methods of Handling Risk.

**Insurance:** Meaning, Principles, Kinds (Life, Fire, Marine) Importance.

#### Recommended Books:

1. Asakari Zaidi S A, Fundamentals of Business, Orient Publishers, Karachi.
2. Nisar-ud-Din, Business Organization, Aziz Publishers, Urdu Bazar, Lahore.
3. Muhammad Irshad, Introduction to Business, Naveed Publications Lahore.
4. Khalid Mehmood Cheema, Introduction to Business, Syed Mobin Mahmood & company, Lahore.
5. Theodore J Sielaff and John W Aberle, Introduction to Business, Belmont, California Wardsworth Publishing Company, Inc.
6. Glass & Baker, Introduction to Business.
7. Ali M H, Introduction to Business.
8. Koontz & Weirick, Management.

Note: **Latest Editions of the recommended books may be included.**