MANAGEMENT

1. Management yesterday and today
   - Historical background of Management
   - Managing in the New Era
     The Internet, Globalization, Knowledge Management and Collaboration across “boundaries”.

2. Planning: Delivering strategic value, the basic planning process, strategic planning, types of plans and decision making.

3. Organizing: Building a dynamic organization, fundamentals of organizing (differentiation & integration), organization structure (vertical & horizontal). Empowerment (Centralization & Decentralization), Coordination by (Standardization by plan & by adjustment). (Human Resource Management; (HRM); Planning, Recruitment, Selection and Training etc).


5. Controlling: Learning and Changing, Basic Control Process, Control Techniques and IT, Organizing for Innovation (Technology, Job Design & HR Development, Project Implementation and Unleashing Creativity)

RECOMMENDED BOOKS


PAPER-II
Part-I
MARKETING

Marks: 50

1. **The Field of Marketing:** Marketing Role and what is it all about: Who Performs Marketing Functions, Marketing and Customer Value, Satisfaction and Loyalty, Global Marketing Systems, 4Ps (Product, Price, Place and Promotion).


3. **Product:** Product Planning and Development, Product line and Product mix strategies, Branding, Packaging, Other Product Features and Services Marketing.

4. **Price:** Price determination (An Ethical Dilemma, Factors Influencing, and Setting Pricing etc.), Pricing Strategies (Price Vs Non Price Competition, Geographic Pricing, Discount & Allowances, Special Pricing Strategies and Situations etc).

5. **Place:** Middlemen and Distribution Channels, Designing, Selecting and Distribution of Channels, Retailing and Wholesaling.

6. **Promotion:** Marketing Communications Mix (Personal Selling, Advertising, Sales Promotion and Publicity or Public Relations).

**RECOMMENDED BOOKS**


RECOMMENDED BOOKS

1. Principles of Managerial Finance, Lawrence J. Gitman, Pearson Education Asia
4. Advanced Corporate Finance (Policies and Strategies), Joseph P. Ogden Frank C. Jen Philip F. O’Connor, Farhan Raza Printers, Islamabad