

**ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD
(Department of Business Administration)**

FUNDAMENTALS OF BUSINESS (9501)

CHECKLIST

SEMESTER: AUTUMN 2013

This packet comprises the following material:

1. Text book
2. Course Outline
3. Assignment No. 1, 2
4. Assignment forms (two sets)
5. Schedule for submitting the assignments and tutorial meetings

If you find anything missing, in this packet, out of the above mentioned material, please contact at the address given bellow:

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ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD
(Department of Business Administration)

WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

ASSIGNMENT No. 1

Course: Fundamentals of Business (9501)

Semester: Autumn 2013

Level: PGD (HRM)

Total Marks: 100

Pass Marks: 50

Note: Attempt all the questions. Examples with special reference to Pakistan will carry more credit.

- Q. 1 Explain the term business with examples. Discuss the key stakeholders of business and their role in the business matter. **(20)**
- Q. 2 What is social responsibility and why it is maintained? Critically discuss the social responsibilities to customers and environment in detail. **(20)**
- Q. 3 Explain partnership with examples. Critically discuss the characteristics of partnership in detail. **(20)**
- Q. 4 Explain organizational structure. Critically discuss the various types of organizational structures in detail. **(20)**
- Q. 5 Explain managerial skills. Critically discuss the various types of managerial skills in detail. **(20)**

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research-oriented activity. You are required to submit a term paper and present the same in the workshop prior to the final examination. Presentation component is compulsory for all students. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you. You are required to prepare two copies of Assignment No. 2. Submit one copy to your teacher for evaluation and the second copy for presentation in the classrooms in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination.

Include the following main headings in your report:

- a) Introduction to the topics
- b) Important sub-topics

- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) SWOT analysis of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You may use transparencies, charts and any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic number 5 (the last digit):-

Topics

- 1. Business Decisions
- 2. Joint Stock Company
- 3. Departmentalization
- 4. Determinants of Market price
- 5. Quality Standards
- 6. Capital Structure
- 7. Risk Management
- 8. Life Insurance
- 9. Business Environment
- 10. Employees Output

**FUNDAMENTALS OF BUSINESS
Course Outline (9501)**

Unit – 1: Motives and Functions of Business

- 1.1 Goals of Business
- 1.2 Resources used to Produce Products and Services
- 1.3 Key Stakeholders in Business
- 1.4 Business Environment
- 1.5 Types of Business Decisions

Unit–2: Social Responsibilities

- 2.1 Responsibility to Customers
- 2.2 Responsibility to Stakeholders
- 2.3 Responsibility to Environment
- 2.4 Responsibility to Community
- 2.5 Responsibility to Employees

Unit–3: Forms of Business Ownership and Skills

- 3.1 Sole Proprietorship
- 3.2 Partnership
- 3.3 Company
- 3.4 Corporation
- 3.5 Managerial Skills

Unit– 4: Organizational Structures

- 4.1 Organizational Structure: Purpose and Types
- 4.2 Accountability in Organizational Structures

- 4.3 Distributing Authority among Jobholders
- 4.4 Employees Output
- 4.5 Departmentalization

Unit–5: Assessing Economic Conditions

- 5.1 Impact of Economic Growth
- 5.2 Impact of Inflation
- 5.3 Determinants of Market Price
- 5.4 Government Influence on Economic Conditions
- 5.5 Economic Effect Across Business Functions

Unit–6: Improving Productivity and Quality

- 6.1 Resources Used for Production Process
- 6.2 Selecting a Site
- 6.3 Selecting Design and Layout
- 6.3 Production Control
- 6.4 Quality Standards

Unit–7: Financing

- 7.1 Methods of Equity Financing
- 7.2 Methods of Debt Financing
- 7.3 Issuing Securities
- 7.4 Capital Structure
- 7.5 Remedies of Debt Problems

Unit–8: Risk Management

- 8.1 Risk: Introduction and Types
- 8.2 Risk Analysis
- 8.3 Overview of Risk Management
- 8.4 Insurable Risks
- 8.5 Uninsurable Risks

Unit–9: Insurance

- 9.1 Vehicle Insurance
- 9.2 Property Insurance
- 9.3 Life Insurance
- 9.4 Health Insurance

Recommended Book:

Madura, Jeff. (2012). Fundamentals of Business. Mason OH: South-Western CENGAGE Learning.

Additional Books:

Dlabay, Burrow, and Kleindl. (2011) Intro to Business. Mason OH: South-Western CENGAGE Learning.

Ristau A. r. (2010). Intro to Business: 21st Century Business. (2nd Edition). Mason: South-Western CENGAGE Learning.

