



SUKKUR INSTITUTE OF BUSINESS ADMINISTRATION



**Students Handbook**

on

# **Comprehensive Examinations**

it contains

minimum information,

rules and regulations

which we (Examinations Department)

feel to share with students

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**DISCLAIMARE:** The competent authority of Sukkur Institute of Business Administration reserves all rights to change and update any data and information presented herein and also amends the policies given herein. (Updated on: November 16, 2015)

# Introduction

All MBA graduates are required to pass Comprehensive Examinations on completion of coursework. This three to six hours examination is held after every regular semester. After completion of coursework, the maximum period/time allowed to clear the Comprehensive Examinations is five years. Students failed to qualify the Comprehensive Examinations during stimulated time, he/she will only get provisional transcript clearly mentioning caption in the bottom of the transcript “for award of degree certificate he/she has to qualify the Comprehensive Examinations”.

Comprehensive Examinations takes place twice in a years and shall be held on second Sunday of July and February of every years.

There are following seven courses in the Comprehensive Examinations.

- ✓ Accounting
- ✓ Economics
- ✓ Finance
- ✓ Marketing
- ✓ Management
- ✓ Statistics
- ✓ Case Study

**Note:** Students are required to pass at least five courses including Case Study to qualify Comprehensive Examinations. All courses excluding Case Study will of 30 minutes each and Case Study will of three hours.

**There are separate course outlines for MBA (MIS), and MBA (Banking and Finance) it is also added that in these said programs courses and their passing criterias also varies from above policy. The course outlines of all three programs i.e. MBA (MIS), and MBA (Banking and Finance) may be provided on request.**

## ACCOUNTING

### Financial Accounting

- **Adjusting and Closing Process**
  - ✓ Accrual and Deferrals
  - ✓ Types of Adjusting Entries
  - ✓ Closing Temporary Amounts
  - ✓ After Closing Trial Balance
- **Accounting for Long Term Assets**
  - ✓ Tangible Assets and Depreciation
  - ✓ Intangible Assets and Amortization
  - ✓ The Natural Resource and Depreciation
- **Corporation**
  - ✓ Formation of Corporation
  - ✓ Types of Stocks
  - ✓ Issuance and Recording of Stocks
  - ✓ Reporting of Stockholders Equity in Balance Sheet
  - ✓ EPS
  - ✓ Book Value and Market Value Per Share

### Managerial Accounting

- **Cost Volume Profit Analysis**
  - ✓ Contribution Margin
  - ✓ CVP Relationship in Graphic Form
  - ✓ Application of CVP Concepts
  - ✓ Breakeven Analysis
  - ✓ Target Profit Analysis
  - ✓ The Margin of Safety
  - ✓ Operating Leverage
  - ✓ The Concept of Sales Mix
- **Budgeting**
  - ✓ The Basic Framework of Budgeting
  - ✓ Advantages of Budgeting
  - ✓ Choosing a Budget Period
  - ✓ Self Imposed Budget
  - ✓ Zero Based Budget
  - ✓ Budget Committee
  - ✓ The Preparation of Master Budget
  - ✓ The Budgeted Financial Statements
  - ✓ International Aspects of Budgeting

### Reference Books:

1. “Accounting the Basic for Business Decisions” 13<sup>th</sup> Edition by Williams Haka Berner
2. “Accounting the Basic for Business Decisions” 9<sup>th</sup> Edition by Meigs and Meigs
3. “Managerial Accounting” 11<sup>th</sup> Edition by Garrison Noreen Brewer

Course Contents for

**ECONOMICS**

**Microeconomics**

- Demand and Supply: Elasticities and Applications
- Consumer Behavior
- Pure Competition
- Pure Monopoly
- Monopolistic Competition and Oligopoly

**Macroeconomics**

- Measuring Economic Activity
- Consumption and Investment
- Business Fluctuation and the Theory of Aggregate Demand
- Unemployment and Inflation
- Monetary Policy and Fiscal Policy

**Reference Books:**

1. “Economics” 16<sup>th</sup> Edition by Campbell R. Mc Connell, Stanley L. Brue
2. “Economics” 18<sup>th</sup> Edition by Paul A. Samuelson, William D. Nordhaus

Course Contents for

**FINANCE**

- **Time Value of Money**
- **Analysis of Financial Statements**
- **Bond Valuation**
- **Stock valuation**
- **Risk and Returns**
- **Cost of Capital**
- **Capital Budgeting Tools**
- **Dividend Policy**

**Reference Books:**

1. **“Fundamentals of Financial Management” 11<sup>th</sup> Edition by Brigham and Houston**

**MANAGEMENT**

- **Pioneering Ideas in Management**
  - ✓ Classical Viewpoint
  - ✓ Behavioral Viewpoint
  - ✓ Contemporary Viewpoint
  - ✓ System Theory/ Z Theory
- **Understanding Competitive Environment and Organizational Culture**
  - ✓ External Environment of Organization
  - ✓ Internal Environment of Organization
- **Managerial Decision Making**
  - ✓ The Nature of Managerial Decision Making
  - ✓ Managerial Decision Making Process
  - ✓ The Creativity Factor in Decision Making
- **Establishing Organizational Goals and Plans**
  - ✓ The Planning Process
  - ✓ The Nature of Organizational Goals
  - ✓ Management by Objectives
- **Strategic Management**
  - ✓ SWOT (Competitive) Analysis
  - ✓ Corporate Level Strategy
  - ✓ Business Level Strategy
  - ✓ Strategy Implementation
- **Basic Elements of Organizational Structure**
  - ✓ The Nature of Organizational Structure
  - ✓ Job Design
  - ✓ Methods of Vertical and Horizontal Coordination
- **Strategic Organization Design**
  - ✓ Organizational Structure Alternatives
  - ✓ Using Organizational Structure to Promote Innovation
- **Managing Diverse Human Resource**
  - ✓ HRM Process (HR Planning, Staffing, Development, Evaluation and Compensation)
- **Motivation**
  - ✓ The Nature of Motivation
  - ✓ Need Theories
  - ✓ Cognitive Theories
  - ✓ Reinforcement Theories
- **Leadership**
  - ✓ How Does Leader Influence Others
  - ✓ Situational Leadership Models
  - ✓ Transformational and Transactional Models

- **Controlling the Organization**
  - ✓ Control as Management Function
  - ✓ The Control Process
  - ✓ Types of Control
  - ✓ Managerial Approaches to Control
  - ✓ Assessing Control System
  
- **Entrepreneurship and Small Business**
  - ✓ The Nature of Entrepreneurship
  - ✓ Factors Influencing Entrepreneurship
  - ✓ Preparing to Operate Small Business
  - ✓ Managing a Small Business

**Reference Books:**

1. **“Management” 3<sup>rd</sup> Edition by Bartol and Martin**
2. **“Modern Management” 9<sup>th</sup> Edition by Samuel C. Certo**
3. **“Principles of Management” 6<sup>th</sup> Edition by Hill and Mc Shane**

## Course Contents for

### **MARKETING**

- **Marketing in a Challenging World: Creative Customer Value and Satisfaction**
  - ✓ What is Marketing, Marketing Management and its Philosophies?
  - ✓ Marketing Challenges in the New “Connected” Millennium
- **Strategic Planning and Marketing Process**
  - ✓ Strategic Planning and the Company’s Business and Mission Defined
  - ✓ Designing the Business Portfolio and Market Mix
- **The Marketing Environment**
  - ✓ The Company’s Micro-Environment and Macro-Environment
  - ✓ Responding to Marketing Environment
- **Marketing Research and Information**
  - ✓ The Marketing Information System
  - ✓ The marketing Research Process
- **Consumer Markets and Consumer Buyer Behavior**
  - ✓ Models of Consumer Behavior
  - ✓ Types of Buying Decision Behavior
  - ✓ The Buyer Decision Process
- **Market Segmentation, Targeting and Positioning for Competitive Advantages**
- **Product and Services Strategy**
  - ✓ What is Product and Levels of Product?
  - ✓ Services Marketing
- **Pricing Products: Pricing Consideration and Approaches**
  - ✓ Internal and External Factors to Consider When Setting Prices
- **Promotion Mix**
  - ✓ Advertising, Sales Promotion, Public Relations, Personal Selling and Direct Marketing
- Measuring and Forecasting Demands

#### **Reference Books:**

1. “Principles of Marketing” 9<sup>th</sup> Edition by Philip Kotler



## Course Contents for

### **STATISTICS**

- **Basic Statistical Measures**
  - ✓ Mean and Median
  - ✓ Mode and Range
  - ✓ Standard Deviation and Variation
- **Normal Distribution**
  - ✓ Uses and Applications
  - ✓ Determining Probabilities Using Area Tables
- **Estimation Theory**
  - ✓ Confidence Intervals for Mean of One and Two Populations
  - ✓ Confidence Intervals for Variance of Populations
- **Testing and Hypothesis**
  - ✓ Type I and Type II errors
  - ✓ One-Tailed and Two-Tailed Tests
  - ✓ Testing Means Variance and Proportions of Populations
- **Regression and Correlation**
  - ✓ Linear Regression and Correlation
  - ✓ Estimation of Error Variance
  - ✓ Testing Regression and Correlation Coefficient
- **Analysis of Variance**
  - ✓ One and Two Way Classification

#### **Reference Books:**

1. “Practical Statistics by Examples” 2<sup>nd</sup> Edition by Terry Sincich
2. “Introductory Statistics for Management and Economics” 4<sup>th</sup> Edition by James L. Kenkel
3. “Introduction to Statistics” 8<sup>th</sup> Edition by Niel A. Weiss

## CASE STUDY

### ▪ Instructions for Students

1.
  - A) Read the questions of Case Study first carefully, written in the bottom of the Case Study.
  - B) Students should first summarize / rehash case material at the end of the answer scripts. This will be marked as rough and will need to be struck off before submission of answer script.
  - C) Highlighters or coloured pens will not be allowed to mark the case. No comments to be written on the case. Only fine/normal blue or black pens or pencils will be allowed to underline, if need be.
  
2. Students will be required to prepare a case report comprising the following:
  - A) Introduction (to the company)
  - B) External and Internal Environment Analysis
  - C) Statement of Major Problem (one para)  
List of Minor Problems (to be numbered)
  - D) Three (03) Strategic Alternatives
  - E) Choice of One Best Alternative with Reasons  
Plan of Action

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- ✓ Answer limits (only indicative but not to be ignored) will be given on the question paper (Assumption lines = 10/12 words per line).
  - ✓ Answer Size will depend on the size of the handwriting and will be based on the above assumption and the specified line / page limit.
  - ✓ Essay form of answers will be required and not bullet points except for the minor problems which will be listed with each listing in 2/3 lines and a few sentences.
  - ✓ Each of the 3-Strategic Alternatives should be numbered and captioned and will start from a new line / para.
  - ✓ Each Section to be marked clearly and should start from a new line / para.

## Comprehensive Examinations Course Outlines for MBA(MIS)

### Course Contents for

### **Programming**

- **Introduction to Programming**
  - ✓ Data Types and Variables
  - ✓ Operators
  - ✓ Selection Structures
  - ✓ Iteration Structures
  - ✓ Functions
  - ✓ Arrays
  
- **Object Oriented Programming**
  - ✓ Classes and Methods
  - ✓ Overloading vs Overriding of Methods
  - ✓ Inheritance and Abstract Classes
  - ✓ Exception Handling

#### **Reference Books:**

1. “Turbo C Programming for PC” by Robert Lafore
2. “Object Oriented Programming in C++” 4<sup>th</sup> Edition by Robert Lafore
3. “Let us C” by Yashwant Kumar
4. “Programming with C” by Scham’s Outline Series

## Comprehensive Examinations Course Outlines for MBA(MIS)

### Course Contents for System Analysis and Design

- **Structured Analysis and Design (DFD, ERD)**
- **Object Oriented Analysis and Design**
  - ✓ Class Diagram and Specifications
  - ✓ State Diagram
  - ✓ Sequence Diagram
- **Use of Case Diagrams**
- **Software Process Models**
- **Software Project Scheduling**

#### Reference Books:

1. “System Analysis and Design” 5<sup>th</sup> Edition, by Kendal and Kerdall, Prentice Hall
2. “System Analysis and Design Models” 6<sup>th</sup> Edition by Jaffer L. Whetten, Lonnie D. Bentley, McGraw

## Comprehensive Examinations Course Outlines for MBA(MIS)

### Course Contents for Management Information Systems

- Introduction to Management Information Systems
- MIS Models
- Achieving Competitive Advantages with IS
- System Life Cycle Methodologies
- Database and Information Management
- Telecommunication and Networks
- Securing IS
- Enterprise Applications
- Electronic Commerce
- Decision Support Systems (DSS)
- Building IS

#### Reference Books:

1. “Management Information Systems” 8<sup>th</sup> Edition, by Raymond Mc Leod, Jr, Pearson
2. “Essentials of Management Information System” 6<sup>th</sup> Edition by Kenneth C. Laudon, Prentice Hall
3. “Management Information System” 8<sup>th</sup> Edition, by James A. O’Brien

## Comprehensive Examinations Course Outlines for MBA(MIS)

### Course Contents for Database Management Systems

- Introduction to Database and DBMS
- Entity Relationship Model
- Relational Model and Generalized Semantic Model (GSM)
- Translation of ER-Model to Relational Model
- Relational Algebra
- SQL, Advanced SQL and Embedded SQL
- Integrity Constraints
- Functional Dependencies
- Normalization Process
- Relational Database Design using Functional Dependencies
- Concurrency Control
- Transactions Management
- Recovery System
- Query Processing and Optimization
- Distributed Database Systems (DDBMS)
- Object Oriented Database Systems

#### Reference Books:

1. “Database Systems” 2<sup>nd</sup> Edition, by Conolly, Begg and Strachan, Addison Wesley
2. “An Introduction to Database Systems” 6<sup>th</sup> Edition by Date, Addison Wesley
3. “Modern Database Systems” by Kim