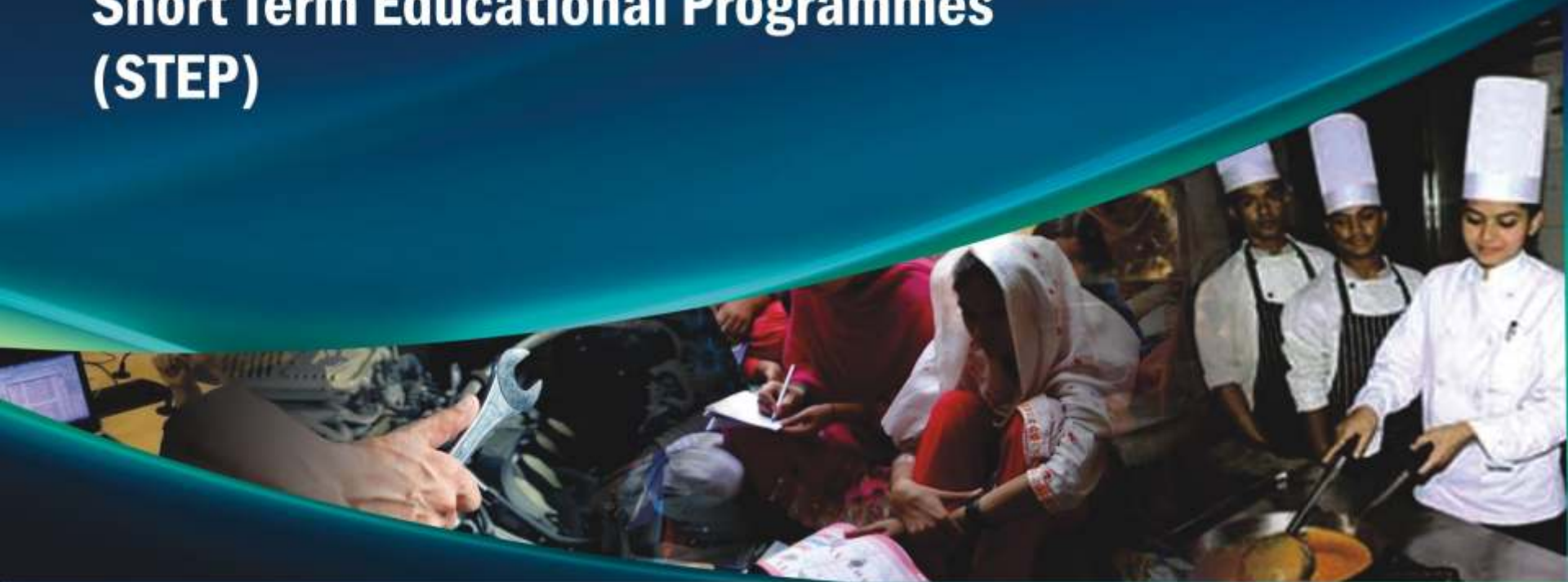


**AIOU**

# Prospectus

**Short Term Educational Programmes  
(STEP)**



**ALLAMA IQBAL OPEN UNIVERSITY**

[www.aiou.edu.pk](http://www.aiou.edu.pk)

**PROSPECTUS  
FOR  
SHORT TERM EDUCATIONAL COURSES**

**Admission Open Throughout The Year**



**Bureau for University Extension Special Program/Projects  
Allama Iqbal Open University  
Islamabad**

Price Rs.50/-

**(All Rights are Reserved with the Allama Iqbal Open University)**

Year of Printing	_____	2016
Quantity	_____	1000
Price	_____	Rs.50/-
Composed by	_____	Asrar ul Haque Malik
Printer	_____	AIOU, Islamabad
Publisher	_____	AIOU, Islamabad

# CONTENTS

	Page No.
1. Introduction .....	4
2. Objectives.....	5
3. How does the programme work? .....	5
4. For whom .....	6
5. General Information.....	6
6. Mode of payment .....	6
7. Note .....	6
8. List of courses .....	7
8.1 Management Sciences.....	7
8.2 Social Sciences .....	10
8.3 Community Education.....	12
8.4 Agriculture Sciences.....	14
8.5 Hotel Services.....	15
9. Fee Structure .....	16

## **1. Introduction**

The Allama Iqbal Open University was established in 1974 under an Act of parliament. It was the second open university of the world and the first of its kind in Asia and Africa when it was established. Now more than 60 such universities are providing distance education and it is among the 4 top mega universities of the world. The aim of establishing AIOU was to provide affordable and accessible education through distance learning at the door-steps to those people who could not continue their studies through formal system of education. The University (AIOU) operates on semester system and enroll students in Autumn and Spring semesters. Under-graduate admissions are offered in both the semester whereas post-graduate courses are offered once a year. The enrolled students are given course books, audio video cassettes, specially prepared by the university based on self instructional principles. However, at the post-graduate level, reprints of foreign books, allied material along with study guides help students to polish their skills.

At present, the AIOU is offering programs from Matric to Ph D level in diverse disciplines included in the four faculties. The University has established study centres across the country, where distance education students are provided necessary guidance by their respective tutors. Moreover, the university has established full time study centres, wherein the students of MBA, BS (CS), and MS. are being provided instruction, guidance and counseling through face-to-face education. AIOU is offering 4-year under- graduate degrees. In some courses teaching is provided by radio, TV programmes.

Apart from curricular and extra-curricular activities during the academic year, the AIOU and its regional centres actively participate in the co-curricular activities by arranging educational and literary seminars, workshops and conferences, attended not only by the students and faculties of the university but also by renowned dignitaries and scholars. For the science students and research scholars, a science complex has been built, where they use the latest equipment of international standard. To meet the present day challenges internet facility is also available in the student's hostel and the central library, where computers have been provided to enable students to access latest information available through open source databases.

The Bureau for University Extension and Special Programmes (Projects) (BUESP) offers Short Term Educational Programmes (STEPS), a novel study plan for those who want to improve their capabilities and skills in the given disciplines at any time, at any place, at their convenience and at their pace. Whether some one is in pursuit of

knowledge or want to know the basics, there is a study plan for the concerns.

The programmes are offered in the following areas.

- |    |                      |            |
|----|----------------------|------------|
| 1. | Management Sciences  | 22 courses |
| 2. | Social Sciences      | 13 courses |
| 3. | Community Education  | 19 courses |
| 4. | Agriculture Sciences | 05 courses |
| 5. | Hotel Services       | 05 courses |

**Note: You can apply anytime throughout the year. You may take one to six (1-6) courses at a time on single admission form**

## 2. Objectives

- ◆ To inculcate personal, social, technical and professional awareness.
- ◆ To offer a variety of skill-oriented courses to the professionals.
- ◆ To provide opportunities to enhance professional knowledge and skills.

## 3. How does the programme work?

- ◆ Apply any time throughout the year on a prescribed application form available at AIOU Regional Offices and Head Office at Islamabad.
- ◆ Within 4 weeks, you will get the study material that includes a book, a learning game, an evaluation paper and feedback performa.
- ◆ Minimum study time for a course stretches up to three months. However, you may take more time as per your convenience.
- ◆ An evaluation paper at the end of the course will enable you to get a certificate, if successful.
- ◆ Feedback performa duly filled in, may also be returned together with the evaluation paper.

**Note:** For each Hotel Services course a one month internship will be compulsory in a hotel/restaurant/ bakery, in order to qualify, for the certificate.

#### **4. For whom**

Everyone is welcome. There is a variety of courses and you can choose one to six (1–6) suitable courses for the enhancement of your personal and professional development. However, matric to onward qualification is preferable to have a correct record of the candidates. (An attested copy of SSC and NIC).

#### **5. General Information**

- ◆ STEPs offer courses, which are suitable for your career development.
- ◆ Study material of STEPs can also be used for in house training necessary for your specific field.  
You may also take these courses with your regular university study program.

#### **6. Mode of payment**

Payment should be made through Challan Forms or through bank draft in favour of Treasurer, Allama Iqbal Open University, H-8. Islamabad.

#### **7. Note**

Please send your admission form to the following address:-

##### **Coordinator STEPs**

Room No. 07, Block No. 10

Allama Iqbal Open University,

Sector H-8, Islamabad. Pakistan

Telephone No. 051-9057846, 051-9057149

#### **8. List of the Courses**

##### **8.1 Management Sciences**

<b>Course Code</b>	<b>Courses</b>
--------------------	----------------

<b>1041</b>	<b>Successful International Marketing Begins at Home: An introduction: Marketing for Pakistani Exporters</b>
-------------	--

	An overview of international marketing, the marketing mix, Global market segmentation, why people buy? Understanding your market, the product mix, the price mix, choosing effective sales tools, the distribution mix.
--	---

- 1042           The World of International Business**  
World trade and international business activities, theories of international business, organization of world trade, National controls over international business, foreign-exchange and trade financing, structure of international business operations.
- 1043           Export Marketing Research: Organization, Conduct and Analysis**  
Export market potential analysis: preliminary: Screening for attractive country market: Analysis of industry market potential through desk research: Company sales potential analysis through field research: Sources of information in desk research carrying out field investigation: Developing your export marketing plan and strategy.
- 1044           Product Adaptation for Export**  
Products: organizing for product development, New product ideas, using market research, Designing the product, from designs to market.
- 1045           Export Channel Management**  
Introduction to export channel management, first second and last step in export channel management, selective activity.
- 1046           The Cultural Dimensions of International Business Negotiations: A Guide for Pakistani Negotiators**  
Components of international business negotiations, profiles for negotiations, managing negotiations.
- 1047           Export Marketing: Promoting your Product**  
Export capability, promotional options, group promotional endeavors, preparing for promotion, promotion in practice.
- 1048           International Transportation and Physical Distribution**  
Exporting in Pakistan, international distribution, transportation alternatives, ancillary services to transportation, terms of trade: documentation, international, transportation problems, issues and future.
- 1049           Costing for Export**  
Essentials of cost accounting, elements of cost, direct costs, Indirect costs- cost accounting methods, costing techniques, break-even analysis, pricing for export.

- 1050 Pricing for Export**  
Role of costs, demand and competition, research for pricing decisions: pricing power, procedure for setting prices, price quotations: Negotiation, non-price considerations.
- 1051 Getting Paid: Managing your Money**  
Ways of getting paid, collections and documents, managing foreign exchange risk, contracts and disputes, basic documentation, checklist, documentation completion checklist, some common terms used in international trade: Incoterms responsibilities and risks: Letter of credit special features: Various kinds of collections.
- 1052 Legal Aspects of Foreign Trade: The Export Transaction**  
Distribution in international trade: International contracts of sale: Delivery: Export finance: Documentation of international trade: Cargo insurance: International transport.
- 1053 Export Strategy: Developing an Export Marketing Plan**  
Developing export strategy: The customer: The competition: The company environmental analysis: Where, how and when to complete? Strategy implementation: Excellence in export performance.
- 1054 Material Management: Warehousing, Purchasing, Handling & Procurement of Materials**  
Scope and objectives of warehousing in material management, provisioning, purchasing, warehousing, type and layout of stores, building and areas, warehousing, organization and control, material handling and store room equipment, stacking care and preservation of stores.
- 1055 Material Management: Packing, Storage, Standardization & Computerization of Materials**  
Packing and marking: Pest control: Inspection, insurance and fire prevention: Accounting of stores: Accounting forms and documents: Stock verification: Discrepancies and adjustment standardization and computerization.
- 1056 Marketing for Executives**  
Marketing fundamental, marketing functions, consumer behaviors, The product and price, retail marketing, wholesale marketing, sales promotion, marketing information and research, marketing policies and segmentation.

- 1057**                    **Improving Your Skills in Business Communication**  
 Interpersonal communications; variables and systems of communications: Organizational communications; Business application; Skills, business reports.
- 1058**                    **Modern Approach to Business**  
 Business and its nature: Organization chart: Marketing: operational factors: Personnel: Finance: Quantitative controls for decision-making; Legal and regulatory environment.
- 1059**                    **Promoting your Goods in the Market**  
 Promotional concepts and advertising media: Concepts and practice of sales promotion: Methods and techniques of sales promotion: Product literature and direct mail: Personal selling: Assessment and using advertising: Media advertising and promotion in consumer marketing strategy, planning and implementing promotional campaign; Advertising agencies and implementation of campaign.
- 1060**                    **Everyday Business Law**  
 Performance of contracts, law of indemnity, guarantee bailment and agency sale of good act, negotiable instruments, partnership formation, Partnership changes and dissolution, limited companies incorporation, companies accounts and audit.
- 1061**                    **Banking law and Practice**  
 Fundamental of money & banking, banking in Pakistan, International financial institution, non interest banking, monetary policy and sectorial financing, practices and law of banking, foreign trade, foreign exchange and letters of credit.
- 1062**                    **Principles of Insurance**  
 Types of insurance, kinds of insurance organizations, life insurance accounting, state and insurance, life insurance, fire insurance, marine insurance, insurance (miscellaneous).

## **8.2 Social Sciences**

- | <b>Course Code</b> | <b>Courses</b>   |
|--------------------|--|
| <b>1101</b>        | <b>Pakistan's Foreign Policy: Determinants and Evolution</b><br>Determinants of Pakistan's foreign policy: Fixed 'determinants, variable determinants, domestic sources, |

- International context: Evolution of Pakistan's foreign policy: First phase (1947-1953) Second phase (1954-1962) Third phase (1963-1971) Fourth phase (1972-1977) Fifth phase (1978-Todate)
- 1102** **Pakistan's Relations with Neighboring Countries: India, Afghanistan, Iran and China**  
Pakistan's relations with India, survey of issues in India-Pakistan relations: Indo-Pak relations in 1980: Pakistan relations with Afghanistan: Pak-Afghan relations after Soviet military – intervention in Afghanistan: Sino-Pak relations: Sino-Pak relations before 1960: Sino-Pak US-Axis: Pak-China economic relations: Pakistan's relations with Iran.
- 1103** **Changing dynamics of Pakistan's Foreign Policy: From Bipolar to Unipolar World**  
Pakistan's relations with USA 1st Phase 1947-54, 2nd Phase 1955-62, 3<sup>rd</sup> Phase 1963-69, 4<sup>th</sup> Phase 1970-77, 5<sup>th</sup> Phase 1978 to Date: Relations with USSR: Relation before 1954: Relations after 1955: Relation from 1965-70: Relation after 1970 Pak Soviet relations in the wake of Soviet military intervention in Afghanistan.
- 1104** **Pakistan's Relations with Muslim World and third World**  
Dynamics and history' and Pakistan's relations with the Islamic world: Pakistan and Palestine problem: Arab-Israel wars and Iran Iraq war: Pakistan and the under developed world: Anti colonialism in Pakistan and in South Asia.
- 1109** **Arabic for Daily use (Urdu & Arabic)**  
Basic vocabulary and dialogues of every day life between different people at different places.
- 1110** **Arabic for Doctors (Urdu & Arabic)**  
Name of some important medicines: Basic vocabulary and dialogues with specialist doctors: Vocabulary and dialogues in health laboratory and dispensaries.
- 1111** **Arabic for Engineers (Urdu & Arabic)**  
Basic vocabulary and dialogues for engineers of different fields i.e. civil engineers, electrical engineers and agriculture etc.
- 1112** **Advertising (Urdu)**  
Types of advertising, advertisement campaign, successful advertising, sources of advertising

agency advertising in Pakistan.

1113

**Public Relations (Urdu)**

Protocol public relations as a profession: Nature, types and scope of public relations, public relations and publicity, sources of public relation, public relation and mass media, public relations in Pakistan, public relations officer.

1119

**Urdu Punjabi, Sindhi, Balochi & Pushto bol chal: Basic Sentences of Daily Use + Audio (4)**

Every day life conversation in Urdu and other Regional Languages of Pakistan.

**Note:** Audio cassettes are to be purchased separately on request.

1120

**Journalism (Urdu)**

Brief history of journalism: Journalistic language, editing, editorial writing, feature writing, column and review writing.

1121

**Arabic**

Al-Quran: Al-Hadith, Salat-ul-Juma, Homes of Allah, Al Din-ul-Musawat, Sulah-Hudaibia, women in Islam, patient and treatment, p. office: telegraph and telephone, poems: Grammar.

1122

**Refugee law**

The international protection of refugees, How it all began and developed? Towards a universal refugee concept. A brief introduction to international refugee law. Regional instruments, who is a refugee? Evaluation of the concept of person of concern to the United Nations High Commissioner for Refugee and Human Rights. The Human Rights machinery, regional instrument on human rights, practical protection. Protection of individual refugee. Promoting and assisting voluntary repatriation, helping refugees to resettle, The South Asia declaration on refugee.

### **8.3 Community Education**

**Course Code**

**Courses**

1151

**Child Care (Urdu)**

Care of pregnant women, care of newly born, supplementary feeding, growth and development, diarrhea ailment, common ailments and safety measures, prevention from malaria.

- 1154** **Everyday English (English/Urdu)**  
Talking about yourself, your education, your health and house, talking about shopping and hobbies, talking about past.
- 1155** **Population Welfare (Urdu)**  
Population, role of population in national development, health and population, role of women in Pakistan, population planning.
- 1156** **Motor Car Maintenance (English)**  
Faults and faults finding: Faults finding in engine and carburetion: When does engine needs overhauling? Working of clutch gear box, brakes and steering system.
- 1159** **Food and Nutrition**  
Food problems in Pakistan, balanced food, digestive system and food, factor effecting, The selection of food. Food needs of different age groups, New planning.
- 1161** **Selling of Home Made Products (Urdu)**  
What is market? Types of consumers, Types of selling, sales characteristics of salesmen, running a business, opportunities and problems in cottage industry, pricing of Product, accounts, small scale.
- 1162** **Garment Making-1 (Urdu)**  
Sewing kit and place for stitching: Sewing machine and its care, hand and machine stitching, Basic stitches for embroidery, threads, cloth making, purchase and characteristics.
- 1163** **Garment Making-2 (Urdu)**  
Measurement taking and sketch making: finishing, shalwar and qameez making: Children dress: Cloth care.
- 1165** **Family Health and Care (Urdu)**  
Cleanliness for the family, diseases, care of new born, Food needs of the family: Domestic first and human body and exercise.
- 1107** **Development of Child's Personality**  
Physical growth, cognitive development, Social and moral development: Individual difference, Personality development.

1114	<b>Common Health Problems. Their Prevention and Nutritional Therapy</b> Dietary management requiring calorie - controlled diets, diabetes and obesity, disorder of the cardiovascular system, maternal and infant diet.
1166	<b>First Aid-I (Urdu)</b> Introduction to First Aid. Preparation of First Aid box at home, human body, burns wounds, biting of poisonous animals/insects.
1167	<b>First Aid-II (Urdu)</b> General accidents: Bone fractures, shock, cardiac emergency, eating poisonous things.
1168	<b>Education (Urdu)</b> What is education? Types of education, problems of education in Pakistan, school and society growth of children, needs of children.

- i. Minimum study time for STEPs Courses is three months. However, you may take longer as per your convenience.
- ii. Evaluation of the assignments, pending i.e registration and allotting the roll numbers may take more time.

#### 8.4 Agriculture Sciences

Course Code	Courses
1158	<b>Vegetable Growing (Urdu)</b> Selection of suitable land for vegetable growing, preparation of seed bed and farm yard manure, use of fertilizer, vegetable for vegetable crops and their protection measures.
1115	<b>Fish Farming (Urdu)</b> Practical methods of fish farming, basic resources (Hand Water) ratio of stocking figure lings and breeds: Use of fertilizer, Feed diseases of fish and control measures, production and marketing.

- 1116 Seri Culture (Urdu)**  
Life cycle and habit of silk worm, preparation and rearing of silk worm. Hatching of eggs.
- 1117 Bee Keeping (Urdu)**  
Importance and future of bee keeping, practical methods of bee keeping, colony (Family) of honey bee: Role of queen in honey production.
- 1118 Tree Plantation (Urdu)**  
Importance of plantation: Selection of plants, Kinds of plants for plantation, Seasons for plantation practice methods: Care of plants.

## **8.5 Hotel Services**

### **Course Code Courses**

- 1139 Front Office (English)**  
Industry knowledge, Using customers related language, Front office system: Hotel market and customer: Profile: Welcoming guests to the hotel: Sales technique and product knowledge: Checking in guests and selling rooms: Issuing and controlling room keys: Dealing with guest inquiries.
- 1140 House Keeping (Urdu)**  
Introduction to house keeping department, Principles of cleaning: Safety, security and control, service of a checkout/departure room, servicing in different rooms, Providing and evening turn-down service, servicing public area, Effective communication.
- 1141 Food & Beverage Service (Urdu)**  
Introduction to food & beverage service: Principles of cleaning, basic hygiene carrying and clearing, Placing orders to kitchen and bar serving food, Serving wine & alcoholic beverages, Serving non alcoholic beverages, Preparing and serving buffet.
- 1142 Food Preparation (Urdu)**  
Understanding industry, Personnel hygiene for persons, Handling food culinary terms, knife skills, Washing and blanching food, kitchen management, Storing food: Pest Control, decorating Food, method of preparing different kind of food.

1143

**Pastry & Bakery (Urdu)**

Understanding industry, personal hygiene for persons: Handling food: Basic hygiene: Cleaning the pastry kitchen and preparing for work, Pastry terms, Using knife and other implements: Decorating food, preparing different kind of pastry items.

**For Hotel services courses one month internship is compulsory in any hotel/restaurant/bakery, in order to qualify for certification.**

**9. FEE STRUCTURE**

	<b>Fee</b>
Management Sciences .....	Rs.850/- (Per course)
Social Sciences .....	Rs.710/- (Per course)
Community Education.....	Rs.510/- (Per course)
Hotel Services .....	Rs.1280/- (Per course)
Agricultural Sciences .....	Rs.510/- (Per course)
Technology Fee (per student per semester).....	Rs. 100/-
Registration Fee.....	Rs.100/-

(The registration fee is payable if you are not already registered with the University)

## ہدایات برائے داخلہ شارٹ ٹرم ایجوکیشنل پروگرام

- 1 کوئی بھی مرد/عورت اس پروگرام میں داخلہ لے سکتا ہے۔
  - 2 داخلہ فارم کے ہمراہ (برائے حوالہ) میٹرک کی سند اور قومی شناختی کارڈ کی نقول (مصدقہ مطلوب ہیں۔)
  - 3 داخلہ سارا سال جاری رہتا ہے، داخلہ فارم درج ذیل پتہ پر ارسال کریں۔  
کوآرڈینیٹر شارٹ ٹرم ایجوکیشنل پروگرام  
بلاک نمبر 10، کمرہ نمبر 07  
علامہ اقبال اوپن یونیورسٹی، سیکٹر 8-H، اسلام آباد۔ ٹیلی فون نمبر: (051)9057846
  - 4 ایک داخلہ فارم کے اوپر ایک تاجچہ کورسز (اپنی پسند کے مطابق) میں داخلہ لیا جاسکتا ہے۔
  - 5 دورانہ تین ماہ (3) ہے۔
  - 6 امیدواران کے رجسٹریشن نمبر اور رول نمبر، سٹوفکیٹ ارسال کرتے وقت الاٹ ہوتے ہیں۔
  - 7 ہوٹل سروسز کے کورسز کے لئے کسی ہوٹل / ریسٹورنٹ / بیکری کی جانب سے ایک ماہ کی انٹرشپ کا ثبوت مہیا کرنے پر سٹوفکیٹ جاری کیا جاتا ہے۔
- نوٹ: امیدوار کو یونیورسٹی کی طرف سے تعلیمی مواد موصول ہونے کے بعد 2 ماہ (60 یوم) تک حل شدہ مشقیں بھجوانا ضروری ہے۔ بعد ازاں داخلہ نئے سرے سے لینا ہوگا۔