



Dr. Sajid Bashir

HoD Management and Social Sciences

The Faculty of Management and Social Sciences aims at producing graduates who can lead and guide the society with vision and have the ability with appropriate training to manage its resources effectively. A special emphasis has been given on business curriculum to create managers with high competence and ethical values. A unique combination of classroom experience and corporate training has been adopted in business studies to create managerial skills, confidence building and decision-making. Our graduate programs provide a good research opportunity to MS and PhD students. The Faculty has produced over 900 BS, 1800 MBAs, 700 MS and 25 PhD graduates in Finance, HR and Marketing. We are proud to claim that the alumni of the Faculty are serving different national and multinational organizations with professional zeal and competence.



Department of Management and Social Sciences

Bachelor in Business Administration (BBA)

Program Educational Objectives

- i. The graduates will contribute competently and efficiently as business professionals.
- ii. The graduates will demonstrate cross-discipline knowledge of core business functions.
- iii. The graduates will exhibit preparedness to respect diversity and work ethically.

BBA Graduate Attributes

- i. [Cross functional Knowledge] An ability to apply knowledge of mathematics, economics, management, marketing and finance fundamentals, to the solution of complex business problems.
- ii. [Problem Analysis] An ability to identify, formulate, research literature, and analyze complex business problems reaching substantiated conclusions using principles of management.
- iii. [Modern Tool Usage] An ability to create, select and apply appropriate techniques, resources, and IT tools, to complex corporate activities, with an understanding of the limitations.
- iv. [Business Solution] An ability to design solutions for complex business problems and design systems, component or processes that meet specified needs while maintaining business standards, cultural, societal, and environmental considerations.
- v. [Corporate Social Responsibility] An ability to understand the impact of business solutions in societal and environmental contexts by employing knowledge of societal, health, safety, legal and cultural issues for sustainable development.
- vi. [Entrepreneurial Skills] An ability to exhibit entrepreneurial skills which are necessary to implement new business ideas in an innovative way.
- vii. [Ethics] Apply ethical principles and commit to professional ethics and responsibilities and norms of business practice.
- viii. [Individual and Team Work] An ability to work effectively, as an individual or in a team, on multifaceted and /or multidisciplinary settings.
- ix. [Communication] An ability to communicate effectively, orally as well as in writing, on complex corporate activities with the business community and with society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- x. [Management Skills] An ability to demonstrate management skills and apply management principles to one's own work, as a member and/or leader in a team, to manage projects in a multidisciplinary environment.
- xi. [Lifelong Learning] An ability to recognize importance of, and pursue lifelong learning in the broader context of innovation and development.

1. Admission Requirements

- a) Higher Secondary School Certificate or Equivalent securing at least 45% marks in aggregate.
- b) CUST Admission Test/NTS test.

2. Specialization Areas

- a) Finance
- b) Management

3. Degree Requirements

Each candidate of BBA degree is required to complete 131Cr.Hrs. as per the following detail:

Area	Cr. Hrs.
a) Compulsory Requirements	29
b) General Requirements	24
c) Discipline Specific Requirements:	
Foundation Courses	27
Core Courses	15
Elective Courses	18
Specialization Courses	12
a) Project	6
b) Community Service	0
Total	131

a) Compulsory Requirements (29Cr. Hrs.)

Courses	Code	Cr. Hrs.
English I	HMB 1013	3
English II	HMB 1023	3
Verbal Communication Skills	BCMB 3033	3
Business Communications	BCMB 2033	3
Pakistan Studies	HMB 1002	2
Islamic Studies	HMB 1012	2
Business Mathematics	MTHB 2003	3

Principles of Macroeconomics	ECOB 1013	3
Statistics for Business	MTHB 3013	3
Introduction to Computing + Lab	CSB 1114	3+1

b) General Requirements (24 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Introduction to Psychology	HMB 2053	3
Introduction to Sociology	HMB 2063	3
Introduction to Logic	HMB 2123	3
Managerial Ethics	MGTB 3053	3
Personal Management & Grooming	HMB 1033	3
Language I	HMB 2xx3	3
Language II	HMB 3xx3	3
Major World Religions	HMB 2113	3

c) Discipline Specific Requirements:

Foundation Courses Core (27 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Principles of Accounting I	ACCB 2003	3
Principles of Marketing	MKTB 1003	3
Business Finance	FINB 3003	3
Principle of Management	MGTB 1003	3
Business Information System	MISB 1003	3
Introduction to HRM	HRMB 2003	3
Legal Environment in Business	LAWB 3003	3
Business Research & Report Writing	RCHB 3003	3
Principles of Microeconomics	ECOB 1003	3

Core Courses(15 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Principles of Accounting II	ACCB 2013	3
Management Information System	MISB 4043	3
Financial Management	FINB 3013	3
Marketing Management	MKTB 2013	3
Operation Management	MGTB 4043	3

Elective Courses (18 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Entrepreneurship and Innovation	ENTB 4003	3
Organizational Behavior	MGTB 4073	3
Consumer Behavior	MKTB 4033	3
International Business Management	MGTB 4133	3
Cost Accounting	ACCB 3033	3
Sales and Selling	MKTB 4153	3

Finance Specialization (12 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Money & Banking	BNKB 4033	3
Islamic Banking	BNKB 3043	3
Financial Market and Institutions	FINB 4133	3
Budgetary Control and Measures	FINB 4053	3
Auditing	ACCB 4023	3
Corporate Finance	FINB 4103	3
Financial Statement Analyses	FINB 4123	3
Public Finance	ECOB 3123	3

Portfolio Management	FINB 4063	3
Management Accounting	ACCB 3053	3

Management Specialization (12 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Total Quality Management	MGTB 3123	3
Project Management	MGTB 4093	3
Supply Chain Management	MISB 4183	3
Customer Relationship Management	MKTB 3233	3
Business Policy & Strategy	MGTB 3113	3
Leadership	MGTB 4113	3

Note: If a student does not fulfill the specialization requirements however, he has taken diversified courses, he will be given General BBA degree.

a Spring semester in each year. The summer semester is utilized for Business Projects or deficiency courses. The maximum duration to complete the BBA program is 7 years.

d) Project (6 Cr. Hrs.)

It is mandatory for every student to complete a Summer Project following the 6th semester or after the completion of 90 credit hours of course work.

e) Community Service:

Each student is required to complete 60 hours community work, usually after 4th semester which would be a prerequisite for the award of degree.

4. Duration:

This is a four year degree program comprising of 8 semesters. There is a Fall and



Scheme of Study

Semester-1(15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
ECOB 1003	Principles of Microeconomics	Foundation Core	3
MGTB 1003	Principles of Management	Foundation Core	3
HMB 1002	Pakistan Studies	Compulsory	2
HMB 1013	English-I	Compulsory	3
CSB 1113	Introduction to Computing	Compulsory	3
CSB 1111	Introduction to Computing Lab	Compulsory	1

Semester-2(17 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
MKTB 1003	Principles of Marketing	Foundation Core	3
MISB 1003	Business Information System	Foundation Core	3
ECOB 1013	Principles of Macroeconomics	Compulsory	3
HMB 1023	English-II	Compulsory	3
HMB 1033	Personal Management & Grooming	General	3
HMB 1012	Islamic Studies	Compulsory	2

Semester-3(18 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
HRMB 2003	Introduction of HR Management	Foundation Core	3
ACCB 2003	Principles of Accounting I	Foundation Core	3

MTHB	2003	Business Mathematics	Compulsory	3
BCMB	3033	Verbal Communication Skills	Compulsory	3
HMB	2xx3	Language –I	General	3
HMB	2053	Introduction to Psychology	General	3

Semester-4(15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
ACCB	2013	Principles of Accounting II	Major Core	3
MKTB	2013	Marketing Management	Major Core	3
BCMB	2033	Business Communication	Compulsory	3
HMB	2xx3	Language –II	General	3
HMB	2063	Introduction to Sociology	General	3

Semester-5(15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
FINB	3003	Business Finance	Foundation Core	3
RCHB	3003	Business Research & Report Writing	Foundation Core	3
MTHB	3013	Statistics for Business	Compulsory	3
MGTB	3053	Managerial Ethics	General	3
HMB	3xx3	Introduction to Logic	General	3

Semester-6(15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
LAWB	3003	Legal Environment in Business	Foundation Core	3

FINB	3013	Financial Management	Major Core	3
ACCB	3033	Cost Accounting	Major Elective	3
MISB	3043	Management Information System	Major Core	3
MG/FIN	3xx3	Specialization I	Specialization	3

Semester-7 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
ENTB	4003	Entrepreneurship and Innovation	Major Elective	3
MGTB	4043	Operations Management	Major Core	3
MKTB	4033	Consumer Behavior	Major Elective	3
HMB	4xx3	Major World Religions	General	3
MG/FIN	3xx3	Specialization II	Specialization	3

Semester-8 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
MGTB	4073	Organizational Behavior	Major Elective	3
MG/FIN	3xx3	Specialization III	Specialization	3
MG/FIN	3xx3	Specialization IV	Specialization	3
MGTB	4133	International Business Management	Major Elective	3
MKTB	4153	Sales and Selling	Major Elective	3

Business Project (06 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
BBA	4916	Project	6



BS in Finance & Economics

Program Educational Objectives

- i. The graduates will demonstrate the functional knowledge of finance and economics.
- ii. The graduates will exhibit the ability to perform managerial tasks at operational and strategic level in specialized organizations.
- iii. The graduates will exhibit preparedness to respect diversity and work ethically.

F&E Graduate Attributes

- i. [Cross functional Knowledge] An ability to apply knowledge of mathematics, economics, management, marketing and finance fundamentals, to the solution of complex business problems.
- ii. [Problem Analysis] An ability to identify, formulate, research literature, and analyze complex business problems reaching substantiated conclusions using principles of management.
- iii. [Modern Tool Usage] An ability to create, select and apply appropriate techniques, resources, and IT tools, to complex corporate activities, with an understanding of the limitations.
- iv. [Business Solution] An ability to design solutions for complex business problems and design systems, component or processes that meet specified needs while maintaining business standards, cultural, societal and environmental considerations.

- v. [Corporate Social Responsibility] An ability to understand the impact of economics solutions in societal and environmental contexts by employing knowledge of societal, health, safety, legal and cultural issues for sustainable development.
- vi. [Entrepreneurial Skills] An ability to exhibit entrepreneurial skills which are necessary to implement new business ideas in an innovative way.
- vii. [Ethics] Apply ethical principles and commit to professional ethics and responsibilities and norms of business practice.
- viii. [Individual and Team Work] An ability to work effectively, as an individual or in a team, on multifaceted and /or multidisciplinary settings.
- ix. [Communication] An ability to communicate effectively, orally as well as in writing, on complex corporate activities with the business community and with society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- x. [Management Skills] An ability to demonstrate management skills and apply management principles to one's own work, as a member and/or leader in a team, to manage projects in a multidisciplinary environment.
- xi. [Lifelong Learning] An ability to recognize importance of, and pursue lifelong learning in the broader context of innovation and development.

1. Admission Requirements

- a) Higher Secondary School Certificate or Equivalent securing at least 45% marks in aggregate
- b) CUST Admission Test / NTS test.

2. Degree Requirements

Each candidate of the BS in Finance and Economics degree is required to complete 131Cr.Hrs. as per the following detail:

Area	Cr. Hrs.
a) Compulsory Requirement	29
b) General Requirements	24
c) Discipline Specific Requirements	
Foundation Courses	27
Core Courses	15
Elective Courses	15
Specialization Courses	15
d) Business Project	6
e) Community Service	0
Total	131

a) Compulsory Requirements (29 Cr. Hrs.)

Courses	Code	Cr. Hrs.
English I	HMB 1013	3
English II	HMB 1023	3
Verbal Communication Skills	BCMB 3033	3
Business Communications	BCMB 2033	3
Pakistan Studies	HMB 1002	2
Islamic Studies	HMB 1012	2

Business Mathematics	MTHB 2003	3
Principles of Macroeconomics	ECOB 1013	3
Statistics for Business	MTHB 3013	3
Introduction to Computing + Lab	CSB 1114	3+1

b) General Requirements(24 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Introduction to Psychology	HMB 2053	3
Introduction to Sociology	HMB 2063	3
Introduction to Logic	HMB 2123	3
Managerial Ethics	MGTB 3053	3
Personal Management & Grooming	HMB1033	3
Language I	HMB 2133	3
Language II	HMB 3143	3
Major World Religions	HMB 2113	3

c) Discipline Specific Courses Foundation Courses (27 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Principles of Accounting I	ACCB 2003	3
Principles of Marketing	MKTB 1003	3
Business Finance	FINB 3003	3
Principle of Management	MGTB 1003	3
Business Information System	MISB 1003	3
Introduction to HRM	HRMB 2003	3
Legal Environment in Business	LAWB 3003	3

Business Research & Report Writing	RCHB 3003	3
Principles of Microeconomics	ECOB 1003	3

Core (15 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Principles of Accounting II	ACCB 2013	3
Management Information System	MISB 4043	3
Financial Management	FINB 3013	3
Marketing Management	MKTB 2013	3
Cost Accounting	ACCB 3033	3

Elective (15 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Operation Management	MGTB 4043	3
Financial Statement Analysis	FINB 4143	3
Corporate Finance	FINB 4103	3
Project Management	MGTB 4063	3
Budgetary Measures And Control	FINB 4053	3

Specialization (15 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Portfolio Management	FINB 4063	3
Monetary Economics	ECOB 3053	3
Financial Information Systems	FINB4163	3
Managerial Accounting	ACCB 4033	3
Money & Banking	BNKB 4033	3

Islamic Banking	BNKB 4043	3
Financial Market and Institutions	FINB 4133	3
Auditing	ACCB 4023	3
Public Finance	ECOB 3123	3
Money and Capital Markets	FINB 4153	3
Risk Management	FINB 4173	3
Development Finance	FINB 4183	3
International Trade and WTO	ECOB3133	3
Taxation	ACCB4043	3
Global Finance	FINB 4193	3
Project Finance	FINB 4233	3

d) Project (6 Cr. Hrs.)

It is mandatory for every student to complete a Summer Project following the 6th semester or after the completion of 90 credit hours of course work.

e) Community Service

Each student is required to complete 60 hours community work, usually after 4th semester which would be a prerequisite for the award of degree.

3. Duration

This is a four year degree program comprising of 8 semesters. There is a Fall and a Spring semester in each year. The summer semester is utilized for business Project or deficiency courses. The maximum duration to complete the BS program is 7 years.



Scheme of Study

Semester-1 (15Cr.Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
ECOB 1003	Principles of Microeconomics	Foundation Core	3
MGTB 1003	Principle of Management	Foundation Core	3
HMB 1002	Pakistan Studies	Compulsory	2
HMB 1013	English-I	Compulsory	3
CSB 1113	Introduction to Computing	Compulsory	3
CSB 1111	Introduction to Computing Lab	Compulsory	1

Semester-2 (17Cr.Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
MKTB 1003	Principles of Marketing	Foundation Core	3
MISB 1003	Business Information System	Foundation Core	3
ECOB 1013	Principles of Macroeconomics	Compulsory	3
HMB 1023	English II	Compulsory	3
HMB 1033	Personal Management & Grooming	General	3
HMB 1012	Islamic Studies	Compulsory	2

Semester-3 (18Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
HRMB 2003	Introduction of HR Management	Foundation Core	3
ACCB 2003	Principles of Accounting I	Foundation Core	3
MTHB 2003	Business Mathematics	Compulsory	3

BCMB	3033	Verbal Communication Skills	Compulsory	3
HMB	2xx3	Language –I	General	3
HMB	2053	Introduction to Psychology	General	3

Semester-4 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
ACCB	2013	Principles of Accounting II	Major Core	3
MKTB	2013	Marketing Management	Major Core	3
BCMB	2033	Business Communication	Compulsory	3
HMB	3xx3	Language II	General	3
HMB	2063	Introduction to Sociology	General	3
HMB	1012	Islamic Studies	Compulsory	2

Semester-5 (15Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
FINB	3003	Business Finance	Foundation Core	3
RCHB	3003	Business Research & Report Writing	Foundation Core	3
MTHB	3013	Statistics for Business	Compulsory	3
MGTB	3053	Managerial Ethics	General	3
HMB	2123	Introduction to Logic	General	3
HMB	1012	Islamic Studies	Compulsory	2

Semester-6 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
LAWB	3003	Legal Environment in Business	Foundation Core	3

FINB	3013	Financial Management	Foundation Core	3
ACCB	3033	Cost Accounting	Major Core	3
MISB	3043	Management of Information Systems	Major Core	3
MGTB	4063	Project Management	Major Elective	3

Semester-7 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
FINB	4143	Financial Statement Analysis	Major Elective	3
FINB	4103	Corporate Finance	Major Elective	3
HMB	2113	Major World Religions	General	3
xxxx	4xx3	Specialization I	Specialization	3
xxxx	4xx3	Specialization II	Specialization	3

Semester-8 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
FINB	4163	Budgetary Measures and Control	Major Elective	3
MGTB	4043	Operations Management	Major Elective	3
xxxx	4xx3	Specialization III	Specialization	3
xxxx	4xx3	Specialization IV	Specialization	3
xxxx	4xx3	Specialization V	Specialization	3

Business Project (06 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
BFE	4916	Project	6

Master in Business Administration (2.5 Years)

Program Educational Objectives

- i. The graduates will contribute competently and efficiently as business professionals.
- ii. The graduates will continuously develop business skills to contribute in rapidly changing corporate environment.
- iii. The graduates will be able to evaluate and solve business problems in the light of social and cultural values.

MBAE Graduate Attributes

- i. [Cross functional Knowledge] An ability to apply knowledge of mathematics, economics, management, marketing and finance fundamentals, to the solution of complex business problems.
- ii. [Problem Analysis] An ability to identify, formulate, research literature, and analyze complex business problems reaching substantiated conclusions using principles of management.
- iii. [Modern Tool Usage] An ability to create, select and apply appropriate techniques, resources,



- and IT tools, to complex corporate activities, with an understanding of the limitations.
- iv. [Business Solution] An ability to design solutions for complex business problems and design systems, component or processes that meet specified needs while maintaining business standards, cultural, societal, and environmental considerations.
 - v. [Business Research] An ability to investigate complex business problems in a methodical way including literature survey, design and develop of systems, analysis and interpretation of business data, and synthesis of information to derive valid conclusions.
 - vi. [Corporate Social Responsibility] An ability to understand the impact of business solutions in societal and environmental contexts by employing knowledge of societal, health, safety, legal and cultural issues for sustainable development.
 - vii. [Entrepreneurial Skills] An ability to exhibit entrepreneurial skills which are necessary to implement new business ideas in an innovative way.
 - viii. [Ethics] Apply ethical principles and commit to professional ethics and responsibilities and norms of business practice.
 - ix. [Individual and Team Work] An ability to work effectively, as an individual or in a team, on multifaceted and /or multidisciplinary settings.
 - x. [Communication] An ability to communicate effectively, orally as well as in writing, on complex corporate activities with the business community and with society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
 - xi. [Management Skills] An ability to demonstrate management skills and apply management principles to one's own work, as a member and/or leader in a team, to manage projects in a multidisciplinary environment.
 - xii. [Lifelong Learning] An ability to recognize importance of, and pursue lifelong learning in the broader context of innovation and development.



1. Admission Requirements

- a) A minimum of 14 years of education (bachelor's degree) in any discipline with minimum 45% marks.
- b) Two years work experience.
- c) CUST Admission Test/GAT

2. Degree Requirements

Candidates must successfully complete following requirements for grant of MBA Professional degree:

Area	Cr. Hrs.
a) Core Courses	42
b) Elective Courses	09
c) Specialization Courses	09
d) Business Project	06
Total	66

(a) Core Courses (42 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Management Theory and Practice	MGTP 3003	3
Marketing Theory and Practice	MKTP 3003	3
Economics	ECOP 3033	3
Business Mathematics and Statistics	MTHP 3023	3
Financial Accounting	ACCP 3013	3
Human Resource Management	HRMP 3003	3
Management Information Systems	MISP 4043	3
Operations Management	MGTP 3043	3
Business Communication	BCMP 3043	3
Financial Management	FINP 4013	3
Strategic Marketing	MKTP 4023	3
Project Management	MGTP 4063	3
Business Law and Ethics	LAWP 4013	3
Strategic Management	MGTP 4023	3

(b) Elective Courses (9 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Organizational Behavior	MGTP 4073	3
Change Management	MGTP 4083	3
Business Research and Report Writing	MGTP 4103	3
Leadership	MGTP 4113	3
Entrepreneurship & Innovation	ENTP 4003	3
Special Topics in Management Sciences	MGTP 4xx3	3

(c) Specialization (9 Cr. Hrs.)**i. Finance**

Courses	Code	Cr. Hrs.
Corporate Finance	FINP 4023	3
Analysis of Financial Statements	FINP 4123	3
Portfolio Management	FINP 4063	3
International Financial Management	FINP 4213	3
Special Topics in Finance	FINP 4813	3

ii. Human Resource Management

Courses	Code	Cr. Hrs.
Recruitment and Selection	HRMP 4143	3
Training and Development	HRMP 4013	3
Conflict and Negotiation	HRMP 4103	3
Strategic HRM	HRMP 4053	3
Special Topics in HRM	HRMP 4813	3
Special Topics in Management Sciences	MGTP 4xx3	3

iii. Marketing

Courses	Code	Cr. Hrs.
Brand Management	MKTP 3053	3
Consumer Behavior	MKTP 4033	3
Services Marketing	MKTP 4013	3
Customer Relationship Management	MKTP 3233	3
Advertising & Sales Promotion	MKTP 3043	3
Special Topics in Marketing	MKTP 4813	3

d) Business Project (6 Cr. Hrs.)

It is mandatory for every student to complete a Summer Project following the 3rd semester or after the completion of 45 credit hours of course work.



3. Duration

This is a 2.5 years degree program comprising of 5 semesters with minimum of 66 Cr. Hrs. There is a Fall and a Spring semester in each year. The summer sessions are utilized for Business Projects or deficiency courses. The maximum duration to complete the degree is 4 years.



Scheme of Study

Semester-1 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
MGTP 3003	Management Theory and Practice	Core	3
MKTP 3003	Marketing Theory and Practice	Core	3
ECOP 3033	Economics	Core	3
MTHP 3023	Business Mathematics and Statistics	Core	3
ACCP 3013	Financial Accounting	Core	3

Semester-2 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
HRMP 3003	Human Resource Management	Core	3
MISP 4043	Management Information System	Core	3
MGTP 4043	Operations Management	Core	3
BCMP 3033	Business Communication	Core	3
FINP 4013	Financial Management	Core	3

Semester-3 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
MKTP 4023	Strategic Marketing	Core	3
MGTP 4063	Project Management	Core	3
LAWP 4013	Business Law and Ethics	Core	3

xxxx	4x3	Elective- I	Elective	3
xxxx	4x3	Specialization- I	Specialization	3

Semester-4 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
MGTP 4023	Strategic Management	Core	3
xxxx	4x3	Elective- II	3
xxxx	4x3	Elective-III	3
xxxx	4x3	Specialization- II	3
xxxx	4x3	Specialization- III	3

Semester-5(6 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
MBAP 4916	Business Project	Project	6

Master in Business Administration (3.5)

Program Educational Objectives

- i. The graduates will contribute competently and efficiently as business professionals.
- ii. The graduates will continuously develop business skills to contribute in rapidly changing corporate environment.
- iii. The graduates will be able to evaluate and solve business problems in the light of social and cultural values.

MBA Graduate Attributes

- i. **[Cross functional Knowledge]** An ability to apply knowledge of mathematics, economics, management, marketing and finance fundamentals, to the solution of complex business problems.
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design and develop of systems, analysis and interpretation of business data, and synthesis of information to derive valid conclusions.

- vi. **[Corporate Social Responsibility]** An ability to understand the impact of business solutions in societal and environmental contexts by employing knowledge of societal, health, safety, legal and cultural issues for sustainable development.
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- xi. **[Management Skills]** An ability to demonstrate management skills and apply management principles to one's own work, as a member and/or leader in a team, to manage projects in a multidisciplinary environment.
- xii. **[Lifelong Learning]** An ability to recognize importance of, and pursue lifelong learning in the broader context of innovation and development.

1. Admission Requirements

- a) Fourteen years of education leading to a bachelor's degree in any discipline e.g. BA, B.Sc. B.Com, BCS, etc.
- b) Minimum 45% marks in aggregate
- c) CUST Admission Test / GAT

2. Specialization Areas

- a) Finance
- b) Human Resource Management
- c) Marketing

3. Degree Requirements

Area	Cr. Hrs.
a) Undergraduate Deficiency Courses	60
b) Undergraduate Business Project	06
c) Graduate Core Courses	12
d) Graduate Elective Courses	06
e) Graduate Specialization Courses	12
Total	96

a) Undergraduate Courses (60 Cr.Hrs.)

Courses	Code	Cr. Hrs.
Principles of Accounting I	ACCM 2003	3
Principles of Accounting II	ACCM 2013	3
Cost Accounting	ACCM 3033	3
Business Communications	BCMM 2033	3
Principles of Microeconomics	ECOM 1003	3
Legal Environment in Business	LAWM 3003	3
Ethical Issues in Corporate Environment	MGTM 3143	3
Principles of Macroeconomics	ECOM 1013	3
Entrepreneurship and Innovation	ENTM 4003	3

Business Finance	FINM 3003	3
Financial Management	FINM 3013	3
Introduction to HR Management	HRMM 2003	3
Principles of Management	MGTM 1003	3
Organizational Behavior	MGTM4073	3
Management Information System	MISM 4043	3
Principles of Marketing	MKTM 1003	3
Marketing Management	MKTM 2013	3
Business Mathematics and Statistics	MTHM 1023	3
Verbal Communications Skills	BCMM 3033	3
Business Research and Report Writing	RCHM 3003	3

b) Graduate Core Courses (12 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Corporate Finance	FINM 5023	3
Strategic Management	MGTM 5023	3
Strategic Marketing	MKTM 5023	3
Advance Project Management	MGTM 5063	3

c) Graduate Elective Courses (06Cr.Hrs.)

Courses	Code	Cr. Hrs.
International Business	MGTM 5093	3
Operation Management	MGTM 5083	3
Performance Management	MGTM 5123	3
Leadership and Art of Management	MGTM 5113	3

d) Graduate Specialization Courses (12 Cr. Hrs.)**i) Finance**

Courses	Code	Cr. Hrs.
Analysis of Financial Statements	FINM 5123	3
Investment Analysis & Portfolio Management	FINM 6173	3
Financial Markets and Institutions	FINM 6133	3
International Financial Management	FINM 5223	3
Financial Modeling	FINM 6193	3

ii) Human Resource Management

Courses	Code	Cr. Hrs.
Recruitment and Selection	HRMM 5143	3
Training and Development	HRMM 6013	3
Salary and Compensation Management	HRMM 6143	3
Strategic HRM	HRMM 6053	3
Change Management	HRMM 6113	3

iii) Marketing

Courses	Code	Cr. Hrs.
Services Marketing	MKTM 6123	3
Brand Management	MKTM 6073	3
Advertising and Sales Promotion	MKTM 5043	3
Customer Relationship Management	MKTM 6133	3
International Marketing	MKTM 6053	3

MBA Regular students can complete their degree without thesis by completing 66 undergraduate and 30 graduate credit hours. As an option they can also register for research thesis (6 Cr. Hrs.), if they want to, to enable them for PhD admission without deficiency.

4. Duration

This is a 3.5 year degree program comprising of 7 semesters with minimum of 96 Cr. Hrs. There is a Fall and a Spring semester in each year. The summer sessions are utilized for Business Projects, deficiency or repeat courses. The maximum duration to complete the degree is 6 years.



Scheme of Study

Undergraduate Course Work

Semester-1 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
MGTM 1003	Principles of Management	Undergrad	3
MKTM 1003	Principles of Marketing	Undergrad	3
MTHM 1023	Business Mathematics and Statistics	Undergrad	3
ACCM 2003	Principles of Accounting-I	Undergrad	3
BCMM 3033	Verbal Communications Skills	Undergrad	3

Semester-2 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
BCMM 2033	Business Communication	Undergrad	3
ECOM 1003	Principles of Microeconomics	Undergrad	3
HRMM 2003	Introduction to HR Management	Undergrad	3
ACCM 2013	Principles of Accounting-II	Undergrad	3
MKTM 2013	Marketing Management	Undergrad	3

Semester-3 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
ECOM 1013	Principles of Macroeconomics	Undergrad	3
FINM 3003	Business Finance	Undergrad	3

MGTM	3143	Ethical Issues in Corporate Environment	Undergrad	3
ACCM	3033	Cost Accounting	Undergrad	3
LAWM	3003	Legal Environment in Business	Undergrad	3

Semester-4 (15 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
BCMM	3003	Business Research and Report Writing	Undergrad	3
FINM	3013	Financial Management	Undergrad	3
ENTM	4003	Entrepreneurship and Innovation	Undergrad	3
MGTM	4073	Organizational Behavior	Undergrad	3
MISM	4043	Management Information Systems	Undergrad	3

Business Project (6 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
MBAR	4916	Business Project	Project	6

Graduate Course Work

Semester-5 (12 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.	
FINM	5023	Corporate Finance	Core	3
MGTM	5023	Strategic Management	Core	3
xxxx	5xx3	Elective-I	Elective	3

xxxx	5x3	Specialization-I	Specialization	3
Semester-6 (12 Cr. Hrs.)				
Course Code		Course Title	Course Category	Cr. Hrs.
MKTM	5023	Strategic Marketing	Core	3
MGTM	5063	Advance Project Management	Core	3
xxxx	5x3	Elective-II	Elective	3
xxxx	5x3	Specialization-II	Specialization	3

Semester-7 (06 Cr. Hrs.)

Course Code		Course Title	Course Category	Cr. Hrs.
xxxx	5x3	Specialization-III	Specialization	3
xxxx	5x3	Specialization-IV	Specialization	3
RCH	6056	Research Thesis (Optional)	Thesis	6



Master in Business Administration (Graduate)

(1.5 Years)

Program Educational Objectives

- i. The graduates will contribute competently and efficiently as business professionals.
- ii. The graduates will continuously develop business skills to contribute in rapidly changing corporate environment.
- iii. The graduates will be able to evaluate and solve business problems in the light of social and cultural values.

MBA Graduate Attributes

- i. [Cross functional Knowledge] An ability to apply knowledge of mathematics, economics, management, marketing and finance fundamentals, to the solution of complex business problems.
- ii. [Problem Analysis] An ability to identify, formulate, research literature, and analyze complex business problems reaching substantiated conclusions using principles of management.
- iii. [Modern Tool Usage] An ability to create, select and apply appropriate techniques, resources, and IT tools, to complex corporate activities, with an understanding of the limitations.
- iv. [Business Solution] An ability to design solutions for complex business problems and design systems, component or

processes that meet specified needs while maintaining business standards, cultural, societal, and environmental considerations.

- v. [Business Research] An ability to investigate complex business problems in a methodical way including literature survey, design and develop of systems, analysis and interpretation of business data, and synthesis of information to derive valid conclusions.
- vi. [Corporate Social Responsibility] An ability to understand the impact of business solutions in societal and environmental contexts by employing knowledge of societal, health, safety, legal and cultural issues for sustainable development.
- vii. [Entrepreneurial Skills] An ability to exhibit entrepreneurial skills which are necessary to implement new business ideas in an innovative way.
- viii. [Ethics] Apply ethical principles and commit to professional ethics and responsibilities and norms of business practice.
- ix. [Individual and Team Work] An ability to work effectively, as an individual or in a team, on multifaceted and /or multidisciplinary settings.
- x. [Communication] An ability to communicate effectively, orally as well as in writing, on complex corporate activities with the business community and with society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

xi. [Management Skills] An ability to demonstrate management skills and apply management principles to one's own work, as a member and/or leader in a team, to manage projects in a multidisciplinary

environment.

xii. [Lifelong Learning] An ability to recognize importance of, and pursue lifelong learning in the broader context of innovation and development.



1. Admission Requirements

- a) Sixteen years of schooling or four years of education after F.A/F.Sc. leading to BBA/MBA/MPA or equivalent
- b) Minimum 2.00/4.00 CGPA or 50% marks
- c) Admission Test / GAT (General)

2. Specialization Areas

- a) Finance
- b) Human Resource Management
- c) Marketing

3. Course Deficiency

Applicants with non-business degree may be required to take some Undergraduate courses to fulfill pre-requisite deficiencies if so determined by the graduate admission committee. The deficiency Cr. Hrs. will not count towards the minimum Cr. Hrs. required for award of degree. The maximum number of deficiency courses for students who are changing their domain is given in the following table:

Area	Cr. Hrs.
BBA (Honors, 16 years education) / MBA	Nil
MA / M.Sc /BS	30
a) Core Courses	12
b) Elective Courses	06
c) Specialization Courses	12
Total	30

(a) Core Courses (12 Cr. Hrs.)

Courses	Code	Cr. Hrs.
Corporate Finance	FING 5023	3
Strategic Management	MGTG 5023	3
Strategic Marketing	MKTG 5023	3
Advance Project Management	MGTG 5063	3

(b) Elective Courses (06 Cr. Hrs.)

Courses	Code	Cr. Hrs.
International Business	MGTG 5093	3
Operation Management	MGTG 5083	3
Leadership and Art of Management	MGTG 5113	3

(c) Specialization Courses (12 Cr. Hrs.)

i) Finance

Courses	Code	Cr. Hrs.
Analysis of Financial Statements	FING 5123	3
Investment Analysis & Portfolio Management	FING 6173	3
Financial Markets and Institutions	FING 6133	3
International Financial Management	FING 5223	3
Financial Modeling	FING 6193	3

ii) Human Resource Management

Courses	Code	Cr. Hrs.
Recruitment and Selection	HRMG 5033	3
Training and Development	HRMG 6013	3
Salary and Compensation Management	HRMG 6143	3
Strategic HRM	HRMG 6053	3
Change Management	HRMG 6113	3

iii) Marketing

Courses	Code	Cr. Hrs.
Services Marketing	MKTG 6123	3
Brand Management	MKTG 6073	3

Advertising and Sales Promotion	MKTG 6043	3
Customer Relationship Management	MKTG 6133	3
International Marketing	MKTG 6053	3

4. Duration

This is a 1.5 year degree program comprising of 03 semesters with minimum of 30 Cr. Hrs. There is a Fall and a Spring semester in each year. The summer sessions are utilized for Business Projects, deficiency or repeat courses. The maximum duration to complete the degree is 4 years.

6. Thesis(Optional)

MBA Graduate students can complete their degree without thesis by completing 30 graduate credit hours. As an option, they can also register for research thesis (6 Cr. Hrs) if they want to have research exposure.



Scheme of Study

Semester-1 (12 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
FING 5023	Corporate Finance	Core	3
MGTG 5023	Strategic Management	Core	3
xxxx 5xx3	Elective-I	Elective	3
xxxx 5xx3	Specialization-I	Specialization	3

Semester-2 (12 Cr. Hrs.)

Course Code	Course Title	Course Category	Cr. Hrs.
MKTG 5023	Strategic Marketing	Core	3
MGTG 5063	Advance Project Management	Core	3
xxxx 5xx3	Elective-II	Elective	3
xxxx 5xx3	Specialization-II	Specialization	3

Semester-3

Course Code	Course Title	Course Category	Cr. Hrs.
xxxx 5xx3	Specialization-III	Specialization	3
xxxx 5xx3	Specialization-IV	Specialization	3
RCH 6056	Research Thesis (Optional)	Thesis	6

MS Management Sciences

- b) Minimum 2.00/4.00 CGPA or 50% marks
- c) Admission Test / HEC Approved Test

1. Admission Requirements

- a) A minimum of 16 years of education leading to BBA/ MBA/ MPA or equivalent⁷.

2. Degree Requirements

A student admitted in this program will have to complete the degree requirements by following any one of the options given below:

Area	Cr. Hrs.
a) 24 Cr. Hrs course work with 6 Cr. Hrs thesis	30
b) 27 Cr. Hrs course work with 3 Cr. Hrs project	30
c) Course work only (10 Courses)	30

3. Core Courses

Students are required to qualify all the core courses listed below:

Courses	Code	Cr. Hrs.
Advance Strategic Marketing	MKT 6023	3
Strategic Finance	FIN 6053	3
Organizational Theory and Design	MGT 6033	3
Advance Research Methods	RCH 6013	3

4. Specialization Courses

A student can claim a specialization if he/she has completed 15 Cr. Hrs. including research work, if opted, from one of the specialization

areas mentioned below. Otherwise, on the completion of 30 Cr. Hrs., he/she will be awarded the MS Degree without any specialization.

i. Human Resource Management

Courses	Code	Cr. Hrs.
Research Methods in Social Sciences	HRM 6813	3
Performance Management	HRM 6023	3
Strategic Human Resource Management	HRM 6053	3

⁷Applicants with undergraduate degree from non-relevant areas may be required to take some undergraduate courses to fulfill pre-requisite deficiencies as determined by the Graduate Admission Committee. The deficiency Cr. Hrs. will not be counted towards the minimum Cr. Hrs. requirement for the award of the MS degree.

Industrial Psychology	HRM 6153	3
Organizational Development	HRM 6163	3
Cross Cultural HRM	HRM 6333	3
Conflict and Negotiation Management	HRM 6103	3
Change Management	HRM 6113	3
High Performance Work System	HRM 6083	3
Managing Groups and Teams	HRM 6183	3
HR Matrices	HRM 6253	3
Positive Organizational Behavior	HRM 6263	3
Entrepreneurial Leadership	HRM 6273	3
Current paradigms in HRM	HRM 6243	3
Occupational and Health Psychology	HRM 6283	3
Group Dynamics	HRM 6293	3

ii. Finance

Courses	Code	Cr. Hrs.
Case Studies in Corporate Finance	FIN 6033	3
Advance Portfolio Management	FIN 6063	3
Behavioral Finance	FIN 6073	3
Financial Economics	FIN 6083	3
Issues in Financial Reporting	FIN 6093	3
Finance Theory	FIN 6233	3
Research Methods in Finance	FIN 6813	3
Financial Risk Management	FIN 6103	3
Public Finance and Decision Making	FIN 6113	3
Real Estate Appraisal and Evaluation	FIN 6203	3
Forensic Accounting	FIN 6213	3

iii. Marketing

Courses	Code	Cr. Hrs.
Advertisement and Sales Promotion	MKT 6043	3
International Marketing	MKT 6053	3
Psychology of Consumer Behavior	MKT 6233	3
Brand Management	MKT 6073	3
Marketing Ethics	MKT 6063	3
Customer Relationship Management	MKT 6133	3
Product and Price strategy	MKT 6103	3
Entrepreneurial Marketing	MKT 6113	3
Advance Marketing Research	MKT 6143	3
Franchising	MKT 6243	3
Marketing Strategy and Planning	MKT 6253	3
Relationship Marketing	MKT 6263	3

5. Research Thesis/Project

Courses	Code	Cr. Hrs.
Research Thesis	RCH 6916	6
Research Project	RCH 6913	3

6. CGPA Requirement

A student is required to earn a minimum 3.00/4.00 CGPA on the completion of his degree requirements.

7. Duration

This is normally a 2 years program comprising of 4 semesters. There will be a Fall and a Spring semester in each year. The maximum duration to complete MS in Management Sciences is 4 years.

MS Project Management

1. Admission Requirements

- A minimum of 16 years of education leading to BBA/BS/MBA/MPA/MSc or equivalent⁸.
- Minimum 2.00/4.00 CGPA or 50% marks
- Admission Test / HEC Approved Test

2. Degree Requirements

A student admitted in this program will have to complete the degree requirements by following any one of the options given below:

Area	Cr. Hrs.
a) 24 Cr. Hrs course work with 6 Cr. Hrs thesis	30
b) 27 Cr. Hrs course work with 3 Cr. Hrs project	30
c) Course work only (10 Courses)	30

3. Core Courses (12 Cr. Hrs)

Students are required to qualify all the core courses listed below:

Courses	Code	Cr. Hrs.
Management of Project Based Organization	MPM 6113	3
Project Process, Planning and Control	MPM 6123	3
Project Monitoring and Evaluation	MPM 6133	3
Research Methods	MPM 6143	3

4. Elective Courses (12 Cr. Hrs)

Students are required to take 12 Cr. Hrs. from the list of elective courses given below:

Courses	Code	Cr. Hrs.
Advanced Project Management	MPM 6153	3
Optimization Techniques	MPM 6163	3

⁸Applicants with undergraduate degree from non-relevant areas may be required to take some undergraduate courses to fulfill pre-requisite deficiencies as determined by the Graduate Admission Committee. The deficiency Cr. Hrs. will not be counted towards the minimum Cr. Hrs. requirement for the award of the MS degree.

Advanced Financial Management	MPM 6173	3
Managing People and Teams	MPM 6183	3
Project Risk Management	MPM 6213	3
Contract Management	MPM 6223	3
Legal Aspect of Project Management	MPM 6243	3
Software Project Management	MPM 6253	3
Project Leadership	MPM 6263	3
Computer Application in Project Management	MPM 6283	3
Engineering Management Techniques	EM 6113	3
Operation Management	EM 6313	3
Finance and Accounting for Engineering	EM 6213	3
Engineering Project Management	EM 6413	3
Project Quality Management	MPM 6293	3

5. Research Thesis/Project

Courses	Code	Cr. Hrs.
Research Thesis	RCH 6056	6
Research Project	RCH 6053	3

6. CGPA Requirement

A student is required to earn a minimum 3.00/4.00 CGPA on the completion of his degree requirements.

7. Duration

This is normally a 2 years program comprising of 4 semesters. There will be a Fall and a Spring semester in each year. The maximum duration to complete MS in Project Management is 4 years.

Note: The following courses are cross listed with MS Engineering Management.

Engineering Management	Project Management
Engineering Management Techniques	Managing People and Teams
Finance and Accounting for Engineers	Financial Management
Project Scheduling, Planning and Control	Project Process, Planning and Control
Engineering Project Management	Advanced Project Management
Project Risk Assessment and Decision Analysis	Project Risk Management



PhD Management Sciences

The PhD Management Sciences Program enables scholars to engage in advanced study and research in variety of fields, such as Finance, Human Resource Management and Marketing. The research driven program fosters original and scholarly research that contributes to all of these fields. The scholar works for the issues that require attention not only theoretical front but also issues which remain un- resolved in the local businesses of Pakistan. We work in close liaison with industry to establish a strong university industry linkage. Our PhD alumni are serving at leading positions in academia across Pakistan and abroad as well. The research output in the leading journals of the world symbolizes the world class research being conducted by scholars of PhD program.

Admission Requirements

- MS degree in relevant discipline*
- Minimum CGPA 3.0/4.0 (Semester System) or 60% marks (Annual System)
- Admission Test / HEC approved Test
- Interview

Degree Requirements

A PhD candidate shall be awarded degree on successful completion of the following requirements:

- a) 18 Cr. Hrs. Course Work with CGPA > 3
- b) Comprehensive Examination (written and oral)
- c) 30 Cr. Hrs. Research Work
- d) Synopsis Defense
- e) Thesis Foreign Evaluation
- f) Publication/Acceptance of at least one research paper.
- g) Local Defense

PhD scholars are required to comply with the following timeline:

Activity	Preferred Time	Maximum
Course Work	2 Semesters	3 Semesters
Comprehensive Exam	3 Semesters	5 Semesters
Synopsis Qualification	4 Semesters	6 Semesters
Thesis Submission	6 Semesters	10 Semesters

* Relevancy shall be established by the Graduate Admission Committee.