

**FACULTY
OF
MANAGEMENT AND
SOCIAL SCIENCES**

DEAN'S MESSAGE



Dr. Arshad Hassan

The Faculty of Management and Social Sciences aims at producing graduates who can lead and guide the society with a vision and have the ability with appropriate training to manage its resources effectively. A special emphasis has been given to 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 1298 BBAs, 2562 MBAs, 1084 MS and 85 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.

FACULTY MEMBERS

Department of Management and Social Sciences

■ Dr. Arshad Hassan

PhD Finance (Mohammad Ali Jinnah University, Islamabad)
MS Finance (Mohammad Ali Jinnah University, Islamabad)
MSc Maths (Punjab University of Lahore)
Professor / Dean FMSS

■ Dr. Lakhi Muhammad

PhD Marketing (Uni. Tech. Malaysia, Kuala Lumpur, Malaysia)
MBA (University of Central Punjab Lahore)
Assistant Professor / HoD Management Science

■ Dr. Muhammad Mazhar Iqbal

PhD Monetary Economics (University of Notre Dame Indiana USA)
MPhil Economics (IIU, Islamabad)
MSc Economics (QAU, Islamabad)
Professor

■ Dr. Muhammad Kamran Naqi Khan

PhD Social Marketing (Hamdard University, Karachi)
MBA (The University of Birmingham, UK)
Bachelor of Science (The University of Punjab Lahore)
Professor

■ Dr. Ansir Ali Rajput

PhD (Mohammad Ali Jinnah University, Islamabad)
MBA (Babson College, USA)
BSEE (Sunny Buffalo, USA)
Associate Professor

■ Dr. Arif Vaseer

PhD Management Science (CUST, Islamabad)
MBA (Michigan State University, USA)
BBA Marketing Mgmt. (Michigan State University, USA)
Associate Professor

■ Dr. Sayyed M. Mehdi Raza Naqvi

PhD Human Resource Management (Mohammad Ali Jinnah University, Islamabad)
MS HRM (Mohammad Ali Jinnah University, Islamabad)
MA Economics (Punjab University, Lahore)
Associate Professor

■ Dr. Muhammad Shahzad Anjum

PhD Project Management (University Sains Malaysia)
MS Finance (Mohammad Ali Jinnah University, Islamabad)
Associate Professor

■ Dr. Muhammad Asghar Mughal

PhD Project Management (Univesiti Utara Malaysia)
MS Project Management (COMSATS)
Assistant Professor

■ Dr. Muhammad Ishfaq Khan

PhD Management Sciences (COMSATS, Islamabad)
MS Management Sciences (COMSATS, Islamabad)
MBA Information Technology (Mohammad Ali Jinnah University, Islamabad)
Assistant Professor

■ Dr. Saira Ahmed

PhD Economics (IMT, Institute for Advance Studies, Italy)
BS Hons (University of London)
Assistant Professor

■ Dr. Ahsan Mahmood Ahmed

PhD Marketing (University Malaysia Sarawak)
MS HRD (Middlesex University, London, UK)
BA in Business Studies with Marketing (Middlesex University, London, UK)
Assistant Professor

■ Dr. Shazia Fiaz

PhD HRM (Capital University of Science and Technology, Islamabad)
MS HRM (Mohammad Ali Jinnah University, Islamabad)
Assistant Professor

■ **Dr. Samyia Safdar**

PhD HRM (Uni. of International Business and Economics, China)
MS (COMSATS, Wah)
Assistant Professor

■ **Mrs. Qurra-tul-Ain Jalil**

MPhil History and International Relations (QAU, Islamabad)
MS Pakistan Studies (QAU, Islamabad)
Assistant Professor

■ **Mr. Nasir Rasool**

MS Finance (Mohammad Ali Jinnah University, Islamabad)
MBA IT (Mohammad Ali Jinnah University, Islamabad)
Assistant Professor

■ **Ms. Maria Mashkoor**

MS HRM (Mohammad Ali Jinnah University, Islamabad)
MA International Business and Management, (Uni. of Westminster, London, UK)
Assistant Professor

■ **Ms. Rabia Habib**

MS Finance & Business Management (University of Bedfordshire, UK)
MBA Finance (International Islamic University, Islamabad)
Lecturer

■ **Mr. Muhammad Saboor Ahmed**

MS Software Engineering (MAJU Islamabad)
BS Computer Science (MAJU Islamabad)
Lecturer

■ **Hafiz Muhammad Adnan**

MS HRM (CUST Islamabad)
MBA HR (Virtual University, Islamabad)
Lecturer

■ **Mr. Zia ul Islam**

MS Accounting & Finance (Durham University, UK)
BBA Hons (Institute of Management Science Peshawar)
Lecturer

■ **Mr. Muhammad Umer Toor**

MS Marketing (MAJU, Islamabad)
MBA HR (Mohammad Ali Jinnah University, Islamabad)
Lecturer

■ **Ms. Sarah Nawaz Malik**

MPhil Management Sciences (Bahria University, Islamabad)
MBA Human Resource Management (NUST, Islamabad)
Lecturer

■ **Mr. Muhammad Irfan Mustafa**

MS Project Management (CUST, Islamabad)
BSc Software Engineering (University of the West of England, Bristol, UK)
Lecturer

■ **Ms. Namra Mubarak**

MS Project Management (CUST, Islamabad)
BBA (Air University, Islamabad)
Lecturer

■ **Mr. Mohammad Salman Khattak**

MSc Construction PM (Northumbria University, UK)
MBA (Institute of Management Sciences, Peshawar)
Lecturer

■ **Ms. Hajra Qayyum**

MS Bioinformatics (CUST, Islamabad)
Bioinformatics (CUST, Islamabad)
Associate Lecturer

Department of Psychology

■ **Dr. Sabahat Haqqani**

PhD Clinical Psychology (The University of Edinburgh, UK)
MS Behavioral Sciences (F.J. Women Uni. Rawalpindi)
Assistant Professor / HoD Psychology

■ **Dr. Ishrat Yousaf**

PhD (Psychology) University of Peshawar
MSc (Clinical Psychology) University of Peshawar
Assistant Professor

■ **Ms. Maryam Khan**

MPhil in Psychology (QAU, Islamabad)
MSc in Psychology (QAU, Islamabad)
Lecturer

■ **Ms. Uzma Mushtaq**

MS Clinical Psychology (Bahria University, Islamabad)
BSc Psychology (Islamic International University, Islamabad)
Lecturer

■ **Ms. Saman Mujeeb**

MPhil Applied Psychology (Q.A.U, Islamabad)
BS Hons Behavioral Sciences (Fatima Jinnah Women, Uni. Rawalpindi)
Lecturer

■ **Mr. Noshawan Khan**

MS Management Science (MAJU, Islamabad)
MBA (AIMS Institute, Faisalabad)
Manager Psychology

Department of Accounting and Finance

■ **Dr. Jaleel Ahmed**

PhD Finance (Harbin Institute of Technology, Harbin China)
MPhil Finance (PIDE, Islamabad)
MSc Finance (IIU, Islamabad)
Assistant Professor / HoD Accounting & Finance

■ **Dr. Nousheen Tariq Bhutta**

Post Doc (University, of Sannio, Italy)
PhD Finance (Islamic International University, Islamabad)
MS Finance (Islamic International University, Islamabad)
Assistant Professor

■ **Mrs. Saeeda Ibrahim**

MA TEFL (Allama Iqbal Open University, Islamabad)
MA English (Punjab University, Lahore)
Lecturer

■ **Syed Farhan Ali**

MS Finance (CUST, Islamabad)
MBA Marketing (IoBM, Karachi)
Associate Lecturer

Department of English

■ **Dr. Muhammad Umar Farooq**

PhD Linguistics (NUML, Islamabad)
MA TEFL (Allama Iqbal Open University, Islamabad)
MA English (Islamia University, Bahawalpur)
Professor





**DEPARTMENT
OF
MANAGEMENT AND
SOCIAL SCIENCES**

HOD'S MESSAGE



Dr. Lakhi Muhammad

The Department of Management Sciences offers programs which explore in-depth relationships between academic teaching and real life management problems. The programs achieve excellence in research with the state of the art campus facilities and full spectrum of undergraduate, graduate and PhD programs.

The curriculum is designed by highly competent professionals to ensure comprehensive coverage of all

aspects to manage the needs of the dynamic business world. Due emphasis is placed upon the development of entrepreneurial spirit and leadership qualities.

The department is at the forefront of quality research in Management Sciences. So far, 1298 BBAs, 2562 MBAs, 1084 MS and 85 PhD graduates have been produced who are serving in reputable organizations internationally and across Pakistan.

Bachelor in Business Administration (BBA)

The Bachelor of Business Administration (BBA) program is specially designed to meet industry requirements in a changing global corporate environment and provides the right tools that allow students to achieve their career objectives. Being highly-regarded, the program opens up a world of opportunities for students who wish to develop a career locally or internationally. With more emphasis on project-based work, the unique features of this BBA program help the students to come up with meaningful solutions. This gives them essential exposure to launch and operate a business in Pakistan. Additionally, a large number of professional and technical seminars are conducted where senior managers from the industry are invited to share their experiences with the students. Through the BBA program, we help our students to have sufficient understanding of the business world which helps them to navigate challenges and opportunities in their careers in leading organizations.

■ Program Educational Objectives (PEOs)

Program Educational Objectives (PEOs) describe the expected accomplishments of the BBA graduates. The department of management sciences intended to achieve the following:

- (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.

■ Program Learning Outcomes (PLOs)

After successful completion of the BBA program, the graduates will possess the following 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 and analyze complex business problems reaching substantiated conclusions using case studies.
- (iii) **Management Skills:** An ability to demonstrate management skills while leading/managing business projects.
- (iv) **Business Solution:** An ability to design solutions for complex business problems or processes that meet specified needs while maintaining business standards, cultural, societal, and environmental considerations.
- (v) **Communication:** An ability to communicate effectively, verbally as well as in writing, in corporate settings.
- (vi) **Entrepreneurial Skills:** Ability to exhibit entrepreneurial skills, necessary to implement new business ideas in an innovative way.
- (vii) **Individual and Team Work:** An ability to work as an individual and in a team setting.
- (viii) **Modern Tool Usage:** An ability to identify and apply appropriate tools and techniques to create and disseminate business information.
- (ix) **Corporate Social Responsibility:** An ability to understand the responsibility of an organization

towards society at large and to contribute towards the betterment of society.

- (x) **Ethics:** Apply ethical principles in professional manner, keeping in view the norms of society.

■ Specialization Areas

- (i) Finance
- (ii) Management

■ Degree Requirements

The candidate is required to complete 132 Cr. Hrs. as per following details:

Area	Cr. Hrs.
a) General Education	39
b) Distribution Requirements	18
c) Discipline Specific Requirements	-
• Foundation Courses	18
• Major Courses	39
• Elective Courses	12
d) Business Project	06
e) Practical Lab Learning	00
f) Internship	00
g) Community Services	00
Total	132

■ General Education (39 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Islamic Studies	BBAG1013	3
English-I	BBAG1113	3
Introduction to Psychology	BBAG1213	3
Mathematics	BBAG1313	3
Computing and Analytics	BBAG1413	3
Language-I	BBAG15x3	3

■ Admission Requirements

- (i) Higher Secondary School Certificate or equivalent securing at least 45% marks in aggregate.
- (ii) CUST Admission test/NTS test/HEC test.

Pakistan Studies	BBAG1023	3
English-II	BBAG1123	3
Introduction to Sociology	BBAG1223	3
Statistics and Probability	BBAG1323	3
Analytical Reasoning	BBAG1423	3
Language-II	BBAG15x3	3
English III	BBAG2133	3

■ Distribution Requirements (18 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Personal Management & Grooming	HMB3033	3
Principles of Microeconomics	ECOB2003	3
Principles of Macroeconomics	ECOB2013	3
Professional Ethics	HMB3053	3
Legal Environment in Business	LAWB3003	3
Management Information System	MISB3043	3

■ Discipline Specific Requirements

a–Foundation Courses (18 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Principles of Management	MGTB2003	3
Principles of Accounting I	ACCB2003	3
Business Information System	MISB2003	3
Principles of Marketing	MKTB2003	3
Introduction of HR Management	HRMB2003	3
Business Finance	FINB3003	3

b–Major Courses (39 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Principles of Accounting II	ACCB2013	3
Business Communication	BCMB2033	3
Business Research Methods	RCHB3003	3

Financial Management	FINB3013	3
Cost Accounting	ACCB3033	3
E-Business	MISB4033	3
Entrepreneurship and Innovation	ENTB4003	3
Operations Management	MGTB3043	3
Consumer Behavior	MKTB4033	3
Organizational Behavior	MGTB4073	3
Business Policy and Strategy	MGTB4113	3
International Business Management	MGTB4133	3
Business Analytics	MISB4053	3

c–Elective Courses (12 Cr. Hrs.)

i)–Finance Specialization (12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Money & Banking	BNKB4033	3
Islamic Banking	BNKB3043	3
Financial Market and Institutions	FINB4133	3
Budgetary Control and Measures	FINB4053	3
Auditing	ACCB4023	3
Corporate Finance	FINB4103	3
Financial Statement Analysis	FINB4123	3
Risk Management	FINB4173	3
Portfolio Management	FINB4063	3
Management Accounting	ACCB3053	3

ii)–Management Specialization (12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Total Quality Management	MGTB3123	3
Project Management	MGTB4093	3
Supply Chain Management	MISB4183	3
Customer Relationship Management	MKTB3233	3
Advanced Management	MGTB4163	3
Industrial Organization	MGTB4173	3
Leadership	MGTB4113	3

Note: If a student does not fulfill the specialization requirements but he/she has taken diversified courses, he/she shall be awarded a General BBA degree.

■ Business Project (6 Cr. Hrs.)

Every student must complete a Business Project following the 6th semester or after the completion of 90 credit hours of course work.

■ Practical Learning Lab (PLXXX0x0)

Each student is required to complete training spread over 4 semesters in one of the following:

- a) Entrepreneurship (PLENX0x0)
- b) Extracurricular Activities (PLSPX0x0)
- c) Co-Curricular Activities (PLYCX0x0)

■ Internship (BB4000)

Each student is required to complete 9 weeks internship training usually after 6th semester or on completion of

90 Cr.Hrs. The internship shall be graded as pass/fail.

■ Community Service (VIS4000)

Each student is required to complete 65 hours community work, usually after 4th semester which would be a prerequisite for the award of degree.

■ Program Duration

This is a four-year degree program comprising of 8 semesters. There will be a Fall and a Spring semester each year. The summer semester will be utilized for Business Projects or deficiency courses. The maximum duration to complete the BBA is 7 years.

■ CGPA Requirement

A student is required to earn a minimum 2.00/4.00 CGPA on the completion of degree requirements.



SCHEME OF STUDIES

Bachelor in Business Administration (BBA)

□ Semester-I (18 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
BBAG1113	English-I	General (EN1)	3
BBAG1213	Introduction to Psychology	General (SS1)	3
BBAG1313	Mathematics	General (NS1)	3
BBAG1413	Computing and Analytics	General (QR1)	3
BBAG15x3	Language-I	General (AH1)	3
BBAG1013	Islamic Studies	General (CV1)	3

□ Semester-II (18 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
BBAG1123	English-II	General (EN2)	3
BBAG1223	Introduction to Sociology	General (SS2)	3
BBAG1323	Statistics and Probability	General (NS2)	3
BBAG1423	Analytical Reasoning	General (QR2)	3
BBAG15x3	Language-II	General (AH2)	2
BBAG1023	Pakistan Studies	General (CV2)	3

□ Semester-III (15 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
BBAG2133	English III	General (EN3)	3
MGTB2003	Principles of Management	Foundation	3
ACCB2003	Principles of Accounting I	Foundation	3
ECOB2003	Principles of Microeconomics	Distribution	3
MISB2003	Business Information System	Foundation	3

□ **Semester-IV (15 Cr. Hrs.)**

Course Code	Course Title	Category	Cr. Hrs.
MKTB2003	Principles of Marketing	Foundation	3
ACCB2013	Principles of Accounting II	Major	3
BCMB2033	Business Communication	Major	3
HRMB2003	Introduction of HR Management	Foundation	3
ECOB2013	Principles of Macroeconomics	Distribution	3

□ **Semester-V (15 Cr. Hrs.)**

Course Code	Course Title	Category	Cr. Hrs.
FINB3003	Business Finance	Foundation	3
RCHB3003	Business Research Methods	Major	3
HMB3033	Personal Management & Grooming	Distribution	3
MGTB3053	Professional Ethics	Distribution	3
MISB3043	Management Information System	Distribution	3
PLXX3010	Practical Learning Lab-1	Compulsory	0

□ **Semester-VI (15 Cr. Hrs.)**

Course Code	Course Title	Category	Cr. Hrs.
LAWB3003	Legal Environment in Business	Distribution	3
FINB3013	Financial Management	Major	3
ACCB3033	Cost Accounting	Major	3
MGTB3043	Operations Management	Major	3
MG/FIN3xx3	Elective – I	Elective	3
PLXX3020	Practical Learning Lab-2	Compulsory	0

□ **Semester-VII (15 Cr. Hrs.)**

Course Code	Course Title	Category	Cr. Hrs.
MISB4053	Business Analytics	Major	3
ENTB4003	Entrepreneurship and Innovation	Major	3
MKTB4033	Consumer Behavior	Major	3
MGTB4073	Organizational Behavior	Major	3
MG/FIN4xx3	Elective- II	Elective	3
PLXX4030	Practical Learning Lab-3	Compulsory	0

□ Semester-VIII (15 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MGTB4113	Business Policy and Strategy	Major	3
MG/FIN4xx3	Elective -III	Elective	3
MG/FIN4xx3	Elective- IV	Elective	3
MGTB4133	International Business Management	Major	3
MISB4033	E-Business	Major	3
PLXX4040	Practical Learning Lab-4	Compulsory	0



Exemption in BBA/BS (A&F) after (B.Com)

BBA/BS (A&F) after 14 years of relevant education.

■ Specialization Areas

- (i) Finance
- (ii) Management

■ Degree Requirements

Each candidate admitted into BBA/ BS (A&F) degree after 14 years education with business degree is required to complete 75 Cr. Hrs. However, credit hours required for non-business students will be determined on case to case basis. The exemption will be granted on the basis of courses studied. The degree requirement is 131 Cr. Hrs.

Area	Cr. Hrs.
a) Compulsory Requirements	6
b) General Requirements	18
c) Discipline Specific Requirements	
Foundation Courses	12
Core Courses	09
Elective Courses	12
Specialization Courses	12
d) Business Project	06
e) Community Services	0
Total	75

■ a-Compulsory Requirements (6 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
English-III	HMB2033	3
Introduction to Computing + Lab	CSB1114	3+1

■ b-General Requirements (18 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Introduction to Psychology	HMB2053	3
Introduction to Sociology	HM2063	3

Managerial Ethics	MGT3053	3
Personal Management & Grooming	HM1033	3
German I	HM3073	3
Chinese I	HM2073	3
French I	HM2223	3
Arabic I	HM2193	3
English Literature I	HMB2133	3
German II	HM3083	3
Chinese II	HM2213	3
French II	HM3083	3
Arabic II	HM3103	3
English Literature II	HMB3143	3

■ c-Discipline Specific Requirements

Foundation Courses (12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Principles of Management	MGTB1003	3
Principles of Marketing	MKTB1003	3
Introduction to HRM	HRMB2003	3
Business Research & Report Writing	RCHB3003	3

Core Courses (09 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Operations Management	MGTB4043	3
Financial Management	FINB3013	3
Management Information Systems	MISB4043	3

Elective Courses (12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Consumer Behavior	MKTB4033	3
Organizational Behavior	MGTB4073	3

Entrepreneurship & Innovation	ENTB4003	3
International Business Management	MGT4133	3

■ d–Specialization Courses

Finance Specialization (12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Money & Banking	BNKB4033	3
Islamic Banking	BNKB3043	3
Financial Markets and Institutions	FINB4133	3
Budgetary Control and Measures	FINB4053	3
Auditing	ACCB4023	3
Corporate Finance	FINB4103	3
Financial Statement Analysis	FINB4123	3
Public Finance	ECOB3123	3
Management Accounting	ACCB3053	3
Portfolio Management	FINB4063	3

Management Specialization(12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Total Quality Management	MGTB3123	3
Project Management	MGTB4093	3
Supply Chain Management	MISB4183	3
Customer Relationship Management	MKTB3233	3
Comparative Management Philosophy	MGTB4163	3
Industrial Organization	MGTB4173	3
Business Policy & Strategy	MGTB3113	3
Leadership in Organization	MGTB4113	3

■ Business Project (06 Cr. Hrs.)

It is mandatory for every student to complete a Business Project following the 6th semester or after the completion of 90 Cr. Hrs. of course work.

■ Program 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 Projects or deficiency courses. The maximum duration to complete the BBA program is 7 years.



SCHEME OF STUDIES

Bachelor in Business Administration (BBA)

□ Semester-V (18 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MGTB1003	Principles of Management	Foundation	3
CSB1113	Introduction to Computing	Compulsory	3
HMB2033	English III	Compulsory	3
MGTB3053	Managerial Ethics	General	3
HMB3xx3	Analytical Reasoning	General	3
HMB2xx3	Language –I	General	3

□ Semester-VI (18 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MKTB1003	Principles of Marketing	Foundation	3
FINB3013	Financial Management	Core	3
HRMB2003	Introduction of HR Management	Foundation	3
MISB3043	Management Information System	Core	3
MG/FIN3xx3	Specialization I	Specialization	3
HMB2xx3	Language –II	General	3

□ Semester-VII (18 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
ENTB4003	Entrepreneurship and Innovation	Elective	3
MGTB4043	Operations Management	Core	3
MKTB4033	Consumer Behavior	Elective	3
HMB2063	Introduction to Sociology	General	3
HMB2053	Introduction to Psychology	General	3
MG/FIN3xx3	Specialization II	Specialization	3

□ Semester-VIII (15 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MGTB4073	Organizational Behavior	Elective	3
MG/FIN3xx3	Specialization III	Specialization	3
MG/FIN3xx3	Specialization IV	Specialization	3
MGTB4133	International Business Management	Elective	3
HMB1033	Personal Management & Grooming	General	3



Associate Degree in Business Administration

The Associate Degree Program (ADP) is designed to fill the gap between industry needs and the skilled manpower. The two-year ADP program will prepare the HSSC graduates for the job market in a short time. The courses are designed to develop student's communication, interpersonal and occupational skills. The courses cover diverse areas of business administration including accounting,

management, finance, human resource management and marketing. This program will build professional work force with high employment value. The graduates may continue the respective BS program in future with advance standing.

■ Admission Requirements

- (i) Higher Secondary School Certificate or equivalent securing at least 45% marks in aggregate.
- (ii) CUST Admission test/ NTS test/HEC test.

■ Degree Requirements

The candidate is required to complete 66 Cr. Hrs. as per following details:

Area	Cr. Hrs.
a) General Education	39
b) Discipline Specific Requirements	-
• Foundation Courses	21
• Elective Courses	06
c) Practical Lab Learning	00
d) Internship	00
e) Community Services	00
Total	66

■ General Education (39 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Islamic Studies	ADPG1013	3
English I	ADPG1113	3
Intro to Psychology	ADPG1213	3
Mathematics	ADPG1313	3
Introduction to Computing	ADPG1413	3
Language I	ADPG15x3	3
Pakistan Studies	ADPG1023	3
English II	ADPG1123	3

Economics	ADPG1223	3
Statistics and Probability	ADPG1323	3
Analytical Reasoning	ADPG1423	3
Language II	ADPG15x3	3
English III	ADPG2133	3

■ Discipline Specific Requirements

a)–Foundation Courses (21 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Principle of Management	MGTB2003	3
Business Finance	FINB2003	3
Principles of Accounting	ACCB2003	3
Business Information System	MISB2003	3
E Business	MISB2013	3
Business Communication	BCMB2033	3
Entrepreneurship and Innovation	ENTB2003	3

b)–Elective Courses (06 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Principles of Marketing	MKTB2003	3
Human Resource Management	HRMB2003	3

■ Practical Lab Learning (PLXXX0X0)

Each student is required to complete training spread over 2 semesters in one of the following:

- a) Entrepreneurship (PLENX0x0)
- b) Extracurricular Activities (PLSPX0x0)
- c) Co-Curricular Activities (PLYCX0x0)

■ Internship(PY4000)

Students shall have the option of completing a 9-week summer internship any time after their first semester, or a work attachment for a total of up to 360 hours during their course duration.

■ Community Service

Each student is required to complete 65 hours community work, usually after 2nd semester which would be a prerequisite for the award of degree.

■ Duration

This is a two-year degree program comprising of 4 semesters. There will be a Fall and a Spring semester each year. The maximum duration to complete the ADP (Accounting and Finance) is 3 years.

■ CGPA Requirement

A student is required to earn a minimum 2.00/4.00 CGPA on the completion of degree requirements.



SCHEME OF STUDIES

ADP Business Administration

□ Semester-I (18 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
ADPG1113	English I	General (En1)	3
ADPG1213	Intro to Psychology	General (SS1)	3
ADPG1313	Mathematics	General (NS1)	3
ADPG1413	Introduction to Computing	General (QR1)	3
ADPG15x3	Language I	General (AH1)	3
ADPG1013	Islamic Studies	General (CV1)	3

□ Semester-II (18 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
ADPG1123	English II	General (EN2)	3
ADPG1223	Economics	General (SS2)	3
ADPG1323	Statistics and Probability	General (NS2)	3
ADPG1423	Analytical Reasoning	General (QR2)	3
ADPG15x3	Language II	General (AH2)	3
ADPG1023	Pakistan Studies	General (CV2)	3

□ Semester-III (15 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
ADPG2133	English III	General (EN3)	3
MGTB2003	Principle of Management	Major	3
FINB2003	Business Finance	Major	3
ACCB2003	Principles of Accounting	Major	3
MISB2003	Business Information System	Major	3
PLLB2010	Practical Learning Lab-I	Compulsory	0

□ Semester-IV (15 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MISB2013	E Business	Major	3
BCMB2033	Business Communication	Major	3
MKTB2003	Principles of Marketing	Elective	3
HRMB2003	Human Resource Management	Elective	3
ENTB2003	Entrepreneurship and Innovation	Major	3
PLLB2020	Practical Learning Lab-II	Compulsory	0



Master in Business Administration

■ Program Educational Objectives (PEOs)

- (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.

■ Program Learning Outcomes (PLOs)

- (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, and analyze complex business problems reaching substantiated conclusions using case studies.
- (iii) **3. Critical Thinking and Business Solutions** An ability to think critically while designing solutions for complex business problems or processes, maintaining business standards, cultural, societal, and environmental considerations.
- (iv) **Communication:** An ability to communicate effectively, verbally as well as in writing, in corporate settings.

■ Degree Requirements for Business Degree Holder

Area	Cr. Hrs.
a) Core Courses	12
b) Elective Courses	06

- (v) **Management Skills:** An ability to demonstrate management skills while leading/managing business projects.
- (vi) **Individual and Team Work:** An ability to work as an individual and in a team setting.
- (vii) **Corporate Social Responsibility:** An ability to understand the responsibility of an organization towards the society at large and to contribute towards the betterment of society.
- (viii) **Ethics:** To contribute ethically in discharge of services entrusted by the organization and society.

■ Admission Requirements

The MBA degree is offered by the Department of Management Sciences. Details of the program are given below.

- (i) Sixteen years of schooling or equivalent.
- (ii) Minimum 2.00/4.00 CGPA or 50% marks.
- (iii) Admission Test / GAT (General)

■ Specialization Areas

- (i) Finance
- (ii) Human Resource Management
- (iii) Marketing
- (iv) Project Management

c) Specialization Courses	12
Total	30

■ Core Courses (12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Strategic Finance	MBA5003	3
Strategic Management	MBA5013	3
Advanced Strategic Marketing	MBA5023	3
Advanced Project Management	MBA5033	3

■ Elective Courses (6 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
International Business	MBA5043	3
Corporate Governance	MBA5053	3
Supply Chain Management	MBA5063	3
Business Analytics	MBA5073	3

■ Specialization Courses (12 Cr. Hrs.)

a–Finance

Course Title	Code	Cr. Hrs.
Advanced Portfolio Management	FIN6173	3
Case Studies in Corporate Finance	FIN6033	3
Financial Modeling	FIN6193	3
Analysis of Financial Statements	FIN5123	3
Entrepreneurial Finance	FIN6143	3
Project Finance	FIN6153	3
Financial Risk Management	FIN6103	3

b–Human Resource Management

Course Title	Code	Cr. Hrs.
Strategic HRM	HRM6053	3
Human Resources Development	HRM6293	3
Change Management	HRM6113	3
Industrial Psychology	HRM6153	3
High Performance Work System	HRM6083	3
Cross Cultural HRM	HRM6333	3
Current Paradigms in HRM	HRM6283	3

c–Marketing

Course Title	Code	Cr. Hrs.
Services Marketing	MKT6123	3
Brand Management	MKT6073	3
Advertising and Sales Promotion	MKT6043	3
Customer Relationship Management	MKT6133	3
Entrepreneurial Marketing	MKT6113	3
Marketing Ethics	MKT6063	3
International Marketing	MKT6053	3

d–Project Management

Course Title	Code	Cr. Hrs.
Project Process Planning and Control	MPM6123	3
Project Monitoring and Evaluation	MPM6133	3
Project Finance	MPM6313	3
Project Leadership	MPM6263	3
Project Risk Management	MPM6213	3
Computer Applications in Project Management	MPM6283	3
Project Quality Management	MPM6293	3

■ Additional Requirement for Non-Business Degree Holders

Applicants with non-business degree may be required to take 36 SCH courses to fulfill pre-requisite deficiencies if so determined by the Graduate Admission Committee. The deficiency credit hours (Cr. Hrs.) will not be counted

towards the minimum Cr. Hrs. required for the 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.
a) BBA (Honors, 16 years education)	Nil
b) MA / M.Sc /BS non-business degree	36

■ Deficiency for Non business degree holder Courses (36 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Principles of Accounting I	MBA4003	3
Principles of Accounting II	MBA4013	3
Principles of Microeconomics	MBA4023	3
Principles of Macroeconomics	MBA4033	3
Principles of Management	MBA4043	3
Organizational Behavior	MBA4053	3
Business Mathematics	MBA4063	3
Statistics for Business	MBA4073	3
Financial Management	MBA4083	3
Corporate Finance	MBA4093	3
Principles of Marketing	MBA4113	3
Consumer Behavior	MBA4123	3

■ Program Duration

This degree program comprises of 03 semesters with minimum of 30 Cr. Hrs. For business graduates, the minimum time for non-business degree holder is 2.5 years. 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.

SCHEME OF STUDIES

Master in Business Administration

☐ Semester-I (12 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MBA5003	Strategic Finance	Core	3
MBA5013	Strategic Management	Core	3
XXX5xx3	Elective-I	Elective	3
XXX5xx3	Specialization-I	Specialization	3

☐ Semester-II (12 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MBA5023	Advanced Strategic Marketing	Core	3
MBA5033	Advanced Project Management	Core	3
XXX5xx3	Elective-II	Elective	3
XXX5xx3	Specialization-II	Specialization	3

☐ Semester-III (12 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
XXX5xx3	Specialization-III	Specialization	3
XXX5xx3	Specialization-IV	Specialization	3
RCH6056	Research Thesis	Optional	6

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

MS Management Sciences

■ Program Educational Objectives (PEOs)

- (i) The graduates will demonstrate in-depth theoretical knowledge in management Sciences.
- (ii) The graduates will express the ability to perform in depth analysis in specialized area like Finance, Marketing, Human Resource, Project Management and any other related management discipline.
- (iii) The graduates will exhibit preparedness to conduct research ethically and as per needs of society.

■ Program Learning Outcomes (PLOs)

- (i) **Integrated Business Decisions:** Integrated Business Decisions: ability to take complex, cross functional business decisions on the bases of strong theoretical insight of management sciences literature.
- (ii) **Problem Analysis and Solution:** Ability to identify, analyze and develop solutions through integrated thinking for complex problems in the field of management sciences, with an understanding and appreciation for their limitation.

■ Core Courses

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

Course Title	Code	Cr. Hrs.
Advanced Strategic Marketing	MKT6023	3
Strategic Finance	FIN6053	3
Organizational Theory and Design	MGT6033	3
Advanced Research Methods	RCH6013	3

- (iii) **Research Design:** Ability to design research models for complex problems in the field of management sciences.
- (iv) **Research Tool Usage:** Ability to identify and apply appropriate techniques and tools to research models.
- (v) **Ethics:** Ability to take decisions ethically keeping in view the norms of the society.

■ Admission Requirements

- (i) A minimum of 16 years of education leading to BBA/MBA/MPA or equivalent.
- (ii) A minimum of 2.00/4.00 CGPA or 50% marks in annual system.
- (iii) Admission Test/HEC Approved Test

■ Degree Requirements

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

- (i) 24 Cr. Hrs course work with 6 Cr. Hrs. thesis
- (ii) Course work only (10 Courses)

■ 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.

a–Human Resource Management

Course Title	Code	Cr. Hrs.
Strategic Human Resource Management	HRM6053	3
High Performance Work System	HRM6083	3
Industrial Psychology	HRM6153	3
Conflict and Negotiation Management	HRM6103	3
Change Management	HRM6113	3
Organizational Development	HRM6163	3
Current Paradigms in HRM	HRM6243	3
Positive Organizational Behavior	HRM6263	3
Cross Cultural HRM	HRM6333	3
Research Methods in Social Sciences	HRM6813	3
Performance Management	HRM7003	3
Managing Groups and Teams	HRM7013	3
HR Matrices	HRM7023	3
Entrepreneurial Leadership	HRM7033	3
Occupational and Health Psychology	HRM7043	3
Group Dynamics	HRM7053	3

b–Finance

Course Title	Code	Cr. Hrs.
Case Studies in Corporate Finance	FIN6033	3
Advanced Portfolio Management	FIN6063	3
Financial Economics	FIN6083	3
Finance Theory	FIN6233	3
Research Methods in Finance	FIN6813	3
Financial Risk Management	FIN6103	3

Behavioral Finance	FIN7003	3
Issues in Financial Reporting	FIN7013	3
Public Finance and Decision Making	FIN7023	3
Real Estate Appraisal and Evaluation	FIN7033	3
Forensic Accounting	FIN7043	3
Financial Analytics	FIN7053	3

c-Marketing

Course Title	Code	Cr. Hrs.
Advertisement and Sales Promotion	MKT6043	3
International Marketing	MKT6053	3
Brand Management	MKT6073	3
Marketing Ethics	MKT6063	3
Customer Relationship Management	MKT6133	3
Product and Price strategy	MKT6103	3
Psychology of Consumer Behavior	MKT7003	3
Entrepreneurial Marketing	MKT7013	3
Advanced Marketing Research	MKT7023	3
Franchising	MKT7033	3
Marketing Strategy and Planning	MKT7043	3
Relationship Marketing	MKT7053	3

■ Research Thesis

Course Title	Code	Cr. Hrs.
Research Thesis	RCH6916	6

■ CGPA Requirement

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

■ Program Duration

This is 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

■ Program Educational Objectives (PEOs)

- (i) The graduates will demonstrate in depth theoretical knowledge in the field of project management.
- (ii) The graduates will express the ability to identify and suggest solutions to existing problems by performing in depth analysis in different domains of project management.
- (iii) The graduates will exhibit preparedness to contribute towards knowledge creation in the field of project management, ethically and as per needs of society.

■ Program Learning Outcomes (PLOs)

- (i) **Integrated Decision Making:** Ability to design and execute complex, cross functional projects based on strong theoretical and practical insight of project management literature.
- (ii) **Problem Analysis and Solution:** Ability to identify, analyze, and develop solutions through integrated thinking for complex problems in the field of project management, with an understanding and appreciation for their limitations.

■ Core Courses (12 Cr. Hrs)

Course Title	Code	Cr. Hrs.
Fundamentals of Project Management	MPM6003	3
Project Process, Planning and Control	MPM6123	3
Project Monitoring and Evaluation	MPM6133	3
Research Methods for Project Management	MPM6143	3

- (iii) **Research Design:** Ability to design research models for complex problems in the field of project management.
- (iv) **Application of Tools and Techniques:** Ability to identify and apply appropriate techniques and tools in the field of project management.
- (v) **Ethics:** Ability to take decisions ethically keeping in view the norms of society.

■ Admission Requirements

- (i) A minimum of 16 years of education.
- (ii) Minimum 2.00/4.00 CGPA or 50% marks in annual system
- (iii) Admission Test/HEC Approved Test

■ Degree Requirements

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

- (i) 24 Cr. Hrs course work with 6 Cr. Hrs thesis
- (ii) Course work only (10 Courses)

■ Elective Courses (12 Cr. Hrs)

Course Title	Code	Cr. Hrs.
Advanced Project Management	MPM6153	3
Optimization Techniques	MPM6163	3
Advanced Financial Management	MPM6173	3
Managing People and Teams	MPM6183	3
Project Risk Management	MPM6213	3
Contract Management	MPM6223	3
Legal Aspect of Project Management	MPM6243	3
Software Project Management	MPM6253	3
Project Leadership	MPM6263	3
Computer Applications in Project Management	MPM6283	3
Management of Project Based Organization	MPM6113	3
Agile Project Management	MPM6303	3
Project Stakeholder Management	MPM6313	3
Project Procurement Management	MPM6093	3
Project Cost & Financial Management	MPM6323	3
Project Marketing	MPM6103	3
Operations Management	MPM6313	3
Project Quality Management	MPM6293	3

■ Research Thesis

Course Title	Code	Cr. Hrs.
Research Thesis	RCH6056	6

■ Additional Requirement for Non-Business Degree Holders

Applicants with non-business degree may be required to take 36 SCH courses to fulfill pre-requisite deficiencies if so determined by the Graduate Admission Committee. The deficiency credit hours (Cr. Hrs.) will not be counted 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.
a) BBA (Honors, 16 years education)	Nil
b) MA / M.Sc /BS non-business degree	06

CGPA Requirement

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

Program 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.

■ Deficiency for Non-Business Degree Holder Courses (6 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Fundamentals of Management	MPM5013	3
Fundamentals of Finance	MPM5023	3



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 on the issues that require attention not only towards the theoretical front but also the ones which remain un-resolved in the local businesses of Pakistan. We work in close liaison with the 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 world class research being conducted by scholars of PhD program.

■ Program Educational Objectives (PEOs)

- (i) The graduate will demonstrate in depth theoretical knowledge in their respective stream, and exhibit the ability to effectively use analytical and methodological skills to conduct and disseminate novel research in the specialized business domain.
- (ii) The graduate will suggest innovative solutions and

■ Degree Requirements

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

- (i) 18 Cr. Hrs. Course Work with minimum CGPA 3.00/4.00
- (ii) Comprehensive Examination (written and oral)
- (iii) 30 Cr. Hrs. Research Work
- (iv) Synopsis Approved
- (v) 2/3 Positive Foreign Reviews

provide modern perspectives to problems in the field of management sciences.

■ Program Learning Outcomes (PLOs)

- (i) **Breadth and depth of knowledge:** Ability to critically evaluate various theoretical and methodological frameworks in their specialized stream.
- (ii) **Problem Analysis and Research Design:** Ability to identify real life business problems, and design research models with an understanding of their scope and limitations.
- (iii) **Research contribution:** Ability to disseminate knowledge, ideas and solutions in a scholarly manner.

■ Admission Requirements

- (i) MS degree in relevant discipline
- (ii) Minimum CGPA 3.0/4.0 or 60% marks in an Annual System
- (iii) Admission Test/HEC Approved Test
- (iv) Interview

(vi) Publication of at least one research paper in the University approved journal.

(vii) Dissertation Final Defense

Note: PhD scholars are required to comply with the following timeline:

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

