

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. The BBA program will help our students to have sufficient understanding of the business world which helps them to navigate challenges and opportunities in their professional careers.

■ 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 demonstrate cross-discipline knowledge of core business functions.
- (ii) The graduates will contribute competently and efficiently as business professionals.
- (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) Internship	00
f) 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
Pakistan Studies	BBAG1023	3

■ Admission Requirements

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

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
Comparative Management Philosophy	MGTB4163	3
Industrial Organization	MGTB4173	3
Leadership	MGTB4113	3
Digital Marketing	MKTB4043	3
HR Analytics	HRMB4003	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.

■ Internship (BB4000)

Each student is required to complete 9 weeks internship training usually after 6th semester or on the 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 program is 7 years.

■ CGPA Requirement

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

Note: Degree requirements may be modified from time to time as per the directions of the concerned regulatory body.



SCHEME OF STUDIES

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□ 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)	3
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

☐ **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

☐ **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

□ 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



Exemption in BBA after B.Com

(ii) Management

BBA after 14 years of relevant education.

■ Specialization Areas

(i) Finance

■ Admission Requirements

(i) 14 years of education in business/or relevant studies with at least 45% marks in aggregate.

(ii) CUST Admission Test/HEC Approved Test.

■ Degree Requirements

Each candidate admitted into BBA degree program after 14 years education with business degree is required to complete 78 Cr. Hrs. However, the credit hours required for non-business students will be determined on case to case basis. The exemptions 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
Computing and Analytics	BBAG1413	3

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

Course Title	Code	Cr. Hrs.
Introduction to Psychology	BBAG1213	3
Introduction to Sociology	BBAG1223	3
Professional Ethics	MGTB3053	3

Personal Management & Grooming	HMB1033	3
German I	HM3073	3
Chinese I	HM2073	3
French I	HM2223	3
Arabic I	BBAG2193	3
English Literature I	BBAG2133	3
German II	HM3083	3
Chinese II	HM2213	3
French II	HM3083	3
Arabic II	BBAG3103	3
English Literature II	BBAG3143	3

■ c-Discipline Specific Requirements

Foundation Courses (12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Principles of Management	MGTB1003	3
Principles of Marketing	MKTB2003	3
Introduction to HRM	HRMB2003	3
Business Research Methods	RCHB3003	3

Core Courses (09 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Operations Management	MGTB3043	3
Financial Management	FINB3013	3
Management Information Systems	MISB3043	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
Digital Marketing	MKT4043	3
HR Analytics	HRM4003	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.

Note: Degree requirements may be modified from time to time as per the directions of the concerned regulatory body.



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□ Semester-V (18 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MGTB2003	Principles of Management	Foundation	3
BBAG1413	Computing and Analytics	Compulsory	3
BBAG2133	English III	Compulsory	3
MGTB3053	Professional Ethics	General	3
BBAG1423	Analytical Reasoning	General	3
HMB2xx3	Language –I	General	3

□ Semester-VI (18 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MKTB2003	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
MGTB3043	Operations Management	Core	3
MKTB4033	Consumer Behavior	Elective	3
BBAG2063	Introduction to Sociology	General	3
BBAG2053	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



BS Business Analytics

The canvas of business has been changing rapidly due to the disruptions initiated by the technology. Business Analytics is a discipline where the use of statistics and technology is applied on historical data to get new dimensions and take right decisions that add value to the organization's proficiency. In today's technology oriented world, organizations are able to store, analyze, and interpret massive amounts of data. This ability demands professionals who can analyze the available data appropriately and correctly interpret it for the cost efficiency and strategic drive. With the help of the proper data analytics, organizations can achieve more significant revenues, more informed decisions, and improved operational efficiency. Therefore, it is imperative to develop professionals who can fulfill the future needs and become part of the future workforce. The BS Business Analytics will pave a path for graduates to work for different industries at different positions such as business analysts, operations analysts, people analysts, financial analysts, and market or consumer analysts etc.

■ Program Educational Objectives (PEOs)

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

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

■ Program Learning Outcomes (PLOs)

After successful completion of the BSBA program, the graduates would establish the following PLOs:

- (i) **Cross functional Knowledge:** Ability to apply knowledge of mathematics, statistics, management, marketing, HR, finance, and IT fundamentals for the solution of complex business problems.
- (ii) **Problem Analysis:** Ability to identify, formulate, analyze complex business problems and reach substantiated conclusions.
- (iii) **Management Skills:** Ability to demonstrate management and analytical skills while leading/managing business projects.
- (iv) **Business Solution:** Ability to design solutions for complex business problems or processes that meet specified needs while maintaining business standards, IT practices, cultural, societal, and environmental considerations.
- (v) **Communication:** Ability to communicate effectively, verbally as well as in writing or by using dashboards in corporate settings.
- (vi) **Entrepreneurial Skills:** Ability to exhibit entrepreneurial skills, necessary to implement new business ideas (both products & services) in an innovative way.
- (vii) **Individual and Team Work:** Ability to work as an individual and in a team setting.
- (viii) **Modern Tool Usage:** Ability to identify and apply appropriate tools and techniques to create and disseminate business information.
- (ix) **Corporate Social Responsibility:** Ability to understand the responsibility of an organization

towards the 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.

■ Admission Requirements

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

■ 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) Research Project	06
e) Internship	00
f) Community Services	00
Total	132

■ General Education (39 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Islamic Studies	BSAG1013	3
English-I	BSAG1113	3
Introduction to Psychology	BSAG1213	3
Mathematics	BSAG1313	3
Computing & Analytics	BSAG1413	3
Language-I	BSAG15x3	3
Pakistan Studies	BSAG1023	3
English-II	BSAG1123	3
Economics	BSAG1223	3

Statistics & Probability	BSAG1323	3
Analytical Reasoning	BSAG1423	3
Language-II	BSAG15x3	3
English III	BSAG2133	3

■ Distribution Requirements (18 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Operations Management	MGTA3043	3
Financial Management	FINA3013	3
Entrepreneurship & Innovation	ENTA4003	3
Personal Management & Grooming	HMA3003	3
Business Research Methods	RCHA3003	3
Business Policy & Strategy	MGTA4113	3

■ Discipline Specific Requirements

a–Foundation Courses (18 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Linear Algebra & Calculus	MTHA2323	3
Inferential Statistics	MTHA2333	3
Fundamentals of Programming	MISA2013	3
Foundations of Business Analytics	MISA4053	3
Principles of Management	MGTA2003	3
Principles of Marketing	MKTA2003	3

b–Major Courses (39 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Artificial Intelligence	MISA4113	3
Business Intelligence	MISA3043	3
Business Modelling and Simulation	MISA4123	3
Introduction to Data Mining	MISA3113	3
Data Structures	MISA3123	3
Data Visualization	MISA3133	3
Introduction to HRM	HRMA2003	3

Introduction to Machine Learning	MISA4133	3
Database Management Systems	MISA4013	3
Principles of Accounting	ACCA2003	3
Business Information Systems	MISA2003	3
Programing with Python/R	MISA3023	3
Introduction to Enterprise Resource Planning	MISA4133	3

c–Electives 12 Cr. Hrs

Course Title	Code	Cr. Hrs.
Operations Analytics	MGTA4043	3
Marketing Analytics	MKTA4013	3
People Analytics	HRMA4013	3
Financial Analytics	FINA4023	3
Supply Chain Analytics	MGTA4053	3
Project Management Analytics	MGTA4063	3
Sports Analytics	MGTA4073	3
Healthcare Analytics	MGTA4083	3

■ Research Project (6 Cr. Hrs.)

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

■ Internship (BB4000)

Each student is required to complete 9 weeks internship training usually after 6th semester or on the completion of 90 credit hours. 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 the degree.

■ Duration

This is a four-year degree program comprising of 8 semesters. There will be a Fall and a Spring semester each year. The maximum duration to complete the BSBA program is 7 years.

■ CGPA Requirement

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

Note: Degree requirements may be modified from time to time as per the directions of the concerned regulatory body.

SCHEME OF STUDIES

BS Business Analytics

□ Semester-I (18 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
BSAG1113	English-I	General	3
BSAG1213	Introduction to Psychology	General	3
BSAG1413	Computing and Analytics	General	3
BSAG1313	Mathematics	General	3
BSAG1023	Pakistan Studies	General	3
BSAG15X3	Language-I	General	3

□ Semester-II (18 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
BSAG1123	English-II	General	3
BSAG1223	Economics	General	3
BSAG1423	Analytical Reasoning	General	3
BSAG1323	Statistics and Probability	General	3
BSAG1013	Islamic Studies	General	3
BSAG15X3	Language-II	General	3

□ Semester-III (15 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MGTA2003	Principles of Management	Foundation	3
ACCA2003	Principles of Accounting	Major	3
MKTA2003	Principles of Marketing	Foundation	3
MTHA2323	Linear Algebra & Calculus	Foundation	3
BSAG2133	English III (Communication Skills)	General	3

□ **Semester-IV (15 Cr. Hrs.)**

Course Code	Course Title	Category	Cr. Hrs.
MISA2003	Business Information Systems	Major	3
HRMA2003	Introduction of HR Management	Major	3
FINA2013	Financial Management	Distribution	3
MISA2013	Fundamentals of Programming	Foundation	3
MTHA2333	Inferential Statistics	Foundation	3

□ **Semester-V (15 Cr. Hrs.)**

Course Code	Course Title	Category	Cr. Hrs.
MISA3053	Foundations of Business Analytics	Major	3
RCHA3003	Business Research Methods	Distribution	3
HMA3003	Personal Management & Grooming	Distribution	3
MISA3123	Data Structures	Major	3
MGTA3043	Operations Management	Distribution	3

□ **Semester-VI (15 Cr. Hrs.)**

Course Code	Course Title	Category	Cr. Hrs.
MISA3133	Data Visualization	Major	3
MISA3023	Programming with Python/R	Major	3
MISA3113	Introduction to Data Mining	Major	3
ENTA3003	Entrepreneurship & Innovation	Distribution	3
MISA3043	Business Intelligence	Major	3

□ **Semester-VII (15 Cr. Hrs.)**

Course Code	Course Title	Category	Cr. Hrs.
MISA4013	Database Management Systems	Major	3
MISA4123	Business Modelling and Simulation	Major	3
MISA4133	Introduction to Machine Learning	Major	3
MKTA4013	Marketing Analytics (Analytics-1)	Elective	3
MGTA4043	Operations Analytics (Analytics - II)	Elective	3

□ **Semester-VIII (18 Cr. Hrs.)**

Course Code	Course Title	Category	Cr. Hrs.
MISA4113	Artificial Intelligence	Major	3
MGTA4113	Business Policy & Strategy	Distribution	3
MISA4133	Introduction to ERP	Major	3
HRMA4013	People Analytics (Analytics –III)	Elective	3
FINA4023	Financial Analytics (Analytics - IV)	Elective	3



Master in Business Administration

■ 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

■ Degree Requirements for Business Degree Holder

Area	Cr. Hrs.
a) Core Courses	12
b) Elective Courses	06
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
Marketing Analytics	MKT6143	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

■ 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 each year. The summer sessions are utilized for the Business Projects, deficiency, or repeat courses. The maximum duration to complete the MBA program 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

■ 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

■ 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

■ 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

■ 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)

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
HR Analytics	HRM6023	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
Digital Marketing	MKT6083	3
Marketing Analytics	MKT6143	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

■ 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

■ 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

■ 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

■ 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)

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
- (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 research paper(s) in HEC 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	6 Semesters
Synopsis Qualification	4 Semesters	6 Semesters
Thesis Submission	6 Semesters	12 Semesters

