



# FACULTY OF MANAGEMENT AND SOCIAL SCIENCES

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 1534 BBAs, 2656 MBAs, 1541 MS and 96 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 SCIENCES

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, 1674 BBAs, 2667 MBAs, 1583 MS and 101 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. 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) Marketing

### ■ Degree Requirements

The candidate is required to complete 135 Cr. Hrs. as per following details:

Area	Cr. Hrs.
a) General Education	30
b) Major Courses	72
c) Allied Courses	12
d) Elective Courses	12
e) Business Project	06
f) Internship	03
<b>Total</b>	<b>135</b>

### ■ General Education (30 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Functional English	BBAG1113	3
Introduction to Psychology	BBAG1422	2
Computing and Analytics	BBAG1553	3
Mathematics	BBAG1353	3
Ideology and Constitution of Pakistan	BBAG1022	2
Language –I	BBAG12x2	2
Expository Writing	BBAG1123	3
Entrepreneurship	BBAG2712	2
Analytical Reasoning	BBAG1583	3
Islamic Studies/Ethics	BBAG1012	2

- (iii) HR Management

### ■ Admission Requirements

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

Applications of Information and Communication Technologies	BBAG1612	2
Applications of Information and Communication Technologies Lab	BBAG1611	1
Civics and Community Engagement	BBAG1812	2

### ■ Major Courses (72 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Accounting-I	ACCB2003	3
Accounting-II	ACCB2013	3
Cost Accounting	ACCB3033	3
Principles of Marketing	MKTB2003	3
Consumer Behavior	MKTB3033	3
Strategic Marketing	MKTB4013	3
Introduction to Human Resources Management	HRMB2003	3
Organizational Behavior	MGTB4073	3
Strategic Human Resources Management	HRM3063	3
Business Information System	MISB2003	3
Management Information System	MISB2013	3
Business Analytics	MISB4053	3
Business Finance	FINB2003	3
Financial Management	FINB3013	3
Financial Market and Institutions	FINB3133	3
English III	BBAG2133	3
Business Communication	BCMB3033	3
Business Research Methods	RCHB3003	3
Principle of Management	MGTB2003	3
Project Management	MGTB3093	3
Operations Management	MGTB3043	3
International Business Management	MGTB4133	3
Business Policy & Strategy	MGTB3113	3
E-Business	MISB4033	3

## ■ Allied Courses (12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Principles of Microeconomics	ECOB2003	3
Principles of Macroeconomics	ECOB2013	3
Personal Management & Grooming	HMB2213	3
Professional Ethics	MGTB3053	3
Statistics & Probability	BBAG1523	3
Legal Environment in Business	LAWB3003	3

## ■ Elective Courses

### a) Finance (12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Money & Banking	BNKB4033	3
Islamic Banking	BNKB3043	3
Budgetary Control and Measures	FINB4053	3
Auditing	ACCB4023	3
Corporate Finance	FINB4103	3
Financial Statement Analyses	FINB3123	3
Risk Management	FINB4173	3
Portfolio Management	FINB4063	3
Management Accounting	ACCB3053	3

### b) Marketing (12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Digital Marketing	MKTB3113	3
Marketing Analytics	MKTB3123	3
Real Estate Marketing	MKTB3133	3
Services Marketing	MKTB4143	3
Advertisement and Sales Promotion	MKTB4153	3
Retail Marketing	MKTB4163	3
Customer Experience Management	MKTB4173	3

### c) Human Resource (12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Training and Development	HRMB3213	3
Management of Employee Relations	HRMB3223	3
HR Analytics	HRMB3233	3
Leading Groups and Teams	HRMB4243	3
Change Management	HRMB4253	3
Conflict and Negotiation Management	HRMB4263	3

### ■ Business Project (6 Cr. Hrs.)

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

Course Title	Code	Cr. Hrs.
Business Project Part-I	BBA4013	3
Business Project Part-II	BBA4023	3

### ■ Internship (3 Cr. Hrs.)

Each student is required to complete 9 weeks internship training usually after 6<sup>th</sup> semester or on the completion of 90 Cr.Hrs. The internship shall be graded as pass/fail.

Course Title	Code	Cr. Hrs.
Internship	BB4003	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.

### ■ Community Service (VIS4000)

Each student is required to complete 65 hours community work, usually after 1<sup>st</sup> 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.



# SCHEME OF STUDIES

## Bachelor in Business Administration (BBA)

### ☐ Semester-I (15 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
BBAG1113	Functional English	3
BBAG1612	Applications of Information & Communication Technologies	2
BBAG1611	Applications of Information & Communication Technologies Lab	1
BBAG1422	Introduction to Psychology	2
BBAG1353	Mathematics	3
BBAG1012	Islamic Studies/Ethics	2
BBAG12x2	Language-I	2

### ☐ Semester-II (16 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
BBAG1123	Expository Writing	3
BBAG1583	Analytical Reasoning	3
BBAG1022	Ideology and Constitution of Pakistan	2
BBAG1523	Statistics & Probability	3
BBAG1553	Computing and Analytics	3
BBAG1812	Civics and Community Engagement	2

### ☐ Semester-III (18 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
BBAG2133	English III	3
MKTB2003	Principles of Marketing	3
MGTB2003	Principles of Management	3
ACCB2003	Principles of Accounting I	3
ECOB2003	Principles of Microeconomics	3
MISB2003	Business Information System	3

#### □ Semester-IV (17 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
FINB2003	Business Finance	3
ACCB2013	Principles of Accounting II	3
BBAG2712	Entrepreneurship	2
HRMB2003	Introduction of HR Management	3
ECOB2013	Principles of Macroeconomics/PMG	3
MISB2013	Management Information System	3

#### □ Semester-V (18 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
ACCB3033	Cost Accounting	3
RCHB3003	Business Research Methods	3
BCMB3033	Business Communication	3
FINB3013	Financial Management	3
MGTB3043	Operations Management	3
MGTB3113	Business Policy and Strategy	3

#### □ Semester-VI (18 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
LAWB3003	Legal Environment in Business	3
FINB3133	Financial Market and Institutions	3
MKTB3033	Consumer Behavior	3
MGTB3093	Project Management	3
HRMB3063	Strategic HRM	3
MG/FIN3xx3	Elective-I	3

#### □ Semester-VII (15 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
MISB4053	Business Analytics	3
MKTB4013	Strategic Marketing	3

MGTB4073	Organizational Behavior	3
MG/FIN4xx3	Elective-II	3
BBAG4013	Business Project Part I	3

□ Semester-VIII (15 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
MG/FIN4xx3	Elective-III	3
MG/FIN4xx3	Elective-IV	3
MGTB4133	International Business Management	3
MISB4033	E-Business	3
BBAG4023	Business Project Part II	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 75 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
<b>Total</b>	<b>75</b>

### ■ Compulsory Requirements (6 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
English-III	HMB2033	3
Computing and Analytics	BBAG1413	3

### ■ 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

## ■ Discipline Specific Requirements

### a) 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

### b) Core Courses (09 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Operations Management	MGTB3043	3
Financial Management	FINB3013	3
Management Information Systems	MISB3043	3

### c) 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

## ■ Specialization Courses

### a) 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

### b) 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 6<sup>th</sup> 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	Cr. Hrs.
MGTB2003	Principles of Management	3
BBAG1413	Computing and Analytics	3
BBAG2133	English III	3
MGTB3053	Professional Ethics	3
BBAG1423	Analytical Reasoning	3
HMB2xx3	Language –I	3

### □ Semester-VI (18 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
MKTB2003	Principles of Marketing	3
FINB3013	Financial Management	3
HRMB2003	Introduction of HR Management	3
MISB3043	Management Information System	3
MG/FIN3xx3	Specialization I	3
HMB2xx3	Language –II	3

### □ Semester-VII (18 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
ENTB4003	Entrepreneurship and Innovation	3
MGTB3043	Operations Management	3
MKTB4033	Consumer Behavior	3
BBAG2063	Introduction to Sociology	3
BBAG2053	Introduction to Psychology	3
MG/FIN3xx3	Specialization II	3

□ Semester-VIII (15 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
MGTB4073	Organizational Behavior	3
MG/FIN3xx3	Specialization III	3
MG/FIN3xx3	Specialization IV	3
MGTB4133	International Business Management	3
HMB1033	Personal Management & Grooming	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 135 Cr. Hrs. as per following details:

Area	Cr. Hrs.
a) General Education	30
b) Major Courses	72
c) Allied Courses	12
d) Elective Courses	12
e) Capstone Project	6
f) Internship	3
<b>Total</b>	<b>135</b>

## ■ General Education (30 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Functional English	BSAG1113	3
Introduction to Psychology	BSAG1422	2
Computing and Analytics	BSAG1553	3
Mathematics	BSAG1353	3
Ideology and Constitution of Pakistan	BSAG1022	2
Language - I	BSAG12x2	2
Expository Writing	BSAG1123	3
Entrepreneurship	BSAG2712	2
Analytical Reasoning	BSAG1583	3
Islamic Studies/Ethics	BSAG1012	2
Applications of Information and Communication Technologies	BSAG1612	2
Applications of Information and Communication Technologies Lab	BSAG1611	1
Civics and Community Engagement	BSAG1812	2

## ■ Major Courses (72 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Principles of Management	MGTA2003	3
Statistics & Probability	BSBA1523	3
Business Information Systems	MISA2003	3
Programming Fundamentals	MISA2013	3
Foundations of Business Analytics	MISA2053	3
Data Structures & Databases	MISA3123	3
Data Visualization	MISA3133	3
Linear Algebra & Calculus	MTHA2323	3
Principles of Marketing	MKTA2003	3
Inferential Statistics	MTHA2333	3
Management Information Systems	BSBA3013	3
Programming with R	MISA3023	3
Business Intelligence	MISA3043	3
Introduction to Enterprise Resource Planning	MISA4213	3
Business Research Report Writing	RCHA3003	3
Business Modelling & Simulations	MISA3213	3
Programming with Python	MISA3033	3
Introduction to Machine Learning	MISA4123	3
Introduction Data Mining	MISA3113	3
Optimization Techniques	MISA4113	3
Introduction to HRM	HRMA2003	3
Artificial Intelligence	MISA4133	3
Operations Management	MGTA3043	3
Financial Management	FINA3013	3

## ■ Allied Courses (12 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Financial Accounting	ACCA2003	3
Business Communication	BCMA2033	3
Advanced Financial Accounting	ACCA2013	3
Professional Ethics	MGTA3053	3

Private Equity & Venture Capital	FINA3123	3
Legal Environment in Business	LAWA3003	3
Personal Management & Grooming	MGTA2313	3

### ■ Elective Courses (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
Operations Analytics	MGTA4043	3

### ■ Capstone Project (6 Cr. Hrs.)

Every student must complete a Capstone Project following the 6<sup>th</sup> semester or after the completion of 90 credit hours of course work.

Course Title	Code	Cr. Hrs.
Capstone Project Part-I	BSBA4913	3
Capstone Project Part-II	BSBA4923	3

### ■ Internship (3 Cr. Hrs.)

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

Course Title	Code	Cr. Hrs.
Internship	BSA4003	3

### ■ Community Service (VIS4000)

Each student is required to complete 65 hours community work, usually after 1<sup>st</sup> 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.



# SCHEME OF STUDIES

## BS Business Analytics

### ☐ Semester-I (15 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
BSAG1113	Functional English	3
BSAG1422	Introduction to Psychology	2
BSAG1353	Mathematics	3
BSAG1012	Islamic Studies/Ethics	2
BSAG12x2	Language-I	2
BSAG1612	Applications of Information & Communication Technologies	2
BSAG1611	Applications of Information & Communication Technologies Lab	1

### ☐ Semester-II (16 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
BSAG1123	Expository Writing	3
BSAG1553	Computing and Analytics	3
BSAG1583	Analytical Reasoning	3
BSAG1022	Ideology and Constitution of Pakistan	2
BSAG1812	Civics and Community Engagement	2
BSAG1523	Statistics and Probability	3

### ☐ Semester-III (18 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
MGTA2003	Principles of Management	3
MKTA2003	Principles of Marketing	3
MTHA2323	Linear Algebra & Calculus	3
MISA2003	Business Information Systems	3
ACCA2003	Financial Accounting	3
BCMA2033	Business Communication	3

#### □ Semester-IV (17 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
BSAG2712	Entrepreneurship	2
MISA2053	Foundations of Business Analytics	3
HRMA2003	Introduction of HR Management	3
MISA2013	Programming Fundamentals	3
MTHA2333	Inferential Statistics	3
ACCA2013	Advanced Financial Accounting	3

#### □ Semester-V (18 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
MISA3023	Programming with R	3
RCHA3003	Business Research Methods	3
FINA3013	Financial Management	3
MISA3123	Data Structures & Databases	3
MGTA3043	Operations Management	3
MISA3013	Management Information Systems	3

#### □ Semester-VI (18 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
MISA3133	Data Visualization	3
MISA3033	Programming with Python	3
MISA3113	Introduction to Data Mining	3
MISA3043	Business Intelligence	3
MISA3213	Business Modelling and Simulation	3
FINA3123	Private Equity & Capital Venture	3

□ Semester-VII (15 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
MISA4113	Optimization Techniques	3
MISA4123	Introduction to Machine Learning	3
MKTA4xx3	Elective - I	3
MKTA4xx3	Elective - II	3
BSBA4913	Capstone Project - Part I	3

□ Semester-VIII (15 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
MISA4133	Artificial Intelligence	3
MISA4213	Introduction to ERP	3
MKTA4xx3	Elective - III	3
MKTA4xx3	Elective - IV	3
BSBA4923	Capstone Project - Part II	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
<b>Total</b>	<b>30</b>

## ■ 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
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 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	Cr. Hrs.
MBA5003	Strategic Finance	3
MBA5013	Strategic Management	3
XXX5xx3	Elective-I	3
XXX5xx3	Specialization-I	3

### ☐ Semester-II (12 Cr. Hrs.)

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

### ☐ Semester-III (12 Cr. Hrs.)

Course Code	Course Title	Cr. Hrs.
XXX5xx3	Specialization-III	3
XXX5xx3	Specialization-IV	3
RCH6056	Research Thesis	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) 30 Cr. Hrs. 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) 30 Cr. Hrs. 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 (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

