

## **Scheme of Studies for MBA 02-years program**

Scheme of Studies for MBA 2 year Program in the light of the National Qualifications Framework (NQF) given by National Curriculum Review Committee (NCRC) and issued by HEC on March 28, 2019.

### **Introduction**

The Master of Business Administration (MBA) provides students with two years of specialized and practical knowledge that leads them onto the next step in their business careers. The program promises graduates to broaden their view of business that include: Finance, Accounting, Management, Human Resources, Marketing, Operations Management, and Information System. Students learn how to critically think and analyze information, discuss and present their ideas professionally; and develop attitude and understanding that will create their base for growth into competent business management professionals.

### **Vision:**

Developing business leaders with knowledge, skills, and professional ethics.

### **Mission Statement**

To develop streams of professionals equipped with the best tools & techniques of business management. Our business graduates are catering the need of local and global markets with innovation that contributes in the economic growth.

<b>Program Objectives</b>	<b>Program Outcomes</b>
To provide students a significant amount of knowledge on business management; develop their methodological and analytical skills to solve managerial issue and make in time decisions.	Graduating student will be able to apply core business knowledge; use analytical thinking techniques to solve issues faced by business with limited resources and make effective decisions.
To develop students cognitive skills, and allowing them to conduct research independently and be able to evaluate the work of others	Graduating students with the help of past scholarly literature and practitioner's feedback will be able to identify and investigate management research problems.
Familiarize students with ethical principles and importance of corporate social responsibility; and develop their understanding on ethical and moral tenets of business.	Graduating student will be able to recognize and analyze conflicts/issues with respect to ethical and social responsibility that may involve internal and external stakeholders; develop viable solutions and make decisions based on ethical principles
To develop students effective written and oral communication skills; and familiarize them with	Our graduates will be able to identify information; analyze and understand current

quantitative and qualitative techniques for managing business issues	business status, forecast trends; and with his communication skills can prepare and deliver oral business presentation along with business report
To develop student's creative/critical thinking and risk-taking skills, familiarize them with the complex world of innovation and entrepreneurship and develop skills and attributes of an entrepreneur.	Our graduates based on their creative/critical thinking skills and experimental/experiential learning will be able to identify business opportunities, design and implement innovation at workplace and have a head-start in creating their own start-up.

**Program Structure (60-66 Credit Hrs as per HEC)**

Core Courses			36 CH
1	Accounting	6 CH	
2	Finance	6 Ch	
3	Marketing	6 CH	
4	Economics	6 CH	
5	Quantitative Techniques	6 CH	
6	Management	6 CH	
Elective/ Specialization Courses			24 CH
Project			6 Ch
<b>Total Credit Hours</b>			<b>66 CH</b>

**Core Courses**

<b>S. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hrs</b>
1	ACT501	Financial Accounting	3
2	ACT503	Financial Reporting and Analysis	3
3	FIN505	Money and Capital Markets	3
4	FIN506	Strategic Financial Management	3
5	MKT501	Marketing Theory and Practice	3
6	MKT504	Strategic Marketing Management	3
7	MGT503	Business Research Methods	3
8	QNT604	Quantitative Analysis for Business Decision Making	3
9	ECO602	Economic Theory and Applications	3
10	ECO603	Economic Issues and International Trade	3
11	MGT505	Human Resource Management	3
12	MGT605	Strategic Management	3
		<b>Sub Total</b>	<b>36</b>

**Elective Courses**

S. No	Course Code	Course Title	Credit Hrs
1	MKT603	Digital Marketing	3
2	MKT506	Product and brand Management	3
3	MGT604	Total Quality Management	3
4	MGT504	Entrepreneurship	3
5	FIN625	Entrepreneurial Finance	3
6	MGT614	Corporate Governance	3
7	TM601	Strategic Information System	3
8	ECO506	International Business	3

**Specialization Courses****1. Graduate Specialization: Finance**

S. No	Course Code	Course Title
1	FIN610	Financial Derivatives
2	FIN611	Financial Modeling
3	FIN616	Financial Statements Analysis & Reporting
4	FIN618	International Finance
5	FIN619	Investment Analysis
6	FIN620	Financial Risk Management
7	FIN621	Advanced Corporate Finance
8	FIN622	Behavioral Finance
9	FIN623	Issues in Financial Reporting
10	FIN624	Finance Theory
11	FIN627	Mergers and Acquisitions
12	FIN628	Islamic Financing
13	FIN629	Case in Finance
14	FIN630	Equipment Leasing and Financing
15	FIN631	Asset Management
16	FIN632	Empirical Methods in Investments
17	FIN633	Financial Engineering-I
18	FIN634	Financial Engineering-II
19	FIN635	Enterprise Risk Management
20	FIN636	Financial Inter-mediation
21	FIN637	Monetary Theory and Policy
22	FIN638	Real Estate Investment and REIT Management
23	FIN639	Management Accounting and Control
24	FIN640	Financial Markets Regulations

**2. Graduate Specialization: Accounting**

S. No	Course Code	Course Title
1	ACT601	Advance Accounting
2	ACT602	Auditing & Taxation
3	ACT603	Advanced Cost & Management Accounting
4	ACT604	Accounting Theory & Contemporary Reporting Practice
5	ACT605	Seminars in Accounting
6	ACT606	Accounting for Islamic Banking Institution

**3. Graduate Specialization: Management**

S. No	Course Code	Course Title
1	MGT601	Leadership
2	MGT604	Total Quality Management
3	MGT606	Organization Development & Change Management
4	MGT608	Organizational Learning & Knowledge Management
5	MGT609	Supply Chain Management
6	MGT610	International Entrepreneurship
7	MGT613	Project Management
8	MGT614	Corporate Governance
9	MGT615	Managing Corporate Social Responsibility & Sustainability

**4. Graduate Specialization: Marketing**

S. No	Course Code	Course Title
1	MKT601	Brand Management
2	MKT602	Sales and Selling Management
3	MKT603	Digital Marketing
4	MKT606	Customer Relationship Management
5	MKT607	Integrated Marketing Communication
6	MKT611	Management of Distribution Channels
7	MKT612	Direct Marketing
8	MKT613	Personal Selling
9	MKT616	B2B Marketing
10	MKT617	Entrepreneurial Marketing
11	MKT618	Relationship Marketing
12	MKT619	New Product Development
13	MKT620	Marketing Research
14	MKT621	Consumer Behavior
15	MKT622	International Marketing
16	MKT623	Islamic Marketing
17	MKT624	Public Sector Marketing

18	MKT625	Marketing Ethics
19	MKT626	Social Marketing
20	MKT627	C2C Marketing
21	MKT628	Strategic Services Marketing
22	MKT629	Advertising
23	MKT630	Global Marketing
24	MKT631	B2C Marketing

### **5. Graduate Specialization: Information Technology Management**

<b>S. No</b>	<b>Course Code</b>	<b>Course Title</b>
1	ITM 608	IT Entrepreneurship
2	ITM 609	MIS & e-Business
3	ITM 610	Digital Marketing
4	ITM 611	Database Management System
5	ITM 612	Web Technologies
6	ITM 613	Object Oriented Programming
7	ITM 614	Software Engineering
8	ITM 615	Technology & Innovation Management
9	ITM 616	Introduction to Business Analytics
10	ITM 617	Fundamentals of Cloud Computing
11	ITM 618	IT Project Management
12	ITM 619	Software Quality Standards
13	ITM 620	Information System Security
14	ITM 621	Data Mining and Warehousing
15	ITM 622	Enterprise Resource Planning (ERP)
16	ITM 623	Knowledge Management

## 6. Graduate Specialization: IT Project Management

S. No	Course Code	Course Title
1	ITPM 601	IT project Management
2	ITPM 602	Project Life Cycle and Integration Management
3	ITPM 603	Project Leadership and change Management
4	ITPM 604	Project Management Financials
5	ITPM 605	Project Constraints Management
6	ITPM 606	Computer Application in Project Management
7	ITPM 607	IT Project Risks and Quality Management
8	ITPM 608	IT Project Contract and Procurement Management
9	ITPM 609	Business Process Reengineering
10	ITPM 610	Project Management Standards and Ethics
11	ITPM 611	Project Stakeholders Management
12	ITM 608	IT Entrepreneurship
13	ITM 609	MIS & E-Business
14	ITM 614	Software Engineering
15	ITM 615	Technology & Innovation Management
16	ITM 616	Introduction to Business Analytics

## 7. Graduate Specialization: E-Business

S. No	Course Code	Course Title
1	ITEB 601	E-Supply Chain Management
2	ITEB 602	E-Commerce Management
3	ITEB 603	Human Computer Interaction
4	ITEB 604	Internet working Technology
5	ITEB 605	Customer Relationship Management
6	ITEB 606	Search Engine Optimization
7	ITPM 601	IT Project Management
8	ITM 608	IT Entrepreneurship
9	ITM 609	MIS & e-Business
10	ITM 610	Digital Marketing
11	ITM 616	Introduction to Business Analytics
12	ITM 617	Fundamentals of Cloud Computing
13	ITM 620	Information System Security
14	ITM 622	Enterprise Resource Planning (ERP)

### 8. Graduate Specialization: Banking & Finance

S. No	Course Code	Course Title
1	FIN618	International Finance
2	FIN619	Investment Analysis
3	FIN621	Advanced Corporate Finance
4	BAN601	Investment Banking
5	BAN602	International Banking
6	BAN603	Foreign Trade & Foreign Exchange
7	BAN604	Credit Management
8	BAN605	Seminar in Islamic Banking
9	BAN606	Understanding Islamic insurance and investments
10	BAN607	Accounting for banks
11	BAN608	E-Banking
12	BAN609	SMEs And Agriculture Finance

### 9. Graduate Specialization: Global Entrepreneurship

S. No	Course Code	Course Title
1	MKT630	Global Marketing
2	MKT640	B2C and B2B Markets
3	MKT641	International E-Commerce
4	MKT642	International Trade Regulations
5	MKT643	Raising Capital for Global Entrepreneurship

### 10. Graduate Specialization Supply Chain Management

S. No	Course Code	Course Title
1.	SCM601	Introduction to Supply Chain Management
2.	SCM602	Procurement and Contract Management
3.	SCM603	Logistics Operations Methods and Inventory Management
4.	SCM604	Innovations in Supply Chains
5.	SCM605	Distribution Network Design
6.	SCM606	Supply Security and Risk Management
7.	SCM607	Business Intelligence for Supply Chains
8.	SCM608	Strategic Sourcing, Purchasing, and Contract Management
9.	SCM609	Freight Transportation Systems
10.	SCM610	Supply Chain Finance



**11. Graduate Specialization Hospitality Management**

S. No	Course Code	Course Title
1.	HPM601	Hotel Operations
2.	HPM602	Restaurant Management
3.	HPM603	Culinary Art
4.	HPM604	Service Quality in Hospitality
5.	HPM605	Strategic Services Marketing
6.	HPM606	Emerging Trends in Hospitality
7.	HPM607	Hotel Management

**12. Graduate Specialization: Tourism**

S. No	Course Code	Course Title
1	TRM601	Tourism Policy & Planning
2	TRM602	Destination Branding
3	TRM603	Sport and Adventure Tourism
4	TRM604	Culture Resource Management
5	TRM605	Eco Tourism
6	TRM606	Emerging Trends in Tourism

**13. Graduate Specialization: Human Resource Management**

S. No	Course Code	Course Title
1	MGT602	Performance & Compensation Management
2	MGT603	Employee Relations, Negotiation & Collective Bargaining
3	MGT606	Organization Development & Change Management
4	MGT607	Strategic Human Resource Management
5	MGT611	Employee Training & Development
6	MGT612	Talent Acquisition & Staffing

## **SEMESTER WISE STREAM OF STUDY - MBA-2 YEARS PROGRAM**

### **For Non-Business Background Semester 1**

<b>S#</b>	<b>Course Code</b>	<b>Course Title</b>	<b>CH</b>
1	ACT501	Financial Accounting	3
2	FIN505	Money and Capital Markets	3
2	MKT501	Marketing Theory and Practice	3
4	ECO602	Economic Theory and Applications/Managerial Economics	3
5	MGT503	Business Research Methods	3
6	MGT505	Human Resource Management	3
<b>Total</b>			<b>18</b>

### **Semester 2**

<b>S#</b>	<b>Course Code</b>	<b>Course Title</b>	<b>CH</b>
1	FIN506	Strategic Financial Management	3
2	MKT504	Strategic Marketing Management	3
2	QNT604	Quantitative Analysis for Business Decision Making	3
4	ECO603	Economic Issues and International Trade	3
5	MGT605	Strategic Management	3
6		Elective I	3
<b>Total</b>			<b>18</b>

### **For Business Background**

### **Semester 1**

<b>S#</b>	<b>Course Code</b>	<b>Course Title</b>	<b>CH</b>
1	FIN506	Strategic Financial Management	3
2	MKT504	Strategic Marketing Management	3
2	QNT604	Quantitative Analysis for Business Decision Making	3
4	ECO603	Economic Issues and International Trade	3
5	MGT605	Strategic Management	3
6		Elective I	3
<b>Total</b>			<b>18</b>

**Semester 3**

S#	Course Code	Course Title	CH
1	ACT503	Financial Reporting and Analysis	3
2		Elective II	3
2		Elective III	3
4		Specialization I	3
5		Specialization II	3
<b>Total</b>			<b>15</b>

**Semester 2**

S#	Course Code	Course Title	CH
1	ACT503	Financial Reporting and Analysis	3
2		Elective II	3
2		Elective III	3
4		Specialization I	3
5		Specialization II	3
<b>Total</b>			<b>15</b>

**Semester 4**

S#	Course Code	Course Title	CH
1		Elective IV	3
2		Specialization III	3
3		Specialization IV	3
4	PR600	Project	6
<b>Total</b>			<b>15</b>

**Semester 3**

S#	Course Code	Course Title	CH
1		Elective IV	3
2		Specialization III	3
3		Specialization IV	3
4	PR600	Project	6
<b>Total</b>			<b>15</b>

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### **Course Exemptions under the Revised Scheme of Studies of MBA 02-years program:**

As per NCRC guidelines students coming to MBA program with business education background (BBA), may be allowed exemption of courses up to 36 Credit hours, but such huge exemptions in MBA program on the basis of undergraduate courses doesn't seem appropriate. Therefore, provision of exemption up to a maximum 06 courses-18 credit hours may be given with conditions.

**No fee will be charged from the students who are given full course exemption; under the guidelines of the National Qualifications Framework (NQF) given by National Curriculum Review Committee (NCRC) and issued by HEC on March 28, 2019.**

<b>S.No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hrs</b>
1	ACT501	Financial Accounting	3
2	FIN505	Money and Capital Markets	3
3	MKT501	Marketing Theory and Practice	3
4	ECO602	Economic Theory and Applications/Managerial Economics	3
5	MGT503	Business Research Methods	3
6	MGT505	Human Resource Management	3
<b>Total</b>			<b>18</b>