

# FACULTY OF MANAGEMENT SCIENCES

## MBA Program

For students with 4-year undergraduate degree/16-years of education, the minimum duration of the MBA program is 2 years. Twenty-two courses (66 credits) and Research Project (6 credits) or Thesis (6 credit hours) are needed to graduate. Students are also required to complete a six-week internship and qualify a non-credit course 'Software Tools for Business' or an exam based on MS-Power Point & MS-Excel in lieu of the course. The maximum duration to complete this degree is 4 years.

### First Year

#### Fall Semester

- BA 5301 Financial Accounting\*
- BA 5419 Business Management and Ethics\*
- BA 5418 Managerial Communication\*
- BA 5502 Quantitative Tools for Managers\*
- BA 5302 Microeconomics\*
- BA 5106 Marketing Management\*

#### Spring Semester

- BA 5402 Macroeconomics\*
- BA 5205 Human Resources Management\*
- BA 5411 Cost and Management Accounting\*
- BA 5401 Introduction to Business Finance\*
- BA 5405 Statistical Inference\*
- BA 5501 Applied Research Methods

### Second Year

#### Fall Semester

- BA 5308 International Business
- BA 5601 Strategic HRM
- BA 5105 Financial Management\*
- BA 5203 Strategic Marketing
- BA 5xxx Elective-I
- BA 5508 Research Project-I (3 Credits) OR
- BA 5507 Thesis-I (3 Credits)

#### Spring Semester

- BA 5104 Strategic Management
- BA 5208 Strategic Finance
- BA 5xxx Elective-II
- BA 5xxx Elective-III
- BA 5xxx Elective-IV
- BA 5608 Research Project - II (3 Credits)
- BA 5607 OR Thesis-II (3 Credits)

\* Exempt courses for BBA and Equivalent degree holders

The students with 4-year BBA/BS (Accounting & Finance)/BS (Entrepreneurship) or equivalent degree are exempted 36 credit hours of course work. Minimum duration of degree for such students will be 1.5-year with following program structure:

### First Year

#### Fall Semester

- BA 5501 Applied Research Methods

- BA 5203 Strategic Marketing
- BA 5601 Strategic HRM
- BA 5208 Strategic Finance

#### Spring Semester

- BA 5104 Strategic Management
- BA 5xxx Elective-I
- BA 5xxx Elective-II
- Research Project -I (3 Credits) Or
- BA 5507 Thesis-I (3 Credits)

### Second Year

#### Fall Semester

- BA 5308 International Business
- BA 5xxx Elective-III
- BA 5xxx Elective-IV
- Research Project
- BA 5607 Thesis-II (3 Credits)

All courses may not be offered in every semester. Alternative courses may be substituted as and when required.

\*A student may take either Research Project or Thesis.

#### ELECTIVES

##### Finance

- BA 5131 Advance Financial Management
- BA 5132 Analysis of Financial Statements
- BA 5133 Corporate Finance
- BA 5134 Derivatives
- BA 5135 Financial Markets and Institutions
- BA 5138 Econometrics
- BA 5139 Financial Risk Analysis
- BA 5151 International Finance
- BA 5155 Mergers and Acquisitions
- BA 5179 Commodity Pricing
- BA 5187 Business Analysis and Forecasting
- BA 5229 Financial Modeling
- BA 5232 Portfolio and Investment Management
- BA 5254 Fundamentals of Financial Engineering
- BA 5262 Behavioral Finance
- BA 5284 Theory and Practice of Lending
- BA 5192 Financial Management Policy
- BA 5294 Venture Capital and Private Equity
- BA 5298 Financial Reporting and Analysis

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## Banking

- BA 5137 International Banking
- BA 5175 Banking Operations
- BA 5184 Financial Product Regulations
- BA 5231 Islamic Banking and Finance
- BA 5235 Treasury and Funds Management
- BA 5244 Investment Banking
- BA 5273 Prudential Regulations
- BA 5278 Banking Crises and Management

## Human Resource Management

- BA 5114 Leadership and Motivation Techniques
- BA 5118 Compensation Management
- BA 5117 Performance Appraisal
- BA 5159 Salary and Compensation
- BA 5164 Human Resources Information Systems
- BA 5165 Job Analysis and Design
- BA 5167 Talent Management and Succession Planning
- BA 5185 Leadership Development
- BA 5193 HR Operations and Business Partnering
- BA 5196 Conflict Resolution
- BA 5215 Recruitment and Selection
- BA 5216 Training and Development
- BA 5239 HR Policy Development
- BA 5251 Human Resource Development
- BA 5285 Performance Management
- BA 5292 HR Analytics
- BA 5297 Human Capital Development and Analytics
- BA 5335 Human Resource Audit
- BA 5332 Contemporary Issues in Human Resource Management
- BA 5435 Human Resource Management and Technology
- BA 5452 Psychological Contract in Organisations

## Management

- BA 5111 Business Process Re-engineering
- BA 5112 Change Management
- BA 5113 Industrial Management and Labor Relations
- BA 5116 Industrial Relations and Labor Laws
- BA 5136 Business Strategy and Policy
- BA 5152 Event Management
- BA 5172 Entrepreneurial Business Strategy
- BA 5213 Project Management
- BA 5295 Crisis Management
- BA 5334 Corporate Sustainability
- BA 5242 Lean Six Sigma Manufacturing
- BA 5434 Hospitality and Tourism Management
- BA 5333 Business Theory
- BA 5433 Business Application

## MIS

- BA 5156 e-Commerce Strategies and Management
- BA 5163 Enterprise Resource Planning
- BA 5169 Technology Management and Innovation
- BA 5181 Business Intelligence and Data Warehousing
- BA 5241 e-Commerce

## Marketing

- BA 5121 Advertising
  - BA 5122 Brand Management
  - BA 5123 Consumer Behavior
  - BA 5124 Customer Relationship Management
  - BA 5126 Export Marketing
  - BA 5127 Global Marketing
  - BA 5129 Services Marketing
  - BA 5171 Strategic Advertising
  - BA 5182 Trade Marketing
  - BA 5186 Social Marketing
  - BA 5199 Integrated Brand Communication
  - BA 5217 Industrial Marketing
  - BA 5224 Media Planning and Management
  - BA 5225 Personal Selling
  - BA 5226 Pharmaceutical Marketing
  - BA 5227 Sales Management
  - BA 5228 Retail Management
  - BA 5246 Public Relations
  - BA 5256 Integrated Marketing Communications
  - BA 5259 Emerging Media
  - BA 5264 Interactive Global and Regional Marketing
  - BA 5269 Marketing Intelligence
  - BA 5281 Digital Marketing
  - BA 5286 Media Marketing
  - BA 5293 New Product Development Process and Innovation
  - BA 5296 Rural Marketing
  - BA 5198 Experiential and Content Marketing
  - BA 5299 Media Management
  - BA 5141 Public Relations Management
  - BA 5438 Marketing Practices in Pakistan
  - BA 5331 Marketing Analytics
  - BA 5339 Packaging for Brands
  - BA 5337 Retail Strategy and Structure
  - BA 5437 Retail Supply Chain Management
  - BA 5436 Retail Operation
  - BA 5336 Retail Buying and Merchandising
  - BA 5451 Strategic Entrepreneurship
- ## Supply Chain Management (SCM)
- BA 5191 Advance Manufacturing and TPM in SCM
  - BA 5194 Supply Chain Finance
  - BA 5214 Supply Chain Management
  - BA 5263 Dynamics of Logistics and Distribution
  - BA 5265 Operational Planning in Supply Chain
  - BA 5266 Strategic Procurement in SCM
  - BA 5287 Execution and Control of Operations in SCM
  - BA 5291 Detailed Scheduling and Planning in SCM
  - BA 5142 Materials Management
  - BA 5338 Shipping in SCM
  - BA 5432 Green Supply Chain Management
  - BA 5431 Supply Chain Operations
  - BA 5449 Strategic Warehouse Management
  - BA 5439 Green Logistics