

## Department of Business Administration

### Vision

To be acknowledged and recognized as one of the leading business schools at national and world wide for education and research in the areas of Business and Management.

### Mission

To provide economically, socially, and culturally relevant business and management related education to all those who wish to benefit from it. We are a demand-led and customer focused education institution. We enhance learning, build confidence and create opportunities for all who choose to invest in studying at our school.

### Programs Offered:

- ♦ Associate Degree in Business Administration
- ♦ Bachelor of Business Administration
- ♦ Associate Degree in Commerce
- ♦ Bachelor of Science in Commerce
- ♦ Associate Degree in Business Analytics
- ♦ Bachelor of Science in Business Analytics

# Faculty Members, School of Business Administration

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Ph.D HRD,  
NUML, Islamabad

**Dr. Waheed-ur-Rehman**

Professor,  
Ph.D Management Sciences,  
Sarhad University, Peshawar

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Assistant Professor,  
Ph.D Management Sciences,  
UMT, Lahore

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Lecturer,  
MBA (Finance),  
IM Sciences, Peshawar

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Assistant Professor,  
MS Finance,  
IM Sciences, Peshawar





# Associate Degree in Business Administration

Accredited by National Business Education Accreditation Council (NBEAC)

## Program Details:

|                                      |                      |
|--------------------------------------|----------------------|
| Program Code                         | 083                  |
| Number of Courses                    | 26                   |
| Credit Hours                         | 69                   |
| Minimum Duration                     | 4 Semesters, 2 Years |
| Maximum Duration                     | 8 Semesters, 4 Years |
| Minimum CGPA Required To Earn Degree | 2.00                 |

## Program Outcomes:

On the completion of the degree, the students would be expected to have:

- ◆ The potential to start professional career;
- ◆ The required skills to identify and analyze business problems and opportunities and recommend courses of action in the subject context;
- ◆ The potential to communicate effectively and professionally;
- ◆ The required awareness of economic, environmental, political, ethical, legal and regulatory business contexts;
- ◆ Learnt how to behave professionally, effectively and respectfully with all the stakeholders; and
- ◆ The potential to apply administrative concepts and methods to address office issues and organizational performance problems.

## Eligibility Criteria:

Intermediate (I. Com, DBA, D. Com, FA, F.Sc.) with at-least 50% Marks or A-Level with equivalency certificate from IBCC Islamabad or an equivalent certificate from a recognized institution are eligible to apply.

Candidates will be required to pass an entry test / an interview conducted by the university.

## Program Objectives:

This program aims at producing students who are capable and could demonstrate understanding of work as per market need and could adapt quickly to the expectations of employers. To this end the program is set to have the following objectives:

- ◆ To enable the students to have early professional life;
- ◆ To enable the students to identify and analyze business problems and opportunities and recommend courses of action in the subject context;
- ◆ To enable the students to communicate effectively and professionally;
- ◆ To enable the students to exhibit awareness of economic, environmental, political, ethical, legal and regulatory business contexts;
- ◆ To enable the students to behave professionally, effectively and respectfully with all the stakeholders; and
- ◆ To enable them to apply administrative concepts and methods to address office issues and organizational performance.

## Scheme of Studies

### 1st Semester

| Course Code | Course Title                   | Cr. Hrs.18 |
|-------------|--------------------------------|------------|
| MA 117      | Quantitative Reasoning I       | 3-0        |
| ENG 101     | Functional English (English I) | 3-0        |
| IT 107      | Applications of ICT            | 3-0        |
| MGT 107     | Principles of Management       | 3-0        |
| MKT 227     | Principles of Marketing        | 3-0        |
| IT 228      | Management Information System  | 3-0        |

### 2nd Semester

| Course Code | Course Title                                                             | Cr. Hrs.18 |
|-------------|--------------------------------------------------------------------------|------------|
| MA 120      | Quantitative Reasoning II                                                | 3-0        |
| GH 106      | International Relations                                                  | 3-0        |
| ENG 116     | Expository Writing                                                       | 3-0        |
| GS 309      | Everyday Science                                                         | 2-0        |
| QT 101      | Understanding of Holy Quran-I (only for Muslims)                         | 0-1        |
| MR 101      | Minority Rights in the Constitution of Pakistan-I (only for Non-Muslims) | 1-0        |
| GS 128      | Pakistan Studies                                                         | 3-0        |
| ACC 121     | Principles of Accounting                                                 | 3-0        |

### 3rd Semester

| Course Code | Course Title                              | Cr. Hrs.15 |
|-------------|-------------------------------------------|------------|
| GS 321/305  | Arabic/Chinese/French Language            | 2-0        |
| GS 124/141  | Islamic Study /Values, Ethics and Society | 2-0        |
| MGT 102     | Fundamentals of Business                  | 2-0        |
| ACC 211     | Financial Accounting                      | 3-0        |
| GS 422      | Professional Ethics                       | 3-0        |
| ECO 211     | Economics of Pakistan                     | 3-0        |

### 4th Semester

| Course Code | Course Title                          | Cr. Hrs.18 |
|-------------|---------------------------------------|------------|
| GE 205      | Civics & Community Engagements        | 2-0        |
| GE 201      | Ideology and Constitution of Pakistan | 2-0        |
| MGT 270     | Entrepreneurship                      | 2-0        |
| MGT 323     | Business and Corporate Law            | 3-0        |
| MGT 345     | Organizational Behavior               | 3-0        |
| ENG 314     | Effective Business Communication      | 3-0        |
| MGT 450     | Total Quality Management              | 3-0        |





# Bachelor of Business Administration

Accredited by National Business Education Accreditation Council (NBEAC)

| Program Details                    | (4 Years)                          | (2.5 Years)                        | (2 Years)                          |
|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| <b>Program Code</b>                | 021                                | 217                                | 216                                |
| <b>Number of Courses</b>           | 47 + Field Exp. + Capstone Project | 27 + Field Exp. + Capstone Project | 20 + Field Exp. + Capstone Project |
| <b>Credit Hours</b>                | 133                                | 83                                 | 64                                 |
| <b>Minimum Duration</b>            | 8 Semesters, 4 Years               | 5 Semesters, 2.5 Years             | 4 Semesters, 2 Years               |
| <b>Maximum Duration</b>            | 12 Semesters, 6 Years              | 9 Semesters, 4.5 Years             | 8 Semesters, 4 Years               |
| <b>Minimum CGPA To Earn Degree</b> | 2.00                               | 2.00                               | 2.00                               |

## Eligibility Criteria:

- 4 Years:** Intermediate (I. Com, DBA, D. Com, FA, F.Sc) with at-least 50% Marks or A-Level (22 Points) with equivalency certificate from IBCC Islamabad or an equivalent certificate from a recognized institution are eligible to apply.
- 2.5 Years:** Students who have 14 years BA/BSc./B.Com-from annual system or AD non-business education with at least 50% marks or 2.00 CGPA on the scale of 4.00 from a recognized institution are eligible to apply. After Bridge Semester, the scheme from 5th till 8th Semester will be followed.
- 2 Years:** Candidates who have secured Associate Degree (semester system) in Business Administration with at least 50% marks or 2.00 CGPA on the scale of 4.00 from a recognized institution are eligible to apply. The scheme from 5th till 8th Semester will be followed.

Candidates will be required to pass an entry test / an interview conducted by the university.

## Program Learning Outcomes:

On the completion of the degree, the passed-out graduates would be expected to have:

- ◆ Acquired the core knowledge about business and their respective applications;
- ◆ To have acquire the requisite potential for recognizing the need to adapt business practices to the opportunities and challenges of an evolving local and global business environment;
- ◆ Such developed good communication skills through which they could communicate effectively;
- ◆ The potential to work effectively, respectfully, ethically and professionally in the challenge market;
- ◆ The forte of working in team by employing team building skills to facilitate collaborative behaviors to achieve group and organizational goals and objectives;
- ◆ Acquired the potential to recognize entrepreneurial opportunities for new business ventures; and
- ◆ The core capabilities of making basic investment and financing decisions for a business using financial management concepts, and methods.

## Program Objectives:

This program aims at producing students with diverse potentials of working as line managers characterized by quick market adaptability in the fluid market. To this end the program is set to have the following objectives:

- ◆ To enable the students to have the core business knowledge and their application;
- ◆ To enable them to acquire potential for recognizing the need to adapt business practices to the opportunities and challenges of an evolving local and global business environment;
- ◆ To have good communication skills so as to convey business messages effectively;
- ◆ Work effectively, respectfully, ethically and professionally in the challenge market;
- ◆ Be capable of working in team by employing team building skills to facilitate collaborative behaviors to achieve group and organizational goals and objectives;
- ◆ Recognize entrepreneurial opportunities for new business ventures; and
- ◆ Be capable of making basic investment and financing decisions for a business using financial management concepts, and methods.



## Scheme of Studies

## Bridge Semester (for BBA 2.5 Years program)

| Course Code                                                                                                                                                             | Course Title                                                             | Cr. Hrs.19 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|------------|
| ACC 221                                                                                                                                                                 | Financial Accounting                                                     | 3-0        |
| ECO 112                                                                                                                                                                 | Principles of Economics                                                  | 3-0        |
| MA 209                                                                                                                                                                  | Elementary Statistics                                                    | 3-0        |
| MGT 107                                                                                                                                                                 | Principles of Management                                                 | 3-0        |
| MKT 227                                                                                                                                                                 | Principles of Marketing                                                  | 3-0        |
| MGT 305                                                                                                                                                                 | Organizational Behaviour                                                 | 3-0        |
| QT 101                                                                                                                                                                  | Understanding of Holy Quran-I (only for Muslims)                         | 0-1        |
| MR 101                                                                                                                                                                  | Minority Rights in the Constitution of Pakistan-I (only for Non-Muslims) | 1-0        |
| *Only for students who did not study Understanding of Holy Quran-I or Minority Rights in the Constitution of Pakistan-I/ Equivalent course in BSc/BA/AD Degree Program. |                                                                          |            |

## 1st Semester

| Course Code | Course Title                             | Cr. Hrs.18 |
|-------------|------------------------------------------|------------|
| MA 117      | Quantitative Reasoning I (Business Math) | 3-0        |
| ENG 101     | Functional English (English I)           | 3-0        |
| IT 107      | Applications of ICT                      | 3-0        |
| MGT 107     | Principles of Management                 | 3-0        |
| MKT 227     | Principles of Marketing                  | 3-0        |
| IT 228      | Management Information System            | 3-0        |

## 2nd Semester

| Course Code | Course Title                                                             | Cr. Hrs.18 |
|-------------|--------------------------------------------------------------------------|------------|
| MA 120      | Quantitative Reasoning II (Business Statistics)                          | 3-0        |
| GH 106      | International Relations                                                  | 3-0        |
| ENG 116     | Expository Writing                                                       | 3-0        |
| GS 309      | Everyday Science                                                         | 2-0        |
| QT 101      | Understanding of Holy Quran-I (only for Muslims)                         | 0-1        |
| MR 101      | Minority Rights in the Constitution of Pakistan-I (only for Non-Muslims) | 1-0        |
| GS 128      | Pakistan Studies                                                         | 3-0        |
| ACC 121     | Principles of Accounting                                                 | 3-0        |

## 3rd Semester

| Course Code | Course Title                              | Cr. Hrs.15 |
|-------------|-------------------------------------------|------------|
| GS 321/305  | Arabic/Chinese/French Language            | 2-0        |
| GS 124/141  | Islamic Study /Values, Ethics and Society | 2-0        |
| MGT 102     | Fundamentals of Business                  | 2-0        |
| ACC 211     | Financial Accounting                      | 3-0        |
| GS 422      | Professional Ethics                       | 3-0        |
| ECO 112     | Principles of Economics                   | 3-0        |

## 4th Semester

| Course Code | Course Title                          | Cr. Hrs.18 |
|-------------|---------------------------------------|------------|
| GE 205      | Civics & Community Engagements        | 2-0        |
| GE 201      | Ideology and Constitution of Pakistan | 2-0        |
| MGT 270     | Entrepreneurship                      | 2-0        |
| MGT 323     | Business and Corporate Law            | 3-0        |
| MGT 345     | Organizational Behavior               | 3-0        |
| ENG 314     | Effective Business Communication      | 3-0        |
| MGT 450     | Total Quality Management              | 3-0        |

## 5th Semester

| Course Code | Course Title                         | Cr. Hrs.18 |
|-------------|--------------------------------------|------------|
| MKT 431     | Marketing Management                 | 3-0        |
| FIN 434     | Financial Management                 | 3-0        |
| HRM 333     | Human Resource Management            | 3-0        |
| MGT 305     | Operations and Production Management | 3-0        |
| MGT 451     | Corporate Social Responsibility      | 3-0        |
| AI 310      | AI in Business                       | 2-1        |

## 6th Semester

| Course Code | Course Title                                                              | Cr. Hrs.16 |
|-------------|---------------------------------------------------------------------------|------------|
| MGT 305     | Business and Labor Law                                                    | 3-0        |
| ECO 380     | Quantitative Methods in Business                                          | 3-0        |
| ECM 401     | Freelancing                                                               | 2-1        |
| QT 300      | Understanding of Holy Quran-II (only for Muslims)                         | 0-1        |
| MR 300      | Minority Rights in the Constitution of Pakistan-II (only for Non-Muslims) | 1-0        |
|             | Elective I                                                                | 3-0        |
|             | Elective II                                                               | 3-0        |

## 7th Semester

| Course Code | Course Title                 | Cr. Hrs.15 |
|-------------|------------------------------|------------|
| RES 379     | Research Methods in Business | 3-0        |
| ECO 361     | Managerial Economics         | 3-0        |
| ECO 211     | Economics of Pakistan        | 3-0        |
|             | Elective III                 | 3-0        |
|             | Elective IV                  | 3-0        |

## 8th Semester

| Course Code | Course Title     | Cr. Hrs.15 |
|-------------|------------------|------------|
| FIN 530     | Business Finance | 3-0        |
|             | Elective V       | 3-0        |
|             | Elective VI      | 3-0        |
| RES 485     | Capstone Project | 0-3        |
| RES 350     | Field Experience | 3-0        |

## Specialization with List of Electives

## Human Resource Management

| Course Code | Course Title                   | Cr. Hrs. |
|-------------|--------------------------------|----------|
| HR 418      | Organizational Development     | 3-0      |
| HR 311      | Human Resource Development     | 3-0      |
| HR 403      | Compensation Management        | 3-0      |
| HR 412      | Labour Relations Management    | 3-0      |
| HR 440      | Training & Development         | 3-0      |
| HR 448      | Motivation                     | 3-0      |
| HR 420      | Performance Appraisal          | 3-0      |
| HR 356      | Leadership and Team Management | 3-0      |

## Tourism &amp; Hotel Management

| Course Code | Course Title                 | Cr. Hrs. |
|-------------|------------------------------|----------|
| THM 403     | Global Tourism & Hospitality | 3-0      |
| THM 405     | Tourism and Hospitality Laws | 3-0      |
| THM 407     | Room Division Operations     | 3-0      |
| THM 409     | Food & Beverage Operations   | 3-0      |
| THM 411     | Event Management             | 3-0      |
| THM 413     | Tourism Management           | 3-0      |
| THM 415     | Travel Business              | 3-0      |
| THM 417     | Tour Management              | 3-0      |
| THM 419     | Tourism Marketing            | 3-0      |

## Business Analytics

| Course Code | Course Title                             | Cr. Hrs. |
|-------------|------------------------------------------|----------|
| BA 401      | Data Science for Business                | 2-1      |
| BA 207      | Fundamentals of Business Intelligence    | 3-0      |
| BA 410      | Data Structure and Business Applications | 2-1      |
| BA 415      | Business Data and Text Mining            | 2-1      |
| BA 301      | Database Systems for Business            | 2-1      |
| BA 405      | Ethics in Business Analytics             | 3-0      |
| BA 305      | Machine Learning for Business Analytics  | 2-1      |
| BA 412      | Big Data Technologies                    | 2-1      |

## Banking &amp; Finance

| Course Code | Course Title                         | Cr. Hrs. |
|-------------|--------------------------------------|----------|
| FIN 461     | Analysis of Capital Markets          | 3-0      |
| FIN 425     | Islamic Modes of Financing           | 3-0      |
| FIN 330     | Analysis of Financial Statements     | 3-0      |
| FIN 444     | Portfolio Management                 | 3-0      |
| FIN 335     | International Banking                | 3-0      |
| FIN 357     | Banking Law and Practice             | 3-0      |
| FIN 470     | Fraud Prevention Management          | 3-0      |
| FIN 475     | Tax Policy and Practices in Pakistan | 3-0      |
| FIN 451     | Project Appraisal                    | 3-0      |

## Marketing

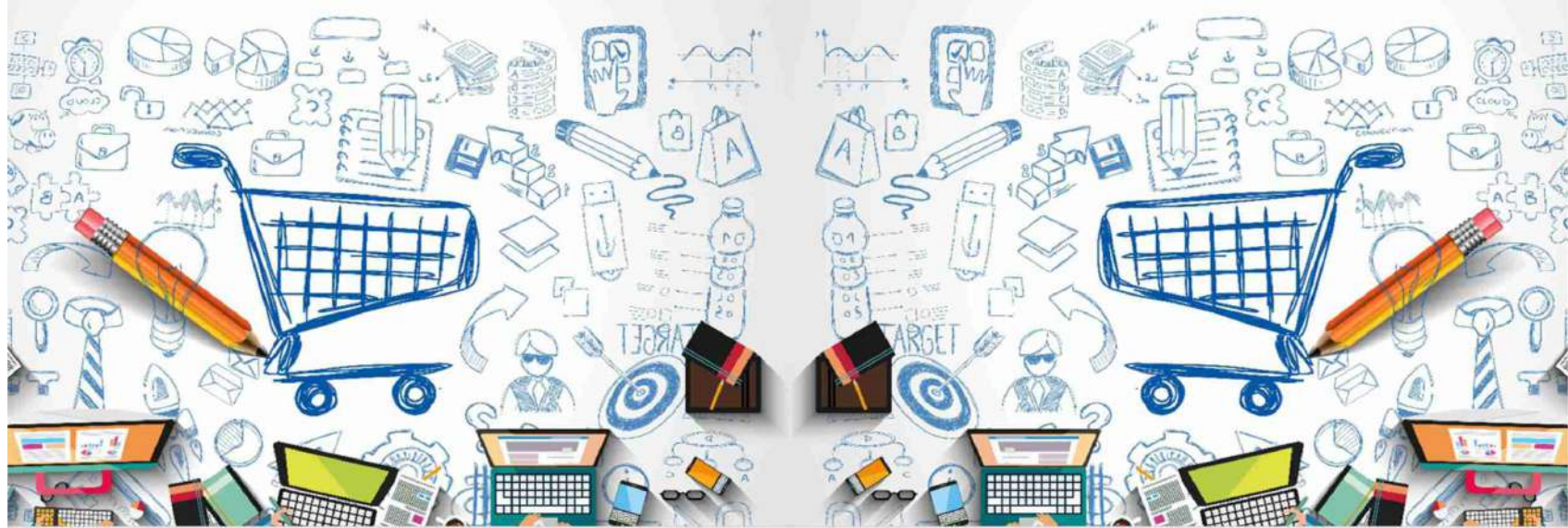
| Course Code | Course Title              | Cr. Hrs. |
|-------------|---------------------------|----------|
| MKT 363     | Advertising Management    | 3-0      |
| MKT 411     | Industrial Marketing      | 3-0      |
| MKT 427     | Marketing of Services     | 3-0      |
| MKT 358     | Small Business Management | 3-0      |
| MKT 360     | Strategic Marketing       | 3-0      |
| MKT 440     | Personal Selling          | 3-0      |
| MKT 451     | Export Marketing          | 3-0      |
| MKT 452     | International Marketing   | 3-0      |
| MKT 455     | Marketing Research        | 3-0      |
| MKT 465     | International Trade       | 3-0      |

## Supply Chain Management

| Course Code | Course Title                            | Cr. Hrs. |
|-------------|-----------------------------------------|----------|
| MGT 413     | Project Management                      | 3-0      |
| MGT 434     | Purchasing and Supply Chain Management  | 3-0      |
| MGT 436     | Warehousing and Distribution Management | 3-0      |
| MGT 438     | Logistics Planning & Management         | 3-0      |
| MGT 432     | Inventory Management & Control          | 3-0      |
| MGT 430     | Crisis and Conflict Management          | 3-0      |

The facility for teaching of any of the elective course will be arranged only if reasonable number of students opt for.





# Associate Degree in Commerce

Recognized by Higher Education Commission (HEC)

## Program Details:

|                                             |                      |
|---------------------------------------------|----------------------|
| <b>Program Code</b>                         | 184                  |
| <b>Number of Courses</b>                    | 26                   |
| <b>Credit Hours</b>                         | 69                   |
| <b>Minimum Duration</b>                     | 4 Semesters, 2 Years |
| <b>Maximum Duration</b>                     | 8 Semesters, 4 Years |
| <b>Minimum CGPA Required To Earn Degree</b> | 2.00                 |

## Program Outcomes:

On the completion of the degree, the students would be expected to have:

- ◆ The potential to start professional career;
- ◆ The required skills to identify and analyze business problems and opportunities and recommend courses of action in the subject context;
- ◆ The potential to communicate effectively and professionally;
- ◆ The required awareness of economic, environmental, political, ethical, legal and regulatory business contexts;
- ◆ Learnt how to behave professionally, effectively and respectfully with all the stakeholders; and
- ◆ Have acquired the potentials to apply theory in their professional career.

## Eligibility Criteria:

Intermediate (I. Com, DBA, D. Com, FA, F.Sc.) with at-least 45% Marks or A-Level with equivalency certificate from IBCC Islamabad or an equivalent certificate from a recognized institution are eligible to apply. Candidates will be required to pass an entry test / an interview conducted by the university.

## Program Objectives:

This program aims at producing students who are capable and could demonstrate understanding of work as per market need and could adapt quickly to the expectations of employers. To this end the program is set to have the following objectives:

- ◆ To enable the students to have early professional life;
- ◆ To enable the students to identify and analyze business problems and opportunities and recommend courses of action in the subject context;
- ◆ To enable the students to communicate effectively and professionally;
- ◆ To enable the student to exhibit awareness of economic, environmental, political, ethical, legal and regulatory business contexts;
- ◆ To enable the students to behave professionally, effectively and respectfully with all the stakeholders; and
- ◆ Apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations.



## Scheme of Studies

## 1st Semester

| Course Code | Course Title             | Cr. Hrs.18 |
|-------------|--------------------------|------------|
| MA 117      | Quantitative Reasoning I | 3-0        |
| ENG 101     | Functional English       | 3-0        |
| IT 107      | Applications of ICT      | 3-0        |
| ACC 121     | Principles of Accounting | 3-0        |
| FIN 101     | Introduction to Commerce | 3-0        |
| ECO 112     | Principles of Economics  | 3-0        |

## 2nd Semester

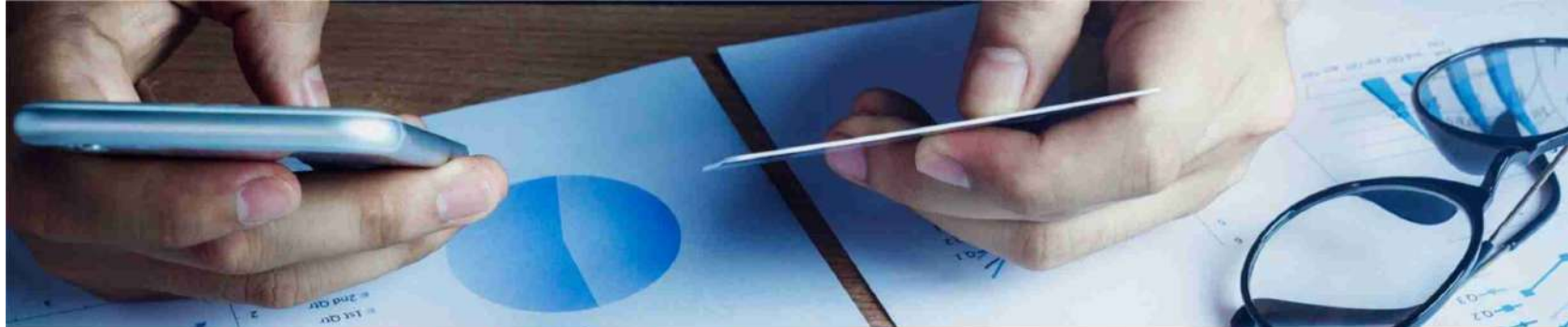
| Course Code | Course Title                                                             | Cr. Hrs.18 |
|-------------|--------------------------------------------------------------------------|------------|
| MA 120      | Quantitative Reasoning II                                                | 3-0        |
| GH 106      | International Relations                                                  | 3-0        |
| ENG 116     | Expository Writing                                                       | 3-0        |
| GS 309      | Everyday Science                                                         | 2-0        |
| ACC 211     | Financial Accounting                                                     | 3-0        |
| MGT 107     | Principles of Management                                                 | 3-0        |
| QT 101      | Understanding of Holy Quran-I (only for Muslims)                         | 0-1        |
| MR 101      | Minority Rights in the Constitution of Pakistan-I (only for Non-Muslims) | 1-0        |

## 3rd Semester

| Course Code | Course Title                               | Cr. Hrs.18 |
|-------------|--------------------------------------------|------------|
| GS 321/305  | Arabic/Chinese/French Language             | 2-0        |
| GS 124/141  | Islamic Study / Values, Ethics and Society | 2-0        |
| GS 128      | Pakistan Studies                           | 2-0        |
| ACC 223     | Auditing-I                                 | 3-0        |
| MKT 227     | Principles of Marketing                    | 3-0        |
| AI 310      | AI in Business                             | 3-0        |
| IT 350      | E-Commerce                                 | 3-0        |

## 4th Semester

| Course Code | Course Title                          | Cr. Hrs.15 |
|-------------|---------------------------------------|------------|
| GE 202      | Civics & Community Engagements        | 2-0        |
| GE 201      | Ideology and Constitution of Pakistan | 2-0        |
| MGT 270     | Entrepreneurship                      | 2-0        |
| FIN 202     | Financial Reporting                   | 3-0        |
| FIN 530     | Business Finance                      | 3-0        |
| MGT 305     | Production and Operations Management  | 3-0        |



# Bachelor of Science in Commerce

Recognized by Higher Education Commission (HEC)

| Program Details                    | (4 Years)                                | (2.5 Years)                              | (2 Years)                                |
|------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|
| <b>Program Code</b>                | 185                                      | 215                                      | 214                                      |
| <b>Number of Courses</b>           | 47 + Field Experience + Capstone Project | 28 + Field Experience + Capstone Project | 21 + Field Experience + Capstone Project |
| <b>Credit Hours</b>                | 136                                      | 86                                       | 66                                       |
| <b>Minimum Duration</b>            | 8 Semesters, 4 Years                     | 5 Semesters, 2.5 Years                   | 4 Semesters, 2 Years                     |
| <b>Maximum Duration</b>            | 12 Semesters, 6 Years                    | 9 Semesters, 4.5 Years                   | 8 Semesters, 4 Years                     |
| <b>Minimum CGPA To Earn Degree</b> | 2.00                                     | 2.00                                     | 2.00                                     |

## Eligibility Criteria:

- 4 Years:** Intermediate (I. Com, DBA, D. Com, FA, F.Sc) with at-least 45% Marks or A-Level (22 Points) with equivalency certificate from IBCC Islamabad or an equivalent certificate from a recognized institution are eligible to apply.
- 2.5 Years:** Students who have 14 years (BA/BSc./B.Com-from annual system or AD non-business education with at least 45% marks or 2.00 CGPA on the scale of 4.00 from a recognized institution are eligible to apply. After Bridge Semester, the scheme from 5th till 8th Semester will be followed.
- 2 Years:** Candidates who have secured Associate Degree (semester system) in Business Administration with at least 45% marks or 2.00 CGPA on the scale of 4.00 from a recognized institution are eligible to apply. The scheme from 5th till 8th Semester will be followed.

Candidates will be required to pass an entry test / an interview conducted by the university.

## Program Outcomes:

On the completion of the degree, the passed-out graduates would be expected to have:

- ◆ Acquired the core business knowledge and skills have the potential to apply in practice.
- ◆ Acquired a general understanding of the concepts, principles, theories and arguments of selected areas of study outside the core disciplines of economics and business.
- ◆ The required skills to communicate effectively so as to address the needs of the convey business.
- ◆ The potential to work effectively, respectfully, ethically and professionally in the challenge market.
- ◆ Got developed skills to solve problems through team building skills and to facilitate collaborative behaviors to achieve group and organizational goals and objectives.
- ◆ Acquired the critical potential of making basic investment and financing decisions for a business using financial management concepts, and methods.

## Program Objectives:

This program aims to prepare professionals having the required knowledge and technical skills necessary to understand and participate in the modern business world. To this end the program is set to have the following objectives:

- ◆ To enable the students to have the core business knowledge and skills and their applications.
- ◆ To enable them to have a general understanding of the concepts, principles, theories and arguments of selected areas of study outside the core disciplines of economics and business.
- ◆ To have good communication skills so as to convey business messages effectively.
- ◆ Work effectively, respectfully, ethically and professionally in the challenge market.
- ◆ To enable them to be effective problem solvers by employing team building skills to facilitate collaborative behaviors to achieve group and organizational goals and objectives.
- ◆ Be capable of making basic investment and financing decisions for a business using financial management concepts, and methods.



## Scheme of Studies

## Bridge Semester (for BS 2.5 Years program)

| Course Code                                                                                                                                                             | Course Title                                                             | Cr. Hrs.19 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|------------|
| MA 127                                                                                                                                                                  | Business Mathematics                                                     | 3-0        |
| ACC 221                                                                                                                                                                 | Financial Accounting                                                     | 3-0        |
| ECO 112                                                                                                                                                                 | Principles of Economics                                                  | 3-0        |
| ACC 223                                                                                                                                                                 | Auditing I                                                               | 3-0        |
| MA 209                                                                                                                                                                  | Elementary Statistics                                                    | 3-0        |
| MGT 107                                                                                                                                                                 | Principles of Management                                                 | 3-0        |
| QT 101                                                                                                                                                                  | Understanding of Holy Quran-I (only for Muslims)                         | 0-1        |
| MR 101                                                                                                                                                                  | Minority Rights in the Constitution of Pakistan-I (only for Non-Muslims) | 1-0        |
| *Only for students who did not study Understanding of Holy Quran-I or Minority Rights in the Constitution of Pakistan-I/ Equivalent course in BSc/BA/AD Degree Program. |                                                                          |            |

## 1st Semester

| Course Code | Course Title             | Cr. Hrs.18 |
|-------------|--------------------------|------------|
| MA 117      | Quantitative Reasoning I | 3-0        |
| ENG 101     | Functional English       | 3-0        |
| IT 107      | Applications of ICT      | 3-0        |
| ACC 121     | Principles of Accounting | 3-0        |
| FIN 101     | Introduction to Commerce | 3-0        |
| ECO 112     | Principles of Economics  | 3-0        |

## 2nd Semester

| Course Code | Course Title                                                             | Cr. Hrs.18 |
|-------------|--------------------------------------------------------------------------|------------|
| MA 120      | Quantitative Reasoning II                                                | 3-0        |
| GH 106      | International Relations                                                  | 3-0        |
| ENG 116     | Expository Writing                                                       | 3-0        |
| GS 309      | Everyday Science                                                         | 2-0        |
| ACC 211     | Financial Accounting                                                     | 3-0        |
| MGT 107     | Principles of Management                                                 | 3-0        |
| QT 101      | Understanding of Holy Quran-I (only for Muslims)                         | 0-1        |
| MR 101      | Minority Rights in the Constitution of Pakistan-I (only for Non-Muslims) | 1-0        |

## 3rd Semester

| Course Code | Course Title                               | Cr. Hrs.18 |
|-------------|--------------------------------------------|------------|
| GS 321/305  | Arabic/Chinese/French Language             | 2-0        |
| GS 124/141  | Islamic Study / Values, Ethics and Society | 2-0        |
| GS 128      | Pakistan Studies                           | 2-0        |
| ACC 223     | Auditing-I                                 | 3-0        |
| MKT 227     | Principles of Marketing                    | 3-0        |
| AI 310      | AI in Business                             | 3-0        |
| IT 350      | E-Commerce                                 | 3-0        |

## 4th Semester

| Course Code | Course Title                          | Cr. Hrs.15 |
|-------------|---------------------------------------|------------|
| GE 202      | Civics & Community Engagements        | 2-0        |
| GE 201      | Ideology and Constitution of Pakistan | 2-0        |
| MGT 270     | Entrepreneurship                      | 2-0        |
| FIN 202     | Financial Reporting                   | 3-0        |
| FIN 530     | Business Finance                      | 3-0        |
| MGT 305     | Production and Operations Management  | 3-0        |

## 5th Semester

| Course Code | Course Title                     | Cr. Hrs.18 |
|-------------|----------------------------------|------------|
| ACC 301     | Management Accounting            | 3-0        |
| PSY 201     | Human Psychology                 | 3-0        |
| MGT 323     | Business and Corporate Law       | 3-0        |
| FIN 330     | Analysis of Financial Statements | 3-0        |
| MGT 451     | Project Management               | 3-0        |
|             | Elective I                       | 3-0        |

## 6th Semester

| Course Code | Course Title                    | Cr. Hrs.18 |
|-------------|---------------------------------|------------|
| FIN 434     | Financial Management            | 3-0        |
| FIN 472     | Business Taxation               | 3-0        |
| ECM 401     | Freelancing                     | 2-1        |
| MGT 305     | Corporate Social Responsibility | 3-0        |
|             | Elective II                     | 3-0        |
|             | Elective III                    | 3-0        |

## 7th Semester

| Course Code | Course Title                                                              | Cr. Hrs.16 |
|-------------|---------------------------------------------------------------------------|------------|
| MGT 423     | Performance Management                                                    | 3-0        |
| IT 403      | Business Technology                                                       | 3-0        |
| RES 379     | Research Methods in Business                                              | 3-0        |
|             | Elective IV                                                               | 3-0        |
|             | Elective V                                                                | 3-0        |
| QT 300      | Understanding of Holy Quran-II (only for Muslims)                         | 0-1        |
| MR 300      | Minority Rights in the Constitution of Pakistan-II (only for Non-Muslims) | 1-0        |

## 8th Semester

| Course Code | Course Title        | Cr. Hrs.15 |
|-------------|---------------------|------------|
| ACC 403     | Audit and Assurance | 3-0        |
|             | Elective VI         | 3-0        |
|             | Elective VII        | 3-0        |
| RES 480     | Capstone Project    | 3-0        |
| RES 350     | Field Experience    | 3-0        |

## Specialization with List of Electives

| Accounting and Finance |                                         |          |
|------------------------|-----------------------------------------|----------|
| Course Code            | Course Title                            | Cr. Hrs. |
| IT 479                 | Accounting Information System           | 3-0      |
| FIN 400                | Behavioral Finance                      | 3-0      |
| FIN 550                | Corporate Finance                       | 3-0      |
| FIN 332                | Financial Institution and Markets       | 3-0      |
| FIN 461                | Analysis of Capital Markets             | 3-0      |
| FIN 330                | Analysis of Financial Statement         | 3-0      |
| ACC 403                | Advance Auditing and Assurance          | 3-0      |
| ACC 405                | Advance Financial Accounting            | 3-0      |
| ACC 407                | Advance Financial Planning and Analysis | 3-0      |
| ACC 409                | Advance Financial Reporting             | 3-0      |
| ACC 411                | Advance Management Accounting           | 3-0      |
| ACC 413                | Forensic Accounting                     | 3-0      |

| Islamic Banking and Finance |                                                             |          |
|-----------------------------|-------------------------------------------------------------|----------|
| Course Code                 | Course Title                                                | Cr. Hrs. |
| FIN 401                     | AAIOFI Sharia Accounting & Audit Standards                  | 3-0      |
| FIN 403                     | AAIOFI Sharia Standards                                     | 3-0      |
| FIN 407                     | Emerging Issues in Islamic Financial Institutions           | 3-0      |
| FIN 409                     | Islamic Capital Market                                      | 3-0      |
| ECO 438                     | Islamic economic System                                     | 3-0      |
| ACC 415                     | Accounting and Reporting for Islamic Financial Institutions | 3-0      |
| FIN 413                     | Sharia Governance and Regulations                           | 3-0      |
| FIN 415                     | Usul-Al-Fiqh                                                | 3-0      |
| FIN 416                     | Law of Contract in Islam                                    | 3-0      |

| Accounting, Auditing and Assurance |                                         |          |
|------------------------------------|-----------------------------------------|----------|
| Course Code                        | Course Title                            | Cr. Hrs. |
| ACC 403                            | Advance Auditing and Assurance          | 3-0      |
| ACC 405                            | Advance Financial Accounting            | 3-0      |
| ACC 407                            | Advance Financial Planning and Analysis | 3-0      |
| ACC 409                            | Advance Financial Reporting             | 3-0      |
| ACC 411                            | Advance Management Accounting           | 3-0      |
| IT 479                             | Accounting Information System           | 3-0      |
| ACC 417                            | Accounting for Mergers and Acquisition  | 3-0      |
| ACC 413                            | Forensic Accounting                     | 3-0      |
| ACC 419                            | International Auditing Standards        | 3-0      |
| ACC 421                            | Forensic Audit                          | 3-0      |

| E-Commerce  |                                             |          |
|-------------|---------------------------------------------|----------|
| Course Code | Course Title                                | Cr. Hrs. |
| ECM 403     | Big data and Analytics for E-Commerce       | 2-1      |
| ECM 405     | Cybersecurity in Digital Commerce           | 2-1      |
| ECM 407     | Digital Payment and Transaction System      | 2-1      |
| ECM 413     | E-Commerce Business Models and Monetization | 2-1      |
| ECM 415     | Emerging Issues in E-Commerce               | 2-1      |
| ECM 417     | E-Procurement and Regulations               | 2-1      |
| ECM 419     | Digital Product Management and Strategy     | 2-1      |
| ECM 421     | SEO and SEM strategies for E-Commerce       | 2-1      |
| ECM 423     | Online Consumer Behavior and Psychology     | 2-1      |

The facility for teaching of any of the elective course will be arranged only if reasonable number of students opt for.





# Associate Degree in Business Analytics

Recognized by Higher Education Commission (HEC)

## Program Details:

|                                             |                      |
|---------------------------------------------|----------------------|
| <b>Program Code</b>                         | 247                  |
| <b>Number of Courses</b>                    | 26                   |
| <b>Credit Hours</b>                         | 72                   |
| <b>Minimum Duration</b>                     | 4 Semesters, 2 Years |
| <b>Maximum Duration</b>                     | 8 Semesters, 4 Years |
| <b>Minimum CGPA Required To Earn Degree</b> | 2.00                 |

## Program Outcomes:

On the completion of the degree, the passed-out graduates would be expected to have:

- ◆ Understood the basics of Business Analytics.
- ◆ Got developed their analytical and problem-solving skills which could help them in business decision-making.
- ◆ Acquired the essential knowledge for data analysis, visualization, and interpretation techniques.
- ◆ Acquired the skills to apply statistical and machine learning methods to solve business problems.
- ◆ Developed effective communication skills to market their acquired skills.
- ◆ Got essential awareness of ethical requirements in data collection, analysis, and usage.
- ◆ Got the required potentials of pursuing careers in analytics, data science, or related fields.

## Eligibility Criteria:

Intermediate (I. Com, DBA, D. Com, FA, F.Sc.) with at-least 45% Marks or A-Level with equivalency certificate from IBCC Islamabad or an equivalent certificate from a recognized institution are eligible to apply. Candidates will be required to pass an entry test / an interview conducted by the university.

## Program Objectives:

Modern businesses are driven by the application of contemporary tools and techniques. Graduates are welcomed if they have the potentials of understanding business analytics. This degree program is designed to enable the students to have an easy entry into this application driven business world. To this end the program is set to have the following objectives:

- ◆ To enable the students to understand the basics of Business Analytics;
- ◆ To develop their analytical and problem-solving skills which could help them in business decision-making;
- ◆ To enable them to have essential knowledge for data analysis, visualization, and interpretation techniques;
- ◆ To enable them to apply statistical and machine learning methods to solve business problems;
- ◆ To enable them to have effective communication skills to market their acquired skills;
- ◆ To enable them to have essential awareness of ethical requirements in data collection, analysis, and usage; and
- ◆ To enable them to pursue their careers in analytics, data science, or related fields.

## Scheme of Studies

### 1st Semester

| Course Code | Course Title                                                                | Cr. Hrs.18 |
|-------------|-----------------------------------------------------------------------------|------------|
| ENG 101     | Functional English (Eng-1)                                                  | 3-0        |
| IT 107      | Applications of ICT                                                         | 2-1        |
| GS 124/141  | Islamic Study/Values, Ethics & Society<br>(for Non-Muslims)                 | 2-0        |
| ACC 121     | Principles of Accounting                                                    | 3-0        |
| MGT 107     | Principles of Management                                                    | 3-0        |
| MKT 227     | Principles of Marketing                                                     | 3-0        |
| QT 101      | Understanding of Holy Quran-I (only for Muslims)                            | 0-1        |
| MR 101      | Minority Rights in the Constitution<br>of Pakistan-I (only for Non-Muslims) | 1-0        |

### 2nd Semester

| Course Code | Course Title                        | Cr. Hrs.17 |
|-------------|-------------------------------------|------------|
| ENG 323     | Business Report Writing             | 3-0        |
| MA 127      | Business Mathematics I              | 3-0        |
| GE 201      | Ideology & Constitution of Pakistan | 2-0        |
| ACC 221     | Financial Accounting                | 3-0        |
| MGT 102     | Fundamentals of Business            | 3-0        |
| IT 228      | Management Information System (MIS) | 3-         |

### 3rd Semester

| Course Code | Course Title                       | Cr. Hrs.18 |
|-------------|------------------------------------|------------|
| GS 321 /305 | Arabic / Chinese Language          | 3-0        |
| GS 324      | Sociology                          | 3-0        |
| MGT 270     | Entrepreneurship                   | 3-0        |
| ACC 232     | Cost Accounting                    | 3-0        |
| BA 201      | Fundamentals of Business Analytics | 3-0        |
| MGT 371     | Strategic Management               | 3-0        |

### 4th Semester

| Course Code | Course Title                          | Cr. Hrs.19 |
|-------------|---------------------------------------|------------|
| MA 209      | Elementary Statistics                 | 3-0        |
| GE 202      | Civics & Community Engagement         | 2-0        |
| GS 309      | Introduction to Geography             | 3-0        |
| BA 207      | Fundamentals of Business Intelligence | 3-0        |
| FIN 231     | Introductory Business Finance         | 3-0        |
| MGT 323     | Business & Corporate Law              | 3-0        |
| GS 128      | Pakistan Studies                      | 2-0        |





# Bachelor of Science in Business Analytics

Recognized by Higher Education Commission (HEC)

## Program Details:

|                                             |                                          |
|---------------------------------------------|------------------------------------------|
| <b>Program Code</b>                         | 248                                      |
| <b>Number of Courses</b>                    | 46 + Field Experience + Capstone Project |
| <b>Credit Hours</b>                         | 136                                      |
| <b>Minimum Duration</b>                     | 8 Semesters, 4 Years                     |
| <b>Maximum Duration</b>                     | 16 Semesters, 8 Years                    |
| <b>Minimum CGPA Required To Earn Degree</b> | 2.00                                     |

## Program Outcomes:

On the completion of the degree, the passed-out graduates would be expected to have:

- ◆ Understood the basics of Business Analytics.
- ◆ Got developed their analytical and problem-solving skills which could help them in business decision-making.
- ◆ Acquired the skills to have command on data analysis, visualization, and interpretation techniques.
- ◆ Acquired the skills to apply statistical and machine learning methods to solve business problems.
- ◆ Got developed communication skills for effective communication with all stakeholders.
- ◆ Acquired the necessary skills to remain updated with industry trends and emerging technologies in analytics.
- ◆ Got essential awareness of ethical requirements in data collection, analysis, and usage.
- ◆ Got the required potentials of pursuing careers in analytics, data science, or related fields.

## Eligibility Criteria:

Intermediate (I. Com, DBA, D. Com, FA, F.Sc.) with at-least 45% Marks or A-Level with equivalency certificate from IBCC Islamabad or an equivalent certificate from a recognized institution are eligible to apply. Candidates will be required to pass an entry test / an interview conducted by the university.

## Program Objectives:

Modern businesses are driven by the application of contemporary tools and techniques. Graduates are welcomed if they have the potentials of understanding business analytics. This degree program is designed to enable the students to be a positive addition in the modern business world. To this end the program is set to have the following objectives:

- ◆ To enable the students to understand the basics of Business Analytics;
- ◆ To develop their analytical and problem-solving skills which could help them in business decision-making;
- ◆ To enable them to have command on data analysis, visualization, and interpretation techniques;
- ◆ To enable them to apply statistical and machine learning methods to solve business problems;
- ◆ To develop their expertise in data mining, predictive modeling, and forecasting;
- ◆ To develop their communication skills for effective communication with all stakeholders;
- ◆ To develop their skills to remain updated with industry trends and emerging technologies in analytics;
- ◆ Got essential awareness of ethical requirements in data collection, analysis, and usage; and
- ◆ Got the required potentials of pursuing careers in analytics, data science, or related fields.

## Scheme of Studies

| 1st Semester |                                                                          |            |
|--------------|--------------------------------------------------------------------------|------------|
| Course Code  | Course Title                                                             | Cr. Hrs.18 |
| ENG 101      | Functional English (Eng-1)                                               | 3-0        |
| IT 107       | Applications of ICT                                                      | 2-1        |
| GS 124/141   | Islamic Study/Values, Ethics & Society (for Non-Muslims)                 | 2-0        |
| ACC 121      | Principles of Accounting                                                 | 3-0        |
| MGT 107      | Principles of Management                                                 | 3-0        |
| MKT 227      | Principles of Marketing                                                  | 3-0        |
| QT 101       | Understanding of Holy Quran-I (only for Muslims)                         | 0-1        |
| MR 101       | Minority Rights in the Constitution of Pakistan-I (only for Non-Muslims) | 1-0        |

| 2nd Semester |                                     |            |
|--------------|-------------------------------------|------------|
| Course Code  | Course Title                        | Cr. Hrs.17 |
| ENG 323      | Business Report Writing             | 3-0        |
| MA 127       | Business Mathematics I              | 3-0        |
| GE 201       | Ideology & Constitution of Pakistan | 2-0        |
| ACC 221      | Financial Accounting                | 3-0        |
| MGT 102      | Fundamentals of Business            | 3-0        |
| IT 228       | Management Information System (MIS) | 3-0        |

| 3rd Semester |                                    |            |
|--------------|------------------------------------|------------|
| Course Code  | Course Title                       | Cr. Hrs.18 |
| GS 321 /305  | Arabic / Chinese Language          | 3-0        |
| GS 324       | Sociology                          | 3-0        |
| MGT 270      | Entrepreneurship                   | 3-0        |
| ACC 232      | Cost Accounting                    | 3-0        |
| BA 201       | Fundamentals of Business Analytics | 3-0        |
| MGT 371      | Strategic Management               | 3-0        |

| 4th Semester |                                       |            |
|--------------|---------------------------------------|------------|
| Course Code  | Course Title                          | Cr. Hrs.19 |
| MA 209       | Elementary Statistics                 | 3-0        |
| GE 202       | Civics & Community Engagement         | 2-0        |
| GS 309       | Introduction to Geography             | 3-0        |
| BA 207       | Fundamentals of Business Intelligence | 3-0        |
| FIN 231      | Introductory Business Finance         | 3-0        |
| MGT 323      | Business & Corporate Law              | 3-0        |
| GS 128       | Pakistan Studies                      | 2-0        |

| 5th Semester |                                         |            |
|--------------|-----------------------------------------|------------|
| Course Code  | Course Title                            | Cr. Hrs.18 |
| ECO 124      | Micro Economics                         | 3-0        |
| GS 302       | Logic & Critical Thinking               | 3-0        |
| MGT 413      | Project Management                      | 3-0        |
| BA 301       | Database Systems for Business           | 2-1        |
| FIN 434      | Financial Management                    | 3-0        |
| BA 305       | Machine Learning for Business Analytics | 2-1        |

| 6th Semester |                                                                           |            |
|--------------|---------------------------------------------------------------------------|------------|
| Course Code  | Course Title                                                              | Cr. Hrs.16 |
| ECO 144      | Macro Economics                                                           | 3-0        |
| MA 252       | Statistical Inference                                                     | 3-0        |
| BA 314       | Data Analysis for Business                                                | 2-1        |
| BA 316       | Programing for Business Education                                         | 2-1        |
| HRM 333      | Human Resource Management                                                 | 3-0        |
| QT 300       | Understanding of Holy Quran-II (only for Muslims)                         | 0-1        |
| MR 300       | Minority Rights in the Constitution of Pakistan-II (only for Non-Muslims) | 1-0        |

| 7th Semester |                               |            |
|--------------|-------------------------------|------------|
| Course Code  | Course Title                  | Cr. Hrs.15 |
| BA 401       | Data Science for Business     | 3-0        |
| RES 379      | Research Methods in Business  | 3-0        |
| BA 403       | Decision Science for Business | 2-1        |
| BA 405       | Ethics in Business Analytics  | 3-0        |
| ECO 327      | Econometrics                  | 3-0        |

| 8th Semester |                                        |            |
|--------------|----------------------------------------|------------|
| Course Code  | Course Title                           | Cr. Hrs.12 |
| BA 415       | Business Data and Text Mining          | 3-0        |
| RES 485      | Capstone Project                       | 0-3        |
| BA 412       | Big Data Technologies                  | 2-1        |
| BA 410       | Data Structure & Business Applications | 3-0        |

Students will be asked to undertake  
(RES 350) Field Experience of at least  
SIX weeks (In Summer Semester) - 3 Cr Hours