

0312 Master of Business Administration (1 ½ Years)

Shift : Morning / Weekend

Duration : 1 ½ years, 3 semesters, 36 credit hours

Eligibility : BBA 4 Years, BBS 2 Years degree with CGPA 2.00/4.00 from any HEC recognized University

1st Semester

Course	Course Title	Credit Hours
ACC-501	Managerial Accounting	3
MGT-502	Advanced Research Methodology	3
MGT-505	Advanced Strategic Management	3
MKT-505	Strategic Marketing Management	3

2nd Semester

Course	Course Title	Credit Hours
MGT-503	Project Management	3
MGT-511	Multi Variate Data Analysis	3
Elective-I	(HRM/FIN/MKT)	3
Elective-II	(HRM/FIN/MKT)	3
MGT-599	Master Project	3

3rd Semester

Course	Course Title	Credit Hours
Elective-III	(HRM/FIN/MKT)	3
Elective-IV	(HRM/FIN/MKT)	3
MGT-599	Master Project	3

Elective Courses For Specialization:

A. HRM

HRM-501	Motivation
HRM-502	Applied Research in HRM
HRM-503	Strategic Human Resource Management
HRM-504	Organizational Development
HRM-505	Conflict and Negotiation Management
HRM-506	Micro Organizational Dynamics
HRM-507	Training and Development
HRM-508	Compensation Management
HRM-509	Staffing and Performance Management
HRM-510	Change Management
HRM-511	Organizational Theory Design & Change
HRM-512	Contemporary Issues in HRM
HRM-513	Conflict Management
HRM-514	International Human Resource Management
HRM-515	Case Studies in HRM

B. Finance

FIN-501	International Trade, Finance & Foreign Exchange
FIN-502	Credit Management
FIN-504	Financial Statement Analysis
FIN-505	Corporate Finance
FIN-506	Advance Investment & Portfolio Management

FIN-507	Financial Risk Management
FIN-508	Micro Business & Islamic Finance
FIN-509	Corporate Governance
FIN-510	Accounting & Auditing Standards for Islamic Banks
FIN-511	Financial Institutions & Capital Markets
FIN-512	Strategic Financial Management
FIN-513	Theory of Finance
FIN-514	Merger & Acquisitions
FIN-515	Case Studies in Finance
FIN-516	Islamic Banking & Takaful
FIN-517	Income Tax Law

C. Marketing

MKT-501	Brand Management
MKT-502	Marketing Research
MKT-503	Integrated Marketing Communication
MKT-504	Marketing of Services
MKT-506	Advance Marketing Strategies
MKT-507	International Marketing
MKT-508	Strategic Brand Management
MKT-509	New Product Management
MKT-510	Contemporary Issues in Marketing
MKT-511	Advertising