

MS (Business Administration)

Admissions: Fall

Program Duration: 2 years

Total Semesters: 4

Total Credit Hours: 30

Scheme of Studies:

SEMESTER I		
Course Code	Course Title	Credit Hour
MGT-701	Strategic Management	3(3-0)
MGT-702	Advanced Research Methodology	3(3-0)
FIN-703	Strategic Finance	3(3-0)
SEMESTER II		
Course Code	Course Title	Credit Hour
MKT-704	Strategic Marketing	3(3-0)
XXX	Elective – 1	3(3-0)
XXX	Elective– 2	3(3-0)
SEMESTER III		
Course Code	Course Title	Credit Hour
XXX	Elective -3	3(3-0)
XXX	Elective -4	3(3-0)
SEMESTER IV		
XXX	Thesis / Elective Courses (02)	6
List of Electives		
Finance		
Course Code	Course Title	Credit Hour
FIN-702	Financial Institutions	3(3-0)
FIN-703	Investment & Portfolio Management	3(3-0)
FIN-704	Financial Reporting & Disclosure	3(3-0)
FIN-705	Corporate Finance	3(3-0)

FIN-706	SME Finance	3(3-0)
FIN-707	Risk Management	3(3-0)
FIN-708	Credit management	3(3-0)
FIN-709	Behavioral Finance	3(3-0)
FIN-710	Advanced Financial Management	3(3-0)
FIN-711	International Finance	3(3-0)
Marketing		
MKT-702	Product and Brand Management	3(3-0)
MKT-703	International Marketing	3(3-0)
MKT-704	Digital Marketing	3(3-0)
MKT-705	Promotion and Advertisement Management	3(3-0)
MKT-706	Sales Management	3(3-0)
MKT-707	Services Marketing	3(3-0)
MKT-708	Distribute Management	3(3-0)
MKT-709	Customer Relationship Marketing	3(3-0)
Human Resource Management		
HRM-701	Performance Management	3(3-0)
HRM-702	Training Intervention and Job Skills	3(3-0)
HRM-703	Recruitment and Selection	3(3-0)
HRM-704	Cross-Cultural Resource Management	3(3-0)
HRM-705	Incentives & Compensation Management	3(3-0)
HRM-706	Strategic Human Resource Management	3(3-0)
HRM-707	Leadership & Team Management	3(3-0)
HRM-708	Organizational Dynamics	3(3-0)
HRM-709	Conflicts and Negotiation Management	3(3-0)
HRM-710	Career Management	3(3-0)