



Grand Asian University, Sialkot

Faculty of Management Science (FMS)

Department of Business Administration & Economics

Master of Business Administration (MBA)

Program Duration: 2 years

Total Semesters: 4

Total Credit Hours: 35

1. Introduction

The Master of Business Administration (MBA) is a professional graduate degree designed to develop advanced managerial, leadership, and decision-making skills in business professionals. The program integrates theoretical knowledge with practical applications across core business areas such as finance, marketing, human resource management, operations, and strategic management. It prepares individuals to handle complex business challenges and assume leadership roles in dynamic and competitive environments.

2. Program Vision

To produce visionary, ethical, and globally competitive business leaders capable of driving innovation and sustainable organizational growth.

3. Program Mission

- To provide high-quality, industry-relevant business education.
- To develop leadership, analytical, and strategic thinking skills.
- To foster innovation, entrepreneurship, and problem-solving abilities.
- To promote ethical business practices and social responsibility.
- To prepare graduates for leadership roles in local and global markets.

4. Scope of the Program

The MBA program offers a broad and practical scope covering advanced business and management areas:

- Strategic Management & Leadership
- Developing long-term strategies and leadership capabilities.
- Finance & Investment Management
- Financial decision-making, corporate finance, and investment analysis.

- Marketing & Brand Management
- Advanced marketing strategies, digital marketing, and brand positioning.
- Human Resource Management
- Talent acquisition, performance management, and organizational development.
- Operations & Supply Chain Management
- Managing production systems, logistics, and efficiency.
- Entrepreneurship & Innovation
- Creating and managing new ventures and innovative business models.

5. Program Learning Outcomes (PLOs)

After completing the MBA program, students will be able to:

- Advanced Business Knowledge
- Demonstrate comprehensive understanding of business and management concepts.
- Strategic Thinking
- Develop and implement effective business strategies.
- Analytical & Decision-Making Skills
- Analyze complex business situations and make informed decisions.
- Leadership & Team Management
- Lead teams effectively and manage organizational dynamics.
- Communication Skills
- Communicate business ideas professionally in written and oral forms.
- Ethical & Social Responsibility
- Apply ethical standards and corporate social responsibility in decision-making.
- Technological Competence
- Utilize modern business tools and technologies for analysis and operations.
- Entrepreneurial Skills
- Identify and exploit business opportunities innovatively.
- Global Perspective
- Understand global business environments and cultural diversity.

6. Course Learning Outcomes (CLOs)

Each course within the MBA program will have specific CLOs. A general CLO structure is:

By the end of the course, students will be able to:

- Understand Advanced Concepts
- Explain advanced theories, models, and frameworks related to the subject.
- Apply Knowledge in Practice
- Apply theoretical knowledge to real-world business scenarios.
- Analyze Business Problems
- Evaluate complex business issues using analytical tools.

- Develop Strategic Solutions
- Formulate effective and innovative solutions to business challenges.
- Communicate Effectively
- Present business ideas and analyses clearly and professionally.
- Demonstrate Leadership & Teamwork
- Work collaboratively and lead team-based projects.
- Use Modern Tools & Techniques
- Apply relevant software and tools for business decision-making.

Scheme of Studies (Based on Relevant Qualification)

SEMESTER I			
Course Code	Course Title	Credit Hour	Category
MGT-701	Business Strategy in the Digital Era	3(3-0)	Core
ECO-701	Macroeconomics and Global Economy	3(3-0)	Core
MKT-701	Market Research	3(3-0)	Core
MGT-702	Sustainable Business Practices	3(3-0)	Core
UHQ-701	Understanding of Holy Quran I	1(1-0)	GE
SEMESTER II			
Course Code	Course Title	Credit Hour	Category
	Elective I	3(3-0)	Specialization/ Elective Courses
	Elective II	3(3-0)	Specialization/ Elective Courses
	Elective III	3(3-0)	Specialization/ Elective Courses
UHQ-702	Understanding of Holy Quran II	1(1-0)	GE
SEMESTER III			
Course Code	Course Title	Credit Hour	Category
	Elective-IV	3(3-0)	Specialization/ Elective Courses
FIN-701	Islamic Finance	3(3-0)	Core
THS-701	Thesis/2 Electives	6(6-0)	Research/Elective

List of Electives

Business Analytics		
Course Code	Course Title	Credit Hour
BAN-701	Business Intelligence & Analytics	3(3-0)
BAN-702	Data Visualization and Storytelling	3(3-0)
BAN-703	Data Mining for Business Intelligence	3(3-0)
BAN-704	Digital Transformation Management	3(3-0)
BAN-705	Innovation and Design Thinking	3(3-0)
BAN-706	Systems Analysis & Design	3(3-0)

Digital Marketing		
Course Code	Course Title	Credit Hour
DGM-701	Consumer Insights and Analytics	3(3-0)
DGM-702	Consumer Psychology in a Phygital Marketplace	3(3-0)
DGM-703	Digital Communication Strategy	3(3-0)
DGM-704	Strategic Brand Management	3(3-0)
DGM-705	Web Listening and Social Media	3(3-0)
ENT-701	Building Scalable Ventures from Scratch	3(3-0)
ENT-702	Family Business Management	3(3-0)
ENT-703	Innovative Business Models & Value Creation	3(3-0)
ENT-704	SME Management	3(3-0)
ENT-705	Startup Law, Compliance & IP Strategy	3(3-0)
ENT-706	Startup Mindset & Creative Problem Solving	3(3-0)
ENT-707	Technopreneurship	3(3-0)

Fintech		
Course Code	Course Title	Credit Hour
FTN-701	Big Data Application for Business	3(3-0)
FTN-702	Blockchain & Cryptocurrencies	3(3-0)
FTN-703	Financial Innovation & Governance	3(3-0)
FTN-704	Financial Modeling & Security Analysis	3(3-0)
FTN-705	FinTech Entrepreneurship and Innovation	3(3-0)
FTN-706	Fintech Foundations & Applications	3(3-0)

Human Resource Management		
Course Code	Course Title	Credit Hour
HRM-701	Data Driven HR	3(3-0)
HRM-702	Global HR & Employment Models	3(3-0)
HRM-703	HR Analytics	3(3-0)
HRM-704	HR Information System (HRIS)	3(3-0)
HRM-705	Leadership Laboratory	3(3-0)
HRM-706	Performance & Compensation Management	3(3-0)
HRM-707	Talent Development & Culture Building	3(3-0)
HRM-708	Transformational Leadership & Organizational Agility	3(3-0)
Islamic Finance		
Course Code	Course Title	Credit Hour
ISF-701	Comparative study of Islamic and Conventional Finance	3(3-0)
ISF-702	Ijara and Leasing Structures	3(3-0)
ISF-703	Islamic Financial Technology (Islamic FinTech)	3(3-0)
ISF-704	Portfolio Management In Islamic Finance	3(3-0)
ISF-705	Risk Management in Islamic Financial Institutions	3(3-0)
ISF-706	Shariah Compliance and Governance	3(3-0)

Marketing		
Course Code	Course Title	Credit Hour
MKT-701	Advertising and promotional strategies	3(3-0)
MKT-702	Brand Management	3(3-0)
MKT-703	Consumer Behavior	3(3-0)
MKT-704	Customer Relationship Management	3(3-0)
MKT-705	Digital Marketing	3(3-0)
MKT-706	Digital and Social Media Marketing	3(3-0)
MKT-707	Integrated Marketing Communications	3(3-0)
MKT-708	International Marketing	3(3-0)

MKT-709	Marketing Analytics	3(3-0)
MKT-710	Marketing for Nonprofit Organizations	3(3-0)
MKT-711	Marketing Research	3(3-0)
MKT-712	Pricing Strategies	3(3-0)
MKT-713	Retail Management	3(3-0)
MKT-714	Sales Management	3(3-0)
MKT-715	Services Marketing	3(3-0)
MKT-716	Social Marketing	3(3-0)
MKT-717	Strategic Marketing	3(3-0)
MKT-718	Tourism Marketing	3(3-0)

Supply Chain Management		
Course Code	Course Title	Credit Hour
SCM-701	Enterprise and SCM Systems	3(3-0)
SCM-702	International Trade and Customs	3(3-0)
SCM-703	Logistics Management	3(3-0)
SCM-704	Quality & Continuous Improvement	3(3-0)
SCM-705	Strategic Sourcing	3(3-0)

Project Management		
Course Code	Course Title	Credit Hour
PMG-701	Business Ethics and Governance	3(3-0)
PMG-702	Circular Economy and Business Models	3(3-0)
PMG-703	Climate Change and Business Strategy	3(3-0)
PMG-704	Corporate Social Responsibility	3(3-0)
PMG-705	Environmental Economics	3(3-0)
PMG-706	Green Marketing and Branding	3(3-0)
PMG-707	Social Impact Assessment	3(3-0)
PMG-708	Sustainability Reporting and ESG Metrics	3(3-0)

Finance		
Course Code	Course Title	Credit Hour
FIN-701	Algorithmic and Quantitative Trading	3(3-0)
FIN-702	Analysis of Financial Statements	3(3-0)
FIN-703	Blockchain for Finance	3(3-0)
FIN-704	Corporate Finance	3(3-0)
FIN-705	Financial Derivatives	3(3-0)
FIN-706	Financial Institutions Management	3(3-0)
FIN-707	Financial Markets and Institutions	3(3-0)
FIN-708	Financial Modeling for Decision Making	3(3-0)
FIN-709	Financial Risk Management	3(3-0)
FIN-710	Financial Statement Analysis	3(3-0)
FIN-711	FinTech	3(3-0)
FIN-712	International Financial Management	3(3-0)
FIN-713	Investment Analysis and Portfolio Management	3(3-0)
FIN-714	Project Appraisal	3(3-0)
FIN-715	Risk Management and Insurance	3(3-0)
FIN-716	Sustainable Finance	3(3-0)
FIN-717	Technofinance	3(3-0)

Scheme of Studies (Based on Non Relevant Qualifications)

SEMESTER I			
Course Code	Course Title	Credit Hour	Category
ACC-601	Financial Accounting	3(3-0)	Core
ECO-601	Microeconomics	3(3-0)	Core
FIN-601	Business Finance	3(3-0)	Core
MGT-601	Professional Communication	2(2-0)	Core
BAN-601	Data Analysis and Modeling	3(3-0)	Core
UHQ-601	Understanding of Holy Quran I	1(1-0)	GE
SEMESTER II			
Course Code	Course Title	Credit Hour	Category
ACC-602	Cost & Managerial Accounting	3(3-0)	Core
FIN-602	Financial Management	3(3-0)	Core
HRM-601	Organizational Behavior & HRM	3(3-0)	Core
MKT-601	Marketing Management	3(3-0)	Core
SCM-601	Supply Chain Management	3(3-0)	Core
UHQ-602	Understanding of Holy Quran II	1(1-0)	GE
SEMESTER III			
Course Code	Course Title	Credit Hour	Category
ITM-701	Information Innovation & Technology	2(2-0)	Core
MKT-701	Market Research	3(3-0)	Core
MGT-701	Business Strategy in the Digital Era	3(3-0)	Core
ECO-701	Macroeconomics and Global Economy	3(3-0)	Core
LAW-701	Business Ethics & Legal Compliance	2(2-0)	Core
	Elective-1	3(3-0)	Specialization/ Elective Courses
SEMESTER IV			
Course Code	Course Title	Credit Hour	Category
FIN-701	Islamic Finance	3(3-0)	Core
	Elective II	3(3-0)	Specialization/ Elective Courses

	Elective III	3(3-0)	Specialization/ Elective Courses
	Elective IV	3(3-0)	Specialization/ Elective Courses
THS-701	Thesis/2 Electives	6(6-0)	Research/ Elective Courses

List of Electives

Healthcare Management		
Course Code	Course Title	Credit Hour
HCM-701	Healthcare operations Management	3(3-0)
HCM-702	Health Systems Management	3(3-0)
HCM-703	Healthcare Policy, Politics, & Law	3(3-0)
HCM-704	Innovation & Entrepreneurship in Healthcare	3(3-0)
HCM-705	Advanced Analytics in Healthcare	3(3-0)
HCM-706	Healthcare Supply Chain Management	3(3-0)
HCM-707	Healthcare Operations Management	3(3-0)
HCM-708	Healthcare Marketing	3(3-0)
HCM-709	Healthcare Information Systems	3(3-0)
HCM-710	Legal & Ethical issues in healthcare	3(3-0)