



Grand Asian University, Sialkot

Faculty of Management Science (FMS)

Department of Business Administration & Economics

MS (Business Administration)

Program Duration: 2 years

Total Semesters: 4

Total Credit Hours: 35

1. Introduction

The Master of Science in Business Administration (MSBA) is a graduate-level program designed to develop advanced knowledge, research capabilities, and analytical skills in the field of management. The program focuses on both theoretical foundations and practical applications across various business disciplines such as finance, marketing, human resource management, and strategic management. It prepares students for leadership roles in academia, industry, and research institutions.

2. Program Vision

To be a leading graduate program producing innovative, research-oriented, and ethically responsible management professionals contributing to organizational excellence and societal development.

3. Program Mission

- To provide advanced knowledge in management sciences.
- To develop strong research and analytical skills.
- To foster critical thinking and innovative problem-solving abilities.
- To promote ethical values and professional integrity.
- To prepare graduates for academic, research, and professional careers.

4. Scope of the Program

The MS Business Administration program offers specialization and advanced knowledge in key areas of Business:

- **Advanced Management & Leadership**
Strategic decision-making, organizational leadership, and change management.

- **Finance & Investment Analysis**
Financial modeling, asset pricing, and corporate finance strategies.
- **Marketing & Consumer Behavior**
Advanced marketing strategies, digital marketing, and consumer insights.
- **Human Resource Management**
Talent management, organizational development, and employee engagement.
- **Research & Data Analysis**
Quantitative and qualitative research methods, statistical analysis, and academic writing.
- **Entrepreneurship & Innovation**
Business innovation, startups, and strategic entrepreneurship.

5. Program Learning Outcomes (PLOs)

After completing the MS Business Administration program, students will be able to:

1. **Advanced Knowledge**
Demonstrate in-depth understanding of management theories and practices.
2. **Research Competence**
Conduct independent research using appropriate methodologies.
3. **Critical Thinking**
Critically evaluate complex business problems and theoretical frameworks.
4. **Analytical Skills**
Apply advanced analytical and quantitative tools for decision-making.
5. **Problem-Solving Ability**
Develop innovative solutions to managerial and organizational challenges.
6. **Communication Skills**
Present research findings and business ideas effectively.
7. **Ethical & Professional Values**
Apply ethical principles in research and professional practices.
8. **Leadership & Teamwork**
Demonstrate leadership skills and collaborative work in professional settings.
9. **Global & Strategic Perspective**
Analyze global business trends and develop strategic responses.

6. Course Learning Outcomes (CLOs)

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

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

1. **Demonstrate Advanced Understanding**
Explain advanced concepts, theories, and models in the subject area.
2. **Apply Theoretical Knowledge**
Apply advanced theories to real-world managerial and research problems.
3. **Critically Analyze Issues**
Evaluate complex issues using analytical and research tools.

4. **Conduct Research**
Design and execute research studies using appropriate methodologies.
5. **Develop Strategic Solutions**
Formulate innovative and strategic solutions to management challenges.
6. **Communicate Effectively**
Present ideas, reports, and research findings professionally.
7. **Use Analytical Tools**
Utilize statistical software and research tools (e.g., SPSS, Eviews, Stata, R, Excel).

Scheme of Studies

SEMESTER I			
Course Code	Course Title	Credit Hour	Category
RES-701	Applied Research Design and Methods	3(3-0)	Core I
MGT-701	Contemporary Business Strategy in the Digital Era	3(3-0)	Core II
	Elective – I	3(3-0)	Elective
	Elective – II	3(3-0)	Elective
UHQ-701	Understanding of Holy Quran-I	1(1-0)	GE
SEMESTER II			
Course Code	Course Title	Credit Hour	Category
BAN-701	Business Analytics	3(3-0)	Core III
MGT-702	Sustainable Business Practices	3(3-0)	Core IV
	Elective – III	3(3-0)	Elective
	Elective – IV	3(3-0)	Elective
UHQ-702	Understanding of Holy Quran-II	1(1-0)	GE
SEMESTER III			
Course Code	Course Title	Credit Hour	Category
	Elective-V	3(3-0)	Elective
THS-701	Thesis-I /2 Domain Specific Core Courses	6(6-0)	Research/Elective
SEMESTER IV			
Course Code	Course Title	Credit Hour	Category
THS-701	Thesis-II	Continued	Research/Elective

List of Electives

FIN-705	Financial Derivatives	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	Block chain for Finance	3(3-0)
FIN-704	Corporate Finance	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-710	Financial Risk Management	3(3-0)
FIN-711	Financial Statement Analysis	3(3-0)
FIN-712	Fin Tech	3(3-0)
FIN-713	International Financial Management	3(3-0)
FIN-714	Investment Analysis and Portfolio Management	3(3-0)
FIN-715	Project Appraisal	3(3-0)
FIN-716	Risk Management and Insurance	3(3-0)
FIN-717	Sustainable Finance	3(3-0)
FIN-718	Techno finance	3(3-0)
Marketing		
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)
Human Resource Management		
HRM-701	AI in HRM	3(3-0)
HRM-702	Compensation and Benefits Management	3(3-0)
HRM-703	Cross-Cultural and International HRM	3(3-0)
HRM-704	Data-driven Decision-making in HR	3(3-0)
HRM-705	Digital HR Transformation	3(3-0)
HRM-706	HR Analytics and Metrics	3(3-0)
HRM-707	HR Metrics, Dashboards, and Decision Support	3(3-0)
HRM-708	Human Resource Information Systems (HRIS)	3(3-0)
HRM-700	Industrial Relations & Labor Laws	3(3-0)
HRM-710	Leadership and Team Dynamics	3(3-0)
HRM-711	Negotiation and Conflict Management	3(3-0)
HRM-712	People Analytics and Workforce Intelligence	3(3-0)
HRM-713	Organizational Development and Change Management	3(3-0)
HRM-714	Performance Management Systems	3(3-0)
HRM-715	Strategic Human Resource Management	3(3-0)
HRM-716	Talent Management and Recruitment Strategies	3(3-0)
HRM-717	Training and Development	3(3-0)
HRM-718	Workforce Planning and HR Forecasting	3(3-0)
HRM-719	Virtual Collaboration and Digital Team Management	3(3-0)
Business Analytics		
BAN-701	Applications of Artificial Intelligence in Business	3(3-0)

	Administration	
BAN-702	Business Analytics and Decision Science	3(3-0)
BAN-703	Big Data Analytics	3(3-0)
BAN-704	Data Governance and Ethics	3(3-0)
BAN-705	Data Analysis and Visualization	3(3-0)
BAN-706	Database Management Systems	3(3-0)
BAN-707	Data Mining for Business Intelligence	3(3-0)
BAN-708	Financial Analytics	3(3-0)
BAN-709	Machine Learning for Business Decision Making	3(3-0)
BAN-710	Marketing Analytics	3(3-0)
BAN-711	Predictive Analytics and Forecasting	3(3-0)
BAN-712	Statistical Methods for Business	3(3-0)
Digital Business and E-Commerce		
DBE-701	Artificial Intelligence in Digital Marketing	3(3-0)
DBE-702	Blockchain for E-Commerce	3(3-0)
DBE-703	Business Model Innovation in the Digital Age	3(3-0)
DBE-704	Customer Relationship Management (CRM) Systems	3(3-0)
DBE-705	Cybersecurity and Legal Issues in E-Business	3(3-0)
DBE-706	Data-Driven Decision Making for E-Business	3(3-0)
DBE-707	Digital Branding and Online Reputation Management	3(3-0)
DBE-708	Digital Business Models	3(3-0)
DBE-709	Digital Marketing and Performance Analytics	3(3-0)
DBE-710	E-Commerce Strategies and Technologies	3(3-0)
DBE-711	Ethics, Sustainability, and Digital Business	3(3-0)
DBE-712	Innovation and Entrepreneurship in Digital Markets	3(3-0)
DBE-713	Online Consumer Behavior and Engagement	3(3-0)
DBE-714	Payment Systems and Fintech in E-Commerce	3(3-0)
DBE-715	Search Engine Marketing (SEM) and Optimization (SEO)	3(3-0)
DBE-716	Social Media Marketing and Content Strategy	3(3-0)
DBE-717	Supply Chain and Fulfillment in Digital Commerce	3(3-0)

DBE-718	Web and Mobile App Development for Business	3(3-0)
Entrepreneurship and Innovation		
ENT-701	Business Model Innovation	3(3-0)
ENT-702	Design Thinking and Prototyping	3(3-0)
ENT-703	Digital Entrepreneurship	3(3-0)
ENT-704	Entrepreneurial Thinking and Mindset	3(3-0)
ENT-705	Family Business Management	3(3-0)
ENT-706	Innovation and Change Management	3(3-0)
ENT-707	Legal and Regulatory Aspects of Startups	3(3-0)
ENT-708	New Venture Creation	3(3-0)
ENT-709	SMEs Management	3(3-0)
ENT-710	Social Entrepreneurship	3(3-0)
ENT-711	Startup Financing and Venture Capital	3(3-0)
ENT-712	Technopreneurship	3(3-0)
Islamic Banking and Finance		
ISL-703	Islamic Banking Deposit Products & Treasury Op.	3(3-0)
ISL-704	Islamic Business Ethics	3(3-0)
ISL-705	Islamic Banking Financing Products	3(3-0)
ISL-706	Islamic Financial Institutions & Markets	3(3-0)
ISL-707	Islamic Law of Sales & Contract	3(3-0)
ISL-708	Islamic Wealth Planning & Management	3(3-0)
ISL-709	Pool Management in Islamic Banking	3(3-0)
ISL-710	Shariah Foundations of Business and Finance	3(3-0)
ISL-711	Shariah Standards	3(3-0)
ISL-712	Takaful Practices in Islamic Finance	3(3-0)
Project Management		
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)
Operations and Supply Chain Management		
SCM-701	Block chain	3(3-0)
SCM-702	Contemporary Issues in Supply Chain Management	3(3-0)
SCM-703	Customer Relationship Management	3(3-0)
SCM-704	Demand Planning and Forecasting	3(3-0)
SCM-705	Humanitarian Logistics	3(3-0)
SCM-706	Inventory Management	3(3-0)
SCM-707	Maritime Logistics	3(3-0)
SCM-708	Procurement	3(3-0)
SCM-709	Routing & Fleet Management	3(3-0)
SCM-710	Supplier Relationship Management	3(3-0)
SCM-711	Supply Chain Analytics	3(3-0)
SCM-712	Shipping, Freight, and Port Management	3(3-0)
SCM-713	Supply Chain Finance	3(3-0)
SCM-714	Supply Chain Risk Management	3(3-0)
SCM-715	Sustainable Supply Chain Management	3(3-0)
SCM-716	Transportation Management	3(3-0)