



Grand Asian University, Sialkot

Faculty of Management Science (FMS)

Department of Business Administration & Economics

BS International Business & Marketing

Program Duration: 4 years

Total Semesters: 8

Total Credit Hours: 130

1. Introduction

The BS International Business and Marketing program is designed to equip students with the knowledge and skills needed to succeed in today's highly competitive and globally connected marketplace. This interdisciplinary degree combines core principles of international business with modern marketing strategies, preparing students to understand global trade, consumer behavior, digital marketing trends, and cross-cultural business practices. Through practical learning, analytical training, and exposure to real-world case studies, the program develops graduates who can think strategically, communicate effectively, and lead organizations in diverse international environments.

2. Program Vision

To develop globally competent, innovative, and ethical business leaders who can navigate international markets, drive strategic marketing decisions, and contribute to sustainable economic growth in an interconnected world.

3. Program Mission

To produce globally competitive graduates equipped with strong analytical, strategic, and cross-cultural competencies in international business and marketing, enabling them to excel in global markets and meet the evolving needs of the international business environment

4. Program Learning Outcomes (PLOs)

After completing the BS International Business & Management program, students will be able to:

- PLO1: Knowledge – Understanding of international business, marketing, economics, and management principles.
- PLO2: Problem Solving – Ability to analyze and solve complex business problems.
- PLO3: Application – Apply knowledge to real-world international business scenarios.

- PLO4: Ethics & Values – Demonstrate Islamic values, ethics, CSR, and responsible decision-making.
- PLO5: Communication – Communicate effectively in global business contexts.
- PLO6: Teamwork – Work effectively in diverse teams.
- PLO7: Research Skills – Conduct research using appropriate methods.
- PLO8: Management & Leadership – Demonstrate leadership and managerial competencies.
- PLO9: Lifelong Learning – Commitment to continuous professional development.

5. Class Learning Outcomes (CLOs)

- **CLO-1:** Describe key concepts of international business, marketing, economics, and management and explain their interrelationships in a global context. *(Aligned with PLO-1)*
- **CLO-2:** Analyze complex business situations and develop logical solutions using appropriate problem-solving techniques. *(Aligned with PLO-2)*
- **CLO-3:** Apply theoretical knowledge to practical international business scenarios through case studies and real-world examples. *(Aligned with PLO-3)*
- **CLO-4:** Demonstrate ethical reasoning and incorporate Islamic values, corporate social responsibility, and responsible practices in business decisions. *(Aligned with PLO-4)*
- **CLO-5:** Communicate ideas effectively in written and oral forms suitable for diverse and global business environments. *(Aligned with PLO-5)*
- **CLO-6:** Collaborate efficiently in team-based tasks, showing respect for diversity and shared responsibility. *(Aligned with PLO-6)*
- **CLO-7:** Conduct basic research using appropriate tools and methodologies to analyze international business issues. *(Aligned with PLO-7)*
- **CLO-8:** Demonstrate leadership and managerial skills in organizing, planning, and executing business-related activities. *(Aligned with PLO-8)*
- **CLO-9:** Exhibit a proactive attitude towards continuous learning and professional growth in a dynamic global environment. *(Aligned with PLO-9)*

Scheme of Studies

SEMESTER I			
Course Code	Course Title	Credit Hour	Category
QRE-501	Quantitative Reasoning- I	3(3-0)	General Education
ENG-501	Functional English	3(3-0)	General Education
ICT-501	Applications of Information and Communication Technologies	3(2+1)	General Education
MGT-501	Principles of Management	3(3-0)	Major
BAN-501	Business Analytics	3(3-0)	Core
ECO-501	Economics	3(3-0)	Interdisciplinary
SEMESTER II			
Course Code	Course Title	Credit Hour	Category
QRE-502	Quantitative Reasoning- II	3(3-0)	General Education
PAD-502	Public Administration	2(2-0)	General Education
ENG-502	Expository Writing	3(3-0)	General Education
ES-501	Environmental Science	3(2+1)	General Education
UHQ-501	Understanding of Holy Quran- I	1(1-0)	General Education
MGT-502	Organizational Behavior	3(3-0)	Major
ACC-502	Principles of Accounting	3(3-0)	Major
SEMESTER III			
Course Code	Course Title	Credit Hour	Category
HIS-500	Islamic History	2(2-0)	General Education
PKS-503	Pakistan Studies	2(2-0)	General Education
UHQ-502	Understanding of Holy Quran-- II	1(1-0)	General Education
MKT-503	Principles of Marketing	3(3-0)	Major
ACC-503	Financial Accounting	3(3-0)	Major
MGT-503	Sustainable Business Practices	3(3-0)	Core
BAN-503	Data Analytics	3(3-0)	Interdisciplinary
SEMESTER IV			
Course Code	Course Title	Credit Hour	Category
CCE-501	Civics and Community Engagement	2(2-0)	General Education
ICP-501	Ideology and Constitution of Pakistan	2(2-0)	General Education

ENT-501	Entrepreneurship	2(2-0)	General Education
ISL-501/ETH-501	Islamic Studies (Religious Education / Ethics for non-Muslim Students)	2(2-0)	General Education
FIN-504	Business Finance	3(3-0)	Major
MKT-504	Marketing Management	3(3-0)	Major
MKT-504	Digital Marketing & Social Media Strategy	3(3-0)	Core

SEMESTER V			
Course Code	Course Title	Credit Hour	Category
HRM-505	Human Resource Management	3(3-0)	Major
FIN-505	Financial Management	3(3-0)	Major
LAW-505	Business Law	3(3-0)	Interdisciplinary
FIN-505	Fintech and Block chain for Business	3(3-0)	Core
ISM-505	International Trade & Export Management	3(3-0)	Core
SEMESTER VI			
Course Code	Course Title	Credit Hour	Category
QTB-506	Quantitative Techniques for Business	3(3-0)	Core
ISM-506	Export & Import Operation Management	3(3-0)	Core
SDG-506	Sustainable Development Goals	3(3-0)	Interdisciplinary
ISM-506	International Marketing	3(3-0)	Elective
ISM-506	Sales Management	3(3-0)	Elective
SEMESTER VII			
Course Code	Course Title	Credit Hour	Category
RM-507	Business Research Methods	3(3-0)	Major
AIB-507	AI in Business	3(3-0)	Major
LDR-507	Leadership in digital Age	3(3-0)	Core
ISM-507	Block chain for E-Commerce	3(3-0)	Specialization
ISM-507	Digital Business Models	3(3-0)	Specialization
SEMESTER VIII			
Course Code	Course Title	Credit Hour	Category
ISM-508	Global Business and Trade	3(3-0)	Core

ISM-508	Marketing Analytics	3(3-0)	Elective
ISM-508	Ethics, Sustainability & Digital Business	3(3-0)	Elective
CAP-508	Capstone Project	3(3-0)	Capstone Project
INT-508	Internship	3(3-0)	Internship

List of Electives

	Financial Derivatives	3(3-0)
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Finance		
Course Code	Course Title	Credit Hour
	Algorithmic and Quantitative Trading	3(3-0)
	Analysis of Financial Statements	3(3-0)
	Blockchain for Finance	3(3-0)
	Corporate Finance	3(3-0)
	Financial Institutions Management	3(3-0)
	Financial Markets and Institutions	3(3-0)
	Financial Modeling for Decision Making	3(3-0)
	Financial Risk Management	3(3-0)
	Financial Statement Analysis	3(3-0)
	FinTech	3(3-0)
	International Financial Management	3(3-0)
	Investment Analysis and Portfolio Management	3(3-0)
	Project Appraisal	3(3-0)
	Risk Management and Insurance	3(3-0)
	Sustainable Finance	3(3-0)
	Technofinance	3(3-0)

Accounting		
Course Code	Course Title	Credit Hour
	Financial Reporting	3(3-0)
	Corporate Accounting	3(3-0)
	Accounting Information Systems	3(3-0)
	Advanced Financial Reporting	3(3-0)
	Government Accounting	3(3-0)