



# KUBS

Karachi University  
**Business School**



**PROSPECTUS**  
**2020**  
SPECIALIZED DEGREE PROGRAM UNIVERSITY OF KARACHI



Our Vision  
Your Future



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# MESSAGE OF THE VICE CHANCELLOR



## Office of the Vice Chancellor, University of Karachi

Karachi - 75270, Pakistan

**Prof. Dr. Khalid Mahmood Iraqi**  
Acting Vice Chancellor

### MESSAGE

I am immensely proud to announce the commencement of yet another batch of Specialized MBA program, Karachi University Business School (KUBS) after its success and huge demand for years. Besides Specialized MBA program, KUBS is successfully running many other programs i.e. BBA Four years, MBA Three and a half years, MBA one and a half year, MBA two and a half years, MBA (Executive), MS and Ph.D. programs.

Being part of a public sector university, KUBS is imparting knowledge to students, training them with utmost efficiency to cater to the needs of the corporate world at local, national and international levels. Our trained KUBS graduates are proving their managerial efficacy consistently.

I congratulate the Chairman and faculty members of KUBS for their efforts in taking the initiative and running these programs competently. I also welcome new entrants to the university.

**Prof. Dr. Khalid Mahmood Iraqi**  
Acting Vice Chancellor

Phone : (92-21) 99261336, (92-21) 99261337, Fax: (92-21) 99261340  
Email: vc@uok.edu.pk Web: www.uok.edu.pk

# MESSAGE OF THE DIRECTOR ADMISSION



*Dr. Saima Akhtar  
In Charge*

## *Directorate of Admissions University of Karachi*

Phone: 021 99261300-06 Ext. 2479  
021 99261376

### **MESSAGE**

Welcome to the Karachi University Business School, home to a broad community of students, coming from all backgrounds, with the thirst for knowledge, a common goal. Karachi University Business School is a place where we treat all students with the passion they deserve as the future nation-builders. We reach out to all our diverse range of students, valuing their aspirations, goals and the individual perspectives that they bring to the university, making it rich and vibrant in culture. We believe that education is everyone's birthright and degrees, their professional right, and here we offer everything that is pivotal for the personal as well as professional growth and development in almost every discipline.

As per the requirement of studies, department have library, auditorium, large classrooms, and other resources. Moreover, a large number of well qualified faculty members/teachers and researchers grace the decorum of academia.

Being educationists, we believe our students, the future of our nation need proper guidance, financial support, social positivity, emotional stability and motivation to keep their spirits high, which, we believe, will result in high productivity. We are doing our best to facilitate our students to achieve their goals.

Based on past achievements, we trust in all of our stakeholders and especially the students for an even better well reputed alma mater. My prayers and best wishes for all connected to this institution.

**Dr. Saima Akhtar**  
*In-Charge*

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Office of the Directorate of Admissions, University of Karachi-75270  
Contact # 99261300-7 Ext: 2479 Direct: 99261376

# MESSAGE OF THE DEAN



Dean

## University of Karachi Faculty of Management & Administrative Sciences

### MESSAGE FROM DEAN

University of Karachi has a long history of contributing high quality professional business education. Considering the challenges of present global digital world, effective business education and highly competent, professionally trained business graduates are inevitable for sustainable growth of every economy. I am pleased to endorse that Karachi University Business School has been exceptional in building business graduates for many years. The under-graduate and graduate programs in different specialized fields are catering the needs of corporate sector most effectively. Besides developing good professionals for the business industry, Karachi University Business School has been instrumental in business research area. I am pleased to say that a good proportion of corporate demand for qualified business executives is met by KUBS and I am confident that its share will enhance in future. Graduates of KUBS are fully equipped with good conceptions in business education and knowledge to apply all such concepts in professional manner.

The foundation of this success story is highly qualified and experienced faculty of KUBS. Keeping in view my long experience of public and private business institutions, I am proud to state that the KUBS has one of the best faculties in the city. All achievements of KUBS have become possible due to dynamic leadership of Dr. Muhammad Asim, Chairman of KUBS and firm support of Prof. Dr. Khalid M. Iraqi, Vice Chancellor University of Karachi.

I am confident that KUBS will continue its journey of success and further build its image and reputation throughout the world. I wish success for its graduates, faculty and programs in the future.

*N. A. Shah*

**Meritorious Prof. Dr. Nasreen Aslam Shah**  
**Dean (Acting)**  
**Faculty of Management and Administrative Sciences**

# FROM THE DESK OF CHAIRMAN



## KARACHI UNIVERSITY BUSINESS SCHOOL UNIVERSITY OF KARACHI

Phone: 99261300-6 / 2386

### MESSAGE

It is a great honor that Karachi University Business School (KUBS) has launched its MBA Specialized Programs. These programs have been exclusively designed keeping in view the needs of the market as well as the individuals who wish to excel in their career.

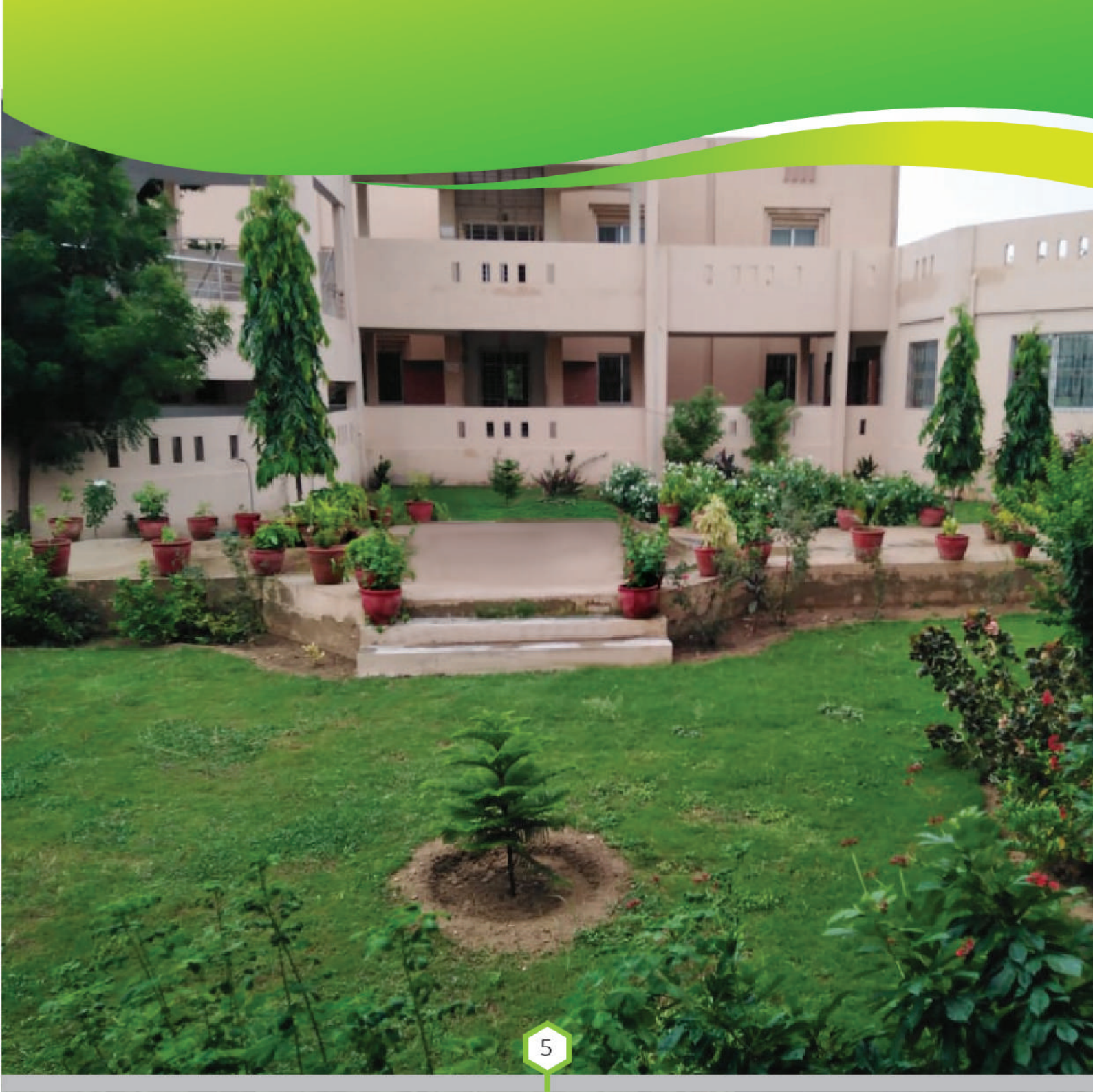
KUBS is considered as one of the best business schools of Pakistan and enjoys a reputation of imparting education of high standard with equal opportunity for all. As a public university, we have a well-equipped department to accomplish our objectives and contributions towards achieving the intellectual and moral wellbeing of students to fully engage in a world defined by difference and diversity.

KUBS enjoys the privilege to launch such tailored programs and offer more than 80% specialized courses at MBA level with wide range. In fact our respected Vice Chancellor Prof. Dr. Khalid M. Iraqi has taken keen interest offering full support towards starting these programs. The evening and weekend classes and the swift job placements further add value to KUBS.

We will do what is necessary to create on this campus and built an environment that can serve as a model for society.

From the core of my heart, I welcome you all at KUBS, an institution wherein devotion to studies and excellence in education are considered as the prime objectives.

  
**Dr. Muhammad Asim**  
Chairman





# VISION & MISSION

## **Vision:**

Rooted in the glorious years of history, we aspire for a new dimension of progress based on social equality, sustainability and security. We tend to develop our students into the embodiment of excellence and to be recognized as a progressive and renowned institution for leadership and innovation.

## **Mission:**

Developing effective and responsible leaders by creating insightful knowledge and inspiring minds in dialogue with the world around us. We focus on providing competency-driven education, leveraging our resources to provide experiential learning, committing to continuous improvement and linking our research and outreach efforts to the driving forces of our economy.

## **Value Statement:**

Our vision, mission and values guide our teaching, service and administration.  
We value:

- Equity in equal opportunities and affordable access
- Ethical conduct in a meaningful environment Excellence in teaching and intellectual growth
- Respect for diversity and a collaborative community



# GENERAL FACILITIES AT KUBS

## COMPUTER LABORATORY:

The computer lab is the popular spot to work on projects outside of class. The lab is equipped with current-model, high-end PC computers, high-speed network and storage, an extensive collection of software - including statistical, financial, accounting, programming, and simulations software - printers, scanners and other equipment to meet student needs.

## AUDITORIUM:

The auditorium is equipped with all the modern facilities, with a capacity to seat more than 200 people. It is perfect for lecture series, plays and media presentations. This room features a digital projector, projection screen and a computer to use with the projection equipment. The auditorium has adequate lighting and low maintenance.

## CAFETERIA:

KUBS always tries to provide an accommodative environment for the students and has provided place for students to relax and eat. The department cafeteria is the place where students enjoy meals and have social interaction. It also provides them clean environment where they go and discuss academic and social issues with fellow students.

## PRAYERS AREA:

A suitable place has been earmarked with necessary arrangement of ablution and prayer for students and staff. The construction of elegant mosque is under active process. All the necessary measures are being taken for offering of prayers and the proper accomplishment of the Islamic teachings.

# GENERAL FACILITIES AT KUBS

## **LIBRARY:**

The KUBS library serves as the knowledge resource center of the department. The library strives to develop significant collection of comprehensive course books along with reference books. A significant part of the collection consists of newspapers, manuscripts and philosophy books.

## **GIRLS COMMON ROOM:**

A common room has been exclusively reserved for female students, where they can meet their classmates and friends and engage in discussions in a peaceful and quiet environment. The room is equipped with comfortable furniture and an attached washroom. The room is properly ventilated, well-lit, neat and clean to provide a friendly ambience to its users.

## **GAMING ZONE:**

The Gaming Zone is dedicated to the exploration of games as a creative practice. These activities are experiences that entertain the students and help to communicate profound ideas. Further work is being done on the facilitation of the Gaming Zone to meet student demands and interests.

# STUDENT SOCIETIES

As per the changing dynamics and externalities, the management of Karachi University Business School (KUBS) has decided to provide the students of this esteemed department a platform to be a part of "KUBS Student Council" and "Student Societies" that would be governed officially under the supervision of the administration of KUBS. For this purpose, after gaining positive suggestions and feedback, we have finally come up with a hierarchical structure that is as follows:

## STUDENT COUNCIL STRUCTURE

- President
- Vice President
- Treasurer Secretary
- Joint Secretary

Under the hierarchy of the Joint Secretary, there would be elected Student Council representatives from each class who will be working in a group to provide their suggestions and feedback. The main purpose of the student council will be to represent KUBS as one Department. The KUBS Student Council will be responsible to conduct the agreed events that will be mentioned in the by-laws. The nominated members will be elected by the student votes who will ultimately lead the Council for a period of one year.

# STUDENT SOCIETIES

1. **Entrepreneurship Society**
2. **Media and Publications Society**
3. **Banking and Finance Society**
4. **Marketing Society**
5. **Human Resource Society**
6. **Alumni and Placement Bureau**

# CENTRES AND OFFICES

## **Personal Effectiveness Unit:**

Students may get information regarding scope of their subjects, job market, tips for CV writing and job interviews.

## **Centre for Executive Education and Research:**

To make research a top precedence at KUBS, the Centre is established so that aims to promote and enhance research activities and helping them to commercialize and industrialize.

## **Placement Cell:**

Different Organizations may approach this Office for placing advertisement of jobs/internship in KUBS. Office plays an active role in placement of students in different industries and other Offices.

## **Quality Enhancement Cell:**

The objective of this cell is to support the business school in its endeavors to improve the standard of education and research and make it compatible with international requirements.

## **Program Offices (Main, Evening, Weekend):**

The Program Office is endowed with all utilities for the faculty members and the students. It serves as the communication bridge between the faculty and the student body and also keeps track of faculty and student attendance.

# CENTRES AND OFFICES

## **Examination Office:**

The Office plays an important role in conducting exams at KUBS. It promotes compliance with the examination rules through a disciplined environment. Moreover, it serves to safeguard the confidential examination matters and ensure fair results.

## **Affiliation Office:**

The Office serves to inspect the educational institution seeking affiliation with, or admission to the privileges of the department. It also resolves complaints alleging breach of conditions of affiliation by affiliated institutions.

## **Maintenance Office:**

The Maintenance Office provides custodial, maintenance, building environment control in addition to responding to the department's maintenance emergencies.

## **IT Implementation Office:**

With the well-equipped computer laboratory and round-the-clock internet connectivity, the IT team is always up-and-coming. Moreover, the online research facility proves the department's value in the research field.

## **Finance Office:**

The Finance Office establishes the department's accounting standards and communicates all major financial procedures and processes to the faculty and students in an effective and consistent method.



# FACULTY

## Permanent Faculty Members



**Prof. Dr. Tahitr Ali**  
Professor



**Dr. Muhammad Asim**  
Associate Professor/Chairman



**Dr. Danish Ahmed Siddiqui**  
Associate Professor



**Dr. Shahnaz Baloch**  
Assistant Professor



**Dr. Shameel Ahmad Zubairi**  
Assistant Professor



**Mr. M. Fakhre Alam Siddiqui**  
Assistant Professor



**Dr. Sohaib uz Zaman**  
Assistant Professor



**Dr. Sarah Anjum**  
Assistant Professor



**Dr. Muhammad Muzammil**  
Assistant Professor



**Dr. Syeda Nazneen Waseem**  
Lecturer



**Mr. Umer Sheikh**  
Lecturer



**Mr. Hammad Zafar**  
Lecturer

# FACULTY

## Visiting Faculty Members

- 1. Mr. Atif Ahmed Farooqui**  
CEO (Mak Blue Training & Consultancy)  
MBA
- 2. Mr. Naveed Khan**  
Marketing Officer (PTV)  
MBA
- 3. Mr. Navid Ahmed Qureshi**  
MBA
- 4. Mr. Ali Noman Siddiqui**  
SVP/Head - ER (NIB Bank)  
MBA, CHRP
- 5. Dr. Syed Ghayoorul Hassan**  
Ph.D., MA, MA, B. Ed.
- 6. Mr. Waqar Ahmed**  
Faculty Member (Iqra University)  
MBA, BE
- 7. Mr. Ahmer Majeed Fareedi**  
Joint Director (SECP)  
MBA, MA, CFA, CIPM, FRM
- 8. Mr. Jawed Mansha**  
Manager IOSA Audit Compliance (PIA)  
FCMA, M.Com.
- 9. Mr. Noman Ahsan**  
Controller of Examination (B.S.E.K)  
MBA, MA
- 10. Mr. Sabahat Ali Khan**  
Cotton Field Officer (PCSI)  
MPA
- 11. Dr. Imtiaz Husain**  
Faculty Member (SIUT) Ph.D.
- 12. Mr. Sami Ullah Qureshi**  
M. Phil., M.A.S, M.A.S
- 13. Mr. Faisal Sarwar**  
MS, MBA, BCIT
- 14. Mr. Kamal Hayder**  
Writer & Research Analyst (Pakistan & Gulf Economist)  
MA
- 15. Mr. Mahmood Qasim**  
MAS
- 16. Dr. Azam Ali**  
Joint Director (State Bank)
- 17. Mr. Syed MisbahUI Islam Rezwe**

# FACULTY

## Visiting Faculty Members

- |                                                                     |                                                           |
|---------------------------------------------------------------------|-----------------------------------------------------------|
| 18. Mr. S. M. Khalid Jamal                                          | 22. Mr. Harris Alam Siddi qui<br>Joint Director (SBP) MBA |
| 19. Mr. Feroz Iqbal<br>B.Sc (Hons), M.Sc, MCS                       | 23. Mr. Ali Asim<br>Group Product Manager (Dollar) MBA    |
| 20. Mr. Syed ShahoodAlam<br>MBA, M Phil                             | 24. Mr. Khalid Jameel Ansari<br>SVP (MCB) MBA, MA         |
| 21. Mr. Khurram Ali Mubasher<br>CIMAUK, CGMA, CFA Level 2 Candidate | 25. Mr. Saad Zubairi<br>MBA                               |

## CIMA - Exemptions for KUBS Students

KUBS and CIMA (UK) has entered into an MOU to provide fast track gateway to CIMA qualifications. Few of the benefits of this MOU are as under:

- Exemptions for MBA and BBA Students
- CIMA support in job placements and internships
- Scholarship opportunities for the brightest students
- Discount in registration
- Wavier of annual subscription during the tenure at University
- More details can be seen at CIMA website

# PROGRAMS OFFERED

**1. BBA 4 years program**

**2. MBA 1.5 years** (After 16 years in business education)

**3. BS (Business Administration) 2 year program**  
(After 2 years graduation)

**4. MBA 2.5 years** (After 16 years in non business education)

**5. EMBA 2.5 years** (After 16 years of education with 2 years experience OR after 14 years of education with 4 years experience)

**6. MS program**

**7. Ph.D. program**

**8. BS (Business Administration) 4 year program**

# BBA (4 YEARS) PROGRAM

## Semester - I

### Course No. Course Title

BA(BBA)-301	Business English
BA(BBA)-311	Basic Mathematics
BA(BBA)-321	Human behavior
BA(BBA)-331	Principles of Management
BA(BBA)-341	Principles of Accounting
BA(BBA)-351	Computer Application in Business

## Semester - II

### Course No. Course Title

BA(BBA)-302	Business Communication
BA(BBA)-312	Financial Accounting
BA(BBA)-322	Principles of Marketing
BA(BBA)-332	Calculus
BA(BBA)-342	Micro Economics
BA(BBA)-352	Logic

## Semester - III

### Course No. Course Title

BA(BBA)-401	Marketing Management
BA(BBA)-411	Cost Accounting
BA(BBA)-421	Macro Economics
BA(BBA)-431	Statistics
BA(BBA)-441	Community Development
BA(BBA)-451	Islamic Studies / Ethical Behavior

## Semester - IV

### Course No. Course Title

BA(BBA)-402	International Relations
BA(BBA)-412	Introduction to Business Finance
BA(BBA)-422	Financial Institutions and Markets
BA(BBA)-432	Managerial Accounting
BA(BBA)-442	Production and Operation Management
BA(BBA)-452	Organizational Behavior

## Semester - V

### Course No. Course Title

BA(BBA)-501	Financial Management
BA(BBA)-511	Development Economics & Economy of Pakistan
BA(BBA)-521	Supply chain Management
BA(BBA)-531	Human Resource Management
BA(BBA)-541	Pakistan Studies
BA(BBA)-551	Business Ethics & Corporate Governance

## Semester - VI

### Course No. Course Title

BA(BBA)-502	Strategic Management
BA(BBA)-512	Business Law and Regulation
BA(BBA)-522	Business Research Methods
BA(BBA)-532	Entrepreneurship
BA(BBA)-542	History of Ideas
BA(BBA)-552	Leadership and Social Responsibility

# BBA (4 YEARS) PROGRAM

## Semester - VII

### Course No. Course Title

BA(BBA)-601	Decision Making and Negotiations
BA(BBA)-611	Speech Communication
BA(BBA)-621	E-Business
BA(BBA)-631	International Business
BA(BBA)-641	Corporate Performance and Planning
BA(BBA)-651	Organizational Development and TQM

## Semester - VIII

### Course No. Course Title

BA(BBA)-602	Statistical Inference
BA(BBA)-612	Project Report
	Elective I
	Elective II
	Elective III
	Elective IV

## MARKETING SPECIALIZATION

1	BA(BBA-MKT)-603	Global Marketing	3
2	BA(BBA-MKT)-613	Brand Marketing	3
3	BA(BBA-MKT)-623	Digital Marketing 3	3
4	BA(BBA-MKT)-633	Affectual & Social Entrepreneurship 3	3

## FINANCE SPECIALIZATION

1	BA(BBA-FIN)-604	Corporate Finance	3
2	BA(BBA-FIN)-614	Treasury and Fund Management	3
3	BA(BBA-FIN)-624	Project Development, Evaluation and Feasibility	3
4	BA(BBA-FIN)-634	Banking Operations & Management	3

## HR SPECIALIZATION

1	BA(BBA-HRM)-605	Leading & Team Work	3
2	BA(BBA-HRM)-615	Talent Management	3
3	BA(BBA-HRM)-625	Career Development	3
4	BA(BBA-HRM)-635	Affectual & Social Entrepreneurship	3

# MBA 1.5 YEARS PROGRAM

## ISLAMIC BANKING & FINANCE SPECIALIZATION

### Semester - I

Course No.	Course Title
BA(MBA-ISB)-701	Shariah Commercial Jurisprudence (6 Cr. Hrs.)
BA(MBA-ISB)-711	Islamic Business Model
BA(MBA-ISB)-721	Islamic Economics & Finance
BA(MBA-FIN)-731	Analysis of Financial Statement

### Semester - II

Course No.	Course Title
BA(MBA)-702	Research Methodology
BA(MBA-ISB)-712	Islamic Banking Products (6 Cr. Hrs.)
BA(MBA-ISB)-722	Takaful & Waqf
BA(MBA-ISB)-732	Islamic Accounting Standards

### Semester - III

Course No.	Course Title
BA(MBA-ISB)-801	Islamic Capital & Money Markets
BA(MBA-ISB)-811	Finance Engineering & Risk Management in Islamic Financial Institutions
BA(MBA-BNK)-821	Trade Finance
BA(MBA)-831	Thesis (150 Marks) alongwith an publication of an article in any recognized journal (50 Marks) (6 Cr. Hrs.)

## FINANCE & INVESTMENT SPECIALIZATION

### Semester - I

Course No.	Course Title
BA(MBA-FIN)-701	Advanced Financial Accounting
BA(MBA-FIN)-711	Empirical and International Finance (6-Cr. Hrs)
BA(MBA-INV)-721	Equity Analysis
BA(MBA-INV)-731	Investment Ethics and Corporate Governance

### Semester - II

Course No.	Course Title
BA(MBA)-702	Research Methodology
BA(MBA-INV)-712	Portfolio Management and Behavioral Finance
BA(MBA-INV)-722	Fixed Income Analysis
BA(MBA-INV)-732	Advanced Portfolio Management (6-Cr. Hrs)

### Semester - III

Course No.	Course Title
BA(MBA-INV)-801	Wealth Management
BA(MBA-INV)-811	Portfolio Risk Management
BA(MBA-INV)-821	Derivatives and Alternative Investments
BA(MBA)-831	Thesis (150 marks) along with an publication of an article in any recognized Journal (50 marks) (6 Cr. Hrs.)

# MBA 1.5 YEARS PROGRAM

## SUPPLY CHAIN MANAGEMENT SPECIALIZATION

### Semester - I

Course No.	Course Title
BA(MBA-SCM)-701	Order Fulfillment & Customer Service
BA(MBA-SCM)-711	Inventory Management
BA(MBA-SCM)-721	Manufacturing and Service Operations
BA(MBA-SCM)-731	Procurement & Supply Management
BA(MBA-SCM)-741	Strategic Supply Chain Management

### Semester - II

Course No.	Course Title
BA(MBA)-702	Research Methodology
BA(MBA-SCM)-712	Demand & Production Planning
BA(MBA-SCM)-722	Logistics Management
BA(MBA-SCM)-732	Technology & Risk Management in Supply Chain
BA(MBA-SCM)-742	Design of Business Processes & Networks

### Semester - III

Course No.	Course Title
BA(MBA-SCM)-801	Quality Management
BA(MBA-SCM)-811	Transportation & Warehousing
BA(MBA-TCM)-821	Channel and Distribution Management
BA(MBA)-831	Thesis (150 marks) along with an publication of an article in any recognized Journal (50 marks) (6 Cr. Hrs.)

## HUMAN RESOURCE SPECIALIZATION

### Semester - I

Course No.	Course Title
BA(MBA-HRM)-701	Change Management
BA(MBA-HRM)-711	Recruitment & Selection
BA(MBA-HRM)-721	Performance & Appraisal Management
BA(MBA-HRM)-731	Knowledge Management
BA(MBA-HRM)-741	Succession Planning and Management

### Semester - II

Course No.	Course Title
BA(MBA)-702	Research Methodology
BA(MBA-HRM)-712	Training & Development
BA(MBA-HRM)-722	Compensation & Benefits
BA(MBA-HRM)-732	Job Analysis & Design
BA(MBA-HRM)-742	Strategic HR Planning

### Semester - III

Course No.	Course Title
BA(MBA-HRM)-801	Developing Learning Organization
BA(MBA-HRM)-811	Strategic Human Resource Management
BA(MBA-HRM)-821	Human Resource Development
BA(MBA)-831	Thesis (150 marks) along with an publication of an article in any recognized Journal (50 marks) (6 Cr. Hrs.)



# MBA 1.5 YEARS PROGRAM

## MARKETING SPECIALIZATION

### Semester - I

Course No.	Course Title
BA(MBA-MKT)-701	Consumer Behaviour
BA(MBA-MBM)-711	Integrated Marketing Communications
BA(MBA-MBM)-721	Advertising & Promotion
BA(MBA-TCM)-731	Sales Management
BA(MBA-PIM)-741	Industrial Marketing

### Semester - II

Course No.	Course Title
BA(MBA)-702	Research Methodology
BA(MBA-MBM)-712	Brand Equity
BA(MBA-TCM)-722	Merchandizing and Category Management
BA(MBA-TCM)-732	New Product Management
BA(MBA-TCM)-742	Retailing and Shoppers Marketing

### Semester - III

Course No.	Course Title
BA(MBA-MKT)-801	Services Marketing
BA(MBA-TCM)-811	Sales Force Management
BA(MBA-TCM)-821	Channel and Distribution Management
BA(MBA)-831	Thesis (150 marks) along with an publication of an article in any recognized Journal (50 marks)

# MBA 2.5 YEARS PROGRAM

## Semester - I

Course No.	Course Title
BA(MBANB)-501	Financial Accounting
BA(MBANB)-511	Basic Mathematics
BA(MBANB)-521	Micro Economics
BA(MBANB)-531	Principles of Management
BA(MBANB)-541	Principles of Marketing
BA(MBANB)-551	Business Communication

## Semester - II

Course No.	Course Title
BA(MBANB)-502	Macro Economics
BA(MBANB)-512	Marketing Management
BA(MBANB)-522	Statistics
BA(MBANB)-532	Operations and Supply Chain Management
BA(MBANB)-542	Organizational Behavior and Human Resources
BA(MBANB)-552	Introduction to Business Finance

## Semester - III

Course No.	Course Title
BA(MBANB)-601	Financial Management
BA(MBANB)-611	Cost and Managerial Accounting
BA(MBANB)-621	Strategic Management
BA(MBANB)-631	Strategic Business Analysis
BA(MBANB)-641	International Business
BA(MBANB)-651	Business Law and Regulations

## FINANCE & INVESTMENT SPECIALIZATION

## Semester - IV

Course No.	Course Title
BA(MBANB)-602	Research Methodology
BA(MBANB-INV)-612	Equity Analysis
BA(MBANB-FIN)-622	Empirical and International Finance (6-Cr. Hrs)
BA(MBANB-FIN)-632	Advanced Financial Accounting

## Semester - V

Course No.	Course Title
BA(MBANB)-701	Thesis (150 marks) along with an publication of an article in any recognized Journal (50 marks) (6-Cr. Hrs)
BA(MBANB-INV)-711	Portfolio Management & Behavioral Finance
BA(MBANB-INV)-721	Fixed Income Analysis
BA(MBANB-INV)-731	Advanced Portfolio Management (6-Cr. Hrs)

# MBA 2.5 YEARS PROGRAM

## SUPPLY CHAIN MANAGEMENT SPECIALIZATION

### Semester - IV

Course No.	Course Title
BA(MBANB)-602	Research Methodology
BA(MBANB-SCM)-612	Order Fulfillment & Customer Service
BA(MBANB-SCM)-622	Inventory Management
BA(MBANB-SCM)-632	Procurement & Supply Management
BA(MBANB-SCM)-642	Transportation & Warehousing

### Semester - IV

Course No.	Course Title
BA(MBANB)-701	Thesis (150 marks) along with an publication of an article in any recognized Journal (50 marks) (6-Cr. Hrs)
BA(MBANB-SCM)-711	Demand & Production Planning
BA(MBANB-SCM)-721	Logistics Management
BA(MBANB-SCM)-731	Technology & Risk Management in Supply Chain
BA(MBANB-SCM)-741	Design of Business Processes & Networks

## HUMAN RESOURCE SPECIALIZATION

### Semester - V

Course No.	Course Title
BA(MBANB)-602	Research Methodology
BA(MBANB-HRM)-612	Recruitment & Selection
BA(MBANB-HRM)-622	Performance & Appraisal Management
BA(MBANB-HRM)-632	Human Resource Development
BA(MBANB-HRM)-642	Succession Planning and Management

### Semester - V

Course No.	Course Title
BA(MBAN B)-701	Thesis (150 marks) along with an publication of an article in any recognized Journal (50 marks) (6-Cr. Hrs)
BA(MBANB-HRM)-711	Training & Development
BA(MBANB-HRM)-721	Compensation & Benefits
BA(MBANB-HRM)-731	Job Analysis & Design
BA(MBANB-HRM)-741	Strategic HR Planning

# MBA 2.5 YEARS PROGRAM

## MARKETING SPECIALIZATION

### Semester - VI

Course No.	Course Title
BA(MBANB)-602	Research Methodology
BA(MBANB-TCM)-612	Sales Management
BA(MBANB-TCM)-622	Channel and Distribution Management
BA(MBANB-MBM)-632	Integrated Marketing Communications
BA(MBANB-MBM)-642	Advertising & Promotion

### Semester - VI

Course No.	Course Title
BA(MBANB)-701	Thesis (150 marks) along with an publication of an article in any recognized Journal (50 marks) (6-Cr. Hrs)
BA(MBANB-MBM)-711	Brand Equity
BA(MBANB-TCM)-721	Merchandizing and Category Management
BA(MBANB-TCM)-731	New Product Management
BA(MBANB-TCM)-741	Retailing and Shoppers Marketing

## PROJECT & INDUSTRIAL MANAGEMENT

### Semester - IV

Course No.	Course Title
BA(MBANB)-602	Research Methodology
BA(MBANB-PIM)-612	Industrial Marketing
BA(MBANB-PIM)-622	Advance Project Management
BA(MBANB-PIM)-632	Production, Planning and Control
BA(MBANB-PIM)-642	Reliability Analysis, Management & Methodology (RAMM)

### Semester - V

Course No.	Course Title
BA(MBANB)-701	Thesis (150 marks) along with an publication of an article in any recognized Journal (50 marks) (6 Cr. Hrs.)
BA(MBANB-PIM)-711	Advance Production and Operations Management
BA(MBANB-SCM)-721	Logistics Management
BA(MBANB-SCM)-731	Technology & Risk Management in Supply Chain
BA(MBANB-SCM)-741	Design of Business Processes and Networks

# EMBA 2.5 YEARS PROGRAM

## Semester - I

Course No.	Course Title
BA(EMBA)-501	Financial Accounting
BA(EMBA)-511	Basic Mathematics
BA(EMBA)-521	Micro Economics
BA(EMBA)-531	Principles of Management
BA(EMBA)-541	Principles of Marketing

## Semester - II

Course No.	Course Title
BA(EMBA)-502	Business Communication
BA(EMBA)-512	Macro Economics
BA(EMBA)-522	Marketing Management
BA(EMBA)-532	Statistics
BA(EMBA)-542	Introduction to Business Finance

## Semester - III

Course No.	Course Title
BA(EMBA)-601	Operations and Supply Chain Management
BA(EMBA)-611	Organizational Behavior and Human Resources
BA(EMBA)-621	Financial Management
BA(EMBA)-631	Cost and Managerial Accounting

## Semester - IV

Course No.	Course Title
BA(EMBA)-602	Strategic Management
BA(EMBA)-612	Strategic Business Analysis
BA(EMBA)-622	International Business
BA(EMBA)-632	Business Law and Regulations

## Semester - V

Course No.	Course Title
BA(EMBA)-701	Business Project
	Elective 1
	Elective 2
	Elective 3
	Elective 4

# EMBA 2.5 YEARS PROGRAM

(After 2 Years Graduation)

## HUMAN RESOURCE SPECIALIZATION

Course No.	Course Title
BA(EMBA-HRM)-702	Recruitment & Selection
BA(EMBA-HRM)-712	Performance & Appraisal Management
BA(EMBA-HRM)-722	Strategic Human Resource Management
BA(EMBA-HRM)-732	Human Resource Development

## MARKETING SPECIALIZATION

Course No.	Course Title
BA(EMBA-MBM)-703	Advertising & Promotion
BA(EMBA-TCM)-713	Sales Management
BA(EMBA-TCM)-723	Channel and Distribution Management
BA(EMBA-MKT)-733	Consumer Behaviour

## FINANCE & INVESTMENT SPECIALIZATION

Course No.	Course Title
BA(EMBA-INV)-704	Equity Analysis
BA(EMBA-INV)-714	Investment Ethics and Corporate Governance
BA(EMBA-INV)-724	Derivatives and Alternative Investments
BA(EMBA-FIN)-734	Empirical and International Finance

## SUPPLY CHAIN SPECIALIZATION

Course No.	Course Title
BA(EMBA-SCM)-705	Procurement & Supply Management
BA(EMBA-SCM)-715	Quality Management
BA(EMBA-SCM)-725	Transportation & Warehousing
BA(EMBA-SCM)-735	Strategic Supply Chain Management

# MS PROGRAM

## Semester - I

Course No.	Course Title
BA(MS)-701	Research Methodology
BA(MS)-711	Quantitative Research Techniques
BA(MS)-721	Qualitative Research Techniques
	Elective 1
	Elective 2

## Semester - II

Course No.	Course Title
BA(MS)-702	Econometrics
BA(MS)-712	Research Seminar
BA(MS)-722	Strategic Business Analysis
	Elective 3
	Elective 4

## Semester - III

Course No.	Course Title
BA(MS)-801	Thesis (150 marks) along with an publication of an article in any recognized Journal (50 marks) (6 Cr.Hrs.)

# CAREER AUD

AWARENESS UPGRADING DESIGNING

PLAN YOUR CAREER IN THE FUTURE



# MS PROGRAM

## HUMAN RESOURCE SPECIALIZATION

Course No.	Course Title
BA(MS-HRM)-802	Recruitment & Selection
BA(MS-HRM)-812	Performance & Appraisal Management
BA(MS-HRM)-822	Training & Development
BA(MS-HRM)-832	Compensation Management

## MARKETING SPECIALIZATION

Course No.	Course Title
BA(MS-MBM)-803	Advertising & Promotion
BA(MS-MBM)-813	Brand Equity
BA(MS-TCM)-823	Merchandizing & Category Management Channel & Distribution
BA(MS-TCM)-833	Management

## ISLAMIC BANKING SPECIALIZATION

Course No.	Course Title
BA(MS-ISB)-804	Shariah Commercial Jurisprudence
BA(MS-ISB)-804	Islamic Business Model
BA(MS-ISB)-804	Islamic Banking Products
BA(MS-ISB)-804	Islamic Accounting Standards

## FINANCE & INVESTMENT SPECIALIZATION

Course No.	Course Title
BA(MS-FIN)-805	Empirical & International Finance
BA(MS-INV)-815	Portfolio Management & Behavioral Finance
BA(MS-INV)-825	Wealth Management
BA(MS-INV)-835	Derivatives & Alternative Investments

## SUPPLY CHAIN SPECIALIZATION

Course No.	Course Title
BA(MS-SCM)-806	Procurement & Supply Management
BA(MS-SCM)-816	Logistics Management
BA(MS-SCM)-826	Design of Business Processes & Networks
BA(MS-SCM)-836	Strategic Supply Chain Management

**Note: Specialized courses will be offered subject to the availability of required number of students.**



# Ph.D PROGRAM

<b>SR. NO.</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>COURSE HOURS</b>
<b>FIRST SEMESTER</b>			
1	BPH-801	Advanced Research Methodology	3
2	BPH-802	Advanced Quantitative TEchniques	3
3	BPH-803	Global Economic and Business Environment	3
<b>SECOND SEMESTER</b>			
1	BPH-804	Research Seminar	3
2	BPH-805	Seminar on Current Advances in the Discipline	3
3	BPH-806	Thesis and Manuscript Writing	3

# BS (BUSINESS ADMINISTRATION) 4 YEAR PROGRAM

## Semester - I

Course No.	Course Title
BA(BS)-301	Business English-I (Grammar)
BA(BS)-311	Commercial Geography
BA(BS)-321	Study Skills
BA(BS)-331	Islamic Studies / Ethical Behavior
BA(BS)-341	Introduction to Business
BA(BS)-351	Computer Application in Business

## Semester - II

Course No.	Course Title
BA(BS)-302	Business English-II (Composition)
BA(BS)-312	Money & Banking
BA(BS)-322	History of Ideas
BA(BS)-332	Pakistan Studies
BA(BS)-342	Human behavior
BA(BS)-352	Mass Communication

## Semester - III

Course No.	Course Title
BA(BS)-401	Logic
BA(BS)-411	Oral Communication & Presentation Skills
BA(BS)-421	Entrepreneurship
BA(BS)-431	International Relations
BA(BS)-441	Leadership and Social Responsibility
BA(BS)-451	Small & Medium Enterprise (SME)

## Semester - IV

Course No.	Course Title
BA(BS)-402	E-Business
BA(BS)-412	Business Ethics and Corporate Governance
BA(BS)-422	Public Policy
BA(BS)-432	Speech Communication
BA(BS)-442	Community Development
BA(BS)-452	Principles of Accounting

## Semester - V

Course No.	Course Title
BA(BS)-501	Financial Accounting
BA(BS)-511	Basic Mathematics
BA(BS)-521	Micro Economics
BA(BS)-531	Principles of Management
BA(BS)-541	Principles of Marketing
BA(BS)-551	Business Communication

## Semester - VI

Course No.	Course Title
BA(BS)-502	Macro Economics
BA(BS)-512	Introduction to Business Finance
BA(BS)-522	Cost & Managerial Accounting
BA(BS)-532	Statistics
BA(BS)-542	Production & Operation Management
BA(BS)-552	Human Resource Management

# BS (BUSINESS ADMINISTRATION) 4 YEAR PROGRAM

## Semester - VII

Course No.	Course Title
BA(BS)-601	Financial Management
BA(BS)-611	Managerial Accounting
BA(BS)-621	Marketing Management
BA(BS)-631	Project Development, Evaluation and Feasibility
BA(BS)-641	Business Research Methods
BA(BS)-651	Business Law and Regulations

## Semester - VIII

Course No.	Course Title
BA(BS)-602	Supply Chain Management
BA(BS)-612	Corporate Performance and Planning
BA(BS)-622	International Business
BA(BS)-632	Strategic Management
	Elective I
	Elective II

## MARKETING SPECIALIZATION

Course No.	Course Title
BA(BBA-MKT)-642	Global Marketing
BA(BBA-MKT)-652	Brand Marketing

## FINANCE SPECIALIZATION

Course No.	Course Title
BA(BBA-FIN)-662	Corporate Finance
BA(BBA-FIN)-672	Treasury and Fund Management

## HR SPECIALIZATION

Course No.	Course Title
BA(BBA-HRM)-682	Leading & Team Work
BA(BBA-HRM)-692	Talent Management

# ADMISSION POLICY

## BBA Admission Rules:

1. All admissions are only on merit basis.
2. Minimum 50% total marks in Intermediate / A Levels.
3. Minimum qualifying marks in the Aptitude Test is 50%.
4. Merit list of candidates qualifying in the Aptitude test will be prepared for the final selection as per following weightages.

### For BBA Four Years Program

Aptitude Test	60%
Previous Academic Record	40%

## MBA 1.5 Years Rules:

1. All admissions are only on merit basis.
2. Minimum 50% total marks or 2.5 CGPA (where CGPA is implemented) in the Bachelors/Masters with 16 years Business Education from any university recognized by the HEC.
3. Minimum qualifying marks in the Aptitude Test is 50%.
4. Merit list of candidates qualifying in the Aptitude test will be prepared for the final selection as per following weightages.

### For MBA 1.5 Years Program

Previous Academic Record	30%
Subjective Test	50%
General Test	20%

# ADMISSION POLICY

## EMBA Admission Rules:

1. All admissions are only on merit basis.
2. Minimum 45% total marks in the last degree in any discipline from any university recognized by the HEC.
3. Two years working experience after acquiring 16 years education (BS or Masters in any discipline)
4. Four years working experience after acquiring 14 years education (B.Com, BA, BSc, BBA Honours, BCS Honours, etc.)
5. Professional degree holder (BE, MBBS, LLB, CPA, CA, ACCA etc) can also apply.
6. Minimum qualifying marks in the Aptitude Test is 50%.
7. Merit list of candidates qualifying in the Aptitude test will be prepared for the final selection as per following weightages.

### For EMBA 2.5 Years

Previous Academic Record	30%
Aptitude Test	40%
Interview	30%

# ADMISSION POLICY

## MBA 2.5 Years Admission Rules:

1. All admissions are only on merit basis.
2. Minimum 50% total marks or 2.5 CGPA (where CGPA is implemented) in the Bachelors/Masters with 16 years education from any university recognized by the HEC.
3. Minimum qualifying marks in the Aptitude Test is 50%.
4. Merit list of candidates qualifying in the Aptitude test will be prepared for the final selection as per following weightages.

For MBA 2.5 Years	
Aptitude Test	60%
Previous Academic Record	40%

## Admissions:

Students, who have passed their requisite examinations from a board or University from places other than Karachi Board or University, will be required to have a Migration Certificate from their earlier board or University. Students, who have passed their prerequisite examinations from Private and Foreign Universities and Foreign Boards are required to obtain equivalence certificate from Karachi University.

# GRADING & EVALUATION

## GRADING AND EVALUATION

- vi.** Original and Photocopy of certificate Hifz-e-Quran (only for Honours). The original will be returned after verification.
- vii.** Payment of prescribed fee.
- viii.** After completion of the above formalities, the candidate will have to fill in an enrolment form. Under the University rules his/her admission will not be deemed complete until he/she receives his/her enrolment card.

Note:

All admissions to our courses are provisional, and subject to verification of documents. Admissions obtained through forged documents or incorrect statements shall be cancelled at any stage.

In the education of Business Administration, the Examination system is a continuous process; several quizzes (unannounced surprise short tests of 5 to 10 minutes each); periodical examinations of one and half-hour each; assignments, reports, presentations etc.; Final Term examination of three hours; comprehensive examination.

Students should take their studies seriously all the time during their studies, and not wait for final semester examination. Every student should keep a track of his/her performance in quizzes, assignments, and periodical examinations. Final and overall grade will have the results or marks in the following components.

- a.** Half Yearly Test
- b.** Quizzes
- c.** Mid Term
- d.** Term Papers
- e.** Presentation
- f.** Case Study
- g.** Comprehensive Exam

# ADMISSION PROCEDURE

## At the time of submission of form:

1. Photocopy of National Identity Card
2. Photocopies of mark sheets and certificates of intermediate and matriculation
3. Four recent passport size photographs
4. Students, who have passed their requisite examinations from Private and Foreign Universities and Foreign Boards are required to obtain equivalence certificate from Karachi University.

## Instructions from candidates whose name appear in the final admission merit list:

Candidates whose names appear in the final admission list will have to complete all the formalities for admission within the stipulated time, otherwise their admission will lapse. The following documents are to be submitted for completion of admission:

- i. The original marks sheets of the last examination (Non-returnable)
- ii. Character certificate from the head of institution last attended. For external candidates a character certificate from any gazette officer (Non-returnable)
- iii. The National Identity Card of the Candidate, or in case candidate is below 18 years father's/mother's identity card with B'Form and their photocopies (the original will be returned after verification)
- iv. The original certificate of matric/HSC/A/O levels, and an attested copy of the same (the original documents will be returned)
- v. 10 recent passport size photographs



# FEE STRUCTURE

## FEE STRUCTURE

<b>FEE STRUCTURE ( BBA )</b>	
Registration / Admission Fee (only once)	Rs. 12,000
Tuition Fee (per semester)	Rs. 72,000
Examination Fee (per semester)	Rs. 36,00


<b>FEE STRUCTURE (EMBA)</b>	
Registration / Admission Fee (only once)	Rs. 12,000
Tuition Fee (per course)	Rs. 15,000
Examination Fee (per course)	Rs. 1,200

<b>FEE STRUCTURE ( MBA 1.5 Yrs )</b>	
Registration / Admission Fee (only once)	Rs. 12,000
Tuition Fee (per semester)	Rs. 60,000
Examination Fee (per semester)	Rs. 3,000

<b>FEE STRUCTURE ( MBA 2.5 Yrs )</b>	
Registration / Admission Fee (only once)	Rs. 12,000
Tuition Fee (per semester)	Rs. 72,000
Examination Fee (per semester)	Rs. 3,600

# ACKNOWLEDGEMENT

Special thanks to all our Karachi University Business School (KUBS) faculty members and staff members for the compilation of this prospectus. We also thank our students for their respective contribution in the development of this document.



*Developing effective and responsible leaders by creating insightful knowledge and inspiring minds in dialogue with the world around us.*

*We focus on providing competency-driven education, leveraging our resources to provide experiential learning, committing to continuous improvement and linking our research and outreach efforts to the driving forces of our economy.*



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Karachi University Business School  
University of Karachi Main University  
Road, Karachi.



(+09) 021 99261185



kubs@uok.edu.pk