

Karachi University Business School

KARACHI UNIVERSITY
BUSINESS SCHOOL



PROSPECTUS
2026

SPECIALIZED
DEGREE PROGRAM
UNIVERSITY OF
KARACHI



MESSAGE OF THE VICE CHANCELLOR



Prof. Dr. Khalid M. Iraqi

Vice Chancellor

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.



MESSAGE FROM THE INCHARGE ADMISSIONS



Dr. Saima Akhter

Incharge Admissions
University of Karachi

It is a matter of pride for the University of Karachi that Karachi University Business School (KUBS) has been successfully running its Specialized MBA Programs along with various other programs. KUBS has been a trendsetter in the market with its international recognition, professional attitude and affordable fees structure.

Specialized MBA programs at KUBS include MBA (One & Half Years), MBA (Two & Half Years) and MBA (Executive) programs. These programs not only help students gain knowledge but also equip them with better professional and managerial skills. After the successful completion of these programs, students are able to progress in their career and make a meaningful contribution in the growth of their respective organizations.

I welcome the new candidates at Karachi University Business School and congratulate the Chairman and all the faculty members of KUBS for their efforts in launching and running these programs with utmost dedication for the last decade. I am confident that with the joint efforts of its faculty members and students, KUBS will excel all business institutions in the country in the near future.



MESSAGE OF THE DEAN



**Prof. Dr.
Zaeema Asrar
Mohiuddin**

Dean, Faculty of
Management
& Administrative Sciences

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 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 all success for its graduates, faculty and programs in future.



FROM THE DESK OF CHAIRMAN



**Dr. Shaikh M.
Fakhre Alam Siddiqui**

In-charge (KUBS)

It is a great honor that Karachi University Business School (KUBS) has launched its MBA Specialized Programs. This program has 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 this program. 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.





VISION

Rooted in the glorious years of history, we aspire for a new dimension of progress based on social equality, sustainability & 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.

- ▶ 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

01



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.

02



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.

03



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.

04



PRAYER 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 & the proper accomplishment of the Islamic teachings.



GENERAL FACILITIES AT KUBS

05



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.

06



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.

07



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.



- 👁 Entrepreneurship Society
- 👁 Banking and Finance Society
- 👁 Human Resource Society

- 👁 Media and Publications Society
- 👁 Marketing Society
- 👁 Alumni and Placement Bureau





CENTRES AND OFFICES

01

PERSONAL EFFECTIVENESS UNIT

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



02

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.



03

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.



04

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.



05

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

01

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.

02

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.

03

MAINTENANCE OFFICE

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

04

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.

05

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



Dr. Shaikh M. Fakhre Alam Siddiqui
In-charge (KUBS)



Dr. Danish Ahmed Siddiqui
Associate Professor



Dr. Muhammad Asim
Associate Professor



Dr. Sarah Anjum
Assistant Professor



Dr. Sohaib uz Zaman
Assistant Professor



Dr. Muhammad Muzammil
Assistant Professor



Dr. Syeda Nazneen Waseem
Assistant Professor



Dr. Omer Ahmed Shaikh
Assistant Professor



Mr. Hammad Zafar
Lecturer



FACULTY VISITING FACULTY MEMBERS



Mr. Atif Ahmed Farooqui
Visiting Faculty



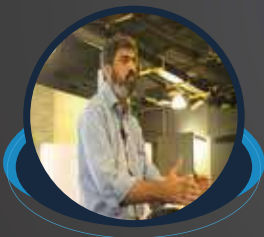
Mr. Ali Noman
Visiting Faculty



Mr. Harris Alam
Visiting Faculty



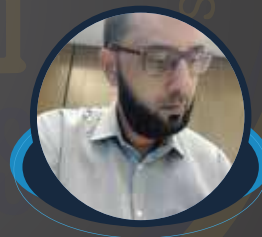
Mr. Mehmood Qasim
Visiting Faculty



Mr. Saad Ahmed Zubairi
Visiting Faculty



Mr. Syed Shahood Alam
Visiting Faculty



Mr. Ali Asim
Visiting Faculty



Mr. Asim Baig
Visiting Faculty



Mr. Feroz Iqbal
Visiting Faculty



FACULTY VISITING FACULTY MEMBERS



Mr. S. Misbahul Islam Rezwe
Visiting Faculty



Mr. Sohail Majeed
Visiting Faculty



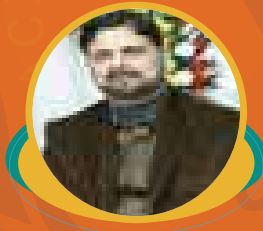
Mr. Javed Hanif
Visiting Faculty



Mr. Kamal Hyder
Visiting Faculty



Mr. Naveed A. Qureshi
Visiting Faculty



Mr. Sabahat Ali Khan
Visiting Faculty



Mr. Adees Ahmed
Visiting Faculty



Ms. Seema Akhter
Visiting Faculty



Ms. Amna Asim
Visiting Faculty





PROGRAMS OFFERED

01

BBA 4 YEARS PROGRAM

02

BS (BUSINESS ADMINISTRATION)
2 YEAR PROGRAM (AFTER 2 YEARS GRADUATION)

03

MBA PROGRAM
(AFTER 16 YEARS BUSINESS EDUCATION)

04

MBA PROGRAM
(AFTER 16 YEARS NON BUSINESS EDUCATION)



PROGRAMS OFFERED

05

EMBA 2.5 YEARS
(AFTER 16 YEARS OF EDUCATION WITH 2 YEARS EXPERIENCE)

06

MS / M. PHIL PROGRAM

07

PH.D. PROGRAM

08

BS (BUSINESS ADMINISTRATION)
4 YEARS PROGRAM, (For Affiliated Colleges)



BBA



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

| Course No. | Course Title |
|-----------------|---------------------------------------|
| BA(BBA-MKT)-603 | Global Marketing |
| BA(BBA-MKT)-613 | Brand Marketing |
| BA(BBA-MKT)-623 | Digital Marketing 3 |
| BA(BBA-MKT)-633 | Affectual & Social Entrepreneurship 3 |

FINANCE SPECIALIZATION

| Course No. | Course Title |
|-----------------|---|
| BA(BBA-FIN)-604 | Corporate Finance |
| BA(BBA-FIN)-614 | Treasury and Fund Management |
| BA(BBA-FIN)-624 | Project Development, Evaluation and Feasibility |
| BA(BBA-FIN)-634 | Banking Operations & Management |

HR SPECIALIZATION

| Course No. | Course Title |
|-----------------|-------------------------------------|
| BA(BBA-HRM)-605 | Leading & Team Work |
| BA(BBA-HRM)-615 | Talent Management |
| BA(BBA-HRM)-625 | Career Development |
| BA(BBA-HRM)-635 | Affectual & Social Entrepreneurship |





MBA PROGRAM (for 16 years Business Education)



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)-703 | Islamic Capital & Money Markets |
| BA(MBA-ISB)-713 | Finance Engineering & Risk Management in Islamic Financial Institutions |
| BA(MBA-BNK)-723 | Trade Finance |
| BA(MBA)-733 | Thesis (150 Marks) along with 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 | Advance Financial Accounting |
| BA(MBA-FIN)-711 | Empirical and International Finance (6-Cr.Hrs.) |
| BA(MBA-INV)-721 | Equity Analysis |
| BA(MBA-INV)-432 | Investment Ethics and Corporate Governance |

| SEMESTER - II | |
|-----------------|---|
| Course No. | Course Title |
| BA(MBA)-702 | Research Methodology |
| BA(MBA-INV)-712 | Portflio 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)-703 | Wealth Management |
| BA(MBA-INV)-713 | Portfolop Risk Management |
| BA(MBA-INV)-723 | Derivatives and Alternative Investments |
| BA(MBA)-733 | Thesis (150 marks) along with an publication of an article in any recognized journal (50 marks) (6 Cr. Hrs.) |



MBA PROGRAM (for 16 years Business Education)



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)-703 | Quality Management |
| BA(MBA-SCM)-713 | Transportation & Warehousing |
| BA(MBA-TCM)-723 | Channel and Distribution Management |
| BA(MBA)-733 | Thesis(150 marks) along with an publication of an article in any recognized Journal (50 marks) (6 Cr. Hrs.) |

HUMAN RESOURCE MANAGEMENT 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)-703 | Developing Learning Organization |
| BA(MBA-HRM)-713 | Strategic Human Resource Management |
| BA(MBA-HRM)-723 | Human Resource Development |
| BA(MBA)-733 | Thesis (150 marks) along with an publication of an article in an) recognized Journal (50 marks) |



MBA PROGRAM (for 16 years Business Education)



MARKETING SPECIALIZATION

| SEMESTER - I | |
|-----------------|--------------------------------------|
| Course No. | Course Title |
| BA(MBA-FIN)-701 | Consumer Behaviour |
| BA(MBA-FIN)-711 | Intergrated 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-TMC)-722 | Merchandizing & 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-INV)-703 | Services Marketing |
| BA(MBA-INV)-713 | Sales Force Management |
| BA(MBA-INV)-723 | Channel and Distribution Management |
| BA(MBA)-733 | Thesis (150 Marks) along with an Publication of an article in any recognized Journal (50 marks) |





FOR 16 YEARS NON - BUSINESS EDUCATION



MBA PROGRAM (for 16 years Non-Business Education)



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 & 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 & 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 a 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 PROGRAM (for 16 years Non-Business Education)



SUPPLY CHAIN MANAGEMENT SPECIALIZATION

SEMESTER - VI

| 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 MANAGEMENT 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(MBANB)-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 PROGRAM (for 16 years Non-Business Education)



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 a 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 AND INDUSTRIAL MANAGEMENT SPECIALIZATION

| 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 a 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 |



MBA

(Executive)



MBA (EXECUTIVE) 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 & Supply Chain Management |
| BA(EMBA)-611 | Organizational Behavior & 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 |



MBA (EXECUTIVE) PROGRAM



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 MANAGEMENT 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 |



M.PHIL 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)-703 | Thesis (150 marks) along with an publication of an article in any recognized Journal (50 marks) (6 Cr.Hrs.) |





M.PHIL PROGRAM

| HUMAN RESOURCE SPECIALIZATION | |
|-------------------------------|------------------------------------|
| Course No. | Course Title |
| BA(MS-HRM)-704 | Recruitment & Selection |
| BA(MS-HRM)-714 | Performance & Appraisal Management |
| BA(MS-HRM)-724 | Training & Development |
| BA(MS-HRM)-734 | Compensation Management |

| MARKETING SPECIALIZATION | |
|--------------------------|-------------------------------------|
| Course No. | Course Title |
| BA(MS-MBM)-705 | Advertising & Promotion |
| BA(MS-MBM)-715 | Brand Equity |
| BA(MS-TCM)-725 | Merchandizing & Category Management |
| BA(MS-TCM)-735 | Channel & Distribution Management |

| ISLAMIC BANKING SPECIALIZATION | |
|--------------------------------|----------------------------------|
| Course No. | Course Title |
| BA(MS-ISB)-706 | Shariah Commercial Jurisprudence |
| BA(MS-ISB)-716 | Islamic Business Model |
| BA(MS-ISB)-726 | Islamic Banking Products |
| BA(MS-ISB)-736 | Islamic Accounting Standards |

| FINANCE & INVESTMENT SPECIALIZATION | |
|-------------------------------------|---|
| Course No. | Course Title |
| BA(MS-FIN)-707 | Empirical & International Finance |
| BA(MS-INV)-717 | Portfolio Management & Behavioral Finance |
| BA(MS-INV)-727 | Wealth Management |
| BA(MS-INV)-737 | Derivatives & Alternative Investments |

| SUPPLY CHAIN SPECIALIZATION | |
|-----------------------------|---|
| Course No. | Course Title |
| BA(MS-SCM)-708 | Procurement & Supply Management |
| BA(MS-SCM)-718 | Logistics Management |
| BA(MS-SCM)-728 | Design of Business Processes & Networks |
| BA(MS-SCM)-738 | Strategic Supply Chain Management |

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



Ph.D. PROGRAM



FIRST SEMESTER

| Course No. | Course Title | Course Hours |
|------------|---|--------------|
| BPH -801 | Advanced Research Methodology | 3 |
| BPH -802 | Advanced Quantitative Techniques | 3 |
| BPH -803 | Global Economics & Business Environment | 3 |

SECOND SEMESTER

| Course No. | Course Title | Course Hours |
|------------|---|--------------|
| BPH -804 | Research Seminar | 3 |
| BPH -805 | Seminar on current Advance in the Disciplin | 3 |
| BPH -806 | Thesis and Manuscript Writing | 3 |





BS (BUSINESS ADMINISTRATION)

(4 YEARS) PROGRAM (For Affiliated Colleges)



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 & 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 YEARS) PROGRAM (FOR AFFILIATED COLLEGES)



| 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





ADMISSION POLICY



ELIGIBILITY FOR MBA PROGRAM

(For 16 years Business Education)

The following degree/qualification holders are eligible for MBA 1.5 Years Program:

- 16 Years Education in Business Administration
- 16 Years Education in Management/Administrative Sciences
- 16 Years Education in Commerce
- 16 Years Education in Public Administration
- 16 Years Education in Human Resource Management
- 16 Years Education in Supply Chain Management
- 16 Years Education in Economics & Finance
- 16 Years Education in Agri Business Management
- Any other programs having 80% business related subjects (subject to equivalency provided by KUBS)

- All admissions are only on merit basis.
- Minimum qualifying marks in aptitude test is 50%.
- Minimum 50% total marks or 2.5 CGPA (where CGPA is implemented) in the Bachelors/ Masters with 16 Years Business Education from any University/ Institution recognized by the HEC.
- Merit list of candidates qualifying in the aptitude test will be prepared for the final selection as per following weightages.



FOR MBA PROGRAM For 16 years Business Education

| | |
|--------------------------|-----|
| Previous Academic Record | 30% |
| Subject Test | 50% |
| General Test | 20% |



ADMISSION POLICY



ELIGIBILITY FOR MBA PROGRAM

(For 16 years Non-Business Education)

- ▶ All admissions are only on merit basis.
- ▶ Minimum qualifying marks in the aptitude Test is 50%.
- ▶ Merit list of candidates qualifying in the aptitude test will be prepared for the final selection as per following weightages.
- ▶ Minimum 50% total marks or 2.5 CGPA (where CGPA is implemented) in the Bachelors/Masters with 16 Years Non-Business Education from any University/ Institution recognized by the HEC.

| FOR MBA PROGRAM For 16 years Non-Business Education | |
|--|-----|
| Previous Academic Record | 40% |
| Aptitude Test | 60% |

ELIGIBILITY FOR MBA (Executive)

2.5 YEARS PROGRAM

- ▶ All admissions are only on merit basis.
- ▶ Minimum qualifying marks in aptitude test is 50%.
- ▶ Minimum 45% aggregate marks with 16 Years Education with minimum 2 years of post-qualification work experience.
- ▶ Merit list of candidates qualifying in the aptitude test will be prepared for the final selection as per following weightages.
- ▶ Professional degree holder (BE, MBBS, LLB etc.) can also apply.

| MBA (Executive) | |
|--------------------------|-----|
| Previous Academic Record | 40% |
| Aptitude Test | 60% |



ADMISSION POLICY



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.





ADMISSION POLICY



FORM SUBMISSION PROCEEDURE:

Candidates can fill and submit admission forms (with scan copies of required documents mentioned at the portal) through the online admission portal at www.uokadmission.edu.pk of the University of Karachi.

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:

- ▶ The original marks sheets of the last examination (Non-returnable)
- ▶ Character certificate from the head of institution last attended. For external candidates a character certificate from any gazette officer (Non-returnable)
- ▶ 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)
- ▶ The original certificate of matric/HSC/ A/0 levels, and an attested copy of the same (the original documents will be returned)
- ▶ 10 recent passport size photographs.
- ▶ Original and Photocopy of certificate Hifz-e-Quran (only for Honours). The original will be returned after verification.
- ▶ Payment of prescribed fee.

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.



Grading & Evaluation

| MARKS | GRADE | GRADE POINT | CREDITS | | |
|------------|-------|-------------|---------|------|------|
| | | | 2 | 3 | 4 |
| 90 & above | A+ | 4.0 | 8.0 | 12.0 | 16.0 |
| 85-89 | A | 4.0 | 8.0 | 12.0 | 16.0 |
| 80-84 | A- | 3.8 | 7.6 | 11.4 | 15.2 |
| 75-79 | B+ | 3.4 | 6.8 | 10.2 | 13.6 |
| 71-74 | B | 3.0 | 6.0 | 9.0 | 12.0 |
| 68-70 | B- | 2.8 | 5.6 | 8.4 | 11.2 |
| 64-67 | C+ | 2.4 | 4.8 | 7.2 | 9.6 |
| 61-63 | C | 2.0 | 4.0 | 6.0 | 8.0 |
| 60 | C- | 1.8 | 3.6 | 5.4 | 7.2 |
| Below 60 | F | 0 | 0 | 0 | 0 |

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 performance in quizzes, assignments, and periodical examinations. Final and overall grade will have the results or marks in the following components.

- ▶ i. Half Yearly Test
- ▶ ii. Quizzes
- ▶ iii. Mid Term
- ▶ iv. Term Papers
- ▶ V. PRESENTATION
- ▶ VI. CASE STUDY
- ▶ VII. COMPREHENSIVE EXAM

FEE STRUCTURE



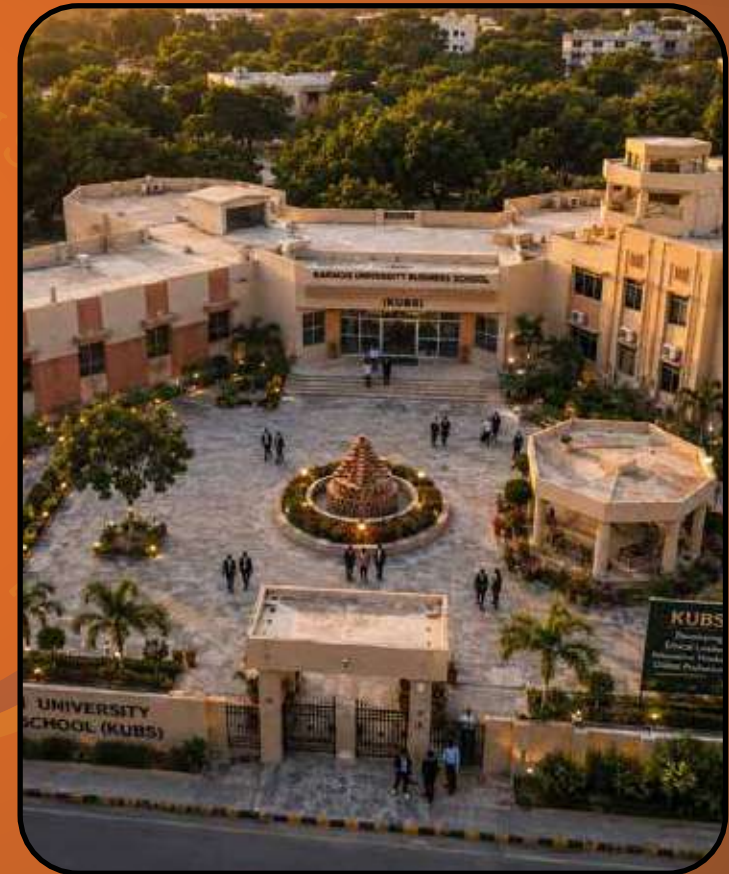


FEE STRUCTURE

| FEE STRUCTURE | |
|---|------------|
| MBA (Executive) Program | |
| Registration/ Admission Fee (only once) | Rs. 12,000 |
| Tuition Fee (per course) | Rs. 15,000 |

| FEE STRUCTURE | |
|--|------------|
| MBA Program (for 16 Years Business Education) | |
| Registration/ Admission Fee (only once) | Rs. 12,000 |
| Tuition Fee (per semester) | Rs. 60,000 |

| FEE STRUCTURE | |
|--|------------|
| MBA Program (for 16 Years Non-Business Education) | |
| Registration/ Admission Fee (only once) | Rs. 12,000 |
| Tuition Fee (for I, II, III & V per semester) | Rs. 72,000 |
| Tuition Fee (IV semester) | Rs. 60,000 |





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

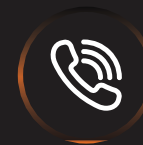
We focus on providing competency-driven education, leveraging our resources to provide experiential learning,
committing to continuous improvement and linking our research and outreach efforts to the driving forces of our economy.



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