

**COMSATS Institute of Information Technology  
Registrar Office, Principal Seat, Islamabad**

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No: CIIT-Reg/Notif-**714/11/1553**

November 30, 2011

**Notification**

**Scheme of Studies of Master of Business Administration (1.5 years)**

It is hereby notified that the Board of Advanced Studies and Research (BASAR) in its 13<sup>th</sup> meeting held on September 26, 2011 approved the following Scheme of Studies of the Master of Business Administration, MBA (1.5 years) effective from Fall 2011 onwards:

	<u>No. of Courses</u>	<u>Credit Hours</u>
<b>1. MBA Course Work</b>		
1) Core Courses (List attached)	07	21
2) Elective Courses (List attached)	04	12
<b>Total Credit Hours of course work</b>		33
<b>2. Project/Internship</b>		03
<b>3. Total Credit Hours of the Program</b>		36

This issues with approval of the Competent Authority and in supersession of notification No. CIIT-Reg/Notif-506/11/1272 dated August 24, 2011.

*Nadeem Uddin Qureshi*  
Nadeem Uddin Qureshi  
Additional Registrar

Encl: (pages 05 including this page)

**Distribution:**

1. Dean Faculty of Business Administration, CIIT
2. Dean of Research, Innovation and Commercialization (DORIC), CIIT
3. All Directors CIIT System
4. Chairman, Department of Management Sciences, CIIT
5. All Incharges, Academic Sections, CIIT Campuses
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1. Registrar, CIIT
2. PS to Rector

**List of Core Courses**

S.No	Course Code	Course Title	Credit Hours	Pre-requisite(s)
1.	MGT610	Corporate Social Responsibility	3(3, 0)	
2.	MGT680	Issues in Accounting Practices	3(3, 0)	
3.	MGT681	Applied Marketing Strategies	3(3, 0)	
4.	MGT683	Quantitative Business Analysis	3(3, 0)	
5.	MGT684	Financial Decision Making	3(3, 0)	MGT680
6.	MGT686	Seminar in Public and Business Policies	3(3, 0)	
7.	ECO682	Advanced Managerial Economics	3(3, 0)	

**Project/ Internship**

S.No	Course Code	Course Title	Credit Hours	Pre-requisite(s)
1.	MGT650	Project/ Internship	3(3, 0)	

**List of Elective Courses****1) Marketing Specialization**

S.No	Course Code	Course Title	Credit Hours	Pre-requisite(s)
1.	MKT765	Managing Products and Brands	3(3, 0)	MGT681
2.	MKT770	Marketing and Organizational Strategy	3(3, 0)	MGT681
3.	MKT771	Topics in Consumer Behavior	3(3, 0)	MGT681
4.	MKT772	Global Marketing	3(3, 0)	MGT681
5.	MKT773	Relationship Marketing	3(3, 0)	MGT681
6.	MKT774	Advertising and Public Relations	3(3, 0)	MGT681
7.	MKT775	Sales Management	3(3, 0)	MGT681
8.	MKT776	Marketing in Service Sector	3(3, 0)	MGT681

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S.No	Course Code	Course Title	Credit Hours	Pre-requisite(s)
9.	MKT777	E-Marketing	3(3, 0)	MGT681
10.	MKT778	Social, Nonprofit and Public Sector Marketing	3(3, 0)	MGT681
11.	MKT779	Business to Business Marketing	3(3, 0)	MGT681
12.	MKT780	Seminar in Advertising Policies	3(3, 0)	MGT681
13.	MGT756	Advances in Integrated Marketing Communication	3(3, 0)	MGT681

## 2) Finance Specialization

S.No	Course Code	Course Title	Credit Hours	Pre-requisite(s)
1.	FNC710	Insurance and Risk Management	3(3, 0)	MGT684
2.	FNC711	Multinational Financial Management	3(3, 0)	MGT684
3.	FNC712	Financial Markets and Institutions	3(3, 0)	MGT684
4.	FNC713	Entrepreneurial and Small Business Finance	3(3, 0)	MGT684
5.	FNC714	Issues and Decision Making in Management Accounting	3(3, 0)	MGT684
6.	FNC715	Capital Budgeting and Financial Planning	3(3, 0)	MGT684
7.	FNC716	Financial Derivatives	3(3, 0)	MGT684
8.	FNC717	Managing Financial Institutions	3(3, 0)	MGT684
9.	FNC718	Applied Portfolio and Fund Management	3(3, 0)	MGT684
10.	FNC719	Venture Capital and Private Finance	3(3, 0)	MGT684
11.	FNC720	Fixed Income Securities	3(3, 0)	MGT684

## 3) Logistics and Supply Chain Management Specialization

S.No	Course Code	Course Title	Credit Hours	Pre-requisite(s)
1.	LSM730	Logistics Management	3(3, 0)	MGT683

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2.	LSM731	Global Class Operations	3(3, 0)	MGT683
3.	LSM732	Purchasing and Buyer Behavior	3(3, 0)	MGT683
4.	LSM733	Production/Operations Management	3(3, 0)	MGT683
5.	LSM734	Independent Study	3(3, 0)	MGT683
6.	LSM735	Operations Planning and Control	3(3, 0)	MGT683
7.	LSM736	Principles of Inventory and Materials Management	3(3, 0)	MGT683
8.	LSM738	Special Topics in Supply Chain Management	3(3, 0)	MGT683
9.	LSM739	Special Topics/Seminar	3(3, 0)	MGT683
10.	LSM743	Business Logistics	3(3, 0)	MGT683
11.	LSM744	International Logistics Management	3(3, 0)	MGT683
12.	LSM745	Strategic Sourcing and Relationship Management	3(3, 0)	MGT683
13.	LSM748	Interorganizational Behavior	3(3, 0)	MGT683
14.	LSM749	Seminar in Evolution of Logistics/SCM Research	3(3, 0)	MGT683
15.	MGT719	Advances in Supply Chain Management	3(3, 0)	MGT683

#### 4) Human Resource Management Specialization

S.No	Course Code	Course Title	Credit Hours	Pre-requisite(s)
1.	HRM750	Personnel Resourcing	3(3, 0)	
2.	HRM751	Workforce Diversity Management	3(3, 0)	
3.	HRM753	Comparative Human Resource Management	3(3, 0)	
4.	HRM754	Advance Topics in Compensation Management	3(3, 0)	
5.	HRM755	Performance Management	3(3, 0)	
6.	HRM756	Conflict and Negotiation Management	3(3, 0)	
7.	HRM757	Talent Management	3(3, 0)	

S.No	Course Code	Course Title	Credit Hours	Pre-requisite(s)
8.	HRM758	Employee Engagement	3(3, 0)	
9.	HRM759	HRM in Public Sector of Pakistan	3(3, 0)	
10.	HRM760	Art of Leadership and Motivation	3(3, 0)	
11.	HRM761	Decision Making and Job Satisfaction	3(3, 0)	
12.	MGT711	Advanced Topic in Change Management	3(3, 0)	
13.	MGT712	Advances in Human Resource Development and Management	3(3, 0)	

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