COMSATS Institute of Information Technology
Registrar Office, Principal Seat, Islamabad
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No: CIIT-Reg/Notif-703/12/ 1027

July 4, 2012

NOTIFICATION

Scheme of Studies of Bachelor of Science in Business Administration

It is hereby notified that the Academic Council in its 13th meeting held on June 04, 2012 approved the following Scheme of Studies of the Bachelor of Science in Business Administration, BS (BA) with effect from Fall 2012 at CIIT system:

1. Minimum Duration: 04 Years
2. Minimum No. of Semesters: 08
3. No. of Credit Hours in each Semester: 15-18

4. **Course Work**

		Min No. of Courses	Min No. Credit Hrs
i.	Core Courses (List attached)	37	112
ii.	Humanities Electives(List attached)	02	06
iii.	Language Electives(List attached)	01	03
iv.	Electives Courses from any Specialization(List attached)	04	12

Total No. of Courses of the Program: 44

Total No. of Credit Hours of the Program: 133

Note: The Regulations relating to Undergraduate Degree Programs approved by the Competent Authority and amended from time to time shall also be applicable to this program.

This issues with the approval of the Competent Authority.

Nadeem Uddin Qureshi
Additional Registrar

Distribution:
1. Dean Faculty of Business Administration, CIIT
2. All Directors CIIT System
3. Chairman, Department of Management Sciences, CIIT
4. Incharge, CIIT Islamabad Campus
5. All Incharges, Academic Sections, CIIT Campuses
6. All HoD's/Incharges, Department of Management Sciences, CIIT Campuses
7. Controller of Examinations, CIIT
8. All Incharges, Examination Departments, CIIT Campuses

CC:
1. PS to Rector
2. PA to Registrar

List of Core Courses:

Serial No.	Course Code	Course Title	Cr. Hrs.	Pre-requisite
1.	CSC101	Introduction to Computing	3(2, 1)	
2.	CSC330	E-Commerce	4(3, 1)	CSC101
3.	CSC373	Management Information Systems	3(2, 1)	CSC101
4.	ECO100	Micro Economics	3(3, 0)	
5.	ECO101	Macro Economics	3(3, 0)	
6.	ECO200	Introduction to Development Economics	3(3, 0)	ECO101
7.	HUM100	English Comprehension and Composition	3(3, 0)	
8.	HUM102	Report Writing Skills	3(3, 0)	HUM100
9.	HUM110	Islamic Studies	3(3, 0)	
10.	HUM111	Pakistan Studies	3(3, 0)	
11.	HUM200	Business Communication Workshop	3(3, 0)	HUM100
12.	LAW300	Corporate Law	3(3, 0)	
13.	MGT100	Introduction to Business	3(3, 0)	
14.	MGT101	Introduction to Management	3(3, 0)	
15.	MGT130	Accounting I	3(3, 0)	
16.	MGT200	Management Practices	3(3, 0)	MGT101
17.	MGT210	Fundamentals of Marketing	3(3, 0)	
18.	MGT230	Accounting II	3(3, 0)	MGT130
19.	MGT231	Cost Accounting	3(3, 0)	MGT130
20.	MGT232	Business Finance	3(3, 0)	MGT130
21.	MGT300	Organizational Behavior	3(3, 0)	MGT101
22.	MGT301	Research Tools and Techniques	3(3, 0)	MTH264
23.	MGT310	Marketing Management	3(3, 0)	MGT210
24.	MGT330	Financial Management	3(3, 0)	MTH161, MGT232
25.	MGT350	Human Resource Management	3(3, 0)	MGT200
26.	MGT362	Production and Operation Management	3(3, 0)	MTH109, MGT101
27.	MGT380	Global Business Management	3(3, 0)	MGT210, ECO200
28.	MGT403	Entrepreneurship	3(3, 0)	MGT200, MGT210
29.	MGT433	Financial Institutions	3(3, 0)	MGT330
30.	MGT461	Project Management	3(3, 0)	MGT200
31.	MGT463	Productivity and Quality Management	3(3, 0)	MGT362
32.	MGT500	Internship	3(3, 0)	
33.	MGT501	Strategic Management	3(3, 0)	MGT200, MGT310, MGT330
34.	MTH108	Business Mathematics I	3(3, 0)	
35.	MTH109	Business Mathematics II	3(3, 0)	MTH108
36.	MTH161	Introduction to Statistics	3(3, 0)	
37.	MTH264	Statistical Inference	3(3, 0)	MTH161

Language Electives

Course Code	Course Title	Credit Hours	Prerequisite(s)
HUM430	French	3(3, 0)	
HUM431	German	3(3, 0)	
HUM432	Arabic	3(3, 0)	
HUM433	Persian	3(3, 0)	

Humanities Elective I and II

Course Code	Course Title	Credit Hours	Prerequisite(s)
HUM220	Introduction to Psychology	3(3, 0)	
HUM221	International Relations	3(3, 0)	
HUM223	Introduction to Philosophy	3(3, 0)	
HUM320	Introduction to Sociology	3(3, 0)	
HUM310	Islamic History	3(3, 0)	

List of Elective for Specialization Courses

Marketing Specialization

Course Code	Course Title	Credit Hours	Prerequisite(s)
MGT510	Consumer Behavior	3(3, 0)	MGT310
MGT511	International Marketing	3(3, 0)	MGT310
MGT512	Cyber Marketing	3(3, 0)	MGT310
MGT513	New Product Development	3(3, 0)	MGT310
MGT514	Integrated Marketing Communications	3(3, 0)	MGT310
MGT515	Brand Management	3(3, 0)	MGT310
MGT516	Service Marketing	3(3, 0)	MGT310
MGT517	Industrial Marketing	3(3, 0)	MGT310
MGT518	Marketing Research	3(3, 0)	MGT310
MGT519	Strategic Marketing	3(3, 0)	MGT310
MGT520	Advertising and Event Management	3(3, 0)	MGT310
MGT521	Sales Force Management	3(3, 0)	MGT310
MGT522	Marketing of IT and Telecom Products	3(3, 0)	MGT310
MGT523	Customer Relation Management	3(3, 0)	MGT310
MGT524	Agriculture Marketing	3(3, 0)	MGT310
MGT525	Seminar in Marketing	3(3, 0)	MGT310

Finance Specialization

Course Code	Course Title	Credit Hours	Prerequisite(s)
MGT526	Marketing of Financial Services	3(3, 0)	MGT310, MGT350
MGT530	International Finance	3(3, 0)	MGT330
MGT531	Investment and Portfolio Management	3(3, 0)	MGT330

MGT532	Advanced Financial Management	3(3, 0)	MGT330
MGT533	International Financial Institutions	3(3, 0)	MGT330
MGT534	Credit Management	3(3, 0)	MGT330
MGT535	Corporate Finance	3(3, 0)	MGT330
MGT536	Commercial Banking	3(3, 0)	MGT330
MGT537	Financial Statement Analysis	3(3, 0)	MGT330
MGT538	Business Taxation	3(3, 0)	MGT330
MGT539	Islamic Finance	3(3, 0)	MGT330
MGT540	Seminar in Finance	3(3, 0)	MGT330
MGT541	Real Estate Finance	3(3, 0)	MGT330

Human Resource Management Specialization

Course Code	Course Title	Credit Hours	Prerequisite(s)
MGT549	Leadership and Team Management	3(3, 0)	MGT350
MGT550	Crisis and Conflict Management	3(3, 0)	MGT350
MGT551	Human Resource Development	3(3, 0)	MGT350
MGT552	Compensation Management	3(3, 0)	MGT350
MGT553	Human Resource Information Management	3(3, 0)	MGT350
MGT554	Organizational Development and Change Management	3(3, 0)	MGT350
MGT555	Performance and Career Management	3(3, 0)	MGT350
MGT556	International Human Resource Management	3(3, 0)	MGT350
MGT557	Strategic Human Resource Management	3(3, 0)	MGT350
MGT558	Employee Relation Management	3(3, 0)	MGT350
MGT559	Seminar in Human Resource Management	3(3, 0)	MGT350

Information Technology Specialization

Course Code	Course Title	Credit Hours	Prerequisite(s)
CSC501	Seminars in IT for Businesses	3(3, 0)	CSC373
CSC536	Web Technologies and Programming	3(2, 1)	CSC373
CSC552	Virtual Reality for Entrepreneurship	3(3, 0)	CSC373
CSC561	Knowledge Management and IT	3(3, 0)	CSC373
CSC571	Distributed Database Systems for Business	3(3, 0)	CSC373
CSC572	Managing Business Databases	3(3, 0)	CSC373
CSC573	Business Management Information Systems	3(3, 0)	CSC373
CSC581	Business System Development	3(3, 0)	CSC373
CSC582	Legal Framework for IT Businesses	3(3, 0)	CSC373
CSC591	Applied Software Engineering for Business	3(3, 0)	CSC373
CSC595	Business Enterprise Resource Planning	3(3, 0)	CSC373

Note:

i. In a semester system, courses are normally defined in terms of credit hours. Some courses have further subdivision into theory and lab work. One credit hour of theory is normally equal to one lecture hour in the class room per week per semester. One credit hour of lab work, however, is equivalent to three contact hours in the lab per week per semester.

ii. Courses with prerequisites can only be registered if the prerequisite courses have been passed.