

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

No: CIIT-Reg/Notif-719/12/1044

July 4, 2012

NOTIFICATION


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

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 Master of Business Administration (1.5 years) with effect from Fall 2012 at CIIT System:

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

Note: All Rules and Regulations approved by BASAR from time to time shall be applicable

This issues with the approval of the Competent Authority.


Nadeem Uddin Qureshi
Additional Registrar

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. Incharge, CIIT Islamabad Campus
6. All Incharges, Academic Sections, CIIT Campuses
7. All HoD's/Incharges, Department of Management Sciences, CIIT Campuses
8. Controller of Examinations, CIIT
9. All Incharges, Examination Departments, CIIT Campuses

CC:

1. PS to Rector
2. PA to Registrar

List of Core Courses

S.No	Course Code	Course Title	Credit Hours	Pre-requisite(s)
1.	ECO682	Advanced Managerial Economics	3(3, 0)	
2.	MGT610	Corporate Social Responsibility	3(3, 0)	
3.	MGT680	Issues in Accounting Practices	3(3, 0)	
4.	MGT681	Applied Marketing Strategies	3(3, 0)	
5.	MGT683	Quantitative Business Analysis	3(3, 0)	
6.	MGT684	Financial Decision Making	3(3, 0)	MGT680
7.	MGT686	Seminar in Public and Business Policies	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
1.	MGT756	Advances in Integrated Marketing Communication	3(3, 0)
2.	MKT765	Managing Products and Brands	3(3, 0)
3.	MKT766	Practices in Marketing Research	3(3, 0)
4.	MKT770	Marketing and Organizational Strategy	3(3, 0)
5.	MKT771	Topics in Consumer Behavior	3(3, 0)
6.	MKT772	Global Marketing	3(3, 0)
7.	MKT773	Relationship Marketing	3(3, 0)
8.	MKT774	Advertising and Public Relations	3(3, 0)
9.	MKT775	Sales Management	3(3, 0)
10.	MKT776	Marketing in Service Sector	3(3, 0)
11.	MKT777	E-Marketing	3(3, 0)
12.	MKT778	Social, Nonprofit and Public Sector Marketing	3(3, 0)
13.	MKT779	Business to Business Marketing	3(3, 0)
14.	MKT780	Seminar in Advertising Policies	3(3, 0)

2) Finance Specialization

S.No	Course Code	Course Title	Credit Hours
1.	FNC710	Insurance and Risk Management	3(3, 0)
2.	FNC711	Multinational Financial Management	3(3, 0)
3.	FNC712	Financial Markets and Institutions	3(3, 0)
4.	FNC713	Entrepreneurial and Small Business Finance	3(3, 0)
5.	FNC714	Issues and Decision Making in Management Accounting	3(3, 0)
6.	FNC715	Capital Budgeting and Financial Planning	3(3, 0)
7.	FNC716	Financial Derivatives	3(3, 0)
8.	FNC717	Managing Financial Institutions	3(3, 0)
9.	FNC718	Applied Portfolio and Fund Management	3(3, 0)

10.	FNC719	Venture Capital and Private Finance	3(3, 0)
11.	FNC720	Fixed Income Securities	3(3, 0)
12.	FNC721	Islamic Banking and Finance	3(3, 0)
13.	FNC722	Business Taxation Policy and Practice	3(3, 0)
14.	FNC723	Real Estate Financial Management	3(3, 0)

3) Logistics and Supply Chain Management Specialization

S.No	Course Code	Course Title	Credit Hours
1.	LSM730	Logistics Management	3(3, 0)
2.	LSM731	Global Class Operations	3(3, 0)
3.	LSM732	Purchasing and Buyer Behavior	3(3, 0)
4.	LSM733	Production/Operations Management	3(3, 0)
5.	LSM734	Independent Study	3(3, 0)
6.	LSM735	Operations Planning and Control	3(3, 0)
7.	LSM736	Principles of Inventory and Materials Management	3(3, 0)
8.	LSM738	Special Topics in Supply Chain Management	3(3, 0)
9.	LSM739	Special Topics/Seminar	3(3, 0)
10.	LSM743	Business Logistics	3(3, 0)
11.	LSM744	International Logistics Management	3(3, 0)
12.	LSM745	Strategic Sourcing and Relationship Management	3(3, 0)
13.	LSM748	Interorganizational Behavior	3(3, 0)
14.	LSM749	Seminar in Evolution of Logistics/SCM Research	3(3, 0)
15.	LSM750	Quality Management	3(3, 0)
16.	LSM752	Project Management Practices	3(3, 0)
17.	MGT719	Advances in Supply Chain Management	3(3, 0)

4) Human Resource Management Specialization

S.No	Course Code	Course Title	Credit Hours
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)
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.	HRM763	HRM in Global Business Environment	3(3, 0)
13.	HRM764	Managing Employee Relations	3(3, 0)
14.	HRM765	Strategy for Human Resource Management	3(3, 0)
15.	MGT711	Advanced Topic in Change Management	3(3, 0)
16.	MGT712	Advances in Human Resource Development and Management	3(3, 0)

5) International Business Specialization

S.No	Course Code	Course Title	Credit Hours
1.	IBS790	Issues in International Business	3(3, 0)
2.	IBS791	Globalization and Advanced Corporate Strategy	3(3, 0)
3.	IBS792	Advanced Topics in Cross Cultural Management	3(3, 0)
4.	IBS793	Advanced Topics in Emerging Economies	3(3, 0)
5.	IBS794	Global Operation and Procurement	3(3, 0)
6.	IBS795	International Entrepreneurial Strategies	3(3, 0)
7.	IBS796	Global Business Planning	3(3, 0)
8.	IBS797	International Leadership	3(3, 0)

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New Course Description

FNC721

Islamic Banking and Finance

Course Objective

This course, aims at enabling the candidate to deeply understand the Islamic Banking operating system and the concepts of Islamic Finance.

Course Description

Objectives of this course are to teach students how to develop new Islamic financial instruments to cater the needs of the modern world needs. This course would provide foundation to the participants to fulfill their aspirations of carrying on higher education and research in the fields of Islamic finance. It opens avenues for promising careers as professionals in the field of Islamic finance. The course starts from developing the rationale behind the prohibition of interest. It then develops understanding towards the basic concept behind various Islamic financial instruments such as Musharikah, Mudarabah, Ijara etc with this background knowledge.

FNC722

Business Taxation Policy and Practice

Course Objective

1. To familiarize the students with the Income and Sales Tax Laws in Pakistan.
2. To introduce to students the important elements and aspects of tax system and authorities and their limits.
3. To equip the students with necessary skills to deal with the situations concerning the field of taxation.

Course Description

The course is designed with an aim to introduce students to a broad range of tax concepts and types of taxpayers, to emphasize the role of taxation in the business decision-making process, and to provide students with the ability to conduct basic tax-planning. This course will provide the student with an approach to both prepare and interpret the income tax liability and expense on financial statements in accordance with Income Tax Ordinance 2001 and Income Tax Rules. The calculation of both 'current' and 'future' income taxes will be reviewed. There will also be an introduction to 'Sales Tax'.

FNC723

Real Estate Financial Management

Course Objective

This course covers the basics of real estate lending with an emphasis on commercial property. Topics covered include legal issues in real estate lending, risk, appraising income prop

Course Description

This course introduces the student to the various types and structures of financing for real estate investments. The primary emphasis of the course is the financing of commercial (income

producing) real estate such as apartments and office buildings. However, we treat risk assessment and mortgage loan underwriting criteria for all types of real estate financing (including residential). The course also includes surveying real estate debt and equity market institutions and practices.

HRM763

HRM in Global Business Environment

Course Objective

This course aims to develop the professional and analytical skills of future managers in the areas of international human resource management and cross-cultural management.

Course Description

The course aims to provide indepth knowledge about the issues related to International human resource and how best to manage them.

International HRM deals with the numbers and proportions of host country nationals, third-county nationals, and parent country nationals in staffing plants and offices all over the world: where and how to recruit these individuals, how to compensate them, and manage their performance; and whether human resource practices will be uniform across all locations or will be tailored to each location.

HRM764

Managing Employee Relations

Course Objective

This course describes the performance outcomes, skills and knowledge to develop and maintain a positive and productive workplace environment. It covers all aspects of employment relations in a number of countries impacting on managers at the strategic level.

Course Description

The course deals in providing indepth knowledge about maintaining cordial relations with the employees of the organization using various means. Power and politics, which are the integral parts of organization, can be dealt tactfully by diplomatic practices by understanding interpersonal needs of employees and by establishing better relation. With help of various cases studies this course is built to analyze and solve problematic situation, without loss of resources, which might take place in your organization.

HRM765

Strategy for Human Resource Management

Course Objective

The objective of the course is to develop perspective of the general manager and addresses human resource topics from a more strategic perspective, considering how human resource management might aid in developing competitive advantage and what might be done to fulfill this potential.

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Course Description

The course aims to provide indepth knowledge about utilizing human resource in the most efficient and strategically sound manner.. The course shows delegates how to strategically align human resources with an organization's strategic objectives and how to develop and utilize a human capital for business optimization and enhanced return on investment. This course provides the students understanding of the systems approach to HRM; illustration of the relationship between HRM issues and the organizational context; realization of the full potential that HR can play in the future success of the organization; adoption of an approach of continuous performance improvement in the organization; provide transformational leadership.

MKT766**Practices in Marketing Research****Course Objective**

This course aims to provide students with a background in research methods, issues related to conducting marketing research, data analysis, and methods of evaluation related to marketing. Knowledge of these topics will enable students to both implement and evaluate marketing research during their professional careers.

Course Description

The objective of this course is intended to teach students, how to design, implement, and evaluate proposals on the gathering of critical marketing information. This includes size of market, demographic makeup, market share of competitors, product attributes, size of market segments, pricing, advertising, sales force, and sales forecasting. Skills to be taught include how to access syndicated research such as Nielson surveys, how to recruit and moderate focus groups, design of questionnaires, random sampling theory, multivariate statistical analysis, conjoint analysis, design of experiments.

LSM750**Quality Management****Course Objective**

This course is designed to give participants enrolled in technology programs an understanding of the philosophy and concepts involved in the total quality approach to quality management. Participants will be introduced to the various quality tools and techniques used in quality management.

Course Description

A process is a set of interrelated work activities characterized by specific inputs and value-adding tasks that produce specific outputs. The first part of the course, relating to Productivity, will delve upon examples of a number of processes and help in learning how to describe a process with a flow diagram. The students will also learn to measure key process parameters like capacity and lead time, and to improve a process through approaches like finding and removing bottlenecks or better division of the work among the people involved in the process. The second part of the course, relating to Quality focuses on process improvement and will examine some classic ideas in quality management as well as recent ideas about restructuring processes for increased performance.

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LSM752

Project Management Practices

Course Objective

This course introduces candidates to the concepts currently being used in the emerging professional field of Project Management. Project Management is designed to build and expand the foundation of knowledge needed by successful managers.

Course Description

This course combines planning, organization and control techniques to develop strong theoretical and practical skills in project management. It addresses the fundamental difference between project and general management. It highlights the importance of project planning and discusses the processes of networking, scheduling and resource allocation. It also includes discussions on project monitoring and performance measurement, cost schedule control systems, risk assessment and analysis and human resource management in the project environment. The use of management information systems to assist in planning and controlling project activities is emphasized.

IBS790

Issues in International Business

Course Objectives

The objective of Issues in International Business course is to present the business students with the latest issues and trends being faced by MNCs in the global Arena.

Course Description

As the world is becoming increasingly globalized so are the issues of concern. In this interconnected and interdependent global economy the concerns or shifts in trends become concerns for businesses all over the world. It has become imperative that business people understand not only the theories, institutions, and environmental elements that underlie international commerce but also to understand the shifts in trends. The topics addressed in this course shall tackle both theoretical and practical aspects of the world economy. An integrated analysis of the international facet of finance, management, marketing and associated subjects will be completed which is useful to a manager in a global business enterprise. This course shall build upon the already acquired knowledge of the business subjects and will focus on their international perspectives with key focus on the current issues in the world which are of global significance.

IBS791

Globalization and Advanced Corporate Strategy

Course Objectives

This course will bring into the light the major concepts, frameworks and procedures of strategic management with an international perspective and will endow the students, with the capability to work successfully in organizations which are operational in progressively global environment. This course will also equip the students with tools to envision, plan, implement and assess apt strategic decisions in an international business perspective.

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Course Description

This course will provide the students with academic, as well as practical tools desirable to contribute in the designing of public policy, carry out business-government dealings, and devise the various aspects of corporate strategy. This course deals with both with strategy-making and its successful execution. The question of what managers must do to make a company a successful one in the global business settings will be answered under different environmental situations. Case study method and other approaches will be employed to discuss the managerial responsibilities concerned with the processes of analyzing, crafting, choosing, and implementing strategies.

IBS792

Advanced Topics in Cross Cultural Management

Course Objectives

This course will allow students to comprehend the influence of the cross cultural factors – that include politics & government, economics, societal practices, competition & technology – around the globe. Emphasis will be laid upon the significance of cross cultural environment and evaluation of various cultural value models. The objective of the course is to furnish students with both analytical and practical expertise to aid them to manage in multinational firms efficiently.

Course Description

The course inspects the behaviors exhibited by individuals and organizations and the composition and management practices in multinationals and in those business circumstances that involve cross cultural connections. At the heart of the course is the management of cultural differences. A variety of theories related to culture and behavior in general and management in particular will be discussed. An analytical framework will be discussed that facilitates the adaptation of managerial practices and organizational structures to cultural differences with key focus on the practical application of the framework to shaping individual and organizational behaviors. Course contents will draw attention to & express the necessary understanding of cross-national differences and also give explanation of the connections of cross-cultural likeness.

IBS793

Advanced Topics in Emerging Economies

Course Objective

The aim of the course is to equip students with skills and knowledge related to the risks and opportunities of doing business in the new emerging economies. The course will train the students to perform as managers aware about the scope of different business opportunities as well as different types of risks that the emerging countries pose, affecting their business environment.

Course Description

This course is primarily concerned with the evaluation and forecasting the effects of geopolitical, economic, financial and social risks while doing business in other countries, specifically in New Emerging Economies. The assessment and evaluation of these countries' comparative risk exposure as well as underlying reward opportunities will be the major part of the learning experience.

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IBS794

Global Operation and Procurement

Course Objective

The aim of this course is to build awareness of what the principles of global operations look like and to provide a set of operating philosophies to manage the flow of goods, services and information, internationally.

Course Description

The course addresses the latest and emergent activities in the global operations and procurement. As the world swiftly moves in the direction of a global economy, it has become ever more important that managers assume a global outlook, and get ready to contend in international markets. Organizations have started to become aware of the fact that running their business through "functional silos" is unsuitable in a demanding and multifaceted global marketplace. This course will provide the students with the concepts and familiarize them with decision processes to effectively manage the flow of goods, services and information in a global setting. Students will be acquainted with the topics of forecasting, operations planning and scheduling, materials requirements, purchasing, process design, and quality management. The idea is to impart thinking skills that will permit them to not only compete, but to stand out in the growing international business marketplace.

IBS795

International Entrepreneurial Strategies

Course Objective

This course is aimed at the introduction of latest concepts and issues related specifically to international business development. This course will allow students to recognize the opportunities innate in international entrepreneurship and international business. It shall also allow them to critically scrutinize the diverse strategies of international entrepreneurship and developing international business. The course will also help students avoid the common mistakes in international business development.

Course Description

The course will observe the successful entrepreneurial strategies in international business. Course contents will be primarily based on cases studies of entrepreneurial companies in the perspective of the global business situation. Internationalization strategies will be evaluated and primary success reasons will be established with the intention of equipping students with the insights, tools, concepts, and expertise essential to effectively overcome the obstacles and accomplish internationalization of new and existing businesses.

IBS796

Global Business Planning

Course Objectives

The course aspires to prepare students with tools intended to facilitate them to acquire an integrative and practical approach to decision-making inside a global business. This course shall allow students to evaluate execution issues in an international perspective and present students with the chance to relate their learning from the previous core courses in an integrated manner.

Course Description

This course will emphasize on the integration that is necessary to manage an organization that operates in large numbers of geographic markets. Focus shall also be on the issues pertaining to the successful implementation of international business plans. The course content is intended to match the core courses and includes areas such as; International management; organization's environments scanning and analysis and the business development opportunities that come up as a result; assessment of ways to service individual markets to achieve maximum overall returns; international project management and information and teams management.

IBS797**International Leadership****Course Objectives**

The major aim of this course is to present the students with an action-learning approach to construct global leadership capability by paying attention to leadership development skills, creation of best performing organizations, team leadership, creation of ethical leadership, organizational culture management and strategic leadership development in the age of globalization.

Course Description

This course assesses a succession of different perspectives of international leadership, these include modern collaborative models and builds a personal model of leadership can be put to immediate use by the students at their workplace. The course shall also focus on HRM topics that include motivation, perception, interpersonal communication, leadership, power and influence, decision making, group dynamics, team building, corporate culture, and socialization. The course will lay constant emphasis on the practical application of specific skills, theories, and concepts that will enable students to develop into successful HR managers and international leaders in many organizations. The relationship between leader and followers will also be examines which is believed to be the key to the development of fine international leaders.

