BBA - FA-06



### **COMSATS** Institute of Information Technology

30, Sector H-8/1, Islamabad. Tel: (92-51) 9258481-3, 4448371-72, Fax: (92-51) 4442805 E-mail: info@ciit.edu.pk, URL: //www.ciit.edu.pk (Directorate of Academics)

No. CIIT/DoA/00/ 18 /2010 315

Friday, March 12, 2010

OFFICE ORDER

(No.18 of 2010)

The students of COMSATS Institute of Information Technology Lahore Campus admitted in Fall 2006 are allowed to follow the following Scheme of Studies of BS (BA):

	Schei	me of Studies of BS (BA)	Fall-2006 Batch		
Semester	Course Code		Cr. Hrs.	Pre-Requisite(s)	
Sementary of the sement	HUM100	English Comprehension and Composition	. 3(3, 0)		
	MTH108	Business Math I	3(3, 0)		
	CSC101	Introduction to Computing	3(2, 1)		
	ECO100	Micro Economics	3(3, 0)		
	HUM110	Islamic Studies	3(3, 0)		
	MGT100	Introduction to Business	3(3, 0)		
4-	WIGTIGO		18(17, 1)		
Appropriate designation of the	MGT101	Introduction to Management	3(3, 0)		
0	ECO101	Macro Economics	3(3, 0)		
ste	MTH109	Business Math II	3(3, 0)	MTH108	
2nd Semester	MGT130	Accounting I	3(3, 0)		
Se	HUM102	Report Writing Skills	3(3, 0)	HUM100	
pu	HUM111	Pakistan Studies	3(3, 0)		
2	11011111	a residue to the contraction of	18(18, 0)		
A DESTRUMENTAL PROPERTY.	MTH161	Introduction to Statistics	3(3, 0)		
lan Co	MGT230	Accounting II	3(3, 0)	MGT130	
ste	MGT210	Fundamental of Marketing	3(3, 0)		
ше	ECO200	Introduction to Development Economics	3(3, 0)	ECO101	
Sel	HUM200	Business Communication Workshop	3(3, 0)	HUM100	
3rd Semester	110101200	Humanities Elective I	3(3, 0)		
3		Thursday, and the same of the	18(18, 0)		
PER TRANSPORTER PROPERTY SAFETY	MGT232	Business Finance	3(3, 0)	MGT130	
ter	MGT200	Management Practices	3(3, 0)	MGT101	
es	CSC373	Management Information Systems	3(3, 0)	CSC101	
ь	MGT231	Cost Accounting	3(3, 0)	MGT130	
S	MTH264	Statistical Inference	3(3, 0)	MTH161	
4th Semester	101111204	Ottation with the same	15(15, 0)		
NAME OF TAXABLE PARTY.	LAW300	Corporate Law	3(3, 0)		
ter	MGT330	Financial Management	3(3, 0)	MTH161, MGT232	
9	MGT300	Organizational Behavior	3(3, 0)	MGT101	
e H	MGT300	Research Tools and Techniques	3(3, 0)	MTH264	
5th Semester	MGT310	Marketing Management	3(3, 0)	MGT210	
	10101010	Marketing Markey	15(15, 0)		
6th Semester	MGT362	Production and Operations Management	3(3, 0)	MTH109, MGT101	
	10101302	Production and operations	4(3, 1)		
	CSC330	E-Commerce	OR	CSC101	
	CSC330	E-Commerce	3(2, 1)		
	MGT350	Human Resource Management	3(3, 0)	MGT200	
	MGT380	Global Business Management	3(3, 0)	MGT210, ECO200	
	WIG 1360	Humanities Elective II	3(3, 0)		
6th		Trumumico Erocuto	16(15, 1)		
0			OR		
			15(14, 1)		

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ALTERNATIVE STREET	Course Cod	e Course Title	Cr. Hrs.	Pre-Requisite(s)
er				
E	MGT500	Internship	3(3, 0)	
Summer			0(0, 0)	1
WHAT CHARGE STORY COLUMN	720000000000000000000000000000000000000	Language Elective	3(2.0)	
7th Semester	MGT403	Entrepreneurship	3(3, 0)	MOTORO MOTORO
	MGT463	Productivity and Quality Management	3(3, 0)	MGT200, MGT210
	101400	Specialization Elective I	3(3, 0)	MGT362
		Specialization Elective II	3(3, 0)	
		operanzation zieotive ii	15(15, 0)	-
NO CONTRACTOR OF THE PARTY NAMED IN	MGT433	Financial Institutions		MGT330
Semester	MGT501	Strategic Management	3(3, 0)	MGT200, MGT310, MGT330
9	MGT461	Project Management	3(3, 0)	MGT200, MGT362
en		Specialization Elective III	3(3, 0)	WG1200, WG1362
8th S		Specialization Elective IV	3(3, 0)	
8t			15(15, 0)	
Total	Cradit H	ours for Degree Requirement	10,10,0	122 122
THE OWNER WHEN THE COUNTY	個人できた 10 mm ( page 20 mm ) かっぱん かっぱん かっぱん ( page 20 mm ) かっぱん (	ours for Degree Requirement		132-133
NA PERSONAL PROPERTY AND ADDRESS OF THE PERSONAL	Courses			
DESCRIPTION OF A PROPERTY OF A	e Electives			
Cour	se Code	Course Title	Credit Hours	Prerequisite(s)
	JM430	French	3(3, 0)	
	JM431	German	3(3, 0)	
	JM432	Arabic	3(3, 0)	
THE RESIDENCE OF STREET	JM433	Persian	3(3, 0)	
umanitie	es Elective	and Elective II		
Cours	se Code	. Course Title	Credit Hours	Prerequisite(s)
HU	M220	Introduction to Psychology	3(3, 0)	
	M221	International Relations	3(3, 0)	
HU	M223	Introduction to Philosophy	3(3, 0)	
HUM320		Introduction to Sociology	3(3, 0)	
HUM310		Islamic History	3(3, 0)	
110.		THE RESIDENCE OF THE PROPERTY	THE RESIDENCE OF THE PARTY OF T	
		Marketing Specializa	ation	
	se Code	Marketing Specializa	A STATE OF THE PARTY OF THE PAR	D=====================================
Cours	se Code	Course Title	Credit Hours	Prerequisite(s)
Cours	T510	Course Title Consumer Behavior	Credit Hours	MGT310
Cours MG MG	T510 T511	Course Title Consumer Behavior International Marketing	3(3, 0) 3(3, 0)	MGT310 MGT310
Cours MG MG	T510 T511 T512	Course Title Consumer Behavior International Marketing Cyber Marketing	3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0)	MGT310 MGT310 MGT310
Cours MG MG MG	T510 T511 T512 T513	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development	3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0)	MGT310 MGT310 MGT310 MGT310
Cours MG MG MG MG	T510 T511 T512 T513 T514	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications	3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0)	MGT310 MGT310 MGT310 MGT310 MGT310
Cours MG MG MG MG MG	T510 T511 T512 T513 T514 T515	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management	Credit Hours 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0)	MGT310 MGT310 MGT310 MGT310 MGT310 MGT310
Cours MG MG MG MG MG MG	T510 T511 T512 T513 T514 T515 T516	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management Service Marketing	Credit Hours 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0)	MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310
Cours MG	T510 T511 T512 T513 T514 T515 T516	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management Service Marketing Industrial Marketing	Credit Hours 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0) 3(3, 0)	MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310
Cours MG	T510 T511 T512 T513 T514 T515 T516 T517	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management Service Marketing	Credit Hours  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)	MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310
Cours MG	T510 T511 T512 T513 T514 T515 T516 T517 T518 T519	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management Service Marketing Industrial Marketing Marketing Research Strategic Marketing	Credit Hours  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)	MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310
Cours MG	T510 T511 T512 T513 T514 T515 T516 T517 T518 T519 T520	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management Service Marketing Industrial Marketing Marketing Research Strategic Marketing Advertising and Event Management	Credit Hours  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)	MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310
Cours MG	T510 T511 T512 T513 T514 T515 T516 T517 T518 T519 T520 T521	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management Service Marketing Industrial Marketing Marketing Research Strategic Marketing Advertising and Event Management Sales Force Management	Credit Hours  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)	MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310
Cours MG	T510 T511 T512 T513 T514 T515 T516 T517 T518 T519 T520 T521	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management Service Marketing Industrial Marketing Marketing Research Strategic Marketing Advertising and Event Management Sales Force Management Marketing of IT and Telecom Products	Credit Hours  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)	MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310
Cours MG	T510 T511 T512 T513 T514 T515 T516 T517 T518 T519 T520 T521 T522	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management Service Marketing Industrial Marketing Marketing Research Strategic Marketing Advertising and Event Management Sales Force Management Marketing of IT and Telecom Products Customer Relation Marketing	Credit Hours  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)	MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310
Cours MG	T510 T511 T512 T513 T514 T515 T516 T517 T518 T519 T520 T521 T522 T523	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management Service Marketing Industrial Marketing Marketing Research Strategic Marketing Advertising and Event Management Sales Force Management Marketing of IT and Telecom Products Customer Relation Marketing Agriculture Marketing	Credit Hours  3(3, 0)	MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310
Cours MG	T510 T511 T512 T513 T514 T515 T516 T517 T518 T519 T520 T521 T522 T523	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management Service Marketing Industrial Marketing Marketing Research Strategic Marketing Advertising and Event Management Sales Force Management Marketing of IT and Telecom Products Customer Relation Marketing Agriculture Marketing Seminar in Marketing	Credit Hours  3(3, 0)	MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310
Cours MG	T510 T511 T512 T513 T514 T515 T516 T517 T518 T519 T520 T521 T522 T523 T524 T525	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management Service Marketing Industrial Marketing Marketing Research Strategic Marketing Advertising and Event Management Sales Force Management Marketing of IT and Telecom Products Customer Relation Marketing Agriculture Marketing Seminar in Marketing Seminar in Marketing	Credit Hours  3(3, 0)	MGT310 MGT310
Cours MG	T510 T511 T512 T513 T514 T515 T516 T516 T517 T518 T519 T520 T521 T522 T523 T524 T525	Course Title Consumer Behavior International Marketing Cyber Marketing New Product Development Integrated Marketing Communications Brand Management Service Marketing Industrial Marketing Marketing Research Strategic Marketing Advertising and Event Management Sales Force Management Marketing of IT and Telecom Products Customer Relation Marketing Agriculture Marketing Seminar in Marketing	Credit Hours  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  3(3, 0)  Credit Hours	MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310 MGT310





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THE RESERVE OF THE PERSON OF T	Course Title	Cr. Hrs.	Pre-Requisite(s)
Semester   Course Code		3(3, 0)	MGT330
MGT532	Advance 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		MGT330
MGT538	Business Taxation	3(3, 0)	MGT330
MGT539	Islamic Finance	3(3, 0)	MGT330
MGT540	Seminar in Finance	3(3, 0)	
MOTEM	Pool Fetate Finance	3(3, 0)	MGT330
-	Human Resource Management	Specializ	zation s Prerequisite(s)
Course Code	Course Title		MGT350
MGT550	Crisis and Conflict Management	3(3, 0)	
MGT551	Human Resource Development	3(3, 0)	MGT350
MGT552	Compensation Management	3(3, 0)	MGT350
	Human Resource Information Management	3(3, 0)	MGT350
MGT553 MGT554	Organizational Development and Change	3(3, 0)	MGT350
	Management Caraar Management	3(3, 0)	MGT350
MGT555	Performance and Career Management	3(3, 0)	MGT350
MGT556	International HRM	3(3, 0)	MGT350
MGT557	Strategic HRM	3(3, 0)	MGT350
MGT558	Employee Relation Management	3(3, 0)	MGT350
MGT559	Seminar in HRM	3(3, 0)	TWO TOO

(Dr Muhammad Azim) **Director Academics** 

#### Distribution:

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