School of Management Studies

Program: Master of Business Administration (Executive)
Short Title: MBA (Executive)
Duration: 4 Semesters (2 Years)
Credit Hours: 66
Eligibility: Bachelor Degree with minimum second division or CGPA= 2.5 out of 4 or equivalent. Four years work experience after graduation.
Location: Jinnah Campus (males)

Objectives:
MBA Executive is offered for in-service people in order to further amplify their careers in their current jobs or to get the better job on the basis of newly acquired skills.

Executive MBA Students:
MBA Executive is a very intense program. School of Management Studies is looking for those applicants who have prior knowledge about the program and are also clear about what they aspire from it. MBA for executives has been programmatically tailored to the requirements of the Pakistani business and is fully cognizant of the globalization. The program is aimed at developing the future business leaders ready to occupy challenging managerial positions in the leading multinational and national organizations in Pakistan and abroad. The program will nurture entrepreneurial abilities and skills of the aspiring ones who even want to start their own ventures, enabling them to recognize new opportunities and create new successful ventures or grow, build and revolutionize their existing jobs or family-owned businesses.

Career Opportunities:
Even within existing Company and in the current job, one can notice the difference in the career prospects of a pre-MBA and post-MBA. With an MBA degree under their belt, employees have a whole new world open up to them and are elevated to managerial positions on the strength of their additional abilities and knowledge gained through the MBA program. If anyone is looking for a change in careers, an MBA Executive degree affords manifold opportunities in the fields of Marketing, Finance, Public Sector Management and Personal Businesses and in Non-Profit Organizations. The University of Faisalabad offers a professionally designed MBA weekend program for working managers. Due to professional engagement of the students, the program has been made unique in a way that the class work is more extensive and focuses on case studies and problem solving activities. Mostly assignments are customized by looking at the job nature of the participants, upon completion of assignments the work is presented before class for open discussion.
# Master of Business Administration (Executive)

## Scheme of Studies

### Semester I

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>MGT-124</td>
<td>Principles of Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MKT-125</td>
<td>Principles of Marketing</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>BUS-126</td>
<td>Business Communication</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>ACT-122</td>
<td>Financial Accounting</td>
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<tr>
<td>STAT-221</td>
<td>Quantitative Decision Making</td>
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**Credit Hours:** 15

### Semester II

<table>
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<tbody>
<tr>
<td>MIS-235</td>
<td>Management Information System</td>
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</tr>
<tr>
<td>FIN-241</td>
<td>Financial Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>ECO-420</td>
<td>Managerial Economics</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>HRM-234</td>
<td>Human Resource Management</td>
<td>3(3-0)</td>
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<tr>
<td>MGT-354</td>
<td>Business Research Methods</td>
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**Credit Hours:** 15

### Semester III

<table>
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<tbody>
<tr>
<td>MKT-471</td>
<td>Marketing Management</td>
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<tr>
<td>FIN-411</td>
<td>Corporate Governance</td>
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<tr>
<td>HRM-428</td>
<td>Organizational Theory and Design</td>
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<tr>
<td>MGT-441</td>
<td>Operation Management</td>
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<tr>
<td>ACT-233</td>
<td>Cost and Management Accounting</td>
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**Credit Hours:** 15

### Semester IV

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<tbody>
<tr>
<td>MGT-440</td>
<td>Leadership</td>
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</tr>
<tr>
<td>MGT-473</td>
<td>International Business and World Trade</td>
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<tr>
<td>MGT-450</td>
<td>Project Management</td>
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**Credit Hours:** 15

**--- Elective – I**

**--- Elective – II**

**Credit Hours:** 15

### Semester V

<table>
<thead>
<tr>
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<tr>
<td>PRO-480</td>
<td>Project</td>
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**Credit Hours:** 6

**Total Credit Hours:** 66
## Elective Courses
### Marketing

<table>
<thead>
<tr>
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<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>MKT-430</td>
<td>International Marketing</td>
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<tr>
<td>MKT-435</td>
<td>Brand Management</td>
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<td>MKT-432</td>
<td>Integrated Marketing Communication</td>
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<tr>
<td>MKT-451</td>
<td>Sales Management</td>
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### Human Resource Management

<table>
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<tr>
<th>Course Code</th>
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<th>Credit Hours</th>
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<tbody>
<tr>
<td>HRM-422</td>
<td>Performance Management System</td>
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<tr>
<td>HRM-427</td>
<td>Compensation Management</td>
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<tr>
<td>HRM-478</td>
<td>Training and Development</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>HRM-425</td>
<td>Recruitment and Selection</td>
<td>3(3-0)</td>
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### Finance

<table>
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<th>Course Title</th>
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<tbody>
<tr>
<td>FIN-444</td>
<td>Analysis of Financial Statement</td>
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<tr>
<td>FIN-445</td>
<td>Corporate Finance</td>
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<tr>
<td>FIN-447</td>
<td>Risk Management</td>
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<tr>
<td>FIN-448</td>
<td>Investment &amp; Portfolio Management</td>
<td>3(3-0)</td>
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