

Institute of Business Management



**CATALOG
2010-2011**



Mission Statement

The mission of IoBM is to foster a learning environment, where students are motivated to make learning an on-going life-long process. We see ourselves as a multi-dimensional educational institution. Our aim is to prepare students to excel in academics as well as in management skills. Students learn to function ethically, and take effective decisions in business and other endeavors of life. The Institute allows freedom of thought and expression by encouraging faculty and students to be independent and creative thinkers. We believe in pursuing leading-edge research. We are catalysts engaged in the development of innovative ideas, analytical, interpersonal and leadership skills. Our faculty is committed to using the best teaching and training methodologies. We are also committed to our stakeholders which include parents, the business community and professional organizations, to create responsible corporate leaders of tomorrow.

FROM THE CHANCELLOR



IoBM has come of age. There are pertinent reasons why this Institute has been awarded the top category status by the Higher Education Commission, Government of Pakistan, rated at the zenith of rankings of the Sindh Charter Inspection and Evaluation Committee and distinguished among the leading business schools of the world by the internationally accredited and valued Eduniversal organization.

The secret of IoBM's success is no secret. It is a blend of students' perseverance, faculty guidance and management's leadership inspiration. The net result is that IoBM alumni are placed in notable positions in leading national and multinational organizations. It is heartening to note that both IoBM students and alumni have earned a good name for themselves, their institution, their family and their country both here and abroad through academic, extra-curricular, career and professional excellence.

In fact, the grace of the brand called IoBM is reflected in its purpose-built campus with well-equipped labs and classrooms; current and contemporary IT facilities; state-of-the-art auditorium, conference rooms and Business Support Center; well-stocked and up-to-date library for research and reference; top class facilities for popular and trendy sports with an invigorating gymnasium, a modern squash court and a bustling Student Activity Center with a modern cafeteria.

Spacious walkways and smooth drive ways, with IoBM graceful administration, academic and maintenance buildings and a bustling Students Activity Center in the background are compelling reasons for a re-visit. In the backdrop of the overwhelming ambiance and infrastructure are the emotional maturity, seriousness of purpose and perceptive thinking of persevering students and guiding faculty towards IoBM academic excellence and public image.

IoBM's credibility, with accredited programs in business management and allied disciplines, lies in its students' career focused activities aimed at confidence and career building and inculcating in them the spirit to care for and share mutual rewards. The turning point in its students' creativity and confidence is that they themselves plan, organize and promote seminars, workshops, debates, exhibits, presentations and special occasions of national and international importance. That is why IoBM is a brand and a hallmark of reputation and credibility in the corporate sector.

The welcome to new entrants of the IoBM family is much more than a traditional gesture. They are welcomed with the trust of truly exploring and benefiting from IoBM's opportunities, being assets for their families and for the Institute. There is no alternative to punctuality, regularity and discipline in attendance, studies and revision and, of course, respect for parents and teachers, so instrumental towards academic and career excellence. May you thrive in your study and career pursuits. Ameen.

Aftab Ahmed Khan
Chancellor

CONTENTS

>	Welcome to IoBM		
	The President's Message		07
>	An Introduction to the Institute of Business Management		08
>	Why Choose IoBM?		11
>	Life at IoBM		
	Resources and Facilities		14
	Student Activities		15
	Convocation		19
	External Links		20
>	College of Business Management		
	Bachelor's Programs:		
	BBA (Honors)	Four-Year	22
	BS Economics and Finance	Four-Year	26
	BS Accounting and Finance	Four-Year	28
	Master's Regular Programs:		
	MBA after BBA / BS (Joint Honors)	One-Year	30
	MBA Advertising and Media Management after BBA (Honors)	One-Year	32
	MBA after BS Computer Science	One-Year	33
	MBA Finance and Risk Management after BBA / BS (Joint Honors)	One-Year	35
	MBA MIS and Finance	Two-Year	36
	MBA (Regular)	Two-Year	38
	MBA (Regular)	Three-Year	40
	Executive & Weekend Programs:		
	MBA (Executive)	Two-Year	42
	MBA Health and Hospital Management	Two-Year	44
	MBA Advertising and Media Management	Two-Year	46
	MBA Educational Management	Two-Year	48
	Master in Education Management	Two-Year	50
	MBA Finance and Risk Management	Two-Year	51
	MBA Environmental and Energy Management	Two-Year	53
	Master in Education Management	Three-Year	55
	MBA Educational Management	Three-Year	57
	MBA (Executive)	Three-Year	59
	MBA Finance and Risk Management	Three-Year	61
	MBA Advertising and Media Management	Three-Year	63
	MPhil Leading to PhD (Management Sciences Program)		65
	Post Graduate Diploma in Supply Chain Management		66
>	Elective Business Courses (MBA Regular, Executive and Health)		67
>	College of Computer Science and Information Systems (CCSIS)		
	Bachelor's Programs:		
	BS Computer Science	Four-Year	70
	BS Management and Information Technology	Four-Year	73
	BS Financial Mathematics and Statistics	Four-Year	75
	BS Industrial Engineering and Management	Four-Year	77
	BS Actuarial Science and Risk Management	Four-Year	79
	BE Telecommunication	Four-Year	81

Institute of Business Management

Master's Weekend Programs:		
MS Computer Science	One-Year	83
MBA Industrial Management after BS Industrial Engineering and Management	One-Year	84
MBA Industrial Management	Two-Year	85
MBA Telecommunication Management	Two-Year	87
>	College of Economics and Social Development (CESD)	
	Bachelor's Programs:	
BS (Honors) Commerce	Four-Year	90
BS (Honors) Media Studies	Four-Year	92
	Master's Weekend Programs:	
MSc Organizational Psychology and HRM	Two-Year	93
MSc Media Psychology	Two-Year	95
MSc Media Psychology	Three-Year	97
MSc Leading to MS Economics and Finance		99
>	Comprehensive Examination	101
>	Internship and Placement Programs	104
>	Business Support Center	114
>	CFA Track	121
>	Research at IoBM	
	Pakistan Business Review	124
	International Conference	124
	Textbooks	124
	External Research	124
	Online Accessibility	124
>	Academic Requirements	
	Teaching and Learning at IoBM	126
	Performance Evaluation and Standards	127
	Discipline	128
	The Disciplinary Committee	129
	Readmission Policy	129
	Examination Norms	130
>	Admission and Finance	
	Admission Requirements	133
	Fee Structure	135
>	Organization	
	Board of Governors	138
	Executive Council	138
	Academic Council	138
	Board of Advanced Studies and Research	139
	Foundation for Higher Education	139
>	Faculty	
	Faculty of CBM	142
	Faculty of CCSIS	150
	Faculty of CESD	154
	Visiting Faculty at IoBM	158
>	Administration	162
>	Course Descriptions	168
>	Certificate Courses	251
>	Academic Calendar	254

WELCOME TO IoBM FROM THE PRESIDENT



The sixteenth year of Institute of Business Management brings with it the promise of myriad opportunities and endless prospects of a dynamic and resourceful leadership for the country. Looking back at its first fifteen years, we realize that IoBM has come a long way in such a short time to see itself where it stands today. But its voyage does not stop here as it pledges to forge ahead and mark its upcoming years with an absolute commitment to your success.

We train our students to rise to the challenges placed in front of them by the ever changing global scenario and provide them learning experiences that last a lifetime. The faculty at IoBM are at the cutting edge of professionalism in their respective disciplines. Research has always been at the heart of IoBM. Our research journal, in its twelfth year of continuous publication, is indexed and abstracted by the American Economic Association and recognized by the Higher Education Commission. IoBM's quality assurance system ensures that our teaching and research conforms to the highest academic standards.

Our vibrant academic programs tailored to suit the market are an example of how we are approaching the increasing demands of higher education. We offer all mainstream degrees in the business studies area and continue to introduce programs in various disciplines, such as engineering, economics, actuarial sciences, education, commerce, environment, energy and policy studies.

IoBM's active networking with the corporate sector helps connect its graduates to promising careers. All prominent multinational and national companies employ our graduates and participate in our internship programs. Representatives of the Karachi Stock Exchange, the Karachi Chamber of Commerce and Industry and several banks are on our Board of Governors and other statutory bodies.

Profit making has never been and shall never be the motive and the driving force of IoBM. What drives the Institute is its exemplary commitment to a life of learning for the IoBM community in particular, and the nation in general. It is with this spirit of commitment that we feel it is more important than ever to continue our efforts to help our students excel as leaders of tomorrow.

Choosing a university is a tough, yet momentous, decision for your future. To quote Julian Huxley, "university education is a route to enlightenment". Passing through these portals should enable you to become what Aristotle rightly called "a whole man". At such an important milestone of your life we welcome you to IoBM, look forward to helping you achieve your goals and wish each one of you continued success.

Shahjehan S. Karim
President
Institute of Business Management

An Introduction to the Institute of Business Management

This catalog will give you the most up-to-date and vital information about the courses and programs of study that most interest you. Essential information about fees, facilities and student services is also available here to help you to be well-versed with life at IoBM.

Beginning with a prologue of the Institute, the catalog proceeds to introduce life at IoBM and culminates in course descriptions. The catalog also describes undergraduate and master's degree programs offered at IoBM; its teaching methods; academic and research programs and assessment procedures; its computer and library resources; student support services and information on application procedures.

Administrative and financial information including opportunities for financial assistance and stipends are also included in the catalog. The catalog introduces you to the academic and administrative personnel at IoBM and its faculty. A detailed description of all courses taught at IoBM is also given.

Every effort has been made to keep the catalog up-to-date and to ensure that courses are offered as described. However, circumstances beyond IoBM's control may sometimes make this impossible. Changes in the curriculum may be necessary to keep abreast of professional developments. For that reason, the Institute reserves the right to make unavoidable alterations in courses offered, and in the structure of the fees.



IoBM: 1994-2010

The Foundation for Higher Education was established as a non-profit institution in 1994 by a group of dedicated citizens of Karachi, and was registered under the Societies Act of 1860. The Foundation promotes dissemination of quality education. Its first project was setting up a management university to serve trade, industry and commerce by producing highly competent and talented business executives. Teaching began at the College of Business Management (CBM), IoBM's first constituent college, in September, 1995.

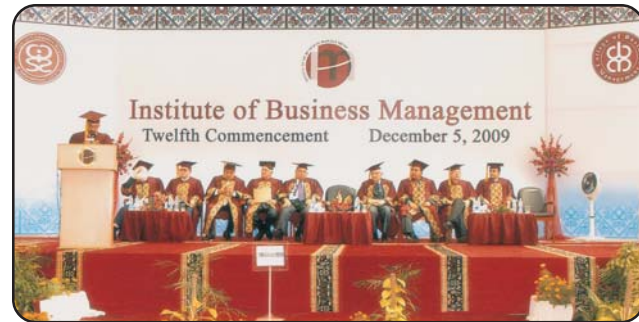
In January 1998, a bill was unanimously approved by the Sindh Provincial Assembly for establishing a University known as the Institute of Business Management in the private sector. At present, the Institute has its three constituent colleges, the College of Business Management (CBM), the College of Computer Science & Information Systems (CCSIS) and the College of Economics & Social Development (CESD).



Since 2006 the Institute has been ranked as one of the top universities in the private sector, both by the Higher Education Commission of the Federal Government and the Sindh Provincial Government. During 2008 and 2009, we have been honoured with prestigious awards of EDUNIVERSAL Palms for meritorious evaluation and certification of educational institutions around the world. The Institute is a member of the International Association of Universities (IAU), Association of Advanced Collegiate Schools of Business (AACSB) and other international and national organizations.

The Governor of Sindh is an ex-officio Patron and Mr. Aftab Ahmed Khan, former Federal Secretary Finance, is the Chairman of the Board of Governors of the Institute and also its Chancellor. The other members of the Board are:

- > Chairman, Higher Education Commission
- > President, Federation of Pakistan Chambers of Commerce & Industry
- > President, Karachi Chambers of Commerce & Industry
- > President, Karachi Stock Exchange
- > Secretary Education, Government of Sindh
- > Mr. Shahjehan S. Karim, President Foundation for Higher Education
- > Mr. Abdul Ghaffar Adamjee
- > Mr. Basheer Janmohammad
- > Mr. Justice (Retd) G. H. Malik
- > Mr. S. M. Muneer
- > Mr. Salahuddin Qureshi
- > Mr. Jahangir Siddiqui
- > Mr. Muhammad Sharif
- > Prof. Dr. Zafar Saied Saify
- > Mr. Muhammad Ali Tabba
- > Mr. Talib S. Karim, Member/Secretary



The Institute, through its College of Business Management (CBM), offers a four year BBA (Honors) and a two/three year MBA degree programs with specialization in Marketing, Finance, Human Resource Management and Management Information Systems, Health & Hospital Management, Pharmaceutical Administration, Advertising & Media Management, Industrial Management, Finance & Risk Management and Educational Management. A research degree, an MPhil leading to PhD, is also offered in Finance, Human Resource Management, Marketing and Management Information Systems. A four year Bachelor of Computer Science (Honors) followed by a two years Master of Computer Science is offered through the College of Computer Science & Information Systems (CCSIS). The College also offers programs in Industrial Engineering & Management, Actuarial Science & Risk Management, Telecommunication Engineering & Management and Financial Mathematics & Statistics. The College of Economics and Social Development offers a BS program in Commerce, MSc Organizational Psychology & HRM, Media Psychology and MSc leading to MPhil in Economics.

The Institute emphasizes research and publishes HEC and internationally recognized Pakistan's first business policy and research journal, Pakistan Business Review. Students and faculty contribute regularly to its pages. A research seminar is organized on a weekly basis. The Institute is the only business school where foreign language courses, Arabic, French, Spanish or German are compulsory subjects in the BBA and BCS programs. The Institute has a competent and dedicated faculty with the majority holding foreign degrees. One international seminar funded by the HEC is organized on an annual basis.

IoBM academic programs are up-to-date and comprehensive in concept and structure, resembling honors programs offered by UK and graduate programs of US Universities. It has extensive links with a number of North American and British universities. Professors from these universities have served as Chief Academic Officers of the Institute. Since 1998, more than 3300 students have graduated from the Institute. Most of them are placed in key positions in leading national and multinational firms including Citibank, RBS, Standard Chartered, PIA, Engro, Berger Paints, Geo TV, National Bank of Pakistan, Unilever, IBM, ICI, SmithKline & Beecham, Aga Khan University Hospital, Karachi Stock Exchange and several provincial and federal government agencies. Many graduates have proceeded for their post-graduate program to reputable universities in the UK and USA. More than 300 students go for compulsory internships every summer to national and multinational organizations.

Institute of Business Management

The Business Support Centre (BSC) of the Institute organizes professional education, training and research programs for serving the corporate sector to enhance both its profitability and contribution to society. Support is provided in the areas of banking and finance, marketing, human resource development and information systems management.

The Institute has come a long way since 1995. There are over 4000 students on our campus which is large and purpose-built at Korangi Creek on a 9 acre site, comprising the Business College building, Administration and Business Support Center building, CCSIS building, a Convocation Center, Student Activity Centre, a five-storeyed Library building, Industrial Engineering and Management building, a mosque and CESD building.

At the Institute's fourth convocation in December, 2001, an honorary degree of Doctorate of Philosophy was conferred upon Dr. Nafees Sadik, former Executive Director, United Nations Population Program. At the fifth convocation held in December, 2002, an honorary degree was conferred on our keynote speaker, Mr. Babar Ali, Pro-Chancellor, Lahore University of Management Sciences (LUMS), and at the ninth convocation an Honorary degree was conferred on Dr. Goolam Mohamedbhai, President International Association of Universities (IAU). The sixth convocation was held in December 20, 2003 with Dr. Atta-ur-Rahman, Chairman, Higher Education Commission and Minister for Science & Technology as the Chief Guest and Ms. Musharaf Hai, Chairperson, Unilever Pakistan Limited as the keynote speaker. The seventh convocation was held on December 18, 2004 with the Governor Sindh as the Chief Guest and Mr. Hameed Haroon, Chief Executive Dawn Group of Newspapers as the keynote speaker. Over 300 students were awarded BBA (Hons), BCS (Hons), BS (Accounts), MBA and MCS degrees at this convocation. The eighth convocation was held on December 17, 2005 with the Minister for Education, Sindh, as the Chief Guest and Syed Ali Raza, President, National Bank of Pakistan, as the keynote speaker. Over 400 students were awarded degrees at this convocation. The ninth convocation of the Institute was held on December 16, 2006 with the Education Minister as the Chief Guest and Dr. Goolam Mohamedbhai President, IAU, as the keynote speaker. Over 450 students were awarded degrees at this convocation. The tenth convocation was held on December 8, 2007, where Mr. Jose Manuel Salazar-Xirinachs, Executive Director of the International Labour Organization, Geneva was the keynote speaker and over 500 students were awarded degrees. The eleventh convocation of the Institute was held on December 6, 2008 where the Governor, State Bank of Pakistan was the keynote speaker and Governor Sindh, Dr. Ishrat ul Ebad was the chief guest and over 700 degrees were awarded to students at this convocation. Syed Qaim Ali Shah, Chief Minister of Sindh and Mr. Nisar Ahmed Khuhro, Speaker Sindh Assembly attended the twelfth convocation of the Institute, held on December 05, 2009. The keynote Speaker was Mr. Shaharyar Muhammad Khan, former Foreign Secretary and former Chairman of the Pakistan Cricket Board. As many as 927 graduates were awarded degrees.



Faculty standing in respect of National Anthem at Convocation, 2009

WHY CHOOSE IoBM?

The essence of IoBM's academic programs pertains to career focused education towards Individual fulfillment, professional excellence, institutional credibility, family welfare and social responsibility. The net result is reflected in the net product. IoBM's credibility speaks for itself."

*Shahjehan S. Karim
President, Institute of Business Management*

For the last four years, IoBM has been rated as one of the top universities in the private sector, both by the Higher Education Commission of the Federal Government and the Provincial Government of Sindh. Eduniversal, during its international conventions of Deans of Business Colleges from over sixty countries, held in 2008 at Paris, France and in 2009 at Cape Town, South Africa awarded IoBM 2 Palms as one of the two best Business Schools in Pakistan. The Institute has been an active member of the International Association of Universities (IAU), International Association of University Presidents (IAUP), Association of Advanced Collegiate Schools of Business (AACSB), Association of Commonwealth Universities (ACU) and is also associated with several other international academic organizations.

IoBM has established linkages and earned credibility with reputed foreign business schools and leading international institutes, associations and organizations pertaining to sharing and contributing ideas and insight in business education and research.

The programs we offer include executive MBA, in diverse fields, held on weekends placing special emphasis on the needs of busy executives and those who, having finished one career, wish to go for a new one. IoBM offers programs in Health and Hospital Management, Finance & Risk Management, Industrial Management, Telecommunication Management, Environment & Energy Management, Education Management, Organizational Psychology, Economics and many other disciplines.

IoBM teachers excel in their respective fields. They pass on their expertise in research and scholarship to students enabling them to have an enhanced understanding of their respective disciplines.

Students have access to excellent facilities and learning resources as IoBM continually invests in the University's infrastructure: library, gym, sports, computer equipment, WiFi facility, video conferencing, state-of-the-art campus building and subsidized transport facilities.

IoBM has earned its reputation through an excellent internship and graduate employment record. The rigorous academic degree courses enable graduates to acquire breadth and depth in their chosen subjects and, therefore, enter a wide range of careers. A large number of its graduates join top business schools in Europe, USA and Canada.

Research is a core competence at IoBM. All members of the IoBM community are actively engaged in disseminating knowledge, pursuing research in a diverse range of themes. The Institute publishes the country's first research quarterly journal, Pakistan Business Review (PBR), which is recognized by the Higher Education Commission (HEC) and ECONLIT, Journal of Economic Literature, USA. An annually held HEC financed international conference provides a platform for the presentation of research undertaken at IoBM.



Students at IoBM Auditorium



Egalitarians Economics Society with the Guest Speaker and Faculty



Syeda Amrah Ghazanfar

BS (Joint Honors), Economics and Finance

IoBM has given me exposure to so many things which I believe will serve a key purpose when I enter the corporate world, the world this institute is gearing me up for. IoBM has taught me to work and interact with a diverse set of people and has introduced me to different career options, different societies and clubs. Being an active part of Vanguard: The SS Club, I have learnt team work and event management. I have also acquired skills to coordinate and persuade different businesses and organizations for various society linked purposes and agendas. In a nutshell, I've learnt multitasking, time management and meeting deadlines, even if at times I had to learn it the hard way, it's still a lifelong lesson.



Syeda Sara Tazeen Jaffer

BBA (Honors)

Extra-curricular activities not only broaden one's perspective on issues that arise, but also make one apt at diplomacy, team work and problem solving. I have worked through my university years gaining as much experience in terms of work and education that only such a reputable Institute can offer. My greatest asset that this Institute has taught me is my capability to mould to any team that I choose to work with and to yield optimal results with the same.



LIFE AT IoBM



RESOURCES AND FACILITIES

Institute of Business Management has a purpose built nine acre campus located in the serene and secure surroundings of Korangi Creek, Karachi. The Business College building, covering an area of 74,000 sq. ft., is equipped with state-of-the-art teaching equipment to enable the Institute to keep pace with the dynamics of the global market. All classrooms are equipped with internet and intranet facilities. IoBM is a Wi-Fi campus. The campus buildings are centrally air-conditioned and they have all been self financed with no outside assistance or donation. A separate centrally air-conditioned modern Administration and Business Support Center building, with a covered area of 20,000 sq.ft. was completed in 2001. Another centrally air-conditioned building with a covered area of 50,000 sq.ft., houses the College of Computer Science and Information Systems and has been operational since 2002. The Convocation Center was completed in November, 2002, and the Students Activity Center building in September, 2003 which has a second floor housing 10 faculty residential suites for visiting scholars and was completed in January, 2006. The library building has been operational since January, 2005. A separate building houses the department of Industrial Engineering & Management. The Institute provides students with subsidized transportation to and from the campus through conveniently located pick and drop points all over Karachi. Girls are provided this facility to and from their homes. The campus also has ample car parking facilities.

Computer Facilities

One of the strengths of the IoBM program is the incorporation of information technology as a key component of the curriculum. The academic programs offered by the Institute require students to obtain hands on experience on computers and develop a high level of expertise in this field. The Information Systems Department (ISD) of the College of Computer Science and Information Systems provides administrative, networking and technical support to the faculty and students. The College of Computer Science and Information Systems building includes a number of computer laboratories with over two hundred workstations. It is fully equipped with satellite/ radio-linked e-mail, Wi-Fi facilities and internet facilities for all students, faculty and staff.

Library

The IoBM library, an ideal setting for learning and research, serves as a repository for the rich array of both traditional and electronic information services. A distinctive strength is its rich spectrum of resources, including a large number of books, journals, periodicals, reference material, audio-visual material, government documents and reports catering to the scholarly needs of students, faculty and researchers. Its pleasant and conducive-to-learning environment accommodates 350 students and 25,000 books. All library books are searchable using OPAC (Online Public Access Catalog), the newly developed software Library Information and Management System (LIMS), available at the front desk. Students are provided with Internet work stations and rooms for group study. Of the many recent initiatives by IoBM are its access to a large number of e-resources through the HEC Digital library, and online journals through JSTOR e-database. The library also provides access to print and online journals through subscription to a number of business, marketing, management and HRM journals. In addition to the main library, the Learning Resource Centre in the Academic block caters to the scholarly requirements of MPhil and PhD programs. The Library engages in numerous projects to expand access to its physical and digital collections. Skills development sessions are conducted for students and faculty from time to time. The library projects on the horizon include development of a portal of web links, just a click away, on the desktops of faculty and students. The library employs a dynamic and diverse staff offering innovative and flexible services to library users.



STUDENT ACTIVITIES

Student life at IoBM is not just about presentations, reports, midterms and finals. In fact, there is a whole range of student-organized entertainment and events that take place throughout the year. Students on campus are genuinely interested in cultural vibrancy and a sense of community. In between the busy academic schedule there are seminars, talk shows, guest speakers, fund raiser bake sales, the Event Management class food & fun stalls, CBMUN, the Green Day, Drama festival and so much more. One can never get enough of it.

To cater to the individual student's choice, there are a number of societies for like minded people such as:

Literary and Public Speaking Society; Finance Society; Mathematics Society; Entrepreneurs Society; Club IT; CBM Society for Health Managers; Egalitarians-Economics Society; Youth Enhancement Society; Enlighterz Society; Industrial Engineering & Management Society; Dialogue Society; Islamic Society; Marketing Society; Strategic & Human Resource Society; Entertainment Plus Society, Vanguard Society and the Sports Society.

Each society is headed by a faculty advisor who is a senior member of the faculty or management and a team of student office bearers.

These societies are diverse in their activities, organizing university-wide forums for students to talk about and debate social, economic, and political issues; organize seminars & workshops where they invite well known personalities from the business, government and corporate world. This provides them with an opportunity to exchange ideas and opinions with market leaders.

Our students participate in various events organized by other universities / institutes locally, as well as, nationally and have won laurels for their Institute. For example, IoBM won first prize amongst all business schools of Pakistan in Unilever Lipton Competition and P&G Business Plan.

Social care is a regular feature of these societies. Every year in the month of Ramzan donations in cash and kind are collected and, along with the Management's major contribution, distributed to the needy in various hospitals of the city. Among other regular features are blood donation camps put up from time to time.



Exciting and eventful as always, last year at IoBM has been no exception. Following are some examples to give you a glimpse of life at IoBM in general:

Recent Events

The Marketing Society

- > Seminar on 'Marketing in Challenging Times' held on April 9, 2009
- > 'Sustaining a Competitive Edge Globally', held on July 25, 2009.
- > Brand Safari, held on October 28, 2009. The event focused on creating an engaging brands to interact with the students.
- > MAP Membership Drive on January 27, 2010.
- > P&G Global Hygiene and Grooming Workshop held on February 11, 2010.



Institute of Business Management

The Dialogue Society

- > A lecture on “Hajj: Philosophy and Wisdom of Sacrifice” by Shaikh Shujauddin held on November 24, 2009
- > Talk on, “Dilemmas of the Youth in Turbulent Times” by Shaikh Kamaluddin, Professor of Islamic Law at LUMS and AKU
- > An interactive program for Dawn News TV channel, “The State of Shariah” on January 21, 2010

CBM Society of Health Managers (CSHM)

- > Career Avenues for Future Leaders in Health Care and Allied Industries, held on April 12, 2009.
- > Health Managers Fight Against Hepatitis, held on May 31, 2009.
- > CSHM featured in the Pharmaceutical magazine ‘Prescriber’ in June 2009 edition.
- > Collaboration of CSHM with AKHSP (A constituent of Aga Khan Development Network AKDN) to synergize and contribute towards health care provision in the region. The MoU signing took place on July 7, 2009 at IoBM.
- > CSHM Recruitment Cell formed on July 20, 2009.
- > CSHM Health Fungaama 09’ (FREE HEALTH CAMP)– The first ever health camp in a business management institute under the vision of Health Happiness and Hope held on November 1 & 2, 2009. The event was graced by the Sind Minister of Health, Dr. Sagheer Ahmed.
- > Swine Flu-Myth, Reality or Hoax, a health awareness seminar held on January 17 & 18, 2010.
- > Tetra Pak Activation Wake, an interactive health and nutrition education seminar exclusively for females held on February 13, 2010.



The Enlighterz Society (TES)

- > TES organized NAUROZE, EASTER and HOLI in Spring to show respect for students of IoBM belonging to all religions.
- > Knee Arthritis seminar sponsored by Johnson & Johnson was held at the Regent Plaza, Karachi. Many doctors and physicians specializing in the field of orthopedics were present to deliver their lectures on a variety of topics pertaining to arthritis, rheumatism and muscle pain.
- > “TES Mega Mela” held in Fall, 2009 can adequately be described as a perfect blend of all the things that TES stands for; celebration of diversity, creativity & a platform from where to raise your voice.



The Literary and Public Speaking Society conducted its first ever model United Nations exercise entitled CBMUN.

There were five committees namely:

- > Commission on the Status of Women
- > UN Human Right Council
- > Commission on Population & Development
- > UNICEF
- > Disarmament and International Security



Eight countries of the Asia Region were represented by their delegates. Each committee had issues and delegates debated these issues which required producing a position paper, a working paper, and finally a draft resolution.

Finance Society

- > Finance Society - Inter Society Cricket Tournament, February 24-25, 2009 at IoBM Convocation Ground.
- > An interactive panel discussion session on “Federal Budget 2009-2010” on July 30, 2009. The event was graced by Mr. M Ashraf Janjua, Ex Deputy Governor SBP & Advisor to the President, IoBM; Dr. Kaiser Bengali, Member of National Finance Commission of Pakistan; Mr. Sayem Ali, Country Economist Standard Chartered Bank and Mr. Muzammil Aslam, Senior Economist of JS Global and Mr. Shahzad Mitani, renowned business program host of CNBC Pakistan, who moderated the panel.
- > An informative seminar on “Monetary Policy of Pakistan” in collaboration with Business Plus on Dec 10, 2009. Mr. Ashraf Janjua, Ex- Deputy Governor State Bank and Advisor to the President, IoBM; Mr. Shahid Hassan Siddiqui, Chairman & Chief Executive, Research Institute of Islamic Banking & Finance; Mr. Nadeem Naqvi, CEO, AKD Investment Management Limited and Mr. Mian Zahid Husain were the esteemed guests at the event.
- > An enlightening seminar on Investment: It’s all about your risk appetite on Feb 10, 2010. The event was honored by Mr. Fredrick Coenrard De Beer- CEO Adamjee Life Assurance Co.Ltd, Mr. Farid Alam- CEO AKD Securities and Mr. Naveed Shahid- Head of Investment EFU Life Assurance Co. Ltd. The event was moderated by the host of The Financial Daily.



Egalitarians Economics Society

- > A guest speaker session on the topic of “Capital Gains Tax : Implications for Investment and Growth” held on Tuesday, August 04, 2009.
- > The Egalitarians Society launched their second issue of the “Economizer” magazine with a truly unique concept on April 16, 2009. A skillfully created wall of balloons, which bore the letters of “Economizer”, was put together by the members after weeks of hard work.
- > A seminar on March 2, 2010, in collaboration with Business Plus, on the topic of “Economic Activities in Pakistan”. The show was hosted by Shazeb Khanzada and the guest speakers were Mr. Saleem Ghori- Chairman NETSOL, Lahore; Mr. Haseeb Khan-Senator – CEO Brookes Pharmaceuticals; Dr. Ikhtiar Baig-Advisor to PM and Dr. Shahida Wizarat-HOD, Economics, IoBM.

Vanguard SS Society

- > The 1st Annual National Social Sciences Conference (ANSSC) was held on Saturday, November 14, 2010 on the theme ‘Enhancing Individuals’ Performance in Business.

The Entertainment Plus Society

- > The EPS calendar year began with a scrumptious Bake Sale which was a refreshing start for the sweet tooth at IoBM.
- > Talent Hunt, 2009.
- > Youm-e-Hussain and Jashan-e-Eid-e-Milaad-un-Nabi were organized with much religious fervor and immense respect.
- > The year culminated with the grand Jashan-e-Baharan which entertained thousands at IoBM. The performances by Shazia Khushk and Amjad Sabri were enjoyable to the nth degree. The dance group and the other entertainers also left leaving the crowds at IoBM happy and cheerful after an evening filled with the best food, music and entertainment.

Sports Society

- > Inter-University Table Tennis tournament organized by IoBM, January 26-27, 2009. Fourteen universities participated in this tournament and IoBM was the runner up.
- > HEC Zonal Table Tennis tournament organized by Sindh University Jamshoro, 11-12, 2009. Four teams participated in this tournament and IoBM secured second position
- > 5th AKU Inter-University Throw Ball Girls Tournament, March 5-12, 2009. Sixteen teams participated in this tournament & IoBM was the runner up.
- > 7th AKU Inter-University Football Tournament, 2009 organized by the Aga Khan University. Fourteen teams participated in this tournament & IoBM was the winner.
- > 8th Inter-University Basketball Tournament 2009 organized by the Aga Khan University, May 22 to 28, 2009. Eight teams participated in this tournament & IoBM was the runner up.
- > HEC Zonal Football Tournament 09, held at Sindh Agricultural University, Tandojam, April 4-7, 2009. Four universities participated in this tournament. IoBM won the third position in Zone-G.
- > HEC Zonal Football Tournament 2010, held at NED University of Engineering & Technology, January 7-10, 2010. Seven universities participated in this tournament and IoBM qualified for the semi final.
- > The IoBM Sports Department of IoBM organized Inter-University Futsal, Squash & Table Tennis (Boys & Girls) Tournament in January, 2009. Fourteen universities from Karachi participated in this tournament.
- > The IoBM Sports department organized 3rd IoBM Inter-varsity Table Tennis Tournament on March 1-2, 2010. Seven universities participated in this tournament and IoBM was the runner up.
- > The National University of Computer & Emerging Sciences organized Inter-varsity Table Tennis Tournament on March 17-18, 2010. Eleven universities participated in this event and IoBM won the tournament.

Sports Facilities

Sports play an important role in the development of one's personality. IoBM's cricket, football and table tennis teams have performed well in various tournaments and have brought laurels to the Institute. Our cricket team toured South Africa in June, 2006. A billiard room, table tennis, carom and chess room along with fully equipped gymnasium are also available for students and faculty. The facility also includes students and faculty lounges, girls common room and a book store. Outdoor Basketball and Volleyball courts have been recently constructed and are now ready for use. A fully air-conditioned Squash Court has also been constructed.

Dining Facilities

The Student Activity Center with fully equipped Dining Hall and Kitchen is in operation since September, 2003 with dining facilities for 300 students, staff and faculty. There is a self serving dining hall which offers hot and cold meals at subsidized rates throughout the day. Lunch and snacks from international fast food chains can be enjoyed in a relaxing and informal atmosphere in the air-conditioned dining hall. It is a place where students get an opportunity to interact not only with their colleagues, but also with faculty on an informal basis.



A view of Dining Area at Student Activity Center

CONVOCATION

In December, 2009, IoBM held its twelfth Convocation, awarding degrees to 340 MBA (Regular), 122 MBA (Executive), 23 MBA (Health and Hospital Management), 27 MBA (Industrial Management), 18 MBA (Media Management), 09 MBA (Advertising and Communication Management), 01 MPhil, 01 MCS, 280 BBA (Honors), 84 BS (Joint Honors), 09 BS (Computer Science), 07 BS (Industrial Engineering) and 06 BBA (four-year). The chief guests on the occasion were Syed Qaim Ali Shah, Chief Minister of Sindh and Mr. Nisar Ahmed Khuhro, Speaker Sindh Assembly. The keynote speaker was Mr. Shaharyar Muhammad Khan, former Foreign Secretary and former Chairman of the Pakistan Cricket Board.

Gold Medals were awarded to the following students:



Abdul Ahad
BBA (Honors)
Razzak Tabba Memorial
Gold Medal



Sharmeen Memon
BBA (Honors)
S. Moazzur Rab Memorial
Gold Medal



Bushra Amin
BS (Joint Honors)
Halima-Fatima Memorial
Gold Medal



Sehar Parvez
MBA (Regular)
Janmuhammad Dawood
Gold Medal



Samina Anwar Ali
MBA (Finance)
JS Bank
Gold Medal



Sidra Sadiq
MBA (HRM)
Citibank
Gold Medal



Marium Afzal
MBA (Marketing)
Shan Foods
Gold Medal



Nida Sakrani
MBA (Regular)
Adamjee Foundation
Gold Medal



Farwa Kazmi
MBA (Media Management)
S. H. Hashmi Memorial
Gold Medal



Saeeda Roshan Ali
MBA (Executive)
Bank Alfalah Limited
Gold Medal



Aftab Akbar Ali Mukhi
MBA (Health & Hospital Management)
Sanofi-Aventis
Gold Medal



Farhat Rasheed
Special Achievement
Imam Ali Kazi Memorial
Gold Medal

EXTERNAL LINKS

IoBM has extensive links with the business community and many business associations, firms and banks as its sponsors. IoBM and the Marketing Association of Pakistan have successfully launched an MBA program in Advertising and Media Management. IoBM has also developed links with foreign business schools, and faculty members from American, Canadian, and British universities have served on the faculty of the Institute. Institutional links with foreign business schools in USA, UK and Canada are being developed rapidly.

IoBM is a member of the following National and International Organizations/Bodies:

- > International Association of Universities (IAU), UNESCO, France
- > International Association of University Presidents (IAUP), Thailand
- > Association of Commonwealth Universities (ACU), UK
- > Association of Universities of Asia and the Pacific (AUAP), Thailand
- > The Association of Advanced Collegiate Schools of Business, (AACSB), USA
- > Asian Media Informational Communication Centre (AMIC), Singapore
- > Management Association of Pakistan (Member, Executive Committee)
- > Marketing Association of Pakistan (Vice President for the year 2010)
- > Employers Federation of Pakistan
- > Institute of Corporate Governance

IoBM also has linkages with the following Organizations:

- > International Finance Corporation (IFC) Financing of Rs. 350 million for infrastructure and curriculum development
- > Memorandum of Understanding with Michigan Tech University, USA

Counseling and Advisory Services

IoBM offers a variety of services which assist students in making sound career decisions. These help students to select and define career alternatives and identify prospective firms, banks, and employers. Guidance is provided on skills and strategies essential for effective job search. These skills and strategies include letter writing, resume development and interview techniques.



Executive Director at the Closing Ceremony of Vice Chancellors Forum Malaysia



College of Business Management

BBA (HONORS) (FOUR-YEAR) PROGRAM

Bachelor of Business Administration (Honors) is a professional and comprehensive management degree course which covers all areas of business including Marketing, HRM, Economics, Business Strategy, etc. It equips students with both soft and hard managerial skills in a balanced way and prepares them to undertake diverse, entry-level executive jobs. The emphasis of BBA is on applied management knowledge.

The Bachelor of Business Administration (Honors) is a four-year program. It requires completion of 144 credit hours of course work and 2 credit hours of internship in a firm approved by the College. A student is required to complete 48 courses of 3 credit hours each in order to meet the degree requirements. Six credit hours are structured into the program for a foreign language course. Students must maintain a CGPA of 2.5 for the conferment of the BBA (Honors) degree.

Students are provided with general business courses as part of their studies and are required to select one of the fields of specialization listed below:

- Accounting
- Finance and Banking
- Human Resource Management
- Industrial Management
- Management Information Systems
- Marketing
- Advertising and Communication Management
- Management
- Media Management

Courses are divided into Foundation, Core and Electives.

Foundation Courses

Communication

COM101	General English
COM102	Business Communication I
COM201	Business Communication II
COM202	Business and Professional Speech

Language

LAN 10*	Foreign Language I
LAN 20**	Foreign Language II

- *1 = Introduction to Arabic
- *2 = Introduction to French
- *3 = Introduction to Spanish
- *4 = Introduction to German
- *5 = Introduction to Japanese
- *6 = Introduction to Italian
- *7 = Introduction to Russian

- **1 = Intermediate Arabic
- **2 = Intermediate French
- **3 = Intermediate Spanish
- **4 = Intermediate German
- **5 = Intermediate Japanese
- **6 = Intermediate Italian
- **7 = Intermediate Russian

Economics

ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ECO402	Pakistan Economic Policy

Law:

LAW201	Corporate Law
LAW401	Business Law

Mathematics

MTH101	College Algebra
MTH103	Calculus for Business Decisions

Political Science

PSC301	Pakistan Studies
--------	------------------

Social Science

SSC101	Introduction to Psychology
SSC301	History of Ideas
SSC401	Business Ethics

Religious Studies

REL101	Islamic Studies
--------	-----------------

Statistics

STA201	Quantitative Business Analysis
STA202	Quant. Skills & Managerial Statistics

Core Business Courses

Accounting

ACC101	Introduction to Financial Accounting
ACC201	Intermediate Financial Accounting
ACC301	Intro. to Managerial & Cost Acc.
ACC410	Management Accounting
ACC503	Taxation

Finance

FIN201	Introduction to Business Finance
FIN202	Financial Management
FIN301	Financial Institutions

Human Resource Management

HRM301	Human Resource Management
--------	---------------------------

Management

MAN101	Principles of Management
MAN201	Personal Management
MAN302	Organizational Behavior
MAN303	Production and Operations Mgmt.
MAN305	International Relations
MAN403	Entrep. and Small Business Mgmt.
MAN405	Strategic Management
MAN408	Analysis of Pakistani Industries

Management Information Systems

MIS102	Computer Concepts
MIS103	Computer Applications I
MIS201	Computer Applications II

Marketing

MKT301	Principles of Marketing
MKT302	Marketing Management
MKT403	Sales Management
MKT404	Methods in Business Research

Elective Business Courses

Accounting

ACC502	Advanced Managerial Accounting
ACC505	Auditing
ACC506	Analysis of Financial Statements

Finance and Banking

FIN503	Corporate Finance
FIN504	International Finance
FIN505	Treasury and Fund Management
FIN506	Invest. Banking & Security Analysis
FIN507	Portfolio Management
FIN508	Risk Management
FIN509	Financial Derivatives
FIN510	Investment Analysis
FIN512	Money and Capital Markets
FIN513	Project Appraisal
FIN514	Asset Liability Management

Human Resource Management

HRM501	Recruitment and Selection
HRM502	Industrial Relations and Labour Laws
HRM503	Employee Training & Development
HRM504	Negotiation Skills & CB
HRM505	Org. Change and Development
HRM506	Strategic Human Resource Mgmt.
HRM507	Public Relations and Event Mgmt.
HRM508	Salary and Compensation
HRM509	Leadership Studies
HRM510	Personnel Development
HRM511	Performance Appraisal and Mgmt.

Management

MAN502*	Business Process Re-engineering
MAN503	Supply Chain Management
MAN507	Business Etiquette

*Accepted as elective under all disciplines.

Management Information Systems

MIS503	System Analysis and Design
MIS504	Oracle/Developer 2000
MIS505	Software Engineering
MIS506	Data Communication and Networking
MIS507	Relational Database Mgmt. Systems
MIS508	Programming in C ++
MIS509	Software Project Management
MIS521	Record Management
MIS522	Business Information Systems
MIS523	Decision Systems
MIS524	Decision Support Systems
MIS525	Enterprise Systems
MIS526	Enterp. Resource Planning Systems
MIS527	Information Security
MIS528	Advanced Information Security
MIS530	Information Systems Research
MIS532	New Perspectives on Org. Info. Syst.

Marketing

MKT502	Packaging, Printing & Graphic Design
MKT504	Advertising
MKT505	Industrial Marketing
MKT506	International Marketing
MKT507	Services Marketing
MKT508	Personal Selling
MKT509	Consumer Behavior
MKT510	Direct Marketing and Sales Promotion
MKT511	Brand Management
MKT512	Export Marketing
MKT513	Media Planning
MKT515	Print Media
MKT516	Electronic Media
MKT517	Media Marketing
MKT518	Role of Media in World Affairs
MKT519	Marketing of Financial Services
MKT520	Merchandising and Sales Promotion
MKT521	Distribution and Channel Mgmt.

Students must take a minimum load of twelve credit hours (four courses) or a maximum load of eighteen credit hours (six courses) in a semester. In order to obtain the BBA (Honors) degree in four years, they would have to cover twelve courses in a year. Full load of six courses can be taken each in the Fall and Spring semesters with option for fewer courses in the latter and making up the shortfall in the Summer session.

The Master's/Bachelor's degree programs offered at IoBM are based on a semester system. An academic year consists of a fall semester commencing in September and concluding in January, a spring semester commencing in January and concluding in May, and a summer session from June to August.

Enrollment in fall and spring sessions is compulsory with the summer session being optional. For the MBA executive program enrollment is also compulsory in the summer session.

IoBM does not encourage transfer of credits from other colleges. In case one feels that he/she deserves transfer of credit, the applicant should submit a request to the Dean/Executive Director Academics at the time of admission.

Course Structure

FRESHMAN

Semester One

General English
Principles of Microeconomics
Principles of Management
Computer Concepts
College Algebra
Islamic Studies

Semester Two

Introduction to Financial Accounting
Business Communication I
Principles of Macroeconomics
Computer Applications I
Calculus for Business Decisions
Introduction to Psychology

SOPHOMORE

Semester Three

Intermediate Financial Accounting
Business Communication II
Corporate Law
Computer Applications II
Principles of Marketing
Quantitative Business Analysis

Semester Four

Business and Professional Speech
Introduction to Business Finance
Foreign Language I*
Personal Management
Marketing Management
Quantitative Skills and Managerial Statistics

JUNIOR

Semester Five

Introduction to Managerial & Cost Accounting
Financial Institutions
Foreign Language II
Organizational Behavior
International Relations
Methods in Business Research

Semester Six

Financial Management
Human Resource Management
Production and Operations Management
Sales Management
Pakistan Studies
History of Ideas

SENIOR

Semester Seven

Management Accounting
 Business Law
 Entrepreneurship and Small Business
 Business Ethics
 Elective I
 Elective II

Semester Eight

Taxation
 Pakistan Economic Policy
 Strategic Management
 Analysis of Pakistani Industries
 Elective III
 Elective IV
 Internship (2 credit hours)

* Six units of a foreign language course completes the language sequence.



Muhammad Jahanzeb Alvi

BBA (Honors), General Secretary, IoBM Finance Society

Studying at IoBM has broadened my horizons both socially and academically. My interest in business studies has been transformed into a passion. At IoBM I enjoy every bit of my time no matter whether it is in class or outside class. IoBM has everything that a student needs in his academic life to learn, and progress towards his career. IoBM academics only teach you conventional business subjects but also incorporate subjects like Philosophy (History of Ideas), International Relations and Entrepreneurship, broadening your horizons and the way you look at the world and make decisions. I realized the actual value of my IoBM degree when I went to London for my advanced studies and met students from different cultural backgrounds and places. I am proud of IoBM because it gives me an edge over other students at an international level.



Executive Directors and students at Inter University Basketball Tournament at AKU

BS (HONORS) ECONOMICS AND FINANCE (FOUR-YEAR) PROGRAM

The BS (Honors) is designed to instill in students academic skills necessary for a professional career in Finance and Economics. It requires completion of 144 credit hours of course work and 2 credit hours of internship of at least six weeks in a firm approved by the College. Students graduating with a CGPA of 2.5 automatically qualify for MBA program offered by CBM.

Students must take a minimum load of twelve credit hours (four courses) or a maximum load of eighteen credit hours (six courses) in a semester. In order to obtain the BS degree in 4 years, a student is required to cover twelve courses in a year. Full load of six courses can be taken each in the Fall and Spring semesters with an option of four courses in the latter and making up the shortfall in the Summer session.

Required Courses

Accounting

ACC101	Introduction to Financial Accounting
ACC201	Intermediate Financial Accounting
ACC503	Taxation

Communication

COM101	General English
COM202	Business and Professional Speech
COM203	Methods in Business Writing

Economics

ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ECO103	Intermediate Microeconomics
ECO105	Intermediate Macroeconomics
ECO301	Managerial Economics
ECO302	International Trade
ECO303	Financial Economics
ECO304	Introduction to Econometrics
ECO305	Topics in Microeconomics
ECO306	Topics in Macroeconomics
ECO307	Monetary Theory and Policy
ECO402	Pakistan Economic Policy
ECO406	Money and Banking

Finance & Banking

FIN201	Introduction to Business Finance
FIN202	Financial Management
FIN301	Financial Institutions
FIN305	Internet Banking and EPS
FIN503	Corporate Finance
FIN504	International Finance
FIN505	Treasury and Fund Management
FIN506	Invest. Banking and Security Analysis
FIN507	Portfolio Management
FIN509	Financial Derivatives
FIN512	Money and Capital Markets
FIN513	Project Appraisal

Human Resource Management

HRM301	Human Resource Management
--------	---------------------------

Language

LAN 10*	Foreign Language I
LAN 20**	Foreign Language II

*1 = Introduction to Arabic

*2 = Introduction to French

*3 = Introduction to Spanish

*4 = Introduction to German

*5 = Introduction to Japanese

*6 = Introduction to Italian

*7 = Introduction to Russian

**1 = Intermediate Arabic

**2 = Intermediate French

**3 = Intermediate Spanish

**4 = Intermediate German

**5 = Intermediate Japanese

**6 = Intermediate Italian

**7 = Intermediate Russian

Law

LAW401	Business Law
--------	--------------

Management

MAN101	Principles of Management
MAN302	Organizational Behavior

Management Information Systems

MIS402	Computer Concepts & Applications
--------	----------------------------------

Marketing

MKT301 Principles of Marketing
 MKT404 Methods in Business Research

Mathematics

MTH101 College Algebra
 MTH103 Calculus for Business Decisions

Political Sciences

PSC301 Pakistan Studies

Religious Studies

REL101 Islamic Studies

Social Sciences

SSC101 Introduction to Psychology
 SSC201 Policy Studies*
 SSC202 Environmental Studies*

*Students can either opt for the two foreign language courses or Policy Studies and Environmental Studies. However, they will not be allowed to take one Foreign Language and Policy Studies or Environmental Studies.

Statistics

STA203 Probability Theory and Statistics
 STA301 Model and Inference
 STA302 Methods of Data Analysis

Course Structure

FRESHMAN

Semester One

General English
 Principles of Microeconomics
 Foreign Language I or Policy Studies
 Computer Concepts and Applications
 College Algebra
 Islamic Studies

Semester Two

Introduction to Financial Accounting
 Methods in Business Writing
 Principles of Macroeconomics
 Foreign Language II or Environmental Studies
 Calculus for Business Decisions
 Probability Theory and Statistics

SOPHOMORE

Semester Three

Intermediate Financial Accounting
 Business and Professional Speech
 Intermediate Microeconomics
 Introduction to Business Finance
 Introduction to Psychology
 Methods of Data Analysis

Semester Four

Intermediate Macroeconomics
 Internet Banking and EPS
 Business Law
 Principles of Management
 Pakistan Studies
 Model and Inference

JUNIOR

Semester Five

International Trade
 Introduction to Econometrics
 Money and Banking
 Financial Management
 Financial Institutions
 Principles of Marketing

Semester Six

Managerial Economics
 Financial Economics
 Corporate Finance
 Money and Capital Markets
 Organizational Behavior
 Methods in Business Research

SENIOR

Semester Seven

Taxation
 Topics in Microeconomics
 Monetary Theory and Policy
 International Finance
 Portfolio Management
 Human Resource Management

Semester Eight

Topics in Macroeconomics
 Pakistan Economic Policy
 Treasury and Fund Management
 Investment Banking and Security Analysis
 Financial Derivatives
 Internship (2 credit hours)

BS (HONORS) ACCOUNTING AND FINANCE (FOUR-YEAR) PROGRAM

BS (Honors) in Accounting and Finance prepares graduates for careers in accounting and finance professions, such as banking and corporate finance. It requires completion of 144 credit hours of course work and 2 credit hours of internship of at least six weeks in a firm approved by the College. Students graduating with a CGPA of 2.5 automatically qualify for the MBA program offered by CBM. Students obtaining the BS (Accounting and Finance) degree have been granted exemption from seven ACCA examination papers by ACCA, UK.

Students must take a minimum load of twelve credit hours (four courses) or a maximum load of eighteen credit hours (six courses) in a semester. In order to obtain the BS degree in 4 years, a student is required to cover twelve courses in a year. Full load of six courses can be taken each in the Fall and Spring semesters with an option of four courses in the latter and making up the shortfall in the Summer session.

Required Courses

Accounting

ACC101	Introduction to Financial Accounting
ACC201	Intermediate Financial Accounting
ACC301	Intro. to Managerial & Cost Accounting
ACC302	Accounting & Financial Info. System
ACC405	Internal Auditing & EDP Accounting
ACC501	Advanced Financial Accounting
ACC502	Advanced Managerial Accounting
ACC503	Taxation
ACC505	Auditing

Communication

COM101	General English
COM202	Business and Professional Speech
COM203	Methods in Business Writing

Economics

ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ECO301	Managerial Economics
ECO402	Pakistan Economic Policy
ECO406	Money and Banking

Finance and Banking

FIN201	Introduction to Business Finance
--------	----------------------------------

FIN202	Financial Management
FIN301	Financial Institutions
FIN305	Internet Banking and EPS
FIN501	Advanced Financial Management
FIN503	Corporate Finance
FIN504	International Finance
FIN505	Treasury and Fund Management
FIN506	Invest. Banking and Security Analysis
FIN507	Portfolio Management
FIN509	Financial Derivatives
FIN511	Analysis of Financial Statements
FIN513	Project Appraisal

Language

LAN 10*	Foreign Language I
LAN 20**	Foreign Language II

- *1 = Introduction to Arabic
- *2 = Introduction to French
- *3 = Introduction to Spanish
- *4 = Introduction to German
- *5 = Introduction to Japanese
- *6 = Introduction to Italian
- *7 = Introduction to Russian

- **1 = Intermediate Arabic
- **2 = Intermediate French
- **3 = Intermediate Spanish
- **4 = Intermediate German
- **5 = Intermediate Japanese
- **6 = Intermediate Italian
- **7 = Intermediate Russian

Law

LAW401	Business Law
--------	--------------

Management

MAN101	Principles of Management
MAN302	Organizational Behavior
MAN 403	Entrep. and Small Business Mgmt.

Human Resource Management

HRM 301	Human Resource Management
---------	---------------------------

Management Information Systems

MIS 402	Computer Concepts & Applications
---------	----------------------------------

Marketing

MKT 301 Principles of Marketing
MKT 404 Methods in Business Research

Mathematics

MTH101 College Algebra
MTH103 Calculus for Business Decisions

Political Sciences

PSC301 Pakistan Studies

Religious Studies

REL101 Islamic Studies

Social Sciences

SSC101 Introduction to Psychology
SSC201 Policy Studies*
SSC202 Environmental Studies*

*Students can either opt for the two foreign language courses or Policy Studies and Environmental Studies. However, they will not be allowed to take one Foreign Language and Policy Studies or Environmental Studies.

Statistics

STA203 Probability Theory & Statistics
STA301 Model and Inferences
STA302 Methods of Data Analysis

Course Structure

FRESHMAN

Semester One

General English
Principles of Microeconomics
Foreign Language I or Policy Studies
Computer Concepts and Applications
College Algebra
Islamic Studies

Semester Two

Introduction to Financial Accounting
Methods in Business Writing
Principles of Macroeconomics
Foreign Language II or Environmental Studies
Calculus for Business Decisions
Probability Theory and Statistics

SOPHOMORE

Semester Three

Intermediate Financial Accounting
Business and Professional Speech
Pakistan Studies
Model and Inferences
Methods of Data Analysis
Introduction to Psychology

Semester Four

Accounting & Financial Information Systems
Internal Audit & EDP Accounting
Introduction to Business Finance
Internet Banking & EPS
Business Law
Principles of Management

JUNIOR

Semester Five

Advanced Financial Accounting
Managerial Economics
Financial Management
Financial Institutions
Money and Banking
Principles of Marketing

Semester Six

Introduction to Managerial & Cost Accounting
Corporate Finance
Treasury & Fund Management
Advanced Financial Management
Organizational Behavior
Methods in Business Research

SENIOR

Semester Seven

Auditing
Analysis of Financial Statements
Portfolio Management
International Finance
Human Resource Management
Entrepreneurship and Small Business Management

Semester Eight

Advanced Managerial Accounting
Taxation
Pakistan Economic Policy
Investment Banking and Security Analysis
Financial Derivatives
Project Appraisal
Internship (2 credit hours)

MBA AFTER BBA AND BS JOINT (HONORS) (ONE-YEAR) PROGRAM

The BBA and BS Joint (Honors) programs are the route to Master in Business Administration. For those students who have obtained their BBA and BS Joint (Honors) degree from CBM, the MBA program is of a shorter duration. Exemption is offered for a number of courses and the required course load of a two-year regular MBA is reduced from a 78 credit hour program to a 36 credit hour program, to be completed in two regular semesters. A student is required to take 12 courses of 3 credit hours each and clear the comprehensive examination in order to complete the degree requirements. Students must maintain a CGPA of 3.0 for the conferment of the degree.

Required Course

Accounting

ACC501* Advanced Financial Accounting

*for BS Joint (Honors) students only

Economics

ECO405 Seminar in Economic Policy

Finance

FIN502 Strategic Financial Management

FIN510 Investment Analysis*

*for BS Joint (Honors) students only

Management

MAN501 Total Quality Management

MAN508 Comparative Management

Management Information Systems

MIS501 Information Systems Management

MIS502 Electronic Commerce

Marketing

MKT402 Marketing Management*

MKT501 Strategic Marketing and Planning

*for BS Joint (Honors) students only

Business Elective Courses

Majors in Accounting*

ACC502 Advanced Managerial Accounting

ACC505 Auditing

ACC506 Analysis of Financial Statements

*for BBA (Honors) students only

Majors in Finance and Banking*

FIN503 Corporate Finance
FIN504 International Finance
FIN505 Treasury and Fund Management
FIN506 Invest. Banking and Security Analysis
FIN507 Portfolio Management
FIN508 Risk Management
FIN509 Financial Derivatives
FIN510 Investment Analysis
FIN512 Money and Capital Markets
FIN513 Project Appraisal
FIN514 Asset Liability Management

*for BBA (Honors) students only

Majors in Human Resource Management

HRM501 Recruitment and Selection
HRM502 Industrial Relations and Labour Laws
HRM503 Employee Training and Development
HRM504 Negotiation Skills & CB
HRM505 Org. Change and Development
HRM506 Strategic HRM
HRM507 Public Relations and Event Mgmt.
HRM508 Salary and Compensation
HRM509 Leadership Studies
HRM510 Personnel Development
HRM511 Performance Appraisal and Mgmt.

Majors in Management Information Systems

MIS503 System Analysis and Design
MIS504 Oracle/Developer 2000
MIS505 Software Engineering
MIS506 Data Communication & Networking
MIS507 Relational Database Mgmt. Systems
MIS508 Programming in C ++
MIS509 Software Project Management
MIS521 Record Management
MIS522 Business Information Systems
MIS523 Decision Systems
MIS524 Decision Support Systems
MIS525 Enterprise Systems
MIS526 Enterp. Resource Planning Systems
MIS527 Information Security
MIS528 Advanced Information Security
MIS530 Information Systems Research
MIS532 New Perspectives on Org. Info. Syst.

Majors in Marketing

- MKT502 Packaging, Printing & Graphic Design
- MKT504 Advertising
- MKT505 Industrial Marketing
- MKT506 International Marketing
- MKT507 Services Marketing
- MKT508 Personal Selling
- MKT509 Consumer Behavior
- MKT510 Direct Marketing and Sales Promotion
- MKT511 Brand Management
- MKT512 Export Marketing
- MKT513 Media Planning
- MKT515 Print Media
- MKT516 Electronic Media
- MKT517 Media Marketing
- MKT518 Role of Media in World Affairs
- MKT519 Marketing of Financial Services
- MKT520 Merchandising and Sales Promotion
- MKT521 Distribution and Channel Mgmt.
- MKT527 Integrated Marketing Comm.

Majors in Supply Chain and Logistics Management

- SCM501 Supply Chain Management
- SCM502 ERP Systems Design and Impl.
- SCM503 Strategic Supply Chain Management
- SCM504 Procurement and Inventory Mgmt.
- SCM505 Storage and Warehouse Techniques
- SCM506 Transportation Techniques & Mgmt.

Students must take a minimum load of twelve credit hours (four courses) or a maximum load of eighteen credit hours (six courses) in a semester. Full load of six courses can be taken each in the Fall and Spring semesters with an option for fewer courses in the latter and making up the short fall in Summer session.



Abdullah Aziz
President, EPS, BBA (Honors)

Never had I thought that I would be honored with the Presidency of one of the most prestigious societies in IoBM. I got a chance to explore the creative and leadership skills I had at CBM. The four years I've spent in CBM have been like a journey, something new and something exciting. I have been able to network with people from all diversities which is an experience in itself and I have learned more from them than anybody else. IoBM is a place where I have spent time living and it is a major part of my life. I can never and will never forget my life at IoBM.

Course Structure

Semester One

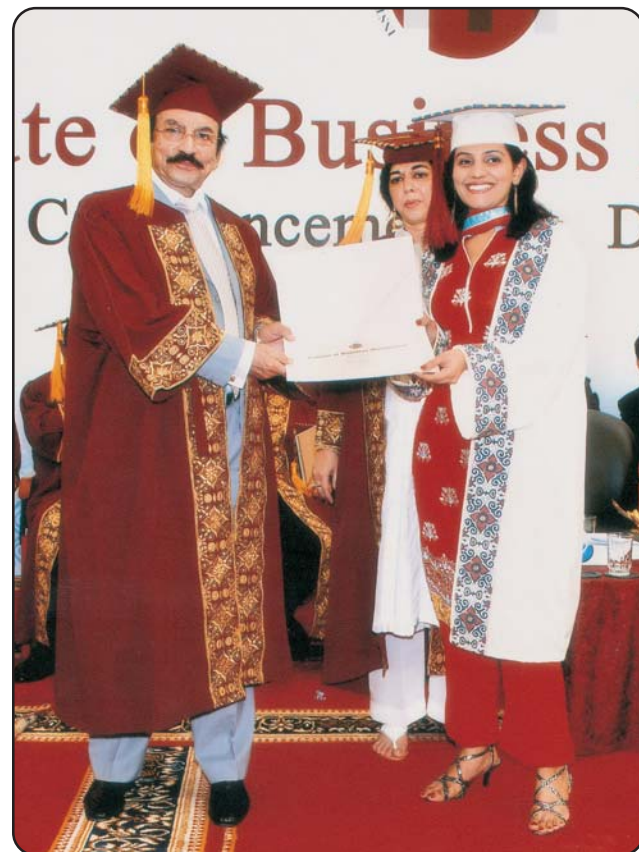
- Advanced Financial Accounting*
- Investment Analysis**
- Strategic Financial Management
- Total Quality Management
- Strategic Marketing and Planning*
- Marketing Management**
- Elective I
- Elective II

* for BBA (Honors) students only

** for BS Joint (Honors) students only

Semester Two

- Seminar in Economic Policy
- Comparative Management
- Information Systems Management
- Electronic Commerce
- Elective III
- Elective IV



Syed Qaim Ali Shah, Chief Minister of Sindh, awarding Merit Certificate to an MBA student at Convocation, 2009

MBA ADVERTISING AND MEDIA MANAGEMENT AFTER BBA (HONORS) (ONE-YEAR) PROGRAM

The BBA (Honors) programs are the route to Masters in Advertising and Media Management. For those students who have obtained their BBA (Honors) degree from CBM, the MBA program is of a shorter duration. Exemption is offered for a number of courses and the required course load of a two-year regular MBA is reduced from a 78 credit hour program to a 36 credit hour program, to be completed in two regular semesters. A student is required to take 12 courses of 3 credit hours each and clear the comprehensive examination in order to complete the degree requirements. Students must maintain a CGPA of 3.0 for the conferment of the degree.

Required Courses

Accounting

ACC501 Advanced Financial Accounting

Advertising

ADV504 Advertising Management & Strategy
ADV505 Creative Planning and Development

Law

LAW405 Media Law and Business Ethics

Management

MAN501 Total Quality Management
MAN508 Comparative Management

Marketing

MKT501 Strategic Marketing and Planning
MKT509 Consumer Behavior
MKT511 Brand Management
MKT513 Media Planning
MKT515 Print Media
MKT516 Electronic Media
MKT518 Role of Media in World Affairs
MKT522 Introduction to Media in Pakistan
MKT526 Public Relations & Event Management
MKT527 Integrated Marketing Communication
MKT535 Media Research & Public Opinion

Media

MMM423 Specialized Communication Skills
MMM429 Digital Media

Course Structure for MBA Advertising Management

Semester One

Advertising Management and Strategy
Brand Management
Public Relations and Event Management
Digital Media
Consumer Behavior
Media Planning

Semester Two

Integrated Marketing Communication
Creative Planning and Development
Advanced Financial Accounting
Comparative Management
Strategic Marketing and Planning
Total Quality Management

Course Structure for MBA Media Management

Semester One

Introduction to Media in Pakistan
Print Media
Electronic Media
Brand Management
Comparative Management
Advertising Management and Strategy

Semester Two

Public Relations and Event Management
Media Research and Public Opinion
Specialized Communication Skills
Digital Media
Media Law and Business Ethics
Role of Media in World Affairs

MBA AFTER BS COMPUTER SCIENCE (ONE YEAR) PROGRAM

This degree program is offered to students who have completed their BS (Computer Science) four-year program and want to decide on a career in the area of Business Administration.

It requires a completion of 15 courses of 3 credit hours each and the comprehensive examination in order to complete the degree requirements. Students are required to maintain a minimum CGPA of 3.0 for the conferment of the degree.

Foundation Courses

Communication

COM402 Business Communication

Law

LAW401 Business Law

Social Sciences

SSC401 Business Ethics

Core Business Courses

Accounting

ACC401 Intro. to Managerial & Cost Accounting

Finance

FIN404 Financial Management

Management

MAN402 Organizational Behavior
MAN403 Entrep. & Small Business Management
MAN405 Strategic Management
MAN501 Total Quality Management

Marketing

MKT402 Marketing Management
MKT404 Methods in Business Research

Business Elective Courses

Majors in Accounting

ACC501 Advanced Financial Accounting
ACC502 Advanced Managerial Accounting
ACC504 Accounting Information Systems
ACC505 Auditing

Majors in Finance and Banking

FIN502 Strategic Financial Management
FIN503 Corporate Finance
FIN504 International Finance
FIN505 Treasury and Fund Management
FIN506 Invest. Banking and Security Analysis
FIN507 Portfolio Management
FIN508 Risk Management
FIN509 Financial Derivatives
FIN510 Investment Analysis
FIN511 Analysis of Financial Statements
FIN512 Money and Capital Markets
FIN513 Project Appraisal
FIN514 Asset Liability Management

Majors in Human Resource Management

HRM501 Recruitment and Selection
HRM502 Industrial Relations & Labour Laws
HRM503 Employee Training & Development
HRM504 Negotiation Skills & CB
HRM505 Organizational Change & Dev.
HRM506 Strategic HRM
HRM507 Public Relations & Event Mgmt.
HRM508 Salary and Compensation
HRM509 Leadership Studies
HRM510 Personnel Development

HRM511 Performance Appraisal and Mgmt.

Majors in Management

MAN502* Business Process Re-engineering
MAN504 Business Balanced Scorecard
MAN507 Business Etiquette
MAN508 Comparative Management

* Accepted as elective under all disciplines.

Majors in Management Information Systems

MIS502 Electronic Commerce
MIS504 Oracle/Developer 2000
MIS507 Relational Database Mgmt. Systems
MIS509 Software Project Management
MIS521 Record Management
MIS522 Business Information Systems
MIS523 Decision Systems
MIS524 Decision Support Systems
MIS525 Enterprise Systems
MIS526 Enterp. Resource Planning Systems

Institute of Business Management

MIS 527	Information Security
MIS 528	Advanced Information Security
MIS 530	Information Systems Research
MIS 532	New Perspectives on Org. Info. Systems

Majors in Marketing

MKT501	Strategic Marketing and Planning
MKT502	Packaging, Printing & Graphic Design
MKT504	Advertising
MKT505	Industrial Marketing
MKT506	International Marketing
MKT507	Services Marketing
MKT508	Personal Selling
MKT509	Consumer Behavior
MKT510	Direct Marketing and Sales Promotion
MKT511	Brand Management
MKT512	Export Marketing
MKT513	Media Planning
MKT514	Public Relations and Event Mgmt.
MKT519	Marketing of Financial Services
MKT520	Merchandising and Sales Promotion
MKT521	Distribution and Channel Mgmt.
MKT527	Integrated Marketing Comm.

Majors in Supply Chain and Logistics Management

SCM501	Supply Chain Management
SCM502	ERP Systems Design & Impl.
SCM503	Strategic Supply Chain Management
SCM504	Procurement and Inventory Mgmt.
SCM505	Storage and Warehouse Techniques
SCM506	Transportation Techniques and Mgmt.

Course Structure

Semester One

Introduction to Managerial and Cost Accounting
Business Communication
Organizational Behavior
Total Quality Management
Marketing Management
Business Ethics

Semester Two

Financial Management
Business Law
Entrepreneurship & Small Business Management
Strategic Management
Methods in Business Research

Semester Three

Elective I
Elective II
Elective III
Elective IV



Students singing National Anthem at Convocation, 2009

MBA FINANCE AND RISK MANAGEMENT AFTER BBA / BS (JOINT HONORS) (ONE YEAR) PROGRAM

MBA Finance and Risk Management (one year program), requires completion of 36 credit hours of course work comprising 12 courses (3 credit hours each). Students require maintaining 3.0 CGPA on a scale of 4 for the conferment of the degree.

Required Courses

Economics

ECO408 Applied Financial Economics

Finance

FIN511 Analysis of Financial Statements

Finance and Risk Management

FRM401 Principles of Risk Management
FRM402 Computational Methods in Risk
FRM403 Introduction to Financial Risk Mgmt.
FRM404 Risk Financing Techniques
FRM405 Advanced Financial Risk Mgmt.

Mathematics

MTH409 Financial Mathematics I
MTH410 Financial Mathematics II

Social Sciences

SSC405 Business Ethics and Financial Resp.

Elective Courses

Finance and Risk Management

FRM501 Property Risk Management
FRM502 Management of Insurance Institutions
FRM503 Corporate Risk Management
FRM504 Theory of Risk and Insurance

Course Structure

Semester One

Financial Mathematics I
Principles of Risk Management
Computational Methods in Risk
Business Ethics and Financial Responsibility

Semester Two

Introduction to Financial Risk Management
Financial Mathematics II
Applied Financial Economics
Elective I

Semester Three

Risk Financing Techniques
Advanced Financial Risk Management
Analysis of Financial Statements
Elective II



Syed Qaim Ali Shah, Chief Minister of Sindh, presenting Merit Certificate to a BBA (Honors) student

MBA MIS AND FINANCE (TWO YEAR) PROGRAM

MBA in MIS and Finance is an interdisciplinary degree designed for students who aspire to become business leaders in MIS and Finance. The program offers students both breadth and flexibility to cater to the needs of modern competitive market. Students learn the core concepts of modern business disciplines, such as marketing, human resource management, economics, accounting and quantitative finance, along with the solid computer skills needed to understand and apply the concepts successfully.

CBM's MBA in MIS and Finance is designed for students who have a background of a wide range of disciplines, such as commerce, engineering, law, science, medicine, arts and pharmacy.

MBA in MIS and Finance requires students to complete twenty-seven courses spread over four regular and one Summer semester. Students are required to complete 81 credit hours of course work and 2 credit hours of internship of at least six weeks in a firm approved by the College and an applied Finance project. Students must maintain a CGPA of 3.0 and clear the comprehensive examination for the conferment of the degree.

The program consists of three groups of courses: Foundation, Core and Electives.

Students who are weak in English and Communication skills are required to take an additional "Business English"* course to enhance their language skills to be at par with other students.

* Refer to course structure



Executive Director at the International Association of Universities Conference, Beirut, Lebanon

Foundation Courses

Communication

COM401	Business English*
COM402	Business Communication
COM403	Interpersonal Communication Skills

*less proficient students

Economics

ECO401	Micro and Macroeconomics
--------	--------------------------

Statistics

STA403	Statistics and Mathematics
STA404	Statistical Inference

Core Business Courses

Accounting

ACC401	Intro. to Managerial & Cost Acc.
ACC402	Introduction to Financial Accounting

Finance

FIN404	Financial Management
FIN501	Advanced Financial Management

Human Resource Management

HRM401	Human Resource Management
--------	---------------------------

Management

MAN407	Organizational Management
--------	---------------------------

Management Information Systems

MIS401	Computer Applications
--------	-----------------------

Marketing

MKT401	Principles of Marketing
MKT402	Marketing Management
MKT 404	Methods in Business Research

Business Elective Courses

The specialized courses are divided into two classes:

Management Information Systems

MIS404	Computer Programming Language
MIS405	Visual Basic
MIS406	Operations Research
MIS407	Programming in JAVA
MIS408	Web Page Dev. & Adobe Photoshop
MIS509	Software Project Management

Finance

FIN406	Financial Econometrics
FIN407	Financial Engineering
FIN503	Corporate Finance
FIN507	Portfolio Management
FIN508	Risk Management
FIN509	Financial Derivatives

Courses Structure

Semester One

Introduction to Financial Accounting
Business English*
Business Communication
Micro and Macroeconomics
Organizational Management
Principles of Marketing
Statistics and Mathematics

*less proficient students

Semester Two

Financial Management
Human Resource Management
Computer Applications
Marketing Management
Methods in Business Research
Statistical Inference

Semester Three (Summer Session)

Introduction to Managerial and Cost Accounting
Advanced Financial Management

Semester Four

Financial Econometrics
Corporate Finance
Financial Derivatives
Computer Programming Language
Operations Research
Software Project Management

Semester Five

Interpersonal Communication Skills
Financial Engineering
Portfolio Management
Risk Management
Visual Basic
Programming in JAVA
Web Page Development
Internship (2 credit hours)

Thesis

Applied Finance Project.



Executive Directors, Managers and Staff Members at Convocation, 2009

MBA (REGULAR) (TWO YEAR) PROGRAM

The challenging and inspiring MBA program provides graduates an in-depth focus on cutting edge issues in business.

This Master's program requires completion of 78 credit hours of course work, including 26 courses, 2 credit hours of internship of at least six weeks in a firm approved by the College and the comprehensive examination. Students must maintain a CGPA of 3.0 for the conferment of the degree. This program is designed for students with a background in a wide range of disciplines such as, commerce, engineering, law, science, medicine, arts and pharmacy.

Students can take a minimum load of 12 credit hours (four courses) or a maximum of eighteen credit hours (six courses) in a regular semester (Fall / Spring).

Students who are weak in English and Communication Skills are required to take an additional "Business English" course to enhance their language skills.

Foundation Courses

Communication

COM401	Business English*
COM402	Business Communication
COM403	Interpersonal Communication Skills

*less proficient students

Economics

ECO403	Macroeconomics
ECO404	Micro and Managerial Economics
ECO405	Seminar in Economic Policy

Law

LAW401	Business Law
--------	--------------

Social Sciences

SSC401	Business Ethics
--------	-----------------

Statistics

STA403	Statistics and Mathematics
STA404	Statistical Inference

Core Business Courses

Accounting

ACC401	Intro. to Managerial & Cost Acc.
ACC402	Introduction to Financial Accounting

Finance

FIN404	Financial Management
FIN501	Advanced Financial Management

Human Resource Management

HRM401	Human Resource Management
--------	---------------------------

Management

MAN401	Principles of Management
MAN402	Organizational Behavior
MAN405	Strategic Management

Management Information Systems

MIS401	Computer Applications
MIS502	Electronic Commerce

Marketing

MKT401	Principles of Marketing
MKT402	Marketing Management
MKT404	Methods in Business Research

Elective Business Courses*

*Refer to Page No. 67.



Dr. Javed Laghari, Dr. S. M. Qureshi, President IoBM and Mr. Nisar Ahmed Siddiqui at 2nd International Conference on Promoting Socio-Economic Development of Sindh, 2010

Courses Structure

Semester One

Introduction to Financial Accounting
Business English*
Business Communication
Macroeconomics
Principles of Management
Principles of Marketing
Statistics and Mathematics

*less proficient students

Semester Two

Financial Management
Organizational Behavior
Computer Applications
Marketing Management
Methods in Business Research
Statistical Inference

Semester Three

Introduction to Managerial and Cost Accounting
Micro and Managerial Economics
Advanced Financial Management
Human Resource Management
Business Law
Electronic Commerce
Business Ethics

Semester Four

Interpersonal Communication Skills
Seminar in Economic Policy
Strategic Management
Elective I / Sales Management*
Elective II
Elective III
Elective IV
Internship (2 credit hours)

*Sales Management is a compulsory course for students who wish to do majors in Marketing. These students will be required to take three electives instead of four.



Marketing Society with the Guest Speaker

MBA (REGULAR) (THREE YEAR) PROGRAM

This Master's Program requires completion of 108 credit hours of course work, including 36 courses, 2 credit hours of internship of at least six weeks in a firm approved by the College and to clear the comprehensive examination. Students must maintain a CGPA of 3.0 for the conferment of the degree. The program is designed for students who have passed BA/BCom/ BSc or 2-Year Bachelor's degree recognized by the Higher Education Commission of Pakistan.

Students can take a minimum load of 12 credit hours (four courses) or a maximum of eighteen credit hours (six courses) in a regular semester (Fall & Spring). Students who are weak in English and Communication Skills are required to take an additional "Business English" course to enhance their language skills.

Foundation Courses

Communication

COM401	Business English*
COM402	Business Communication
COM403	Interpersonal Communication Skills

*less proficient students

Economics

ECO403	Macro Economics
ECO404	Micro and Managerial Economics
ECO405	Seminar in Economic Policy

Law

LAW402	Corporate Law
--------	---------------

Mathematics & Statistics

MTH400	Mathematics for Business
STA401	Quantitative Business Analysis
STA404	Statistical Inference

Core Business Courses

Accounting

ACC401	Intro. to Mgrl. and Cost Accounting
ACC402	Introduction to Financial Accounting

Finance

FIN404	Financial Management
FIN503	Corporate Finance

Human Resource Management

HRM401	Human Resource Management
HRM505	Org. Change and Development
HRM506	Strategic Human Resource Mgmt.

Management

MAN401	Principles of Management
MAN402	Organizational Behavior
MAN403	Entrep. & Small Business Mgmt.
MAN405	Strategic Management
MAN406	Production and Operations Mgmt.
MAN411	Project Management
MAN413	Corporate Social Responsibility
MAN416	Corporate Governance
MAN501	Total Quality Management

Management Information Systems

MIS410	Business & Information Technology
MIS512	Management Information Systems

Marketing

MKT401	Principles of Marketing
MKT402	Marketing Management
MKT404	Methods in Business Research
MKT501	Strategic Marketing and Planning
MKT509	Consumer Behavior

Elective Business Courses*

*Refer to Page No. 67.



Syed Qaim Ali Shah, Chief Minister of Sindh awarding degree to a BBA (Honors) graduate

Course Structure

Semester One

Introduction to Financial Accounting
Business English*
Business Communication
Macroeconomics
Principles of Management
Business & Information Technology
Mathematics for Business

*less proficient students

Semester Two

Introduction to Managerial and Cost Accounting
Interpersonal Communication Skills
Micro and Managerial Economics
Corporate Social Responsibility
Principles of Marketing
Quantitative Business Analysis

Semester Three

Financial Management
Corporate Law
Organizational Behavior
Marketing Management
Consumer Behavior
Statistical Inference

Semester Four

Corporate Finance
Human Resource Management
Production and Operations Management
Total Quality Management
Management Information Systems
Methods in Business Research

Semester Five

Organizational Change and Development
Strategic Human Resource Management
Entrepreneurship & Small Business Mgmt.
Strategic Marketing and Planning
Elective I
Elective II

Semester Six

Seminar in Economic Policy
Project Management
Corporate Governance
Strategic Management
Elective III
Elective IV
Internship (2 credit hours)



Mr. Muhammad Sharif, Member, Board of Governors, awarding Gold Medal to an MBA graduate at Convocation, 2009

MBA (EXECUTIVE) (TWO YEAR) PROGRAM

In addition to the regular MBA program, an executive MBA program is offered on the weekend to accommodate working professionals. Its curriculum is current/ updated and comprehensive providing all the tools and techniques suited to the needs of mid-career and senior level executives.

Enrollment in the executive program requires a minimum load of 6 credit hours (2 courses) and the maximum load of 12 credit hours (4 courses) in each of the 3 sessions (Fall, Spring, Summer). MBA (Executive) students in the regular program sponsored by their organizations are not required to take up an internship.

The program consists of three groups of courses: Foundation, Core and Electives.

Foundation Courses

Communication

COM401	Business English*
COM402	Business Communication
COM403	Interpersonal Communication Skills

*less proficient students

Economics

ECO403	Macroeconomics
ECO404	Micro and Managerial Economics
ECO405	Seminar in Economic Policy

Law

LAW401	Business Law
--------	--------------

Social Science

SSC401	Business Ethics
--------	-----------------

Statistics

STA403	Statistics and Mathematics
STA404	Statistical Inference

Core Business Courses

Accounting

ACC401	Intro. to Managerial & Cost Accounting
ACC402	Introduction to Financial Accounting

Finance

FIN404	Financial Management
FIN501	Advanced Financial Management

Human Resource Management

HRM401	Human Resource Management
--------	---------------------------

Management

MAN401	Principles of Management
MAN402	Organizational Behavior
MAN405	Strategic Management

Management Information Systems

MIS401	Computer Applications
MIS502	Electronic Commerce

Marketing

MKT401	Principles of Marketing
MKT402	Marketing Management
MKT404	Methods in Business Research



BBA Students entering the Marque at Convocation, 2009

Business Elective Courses*

*Refer to Page No. 67.

Course Structure

Semester One

Introduction to Financial Accounting
Business English*
Business Communication
Principles of Marketing
Statistics and Mathematics
*less proficient students

Semester Two

Macroeconomics
Principles of Management
Marketing Management
Statistical Inference

Semester Three

Introduction to Managerial and Cost Accounting
Financial Management
Organizational Behavior
Computer Applications

Semester Four

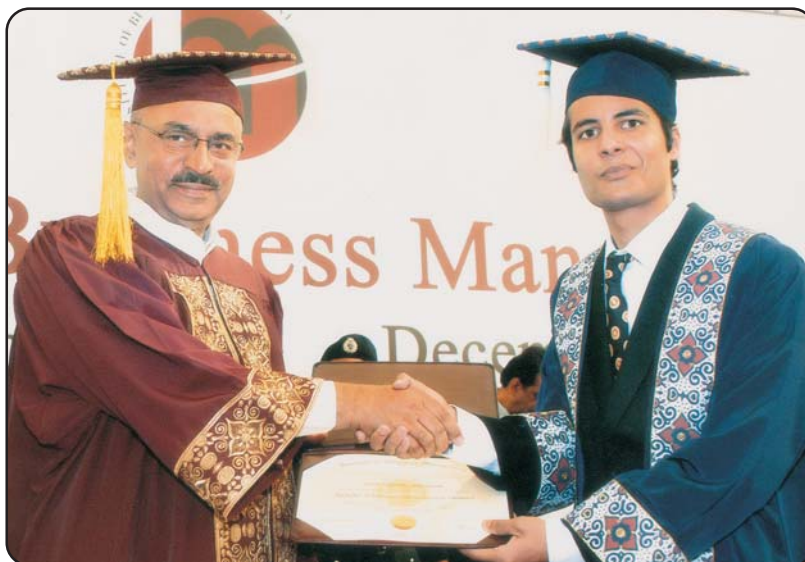
Advanced Financial Management
Human Resource Management
Business Law
Methods in Business Research

Semester Five

Interpersonal Communication Skills
Micro and Managerial Economics
Electronic Commerce
Business Ethics

Semester Six

Seminar in Economic Policy
Strategic Management
Elective I
Elective II
Elective III
Elective IV



Mr. Nisar Ahmed Khuhro, Speaker Sindh Assembly, awarding degree to a BBA (Honors) student

MBA HEALTH AND HOSPITAL MANAGEMENT (TWO YEAR) PROGRAM

The program is geared to professionals who aspire to be health care managers. This is a specialized program that amalgamates management skills and knowledge of economics, finance, statistics, and epidemiology and health policy, relevant to those working within the private and government sectors. The program has an integrated and multidisciplinary approach in preparing graduates for the provision of necessary expertise to manage health services most effectively and develop technically competent and socially sensitive managers for leadership roles in hospitals, health systems management, pharmaceutical industries and population programs. The teaching methodology includes case studies and research projects.

The two-year MBA-Health Management Program is designed to provide students with ten business core courses and an opportunity to select four/five business electives. The business core courses provide students with a sound management base, while the business base is complemented by four core Health Management courses and six/seven Health electives (amongst a choice of twenty two listed health electives). A supervised research project of three credit hours provides students with an opportunity to apply curricular concepts and hand-on skills to provide solutions to the problems that occur in an organizational setting.

The semester structure integrates complementing health core and elective courses providing a concentrated approach that gives students an opportunity to relate and draw parallels between health and business courses.

The Program

The two-year MBA—Health Management (Health Services, Hospital, and Pharmaceutical Management) program is offered on weekends. Students are required to complete 24 courses of 3 credit hours each in order to fulfill the degree requirements. Students must maintain a 3.0 CGPA for the conferment of the degree.

The courses are divided into three modules:

1. Health Services Management
2. Hospital Administration
3. Pharmaceutical Administration

Students weak in English and Communication Skills are required to take an additional “Business English” course to enhance their language skills.

Core Business Courses

Accounting

- ACC401 Intro. to Managerial & Cost Acc.
ACC402 Introduction to Financial Accounting

Communication

- COM401 Business English*
COM402 Business Communication
COM403 Interpersonal Communication Skills
*less proficient students

Economics

- ECO401 Micro and Macroeconomics

Finance

- FIN404 Financial Management

Human Resource Management

- HRM401 Human Resource Management

Management

- MAN401 Principles of Management
MAN402 Organizational Behavior

Management Information Systems

- MIS401 Computer Applications

Marketing

- MKT401 Principles of Marketing

Elective Business Courses*

*Refer to Page No. 67.

Core Health Courses

MHM401	Intro. to Health Policy, Plan. & Mgmt.
MHM402	Quantitative Analysis
MHM403	Health Mgmt. Information Systems
MHM404	Research and Survey Methodology
MHM517	Research Project (3 credit hours)

Elective Health Courses

MHM501	Pharmaceutical Branding
MHM502	Health Economics
MHM503	Financial Mgmt. of Health Services
MHM504	Strategic Mgmt. of Health Services
MHM505	Concepts of Primary Health Care
MHM506	Managing Professional Health Care
MHM507	Introduction to Epidemiology
MHM508	Pharma. Mkt. & Quality Assurance
MHM509	Marketing of Health Services
MHM510	Intro. to Demography Methods
MHM511	Population and Health
MHM512	Economics & Mgmt. of Pharma. Ind.
MHM513	Managing Physicians
MHM514	Env. Health Assessment & Mgmt.
MHM515	Hospital Administration
MHM516	Health Program Evaluation
MHM518	Regulatory Affairs at Healthcare Ind.
MHM519	Financial App. in Pharma. Marketing
MHM520	Product Management
MHM521	Pharmaceutical Sales Management
MHM522	Project Mgmt. of Health Services.
MHM523	Health Ethics

Course Structure

Semester One

Business English*
 Business Communication
 Principles of Management
 Quantitative Analysis
 Computer Applications
 *less proficient students

Semester Two

Introduction to Health Policy, Planning and Mgmt.
 Micro and Macroeconomics
 Principles of Marketing
 Research and Survey Methodology

Semester Three

Introduction to Financial Accounting
 Organizational Behavior
 Health Management Information Systems
 Health Elective I

Semester Four

Introduction to Managerial Accounting
 Financial Management
 Human Resource Management
 Health Elective II

Semester Five

Business Elective I
 Business Electives II
 Health Elective III
 Health Elective IV

Semester Six

Business Elective III
 Business Elective IV
 Interpersonal Communication Skills
 Research Project (3 credit hours)



Executive Director and Coordinator MHM at "I am Prohealth" bicycling activity to celebrate World Health Day 2010

MBA ADVERTISING AND MEDIA MANAGEMENT (TWO YEAR) PROGRAM

What makes the two programs common is that students of both Advertising Management and Media Management take 16 courses out of 24 courses together. The difference between the two programs is that of choosing one out of the two sets of electives. Those who take an additional eight courses pertaining to electives of Media Management may be eligible for MBA Media Management and those who take eight elective courses related to the Advertising group may become eligible for MBA Advertising Management.

Accounting

ACC402 Introduction to Financial Accounting

Communication

COM402 Business Communication

Economics

ECO401 Micro and Macroeconomics

Finance

FIN404 Financial Management

Human Resource Management

HRM401 Human Resource Management

Management

MAN401 Principles of Management
MAN402 Organizational Behavior

Management Information Systems

MIS401 Computer Applications

Marketing

MKT401 Principles of Marketing
MKT404 Methods in Business Research
MKT509 Consumer Behavior
MKT515 Print Media
MKT516 Electronic Media
MKT522 Introduction to Media in Pakistan

Statistics

STA403 Statistics and Mathematics

Elective Courses

Advertising

ADV401 Principles of Advertising
ADV403 Int'l. Advertising and Promotions
ADV504 Advertising Management & Strategy
ADV505 Creative Planning and Development

Law

LAW405 Media Law and Business Ethics

Management Information Systems

MIS511 E-Commerce, Web Design & Graphic Designing

Marketing

MKT511 Brand Management
MKT513 Media Planning
MKT518 Role of Media in World Affairs
MKT524 Multimedia and Film Production
MKT526 Public Relations and Event Mgmt.
MKT527 Integrated Marketing Communication
MKT535 Media Research and Public Opinion

Media Management

MMM427 Citizen Journalism
MMM428 Script Writing
MMM429 Digital Media
MMM430 Time, Priorities and Conflict Mgmt.



A view of Jashn-e-Baharaan at IoBM

Course Structure

Common Courses

Semester One

Business Communication
Principles of Management
Computer Applications
Introduction to Media in Pakistan

Semester Two

Organizational Behavior
Principles of Marketing
Principles of Advertising
Statistics and Mathematics

Semester Three

Introduction to Financial Accounting
Micro and Macroeconomics
Methods in Business Research
Electronic Media

Semester Four

Financial Management
Human Resource Management
Consumer Behavior
Print Media

Elective Courses for MBA Advertising Management

Semester Five

International Advertising and Promotions
Advertising Management and Strategy
Public Relations and Event Management
Digital Media

Semester Six

Creative Planning and Development
Brand Management
Media Planning
Integrated Marketing Communication

Elective Courses for MBA Media Management

Semester Five

Multimedia and Film Production
Media Research in Public Opinion
Citizen Journalism
Script Writing

Semester Six

Media Law and Business Ethics
E-Commerce, Web Design & Graphic Designing
Role of Media in World Affairs
Time, Priorities and Conflict Management



Mrs. Shahjehan S. Karim presenting a lucky draw gift to an alumna at Alumni Dinner, 2010

MBA EDUCATIONAL MANAGEMENT (TWO YEAR) PROGRAM

This is a weekend program which requires completion of 72 credit hours of course work, including 24 courses of 3 credit hours each spread over six consecutive semesters (two-year). Students must maintain a CGPA of 3.0 for the conferment of the degree. The course structure is subject to change in compliance with the HEC requirements. The course is particularly designed for schools and school system manager, administrators, principals and coordinators.

Students can take a minimum load of 6 credit hours (two courses) or maximum of 12 credit hours (four courses) in each of the 3 semesters (Fall, Spring and Summer). Summer internship is not required in this program.

Foundation Courses

Communication

COM401 Business English*
COM402 Business Communication

*less proficient students

Social Sciences

SSC402 Introduction to Psychology
SSC403 Social Psychology

Statistics

STA400 Quantitative Techniques

Core Business Courses

Accounting

ACC402 Introduction to Financial Accounting

Educational Management

EDM401 Introduction to Education Mgmt.
EDM404 Economics of Education
EDM406 Education Law & Policy in Pakistan
EDM408 Career Planning and HRM in Edu.
EDM410 Financing Education
EDM412 Marketing Education Services
EDM414 Strategic Mgmt. Issues in Education
EDM416 Comparative Education Systems

Finance

FIN404 Financial Management

Human Resource Management

HRM401 Human Resource Management

Management

MAN401 Principles of Management
MAN402 Organizational Behavior
MAN405 Strategic Management

Management Information Systems

MIS400 Computer Applications and System

Marketing

MKT401 Principles of Marketing
MKT405 Research Methods



Mrs. Sabina Mohsin, Executive Director and Organizers of 2nd International Conference on Socio Economic Development of Sindh

Business Elective Courses

Economics

ECO501 Theory of Economic Policy

Educational Management

EDM501 Educational Leadership & Org. Dev.
EDM502 Managing Higher Education Systems
EDM503 Quality Improvement and Effectiveness in Education
EDM504 Managing Schools & School Systems
EDM505 Industrial Relations in Edu. Sector
EDM506 Training Systems
EDM507 Islamic Education System
EDM508 Knowledge Management

Law

LAW501 Business Law and Ethics

Social Sciences

SSC501 Epistemology and Moral Philosophy

Course Structure

Semester One

Business English*
Introduction to Education Management
Principles of Management
Principles of Marketing
Introduction to Psychology

*less proficient students

Semester Two

Introduction to Financial Accounting
Business Communication
Computer Applications and System
Quantitative Techniques

Semester Three

Financial Management
Human Resource Management
Organizational Behavior
Research Methods

Semester Four

Economics of Education
Education Law and Policy in Pakistan
Strategic Management
Social Psychology

Semester Five

Career Planning and HRM in Education
Financing Education
Marketing Education Services
Strategic Management Issues in Education

Semester Six

Comparative Education Systems
Elective I
Elective II
Elective III



Valedictorian addressing the audience at Convocation, 2009

MASTER IN EDUCATION MANAGEMENT (TWO YEAR) PROGRAM

Institute of Business Management offers the first-of-its-kind Master's Program in Education Management which is relevant to professionals in the educational sector. The program is particularly designed for school system managers, administrators, principals and coordinators in the public and private sector. The program provides an intellectual foundation for the future development of education management career, develops teachers and administrators as professionals and enhances management knowledge, understanding and skills through the application of theory and research to improve educational practice. The program is designed for students who have passed a two-year Bachelor's degree.

This is a weekend program which requires completion of 72 credit hours of course work, including 24 courses of 3 credit hours each spread over six consecutive semesters (two-year). Students must maintain a CGPA of 3.0 for the conferment of the degree.

Required Courses

Communication

COM408	Critical Thinking and Reading
COM409	Proposal Writing
COM410	Literature Review
COM411	Thesis Writing

Educational Management

EDM408	Career Planning & HRM in Education
EDM416	Comparative Education Systems
EDM419	Managing Teaching and Learning
EDM420	Academic Writing and Seminar Skills
EDM421	ICT in Education
EDM422	Developing & Managing Financial and Material Resources
EDM424	Teacher Education
EDM425	Developing Leadership & Mgmt.Skills
EDM426	Curriculum Mgmt.& Planned Change
EDM427	Research Methods in Education I
EDM428	Research Methods in Education II
EDM429	Marketing Management in Edu.
EDM430	Education Policy, Planning and Management of Change
EDM431	Writing & Presenting Edu. Research
EDM432	Data Collection
EDM433	Seminar

Social Sciences

SSC406	Psychology and Learning
--------	-------------------------

Elective Courses

Educational Management

EDM414	Strategic Management Issues in Edu.
EDM502	Managing Higher Education Systems
EDM504	Managing Schools & School Systems
EDM509	Managing Early Child Development
EDM510	Educators as Project Managers
EDM511	Lifelong Learning in Changing Contexts

Course Structure

Semester One

Psychology and Learning
Managing Teaching and Learning
Teacher Education
Academic Writing and Seminar Skills

Semester Two

Developing Leadership and Management Skills
Curriculum Management and Planned Change
Critical Thinking and Reading
Research Methods in Education I (Qualitative)

Semester Three

Comparative Educational Systems
ICT in Education
Marketing Management in Education
Research Methods in Education II (Quantitative)

Semester Four

Career Planning and HRM in Education
Developing & Managing Fin. & Material Resources
Education Policy, Planning & Mgmt. of Change
Writing and Presenting Educational Research

Semester Five

Proposal Writing
Literature Review
Data Collection
Thesis Writing

Semester Six

Seminar
Elective I
Elective II
Elective III

MBA FINANCE AND RISK MANAGEMENT (TWO YEAR) PROGRAM

Financial Managers are expected to have knowledge of principles and practices of Financial Risk Management. Therefore, MBA in Finance and Risk Management (two-year) program is designed to cover all dimensions of Risk Management and Finance including recent development in Corporate Risk Management, Sustainable Risk and Risk Financing techniques. Students will learn how to choose alternative techniques to reduce exposure and risks and implement a risk-assessment tool to evaluate future risks. They will also learn implementation and monitoring of selected techniques. The Master's Program requires completion of 72 credit hours of course work comprising 24 courses. Students require maintaining 3.0 CGPA on a scale of 4 for the conferment of degree.

Required Courses

Accounting

ACC401	Intro. to Managerial & Cost Acc.
ACC402	Intro. to Financial Accounting

Communication

COM402	Business Communication
--------	------------------------

Economics

ECO401	Micro and Macroeconomics
ECO409	Financial Economics

Finance

FIN404	Financial Management
FIN501	Advanced Financial Management
FIN511	Analysis of Financial Statements

Finance and Risk Management

FRM401	Principles of Risk Management
FRM402	Computational Methods in Risk
FRM403	Introduction to Financial Risk Mgmt.
FRM404	Risk Financing Techniques
FRM405	Advanced Financial Risk Mgmt.

Law

LAW403	Business and Insurance Law
--------	----------------------------

Management

MAN401	Principles of Management
MAN405	Strategic Management
MAN421	Organizational Behavior and HRM

Marketing

MKT401	Principles of Marketing
--------	-------------------------

Mathematics

MTH409	Financial Mathematics I
MTH410	Financial Mathematics II

Social Sciences

SSC405	Business Ethics & Financial Resp.
--------	-----------------------------------

Statistics

STA402	Model and Inferences
--------	----------------------

Elective Courses

Finance and Risk Management

FRM501	Property Risk Management
FRM502	Mgmt. of Insurance Institutions
FRM503	Corporate Risk Management
FRM504	Theory of Risk and Insurance



Mr. Javed Jabbar hosting a talk show "Jamhoor"

Course Structure

Semester One

Introduction to Financial Accounting
Business Communication
Principles of Management
Model and Inferences

Semester Two

Micro and Macroeconomics
Financial Management
Principles of Marketing
Financial Mathematics I

Semester Three

Introduction to Managerial and Cost Accounting
Principles of Risk Management
Computational Methods in Risk
Financial Mathematics II

Semester Four

Advanced Financial Management
Introduction to Financial Risk Management
Business and Insurance Law
Organizational Behavior and HRM

Semester Five

Financial Economics
Analysis of Financial Statements
Business Ethics and Financial Responsibility
Elective I

Semester Six

Risk Financing Techniques
Advanced Financial Risk Management
Strategic Management
Elective II



A talk show organized for a TV channel in the IoBM Auditorium

MBA ENVIRONMENTAL AND ENERGY MANAGEMENT (TWO YEAR) PROGRAM

IoBM offers the first of its kind MBA Environmental and Energy Management that aims to prepare future decision-makers in companies, government and non-governmental organizations for analyzing and acting in an environmentally proactive way when making decisions about policy, production and resource utilization.

The program is intended for graduates with a clear affinity for management and/or technology, as well as for decision-makers in companies, government and non-governmental organizations who wish to become environmental and energy specialists. This is a weekend program.

Entry Requirements

Applicants are required to have a four year Bachelor's degree in Agriculture, Architecture, Biology, Business Administration, Chemistry, Engineering, Commerce, Medical, Forestry, Geology, Geography, Microbiology, Public health, Liberal Arts and Environment Science.

Core Business Courses

Accounting

ACC402 Intro. to Financial Accounting

Communication

COM402 Business Communication

Statistics

STA404 Statistical Inference

Human Resource Management

HRM401 Human Resource Management

Management

MAN401 Principles of Management
 MAN402 Organizational Behavior
 MAN405 Strategic Management
 MAN411 Project Management
 MAN501 Total Quality Management

Marketing

MKT401 Principles of Marketing

Finance

FIN404 Financial Management

Environmental and Energy Management

EEM401 Environmental Issues & Management
 EEM402 Air and Noise Pollution Management
 EEM403 Energy Sources and Environment
 EEM404 Industrial & Municipal Waste Mgmt.
 EEM405 Renewable Energy & Energy Conserv.
 EEM406 Coastal Environment & Management
 EEM407 Green Technology and Energy Analysis
 EEM408 Safety, Health & Environmental Mgmt.
 EEM409 Risk and Disaster Management
 EEM410 Environmental Impact Assessment
 EEM411 Env. Rules, Laws & Regulations
 EEM412 Research and Survey Methodology

Elective Courses

Environmental and Energy Management

EEM501 Climatic Changes and its Impact
 EEM502 Natural Resources Management
 EEM503 Hospital Waste Management
 EEM504 Solid and Hazardous Waste Mgmt.
 EEM505 Energy Audit
 EEM506 Energy Conservation
 EEM507 Energy Planning
 EEM508 Environmental Ethics
 EEM509 Public Awareness for Environment & Energy Sector



President, IoBM presenting momento to Mr. Askari Taqvi, Minister of Environment at the Launch of MBA in Environment & Energy Management Program

Course Structure

Semester One

Environmental Issues and Management
Principles of Management
Business Communication
Air and Noise Pollution Management

Semester Two

Energy Sources and Management
Industrial & Municipal Waste Management
Introduction to Financial Accounting
Statistical Inference

Semester Three

Renewable Energy and Energy Conservation
Coastal Environment and Management
Principles of Marketing
Organizational Behavior

Semester Four

Green Technology and Energy Analysis
Safety Health and Environmental Management
Financial Management
Human Resource Management

Semester Five

Risk and Disaster Management
Environmental Impact Assessment
Strategic Management
Elective 1

Semester Six

Environmental, Rules, Laws and Regulations
Research and Survey Methodology
Elective II
Project



Muhammad Danial

BBA (Honors), Won 3rd Prize at All Pakistan Inter University Web Page Designing Competition and 3rd Prize in Photography by Governor of Sindh, Youth Festival, 2010."

Having an interest in Arts and Computers, I choose to study Business to collaborate my passion with the career. IoBM proved to be the best choice for me. It does not teach you the Business only, but encourages you to participate in lots of co-curricular activities to enhance your learning and creative skills. I had an access to learn Foreign Language in the institute, and went for French which again encouraged me to learn more. Therefore, I learnt Chinese and Arabic. My tenure at IoBM is a thoughtful learning experience, which did not only make me a good student but an avid learner.



Mr. Shaharyar Muhammad Khan, former Foreign Secretary and Chairman PCB delivering his Keynote speech at Convocation, 2009

MASTER IN EDUCATION MANAGEMENT (THREE YEAR) PROGRAM

Institute of Business Management offers the first-of- its- kind Master Program in Education Management which is relevant to professionals in the educational sector. The program is particularly designed for school system managers, administrators, principals and coordinators in the public and private sector. The program provides an intellectual foundation for the future development of education management careers, develops teachers and administrators as professionals and enhances management knowledge, understanding and skills through the application of theory and research to improve educational practice.

This is a weekend program which requires completion of 108 credit hours of course work, including 36 courses of 3 credit hours each spread over nine consecutive semesters (three-years). Students must maintain a CGPA of 3.0 for the conferment of the degree.

Required Courses

Communication

COM403	Interpersonal Communication Skills
COM406	Applied Linguistics
COM407	English Language Development
COM408	Critical Thinking and Reading
COM409	Proposal Writing
COM410	Literature Review
COM411	Thesis Writing

Educational Management

EDM408	Career Planning & HRM in Education
EDM415	Educational Philosophy and Ethics
EDM416	Comparative Education Systems
EDM417	Educational Counselling
EDM418	Testing
EDM419	Managing Teaching and Learning
EDM420	Academic Writing and Seminar Skills
EDM421	ICT in Education
EDM422	Developing & Managing Financial and Material Resources
EDM423	Reflective Inquiry in Education
EDM424	Teacher Education
EDM425	Developing Leadership & Mgmt.Skills
EDM426	Curriculum Mgmt.& Planned Change
EDM427	Research Methods in Education I
EDM428	Research Methods in Education II
EDM429	Marketing Management in Edu.
EDM430	Edu. Policy, Planning and Management of Change
EDM431	Writing & Presenting Edu. Research
EDM432	Data Collection
EDM433	Seminar

Management

MAN401	Principles of Mangement
MAN402	Organizational Behavior



Talk Show "Awam Ki Awaz" organized for a TV channel in the IoBM Auditorium

Institute of Business Management

Social Sciences

SSC402	Introduction to Psychology
SSC403	Social Psychology
SSC406	Psychology and Learning

Statistics

STA403	Statistics and Mathematics
--------	----------------------------

Elective Courses

Educational Management

EDM414	Strategic Management Issues in Edu.
EDM502	Managing Higher Education Systems
EDM504	Managing Schools & School Systems
EDM509	Managing Early Child Development
EDM510	Educators as Project Managers
EDM511	Lifelong Learning in Changing Contexts

Course Structure

Semester One

Introduction to Psychology
Educational Philosophy and Ethics
Applied Linguistics
English Language Development

Semester Two

Principles of Management
Social Psychology
Reflective Inquiry in Education
Interpersonal Communication Skills

Semester Three

Organizational Behavior
Statistics and Mathematics
Educational Counselling
Testing

Semester Four

Psychology and Learning
Managing Teaching and Learning
Teacher Education
Academic Writing and Seminar Skills

Semester Five

Developing Leadership and Management Skills
Curriculum Management and Planned Change
Critical Thinking and Reading
Research Methods in Education I (Qualitative)

Semester Six

Comparative Educational Systems
ICT in Education
Marketing Management in Education
Research Methods in Education II (Quantitative)

Semester Seven

Career Planning and HRM in Education
Developing & Managing Fin. & Material Resources
Education Policy, Planning & Mgmt. of Change
Writing and Presenting Educational Research

Semester Eight

Proposal Writing
Literature Review
Data Collection
Thesis Writing

Semester Nine

Seminar
Elective I
Elective II
Elective III



Talk Show on "Monetary Policy" at IoBM

MBA EDUCATIONAL MANAGEMENT (THREE YEAR) PROGRAM

This is a weekend program which requires completion of 108 credit hours of course work, including 36 courses of 3 credit hours each spread over nine consecutive semesters (three-years). Students must maintain a CGPA of 3.0 for the conferment of the degree. The course structure is subject to change in compliance with the HEC requirements. The program is designed for students who have passed two-year Bachelor's degree.

Students can take a minimum load of 6 credit hours (two courses) or maximum of 12 credit hours (four courses) in each of the 3 semesters (Fall, Spring and Summer).

Required Courses

Accounting

ACC402 Introduction to Financial Accounting

Communication

COM402 Business Communication
COM403 Interpersonal Communication Skills
COM406 Applied Linguistics
COM407 English Language Development

Educational Management

EDM401 Introduction to Education Mgmt.
EDM404 Economics of Education
EDM406 Education Law & Policy in Pakistan
EDM408 Career Planning & HRM in Education
EDM410 Financing Education
EDM412 Marketing Education Services
EDM414 Strategic Management Issues in Edu.
EDM415 Educational Philosophy and Ethics
EDM416 Comparative Education Systems
EDM417 Educational Counselling
EDM418 Testing
EDM419 Managing Teaching and Learning
EDM420 Academic Writing and Seminar Skills
EDM421 ICT in Education
EDM422 Developing & Managing Financial & Material Resources
EDM423 Reflective Inquiry in Education

Finance

FIN404 Financial Management

Human Resource Management

HRM401 Human Resource Management

Management

MAN401 Principles of Management
MAN402 Organizational Behavior
MAN405 Strategic Management

Management Information Systems

MIS400 Computer Applications and System

Marketing

MKT401 Principles of Marketing
MKT405 Research Methods

Social Sciences

SSC402 Introduction to Psychology
SSC403 Social Psychology

Statistics

STA400 Quantitative Techniques
STA403 Statistics and Mathematics

Business Elective Courses

Economics

ECO501 Theory of Economic Policy

Educational Management

EDM501 Educational Leadership & Org. Dev.
EDM502 Managing Higher Education Systems
EDM503 Quality Improvement and Effectiveness in Education
EDM504 Managing Schools & School Systems
EDM505 Industrial Relations in Edu. Sector
EDM506 Training Systems
EDM507 Islamic Education System
EDM508 Knowledge Management

Law

LAW501 Business Law and Ethics

Social Sciences

SSC501 Epistemology and Moral Philosophy

Course Structure

Semester One

Introduction to Psychology
Educational Philosophy and Ethics
Applied Linguistics
English Language Development

Semester Two

Organizational Behavior
Social Psychology
Reflective Inquiry in Education
Business Communication

Semester Three

Principles of Management
Statistics and Mathematics
Educational Counselling
Testing

Semester Four

Introduction to Education Management
Principles of Marketing
Managing Teaching and Learning
Academic Writing and Seminar Skills

Semester Five

Introduction to Financial Accounting
Interpersonal Communication Skills
Computer Applications and System
Quantitative Techniques

Semester Six

Financial Management
Human Resource Management
ICT in Education
Research Methods

Semester Seven

Economics of Education
Education Law and Policy in Pakistan
Strategic Management
Developing & Managing Fin. & Material Resources

Semester Eight

Career Planning and HRM in Education
Financing Education
Marketing Education Services
Strategic Management Issues in Education

Semester Nine

Comparative Education Systems
Elective I
Elective II
Elective III



TV Program "Unkahi" at IoBM

MBA (EXECUTIVE) (THREE YEAR) PROGRAM

In addition to the three-year regular MBA program, an Executive MBA program is offered to executives with 2-year Bachelor's degree on weekend. Enrollment in the executive program requires a minimum load of 6 credit hours (2 courses) and a maximum load of 12 credit hours (4 courses) in each of the 3 semesters (Fall, Spring and Summer).

This Master's program requires completion of 108 credit hours of course work, including 36 courses. Students must maintain a CGPA of 3.0 for the conferment of the degree.

MBA curriculum is current/updated and comprehensive. The program provides all the tools and techniques required for a successful career in business management. The program consists of three groups of courses Foundation, Core and Electives.

Foundation Courses

Communication

COM401	Business English*
COM402	Business Communication
COM403	Interpersonal Communication Skills

*less proficient students

Economics

ECO403	Macroeconomics
ECO404	Micro and Managerial Economics
ECO405	Seminar in Economic Policy

Law

LAW402	Corporate Law
--------	---------------

Mathematics

MTH400	Mathematics for Business
--------	--------------------------

Core Business Courses

Accounting

ACC401	Intro. to Managerial & Cost Acc.
ACC402	Introduction to Financial Accounting

Finance

FIN404	Financial Management
FIN503	Corporate Finance

Human Resource Management

HRM401	Human Resource Management
HRM505	Organizational Change and Dev.
HRM506	Strategic Human Resource Mgmt.

Management

MAN401	Principles of Management
MAN402	Organizational Behavior
MAN403	Entrep. & Small Business Mgmt.
MAN405	Strategic Management
MAN406	Production and Operations Mgmt.
MAN411	Project Management
MAN413	Corporate Social Responsibility
MAN416	Corporate Governance
MAN501	Total Quality Management

Management Information Systems

MIS410	Business and Info. Technology
MIS512	Management Information Systems

Marketing

MKT401	Principles of Marketing
MKT402	Marketing Management
MKT404	Methods in Business Research
MKT501	Strategic Marketing and Planning
MKT509	Consumer Behavior

Statistics

STA401	Quantitative Business Analysis
STA404	Statistical Inference

Business Elective Courses*

*Refer to Page No. 67.

Course Structure

Semester One

Business English*
Business Communication
Macroeconomics
Principles of Management
Mathematics for Business

*less proficient students

Institute of Business Management

Semester Two

Introduction to Financial Accounting
Interpersonal Communication Skills
Micro and Managerial Economics
Corporate Social Responsibility

Semester Three

Introduction to Managerial and Cost Accounting
Business and Information Technology
Principles of Marketing
Quantitative Business Analysis

Semester Four

Financial Management
Organizational Behavior
Marketing Management
Statistical Inference

Semester Five

Corporate Law
Methods in Business Research
Strategic Marketing and Planning
Consumer Behavior

Semester Six

Human Resource Management
Production and Operations Management
Total Quality Management
Management Information Systems

Semester Seven

Corporate Finance
Organizational Change and Development
Strategic Human Resource
Entrepreneurship and Small Business Mgmt.

Semester Eight

Strategic Management
Corporate Governance
Elective I
Elective II

Semester Nine

Seminar in Economic Policy
Project Management
Elective III
Elective IV



Syed Qaim Ali Shah, Chief Minister of Sindh, awarding degree to an MBA graduate at Convocation, 2009

MBA FINANCE AND RISK MANAGEMENT (THREE YEAR) PROGRAM

Financial managers are expected to have knowledge of principles and practices of Financial Risk Management. Therefore, MBA Finance and Risk Management (three year) program is designed to cover all dimensions of Risk Management and Finance including recent development in Corporate Risk Management, Sustainable Risk and Risk Financing techniques. Students will learn how to choose alternative techniques to reduce exposure and risks and implement a risk-assessment tool to evaluate future risks. They will also learn implementation and monitoring of selected techniques. The Master's Program requires completion of 108 credit hours of course work comprising 36 courses. Students require maintaining 3.0 CGPA at the scale of 4 for the conferment of degree. The program is designed for students who have passed two-year Bachelor's degree.

Required Courses

Accounting

ACC401	Intro. to Managerial & Cost Acc.
ACC402	Intro. to Financial Accounting

Communication

COM402	Business Communication
COM403	Interpersonal Communication Skills

Economics

ECO304	Introduction to Econometrics
ECO401	Micro and Macroeconomics
ECO409	Financial Economics
ECO410	Managerial Economics

Finance

FIN400	Introduction to Business Finance
FIN401	Financial Institutions
FIN404	Financial Management
FIN501	Advanced Financial Management
FIN506	Invest. Banking & Security Analysis
FIN507	Portfolio Management
FIN509	Financial Derivatives
FIN511	Analysis of Financial Statements

Finance and Risk Management

FRM401	Principles of Risk Management
FRM402	Computational Methods in Risk
FRM403	Introduction to Financial Risk Mgmt.
FRM404	Risk Financing Techniques
FRM405	Advanced Financial Risk Management

Law

LAW403	Business and Insurance Law
--------	----------------------------

Management

MAN401	Principles of Management
MAN405	Strategic Management
MAN406	Corporate Governance
MAN421	Organizational Behavior and HRM

Management Information Systems

MIS402	Computer Concepts & Applications
--------	----------------------------------

Marketing

MKT401	Principles of Marketing
--------	-------------------------

Mathematics

MTH409	Financial Mathematics I
MTH410	Financial Mathematics II

Social Sciences

SSC405	Business Ethics and Financial Resp.
--------	-------------------------------------

Statistics

STA400	Probability Theory and Statistics
STA402	Model and Inferences
STA409	Methods of Data Analysis

Elective Courses

Finance and Risk Management

FRM501	Property Risk Management
FRM502	Management of Insurance Institutions
FRM503	Corporate Risk Management
FRM504	Theory of Risk and Insurance

Course Structure

Semester One

Business Communication
Micro and Macroeconomics
Computer Concepts and Applications
Probability Theory and Statistics

Semester Two

Introduction to Financial Accounting
Principles of Risk Management
Financial Mathematics
Methods of Data Analysis

Semester Three

Introduction to Econometrics
Computational Methods in Risk
Business and Insurance Law
Financial Mathematics II

Semester Four

Interpersonal Communication Skills
Introduction to Business Finance
Principles of Management
Model and Inferences

Semester Five

Introduction to Cost and Managerial Accounting
Managerial Economics
Financial Management
Principles of Marketing

Semester Six

Financial Institutions
Advanced Financial Management
Organizational Behavior and HRM
Business Ethics and Financial Responsibility

Semester Seven

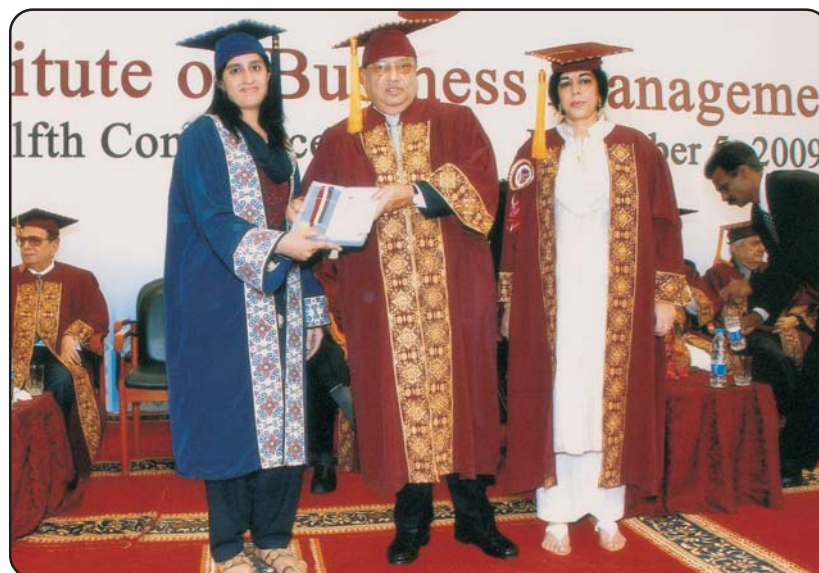
Investment Banking and Security Analysis
Portfolio Management
Introduction to Financial Risk Management
Corporate Governance

Semester Eight

Financial Economics
Financial Derivatives
Analysis of Financial Statements
Elective I

Semester Nine

Risk Financing Techniques
Advanced Financial Risk Management
Strategic Management
Elective II



Mr. Basheer Janmohammad, Member, Board of Governors awarding degree to a BBA (Honors) student at Convocation, 2009

MBA ADVERTISING AND MEDIA MANAGEMENT (THREE YEAR) PROGRAM

This one of a kind MBA in Advertising Management is designed for candidates who wish to opt for a career path in the advertising industry: an agency, a PR firm, a media outlet, or may be hired directly by a company to develop branding for the company's product or service. MBA in Media management is geared to professionals already working in the media. It is specifically designed to instill in graduates the skills and competencies required to both understand and function, within the complex legal, ethical, economic, and social dimensions of media management. The program is designed for students who have passed two-year Bachelor's degree.

What makes the two programs common is that students of both Media Management and Advertising Management take 24 out of 36 courses together. The difference between the two programs is that of choosing one out of the two sets of electives. Those who take an additional 12 courses pertaining to electives of Media Management may be eligible for MBA Media Management and those who take 12 elective courses related to the Advertising group may become eligible for MBA Advertising Management.

Required Courses

Accounting

ACC402	Introduction to Financial Accounting
ACC410	Management Accounting

Advertising

ADV401	Principles of Advertising
--------	---------------------------

Communication

COM402	Business Communication
COM403	Interpersonal Communication Skills

Economics

ECO401	Micro and Macroeconomics
--------	--------------------------

Finance

FIN404	Financial Management
--------	----------------------

Human Resource Management

HRM401	Human Resource Management
--------	---------------------------

Law

LAW405	Media Law and Business Ethics
--------	-------------------------------

Management

MAN401	Principles of Management
MAN402	Organizational Behavior
MAN413	Corporate Social Responsibility

Management Information Systems

MIS401	Computer Applications
--------	-----------------------

Marketing

MKT401	Principles of Marketing
MKT402	Marketing Management
MKT404	Methods in Business Research
MKT509	Consumer Behavior
MKT511	Brand Management
MKT513	Media Planning
MKT515	Print Media
MKT516	Electronic Media
MKT522	Introduction to Media in Pakistan
MKT526	Public Relations and Event Mgmt.

Statistics

STA403	Statistics and Mathematics
--------	----------------------------

Elective Courses

Advertising

ADV401	Principles of Advertising
ADV403	Int'l. Advertising and Promotions
ADV407	Creative Production
ADV504	Advertising Management & Strategy
ADV505	Creative Planning and Development
ADV506	Media Performance & Product Dev.

Marketing

MKT502	Packaging, Printing & Graphic Design
MKT507	Services Marketing
MKT518	Role of Media in World Affairs
MKT524	Multimedia and Film Production
MKT525	Advertising and Out of Home Media
MKT527	Integrated Marketing Communication
MKT535	Media Research and Public Opinion

Media Management

MMM423	Specialized Communication Skills
MMM427	Citizen Journalism
MMM428	Script Writing
MMM429	Digital Media
MMM430	Time, Priorities and Conflict Mgmt.
MMM431	Imaging and Photo Journalism
MMM432	TV Program and Production
MMM433	FM Radio Dynamics

Course Structure

Common Courses

Semester One

Business Communication
Principles of Management
Computer Applications
Introduction to Media in Pakistan

Semester Two

Interpersonal Communication Skills
Organizational Behavior
Principles of Marketing
Print Media

Semester Three

Introduction to Financial Accounting
Marketing Management
Principles of Advertising
Statistics and Mathematics

Semester Four

Micro and Macroeconomics
Human Resource Management
Media Law and Business Ethics
Methods in Business Research

Semester Five

Management Accounting
Financial Management
Corporate Social Responsibility
Electronic Media

Semester Six

Consumer Behavior
Brand Management
Media Planning
Public Relations and Event Management

**Elective Courses for
MBA Advertising Management**

Semester Seven

International Advertising and Promotions
Advertising Management and Strategy
Creative Planning and Development
Digital Media

Semester Eight

Packaging, Printing & Graphic Design
Services Marketing
Advertising and Out of Home Media
Specialized Communication Skills

Semester Nine

Creative Production
Media Performance and Product Development
Integrated Marketing Communication
Script Writing

**Elective Courses for
MBA Media Management**

Semester Seven

Multimedia and Film Production
Media Research and Public Opinion
Citizen Journalism
Script Writing

Semester Eight

Role of Media in World Affairs
Specialized Communication Skills
Digital Media
Time, Priorities and Conflict Management

Semester Nine

Packaging, Printing & Graphic Design
Imaging and Photo Journalism
TV Program and Production
FM Radio Dynamics

MPhil LEADING TO PhD (MANAGEMENT SCIENCES) PROGRAM

The MPhil program is especially beneficial for middle level executives and university teachers with considerable experience. It is meant to foster intellectual curiosity and to promote research in the field of management sciences.

Requirements

Candidates with 16 years of education holding MBA/MCS degree from IoBM or Master's degree holders in the relevant subject with 1st division/CGPA with at least 3 on a scale of 4 from a HEC recognized university are eligible for admission to the MPhil program at IoBM. Experience in research or teaching, or executive positions in firms and banks, will be considered as an additional qualification.

Course Structure

MPhil leading to PhD is a 30 credit hours program with 8 courses and one thesis of 6 credit hours. Each of the 8 courses will be of 3 credit hours.

After successful completion of the course work, the students are required to carry out research study for the thesis under the guidance of a research supervisor assigned by IoBM.

Required Courses

GEN601	GRE Preparatory Course
ECO601	Theory of Economic and Social Policy
MAN601	Advanced Research Methodology
MAN602	Survey of Current Research Literature in Management

Four Courses in Areas of Specialization

Candidates are allowed to choose four courses either in Finance, Human Resource Management, Marketing, Management Information System or Communication.

Theses Completed at IoBM:

1. Foucauldian Critique and Justification of Capitalist order.
2. Assessing the Existence of Preconditions for the Effectiveness of Monetary Policy in Pakistan.
3. Succession Planning in National and Multinational Firms in Pakistan.
4. The Endogeneity of Money Supply in Pakistan.
5. Determining Effectiveness of Monetary Policy Transmission Mechanism in Pakistan.
6. Employee Training in the Private Sector in Pakistan.

POSTGRADUATE DIPLOMA IN SUPPLY CHAIN MANAGEMENT

A UNIQUE PROFESSIONAL DEVELOPMENT OPPORTUNITY FOR MANAGEMENT EXECUTIVES

The Postgraduate Diploma in Supply Chain Management has been designed to develop the necessary skills in executives who wish to decide on a career in Supply Chain Engineering & Management and Manufacturing and Service Operations Management. It has been developed in response to the needs and requirements of industries & service related organizations. It is based on evolving trends in the industry & services. Manufacturing and service industries focus mainly on improvement strategies within the firm, such as manufacturing resource planning, just-in-time (JIT) systems, Business Process Reengineering (BPR) and Enterprise Resource Planning (ERP). In recent years, however, the need to improve inter-firm communication and coordination along the supply chain has been realized as “the new frontier in improving operations and logistics management”. This program will help in bridging the gap.

This course is carefully crafted to suit the needs of supervisors, junior level executives and middle level managers helping them contribute to the competitiveness of firms operating in the global, dynamic, 21st century market place.

Duration

Total credit hours	36
Total courses	12
Eligibility	Graduates & Postgraduates
Semesters	3

Required Courses

Management

MAN411	Project Management
MAN501	Total Quality Management

Marketing

MKT401	Principles of Marketing
MKT404	Methods in Business Research
MKT521	Distribution & Channel Management

Statistics

STA403	Statistics and Mathematics
--------	----------------------------

Supply Chain Management

SCM501	Supply Chain Management
SCM502	ERP Sys. Design and Implementation
SCM 503	Strategic Supply Chain Management
SCM 504	Procurement and Inventory Mgmt.
SCM 505	Storage and Warehouse Techniques
SCM 506	Transportation & Techniques Mgmt.

Course Structure

Semester One

Principles of Marketing
Supply Chain Management
Distribution and Channel Management
Statistics and Mathematics

Semester Two

Procurement and Investment Management
Storage and Warehouse Techniques
Methods in Business Research
ERP Systems Design and Implementation

Semester Three

Strategic Supply Chain Management
Transportation and Techniques Management
Total Quality Management
Project Management



Mr. Sikandar Sultan, Chairman, Shan Foods and Ms. Sabina Mohsin, Executive Director, IoBM awarding Gold Medal to an MBA graduate

ELECTIVE BUSINESS COURSES MBA (REGULAR, EXECUTIVE AND HEALTH)

Majors in Accounting

ACC501	Advanced Financial Accounting
ACC502	Advanced Managerial Accounting
ACC505	Auditing

Majors in Finance and Banking

FIN502	Strategic Financial Management
FIN503	Corporate Finance*
FIN504	International Finance
FIN505	Treasury and Fund Management
FIN506	Invest. Banking & Security Analysis
FIN507	Portfolio Management
FIN508	Risk Management
FIN509	Financial Derivatives
FIN510	Investment Analysis
FIN511	Analysis of Financial Statements
FIN512	Money and Capital Markets
FIN513	Project Appraisal
FIN514	Asset Liability Management

Majors in Human Resource Management

HRM501	Recruitment and Selection
HRM502	Industrial Relations and Labour Laws
HRM503	Employee Training and Development
HRM504	Negotiation Skills and CB
HRM505	Org. Change and Development*
HRM506	Strategic Human Resource Mgmt.*
HRM507	Public Relations and Event Mgmt.
HRM508	Salary and Compensation
HRM509	Leadership Studies
HRM510	Personnel Development
HRM511	Performance Appraisal and Mgmt.

Majors in Management

MAN502**	Business Process Re-engineering
MAN507	Business Etiquette
MAN508	Comparative Management

Majors in Management Information Systems

MIS501	Information Systems Management
MIS503	System Analysis and Design
MIS504	Oracle/Developer 2000
MIS505	Software Engineering

MIS506	Data Communication & Networking
MIS507	Relational Database Mgmt. Systems
MIS508	Programming in C ++
MIS509	Software Project Management
MIS521	Record Management
MIS522	Business Information Systems
MIS523	Decision Systems
MIS524	Decision Support Systems
MIS525	Enterprise Systems
MIS526	Enterp. Resource Planning Systems
MIS527	Information Security
MIS528	Advanced Information Security
MIS530	Information Systems Research
MIS532	New Perspectives on Organization Information Systems

Majors in Marketing

MKT501	Strategic Marketing and Planning*
MKT502	Packaging, Printing & Graphic Design
MKT504	Advertising
MKT505	Industrial Marketing
MKT506	International Marketing
MKT507	Services Marketing
MKT508	Personal Selling
MKT509	Consumer Behavior*
MKT510	Direct Mkt. and Sales Promotion
MKT511	Brand Management
MKT512	Export Marketing
MKT513	Media Planning
MKT514	Event Management
MKT519	Marketing of Financial Services
MKT520	Merchandising and Sales Promotion
MKT521	Distribution and Channel Mgmt.
MKT531	Retail Management

Majors in Supply Chain and Logistics Management

SCM501	Supply Chain Management
SCM502	ERP Sys. Design & Implementation
SCM503	Strategic Supply Chain Management
SCM504	Procurement and Inventory Mgmt.
SCM505	Storage and Warehouse Techniques
SCM506	Transportation Techniques & Mgmt.

* Core courses for three-year students

** Accepted as elective under all disciplines.

* Core courses for three-year students



Saima Siddiqui

Manager HR Policies & Projects at Aga Khan University (Graduated in the year 2000 - Gold Medalist in MBA MIS)

As I have progressed professionally over the years, from a fresh entrant to a manager, I have always felt blessed and extremely fortunate to have selected CBM as my choice institution for higher learning . The exciting and stimulating academic environment at CBM helped me immensely in preparing myself for the challenge of making good in a tough and competitive job environment- instilling in me both academic excellence and ethical work principles. I wish IoBM management, faculty and students all success in their future endeavors!



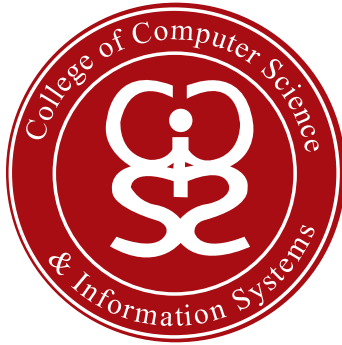
A View of IT Building



Neeraj Mahesh Motiani

Valedictorian-MBA Batch of 2008, Assistant Trade Category Manager-Beverages, Unilever

Five years at IoBM were surely a rollercoaster ride! It was a string of years with ups and downs, with discoveries and blunders, lots of smiles and some frowns. My tenure at IoBM taught me that fine education is not in answers but in questions. Above all, it taught me that building relations with friends, colleagues and teachers is important but what is most important is to maintain & sustain these relations for life. Surely I am proud to say that I have been a student of this college & I shall make sure to treasure my learning, memories & relations for life.



**College of Computer Science and
Information Systems**

BS COMPUTER SCIENCE (FOUR YEAR) PROGRAM

Keeping abreast of technological advances in the information technology industry, the BS (Computer Science) program has been designed to fulfill the need for a rigorous and enriching academic experience. The program emphasizes the need for an overall development that includes exposure to an integrated series of courses in technology, methodology, social sciences, liberal arts and management. Project-based software development along with research assignments have also been emphasized. These courses seek to impart a broad and deep knowledge of theory, design and application of digital computers and information processing techniques. The curriculum has been designed to prepare students to serve the productive needs of Pakistan's software industry.

The program comprises four years of study over at least eight semesters. It requires completion of 144 credit hours of course work. Students are required to take 48 courses, a live project and comprehensive research assignment in order to complete their degree requirements. Students must maintain a CGPA of 2.5 for the conferment of degree. On successful completion, students are required to undergo 2 credit hours of internship of at least six weeks with a business organization, approved by the Institute before a BS (Computer Science) degree is awarded to them.

BS (Computer Science) program consists of three groups of courses: foundation, core and elective.

Foundation Courses

Accounting

ACC101	Introduction to Financial Accounting
ACC201	Intermediate Financial Accounting

Communication

COM101	General English
COM202	Business and Professional Speech
COM203	Methods in Business Writing

Economics

ECO104	Micro and Macroeconomics
--------	--------------------------

Finance

FIN201	Introduction to Business Finance
--------	----------------------------------

Language

LAN 10*	Foreign Language I
LAN 20**	Foreign Language II

*1 = Introduction to Arabic

*2 = Introduction to French

*3 = Introduction to Spanish

*4 = Introduction to German

*5 = Introduction to Japanese

*6 = Introduction to Italian

*7 = Introduction to Russian

**1 = Intermediate Arabic

**2 = Intermediate French

**3 = Intermediate Spanish

**4 = Intermediate German

**5 = Intermediate Japanese

**6 = Intermediate Italian

**7 = Intermediate Russian

General Science

GSC101	Physics
--------	---------

Human Resource Management

HRM301	Human Resource Management
--------	---------------------------

Management

MAN101	Principles of Management
--------	--------------------------

Marketing

MKT301	Principles of Marketing
--------	-------------------------

Mathematics

MTH104	Calculus I
MTH105	Calculus II
MTH201	Discrete Mathematics
MTH204	Linear Algebra

Political Sciences

PSC301	Pakistan Studies
--------	------------------

Religious Studies

REL101	Islamic Studies
--------	-----------------

Statistics

STA203	Probability Theory and Statistics
STA301	Model and Inferences

Core Courses (Computer Science)

CSC102	Introduction to Computer Science
CSC103	Structured Programming Language
CSC105	Data Structures and Algorithms
CSC201	Low Level Programming Language
CSC202	Digital Computer Logic
CSC203	Object Oriented Prog. Language
CSC205	Computer Architecture and Org.
CSC206	Database Management Systems
CSC208	Network Programming Framework
CSC301	Theory of Automata
CSC303	Computer Graphics
CSC305	Systems Analysis and Design
CSC308	Operating Systems Concepts
CSC309	Microprocessor and Applications
CSC313	Numerical Computing
CSC410	Data Communication & Networking
CSC411	Compiler Construction
CSC412	Artificial Intelligence
CSC414	Visual Programming Language
CSC417	Project
CSC425	Advanced Operating Systems
CSC427	Software Engineering
CSC442	Human Computer Interface

Elective Courses

CSC302	Multimedia Technology
CSC345	Digital Image Processing
CSC422	Parallel Computing
CSC430	Decision Support Systems
CSC434	Software Quality Assurance
CSC435	Distributed Systems
CSC436	Business Process Re-engineering
CSC443	Mobile Computing
CSC444	Electronic Commerce
CSC445	Network Security
CSC447	Object Oriented Database Mgmt.Sys.
CSC448	Digital Signal Processing
CSC510	Wireless Communication



Students enjoying the performance of Shazia Khushk
at Jashn-e-Baharaan, 2010

Course Structure

FRESHMAN

Semester One

General English
Introduction to Computer Science
Structrued Programming Language
Foreign Language I
Calculus I
Discrete Mathematics

Semester Two

Methods in Business Writing
Object Oriented Programming Language
Micro and Macroeconomics
Physics
Foreign Language II
Calculus II

SOPHOMORE

Semester Three

Introduction to Financial Accounting
Business and Professional Speech
Data Structure and Algorithms
Digital Computer Logic
Network Programming Framework
Probability Theory and Statistics

Semester Four

Low Level Programming Language
Database Management Systems
Theory of Automata
Introduction to Business Finance
Linear Algebra
Model and Inferences

JUNIOR

Semester Five

Intermediate Financial Accounting
Computer Architecture and Organization
Computer Graphics
Numerical Computing
Principles of Management
Islamic Studies

Semester Six

Operating Systems Concepts
Systems Analysis and Design
Microprocessor and Applications
Human Resource Management
Pakistan Studies
Principles of Marketing

SENIOR

Semester Seven

Data Communication and Networking
Artificial Intelligence
Visual Programming Language
Human Computer Interface
Elective I
Elective II

Semester Eight

Compiler Construction
Project
Advanced Operating Systems
Software Engineering
Elective III
Elective IV



Mr. Abdul Ghaffar Adamjee, Member Board of Governors and Executive Director, IoBM awarding Gold Medal to an MBA graduate at Convocation, 2009

BS MANAGEMENT AND INFORMATION TECHNOLOGY (FOUR YEAR) PROGRAM

The program focuses on the application of computers and computer software to manage information systems to meet the needs of industry and government. This program requires completion of 144 credit hours of course work and 2 credit hours of internship of at least six weeks in a firm approved by the College. Students graduating with a CGPA of 2.5 automatically qualify for the MBA program offered by IoBM.

Students must take a minimum load of twelve credit hours (four courses) or a maximum load of eighteen credit hours (six courses) in a semester. In order to obtain the BS degree in 4 years, a student is required to complete twelve courses in a year. Full load of six courses can be taken each in the Fall and Spring semesters with an option of four courses in the latter and making up the shortfall in the Summer session.

Required Courses

Accounting

ACC101	Introduction to Financial Accounting
ACC201	Intermediate Financial Accounting

Communication

COM101	General English
COM202	Business & Professional Speech
COM203	Methods in Business Writing

Computer Science

CSC103	Structured Programming Language
CSC105	Data Structures and Algorithms
CSC202	Digital Computer Logic
CSC203	Object Oriented Prog. Language
CSC205	Computer Architecture & Org.
CSC206	Database Management Systems
CSC304	Operating Systems Concepts
CSC305	System Analysis & Design
CSC410	Data Communication & Networking
CSC412	Artificial Intelligence
CSC427	Software Engineering
CSC428	Web Engineering
CSC432	Systems Administration
CSC444	Electronic Commerce
CSC445	Network Security

Economics

ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ECO103	Intermediate Microeconomics
ECO105	Intermediate Macroeconomics

Finance

FIN201	Introduction to Business Finance
FIN305	Internet Banking & EPS

Language

LAN 10*	Foreign Language I
LAN 20**	Foreign Language II

*1 = Introduction to Arabic

*2 = Introduction to French

*3 = Introduction to Spanish

*4 = Introduction to German

*5 = Introduction to Japanese

*6 = Introduction to Italian

*7 = Introduction to Russian

**1 = Intermediate Arabic

**2 = Intermediate French

**3 = Intermediate Spanish

**4 = Intermediate German

**5 = Intermediate Japanese

**6 = Intermediate Italian

**7 = Intermediate Russian

Law

LAW401	Business Law
--------	--------------

Management

MAN101	Principles of Management
MAN302	Organizational Behavior
MAN406	Production & Operations Mgmt.

Management Information Systems

MIS402	Computer Concepts & Applications
MIS501	Information System Management

Marketing

MKT301	Principles of Marketing
--------	-------------------------

Institute of Business Management

Mathematics

MTH101	College Algebra
MTH103	Calculus for Business Decisions
MTH201	Discrete Mathematics

Political Sciences

PSC301	Pakistan Studies
--------	------------------

Religious Studies

REL101	Islamic Studies
--------	-----------------

Social Sciences

SSC101	Introduction to Psychology
--------	----------------------------

Statistics

STA203	Probability Theory & Statistics
STA301	Model and Inferences
STA302	Methods of Data Analysis

Elective Courses

CSC208	Network Programming Framework
CSC301	Automata Theory
CSC430	Decision Support Systems
CSC435	Distributed Systems
CSC438	Multi Tier Programming
CSC439	Software Architecture Design
CSC451	Telecommunication Systems
CSC531	Data Warehousing

Course Structure

FRESHMAN

Semester One

General English
Principles of Microeconomics
Foreign Language I
Computer Concepts and Applications
College Algebra
Islamic Studies

Semester Two

Introduction to Financial Accounting
Methods in Business Writing
Principles of Macroeconomics
Foreign Language II
Calculus for Business Decisions
Probability Theory and Statistics

SOPHOMORE

Semester Three

Intermediate Financial Accounting
Business and Professional Speech
Intermediate Microeconomics
Introduction to Business Finance
Introduction to Psychology
Model and Inferences

Semester Four

Intermediate Macroeconomics
Internet Banking and EPS
Business Law
Principles of Management
Pakistan Studies
Methods of Data Analysis

JUNIOR

Semester Five

Structured Programming Language
Digital Computer Logic
Production and Operation Management
Information System Management
Principles of Marketing
Discrete Mathematics

Semester Six

Data Structures and Algorithms
Object Oriented Programming Language
Computer Architecture and Organization
Database Management Systems
System Analysis and Design
Organizational Behavior

SENIOR

Semester Seven

Operating Systems Concepts
Data Communication and Networking
Artificial Intelligence
Electronic Commerce
Elective I
Elective II

Semester Eight

Web Engineering
Software Engineering
Systems Administration
Network Security
Elective III
Elective IV

BS FINANCIAL MATHEMATICS AND STATISTICS (FOUR YEAR) PROGRAM

The program is intended for students who are interested in the applications of mathematics, probability, statistics and modern finance. The program comprises four-years of study over at least eight semesters. It requires the completion of 144 credit hours of course work and 2 credit hours of internship of at least six weeks in a firm approved by the College. Students must maintain a CGPA of 2.5 for the conferment of the degree. On successful completion, the students automatically qualify for an MBA program offered by CBM. Students must take a minimum load of twelve credit hours (four courses) or a maximum load of eighteen credit hours (six courses) in a semester. In order to obtain the B.S degree in 4 years, a student is required to complete twelve courses in a year. A full load of six courses can be taken each in the Fall and Spring Semesters with the option of four courses in the latter and making up the shortfall in the Summer Session.

Required Courses

Accounting

ACC101	Introduction to Financial Accounting
ACC201	Intermediate Financial Accounting

Communication

COM101	General English
COM202	Business and Professional Speech
COM203	Methods in Business Writing

Economics

ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ECO301	Managerial Economics
ECO304	Introduction to Econometrics
ECO308	Capital Investment Economics Analysis

Finance & Banking

FIN201	Introduction to Business Finance
FIN202	Financial Management
FIN301	Financial Institutions
FIN306	Introduction to Insurance
FIN307	Mathematics of Financial Derivatives
FIN308	Financial Engineering
FIN406	Financial Econometrics

FIN503	Corporate Finance
FIN504	International Finance
FIN507	Portfolio Management
FIN510	Investment Analysis
FIN513	Project Appraisal

Human Resource Management

HRM301	Human Resource Management
--------	---------------------------

Language

LAN 10*	Foreign Language I
LAN 20**	Foreign Language II

*1 = Introduction to Arabic

*2 = Introduction to French

*3 = Introduction to Spanish

*4 = Introduction to German

*5 = Introduction to Japanese

*6 = Introduction to Italian

*7 = Introduction to Russian

**1 = Intermediate Arabic

**2 = Intermediate French

**3 = Intermediate Spanish

**4 = Intermediate German

**5 = Intermediate Japanese

**6 = Intermediate Italian

**7 = Intermediate Russian

Law

LAW401	Business Law
--------	--------------

Management

MAN101	Principles of Management
MAN302	Organizational Behavior
MAN404	Operations Research and Mgmt.

Management Information Systems

MIS402	Computer Concepts & Applications
--------	----------------------------------

Marketing

MKT301	Principles of Marketing
MKT404	Methods in Business Research

Institute of Business Management

Mathematics

MTH104	Calculus I
MTH105	Calculus II
MTH201	Discrete Mathematics
MTH204	Linear Algebra
MTH205	Financial Mathematics
MTH206	Multivariate Analysis
MTH207	Stochastic Models & Maths Finance
MTH403	Numerical Computing/Analysis

Political Sciences

PSC301	Pakistan Studies
--------	------------------

Religious Studies

REL101	Islamic Studies
--------	-----------------

Social Sciences

SSC101	Introduction to Psychology
--------	----------------------------

Statistics

STA203	Probability Theory and Statistics
STA301	Model and Inferences
STA302	Methods of Data Analysis
STA303	Time Series Analysis and Forecasting
STA405	Simulation and Modeling

Course Structure

FRESHMAN

Semester One

General English
Principles of Microeconomics
Foreign Language I
Computer Concepts and Applications
Calculus I
Islamic Studies

Semester Two

Introduction to Financial Accounting
Methods in Business Writing
Principles of Macroeconomics
Foreign Language II
Calculus II
Probability Theory and Statistics

SOPHOMORE

Semester Three

Intermediate Financial Accounting
Business and Professional Speech
Introduction to Business Finance
Introduction to Psychology
Model and Inferences
Methods of Data Analysis

Semester Four

Introduction to Econometrics
Business Law
Principles of Management
Discrete Mathematics
Linear Algebra
Pakistan Studies

JUNIOR

Semester Five

Managerial Economics
Financial Management
Financial Institutions
Principles of Marketing
Numerical Computing / Analysis
Simulation and Modeling

Semester Six

Introduction to Insurance
Corporate Finance
Organizational Behavior
Methods in Business Research
Financial Mathematics
Time Series Analysis and Forecast

SENIOR

Semester Seven

Mathematics of Financial Derivatives
International Finance
Portfolio Management
Human Resource Management
Operation Research and Management
Multivariate Analysis

Semester Eight

Capital Investment Economic Analysis
Financial Engineering
Financial Econometrics
Project Appraisal
Investment Analysis
Stochastic Models and Mathematics Finance
Internship (2 credit hours)

BS INDUSTRIAL ENGINEERING AND MANAGEMENT (FOUR YEAR) PROGRAM

This is an intensive program integrating engineering skills with managerial knowledge. The program has been designed in close consultation with leading engineering firms. A blend of management and engineering courses makes this program distinct from other engineering courses. Another outstanding feature is the provision of hands on training facilities in industrial units on a continuous basis, which blends theory with practical experience. Each final year student is required to undergo 2 credit hours of internship of 6 to 8 weeks with a reputable engineering firm. This close collaboration increases job opportunities and accessibility to higher technical and managerial positions.

This program requires completion of 144 credit hours of course work, including 48 courses. Students graduating with a CGPA of 2.5 automatically qualify for the MBA program offered by IoBM. Students can also proceed further for postgraduate work in Industrial / Management Engineering at leading international schools.

Required Courses

Accounting

ACC301 Intro. to Managerial & Cost Acc.

Communication

COM101 General English
COM402 Business Communication

Engineering

ENG101 Workshop Practices
ENG102 Engineering Mechanics
ENG103 Engineering Drawing
ENG104 Applied Chemistry
ENG105 Basic Industrial Engineering
ENG106 Fluid Mechanics
ENG107 Basic Thermodynamics
ENG201 Design of Machine Elements
ENG202 Production System Design
ENG203 Engineering Economics
ENG204 Plant Engineering
ENG205 Metrology and Gauging

ENG206 Manufacturing Process
ENG208 Reliability Engineering
ENG209 CAD / CAM Applications
ENG210 Strength of Material
ENG300 Electrical Tech. & Instrumentation
ENG301 Industrial Safety and Health
ENG302 Industrial Maintenance
ENG303 Production Planning and Control
ENG304 Automation and Robotics
ENG305 Work Study & Methods Engineering
ENG306 Basic Machine Design
ENG307 Basic Electronics

General Sciences

GSC101 Physics

Human Resource Management

HRM301 Human Resource Management

Management

MAN303 Production and Operations Mgmt.
MAN404 Operations Research and Mgmt.
MAN501 Total Quality Management
MAN503 Supply Chain Management

Management Information Systems

MIS104 Computer Programming & Graphics
MIS409 Computer Applications and MIS

Marketing

MKT301 Principles of Marketing

Mathematics

MTH202 Engineering Mathematics
MTH208 Diff. Equation & Complex Variables
MTH403 Numerical Computing / Analysis
MTH406 Finite Element Analysis

Political Sciences

PSC301 Pakistan Studies

Religious Studies

REL101 Islamic Studies

Statistics

STA204 Industrial Applications of Statistics

Elective Courses

Engineering

ENG401	Computer Integrated Manufacturing
ENG402	Manufacturing Strategies
ENG403	Human Factor Engineering
ENG404	Tool Design

Management

MAN402	Organizational Behavior
MAN509	Logistics and Inventory Control

Course Structure

FRESHMAN

Semester One

Engineering Mathematics
Computer Programming and Graphics
Physics
Workshop Practices
General English
Islamic Studies

Semester Two

Basic Thermodynamics
Engineering Mechanics
Engineering Drawing
Applied Chemistry
Basic Industrial Engineering
Differential Equation and Complex Variables

SOPHOMORE

Semester Three

Fluid Mechanics
Business Communication
Pakistan Studies
Design of Machine Elements
Principles of Management
Basic Electronics

Semester Four

Industrial Applications of Statistics
Strength of Material
Production System Design
Cost Accounting
Engineering Economics
Computer Applications and MIS

JUNIOR

Semester Five

Production and Operations Management
Human Resource Management
Plant Engineering
Metrology and Gauging
Principles of Marketing
Manufacturing Process

Semester Six

Basic Machine Design
Reliability Engineering
Total Quality Management
CAD/CAM Applications
Electrical Technology and Instrumentation
Numerical Computing / Analysis

SENIOR

Semester Seven

Industrial Safety and Health
Finite Element Analysis
Industrial Maintenance
Supply Chain Management
Elective I
Elective II

Semester Eight

Production Planning and Control
Automation and Robotics
Work Study and Methods Engineering
Project
Elective III
Elective IV
Internship (2 credit hours)



Visit of Pakistan Engineering Council team at IoBM

BS ACTUARIAL SCIENCE AND RISK MANAGEMENT (FOUR YEAR) PROGRAM

BS in Actuarial Science and Risk Management program is intended to provide students with the tools of risk analysis, transfer, and financing that are critical to the operation of private and public institutions, and to prepare them for careers in risk management and insurance. As a risk management major, student will gain a broad business background with an emphasis in accounting, finance and law, as well as a thorough knowledge of all types of insurance.

BS in Actuarial Science and Risk Management is a four year degree program. It requires completion of 144 credit hours of course work and 2 credit hours of internship of at least six weeks in an organization approved by the Institute. Students graduating with a CGPA of 2.5 at the scale of 4 are eligible to apply for MBA program offered by the Institute.

Required Courses

Accounting

ACC101 Introduction to Financial Accounting

Communication

COM101 General English
COM202 Business and Professional Speech
COM203 Methods in Business Writing

Computer Sciences

CSC313 Numerical Computing

Economics

ECO101 Principles of Microeconomics
ECO102 Principles of Macroeconomics
ECO103 Intermediate Microeconomics
ECO105 Intermediate Macroeconomics
ECO304 Introduction to Econometrics

Finance

FIN201 Introduction to Business Finance
FIN406 Financial Econometrics
FIN503 Corporate Finance
FIN507 Portfolio Management
FIN509 Financial Derivatives

Finance and Risk Management

FRM201 Principles of Risk Management
FRM202 Life and Other Contingencies
FRM204 Enterprise Risk Management
FRM206 Institutional Investments
FRM302 Computational Methods in Risk
FRM304 Risk Financing Techniques
FRM310 Project

Language

LAN 10* Foreign Language I
LAN 20** Foreign Language II

*1 = Introduction to Arabic
*2 = Introduction to French
*3 = Introduction to Spanish
*4 = Introduction to German
*5 = Introduction to Japanese
*6 = Introduction to Italian
*7 = Introduction to Russian

**1 = Intermediate Arabic
**2 = Intermediate French
**3 = Intermediate Spanish
**4 = Intermediate German
**5 = Intermediate Japanese
**6 = Intermediate Italian
**7 = Intermediate Russian

Law

LAW401 Business Law

Management

MAN101 Principles of Management
MAN321 Organizational Behavior and HRM

Management Information Systems

MIS402 Computer Concepts & Applications

Marketing

MKT301 Principles of Marketing
MKT404 Methods in Business Research

Institute of Business Management

Mathematics

MTH103	Calculus
MTH204	Linear Algebra
MTH209	Financial Mathematics I
MTH210	Financial Mathematics II
MTH211	Actuarial Mathematics

Pakistan Studies

PSC301	Pakistan Studies
--------	------------------

Religious Studies

REL101	Islamic Studies
--------	-----------------

Statistics

STA203	Probability Theory and Statistics
STA205	Probability Theory and Statistics II
STA210	Sampling Theory
STA301	Model and Inferences
STA302	Methods of Data Analysis
STA305	Applied Regression Analysis
STA307	Decision Theory
STA309	Loss Models
STA311	Operations Research & Management

Elective Courses

Finance and Risk Management

FRM501	Property Risk Management
FRM502	Management of Insurance Institutions
FRM503	Corporate Risk Management
FRM504	Theory of Risk and Insurance

Course Structure

Semester One

General English
Principles of Microeconomics
Foreign Language I
Computer Concepts and Applications
Calculus
Probability Theory and Statistics

Semester Two

Introduction to Financial Accounting
Methods in Business Writing
Foreign Language II
Principles of Macroeconomics
Financial Mathematics I
Islamic Studies

Semester Three

Principles of Marketing
Business and Professional Speech
Intermediate Microeconomics
Introduction to Business Finance
Probability Theory and Statistics II
Methods of Data Analysis

Semester Four

Intermediate Macroeconomics
Financial Mathematics II
Business Law
Principles of Management
Pakistan Studies
Model and Inferences

Semester Five

Introduction to Econometrics
Actuarial Mathematics
Principles of Risk Management
Numerical Computing
Linear Algebra
Organizational Behavior and HRM

Semester Six

Financial Econometrics
Life and Other Contingencies
Enterprise Risk Management
Sampling Theory
Financial Derivatives
Methods in Business Research

Semester Seven

Institutional Investments
Portfolio Management
Applied Regression Analysis
Computational Methods in Risk
Corporate Finance
Elective I

Semester Eight

Decision Theory
Loss Models
Risk Financing Techniques
Productions and Operations Management
Project
Elective II

BE TELECOMMUNICATION (FOUR YEAR) PROGRAM

BE Telecommunication at IoBM is geared towards those who want to integrate engineering skills with managerial know-how; enhance job opportunities and accessibility to higher technical and managerial positions; design and manage telecommunication networks at the national and international level and find new and exciting ways to use their expertise.

The one of its kind BE Telecommunication accredited by Pakistan Engineering Council (PEC) is designed in close consultation with leading telecommunication firms. A blend of management and engineering courses makes this program distinct from other engineering courses emphasizing on laboratory work, experimental knowledge and innovative teaching methods. One of its special features is an internship of 6 to 8 weeks in a reputable telecommunication engineering organization.

Completion of 144 credit hours of course work (with 2.5 CGPA) and 2 credit hours of internship automatically qualify students for the Master's programs offered by IoBM. They can also proceed further for postgraduate studies or work in the fields of Telecommunication, Electronics, Electrical Engineering and Computer Systems Engineering at leading universities and organizations throughout the world as IoBM course credits are easily transferred to reputable international universities.

Required Courses

Accounting

ACC101 Introduction to Financial Accounting

Communication

COM101 General English
COM205 Business Communication

Computer Science

CSC102 Introduction to Computer Science
CSC202 Digital Computer Logic
CSC203 Object Oriented Programming
CSC309 Microprocessor and Applications
CSC410 Data Communication and Networking
CSC448 Digital Signal Processing
CSC451 Telecommunication Systems

Economics

ECO104 Micro and Macroeconomics

Engineering

ENG203 Engineering Economics
ENG208 Reliability Engineering
ENG209 CAD/CAM Applications
ENG211 Basic Electrical Engineering
ENG212 Electronic Devices and Circuits
ENG303 Production Planning and Control
ENG307 Basic Electronics

Finance

FIN201 Introduction to Business Finance

Human Resource Management

HRM301 Human Resource Management

Management

MAN101 Principles of Management
MAN302 Organizational Behavior
MAN405 Strategic Management
MAN411 Project Management

Marketing

MKT404 Methods in Business Research

Mathematics

MTH106 Calculus
MTH204 Linear Algebra
MTH208 Diff. Equations & Complex Variables

Pakistan Studies

PSC301 Pakistan Studies

Physics

GSC101 Physics

Religious Studies

REL101 Islamic Studies

Statistics

STA203 Probability Theory and Statistics

Institute of Business Management

Telecommunication Management

TCM201	Electromagnetic Theory
TCM203	Amplifiers and Oscillators
TCM204	Signal and Systems
TCM205	Control System
TCM206	Analog Communication
TCM301	Digital Communication
TCM302	Antenna and Microwave Engineering
TCM303	Transmission & Switching Systems
TCM304	Optical Fiber Communication
TCM305	Telecom Regulation & Policy
TCM306	Wireless and Mobile Communications
TCM402	Introduction to Tele-traffic Engg.

Elective Courses

Telecommunication Management

TCM515	Multimedia Communication
TCM516	Error Control Coding
TCM517	Multimedia Systems
TCM518	Video and Channel Coding
TCM519	Speech Coding
TCM520	Network Security and Cryptography
TCM521	Voice Over Internet Protocol
TCM522	Information Theory and Coding
TCM523	Wireless Adhoc Networks
TCM524	Broadband Communication
TCM525	Mobile and Pervasive Computing
TCM526	Next Generation Networks
TCM527	Satellite Communication

Course Structure

Semester One

General English
Computer Concepts and Programming
Calculus
Physics
Basic Electrical Engineering
Micro and Macroeconomics

Semester Two

Business Communication
Differential Equations and Complex Variables
Object Oriented Programming
Basic Electronics
Islamic Studies
CAD/CAM Applications

Semester Three

Electromagnetic Theory
Linear Algebra
Pakistan Studies
Electronic Devices and Circuits
Digital Computer Logic
Principles of Management

Semester Four

Probability Theory and Statistics
Amplifiers and Oscillators
Engineering Economics
Signal and Systems
Organizational Behavior
Introduction to Financial Accounting

Semester Five

Data Communication and Network
Control System
Analog Communication
Human Resource Management
Project Management
Introduction to Business Finance

Semester Six

Digital Communication
Production Planning and Control
Antenna and Microwave Engineering
Microprocessor and Applications
Digital Signal Processing
Methods in Business Research

Semester Seven

Introduction to Tele-traffic Engineering
Transmission and Switching Systems
Reliability Engineering
Optical Fiber Communication
Elective I
Elective II

Semester Eight

Telecommunication Systems
Telecommunication Regulation and Policy
Wireless and Mobile Communications
Strategic Management
Elective III
Elective IV
Internship (2 credit hours)

MS COMPUTER SCIENCE (ONE YEAR) PROGRAM

The Master of Science program in Computer Science provides an intensive preparation in the concepts and techniques related to the design, programming and application of computing systems. The program requires students to take a broad spectrum of courses and simultaneously allows for emphasis in the desired areas of specialization. The program is based on the HEC guidelines. The program comprises one-year of study over at least 3 semesters. It requires completion of 30 credit hours of course work. Students are required to complete 8 courses and a thesis of 6 credit hours equivalent of 2 courses in order to fulfill their degree requirements. Students must maintain a CGPA of 3.0 for the conferment of the degree.

Eligibility

BS(CS) / MCS / BE in Computer Engineering or candidates are required to make up for the requirement as proposed by the Department Board of Studies Minimum CGPA of 2.5 on a scale of 4.

MS (Computer Science) program consists of two groups of courses: core and elective.

Core Courses

CSC541	Advanced Research Methodology
CSC543	Advanced Computer Architecture
CSC545	Decision Theory
CSC547	Analysis of Algorithms

Elective Courses

CSC531	Data Warehousing
CSC561	Advanced Software Engineering
CSC562	Object Oriented Software Engg.
CSC563	Software Quality Assurance
CSC564	Software Requirement Engineering
CSC565	Software Testing Strategies
CSC571	Advanced Database Mgmt. Systems
CSC573	Data Mining
CSC574	Distributed Systems
CSC575	Parallel & Distributed Computing

CSC576	Parallel & Distributed Algorithms
CSC578	Communication and Info. Policy
CSC581	Neural Networks
CSC582	Pattern Recognition
CSC583	Fuzzy Systems

Course Structure

Semester One

Advanced Research Methodology
Advanced Computer Architecture
Analysis of Algorithm

Semester Two

Decision Theory
Elective I
Elective II

Semester Three

Elective III
Elective IV
MS Thesis (6 credit hours)



Mr. S. M. Muneer, Member Board of Governors, awarding Gold Medal to a BBA (Honors) student at Convocation, 2009

MBA INDUSTRIAL MANAGEMENT AFTER BS INDUSTRIAL ENGINEERING AND MANAGEMENT (ONE YEAR) PROGRAM

IoBM students who have completed BS (Industrial Engineering and Management) four-year program have the option to complete MBA in Industrial Management in one-year. The students are exempted from core and basic courses and they are required to complete 12 courses, including two elective courses.

The course is particularly designed to provide the business expertise essential for senior managers by combining specific management and engineering subjects.

Core Courses

Accounting

ACC401 Intro. to Managerial & Cost Accounting

Engineering

ENG408 Facilities Planning

Finance

FIN404 Financial Management

Human Resource Management

HRM502 Industrial Relations and Labor Laws

Management

MAN405 Strategic Management

MAN410 Industrial Management

MAN411 Project Management

Marketing

MKT530 New Product Development

Supply Chain and Logistics Management

SCM502 ERP Systems Design and Impl.

Statistics

STA404 Statistical Inference

Elective Courses

Engineering

ENG405 Env. Impact Assessment & Mgmt.

ENG407 Manufacturing Process and Systems

ENG410 Maintenance Management

ENG501 Technology Management

Finance

FIN510 Investment Analysis

Management

MAN408 Analysis of Pakistani Industries

MAN502 Business Process Re-engineering

MAN509 Logistics and Inventory Control

Management Information Systems

MIS501 Information Systems Management

Marketing

MKT505 Industrial Marketing

Course Structure

Semester One

Introduction to Managerial and Cost Accounting

Industrial Management

ERP Systems Design and Implementation

Statistical Inference

Semester Two

Facilities Planning

Financial Management

Industrial Relations and Labor Laws

Project Management

Semester Three

Strategic Management

New Product Development

Elective I

Elective II

MBA INDUSTRIAL MANAGEMENT (TWO YEAR) PROGRAM

Master of Business Administration in Industrial Management degree program is designed to address and solve real life problems relating to industrial set-ups. Collaboration with relevant industries and financial institutes is its modus operandi. This course is one of the very few aimed at mid-career professionals who wish to make the move to senior management within industrial and manufacturing organizations. It is designed to provide the business expertise essential for all senior managers by integrating specific engineering subjects with the management of technology and manufacturing systems.

The program also examines the latest business thinking and provides expert knowledge on engineering and technology issues and theories. Topics such as finance, marketing, management strategy are integrated with modern industrial issues such as project and quality management, manufacturing effectiveness, advanced manufacturing technology and supply chain management. This combination of subjects has been specifically designed to reflect the challenges faced by traditional manufacturing organizations.

Required Courses

Accounting

ACC401 Intro. to Managerial & Cost Acc.
ACC402 Introduction to Financial Accounting

Communication

COM402 Business Communication

Economics

ECO401 Micro and Macroeconomics

Engineering

ENG405 Env. Impact Assessment & Mgmt.
ENG408 Facilities Planning

Finance

FIN404 Financial Management

Human Resource Management

HRM401 Human Resource Management
HRM502 Industrial Relations & Labor Laws

Management

MAN303 Production & Operations Mgmt.
MAN401 Principles of Management
MAN405 Strategic Management
MAN410 Industrial Management
MAN411 Project Management
MAN501 Total Quality Management
MAN502 Business Process Re-engineering
MAN503 Supply Chain Management

Management Information System

MIS401 Computer Applications



Jashn-e-Baharaan, 2010 at IoBM

Institute of Business Management

Marketing

MKT401 Principles of Marketing
MKT402 Marketing Management

Statistics

STA404 Statistical Inference

Elective Courses

Engineering

ENG407 Manufacturing Process and Systems
ENG410 Maintenance Management
ENG501 Technology Management

Finance

FIN510 Investment Analysis

Management

MAN403 Entrep. & Small Business Mgmt.
MAN408 Analysis of Pakistani Industries
MAN509 Logistic and Inventory Control

Marketing

MKT502 Services Marketing
MKT505 Industrial Marketing
MKT530 New Product Development

Supply Chain and Logistics Management

SCM502 ERP Sys. Design & Implementation
SCM503 Strategic Supply Chain Management
SCM504 Procurement and Inventory Mgmt.
SCM505 Storage and Warehouse Technique
SCM506 Transportation Techniques & Mgmt.

Course Structure

Semester One

Business Communication
Environmental Impact Assessment & Mgmt.
Principles of Management
Industrial Management

Semester Two

Facilities Planning
Human Resource Management
Computer Applications
Statistical Inference

Semester Three

Introduction to Financial Accounting
Industrial Relations and Labor Laws
Production and Operations Management
Principles of Marketing

Semester Four

Introduction to Managerial and Cost Accounting
Micro and Macroeconomics
Project Management
Marketing Management

Semester Five

Financial Management
Total Quality Management
Supply Chain Management
Elective I

Semester Six

Strategic Management
Business Process Re-engineering
Elective II
Elective III



Members Board of Governors waiting to enter the Marquee

MBA TELECOMMUNICATION MANAGEMENT (TWO YEAR) PROGRAM

Telecommunication is an exciting area of study, involving fast moving and sophisticated technologies of telephone, television, radio, computers, the internet and more.

MBA in Telecommunication Management, offered by IoBM, is designed to provide the management skills and technical knowledge required to plan, acquire, evaluate and operate telecommunication system. Students learn the structure and environment of the telecommunication industry, total quality management, strategic planning and financial management with emphasis in critical management concepts. This program can prepare students for careers in the telecommunication industry. The course has been designed by Telecommunication experts with experience at the international level, keeping in view the requirements of the country.

This is a weekend program with a minimum load of 6 credit hours (2 courses) and a maximum load of 12 credit hours (4 courses) in each of the 3 sessions (Fall, Spring and Summer).

Required Courses

Accounting

- ACC401 Intro. to Managerial & Cost Acc.
- ACC402 Introduction to Financial Accounting

Communication

- COM402 Business Communication

Economics

- ECO401 Micro and Macroeconomics

Finance

- FIN404 Financial Management

Human Resource Management

- HRM401 Human Resource Management

Management

- MAN401 Principles of Management
- MAN402 Organizational Behavior
- MAN405 Strategic Management
- MAN411 Project Management
- MAN501 Total Quality Management

Marketing

- MKT401 Principles of Marketing

Telecommunication

- TCM401 Introduction to Technology Mgmt.
- TCM402 Introduction to Teletraffic Engg.
- TCM403 Global Comm: Industry & Policy
- TCM404 Mgmt. of Telecommunication
- TCM405 Optical Communication Network
- TCM406 Network Design



Mr. Nisar Ahmed Khuhro, Speaker Sindh Assembly, awarding Gold Medal to an MBA student on special achievements

Institute of Business Management

TCM407	Broadband Communication
TCM408	Advanced Mobile & Wireless Comm.
TCM409	Customer Service & Call Center Tech.
TCM410	Management of Network Security
TCM411	Telecommunication Marketing

Elective Courses

TCM 501	Mgmt. of Telecom Regulatory Sys.
TCM 502	The Future of Emerging Tech.
TCM 503	Electronic Business, System & Tech.
TCM 504	Mgmt. of Physical Security Tech. Sys.
TCM 505	Telecommunication Business Continuity Process & Crisis Mgmt.
TCM 506	Telecom Business Process
TCM 507	Optimization of Telecom Systems
TCM 508	Managing Telecom in Media App.
TCM 509	Internet Telephony
TCM 510	Managing the Creative Process

Course Structure

Semester One

Business Communication
Principles of Management
Introduction to Technology Management
Introduction to Teletraffic Engineering

Semester Two

Introduction to Financial Accounting
Organizational Behavior
Global Communication Industry and Policy
Management of Telecommunication

Semester Three

Principles of Marketing
Introduction to Managerial & Cost Accounting
Advanced Mobile and Wireless Communication
Network Design

Semester Four

Financial Management
Micro and Macroeconomics
Broadband Communication
Optical Communication Network

Semester Five

Human Resource Management
Total Quality Management
Customer Service and Call Center Technologies
Management of Network Security

Semester Six

Telecommunication Marketing
Strategic Management
Project Management
Elective



Students enjoying Jashn-e-Baharaan, 2010



**COLLEGE OF ECONOMICS AND
SOCIAL DEVELOPMENT (CESD)**

BS (HONORS) COMMERCE (FOUR-YEAR) PROGRAM

The College of Economics and Social Development (CESD) is a liberal arts college with graduate and undergraduate programmes in the areas of commerce and professional studies, education, economics, media studies and psychology. Research is a core competence of CESD.

BS (Honors) Commerce is designed to help students build a solid foundation in general business principles and skills. It requires completion of 144 credit hours of course work and 2 credit hours of internship of at least six weeks in a firm approved by the College. Students graduating with a CGPA of 2.5 automatically qualify for MBA program offered by CBM. BS Commerce is a weekday program. Students may take a maximum of six courses per semester with Summer as an optional semester.

BS Commerce will lead to MBA in Finance, Marketing or CA. Students have the option of passing the Institute of Chartered Accountants of Pakistan (ICAP) foundation and intermediate examinations simultaneously while obtaining the BS Commerce degree.

Required Courses

Accounting

ACC102	Intro. to Financial Accounting I*
ACC103	Intro. to Financial Accounting-II*
ACC104	Cost and Management Accounting
ACC202	Taxation-I*
ACC203	Financial Accounting-I*
ACC204	Taxation-II*
ACC304	Financial Accounting-II*
ACC305	Cost Accounting-I*
ACC414	Auditing-I*
ACC415	Cost Accounting-II*
ACC416	Auditing-II*

Communication

COM103	Functional English-I*
COM104	Functional English-II*
COM105	Bus. Comm. & Behavioral Studies-I*
COM106	Bus. Comm. & Behavioral Studies-II*
COM107	Introduction to English Literature
COM405	Organizational Consulting Skills*

Economics

ECO202	Intro. to Economics and Finance-I*
ECO203	Intro. to Economics and Finance-II*
ECO204	The Pakistan Economy
ECO205	Economic Development of Sindh

Finance and Banking

FIN101	Financial Markets in Pakistan
FIN406	Financial Econometrics
FIN408	Security Analysis
FIN409	Working Capital Management
FIN627	Investment Banking

Law

LAW101	Mercantile Law-I*
LAW102	Mercantile Law-II*
LAW103	Company Law-I*
LAW104	Company Law-II*

Management

MAN101	Principles of Management
MAN403	Entrep. and Small Business Mgmt.
MAN405	Strategic Management
MAN417	Services Management
MAN510	Management Infrastructure

Management Information Systems

MIS102	Computer Concepts
MIS106	Computer Applications in Business
MIS413	Information Technology-I and II*
MIS414	Computer Practical*

Marketing

MKT301	Principles of Marketing
MKT304	Strategic Marketing
MKT404	Methods in Business Research
MKT405	Marketing Research
MKT510	Direct Mktg. and Sales Promotions

Mathematics

MTH011	Business Maths and Statistics I
MTH012	Business Maths and Statistics II

Social Sciences

SSC101	Introduction to Psychology
SSC102	Sindh History Cultures
SSC103	Bus. Ethics & Corporate Governance

Supply Chain Management

SCM501 Supply Chain Management

Religious Studies

REL101 Islamic Studies

Statistics

STA101 Quantitative Methods-I*
STA102 Quantitative Methods-II*
STA103 Sampling and Probability Theory

*These courses are required for ICAP Foundation and Intermediate Examinations.

Course Structure

Semester One

Functional English I
Quantitative Methods I
Information Technology I
Introduction to Economics and Finance I
Introduction to Financial Accounting I
Mercantile Law I

Semester Two

Introduction to Economics and Finance II
Introduction to Financial Accounting II
Mercantile Law II
Quantitative Methods II
Functional English II
Business Communication and Behavioral Studies I

Semester Three

Financial Accounting I
Taxation I
Business Communication and Behavioral Studies II
Company Law I
Cost Accounting I
Auditing I

Semester Four

Company Law II
Financial Accounting II
Cost Accounting II
Auditing II
Information Technology II
Taxation II

Semester Five

Computer Practical Training I
The Pakistan Economy
Business Maths and Statistics I, or Org. Management
Introduction to Psychology
Policy Studies
Principles of Management

Semester Six

Business Maths and Statistics II, or Industrial Mgmt.
Principles of Marketing
Computer Practical Training I
Marketing Management, or Personal Management
Islamic Studies
Principles of Microeconomics

Semester Seven

Strategic Marketing and Planning
Financial Markets in Pakistan
Business Research Methods, or Strategic Mgmt.
Supply Chain Management, or HRM
Business Ethics and Corporate Governance
Principles of Macroeconomics

Semester Eight

Introduction to Business Finance
Entrepreneurship
Environmental Management, or Org. Behavior
Management Infrastructure, or Services Mgmt.
Org. Consulting Skills or Investment Banking or
Marketing Research
Analyses of Financial Management, or Sales Mgmt.

Notes:

It is mandatory for all students who opt for the ICAP stream to complete all ICAP related courses. Other students may select other available options as indicated.

All ICAP papers are covered by two courses I & II (90 teaching hours). The Computer Practical Training I & II would require 120 hours of practical work.

ICAP students may undergo Computer Practical Training during Summer.

BS (HONORS) MEDIA STUDIES (FOUR-YEAR) PROGRAM

The media industry plays a central and ever-increasing role in contemporary societies. Throughout the 20th century and into the 21st they have expanded in range and influence and now affect many aspects of our lives and there is an ever-increasing demand for media 'content'. This explosion has broadened the possibilities for graduate careers.

The media industry is exciting and challenging and this course will prepare you for these challenges. If your ambition is to succeed in a career in the media; this degree course is right for you and potential employers.

The BS in Media Studies is an intensive interdisciplinary four-year program. Besides consolidating knowledge in the discipline area, students will get opportunities to broaden their understanding of the uses of information technology, appreciate the relevance of other allied subjects as useful for a media graduate, have an overview of subjects as diverse as statistics and logic, develop a strong base of communication skills, media literacy and an ability to carry out project works independently. They have ample opportunities for working with media firms during the course of the degree.

The program has been created for the real world of contemporary media and aims to produce professionals to fulfill the increasing demands of skilled and trained human resources in media organizations and media support services, and also to meet the requirements of educational institutions, development agencies and other research sectors.

Students will work with media firms gaining skills in media production (print, broadcast, and online), research, communication, reporting and media handling. It will allow them to fully appreciate the media processes so they can turn great ideas into great media products.

The program aims to critically engage the student with creative analyses, production and research into traditional and emerging forms of media and requires completion of 144 credit hours of course work and 2 credit hours of internship (in the area of interest). The internship would be at least 6 weeks in an organization approved by the Institute.

Students must take a minimum load of 12 credit hours (4 courses) or a maximum load of 18 credit hours (6 courses) per semester. For the 4 year BS degree students are required to complete 12 courses a year.

This program is designed to develop a sound and broad academic base for a professional career in media studies. A full load of six courses can be taken in the Fall and Spring semesters with an option of four courses in the latter and making up for the shortfall in the Summer session. It also requires completion of 2 credit hours of internship of at least six weeks in an organization approved by the College.

Students graduating with a CGPA of 2.5 automatically qualify for MBA or MS in the relevant discipline offered at IoBM.

Students of BS Media Studies are required to submit a research thesis in the area of media. This will enable students to practically understand topics they have covered in their four year study and present their findings and evaluations in a thesis which is designed to be useful for selected organizations.

MSc ORGANIZATIONAL PSYCHOLOGY AND HUMAN RESOURCE MANAGEMENT (TWO YEAR) PROGRAM

The program is geared towards professionals who wish for a better understanding of the organization they work for. It is concerned with the social and psychological processes operating in organizations, and how these processes relate to organizational systems and structures.

This two-year weekend program requires successful completion of 72 credit hours of course work, including 23 courses plus a research project or internship of 3 credit hours each spread over six semesters. Students are expected to maintain a CGPA of 3.0 and successful completion of internship or research project for the conferment of the degree. This program combines study in psychology with courses in human resource management, workplace relations, leadership and team dynamics, and management strategy.

Student can take a minimum load of 6 credit hours (two courses) or maximum of 12 credit hours (four courses) in each of the 3 semesters (Fall, Spring and Summer).

Eligibility

Applicants should have a first/second class bachelor's degree from an HEC recognized university or an equivalent overseas/professional qualification (BA, BSc, BCom, or an Equivalent degree). Students are required to complete 6 compulsory foundation courses, i.e., 18 credit hours followed by two curriculum options as per interest:

Option I

consists of 36 credits hours of Psychology and 15 credits hours of HRM.

Option II

consists of 36 credits hours of HRM and 15 credits hours of Psychology

(Both the options include 3 credit hours of Research project/Internship).

Both options include all required subjects approved by Department of Management and Social Sciences.

Foundation Courses

Accounting

ACC410 Management Accounting

Communication

COM405 Organizational Consulting Skills

Law

LAW406 Professional Ethics & Legal Issues

Management

MAN401 Principles of Management

MAN402 Organizational Behavior

Psychology

PSY400 Introduction to Org. Psychology

Statistics

STA406 Statistical Methods in Social Sci.

Core Courses

Human Resource Management

HRM400 Foundation of HRM

HRM405 Research Methods in HRM

HRM406 Conflict Mgmt. & Negotiation

HRM407 Seminar in HRM

HRM408 Human Resource Issues in Pak.

HRM409 Mgmt. of Exc. & Inno. in Org.

HRM501 Recruitment and Selection

HRM502 Industrial Relations & Labor Laws

HRM503* Employee Training and Dev.

HRM505 Organizational Change and Dev.

HRM506 Strategic Human Resource Mgmt.

HRM510 Personnel Development

* This course of HRM can also be taken as an elective of Psychology.

Psychology

PSY401 Psychometric Testing

PSY402 Counseling Psychology

PSY403 Consumer and Advertising Psy.

PSY404 Research Methods in Org. Psychology

PSY405 Group Dynamics

PSY406 Psychology of Industrial Relations

PSY407 Personnel Psychology

PSY408 Seminar in Org. Psychology

PSY409 Special Topics in Org. Psychology

Institute of Business Management

Elective Courses

Human Resource Management

HRM507	Public Relations & Event Mgmt.
HRM508	Salary and Compensation
HRM509	Leadership Studies
HRM511*	Performance Appraisal and Mgmt.
HRM517	Personnel Mgmt. & Ind. Relations
HRM518	Coaching Skills and Techniques
HRM519	International HRM

* This course of HRM can also be taken as an elective of Psychology.

Psychology

PSY501	Work Motivation and Attitude
PSY502	Career Counseling and Development
PSY503	Org. Leadership & Strategic Change
PSY504	Quality of Work Life

Course Structure (Career Option I Majors Psychology)

Semester One

Principles of Management
Introduction to Organizational Psychology
Statistical Methods in Social Sciences
Foundation of Human Resource Management

Semester Two

Theories of Personality
Management Accounting
Organizational Consulting Skills
Group Dynamics

Semester Three

Counseling Psychology
Research Methods in Organizational Psychology
Psychometric Testing
Organizational Behavior

Semester Four

Psychology of Industrial Relations
Organizational Change and Development
Consumer and Advanced Psychology
Professional Ethics and Legal Issues

Semester Five

Personnel Psychology
Seminar in Organizational Psychology
Human Resource Issues in Pakistan
Research Project / Internship (3 credit hours)

Semester Six

Special Topics in Organizational Psychology
Elective I
Elective II
Elective III
Research Project (Cont...)

Course Structure (Career Option II Majors HRM)

Semester One

Principles of Management
Introduction to Organizational Psychology
Statistical Methods in Social Sciences
Foundation of Human Resource Management

Semester Two

Group Dynamics
Organizational Behavior
Management Accounting
Organizational Consulting Skills

Semester Three

Psychometric Testing
Research Methods in HRM
Recruitment and Selection
Industrial Relations and Labor Laws

Semester Four

Employee Training and Development
Strategic HRM
Conflict Management and Negotiation
Organizational Change and Development

Semester Five

Personnel Development
Applied Industrial Psychology and Behavior Modi.
Management of Excellence & Innovation in Org.
Research Project / Internship (3 credit hours)

Semester Six

Seminar in HRM
Elective I
Elective II
Elective III
Research Project (Cont...)

MSc MEDIA PSYCHOLOGY (TWO YEAR) PROGRAM

This Master's program is designed to develop a sound and broad academic base for a professional career in media psychology. It requires completion of 72 credit hours of course work, including 24 courses and 2 credit hours of internship (in Media Psychology) of at least six weeks in an organization approved by the College and a comprehensive examination. Students must maintain a CGPA of 3.0 for the conferment of the degree. The program is designed for students who have passed BA (Hons)/BSc (Hons)/BBA (Hons) or 3-year Bachelor's degree recognized by the Higher Education Commission of Pakistan.

Students can take a minimum load of six credit hours (two courses) or a maximum load of twelve credit hours (four courses) in a regular semester (Fall, Spring and Summer). In order to obtain the Master's degree in 2 years, a student is required to cover twelve courses in a year. Full load of four courses can be taken each in the Fall, Spring and Summer semesters.

Required Courses

Advertising

ADV401 Principles of Advertising

Marketing

MKT404 Methods in Business Research
MKT509 Consumer Behavior

Media Psychology

MMP404 Media Writing
MMP405 Media Literacy
MMP406 New Media Rhetoric
MMP407 Electronic and Print Media
MMP408 Media Technology: Sound and Music
MMP409 Capstone Project

Psychology

PSY412 Media Psychology and Social Change
PSY414 Psychology of Gender
PSY415 Culture and Psychology
PSY416 Counseling Psychology
PSY417 Media and Forensic Psychology
PSY418 Psychology of Personality
PSY419 Psychological Impact of Film & TV
PSY420 Work Psychology
PSY421 Community Psychology
PSY422 Psychological Assessment

Statistics

STA401 Quantitative Business Analysis



Graduates awaiting degrees at Convocation, 2009

Elective Courses

Media Psychology

MMP501	Media Technology: Games
MMP502	Adobe Photoshop
MMP503	Role of Media in Environment
MMP504	Electronic Broadcasting
MMP505	Contemporary Issues in Media Studies
MMP506	New Media Technologies: Audio, Video and Multimedia

Psychology

PSY505	Psychology of Religion
PSY506	Psychology of Attitude Change
PSY507	Cognitive Psychology
PSY508	Health Psychology
PSY509	Organizational Psychology
PSY510	Contemporary Issues in Psychology
PSY511	Psychological Impact of Internet and Mobile Technology

Course Structure

Semester One

Media Writing
Media Psychology and Social Change
Quantitative Business Analysis
Psychology of Gender

Semester Two

Culture and Psychology
Media Literacy
New Media Rhetoric
Counseling Psychology

Semester Three

Principles of Advertising
Media and Forensic Psychology
Psychology of Personality
Psychological Impact of Film and Television

Semester Four

Work Psychology
Community Psychology
Electronic and Print Media
Methods in Business Research

Semester Five

Media Technology: Sound and Music
Consumer Behavior
Elective I (Media Studies)
Elective II (Psychology)

Semester Six

Psychological Assessment
Capstone Project
Elective III (Media Studies)
Elective IV (Psychology)
Internship (2 credit hours)



Mr. Muhammad Ali Tabba, Member, Board of Governors awarding Gold Medal to a BBA (Honors) student at Convocation, 2009

MSc MEDIA PSYCHOLOGY (THREE YEAR) PROGRAM

Master's in Media Psychology is particularly designed to develop a sound and broad academic base for a professional career in media psychology. This program provides an understanding of how people perceive, interpret, use, and respond to the media-rich world by emphasizing on the way the media creates and changes psycho-cultural environment. The program will help students gain an insight into media psychology and technology, their cultural contexts, and their influences on both the individual behavior and psychological aspect of society. Students examine 'media psychology' theory within cultural, historical, political, legal, economic and social contexts, and explore aesthetic properties of media psychology artifacts. In sum, students will learn how to create meaning from their study of mediated psychological experiences.

Using diverse research methods, both qualitative and quantitative, students will be trained to learn to question effectively, research, and analyze critical media psychology issues and problems that impact their daily lives as well as the world. Students will be empowered with the skills and curiosity to become avid researchers in education and industry, and prepare them for both graduate and professional work in a variety of media psychology related fields. The course work will emphasize on collaboration with the media channels for their assignments and projects.

This program is particularly designed to develop a sound and broad academic base for a professional career in media psychology. It requires completion of 108 credit hours of course work, including 36 courses and 2 credit hours of internship (in Media Psychology) of at least six weeks in an organization approved by the College and clear a comprehensive examination. Students must maintain a CGPA of 3.0 for the conferment of the degree. The program is designed for students who have passed B.A./B.Com./B.Sc or 2-year Bachelor's degree recognized by the Higher Education Commission of Pakistan.

Students can take a minimum load of six credit hours (two courses) or a maximum load of twelve credit hours (four courses) in a regular semester (Fall, Spring and Summer). In order to obtain the Master's degree in 3 years, a student is required to cover twelve courses in a year. Full load of four courses can be taken each in the Fall, Spring and Summer semesters.

Required Courses

Communication

COM402	Business Communication
COM403	Interpersonal Communication Skills

Language

LAN401	Functional Urdu
--------	-----------------

Management

MAN401	Principles of Management
MAN412	Personal Management

Management Information Systems

MIS401	Computer Applications
--------	-----------------------

Marketing

MKT401	Principles of Marketing
MKT404	Methods in Business Research
MKT509	Consumer Behavior
MKT532	Principles of Advertising

Media Psychology

MMP401	Introduction to Mass Communication
MMP402	Media and Self
MMP403	Typography
MMP404	Media Writing
MMP405	Media Literacy
MMP406	New Media Rhetoric
MMP407	Electronic and Print Media
MMP408	Media Technology: Sound and Music
MMP409	Capstone Project

Institute of Business Management

Psychology

PSY411	Introduction to Psychology
PSY412	Media Psychology and Social Change
PSY413	Social Psychology
PSY414	Psychology of Gender
PSY415	Culture and Psychology
PSY416	Counseling Psychology
PSY417	Media and Forensic Psychology
PSY418	Psychology of Personality
PSY419	Psychological Impact of Film & TV
PSY420	Work Psychology
PSY421	Community Psychology
PSY422	Psychological Assessment

Statistics

STA401	Introduction to Statistics
--------	----------------------------

Elective Courses

Media Psychology

MMP501	Media Technology: Games
MMP502	Adobe Photoshop
MMP503	Role of Media in Environment
MMP504	Electronic Broadcasting
MMP505	Contemporary Issues in Media Studies
MMP506	New Media Technologies: Audio, Video and Multimedia

Psychology

PSY505	Psychology of Religion
PSY506	Psychology of Attitude Change
PSY507	Cognitive Psychology
PSY508	Health Psychology
PSY509	Organizational Psychology
PSY510	Contemporary Issues in Psychology
PSY511	Psychological Impact of Internet and Mobile Technology

Course Structure

Semester One

Business Communication
Principles of Management
Computer Applications
Introduction to Psychology

Semester Two

Social Psychology
Personal Management
Introduction to Mass Communication
Functional Urdu

Semester Three

Media and Self
Typography
Principles of Marketing
Interpersonal Communication Skills

Semester Four

Media Writing
Media Psychology and Social Change
Psychology of Gender
Introduction to Statistics

Semester Five

Culture and Psychology
Media Literacy
New Media Rhetoric
Counseling Psychology

Semester Six

Principles of Advertising
Media and Forensic Psychology
Psychology of Personality
Psychological Impact of Film and Television

Semester Seven

Work Psychology
Community Psychology
Electronic and Print Media
Methods in Business Research

Semester Eight

Media Technology: Sound and Music
Consumer Behavior
Elective I (Media Studies)
Elective II (Psychology)

Semester Nine

Psychological Assessment
Capstone Project
Elective III (Media Studies)
Elective IV (Psychology)
Internship (2 credit hours)

MSc LEADING TO MS ECONOMICS AND FINANCE

Overview of the Proposed Program

MS Economics and Finance is a much sought after degree, currently being offered by both public and private sector universities. The program to be offered by the IoBM will be more advanced and sensitive to the needs of the market than the programs currently being offered by public and private sector universities.

The program is particularly designed to achieve the following aims:

- > To provide thorough education and training in economics and finance.
- > To prepare students for a career in academia, government departments, financial institutions, private companies, regulatory institutions, etc.
- > To apply knowledge and understanding of economics and finance.
- > To enhance learning skills and personal development in order to encourage independence and originality and contribute to business and society through further study at the doctoral level, etc.
- > To integrate students' understanding of theoretical microeconomics, applied finance and econometric methodology.

Career Opportunities

The program will be a major source of opportunities in banks, financial institutions, finance department at the federal and provincial level, universities, academic institutes, international agencies, consultancies and economic research institutes.

MSc Leading to MS Economics and Finance

Students completing the BS (Economic and Finance) program can obtain an MSc (Economic and Finance) degree after completion of 30 credit hours. An MS degree requires a further 6 credit hours of thesis writing.

MS Economics and Finance (Three-Year, 102 Credit Hours)

This program is proposed for BA/BCom/BSc students who have 14 years of prior education. In the first 2 years of the program the students will do pre-requisite courses. Upon completion of the first 3 years, students enrolled in the program will get an MSc degree. An MS degree requires a further 6 credit hours of thesis writing.

MSc Leading to MS Economics and Finance (Two-Year)

This program is proposed for MA/MSc students who have 16 years of prior education and those with equivalent qualifications. The students enrolled will complete one year of course work for 24 credit hours for obtaining an MSc degree. Six further credit hours of work will lead to the award of an MS degree.



Mr. Shaharyar Muhammad Khan, Keynote Speaker awarding Gold Medal to an MBA student at Convocation, 2009

Required Courses

Economics

ECO501	Microeconomics
ECO502	Macroeconomics
ECO503	Econometrics
ECO505	Theory & Practice of International Economic Policy

Finance

FIN406	Financial Econometrics
FIN517	Theory and Practice of Finance

Elective Courses

Economics

ECO506	Monetary Economics
ECO507	Development Economics
ECO508	Mathematical Economics
ECO509	Industrial Organization
ECO510	Mergers, Acquisitions & Restructuring
ECO511	Taxation and Business Strategy
ECO512	Trade and Globalization

Finance

FIN503	Corporate Finance
FIN518	Current Issues in Islamic Finance
FIN519	Industrial and Financial Economics
FIN520	Financial Risk Management
FIN521	International Financial Management

Course Structure

Semester One

Microeconomics
Macroeconomics
Econometrics

Semester Two

Theory and Practice of Finance
Theory and Practice of Int'l Economic Policy
Financial Econometrics

Semester Three

Elective I
Elective II



Students at CBMUN 2010

COMPREHENSIVE EXAMINATION

After completion of their MBA program all students are required to pass a comprehensive examination conducted by the Institute. The comprehensive examination provides students an opportunity to integrate, synthesize and apply the various aspects of academic achievements and overall work done in their chosen majors and the core courses studied during the MBA. Preparation for the comprehensive examination would develop a broader understanding of the significance of the major chosen by the students within the framework of their overall educational experience.

Students of MBA Executive program are exempted from this examination.

Structure

The comprehensive examination is of 3 hours duration divided equally into three segments consisting of three case studies of one hour duration each.

The case studies are related to all specializations available to MBA students.

To pass the comprehensive examination, a student must get satisfactory grades in all of the three case studies. The examination is conducted twice a year in the months of March and September. Passing the Comprehensive examination is a mandatory requirement for obtaining the MBA degree.

Students are allowed a maximum of two attempts to qualify for the comprehensive examination. A third attempt may be availed only after the Dean's permission. The comprehensive examination is taken only after the student has completed all course requirements and attained a CGPA of at least 3.0 in his/her program.



IoBM students in the Examination Hall



Asif Quyyum

Chief Solutions Architect/Regional Sales Head, Inbox Business Technologies

My experience at IoBM was a pilgrimage of self discovery and the mix of individuals in my class was my laboratory. It was here at IoBM that I discovered my passion for entrepreneurship and launched my first startup, which ushered in the era of e-payments and online credit card transactions in the Pak-rupee economy. IoBM provided me with the essentials to understand business, the tenacity to launch a startup with practically nothing but raw guts, dreams and the wisdom to let go. I feel that attending IoBM was one of the best decisions I ever made.



A view of Administration and Business Support Center building



Sooraj Kumar Khetpal

BBA (Honors)

Choosing to do a BBA program at the Institute of Business Management was one of the best decisions I have ever made. Complementing my courses, BBA gave me the opportunity to put myself on the forefront dealing with our daily business issues. Today I have the overall picture I always wanted to get. My BBA covered the missing gaps and linked the different business topics together, leading me to a very interesting experience. During my university studies at IoBM, I especially appreciated being taught by professors with real world experience, ready to equip us to confront real situations in our professional careers. IoBM offers a great environment where teamwork is put into practice. This allowed us to learn to listen and exchange ideas in different fields.



INTERNSHIP AND PLACEMENT PROGRAMS



INTERNSHIP PROGRAM

IoBM makes efforts to help students get some experience in highly competitive organizations. Their fresh ideas, unique perspectives and fundamental knowledge are important assets that can help shape the future of an organization. The Internship Program for interns is designed to provide students with the opportunity to work on meaningful assignments and gain real-world experience. Real-world experience is aligned to the courses studied by students. Such experience is of vital importance to students in two main areas:

1. **Gain Valuable Work Experience in the Chosen Field of Interest**

An internship is a great way to gain hands-on work experience, develop specific skills and knowledge as well as to network with people from the students' chosen field. Moreover, employers assess the skills and abilities of prospective employees by evaluating their previous experience. Students pursue career-related opportunities prior to graduation, thereby, obtaining an edge over other candidates in the competitive job market.

2. **Decide on Right Careers Prior to Graduation**

An internship provides a more accurate picture of what individuals do in certain professions. After experiencing a particular job environment and observing what it entails, students may decide if this is the right career for them.

The internship is compulsory for all MBA, BBA, and BS final year students, and has a minimum duration of six consecutive weeks. Executive students are exempted from the internship program.

Eligibility for Internship

Minimum CGPA		Semesters of Study Completed at IoBM	
MBA	2.8		Two
BBA / BS (Honors)	2.4		Six

- > MBA & BBA (Honors) students should have passed the Methods in Business Research (MBR) course.
- > The Institute selects the organization for internship for the student.
- > A student has to select and write a case study on an intriguing problem faced by the organization or department where the student interns and has to suggest workable solutions considering the courses studied.
- > Students are required to explain in their report how the internship enriched their learning by identifying theories and concepts studied in class and their application in relation to their experience in the organization of internship. Reports are graded as follows:

A - Grade = 3.89 points

B - Grade = 3.33 points

Grades lower than 'B' are considered 'satisfactory' and are not awarded any marks. Interns who fail to get a passing grade are required to re-write their reports.

- > Reports are required to be submitted by an intern within two weeks of completion of the internship.
- > All sponsoring organizations are requested to evaluate the intern's performance on a prescribed form which is discussed with the intern so as to focus on his/her strengths and weaknesses.

ORGANIZATIONS WHERE IOBM STUDENTS HAVE INTERNED

360 Training
3M Pakistan Private Limited
Abbot Laboratories (Pakistan) Limited
ACCA Pakistan
AKD Investments
AKD Trade
Al Karam Textiles Limited
Algorithm
Ali Gohar Pharmaceuticals
ALICO
Allied Bank of Pakistan Limited
Anjum Asim Shahid Associates
Apna TV
Arif Habib Investments Limited
Arif Habib Securities Limited
ARY Digital Network
Asiatic Public Relations Network
Askari Commercial Bank Limited
Atlas Group of Companies
Atlas Honda Limited
Atlas Lease Limited
Avanza Solutions (Pvt.) Limited
Aventis Pharma (Pvt.) Limited
Bank Al-Falah Limited
Bank Islami Limited
Barclays Bank Limited
BASF Pakistan (Pvt.) Limited
Bayer Pakistan (Pvt.) Limited
Berger Paints Pakistan Limited
Blitz Advertising (Pvt.) Limited
BMA Capital (Pvt.) Limited
BOC Pakistan Limited
BP Pakistan Exploration & Production
BR&W (Pvt.) Limited
Brands Image
Chevron
CIM Shipping
Circuit Advertising
Citibank N.A.
Clariant Pakistan Limited
Commercial Union Assurance Co. Plc.
Communications
Continental Biscuits Limited
Cox & Kings (Agents) Limited
Crescent Bank Limited
Cres-Soft (Pvt.) Limited
Cupola Pakistan Limited
Cybernet
Cynamid (Pakistan) Limited
Dalda Foods (Pvt.) Limited
Dawlance (Pvt.) Limited
Dawn Group of Newspapers
Deutsche Bank A.G.
Dewan Mushtaq Group
DHL
Dubai Islamic Bank
Dupont Far East Inc.
EDP Services (Pvt.) Limited
Efro Tech Services
Efroze Chemical Industries (Pvt.) Ltd.
EFU Insurance
Eli Lilly Pakistan (Pvt.) Limited
Emaculate Solutions
Emirates Global Islamic Bank Ltd.
Emirates Investment & Development, Dubai
English Biscuits Manufacturers
Engro Asahi Polymer & Chemicals Ltd.
Engro Chemicals Pakistan Ltd.
Engro Foods
Engro Vopak Terminal Ltd.
ENI Pakistan Limited
Express News
Faysal Bank Limited
Ferguson's Associates
First Women Bank
FM 107 Private Limited
Fontalia
Genesis Direct
Geo Television
Gerry's Information Technology
Gestetner (Pvt.) Limited
Ghandhara Nissan Diesel Ltd.
Gillette Pakistan Limited
Glaxo Smithkline Pakistan Ltd.
Gravity Communications
Gulf Commercial Bank Ltd.
Habib Bank AG Zurich
Habib Bank Limited
Habib Metropolitan Bank Limited
Harvest Topworth International
Higher Education Commission
Hilton Pharmaceutical (Pvt.) Ltd.
Hinopak Motors Limited
Hoechst Marion Roussel (Pakistan)

Institute of Business Management

Hong Kong & Shanghai Banking Corp.
IBM – Pakistan
ICI Pakistan Limited
Intel Pakistan Corporation
Interflow Communications (Pvt.) Ltd.
InterGraphics C&A (Pvt.) Ltd.
International Advertising Private Limited
International Asset Mgmt. Co. Ltd.
International Brands Limited
Invest & Finance Securities Limited
Invest Capital (Pvt.) Ltd.
Ismail Industries Limited
Itochu
J & P Coats Pakistan (Pvt.) Ltd.
J. Walter Thompson Asiatic (Pvt.) Ltd.
Jaffer Brothers Limited
Jaffer Business Systems (Pvt.) Ltd.
Jahangir Siddiqui & Co. Ltd.
JCR-VIS Credit Rating Company
Jofa International
Johnson & Johnson Pakistan
JS Bank Limited
JS Global
JS Investments Limited
Kalsoft (Pvt.) Limited
Karachi International Container Terminal Ltd.
Karachi Stock Exchange Limited
KASB Bank Limited
KASB Securities Limited
Khadim Ali Shah Bukhari & Co.
Knoll Pharmaceuticals Limited

Lakson Group of Companies
Li Fung (Singapore) Pvt. Limited
Lowe & Rauf (Pvt.) Limited
Manhattan Leo Burnett
Marksman Advertising
Marriott Hotel
MCB Bank Limited
MCR (Pvt.) Limited – Pizza Hut
Mediacom
Meher Associates (Pvt.) Limited
Merck Sharp & Dohme of Pakistan Limited
Millennium Software (Pvt.) Ltd.
Mindshare Pakistan (Pvt.) Ltd.
Mobil Askari Lubricants
Mobilink
Muller & Phipps Pak (Pvt.) Ltd.
Nabiqasim Industries
NAFA
Narejo Human Resources
National Bank of Pakistan
National Foods Limited
National Industrial Parks Ltd.
Naveena Exports (Pvt.) Ltd.
Nestle Milkpak Limited
NIB Bank Limited
Novartis Pharma Pakistan Ltd.
Novo Nordisk Pharma
Oman International Bank
Orient McCann-Erickson
Orix Investment Bank
Orix Leasing Pakistan Limited



Mr. Shahjehan S. Karim, President IoBM,
Syed Qaim Ali Shah, Chief Minister of Sindh and
Mr. Nisar Ahmed Khuhro, Speaker Sindh Assembly at Convocation, 2009

P&O Nedlloyd
Pak Mediacom (Pvt.) Limited
Pak Oman International Bank
Pakistan Credit Rating Agency
Pakistan International Airlines
Pakistan Petroleum Limited
Pakistan Refinery Limited
Pakistan State Oil Co. Limited
Pakistan Tobacco Company Limited
Pak-Kuwait Investment Co.
Parke Davis & Co. Limited
Pepsi Cola International Limited
Pfizer Laboratories Limited
Philips Electrical Industries Limited
PICIC Commercial Bank
PICIC Insurance
Pkstudent.com
Prestige Communications (Pvt.) Ltd.
Procter & Gamble Pakistan Limited
Qasim Int. Container Terminal Co.
Qatar Airways
Reckitt Benckiser Pakistan Limited
Reuters Limited
Rhone Poulenc Rorer Pakistan
Roche Pakistan Limited
Royal Bank of Scotland
Sanofi-Aventis
Sapphire Textile Mills Limited
Saudi Pak Commercial Bank Limited
Shadman Cotton Mills Limited
Shell Pakistan Limited
Sheraton Hotel
Shield Pakistan
Sidat Hyder Associates

Siemens Pakistan Limited
Silchem
Spectrum Communications
Standard Chartered Bank Limited
State Bank of Pakistan
Sui Southern Gas Company
Synergy Advertising (Pvt.) Limited
Tapal Tea (Pvt.) Limited
Target Resourcing
Tariq Abdul Ghani & Co.
Taurus Securities Limited
Telenor Pakistan (Pvt.) Limited
Tetrapak
The Aga Khan University & Hospital
The First Micro Finance Bank Ltd.
Total Computer Solutions
Toyota - Indus Motors
Trading Corporation Pakistan
UBL Funds Managers
UBL Insurers
Ufone
Unilever Pakistan Limited
Union Bank Limited
Union Leasing Limited
Unisys Pakistan (Pvt.) Limited
United Bank Limited
Warid Telcom (Pvt.) Limited
Westminster & Eastern Fin. Services
World Call
Wyeth Pakistan Limited
Xenith Public Relations (Pvt.) Limited
Zong
Zulfiqar Industries Limited



Students participating in CBMUN 2010

PLACEMENT PROGRAM

IoBM lays tremendous emphasis on its close collaboration with the government, firms, banks and leading HR consultants so as to ensure appropriate induction of its graduates into such organizations. Close linkages are maintained with CEOs and Heads of Departments in organizations so as to provide the best career prospects for graduates. Efforts are made to match the talents of students with requirements of both multinational and local organizations.

Emphasis has been placed on the requirement of Career Fair Seminars. They provide a meeting ground between the corporate world and graduates with the provision of resumes to HR representatives where students are selected for jobs against their requirements immediately, or at a later stage since their personal data remains easily available with such organizations for possible employment. In Career Seminars, graduates are given fresh insight into the corporate world with detailed discussions on the writing of resumes and methodology in performing well during interviews.

IoBM's Internship & Placement Department provides a firm commitment to its graduates for developing careers. This begins from the point the student is inducted and continues with a life long partnership. In the past we have assisted our graduates in finding careers for our alumni as well. Some of the activities designed for placing students include, but are not limited to:

1. On-Campus Recruitment Drives

The Internship & Placement Department has been able to develop strong relationships with the corporate sector by signing MoUs for both Internship & Job Placements, co-sponsoring guest lectures and seminars. As a result, companies frequently conduct on-campus recruitment drives. This includes such organizations as Unilever, P&G, ICI, GSK, Engro, etc.

2. Publishing Bi-Annual Graduate Directory

MBA graduates are invited to showcase their resumes in IoBM's bi-annual Graduate Directory. This publication is circulated to about 150 national and multinational companies and is an essential tool for being placed in the market. The Internship & Placement department recently conducted a survey to determine the efficacy of this document. It was found that 62% of the respondents were contacted for interviews and 69% of these were able to secure positions.

3. Career Counseling

Guidance and counseling is an extremely important aspect of development for young adults at IoBM. With this in mind the team in the Internship & Placement Department is constantly engaged in assisting students in the entire process of preparing for and actually finding jobs for them.

4. Guest Lectures by Industry Experts

Recognizing the importance of networking and relationship management, the Department frequently invites industry professionals for lectures, conferences and corporate events. Our aim is to provide students with the opportunity to establish a strong and lasting contact base before graduation to ensure that they are able to get positions in the industry and business organizations.

5. Workshops Related to Career Management

The department has recently introduced periodic in-house workshops, such as interviewing techniques, resume writing, behavior patterns in organizations, etc.

6. Career Fair

At the end of 2009, the department organized a Career Fair, inviting organizations engaged in their recruitment cycle to make company presentations and answer questions from students. This day long event was managed in collaboration with students and received widespread appreciation. The department envisages this as an annual event not for only interactive sessions between students and the corporate world, but also for providing resumes for either immediate employment, in case jobs are available with the organization concerned, or resumes being kept pending by organizations for jobs whenever such an opportunity arises.

7. Job Alerts via Group mail, Notices and Rozeepk.com

IoBM's Internship & Placement Department manages a database of job opportunities in the market. Students are provided opportunities through group mails, notices and an online web portal in collaboration with Rozeepk.com.

FIRMS EMPLOYING IoBM GRADUATES

ABAMCO Limited
Abu Dawood Trading Company
ACCA
A C Nielsen
Ace Insurance Limited
Adam Motor Co., Limited
Adcom Pvt. Limited
Aga Khan Education Services
Agfa Gavaert Pakistan
AIG Pakistan - New Hampshire Ins.
AKD Securities
Al Falah Securities
Al-Meezan Bank Limited
Al-Mughal Trading Corporation
Alstom Pakistan (Pvt.) Limited
Ali Asghar Textile Mills Ltd.
Ali Gohar & Co. Limited
American Pacific Enterprises LLC
Anjum Asim Shahid Associates Limited
APTECH Computers Education
Arif Habib Bank Limited
Artal Group of Companies
ARY Communications
ARY Digital Television Network
ARY Shopping Channel
Asiatic Public Relations Network Ltd.
Askari Bank Limited
Attock Cement Private Limited
Australian Education Commission
Aventis Pharma Pakistan Limited
Aexact Cyber Solutions
Axis Communications
Bank Al-Falah Limited
Bank Al-Habib Limited

Bank Islami Limited
Barclays Bank Limited
BASF
Bayer Pakistan
BDO Ebrahim & Co. Chartered Acc.
Berger Paints Pakistan Limited
Bhoja Air (Pvt.) Limited
Blitz Advertising (Pvt.) Limited
BMA Capital Management Limited
Bosch Pharmaceuticals
BP Pakistan (UTP)
Bridgestone Tires Pakistan Limited
British Oxygen
Business Plus
Cadbury Pakistan Ltd.
Candyland Industries Limited
Capital Management (Pvt.) Limited
Caresse Cosmetics, Santcos Limited
Citi Security
Citibank N.A.
Clariant Pakistan Limited
Clicktrade
Coca Cola
Colgate Palmolive Pakistan Ltd.
Contact Plus
Continental Biscuits Private Limited
Contract Advertising
Creative Chaos Pvt. Ltd.
Creative Factor
Crescent Commercial Bank Limited
Crescent Insurance
Cupola Pakistan Limited
Dadabhoy Investments Pvt. Ltd.
Dadex

Institute of Business Management

Dawlance (Pvt.) Limited
DAWN Group of Newspapers
Descon Engineering
Deutsche Bank
Dewan Group
DHL Pakistan Limited
DMK Consultancy
Dubai Islamic Bank
Dupont Pakistan
EDGE Financials
EFU General Insurance Limited
Eli Lilly Pakistan (Pvt.) Limited
Emirates Bank Ltd.
Emirates Global Islamic Bank Limited
English Biscuits Manufacturers Ltd.
Engro Foods Ltd.
Engro Pak Tank Terminals Limited
ENI Pakistan Limited
Epony Industries (Pvt.) Limited
Etilize Pvt. Ltd.
Evernew Entertainment
Faysal Asset Management Ltd.
Faysal Bank Limited
Ferguson Associates
First Capital Equities (Pvt.) Limited
Forex Financial Products
Forte Pakistan Pvt. Ltd.
Freight Systems Co. Ltd.
Friends of Literacy & Mass Education
Gatron Industries Ltd. / Novatex Ltd.
GEMCO Pakistan Ltd.
Giga Group of Companies
Glaxo Smithkline Pakistan Limited
Global Securities Pvt. Ltd.
Green Star Social Marketing
Gul-Ahmed Textile Mills (Pvt.) Ltd.
Habib Bank AG Zurich
Habib Bank Limited
Habib Metropolitan Bank Ltd.
Habib Oil Mills Limited
Haleeb Foods, Lahore
Hinopak Motors Limited
Home Express
HRS Global
Hum TV
I. T. Link Online
IAL Satch & Satchi
IBM – Pakistan
ICI Pakistan Limited
IGI Financial Services
Indus Bank Limited
Indus Motors Company
Intel Pakistan
Interflow Communications (Pvt.) Ltd.
International Advertising (Pvt.) Ltd.
International Asset Mgmt. Company
INVATERRA
Invest & Finance Securities Limited
J. Walter Thompson Asiatic (Pvt.) Ltd.
Jaffer Brother Limited
Jahangir Siddiqui & Co. Limited
Jason Group of Companies
Johnson & Johnson Pakistan (Pvt.) Ltd.
JS Bank Limited
JS Investment
KalSoft (Pvt.) Limited
Karachi International Terminal Ltd.
Karachi Stock Exchange Limited
KASB Bank Limited
KASB Capital
KASB Funds Limited
KASB Securities
Khadim Ali Shah Bukhari & Co. Ltd.
KPMG Taseer Hadi & Co.
KZR Associates
Lakson Tobacco
Land O'Lakes, Inc.
Lasmo Oil Pakistan Limited
Live Securities Pvt. Ltd.
Maersk Sealand
Majsons Corporation
Manhattan Leo Burnet
Maple Pharmacueticals Pvt. Ltd.
Mass Advertising Pvt. Ltd.
MCB Bank Limited
Media Max (Pvt.) Limited
Merck Marker Pvt. Ltd.
Metropolitan Bank Limited
Mindshare Pakistan (Pvt.) Limited
Mobil Askari Lubricants
Mobilink
Mobitel, KSA
Monsieur
MS Associates
Muller & Phipps Pakistan (Pvt.) Ltd.
Mustafa & Co. (Pvt.) Limited
Nabiqasim Industries
National Commodity Exchange
National Foods Limited
National Fullerton Asset Mgmt. Ltd.

National Industrial Parks Ltd. (NIP)
National Insurance Company
National Investment Trust
Naveena Export (Pvt.) Limited
Nestle Milkpak Limited
Net Space Systems
New Era Industries
New Jubilee Insurance Co. Limited
Nike Pakistan Limited
Novartis Pharma Pakistan Limited
Oman National Electronics, Dubai
Oratech Systems (Pvt.) Limited
Orient Public Relations
Orix Investment Bank Pakistan Ltd.
Orix Leasing Pakistan Limited
P & O Nedlloyd
Packages Limited
Pak Mediacon (Pvt.) Limited
Pakistan Petroleum
Pakistan Services Limited
Pakistan State Oil Company Ltd.
Pakistan Telecommunication Co.
Pakistan Television Corporation
Pak-Kuwait Investment Co. Ltd.
Pak-Suzuki Motors Co. Limited
Parke Davis & Co. Limited
Pastel Communications
Pegasus Consultancy (Pvt.) Ltd.
Pfizer Laboratories Limited
Philips Electrical Co. of Pakistan
Pizza Next - MFC Pvt. Ltd.
Plastech Products (Pvt.) Ltd.
Premier Systems Pvt. Ltd.
Prestige Communications Ltd.
Reckitt Benckiser Pakistan Ltd.
Rhone Poulenc Rorer Pakistan Ltd.
Rising Technologies
Roche Pharmaceuticals Limited
Rohi International Pvt. Ltd.
Royal Bank of Scotland
S13 - Systems Innovations Pvt. Ltd.
Sanofi Aventis
Sapphire Textile Mills Limited
Saudi Pak Commercial Bank Ltd.
Saudi Pak. Leasing Co. Limited
Searle Pharmaceuticals
Shafi-Reso Chemicals
Shaheen Airlines
Shangrila Pvt. Ltd.
Shell Pakistan Limited
Siemens Pakistan Limited
Sindh Education Foundation
Singer Pakistan Limited
Stancos (Pvt.) Limited
Standard Chartered Bank Limited
Starcom Pakistan
State Bank of Pakistan
STEP Consultants
Stitchers International
Sun Consultants
Sun Systems
Super Trading Inc.
Sysnet Pakistan Pvt. Ltd.
Target Resourcing
Taurus Securities Ltd.
TCS (Pvt.) Limited
Telenor Pakistan Limited
The Aga Khan University & Hospital
The Bank of Khyber
The First Micro Finance Bank
Thinkline
Third Eye Managed Services
Time & Vision Advertising
TNI - Worldwide Partners Inc.
Total Lubricants
Triple E (Pvt.) Limited
TV One - Airwaves Media Pvt. Ltd.
Uniferoz
Unilever Pakistan Limited
Union Bank Limited
Unisys Pakistan (Pvt.) Limited
United Assets Management Co.
United Bank Limited
United Consultants (Pvt.) Limited
United Registrar of Systems Limited
United Sales (Pvt.) Limited
US Consulate, Karachi
Versa Canada Inc.
Visa International (Asia Pacific) Ltd.
Vision Express
Warid Telecommunication
Wavetec Pvt. Ltd.
Weekend World Marketing Limited
Westminster & Eastern Financial Services Ltd.
World Tel
World Wildlife Fund for Nature Pak
WorldCALL Broadband Limited
Xenith Public Relations (Pvt.) Ltd.
ZAP Infotech Inc.
Zeppelin Communications
Zulfeqar Industries Limited



Naveed Ilyas

MBA, Spring 2008, Marketing Manager, Multinet Pakistan Pvt. Ltd. (an Axiata group subsidiary), Visiting Faculty-IoBM, Co-Author, "Marketing Management-Cases and Practices of Pakistani Corporations"

I believe that every business school follows the same curriculum, however, it is the method of equipping graduates with the tools and techniques of applying this curriculum to real world situations. These tools and techniques provide a graduate the confidence required to face the rough ride of the outside world. I thank IoBM for equipping me enough to tackle the challenges on my way to an illustrious career.



A view of Academic building



Sarocsh Ahmed

CFO-Symmetry Group, Strategic Media Manager, Telenor Pakistan

Having graduated from CBM in 2000, aspiring to take over the world....I joined the media industry at a time when having a career in media was a futuristic approach. Almost five years with Pak Mediacom as Sr. Manager Media Planning shaped the base of my career and prepared me for what was to be my most eventful journey ever. From bringing media basics to Pakistan to working on different assignments with P&G UK, P&G Geneva, PMC was nothing short of a joyride. The next stop was a shift to FMCG through Tapal as Manager Marketing Services where planning for the product and brand itself was a world beyond media. Initiating for the first time annual/ monthly /quarterly media and brand reviews for all brands and developing the media strategy for corporate communication with dedication earned me the "Best Performance Award" by Managing Director. Just when I thought life couldn't get any better, I shifted by career to a new entrant in Telecom then, Telenor Pakistan. It would not be wrong to say that I owe a lot to IoBM for achieving what I have today.



BUSINESS SUPPORT CENTER

BUSINESS SUPPORT CENTER

Business Support Center (BSC) at IoBM undertakes consultancy on development and implementation of effective strategies that meet the objectives of the corporate world. It offers an overarching range of training programs with the excellence and rigor that is designed to make every organization's experience a valuable one. Over the years, the Business Support Centre has been successful in sustaining partnerships and long term relationships with leading national and regional organizations on the basis of its immersive approach to service excellence and dedication and innovative approach to organizational change.

BSC offers two kinds of programs –Organization Specific Programs and Open Enrolment Programs. An Organization Specific Program is a tailor made program to design solutions for the needs of the client organization. An Open Enrolment Program includes expedient training programs covering a comprehensive range of disciplines that would benefit individuals and organizations through practical skills and knowledge that can be applied in real situations.

Business Support Centre offers the following Open Enrolment training programs:

1. Branding and Media Strategy for Nonprofit Organizations

The purpose of this two-day workshop is to identify ways for client organizations to engage media to the maximum advantage for their effective branding. The training would enable the participants to establish linkages with media and provide better understanding of media expectations. Practical skills like writing effective press releases, conducting press conferences and television appearance skills will also be imparted. This workshop is aimed at senior level development professionals who are responsible for strategic planning for their organizations.

2. Marketing ... the Chain is as Strong as the Weakest Link

This specially crafted, interactive program aims to improve skills to understand and manage value creation through effective marketing. The program will explore the theoretical foundations and practical implications of state-of-the-art techniques and concepts of contemporary marketing management. Participants will be equipped to plan and implement effective marketing practices in their organizations.

The course will benefit new (or experienced) managers of those companies where the marketing value creation chain is an integrated part of company strategy and where a significant part of commercial effort and expenses are on value creation. Participants will typically have the title of marketing, brand or product managers, area managers, regional manager or business unit manager.

3. Managing Sales Force Productivity

This specially crafted, interactive program will improve skills to understand and manage sales operations more productively. The program aims to explore the theoretical foundations and practical implications of state-of-the-art techniques and concepts of contemporary sales force management. Participants will be equipped to plan and implement effective sales force management practices in their organizations.

The course will benefit new (or experienced) managers of those companies where the sales force is an integral part of the marketing value creation chain, where a significant part of commercial effort and expenses are on the sales force. Participants will typically have the title of sales manager, area manager, regional manager or business unit manager.

4. From Good to Excellent Customer Service

This program will help participants become committed to providing 'winning service' to their customers.

It will help them gain an insight into how they can go beyond their customers' rising expectations, enhance sales, service & achievement and shift from blame and shame to taking personal responsibility.

The program is a must for all those who have the responsibility for delivering either internal or external customer service. Frontline staff cannot afford to miss it.

5. Financial and Accounting Management for Non-Financial Executives

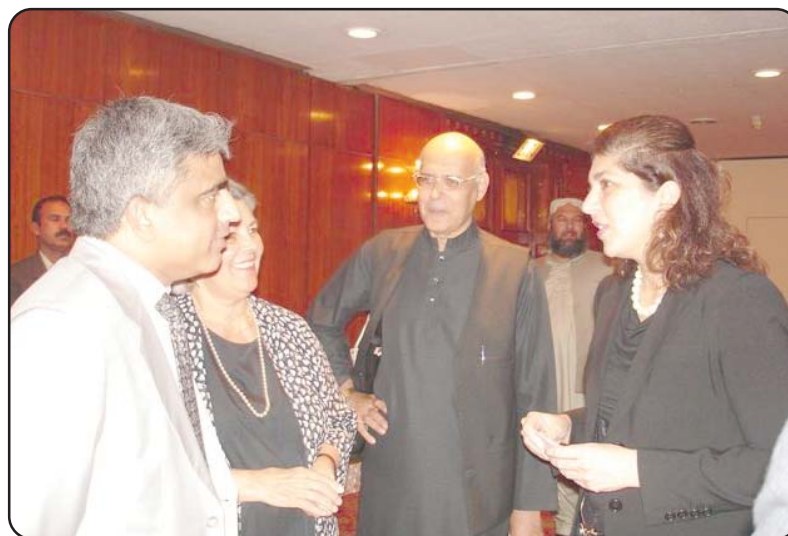
All business activities, functions and decisions have accounting and financial implications. Therefore, all managers managing a company's finances and accounting function must be conversant with the essentials of Finance and Accounting. The program will provide knowledge of the essential concepts of Finance and Accounting to enable non-financial managers to apply the relevant techniques in their respective responsibilities.

The program will be most relevant for top and senior business executives and development heads who are responsible for organizational or functional profitability.

6. General Banking for Bank Officers

The program will provide knowledge and practical experience directly relevant to the various functions of commercial, investment, industrial and central banks. The objective of the training is to impart general banking knowledge and practical training to newly appointed officers in banks.

The program is particularly designed for newly appointed officers of commercial, investment, industrial and central banks.



Mr. Talib S. Karim, Executive Director, IoBM and
Ms. Farah Pandith, President Obama's Special
Representative for Muslim Communities

7. Workshop on Display / Merchandising

This workshop will give sales executives a context and industry standard to objectively look at their retail environment and store image. Participants will better understand how they can impact the effectiveness of their efforts on visual presentation while creating a strong image for their brand in the marketplace. The workshop will particularly focus on areas in merchandizing. This workshop is geared towards area sales manager, management trainee, field manager, sales representative and merchandiser.

8. Strategy : Creating and Sustaining Competitive Advantage

This program prepares senior executives and teams to anticipate and respond to the accelerating pace of global competition and technological change. Through hands on workshop approach, participants evolve their own unique cutting-edge strategy and formulate sustainable action plans specific to their own organization. Building and sustaining competitive advantage is designed for company teams of at least four senior-level cross functional executives who are responsible for developing and implementing competitive strategy. Individual executives are encouraged to attend. Participants are typically employed in industries, such as consumer products, pharmaceuticals, banks, financial services, manufacturing, telecommunication, universities, etc.

9. Successfully Managing Change and Employee Resistance

This is a one day program that will look at the concept of Change Management through looking at 'Why Organizations Need to Change', discussing different ways of approaching change, describing a proposed process of successful change management, what works and what doesn't when managing change in the organization.

This program is for those managers and executives who have the responsibility of managing change – who are looking for ways to manage change in a way that employees in their organization can cope with it.

10. Result Based Leadership

This two day program will help participants understand the leadership attributes they require in business. In other words, the program will help them identify their style of leadership and connect attributes to results. They will be able to focus on four important areas of results such as employee results, organization results, customer results and investor results.

This program is designed for middle or senior managers with at least five years' management experience and who are in line for succession. They would have responsibilities in functional areas for delivering organizational results.



Mr. Talib S. Karim, Executive Director, presenting shield to Dr. Imam Yahya Hendi, Georgetown University, USA

11. Supply Chain Management

By the end of the program, participants will be able to define the objectives and functions of management purchasing material, stock control, stores and physical distribution and understand how they relate to each other; present and discuss the specifications needed for each of the materials management functions in order to optimize the use of personnel, facilities and capital.

This program is particularly designed for directors, senior managers and business planners involved in the decision making process for implementation of supply chains for full optimization.

12. Strategic Planning and Implementation -To Achieve Desired Results

At this three day workshop participants would learn what strategic planning really means and how it differs from the kind of “maintenance” planning that is typical in most organizations. They will learn how to implement an effective process to discover what it is that they don’t realize and what they need to know before an effective strategic plan can be created.

This program is a must for all managers, executives, consultants and others who take up decision making roles in the organization. It is also recommended for young upcoming executives.

13. Profitability Management

Using practical cases, exercises and management films, the program will present techniques and practices for achieving optimum corporate profitability in a competitive environment.

The program would be most beneficial to top and senior business executives and development heads who are responsible for corporate or functional profitability.

14. Strategic Human Resource Management

Participants will gain insight into concepts, techniques and successful practices for optimum development and utilization of human resources for the achievement of corporate goals and objectives. The program will be most useful for heads and senior officers of HR operations or marketing.

15. Managing State Enterprises Effectively

State Enterprises, if managed effectively, can play an important role in the country by providing essential goods and services at reasonable prices and substantial employment. The program will provide guidelines for formulation, implementing policy strategies and operating systems for effective and efficient management of State Enterprises (SEs). The program will be most relevant for top and senior officials of SEs and Ministries of the Government Controlling SEs.

16. MIS for Profit Mangement

Relevant, correct and timely information is a prerequisite for business decisions. The program will offer practical techniques for the formation of an effective and efficient Management Information System to facilitate timely and correct decisions at the operating, executive and top management levels. The program will be most relevant for top and senior business executives and development heads who are responsible for organizational or functional profitability. Latest technical literature, business cases, practical exercises and management films will be used in the program for optimum impact.

17. Stress Management

This workshop would enable participants to identify how stress differs from pressure; assess their personal levels of stress; determine the root causes of their stress; recognize their own patterns of stress reaction and learn practical tips and techniques for reducing, relieving and avoiding stress. This training is designed for managers, executive teams and employees at all levels. The course can be customized to meet the requirements and the skill level of a certain group.

18. The Art of Communication

This training program can be customized to suit the needs of the target group to focus on any of the following training areas:

- > Effective written communication in the workplace
- > Winning proposals
- > Technically sound reports
- > Ability to speak eloquently to disseminate information and convince listeners
- > Understand and get more out of meetings
- > Contribute to problem solving and decision making
- > Crafting effective resumes and 'delivering the goods' during interviews

The training is geared towards managers and middle level executives in public and private enterprise who need to develop or upgrade their written and spoken communication skills.

19. Fight Stage Fright!

This workshop is aimed at oral presentation skills. The areas in training will equip participants with strategies of dealing with nerves; speaking with clarity & confidence; project their voice; use effective eye contact and body language when making power point presentations. The participants will also be provided with survival language used during presentations. The session will be followed by presentations by the participants and peer and trainer feedback.

The workshop is particularly designed for anyone who wants to excel in the art of oral presentations.

20. The Art of Negotiation

The workshop would train participants to plan for negotiations that often take place during the sales process; become more effective when handling negotiations in person or on telephone; minimize conflict and obstacles by utilizing principled negotiation strategies; build internal unity by working within their organization during negotiations; focus on interests and issues that lead to common agreement; adjust their negotiation approach based on customer cues and buyer behavior; handle negotiations in an ethical manner that strengthen relationships and build better sales deals to increase profitability and satisfaction.

The negotiation workshop is designed for anyone who negotiates at work or at home including: executives, managers, professionals, salespeople, real estate agents, property managers, entrepreneurs, lawyers, accountants, engineers, health care professionals, educators, customer service representatives, and labor relations specialists/ senior executives (such as CEOs or board members) from the private or public sector.

21. Motivate - Yourself & Others to Succeed

This program is geared towards top company leaders, senior and middle managers, supervisors, managers, salespeople, plant workers, office staff, and anyone else committed to getting more out of his or her life and job. The training will help participants in establishing a personal mission statement or core purpose for their life; determining their personal guiding values; gaining clarity on their personal life passions; developing a goal setting system and habit; creating a plan of action for each goal and developing an easy-to-use system for regular planning and review.

22. Managing & Resolving Conflicts Productively at Work

The workshop would improve the way conflicts are resolved before they affect the organization; minimize the escalation of conflict and channel conflict into a positive outcome. It will help participants understand conflict styles and allow them to really see their self-destructive behavior patterns.

The workshop is geared towards managers, trainers, consultants, project managers who must keep everyone happy and effectively coordinate groups of disparate people while not having any authority to actually do so.

23. Be A WINNER...with Positive Thinking & Attitude

After attending this program participants should be able to identify and establish new goals, develop a new sense of purpose and generate new ideas about themselves and their future. It will help them discover the power their positive attitude has to help them achieve their goals and ultimate success. In short, it will help them become winners which they deserve to be.

The program is geared towards all those who want to win and succeed in life, bureaucrats, administrators, CEOs, management, professionals, and all those who believe that if you are not fired with enthusiasm, you are not living.

24. Corporate Governance

“Corporate Governance is the system by which business corporations are directed and controlled. The corporate governance structure specifies the distribution of rights and responsibilities among different participants in the corporation, such as the board, managers, shareholders and other stakeholders and spells out the rules and procedures for making decisions on corporate affairs. By doing this, it also provides the structure through which company objectives are set and the means of achieving those objectives and monitoring progress are determined”.

The workshop is specially crafted to include:

- > Building effective boards and their committees ... the mix of skills and the role of independent directors.
- > Good governance of human assets and conducting board self assessments.
- > The role of the board in strategic planning and its interaction with management.
- > Evaluating CEOs and succession planning.
- > What every director needs to know about accounting and finance.
- > Information disclosure and transparency, enterprise risk management, internal audit and control procedures, the audit committee and interaction with the external auditor.
- > The role of the board in protecting shareholders rights, in related party transactions and the company's dividend policy.
- > The role of the board in preparing and conducting general body meetings and managing corporate conflicts.

ACTIVITIES AT BUSINESS SUPPORT CENTER

- > The Role of the Competition Commission of Pakistan - January 2009
- > Web Based Technologies - January 2009
- > Seminar on Takaful - January 2009
- > LUCMAN show with City Nazim Mr. Mustafa Kamal on News One - January 2009
- > Motivation and Job Satisfaction - January 2009
- > Launching Ceremony of Youth Enhancement Society - February 2009
- > Introduction to Mindsports - February 2009
- > Meeting with Sri Lankan High Commission - March 2009
- > Leadership and General Management - February/March 2009
- > Tameer Information Desk for Entrepreneurs - March 2009
- > Global Financial Meltdown - March 2009
- > Challenges Faced by Youth of Pakistan - March 2009
- > Leadership Training for CHS Students
- > Students Volunteer Program for Creek High School
- > Health Asia Conference - March 2009
- > Participation in MANCON - April 2009
- > Academic partner at MANCON - April 2009
- > TIDE Desk Launch at Student Activity Centre - May 2009
- > Trip to Command And Control Civic Centre, CDGK
- > Hepatitis Awareness Day with City Government of Karachi - June 2009
- > Corporate Social Responsibility, I Own Karachi—Student Awareness Program - June 2009
- > Discussion on Power Generation –CEO, KESC - June 2009
- > Zenith 2009—Leadership Development Program - June 2009
- > Rubric Assessments - June 2009
- > Edexcel Training at Creek High School - July 2009
- > Independence Day Celebration graced by Syed Mustafa Kamal, Vaneeza Ahmed, Strings and Obaid Ullah Baig (CNBC)
- > Education Policy Seminar, 2009-10, graced by Federal Minister for Education
- > American Consulate Representatives on Education in America and Visa Process - July 2009
- > Leadership Training for PIA - December 2009
- > Career development and Youth Motivational program for City Government, Karachi
- > Sindh Conference on Economic Development 2010
- > Team Building Training for PIA
- > Training Program with Shell Tameer
- > Training for LandiRenzo – Budgeting - January 2010
- > Critical Thinking Training for PIA
- > Training with LandiRenzo - Advanced Communication - February 2010
- > Training for Banking Center - Marketing
- > Training with Milestone Inc. Islamabad on Advanced Communication
- > Motivation Training for PIA
- > Cabin Crew including Pilot Training on Management and Leadership
- > Sales and Marketing Training for Habib Bank



A view of Business Support Center

CFA TRACK AT CBM

The College of Business Management offers The CFA® Advantage to students seeking Finance majors in their MBA program. The globally acknowledged Chartered Financial Analyst program is administered by a US based Association for Investment Management and Research (AIMR).

The CFA Track of CBM delivers a very high quality to the business management program by adopting the entire curriculum of the CFA program's Level I and Level II examinations. Secondly, the MBA (Finance majors) graduates of CBM, who have successfully completed the CFA Track's elective courses, would be well equipped to pass the CFA Level I and II exams, if they wish to do so.

There are thousands of CFA charter holders the world over, including from Pakistan. Every year, more than 65,000 candidates from all over the world take CFA Level I, II or III examinations, including more than 600 every year from Pakistan. All these examinations are conducted by the Association for Investment Management and Research (AIMR) of USA once a year in the first week of June, at over 75 locations the world over simultaneously, including Karachi and Lahore.

The CFA Track of CBM offers 4 finance electives structured around the CFA Level I and II examination curriculum. These are all sequential courses and the various textbooks from which reading material of these courses is developed, are the same as prescribed by the AIMR. The description of these 4 finance elective courses is as follows:

1. Foundations of Financial Analysis

This is the first course that is based on CFA Level I examination curriculum. Beginning from ethical and professional standards and moving on to quantitative methods, the course takes students through micro and macroeconomics. The major part of the course familiarizes students with the concepts of Financial Statement Analysis, Corporate Finance, various types and markets of financial assets, including alternative investments and portfolio management.

2. Fundamentals of Asset Valuation and Portfolio Management

This is the second course based on CFA Level I curriculum, with the first course "Foundations of Financial Analysis" serving as the pre-requisite. The contents of "Fundamentals of Asset Valuation and Portfolio Management" covers topics, such as corporate investing and financing decisions; financial markets and instruments; equity, debt, derivative and alternative investments, capital market theory and operations.

3. Advanced Financial Analysis

The first two courses of the CFA Track serve as pre-requisites for this course titled "Advanced Financial Analysis". This is the first course that is based on CFA Level II examination curriculum, ethical and professional standards and quantitative methods for valuation and economic evaluation. The major part of this course is, however, the advanced concepts of financial statement analysis, including inter-corporate investments and business combinations; global issues, special topics and considerations in financial statement analysis.

4. Advanced Asset Valuation and Portfolio Management

The first three courses of the CFA Track serve as pre-requisites for this course titled "Advanced Asset Valuation and Portfolio Management". This is the second course based on CFA Level II examination curriculum. It exposes the students to topics like industry and company analysis; valuation models; special valuation cases, valuation perspectives and applications in equity investments; credit analysis, valuation issues, structured securities and trading strategies of debt investments, futures, swaps and options, alternative investments, capital markets and asset pricing models and practices.



Muhammad Yousuf

Investment Analyst, Legal and General, London, UK

IoBM is committed to imparting quality education among its students and I am proud of belonging to the IoBM family



A view of Library building



Madiha Khalid Aman

*HR Account Manager Global Functions and Recruitment Manager,
Shell Pakistan*

IoBM excels in training graduates to face challenges in a real-world setting.



RESEARCH AT IoBM



RESEARCH AT IoBM

- > Research being a core competence, is accorded top priority at the Institute of Business Management.
- > All full time faculty members have a contractual obligation to complete one major research study per year.
- > MBA at IoBM is research intensive and every optional course is designed to include a research component.
- > IoBM's Research Director is Honorary Economic Advisor to the Federation of Pakistan Chamber of Commerce and Industry.

Pakistan Business Review

IoBM publishes Pakistan's first refereed academic business research quarterly. PBR is abstracted and indexed by the American Economic Association in the ECONLIT, the Journal of Economic Literature, USA and recognized by the Higher Education Commission (HEC). It is supervised by an International Advisory Board of Business Academics from national and international organizations, such as the London School of Economics, the University of Sussex, the University of San Diego, Bochun University, Germany, the United Nations Industrial Development Organization, the International Association for Clean Technology, Austria, the Institute of Cost and Management Accountants of Pakistan, the Institute of Chartered Accountants of Pakistan, the Pakistan Institute of Development Economics, the Applied Economic Research Center, the University of Karachi, Indiana University and The Aga Khan University, Karachi. All full time faculty members are on the editorial board and contribute research papers on a regular basis. Pakistan Business Review is in its twelfth year of continuous publication.

International Conference

An international Conference, funded by the HEC is held on an annual basis. The Second Sindh International Conference was held in January, 2010 to discuss the Sindh Economic Survey 1972-2008 prepared at IoBM. Two international conferences are planned for the current academic year 2010-2011, one on Management Capacities and the other on Labor Policies in Pakistan. These conferences provides a platform for the presentation of research at IoBM.

Textbooks

IoBM is concerned about the lack of textbooks which reflect Pakistan environment and practices for business students. Several textbooks by IoBM faculty have been published. These include:

1. Money and Banking in Pakistan (now in its sixth edition)
2. Financial Management in Pakistan
3. Business Ethics in Pakistan

Another textbook on Financial Institutions in Pakistan is under preparation and will be published by the Oxford University Press in 2011.

External Research

Consultancy work has been undertaken for the Federation of Pakistan Chambers of Commerce and Industry, The Aga Khan Education Service, Karachi, the Institute of Bankers in Pakistan, Deloitte, Touche International Chartered Accountants, the United Nations Industrial Development Organization, Vienna, SBP, Doha Bank FPCCI, TDAP and the Government of Sindh. Research papers from IoBM are regularly presented at the annual meetings of the Pakistan Society for Development Economics, Islamabad.

Online Accessibility

IoBM subscribes to the Business Collection of JSTOR, an online access to a vast collection of business academic journals. It allows access to 46 multidisciplinary and discipline specified collections. In addition, the HEC has allowed us online access to almost 5000 research journals. These publications carry theoretical and applied research findings in fields, such as Accounting, Business, Computing, Economics, Engineering, Finance, Law, Management, Marketing, etc. The fast internet link of IoBM provides an easy access to download articles and research reports. Students are encouraged to avail the browsing facility available at the campus. The faculty is also encouraged to use these research journals, give assignments and group discussion exercises based upon the articles of specific fields.



ACADEMIC REQUIREMENTS



TEACHING AND LEARNING AT IOBM

IoBM has been, and continues to aim at harnessing the best researched and the most widely implemented methods of dissemination of information to support excellence in teaching, learning and research. Multifaceted teaching strategies at IoBM include cooperative learning, directed class discussions and activities in critical thinking.

- > The case method of instruction continues to be a significant classroom teaching strategy at IoBM so as to integrate best practices with management theory.
- > Field based learning encourages students to complement their conceptual knowledge with off-campus learning experiences that deepen their understanding of business issues.
- > Research based assignments under the supervision of trained faculty aim to hone the research skills of students and maximize participant-centered learning experiences by exploring specific topics of interest related to real business situations.
- > Specially-designed classrooms reinforce instruction through multimedia technology.
- > Understanding being the purpose of instruction, the process of assessment at IoBM is more than just evaluation. It is a substantive contribution to learning that aims to identify gaps in student learning. IoBM's approach to learning is rooted deeply in assessment that fosters understanding and is more than an end-of-the-semester test. It informs students and faculty about what students currently understand and how to proceed with subsequent teaching and learning.



Mr. Shahjehan S. Karim, President, IoBM presenting shield to Mr. Asad Ali Shah at 2nd International Conference on Promoting Socio-Economic Development of Sindh

PERFORMANCE EVALUATION AND STANDARDS

The performance of students is constantly evaluated through surprise quizzes, hourly examinations, assignments throughout the semester, submission of term reports, presentations and final examinations at the end of the semester. The grades awarded are as follows:

Grade	Marks	Grade Points
A+	96-100	4
A	91-95	3.89
A-	87-90	3.78
B+	84-86	3.67
B	79-83	3.33
B-	75-78	3
C+	69-74	2.67
C	64-68	2.5
D	60-63	1.5
F	< 60	0

Grade points are assigned to the given grades for calculation of the Cumulative Grade Point Average (CGPA).

The grade of 'I' (Incomplete) may be recorded to indicate that the requirements of a course have been substantially completed, but for a legitimate reason, a small component of the work (final examination) remains to be completed and the record of the student justifies the expectation that he or she will obtain a passing grade upon completion. The instructor should be notified of the reason for the non-completion of work in order to ascertain the legitimacy of that reason and in turn to grant an incomplete grade. In order to complete the "I" grade, students must appear in the final examination in the

following semester. Failure to do so will result in an 'F' grade. The incomplete grade is not counted in the computation of the CGPA for the semester in which the incomplete grade was permitted. The instructor assigning an incomplete grade files with the Dean a signed form indicating the reason for the incomplete grade.

Only courses for which grades C, D or F are received may be repeated for credit. Only one repetition is permitted, unless authorized in writing by the Dean. On the repetition of a course, the credit hours are applied towards a degree only once.

BBA (Hons) and BS students must maintain a minimum CGPA of 2.0 on a cumulative basis in order to maintain good standing. Any deficiency should be made up in the following semester, otherwise, the concerned student may be dropped from the rolls of the College. A CGPA of 2.5 is required for the conferment of the degree.

MBA and MPhil students are expected to maintain a CGPA of 2.5 to remain in good standing. Any deficiency should be made up in the following semester, otherwise the concerned student may be dropped from the rolls of the College. The cumulative GPA should be 3.0 in order to receive the degree. MBA and MS students are required to repeat those courses in which they receive F and D grades.



Farhan Chawala

Director Marketing, BOSCH Pharmaceutical

CBM provided an environment which enhanced creativity and independent thinking. My teachers, more like mentors, with each specializing in their respective field and with plenty of real world experience, were able to relate theory to the practical side of life. They taught me how to think beyond the realm of ordinary and come with newer concepts and bold ideas. My time at CBM acted as foundation to build where I am now.

Discipline

IoBM stands out among other universities for its special emphasis on maintaining good order and discipline among its students. It reserves the right to prescribe such regulations from time to time that may be considered expedient for effectively maintaining the highest standards. The regulations set out below are IoBM's General Regulations for discipline.

The General Regulations provide that:

No student of IoBM shall:

1. disrupt the activities and functions of the Institute;
2. damage any property of the Institute or of any faculty member, visitor or an employee of the Institute or knowingly misappropriate such property;
3. forge or falsify any certificate/degree issued by IoBM or knowingly make false statements concerning standing or results obtained in examinations;
4. engage in violent, indecent, disorderly, threatening, or offensive behavior or language;
5. engage in the harassment/disrespect of any faculty member, peer, visitor, employee of the Institute;
6. exhibit behavior that is inappropriate in terms of the norms and cultural values of the Institute and society in general;
7. engage in any political activity while enrolled at IoBM;
8. disrespect/disregard any guidelines/instructions prescribed by faculty and management of the Institute;
9. assist or encourage directly or indirectly any person to act in breach of the above mentioned regulations.

No student of IoBM shall breach any regulation:

- (a) relating to the use of the libraries or the information and communication technology facilities at IoBM;
- (b) relating to conduct in examinations;
- (c) assist or encourage directly or indirectly any person or persons to act in breach of above mentioned regulations.

The Disciplinary Committee

The Disciplinary Committee, IoBM, comprises a Chairman, Executive Director Academics, Executive Director Administration, Academic Heads of Departments, Controller of Examination, Senior Manager Admissions and such other members notified by IoBM. If the Disciplinary Committee is satisfied that a student is guilty of breach of conduct it may:

- (a) impose a fine of such amount as it thinks fit;
- (b) order the student to pay compensation to any person or body suffering injury, damage, or loss as a result of the student's conduct;
- (c) make an order banning the student from specified premises or facilities for a certain period or on such terms as it thinks fit;
- (d) rusticate the student for such period as it thinks fit;
- (e) expel the student;
- (f) award 'F' (fail) grade to a student cheating in an examination or a part of the examination concerned;
- (g) ask the parents of the student to give an undertaking that henceforth their wards will not get involved in any activity warranting disciplinary action and should any such incident occur, the Disciplinary Committee reserves the right to expel him/her permanently from the Institute without even asking him/her to appear before the Committee for the consideration of his/her case.

If the Disciplinary Committee is satisfied that a student has committed a breach of the disciplinary regulations relating to plagiarism it may:

- (i) exclude any part of the work submitted from assessment;
- (ii) award no mark / reduce or disregard any piece of work;
- (iii) permit a student to re-sit an examination or resubmit a piece of work on such conditions as it thinks fit.

Appeal / Review of the decision: The review of the decision taken by the committee shall rest with the President, IoBM.

Readmission Policy

Students who stop attending classes at the university, for any reason, without lodging a request to the concerned authorities to drop a semester or informing the concerned authorities about their absence shall be struck off from the university rolls and would be required to go through the admission procedure again in case they want to register for courses in future.

Credit hours once transferred to another university shall not be counted as part of the credit hours students are required to complete at the Institute in case they wish to re-join at any stage.

Examination Norms

Each semester has two hourly exams (6th & 11th week) & one final exam in the 15th week. Marks distribution is conveyed to the students at the beginning of the semester which traditionally is 15 marks for each hourly and 40 marks for the final exam. 30 marks are assigned for quizzes and assignments. In some cases there might be a slight variation if the concerned faculty desires so.

IoBM, in its pursuit of excellence, believes in providing a congenial atmosphere to the students during all exams in order to get them to perform at their optimum level. However, there are certain norms which the students are expected to be aware of and observe both in letter and spirit. These norms are :

- > Impersonation may lead to permanent expulsion from the Institute.
- > Cell phones are strictly prohibited in the exam hall/ room. Defying this rule may result in confiscation or a fine of Rs. 1000/=.
- > Valid college ID card is mandatory for entry to the exam room / hall. There is absolutely no relaxation in this rule.
- > Punctuality is most important at all times. Students are expected to check their exam location and be seated at least 10 minutes prior to the exam time. Late comers will be made to wait for 5 minutes in case of hourlies and 15 minutes in the final exams before they are allowed entry.
- > As per college policy all question papers are to be returned along with the answer script.
- > Students are required to bring their own stationary & calculators as no lending or borrowing is permitted during examination.
- > Programmable calculators or any other kind of electronic devices are strictly prohibited inside the exam area.
- > Indiscipline in the exam hall/ room will not be tolerated. Such cases are to be reported to the Controller of Examinations immediately for appropriate action.
- > Possession of any written material related to the subject or communication with their fellow students, will result in disciplinary action through the decision of the Disciplinary committee.

Mid-Term Policy

Students are required to take two mid-terms and one final examination. There would be no N-1 given to a student. All students must take both the mid-terms, as the aggregate of these would be included in the final grade.

The Institute does not exempt students from completing course requirements on medical grounds nor is leave granted for any personal reasons. This is done to ensure the market credibility of the Institute teaching programs and degrees.

Policy for Course Repetition

Student failing a course twice will not be allowed to register for a third attempt. If it is a compulsory course, a second failure will lead to failure in the degree and withdrawal from the Institute.

Academic Dishonesty

To maintain credibility and uphold its reputation, the Institute has certain procedures to deal with academic dishonesty which are uniform and should be respected by all. Violations of academic integrity include:

- > Unauthorized assistance during an examination
- > Falsification or invention of data
- > Unauthorized collaboration on an academic exercise
- > Plagiarism

Definition of Plagiarism

Students are required to submit original work. Papers and/or projects submitted as part of a group effort must be clearly identified, with the team members specifically acknowledged. Ideas, data, direct quotations, paraphrasing, or any other indirect incorporation of the work of others must be clearly referenced to avoid plagiarism. Examples of plagiarism include:

- > Direct quotation or paraphrasing from published sources that are not properly acknowledged;
- > The use of other persons or services to prepare work that is submitted as one's own;
- > The use of previously submitted papers or work, written by other students or individuals;
- > Misappropriation of research materials;
- > Any unauthorized access to an instructor's file or computer account;
- > Any other serious violations of academic or moral integrity as established by the instructors of the Institute;
- > Conduct during examinations.

Cheating is unacceptable. Examples of cheating are:

- > Any written or oral communication among students during an examination;
- > Providing information about the content of an examination;
- > Impersonation by another student during an examination.

IoBM is no smoking campus. Any violation of this rule can lead to serious consequences. The penalty for this can amount to the extent of cancellation of registration.

Dress Code Policy

Appropriate dressing enhances the personality and contributes to successful non-verbal communication in the workplace.

IoBM expects its students to reflect its values and standards in every way, and especially in the way they dress and conduct themselves. This will enable them to make a positive impression and project a professional image wherever they go.

In order to achieve the above stated objectives, the following guidelines must be strictly observed:

- > All clothing worn by students should be well laundered.
- > Clothes should be inoffensive in terms of cuts and style, or by way of messages printed on them.
- > Female students may only wear jeans provided their tops are of mid-thigh length. They should also be modest and avoid transparent materials and short lengths for sleeves and trousers/shalwars.
- > Only light make up, jewelry and perfume is permitted.
- > Male students are only allowed full length trousers or jeans. For footwear, they must wear dress shoes, moccasins, joggers or sandals with back straps.
- > Male students should maintain proper haircuts and refrain from piercing their ears and faces.

No variations or violations in all of the above will be permitted and students doing so will be marked absent in their respective classes.



ADMISSION AND FINANCE



ADMISSION REQUIREMENTS

Admission to IoBM is on a highly competitive basis, and only those who compete successfully in their academic careers, showing excellent results are selected for admission. They come from a variety of backgrounds. After joining IoBM, students continue to pursue their studies with a high level of competitiveness aimed at professional development. The admission criteria for the Institute's academic programs are described below:

Admission Eligibility for Entrance into the BBA (Honors), BS (Computer Science), BS (MIT), BS Industrial Engineering and Management, BS Joint (Honors) in Economics and Finance/Banking, Accountancy and Finance/Banking - Leading to MBA Finance, Financial Mathematics and Statistics programs, is based on any one of the following:

- > A Higher Secondary School (HSC) Certificate with at least 50% marks awarded by a recognized Provincial Intermediate Board
- > 'A' Levels with a minimum of two Cs, preferably in business related subjects, excluding General Paper and Urdu or an American High School Diploma with CGPA of 2.5 or equivalent
- > Recognized Overseas Equivalence Diploma
Success in aptitude test and interview conducted by IoBM

Eligibility for Entrance into the MBA Program is based on any one of the following:

- > A 4-year Bachelor's degree in Arts, Science, Law, Commerce, Engineering, Medicine or Pharmacy, with high second division from HEC/Provincial Government recognized and Institute's approved Universities in Pakistan
- > A final qualification examination of a professional body recognized by the University, for example, ACMA, ACA
- > Recognized overseas degree
- > One-year work experience (only for MBA Executive)
Success in aptitude test and interview conducted by IoBM
** Students with 2-year Bachelor's degree are eligible for MBA (3-year) program*

Eligibility for Entrance into the MS (Computer Science) Program is based on any one of the following:

- > BS (Computer Science) /MCS/16 year* Engineering or Arts, with high second division from HEC/Provincial Government recognized and Institute's approved Universities in Pakistan.
**Education in Science/Engineering/relevant field*
- > Recognized overseas degree
Success in aptitude test and interview conducted by IoBM

Financial Assistance Programs

Internal

IoBM has established a financial assistance fund for students who are unable to afford the financial costs associated with an academic program. Assistantships and financial assistance are provided to students on merit and need-cum-merit basis. Currently about 25% of the students are currently receiving some form of financial aid.

HEC - Japanese Need Based Merit Scholarships

The Government of Japan in collaboration with the Higher Education Commission (HEC) Pakistan is offering scholarships to Pakistani Students. The objective is to provide opportunities to talented students who cannot afford higher education.

Sixteen (16) scholarships are being offered for a period of five (5) years to students who are currently enrolled or desire to get admission, both for under-graduate and graduate programs.

Endowment Fund - Education Department, GOS

Endowment scholarships awarded by the Government of Sindh, Education and Literacy Department, are also available to our students studying under undergraduate and graduate programs. These are based on a specific quota for urban and rural applicants.

Shell Need Based Merit Scholarships

Shell need based merit scholarships are awarded by Shell Pakistan Pvt. Ltd. for students studying under undergraduate and graduate programs based on both need and merit.

Bilkent University Scholarship

Bilkent University, Turkey offers full scholarship to IoBM students to take courses at Bilkent Business School as visiting students for one academic year.

Janmohammad Trust and Tabba Foundation

Generous scholarships and financial assistance are available through Janmohammad Trust and Tabba Foundation. Many current students are availing assistance through these programs.



Mr. Rasheed Janmohammad awarding Gold Medal to an MBA graduate

FEE STRUCTURE*

IoBM is operates on a self-financing basis as a non-profit institution. All students are required to pay a one-time CAUTION MONEY of Rs. 15,000/- which is refundable only upon graduation (non refundable in case a student does not complete the required program) within a period of one year from the date of convocation (degree awarding ceremony). The fee structure for various degree programs, per semester, is as follows:

All Bachelor's Programs (Four-Year)

Registration Fee**	Tuition Fee (Per Course)	Tuition Fee (Per Semester) Full Load***	Total Fee (Per Semester)
10,000.00	9,000.00	54,000.00	64,000.00

All Master's (Regular) Programs (One, Two and Three-Year)

Registration Fee**	Tuition Fee (Per Course)	Tuition Fee (Per Semester) Full Load***	Total Fee (Per Semester)
10,000.00	10,000.00	60,000.00	70,000.00

All Master's (Executive & Weekend) Programs (Two and Three-Year)

Registration Fee**	Tuition Fee (Per Course)	Tuition Fee (Per Semester) Full Load***	Total Fee (Per Semester)
7,000.00	10,000.00	40,000.00	47,000.00

* Subject to Change

** Non refundable and non transferable

*** Six courses for weekdays, four courses for weekend classes

The summer session fee is charged on a per credit hour basis. Convocation fee of Rs. 7,500 is charged on completion of the degree program, inclusive of degree charges of Rs. 3,000. MBA executive and weekend students, planning to take less than a full load, would be charged registration and tuition accordingly. However, the refundable caution money will remain the same.



Bilal Khan

Head of IT, EMIRATES Airline

IoBM provided me an insight into business studies, corporate culture, and helped in becoming a better human being. It groomed my personality, self confidence and gave me the inspiration to achieve.



A view of Student Activity Centre building



Hammad Khan Saddozai

Royal Preferred Banking (RPB) Manager, The Royal Bank of Scotland

IoBM provided me with the best time of my life. The friends I made there are still with me, while the knowledge I received is invaluable. The campus was state of the art, providing the students with everything that was needed. In short, CBM gave me a start that every student should have to succeed in the life ahead.



ORGANIZATION



BOARD OF GOVERNORS

The Board of Governors exercises the powers to hold, control and administer the property, funds and the resources of the Institute. It also approves the Annual Report, Plan of Work, Statements of Accounts and the Annual Budget Estimates as recommended by the Executive Council. It is also responsible for ensuring effectiveness of the Institute's operations and continuity and preservation of its autonomy.

Members of the Board of Governors (listed on Page 9).

EXECUTIVE COUNCIL

The Executive Council is responsible for formulating and approving the principles, policies and plans governing the activities and operations of the Institute so as to facilitate teaching and other academic work. It can appoint faculty, researchers and officers on the recommendation of the Selection Board. It can also create new components of the Institute such as faculties/departments/college, and constitute standing committees, subcommittees, councils, and other administrative or academic advisory bodies, if necessary. It can undertake initiatives to ensure efficient and effective management and functioning of the Institute. It proposes plans of work for the approval of the Board of Governors.

Members of the Executive Council

- > Mr. Basheer Janmohammad, Chairman
- > Chairman, Higher Education Commission, or his nominee
- > Mr. Shahjehan S. Karim
- > A Judge of the High Court nominated by the Chief Justice
- > Secretary, Government of Sindh Education Department or his nominee
- > Mr. Abdul Ghaffar Adamjee
- > Mr. Salahuddin Qureshi
- > Mr. Muhammad Ali Tabba
- > Mr. Muhammad Sharif
- > Dr. Javed A. Ansari, Dean CBM
- > Mr. Talib S. Karim, Secretary

ACADEMIC COUNCIL

The Academic Council is responsible for:

- > Advising the Executive Council on academic matters
- > Regulating the conduct of teaching, research, publications and examinations
- > Regulating the admission of students to courses of studies and examinations at the Institute
- > Regulating the conduct and discipline of the students of the Institute
- > Regulating award of financial assistance, exhibitions, medals and prizes
- > Formulating courses of study, syllabi and outlines of all examinations conducted by the Institute

External Members of the Council:

- > Mr. Mazhar ul Haq Siddiqui
- > Dr. Nelofer Halai
- > Mr. Iqbal Ismail
- > Mrs. Rukhsana Asghar

BOARD OF ADVANCED STUDIES AND RESEARCH

IoBM has a Board of Studies which reports to the Academic Council. It supervises teaching research and academic discipline. It has three sub-committees on curriculum, resources and discipline. External members on the Board of Studies are:

External Members of the Board:

- > Mr. Tasneem Ahmed Siddiqui
- > Dr. Abuzar Wajidi
- > Dr. Syed Irfan Hyder

FOUNDATION FOR HIGHER EDUCATION

Foundation for Higher Education was established in 1994 under the Societies Registration Act, 1860 as a non-profit institution committed to the provision of quality education in Pakistan. IoBM is the first educational institution established by the Foundation. Following are the members of the Foundation:

- > Mr. Shahjehan S. Karim, President
- > Mrs. Justice Imam Ali Kazi
- > Mr. Z. A. Nizami
- > Dr. Mehtab Karim
- > Mrs. Sabina Mohsin
- > Dr. Ahmer S. Karim
- > Mr. Talib S. Karim
- > Mr. Shoaib Nabi Ahmed
- > Mr. Sani Ahmed
- > Dr. Musarrat Hasan
- > Mr. Mohsin Furqan



Mr. Aftab Ahmed Khan, Chancellor, IoBM, presenting degree to a BBA (Honors) graduate



Dr. Sanjay Gajria

Senior Product Manager, GlaxoSmithKline Pakistan

“Being a doctor you tend to lose sight of the business potential in you .The loBM Health Management program’s contemporary approach gives you the right dose to have a substantial competitive advantage to prosper in the pharmaceutical business”. The loBM Health Management program is one of the best programs for doctors to explore and polish their business side. The program has helped me grow and prosper in the pharmaceutical industry giving me in-depth knowledge of the health management industry. My journey of 5 years at loBM was full of passion, excitement and determination. loBM gave me not only education but also a vision for the future. The faculty at loBM was indeed a vehicle to move forward.The support of friends and colleagues was instrumental in confronting the ups and downs throughout my journey at the college. It was my privilege to be associated with loBM which gave me education, confidence and personality. The confidence which I developed over the years encouraged me to contribute to our society as well. Along with my friends and family I have formed a group with the name of “Show You Care” (SYC). The aim of SYC is to create social awareness and to impress upon the concerned authorities to provide proper ancillary facilities such as ramps and elevators in public places for the physically challenged people of our society. I believe that special people are not ‘Disabled’, they are ‘Differently Able’.



Taha Saleem

BBA (Honors)

A life far away from the centre city, a life in this serene red coated academy, hallmarks my personality and my vision forever. I’ll forever be grateful to what this place gave me, not only education but the gift of knowledge to pursue, the personality to boast on, the memories to cherish, and the friends to live for! Thank you, loBM!



Adeel Abbas

Executive Engineer, PIA

It’s a great honor for me to have completed my MBA from loBM. It is among the top three Business Schools of Pakistan. My sincerest prayers are for my Institute, its faculty and staff.



FACULTY



FACULTY OF CBM

The Dean



Prof. Dr. Javed A. Ansari, has a Master's degree from the University of Karachi, an MSc from the London School of Economics and a PhD from the University of Sussex. His research interests include financial and industrial economics, modern capitalism and modernist and post modern political and moral philosophy. He has worked in British universities, UN agencies and financial institutions in Pakistan.

Executive Director, Academics, Corporate Affairs & BSC



Talib S. Karim, Executive Director Academics Corporate Affairs and Business Support Center, holds a Bachelor's degree in Systems Engineering and a Master's degree in Economics with specialization in International Trade, both from the University of Arizona, USA. He has worked for a financial institution for ten years before joining the Institute full time in 1997. He has also taught Economics at the University of Arizona, USA and IoBM.

Advisors



Muhammad Ashraf Janjua, Advisor to the President, holds MA (Economics) degree from Government College, Lahore (Punjab University) and MA (Development Economics) from Williams College, Mass. USA. He has done one-year graduate work at Stanford University, California, USA. He also worked in the office of Executive Director for Pakistan at IMF, Washington DC from 1979 to 1983. Before joining State Bank of Pakistan in 1966, he has been a Research Economist in the Pakistan Institute of Development Economics (PIDE) and Associate Editor of Pakistan Development Review (PDR), Deputy Governor (Policy) from 1992 to 1995 and subsequently, Chief Economic Advisor, State Bank of Pakistan from 1995 to 2004. Among other research work, he is the author of History of the State Bank of Pakistan Volume-III (1977-88) and Volume-IV (1988-2003).



Dr. Muhammad Arshad Malik, Advisor Health and Hospital Management, is a retired Federal Secretary to the Government of Pakistan. He joined Civil Service of Pakistan (CSP) in 1957 and studied Public Administration at Oxford University (England). He holds an MBBS degree and has held senior positions, including Secretary Health, in various Ministries/ Departments and Organizations from 1959-1995. He had been Professor of Government and Management Sciences at a reputable University. He has also been elected a Senior Associate Member at St. Anthony's College, Oxford University, England.



Dr. Akhlaq Ahmed, Advisor and Senior Fellow with the rank of Professor, Head of Environment & Energy Management Department and Head of Quality Enhancement Cell, earned an MSc from the University of Karachi and PhD from Exeter University (England) in Applied Chemistry. He undertook Post Doctoral work at the Norwegian Institute of Technology and completed the Advanced Course on Environment sponsored by UNEP. He has over 40 years of teaching, research and educational administration experience at the University of Karachi and foreign institutions of higher learning and research. His main area of interest is environment. He published 45 research papers in reputed Pakistani and foreign journals. He has held several prestigious positions, such as consultant to the World Bank, Advisor to Saudi Arabian Industrial Corporation and The Petroleum Research Center, Head, Applied Chemistry Department and Director Institute of Environmental Studies, Karachi University; Higher Education Advisor to DHA, Chairman, Standing Committee on Tertiary Education of FPCCI and Pro-vice Chancellor, University of Karachi. He has been an elected Fellow of the Royal Society of Chemistry, London.



Dr. Ahmer S. Karim, Advisor, College of Computer Science and Information Systems (CCSIS), has a PhD and a Master's degree from Arizona State University, USA, preceded by Bachelor of Science in Finance and MIS from the University of Arizona, USA. He has over nine years of teaching experience at the University of San Diego, USA. He has published in Decision Sciences, Information and Management and also other academic conference proceedings. Dr. Karim has also published several academic books on Information Systems.

Accounting and Finance



H. Jamal Zubairi, Associate Professor and Head of Department of Accounting and Finance, holds a BE degree from Dawood College of Engineering & Technology and MBA from IBA, Karachi. He also holds a banking diploma (DAIBP) from the Institute of Bankers of Pakistan. He possesses over 30 years of professional experience, mainly as a development banker with the National Development Finance Corporation and has also worked for other leading financial institutions such as ORIX Leasing. He has taught core as well as elective courses in Accounting and Finance for over 15 years, both as visiting and full time faculty. His research interests are in the areas of Banking, Risk Management and Corporate Finance. He has presented research papers at various international conferences and has also co-authored a book 'Financial Management in Pakistan' which was published by the Oxford University Press, Pakistan in the year 2005.



Syed Ajaz Ahmed, Senior Fellow of Finance and Accounting, is a fellow member of ICMAP and has qualified the final examination of the ICMAP in 1976. He has served for 32 years in national and multinational corporations and has headed finance and accounts department in various industrial sectors, including construction, food and beverages and petrochemicals. Mr. Ajaz has also worked for investment banking, shipping and textile sectors. Before joining IoBM as full-time member, he has been an adjunct faculty member at ICMAP and facilitator of ICAP.



Sharique Ayubi, Assistant Professor of Finance and Accounting. He holds a Master in Business Administration (MBA) from IBA, Karachi and another Master's degree in Economics from the University of Karachi. He also holds a Banking Diploma from the Institute of Bankers, Karachi. Currently, he is enrolled in the MS/PhD program. His experience in industry has been in National Development Finance Corporation (NDFC), where he worked for 14 years. He has been teaching courses in Finance, Accounting and Management for over 12 years at various universities and business schools. His research interests are Corporate Governance; Regulation of Banking and Securities Markets; and Comparative Management.



Syed Maqbool ur Rehman, Assistant Professor in Accounting and Finance, is an investment banker turned educationist with an MBA from IBA. He has also received a diploma in banking from the Institute of Bankers in Pakistan. He has worked with reputed financial institutions for 18 years in operational areas in senior management positions. He has been teaching since 1989 at various business schools. His research interests include Risk Management, Compliance of IAS by local industry, Corporate Governance and Financial Markets.

Institute of Business Management



Tauseef A. Qureshi, Assistant Professor in Finance, holds an MBA from the Institute of Business Administration. He has a unique blend of industry and teaching experience and has held senior management positions in Pakistan, USA and Canada.



Shamim Ahmed Khan, Assistant Professor, Accounting, holds an MCom degree from the University of Karachi with 29 years experience in the areas of Banking and Academics. He had been associated with academia for the last ten years in the Finance and Accounting Department. His last assignment was with a business school as Assistant Professor, Finance and Accounting.



Mehboob Moosa, Assistant Professor, Accounting, is a fellow member of ICMAP. He has also qualified CA final group-II. His 30 years' experience includes working with national and multinational companies like BOC (Pakistan) Ltd., Al-Futtaim Engineering, Dubai, Habib Group, World Group of Companies (Automobiles), Liberty Textiles, etc. as well as audit firms like KPMG Taseer Hadi, Sidaat Hyder, Rahim Jan and educational institutions of UK and Pakistani education streams.



Shazia Farooq, Senior Lecturer of Accounting and Finance, is a CFA Charter holder and also holds BBA (Hons) and an MBA from IBA, Karachi. She brings 15 years of professional experience in the field of finance, banking and research to IoBM. She is teaching core, as well as, elective courses in Finance.



Asiya Shirazi, Lecturer in Finance, holds an MBA degree in Finance from IoBM and has five years of work experience as Credit Officer/Risk Analyst in a leading commercial bank. She has undergone various training programs in the risk management function of a bank. She also obtained Banking Diploma in 2005 from the Institute of Bankers, Pakistan. Her research interests are in the areas of Banking & Finance.



Samina Riaz, Lecturer Accounting, holds an MBA in Finance from Bahria University. Her research interests are in the areas of Banking and Financial Accounting and she intends to pursue PhD in the same. She has also done Financial Analysis on different bank statements. Moreover, she has keen interest in event management.



Munazza Owais, Lecturer in Finance, holds an MBA in Finance from IBA and has corporate work experience of 3 years in Investment and Corporate Banking in leading financial institutions. She has undertaken various banking courses on investment, risk & return and disclosure of information in financial statements under GAAP. Her research interests are in Investment & Finance.

Communication



Fareeda Ibad, Senior Fellow, Communication Skills and Head of Department, Communication, holds a Master's degree from the University of Punjab in English. Her professional experience of 36 years includes teaching English and Communication to adult learners in diversified contexts. She has worked at the PACC in the capacity of language teacher, officer-in-charge, teacher trainer and curriculum coordinator. She has also worked at the British Council in the capacity of IELTS examiner and trainer, and ICFE examiner. Her communication teaching experience of 19 years includes teaching at both BBA and MBA levels. Her additional training experience is in the field of testing in ELT and professional and academic writing.



Dr. Ali Asghar Malik, Senior Fellow in Communication Skills, has MA and PhD degree from the University of New Mexico, USA. He has served as an Associate Professor at Marj University, Department of English, Libya and has vast teaching and research experience.



Muhammad Asif Khan, Senior Lecturer Communication, is an MA in English Literature and Linguistics from the University of Karachi and MBA from IoBM. He has a rich experience of teaching English and communication related subjects to various categories of students ranging from intermediate and A-Levels to BBA and MBA. His areas of interest include TESL, Business Communication and Interpersonal Skills. He is also a contributor to the Pakistan Business Review (PBR), where his interviews with the prominent personalities of the corporate world are published. In future he plans to pursue his MPhil in the area of HRD.



Muhammad Irfan Sheikh, Senior Lecturer in Communication earned his Master's degree in English Literature and Linguistics from the National University of Modern Languages (NUML). He completed his Bachelor of Commerce from the University of Karachi, Bachelor of Education from Hamdard University and 'Training to Teach English for Specific Purposes' (TTESP) from the Aga Khan University. He is a member of PARE (Pakistan Association for Research in Education), SPELT (Society of Pakistan English Language Teachers). He is an MPhil fellow and is currently working on his research thesis. He has developed a website "Webell" for ELT and research purposes.



Madiha Zeest Waheed, Lecturer in French Language (foreign & business), holds a Bachelor's degree from St. Joseph's College for Women in Psychology, Political Science and Persian. Having a flair for different languages, she took up the French Language course at The Alliance Francaise de Karachi and obtained Diplome de Langue Francaise, Paris 1998 and 1990 offered by the French Ministry. She also holds Master's degree in Francais Langue Etrangere et Seconde from Universite Lumiere, Lyone, France. She has also been attending training programmes and sessions held by the French Embassy. She has been associated with IoBM since 1999 and her interest in research is in language teaching and learning. Recently one of her papers was published in an international journal.



Sharik Zamir, Lecturer in Communication Skills, has 8 years experience. He holds an MPhil in Education from Iqra University, Karachi. He also holds an MA degree in English Language and Literature; and another degree of MEd in Teaching of English from University of Peshawar. He has a rich experience of teaching General English, Functional English, Business Communication Skills at BS and BBA levels. In future he is interested in pursuing PhD in Educational Management.

Institute of Business Management



Syeda Mahtab Fatima, Instructor in Arabic and Islamic Studies, has an MA from Quaid-e-Azam University, Islamabad and BA and BEd from University of Punjab, Lahore. She has earned two certificates in Arabic courses from the National University of Modern Languages, Islamabad. She has 11 years of teaching experience.

Environmental and Energy Management



Dr. Shahid Amjad, is a Professor in Environmental & Energy Management. He has a PhD from the University of Wales, UK and has done Nordic Marine Biological course from Bioenergetics of Meiofauna, Helsingoer, Denmark. He also holds a diploma in Journalism from Trans-World Tutorial College, England. He has been associated with various top universities of Pakistan as Acting Vice Chancellor and Professor with specialization in the area of Marine Sciences. He has also been associated as a visiting faculty with NED and University of Karachi since 2005.

Health and Hospital Management



Dr. Asima Faisal, Coordinator, MBA Health Management Program at IoBM holds an MBA in Health and Hospital Management from IoBM and an MBBS from Sind Medical College Karachi. She has served Dow University of Health Sciences (DUHS) in different capacities, i.e., as Director Media & Marketing and later she was selected as Director Programs for the Institute of Health Management within the same University. As Manager, Health Program, she has also been associated with the Sind Education Foundation where, in addition to arranging high profile health camps in different parts of Sind, she conducted “Health Training” of teachers (TOTs) for 100 schools across the Sind province. In South City Hospital Clifton, she served as Manager Administration for more than 5 years.



Dr. Faisal S. Farooqui, Manager Business Support Center and Assistant Professor Health and Hospital Management, holds an MBA in Organizational Behavior & Leadership and second MBA in Health Care Administration from Ohio, USA. He did his postgraduate Diploma in Otorhinolaryngology (Ear Nose and Throat) from Karachi University, after completing his MBBS from Dow Medical College. He has served as an ENT Specialist for the Government of Sindh and has worked as a Consultant for the Environmental Protection Agency, Government of Pakistan. He has over 13 years of professional experience to his credit as the Chief Executive Officer for the most challenging segment in the Health Care Industry of the United States Of America.

Human Resource Management



Dr. Khalid Amin, Senior Fellow and Head of Department of HR, holds an MBA and a PhD in Business Administration. He is also a Fellow, Institute of Corporate Secretaries and a Fellow, Institute of Bankers. He has been Chief Executive, Dubai 9 Group, Dubai; Secretary General (Chief Executive), Federation of Pakistan Chambers of Commerce & Industry; Secretary General & Chief Executive, All Pakistan Textile Mills Association; Chief Executive, Telecard Ltd.; Chief Operating Officer of two financial institutions in the Prudential Group; General Manager in Pakistan Automobile Corporation, State Petroleum & Board of Industrial Management. He has been actively involved in business research and has over 50 reports, papers & articles to his credit. He has been advising the Ministries of Finance, Commerce, SECP & FBR on business facilitation and regulation. He has been a visiting Professor in MBA Programs in business schools in Pakistan, USA and Europe.



Maqsood Ahmed, Senior Fellow in Management and HRM, has a Master's degree in Business Administration from IBA and Post Graduate in Advertising and Sales Promotion from the UK. He has over 40 years of senior level corporate experience in marketing, corporate development and general management with a Swiss Health Care multinational & other pharmaceutical and FMCG companies in Pakistan. After his corporate career, he opted for venturing in an academic environment so as to contribute his industry experience to teaching.



Abdullah Patoli, Senior Lecturer, Department of Management and HRM, earned a Master's Degree in Business Administration with 'Distinction' from Cardiff Business School, University of Wales, UK, and a Bachelor's Degree in Business Studies from the University of Sheffield, UK. He started his professional career with the textile industry and later moved to the banking industry, where he served for about eight years in various managerial capacities. He also brings with him international management experience. His international assignment was based in South Africa where he was posted as an Operations Manager for a Swiss bank. His last corporate assignment was as an Assistant Vice President, with one of the five big banks of Pakistan. Prior to his current assignment, he was associated with the Institute of Business Administration, IBA, Karachi, as a faculty member. His areas of interest are International Business, HRM, Industrial Relations.



Mariam Siyal, Lecturer in Human Resource Management, holds an MBA from the Institute of Business Management. She has 9 years of industry experience in Human Resource Management. Prior to her current assignment, she was associated with IoBM as a visiting faculty.



Amna Yousaf, Instructor of Human Resource Management, earned her BBA and MBA (HRM) from the Institute of Business Management. She is also working as Admissions Officer. She has designed the HR Manual of Zultec (Pvt) Limited. Her research interests are in the field of Corporate Human Resource Management. She plans to pursue her MPhil in the same field.

Marketing



Shahnaz Meghani, Associate Professor and Head of the Department of Marketing, has a Master's in Business Administration from IBA. Her industry experience has been in FMCGs sector. She has worked for multinationals and has been associated with training for more than 18 years. She has published research papers on employee motivation, organizational culture, product failures and on the influence of chemists on end users.



Samin Ahmad, Associate Professor, Marketing has an MBA in Marketing from IBA and has more than thirty years experience in the field of Marketing and Supply Chain Management with leading multinationals. His last assignment was with Unilever Pakistan as a Senior Manager.



Kausar Saeed, Associate Professor, possesses over 22 years of diversified experience of corporate, academic, entrepreneurial and developmental sector. She has 15 years of teaching experience at graduate and undergraduate level in various renowned universities of Pakistan and her areas of specialization are Management and Marketing. She has spent ten years in Marketing Communications out of which five years were in Advertising with Interflow Communications. She also served as Manager Capacity Development with Aga Khan Foundation where she was involved in developing and conducting training for developmental sector organizations in Pakistan. Currently, she is pursuing her MS Degree in the area of Management Sciences.

Institute of Business Management



Saeed-ur-Rehman, Senior Fellow, Marketing, holds an MA in Political Science from the University of Karachi. His experience in Sales as a senior manager and executive is spread over a period of 34 years. His association with highly reputed multinationals, such as Cyanamid and Gillette has honed his management, leadership, and communication skills. He has also been involved in conducting sales training at national platform.



Saadiyah Said, Assistant Professor in Marketing, holds an MBA from the Institute of Business Administration. She has 19 years of professional experience in the field of Marketing and Consumer Research.



Saamena M. Hassan, Senior Lecturer, Marketing, has done her MBA from IBA. Subsequently, she joined the Pakistani banking industry in the area of credit cards marketing. During her ten year association with the industry, she has been a part of the credit card launch for Bank Alfalah, ABN Amro (now RBS Bank) and MCB Bank Ltd. Her last assignment was at MCB Bank Ltd, as Vice President, Credit Card Loyalty. Prior to joining IoBM, she was a visiting faculty in one of the local business institutes.



Faisal Masood Kazi, Lecturer, Marketing, earned his MBA from IoBM, Bachelor's degree in Computer Science from FAST, Institute of Computer Science, University of Karachi. He also holds a certification in Java language (JCP) from Sun Microsystems, and has attended a number of Marketing & IT workshops / training sessions. He possesses 13 years of industry experience at management positions in Marketing with companies in textile, automobile & FMCG sectors and in the IT industry in Software Development, Project Management & Customer Support.



Nida Shaukat, Instructor, Marketing, is an MBA (Gold Medalist 2008) from IoBM. She has worked in the marketing department of a leading English newspaper, multinational pharmaceutical, advertising agencies and KESC before joining IoBM as permanent faculty. Currently she is enrolled with the University of London for her second Master's degree. Her areas of research interest include brand management and marketing communications.

Management



Javaid Ahmed is Senior Fellow and Department Head of Management. He is an Internationally Certified Board Director (PICG/IFC - US, RMG/ISS accredited), Member of the Chartered Institute of Marketing (UK), Fellow of the Chartered Institute of Management (UK), Member of Mensa and a UK Chartered Engineer. He has an MBA with distinction from Lancaster, a BSc Engineering (London), and a BA Economics (Pb). He brings to academia over 28 years of a successful top management career with multinational health care. He has also supervised IoBM's MPhil Marketing program. He has authored the SBP strategic transformation case 2005, written two research- based dissertations and published fourteen papers and articles.



Abdul Qadir Molvi, Associate Professor of Management, has specialized in sales management training, marketing and strategy for corporate clients. He has earned a professional diploma in International Trade and Commerce from UC Berkeley, (USA), MBA (IBA), and BSc from the University of Karachi. He has over 33 years marketing experience of pharmaceutical and consumer products with leading MNCs. He was elected to the Council of the Marketing Association of Pakistan (1996-98) and served as its Vice President in 1998. He has also been invited to lecture on international marketing to the classes of Brand Management 1999 at Fullerton College, California, USA.



Humayun Zafar Choudhry, Assistant Professor in Management, holds an MA in International Relations from the University of Karachi and has completed a number of management courses from Middlesex University, London. His experience in the industry encompasses the areas of Management, Project Financing, Leasing, Modarabas and Credit and Marketing. He had been associated with IoBM for 12 years as visiting faculty before joining the Institute on a permanent basis. He also conducts Management Development workshops for IoBM and has conducted the same for the corporate sector, as well as, for NIPA (National Institute Of Public Administration).



Dr. Khalida Tanweer, Assistant Professor in Management, holds a PhD in Clinical Psychology from the University of Karachi and also a Post Magistral Diploma in Clinical Psychology from the University of Karachi. She has 17 years of experience, teaching undergraduate and graduate students. Her three papers have been published in the Journal of Social Sciences, Pakistan Journal of Clinical Psychology, University of Karachi and Bahria Journal of Psychology.



Shagufta Rafif Ghauri, Senior Lecturer, Management, holds a Master's degree in Human Resource Management and brings along a vast experience of teaching different management subjects and Business English courses to BBA, MBA and MBA(Executive) students. She has also served in the capacity of Vice Principal at a reputed O Level School in Karachi for 3 years. She has been a faculty member of different universities of Karachi and has also been conducting courses and training workshops at the Teacher's Resource Centre.



IoBM Faculty and Audience at 2nd International Conference on Promoting Socio-Economic Development of Sindh, 2010

FACULTY OF CCSIS

Computer Science and MIS



Dr. Ejaz Ahmed, Professor of Statistics and Head of Computer Science, has done his PhD in Statistics from the University of Strathclyde, Glasgow, UK and MSc in Statistics from the University of Karachi. He has published many research articles in renowned international journals. He has over 27 years of teaching experience at the University of Karachi and IBA.



Dr. Abu Turab Alam, Professor of Computer Science, joined the Institute in January, 2004 and is currently teaching courses in Artificial Intelligence, Automata Theory, Natural Language Processing (NLP), Discrete Mathematics and Management Information Systems. His research interest is in Requirements Engineering and elicitation of software requirements for Software Development using NLP techniques. He has a vast experience of research and teaching in various organizations. In the NED University, he has worked as a Systems Manager and improved the IT infrastructure at NED University.



Saghir Muhammad, Senior Lecturer in Information Systems and Accounting, holds a Master's Degree in Business Administration with specialization in Management Information Systems. He possesses a diploma in Computer Science and a specialized diploma in DBMS. Moreover, he has completed management courses from NIPA and NILAT. His industry experience includes working with Pakistan Steel Mills and Orasoft. He has over ten years of teaching experience at various universities/institutes.



Sheikh Muhammad Ali, Senior Lecturer in Statistics, earned his MSc in Statistics from the University of Karachi. He has been involved in research and teaching in Mathematics and Statistics. He has almost eighteen years of teaching experience at various institutes. His areas of interest are Quantitative Analysis for Business and Management, Statistical Inference, Advanced Quantitative Methods, College Algebra, and Calculus for Business Decisions.



Kashif Majeed Shah, Lecturer in Computer Science, has hands-on experience in database construction, administration for OLTP processing and Software development in the industry. He has worked at SG Fiber Ltd. as a Senior Software Engineer. He has been teaching for the last four years in various institutions and universities. His area of interests includes Cryptography, Data Warehousing and Data Mining. He holds a Master's degree in Computer Science from the University of Karachi. He is currently enrolled in MS leading to PhD program from National University of Computing and Emerging Sciences.



Amar Khan, Lecturer in Computer Science, holds a Master's degree in Computer Science from the University of Karachi. He is also a Microsoft Certified Professional. He has four years of teaching experience at various degree awarding institutions. He has expertise in Visual Programming Languages and Computer Graphics Technologies. His research interests include the areas of Artificial Neural Networks, Fuzzy Logic and Data Warehousing.



Najmus Saher Shah, Lecturer in Computer Science, holds an MCS degree and BSc (Honors) in Economics from the University of Karachi and has secured 2nd position in the department. She has three years of teaching experience.



Asim Iftikhar, Lecturer in Computer Science, holds a Master's degree in Computer Science and is currently enrolled in MS program leading to PhD. He has also done Microsoft Certified Professional Systems Engineer (MCSE). He has eight years of teaching experience in computer related courses. His areas of interest include Digital Communications, E-commerce & Web Development and Graphics Designing.



Imran Chughtai, Lecturer in Computer Science, holds a Master's degree in Computer Networks and Communications from Westminster University, London. He has amassed eight years of industry experience including 3 years working as a software engineer in London. He is currently enrolled in the CISCO program for higher certification. His interests include Computer Networking, Routing and Switching.

Industrial Engineering



Dr. Mohammad Irshad Khan, Senior Fellow and Head of the Department of Industrial Engineering with the rank of Professor, holds a PhD degree in Chemical Engineering and a Postgraduate Diploma from University of Bradford, UK. He has over 30 years experience of Industry and Management and is a registered consultant of the Islamic Development Bank, Jeddah and SMEDA, Pakistan.



Muhammad Moin Uddin Ali Khan, Head of Quality Enhancement cell and Senior Fellow Industrial Engineering and Management, has BSc and BE degrees from University of Karachi and MS in Engineering from University of Missouri, USA. He has been trained in fields of Operations Management, Quality Assurance, Environmental Management, Supply Chain Management and Technology Management from USA, Japan, UK, South Korea, Sweden, Russia, Brazil and Australia. He has been associated with the industry and education for over 34 years. He is certified lead Auditor ISO 9000 QMS and is actively involved in developing Quality Enhancement activities at IoBM in close coordination with the HEC of Pakistan. His research publications are in the areas of advanced materials and has been guest speaker at American and Malaysian Universities.



Asif Iqbal, Assistant Professor, Industrial Engineering has a Master's degree in Computer Science from Depaul University, USA, and BE in Electrical Engineering from NED University, with 12 years of professional and 3 years of teaching experience.



Zeeshan Ellahi Vohra, Lecturer Industrial Engineering, holds an MSc Degree from the University of Manchester. He has specialized in Manufacturing Management, Advanced Manufacturing Technologies, Consultancy Tools, CAD/CAM, Advanced Machining Technologies and E-Manufacturing. He also holds a BE Mechanical Engineering degree from NED University.

Institute of Business Management



Abdul Shakoor Memon, Adjunct Faculty, Industrial Engineering, is an MSc Engineering from UMIST, Manchester, UK and BE Mechanical from Sindh University. He has also served as an Associate Professor at Sindh University, Jamshoro. He has over 30 years work experience at Sui Southern Gas Co. holding different positions related to his field.

Mathematics and Statistics



Dr. Syed Iftikhar Ali, Senior Fellow with the rank of Professor, holds MS and PhD from England. He has a vast teaching experience and has worked for SUPARCO, University of Benghazi (Libya), FAST Institute of Computer Science (Karachi) and Yanbu Industrial College, Saudi Arabia. He is a chartered Physicist and Member of Institute of Physics (London). His main interests are in the areas of Mathematics, Physics and Numerical Analysis.



Laiq Muhammad Khan, Senior Fellow in Statistics, holds an MSc in Statistics from the University of Karachi. He has over 30 years experience, teaching Statistics to undergraduate and graduate students. He has been associated with IoBM as visiting faculty since August, 2000.



Wajahat Ali, Senior Lecturer in Mathematics, has an MSc from the University of Karachi. He has been involved in research and teaching in Mathematics and Statistics.



Rizwan Ahmed, Senior Lecturer in Mathematics and Statistics, has done his MSc in Statistics and MPA (Finance) from the University of Karachi. He has also done his MAS (Applied Economics) from Applied Economics Research Center, University of Karachi. He has six years of teaching experience at various institutes. His areas of interest are Quantitative Analysis for Business and Management, Statistical Inference, Macroeconomics, Mathematical Economics and Business Finance.



Adnan Rauf, Senior Lecturer in Mathematics, holds MSc in Industrial and Business Mathematics from the University of Karachi and MS in Industrial Mathematics with specialization in “Mathematical Modeling and Scientific Computing” from TU Kaiserslautern, Germany in 2004. He has taught at FAST and Hamdard University.



Hina Samreen, Instructor in Mathematics holds an MSc in Applied Mathematics and Master’s in Applied Economics from the University of Karachi. She has been actively involved in research related work and assisted Pakistan Institute of Education and Research in the development and preparation of various policy papers in labor management and allied subjects.



Mohammed Ather Akhlaq, Instructor in Mathematics and Computer Science, holds a Master’s degree in Computer Science from IoBM and is currently pursuing an MPhil program. His research primarily focuses on MIS and technology. He has worked at Standard Chartered Bank in IT Department and in Jaffer Business Systems as an internee. He had been a Senior Management Analyst at Bearing Point, a multinational management and technology consultants company.

Telecommunication



Dr. Asadullah Shah, is Professor of Telecommunication Engineering and Head of the Department of Telecommunication Engineering & Management. Before Joining IoBM he worked as Head of Telecommunication and CS Departments of Sukkur IBA and Dean faculty of Computer and Management Sciences, Isra University, Hyderabad. Dr. Shah has a total of 24 years teaching and research experience. He has 44 research publications in International and national journals and conference proceedings. He has produced 4 MPhil and PhD students and currently 4 more students are registered under his guidance. Dr. Shah has done his undergraduate degree in Electronics, Master's degree in Computer Technology from the University of Sindh, and PhD in Multimedia Communication, from the University of Surrey, England, UK. His areas of interest are multimedia compression techniques, research methodologies, speech packetization and statistical multiplexing. He has been teaching courses in the fields of electronics, computers, telecommunications and management sciences.



Izhar Ullah Siddiqui, is a Senior lecturer in Telecommunication. He holds a BSc degree from the University of Karachi, BE (Elect) from NED University of Engineering and Technology Karachi and a Master's degree in Telecommunication Engineering. He has taught at NED University and worked as an ADE in the Telegraph & Telephone Department (T&T), Govt. of Pakistan. He has received two years training at Staff College in the field of telecom systems. He has been awarded a scholarship for advanced professional training in the field of telecom system by Deutsche Bundes Post (Germany). In addition to that, he has attended training in M/s Alcatel (France) for (E10B) system, and M/s Huawei (China) and Next Generation Network (NGN). He has more than 25 years experience in handling different telecom projects, maintenance and operation(M&O) work at T&T/ PTCL as an ADE/DE / Director Karachi Multi Exchange Area (KMEA).



Adnan Alam, Lecturer in Telecommunication, holds a Master's of Computer Science and Master's of Science in Telecommunication from Hamdard University. He is currently enrolled in PhD in telecommunication.



Mr. Shahjehan S. Karim, President IoBM, awarding degree to a BBA (Honors) graduate at Convocation, 2009

FACULTY OF CESD

Commerce



Mohamed Aslam Dossa, Head of the Department of Commerce and Professional Studies, is a qualified Chartered Accountant and a Chartered Management Accountant (England). He has held senior management positions in Pakistan, England, Tanzania and Canada, besides having over 10 years of teaching experience. He was part of the ICAP team for development of the Code of Corporate Governance adopted by SEC Pakistan, and is currently a member of ICAP's Public Sector Committee.

Economics



Dr. Shahida Wizarat, Head of the Department, Economics and MS/PhD Coordinator, is an independent economist and has been involved in research, teaching and administration. Her areas of interest are industrial economics focusing on industrial productivity, its determinants; concentration and profitability; development economic issues; economic policies; debt and its management. She is the author of forty five research papers and articles published in journals of international repute in Pakistan and abroad. She has organized, attended and read papers at several international and national conferences. She earned MA in Economics from Vanderbilt University, USA and her PhD in Economics from the University of East Anglia, Norwich, England. She has served as the Editor of the Pakistan Journal of Applied Economics and Director of the Applied Economics Research Centre, University of Karachi. She has also served on the Board of Directors of the Karachi Stock Exchange. She is also on advisory boards and research councils of several organizations and universities. She has authored over forty five publications within the country and abroad.



Muhammad Ajaz Rasheed, Assistant Professor in Economics, earned his MPhil in Economics from the Institute of Business Management, an MAS (Applied Economics) from Applied Economics Research Center (University of Karachi) and MSc (Statistics) from the University of Karachi. He has 20 years professional and teaching experience in the area of Statistics, Economics and Computer Science. He has taught at the University of Karachi and University of Balochistan. He has worked with Social Policy and Development Centre as a researcher. His research primarily focuses on Macro-Economic Modeling and Monetary Economics. He has published research papers in national and international journals. He has also contributed to the Sindh Economic Survey. He has been a member of FPCCI's standing committee on research and development from July 2005 to June 2007.



Mirza Aqeel Baig, Senior Lecturer in Economics has an MPhil in Economics from Institute of Business Management, MAS in Applied Economics from AERC, University of Karachi and a Master's degree in International Relations. He has over ten years teaching experience at various business institutions. His research interests are in the areas of Monetary Economics and Macro Economics. His research papers have been published in PBR and journals of the Statistics Department of the University of Karachi. He has also contributed papers in the Sindh Economic Survey and the 2nd international Sindh Conference at IoBM.



Ch. Sohail Ahmed, Senior Lecturer, holds an MSc (Statistics) from KU, MPA from IBA, and MAS (Economics) from Applied Economics Research Centre, Karachi. He also holds PGD (Computer Science) from the University of Karachi. His research primarily focuses on International Trade and Econometrics. He is pursuing his MPhil Degree in the area of International Trade. He has served for 18 years of at various public and private academic institutions.



Syed Ghayyur Alam, Senior Lecturer in Economics, holds an MA in Economics from the University of Karachi, as well as, Master of Applied Sciences (MAS) in Economics from AERC, University of Karachi. His research interests include Macro Economics and International Trade.



Syed Zia Abbas Rizvi, Lecturer in Economics, holds MSc in Economics from the University of Karachi and MAS in Economics from Applied Economics Research Centre (AERC). Currently, he is doing his MPhil.



Amnah Abbas, Lecturer in Economics, holds an MSc degree in Economics from the University of Karachi. She has four years teaching experience in the subjects ranging from Economics, Business Statistics, Mathematics to Statistical Inference. She is currently pursuing a degree in MBA Banking and Finance.

Education



Dr. Nasreen Hussain, a Senior Fellow with the rank of Professor, holds a PhD in Education. She has 30 years of diverse teaching, research, and consultancy experience. She has edited two books as well as written articles and book chapters. Her latest two books were published in early 2009 by the Oxford University Press and the Cambridge Scholars Publishing, UK. Dr Hussain is the External Moderator for the University of Cambridge and has received British Council, Hornby Trust, USIS and AKU awards to pursue her academic and research projects. Her interest is in educational research with a special focus on qualitative research, teacher development, curriculum design, and material development.



Zubeda Kasim Ali, Senior Fellow, holds an MA in English Literature from the University of Karachi and MEd in Administrative Education. She also has a Diploma in "Teaching English for Specific Purpose" from Plymouth, UK and has over 20 years experience in the field of education, planning, development and management and 23 years experience at Aga Khan Development Network institutions rising to the position of Manager and Coordinator. She also has a lot of research work and publications to her credit.



Samra Javed, Lecturer in Education and Social Sciences, holds a Master's degree in English Language and Literature from the Government College, Lahore. She has also completed In-service Certificate in English Language Teaching, which is an advanced English language teaching certification awarded by Cambridge, ESOL. In addition she has worked as the Academic Coordinator of the Society of Pakistan English Language Teachers. She has been involved in research on various aspects of teaching and learning. She is currently pursuing her MPhil in Social Sciences with specialization in Education.

Institute of Business Management



Aftab Ahmed Abro, Lecturer in Education & Social Sciences is also a Research Officer at CRIS (Centre for Research in Sindh). He holds a Master's degree in Business Administration (MBA) in finance as well as a Master in Science (MS) in Rural Development with specialization in Managing Development. He has held various positions in the Government of Sindh. He has also served as Finance & Governance and Public Finance specialist for a project funded by the Asian Development Bank. He is a member of the International Academy of Financial Management, Royal Economic Society (UK) & Pakistan Society of Development Economists. His key research interests are in the field of Financial Management, Public Policy, Finance & Development, Micro Finance, Investment Management, Poverty & Sustainable Development & Local Government system.

Social Sciences



Dr. Sahib Khan Channa, Senior Fellow, has Bachelor of Arts, Bachelor of Law, Master of Arts and Doctorate degrees from the University of Sindh and Post-Doctorate in Political Science from the Arkansas State University, USA. He has over 40 years of administrative, teaching and research experience, having served as Professor and Principal of some prestigious colleges of Karachi, besides holding various senior level positions in the Education Department, Government of Sindh. Recognized as a prominent historian/writer of Sindh by literary circles within the country and abroad, Prof. Channa has contributed a number of research articles to renowned research journals published by different departments/institutes of Sindh University. He has been a member of the Senate, Syndicate and Selection Board of the University of Karachi, also a member of the Senate of almost all the public universities of Sindh, as well as, member of Board of Governors of all the Boards of Intermediate and Secondary Education in Sindh. Western, Central and South Asian political and strategic studies are his main research interests.



Dr. Linah Askari, Assistant Professor in Psychology, holds a PhD in Psychology from the University of Karachi. She is a gold medalist in MSc Psychology and has a Post Magistral Diploma in Clinical Psychology from the University of Karachi, She has been involved in teaching BBA, MBA and MPhil students and supervising research for MPhil/PhD students since 2004.



Dr. Bettina Robotka is an HEC professor of South Asian History. She holds a PhD from Humboldt University Berlin, Germany in the field of South Asian history and has 26 years of teaching experience in this field in Germany and Pakistan. Her research interest lies in the political system of Pakistan.



Urfi Khalid, Senior Fellow in Pakistan Studies, holds an MA in Physical and Political Geography from the University of Punjab, Lahore. Prior to her current assignment she was associated with Institute of Business Management as visiting faculty since 1997.



Asad Shahzad, Senior Lecturer in Social Sciences has earned his MA in English Literature from the University of Karachi. He has received intensive training from SPELT under Cambridge University. He has taught at several educational institutions before joining IoBM. He writes for different newspapers on religious, political and social issues. He has presented several papers at national conferences on the topics of Unique Equilibrium of Free-Will and Determinism in Rumi's writings and "The Impact of Fantastic Advertisement of Consumer Goods on the Mental Health of Society" His paper "Iqbal's Idealist Critique of Hawking's Materialist Concept of Time" was published in Iqbal Review, April 2008 issue; and "Incoherences in Konrad Lorenz's Concept of Aggression" in PBR. Currently, he is involved in research in the area of the philosophy of globalization.



Sadia Aziz Ansari, Lecturer in Psychology earned her Master's degree from the University of Karachi. She also holds a Post- Magistral Diploma in Clinical Psychology from Bahria University, Karachi. Her academic and research potential brings her to IoBM, where she continues to engage in research projects. Her research proposal entitled "Glass Ceiling at Call Centers in Pakistan" was funded by ILO. She has presented research papers at national and international conferences. In addition to that, she has more than two years of clinical experience at various reputable organizations. Her research primarily focuses on psychological assessment and development, employee attitude, positive psychology and emerging issues in applied psychology. Her current research projects focus on reward and compensation in the telecom industry, Karachi, and cross- cultural validation of Ryff's Scale of Psychological Well-being.



Nadia Ayub Ali, Lecturer in Psychology, is an MA and MPhil in Psychology. Currently she is enrolled as a PhD student at the University of Karachi. She has done her specialization in career counseling and human behavior. She has taught both at College and University level before joining IoBM. She has recently completed a research project on Community Health Sciences at the Aga Khan University and Hospital.



IoBM Graduates flying caps after receiving the degrees at Convocation, 2009

VISITING FACULTY AT IoBM

Abdul Rahim Suriya

FCA, CMA

Adnan Nayab

MBA, (IBA)

Afaq A. Kazi

MBA, LLB, MPA, B.Pharmacy

Ali Zulqarnain

Master in Mech. Eng. (NED)

Alia Hasan

MBA, (IBA)

Altamash Pervaiz

MBA, (GC University)

Amin Rajani

MBA, (IoBM)

Amir Khan

MA, (KU)

Amir Zafar Khan

Bar Vocational Course, from UK

Amyr Wahid

MBA, (IoBM)

Atta ur Rahman Arif

MBA, (IoBM)

Darryl Pereira

M.Com., (KU)

Dr. Agha Muhammad Ajmal Hussain

MPH, Australia

Dr. Ahsaan Khan

MBA, (Baqai), MBBS, (Punjab)

Dr. Khawar Saeed Khan

MBA, (Hamdard)

Dr. Muhammad Ali Shaikh

Ph.D. in Mass Comm., (KU)

Dr. Muhammad Athar Majeed

MBA, MBBS, (DMC)

Dr. Muhammad Tariq Farooq

MBBA, MBA, (IBA)

Dr. Rashid Iqbal Khan

MBBS, (Peshawar)

Dr. S.A. Rab

MBBS, (DMC) , MBA, (Preston)

Dr. Seema Mumtaz

MBBS, (DMC)

Dr. Shahzad Amin

PhD., (USA)

Dr. Tariq-uz-Zafar

MBBS, Lahore

Ejaz Wasay

MBA, (IBA)

Fahad Fahim

MA, (Sheffield Hallam University, UK)

Fahad Younus

CA, (ICAP)

Faiza Ahmed Amin

LLB, (University of London)

Faiza Naz

MBA, (IoBM)

Fareen Razzak

MBA, (IBA)

Farhan Ahmed

MBA, (IoBM)

Farheen Zehra

MBA, (IBA)

Hamza Farooq Habib

MA

Hanif Bajwa

MBA, (England)

Irfan Dossa

MS, (KU)

Javed Akhtar Khan

MPhil, (Hamdard University)

Kaleem Ahmed Ghias

MBA, (IBA), MSc., (KU)

Kamil Yousuf

MBA, (IoBM)

Kamran A. Rabbani

MBA, Greenwich

Maham Durrani

LLB, (University of London)

Maqbool ur Rehman

MBA

Maskwaith Ahsan

MA, (University of Dhaka)

Misbah Iqbal

MBA, (IoBM)

Muhammad Aamir

MS, (Sir Syed University)

Muhammad Aamir Baig

MA, KU (MPhil in progress)

Muhammad Irshad Iqbal

Associate Member of ICAP

Muhammad Jiyad Shaikh

MS, (SZABIST)

Muhammad Mazhar Khan

MA, (Massachusetts), USA

Muhammad Omer Khan

MA

Muhammad Raza Jamali

MA, (Middlesex University), UK

Muhammad Shahid Iqbal

MPhil Leading to PhD. in Economics, (KU)

Muhammad Zia Kayani

BA, LLB

Mumtaz Ali

CFA level one, (USA), ACMA, ICMAP

Nabeela Naeem

MBA, (LUMS)

Nadia Khan

MBA, (IBA)

Naveed Ilyas

MBA, (IBA)

Nayyar Nizam

MBA, (Arizona State University), USA

Neil Peter Christy

BE, Lahore

Nighat Sultana Rizvi

M. A. English

Noman Noor Muhammad

Associate (Society of Actuaries)

Noman ul Haq Siddiqui

M.A. Education, (University of London)

Obaitulh Al-Muslim

MA, Diploma in Arabic Teaching

Qaisar P. Mufti

ICMA

Qazi Muhammad Adnan Hye

MA, MAS, (KU)

Raheel Yousuf

MBA, (IoBM)

Rahmatullah Khan

MBA, (SU)

Raja Sajid Manzoor

MBA, (IoBM)

Institute of Business Management

Rana Farid

MA, (KU)

Raza Hasnain

MBA, (Southeastern University, (USA)

Rehan Saeed

MBA, (IBA)

Riaz Khan

MSc., (Houston)

S.M. Mahboob-ul-Hassan Bukhari

MA, Philosophy, (KU)

Saghir Ahmed Khan

MA Economics

Sajjad Siraj

MBA, (IBA)

Samre Qutb

MPA, (KU)

Samreen Naseem

MBA, (IoBM)

Saqib Omer Saeed

MCom, (KU)

Sarwat Ahson

MBA, (IBA)

Shah Saad Husain

MS, (Michigan) MBA, (IBA)

Shahid Amin

MA English (Punjab University), MA, (USA)

Shahid Hassan

BA Economics

Shaikh Abdul Qadir

MS, Manufacturing Engineering

Shamimuddin Ahmed Khan

MS, Telecomm Engineering

Shamimuddinn Ahmed Zuberi

FCMA

Shazad Sikandar

MBA, (IBA)

Shujauddin Shaikh

MA , Islamic Studies, (KU)

Sohail Sultan

MBA, (IoBM)

Syed Akhtar Mahmud

MBA, (IBA)

Syed Khaleeq Ahmad

MBA, (IBA)

Tariq Aziz

MBA, MIS, (USA)

Tauseef Lateef

MPhil, Sociology, (KU)

Tazeen Arsalan

MBA, (IoBM)

Varda Husain

LLB, (University of London)

Wali Zahid

PhD., (UK)

Zafar Kamal

MS, New Jersey, (USA)

Zahid Asghar

LLB, (Sindh University), MBA, (KU)



ADMINISTRATION



ADMINISTRATION

The administrative staff of IoBM is highly skilled and qualified to perform multifarious tasks, vital for the smooth running of the Institute. The administration implements the policies formulated by the Governing Board and the Academic Council. It is responsible for organizing academic programs, ensuring student progress, providing adequate support facilities to the faculty and students, and liaison with business and industry to arrange internships, ensure career development and placement of students on the completion of their degree. It is also responsible for the organization and supervision of examinations.

Members of the Administration

Mr. Shahjehan S. Karim, President, Institute of Business Management has worked in the Civil Service of Pakistan for over 37 years, holding a number of senior positions with the Government of Pakistan and the Government of Sindh. He has also worked with the United Nations Organization as an International Civil Servant for almost a decade. He is a graduate of the University of Arizona, USA and also studied Public Administration at Cambridge University, UK; Transportation Management at the University of British Columbia, Canada and is a fellow of the Economic Development Institute of the World Bank. Mr. Karim is the Founder President of the Foundation for Higher Education and the Institute of Business Management.



Sabina Mohsin
Executive Director

Administration, Admissions and Finance
BBA, University of Arizona, USA
MS, US international University, Nairobi, Kenya



Talib Syed Karim
Executive Director

Academics, Corporate Affairs & BSC
BS, Systems Engineering, University of Arizona, USA
MA, Economics, University of Arizona, USA



Manzoor Hussain Bhutto

Advisor to President, Administration & HR
MA, Economics



M. W. Jahangir

Senior Manager, Internal Audit & Corporate Affairs
BCom, (Sindh University), CA Finalist (ICAP)



Saeed Ahmed Khan
Senior Manager, Purchase
MSc University of Salford, UK



Arshad Hussain
Senior Manager, Internship & Placement
MBA Marketing (IBA)



Nargis A. Hoodbhoy
Senior Manager, Admissions
BEd, MA, Karachi University



Muhammad Moin Uddin Ali Khan
Head of Quality Enhancement Cell and
Senior Fellow Industrial Engineering & Management
MSc in Engineering, USA



Naz Soomro
Controller of Examinations
BA (Honors), MA, LLB, Diploma in Business
Administration, University of Sindh



Pervez Jamil
Manager, Public Relations
MA, Karachi University



Aslam Kurban Ali
Manager Finance
ACMA



Munover Azmatullah
Librarian
MLS (KU), MA Political Science
Usmania University, India



Syed Aley Ahmed
Project Manager
BE Civil, FIE, PE



Khalid Bin Muhammad
Manager, Information Technology
BE (NED), MCS (KU), MBA



Dr. Syed Shahanshah Hasan
Medical Advisor and Incharge SAC
MBBS, (Dow Medical College)



Azam Hashmi
Course Coordinator
MBA, (IBA)



Malik Barolia
Senior Assistant Manager, Accounts
MBA, (MAJU), ACMA-II

Qazi Syed Naiyer
Proctor
BSc, (Dacca University)

Sarah Asrani
Student Counselor & HR Officer
MBA, (IoBM)

Sartaj Hussain
Assistant Manager Security
BA, (Islamabad)

Amna Yousuf
Admissions Officer
MBA, (IoBM)

Imdad Ali Mugheri
Assistant Controller of Examinations
MBA, (University of Sindh) LLB, (KU)

Fraz Khan
Computer Programmer
BCom, (KU)

Muhammad Masood Khan
Senior Personnel Officer
BSc, (KU)

Muhammad Kashif
Computer Programmer
BCS, (Preston)

Masood Hasan
Senior Accountant
BCom, (KU)

Munawar Ahmed
Administration Officer
BA

Mehmood Ahmad

Senior Accountant
BCom, (India)

Shakil Ahmed

House Keeping Officer
BA, (KU), Diploma of Associate Eng.

Obaid-ur-Rehman

Records & Purchase Officer
BA, (KU)

Muhammad Hassan Sayeed

Senior Admin & Finance Officer
MBA

Abdul Khaliq

Senior Officer, Internship & Placement
MBA, (IBA), LLB, (Hyderabad)

Humayun Rashid

Senior Sports Officer
MA & BEd

Muhammad Arif Shaikh

Senior Maintenance Officer
Diploma of Associate Engineering

Naveed Akbar Zaidi

Senior Maintenance Officer
BE, (NED), EMBA

Muhammad Zeeshan

Examination Officer
BCom, (KU)

Waqarullah

Laboratory Incharge, CCSIS
BS Electronic, (BIZTEK)

Syed Mustafa Hussain

Academic Officer
MA, (KU)

Muhammad Asim

Accounts Officer
BCom, (KU)

Muhammad Zahid

Accounts Officer
BCom, (KU)

Nasir A. Khan

Information Service Coordinator
MLIS, (KU), MAS, (KU)

Abdul Qadeer

Assistant Officer, Registration & Admissions
BCom, (KU)



Co-opted members of Convocation Planning Committee, 2009



Saqib Shaikh

District Field Manager, Pfizer

I always feel proud that I earned my MBA from one of the top business institutes of the country. IoBM has played a great role in my professional and personal development, which will help me to excel in my professional career.



A view of IoBM Library



Saad Aftab

Joint Director, IKON Essences

The Institute has always been a place for me where apart from the academics, a great deal of learning incorporated with public dealing skills was cultivated into my personality. The ups and downs in my academic life and a smooth landing with the MBA degree in my hands was a learning experience altogether which has made me what I am today.



COURSE DESCRIPTIONS



COURSE DESCRIPTIONS

The courses offered by the Institute, covering a wide range of fields, are especially designed to help students gain an insight into the subject matter. The contents of the courses not only cover an international perspective of the concept taught but also place a special emphasis on the local/national content.

Course Abbreviations and Sequence

Accounting	ACC
Advertising	ADV
Business Communication	COM
Computer Science	CSC
Economics	ECO
Educational Management	EDM
Engineering	ENG
Environmental and Energy Management	EEM
Finance and Banking	FIN
Finance and Risk Management	FRM
General Science	GSC
Health Management	MHM
Human Resource Management	HRM
Language	LAN
Law	LAW
Management	MAN
Management Information Systems	MIS
Marketing	MKT
Mathematics	MTH
Media Management	MMM
Media Psychology	MMP
Policy Studies	PLY
Pakistan/Islamic Studies	PRL
Political Science	PSC
Psychology	PSY
Religious Studies	REL
Supply Chain & Logistics Management	SCM
Social Science	SSC
Statistics	STA
Telecommunication Management	TCM
Tourist Services Management	TSM

- > Please note that this list is subject to change. Details of courses, including information about the course activities and scheduling are distributed by the faculty at the time of registration.
- > Students should ensure that they complete the pre-requisite courses before opting for advanced level courses.

ACCOUNTING

ACC101/402 Introduction to Financial Accounting

This course is aimed at people with no or limited prior knowledge and provides an understanding of how financial statements are prepared for various types of organizations. The principles of financial accounting course focuses on the record-keeping and financial statement preparation process. On completion of the course, students should develop a thorough understanding of accounting records, learn how to record transactions and develop an ability to apply accounting concepts, principles and practices.

ACC102/103 Introduction to Financial Accounting

The objective of this course is to enable students to understand fundamentals of accounting theory and apply it to basic financial accounting. The course will help them to develop knowledge and understanding of financial statements and the techniques used to prepare financial statements including necessary underlying records.

ACC104 Cost and Management Accounting

This course covers the understanding of cost concepts, cost classifications, flow of costs stream, costing methods and accounting of elements of costs.

ACC201 Intermediate Financial Accounting

This course covers all aspects of corporate accounting, analysis of financial statements and specialized accounting for leases, construction contracts, inflation and taxation.

Pre-requisite: ACC 101

ACC202/204 Taxation I & II

The aim of these courses is to develop basic knowledge and understanding in the core areas of income tax and its chargeability as envisaged in the Income Tax Ordinance 2001 and the Income Tax Rules 2002 (relevant to the syllabus), Sales Tax Act 1990 and the Sales Tax Rules (relevant to the syllabus).

ACC203/304 Financial Accounting I & II

This course covers all aspects of accounting concepts, accounting equation, rules of accounting, recording the transactions, adjusting & rectifying the books, preparation of financial statements, analyzing financial statements, reconciling the books.

ACC301/401 Introduction to Managerial and Cost Accounting

The course is designed to make students familiarize with product costing systems, including job order costing, process costing, joint products and by-products. It gives students managerial accounting concepts applicable to planning, controlling & decision making.

Pre-requisite: ACC 402

ACC302 Accounting and Financial Information Systems

This course provides an understanding of computer based accounting and hands on training of application of accounting package.

Pre-requisite: ACC 101, CSC 203

ACC305/415 Cost Accounting I & II

The course is designed to equip candidates an understanding of the importance of the role of cost accounting in planning and controlling the wide range of organizational and manufacturing cost. The students are expected to acquaint themselves with a comprehensive knowledge of established practices of cost accumulation methods and learn the application of this knowledge to basic planning, control and decision making.

Institute of Business Management

ACC405 Internal Auditing and EDP Accounting

This course covers the understanding and application of internal auditing tools and techniques and information system for management of risk and security system.

ACC410 Management Accounting

This course deals with the performance evaluation, decision making and control aspects of business. It creates an understanding of cost concepts, principles, tools and techniques of management accounting for performance measurement, operational and investment decisions and cost controls.

ACC413 Managerial Accounting

This course is designed to familiarize students with product costing systems including job order costing, process costing, joint products and by-products. The course also covers budgetary planning & control systems including standard costing and variance analysis, cost/volume/profit analysis, performance measures evaluation, etc.

ACC414/416 Auditing I & II

The purpose of the course is to give students theoretical and to a limited extent, technical knowledge and skills of auditing and review of historical financial information. It will provide a foundation for acquiring intensive knowledge required for professional competence.

ACC501 Advanced Financial Accounting

The course will enable students to understand and learn accounting aspects of topics in partnership, head office/branch relationship, installment sales, business combinations, foreign currency translation and bankruptcy and liquidation.

Pre-requisite: ACC 402 / ACC101

ACC502 Advanced Managerial Accounting

This course covers the use of accounting data for managerial decision, control and planning purposes and provides in-depth analysis of various techniques and methods used by managers.

Prerequisite: ACC 401/403/410

ACC503 Taxation

Tax law is studied with a special emphasis on what constitutes taxable income and allowable deductions for individual tax payers. The course also includes a comprehensive coverage and treatment of taxes as related to business profits.

Pre-requisite: ACC 201

ACC505 Auditing

This course covers the understanding of audit techniques, rules, principles and procedure and their application in the audit of financial statements, relevant records and source documents.

Pre-requisite: ACC 402/501

ACC506 Analysis of Financial Statements

The course begins by describing accounting standards of USA and international accounting standards with a special focus on developing students' capability to standardize various companies' financial statements. The course develops a road map of financial analysis from both the creditor's and equity investor's point of view.

Pre-requisite: ACC 402/501

ADVERTISING

ADV401 Principles of Advertising

The course provides working knowledge of advertising while giving an insight into various tools used for advertising to sell goods and services. The students will analyze the current issues facing the business of advertising and the environment in which it operates.

ADV402 Advertising Management

The course Investigates the nature & scope of advertising and its place within marketing strategy decisions and society. The students will learn the methods of planning, preparing, placing and evaluating an advertising message in the applicable media.

Pre-requisite: ADV401, MKT401

ADV403 International Advertising and Promotions

An intensive analysis of theoretical concepts and the practice of international advertising. The course also covers environmental considerations in international advertising, planning and execution of advertising worldwide, and the role of media in the debate surrounding standardization versus localization of worldwide advertising campaigns for consumer/industrial products and services.

Pre-requisite: MKT 401/509, ADV401/402

ADV406 Advertising Strategy

A study of the theoretical foundations and the process of developing advertising and promotional strategy; methods of utilizing research data for developing and evaluating advertising strategy.

Pre-requisite: ADV401/402/405, MKT401/509

ADV407 Creative Production

The course gives an insight into the competing factors of “brilliant instinct” as opposed to the disciplines of the marketing process; the diligence of research & its interpretation; strategic thinking & an understanding of positioning and brand identity, the considerations for cost effectiveness and the necessity for teamwork.

Pre-requisite: ADV401/402/405/406, MKT509

ADV408 Client Management

The course will provide opportunities to practice advertising management by analyzing and discussing situations that arise in the course of advertising management and create future advertisers who have good command over strategic thinking, creative analysis and client management.

Pre-requisite: ADV401/402, MKT509/527

ADV409 Advertising Campaign

A presentation of the skills, necessary to design, implement and manage advertising campaigns, with an emphasis on planning and decision making procedures applied to specific advertising problems.

ADV501 Creative Management

The course provides an understanding of the purpose and process of developing creative work in an advertising agency and all relevant issues in the creative process from brief to market success.

Pre-requisite: ADV401/402

Institute of Business Management

ADV504 Advertising Management and Strategy

This course is concerned with planning and managing programs for advertising products and services. It involves preparatory research, setting of objectives, planning of budget media, creative programs and evaluation of advertising effectiveness.

ADV505 Creative Planning and Development

The course will help the students generate fresh, unique and appropriate ideas that can be used in advertising and learn tactics to improve on advertising campaigns including developing central selling points and creating a brand image. The course will give an insight into the steps involved in the process of creativity.

ADV506 Media Performance and Product Development

This course teaches the students about developing an entirely new media outlet, be it print or electronic. This course also teaches students to track the effectiveness, importance and challenges for media managers through case studies that encourage student to apply the text matter to contemporary issues.

COMMUNICATION

COM101/401 General English / Business English

This course has been designed to improve the students' understanding and use of writing skills in English and inculcate a maturity of thought appropriate to students in their freshman year.

COM102 Business Communication I

Employees as well as employers need to be able to write effective messages, whether for supervisors or themselves in business and industry. This course provides students with the fundamentals of effective writing which can be applied in other courses, and in any correspondence required of them in their future occupations. Students will write, rewrite and edit business messages in a positive tone for specific purposes and solving real life business communication problems.

Pre-requisite: COM 101

COM201 Business Communication II

This course builds on the skills students acquired in COM 102 by applying them to advanced business writing situations, such as reports, proposals and formal research reports. Students will learn to respond to requests for proposals from a real life organization. They will also research and write an executive research report that solves a real business related problem. Students will learn the research and writing techniques necessary for complex professional documents.

Pre-requisite: COM 102

COM103/104 Functional English I & II

The objective of this syllabus is to help students communicate effectively in English language through proper usage of vocabulary and knowledge of English grammar. It will provide a basis for composition and comprehension, practical use of grammar and writing mechanics

COM105/106 Business Communication and Behavioral Studies I & II

The course aims to introduce students to the key concepts of business communication and their application. The course also intends to incorporate an understanding of the concepts of organizational behavior to develop problem solving skills, negotiation skills and leadership qualities in the students.

COM107 Introduction to English Literature

The course includes a study of Shakespeare's "As You Like It" and one of Somerset Maugham's collection of short stories, Pakistan English literature, one novel by Sidhwa or Qureshi and Omar Qureshi's essays.

COM202 Business and Professional Speech

This course is designed to improve the students' interpersonal, intrapersonal and public communication abilities to analyze topics, support assertions with proof, amplify ideas, structure messages, use language in appropriate and imaginative ways, and deliver messages with effective vocal and physical behavior. Basics of oral communication, principles and context of communication; interviewing skills, public discussion, group problem solving, public speaking are the salient features of the course.

Pre-requisite: COM 101

COM203 Methods in Business Writing

Essential to effective business communication is the preparation of business letters and other documents, including memoranda and job resumes. The student learns to write clear, coherent, effective messages that reflect consideration of writer's intent and reader's response. Organization and format appropriate to a given situation are stressed, so are the revisions and editing to produce an acceptable copy.

Pre-requisite: COM 201

COM402 Business Communication

This course aims at creating awareness of the current norms and conventions of written business communication. It teaches students how to plan, organize, and write correct and effective "reader friendly" business documents appropriate for use in today's global business environment.

COM403 Interpersonal Communication Skills

This course has been designed to enable students to develop skills in the areas of interpersonal communication, as well as, personal management. After completion of this course students would have a better understanding of interpersonal relationships and the role that communication plays in such relationships.

Pre-requisite: COM 402

COM405 Organizational Consulting Skills

This course is primarily designed for the practitioner who provides services to agencies, professionals, or organizations. The purpose of the course is to provide an understanding of the process of organizational consultation. The course focuses on the essential skills and abilities needed for successful consulting to organizations. Topics include business development, project management, cost estimation and report writing. The course emphasizes learning techniques used for successful group presentations and skills for effective oral and written communication.

COM406 Applied Linguistics

This course introduces students to the nature of language and the way in which language is acquired and used in society. It also addresses grammatical aspects of language, such as syntax, semantics, and pragmatics and changes in language over time. Stages of language acquisition and bilingual development will also be discussed.

COM407 English Language Development

This course is designed to develop the listening, speaking, reading and writing skills of the learners. Intensive oral, reading and writing activities focus on accelerating progress in linguistically appropriate developmental aspects of grammatical/spelling/pronunciation accuracy.

COM408 Critical Thinking and Reading

This course introduces participants to critical reading as a process of analyzing and evaluating the context and purpose of written texts by focusing on the four basic methods of critical thinking: analysis, interpretation, evaluation, and synthesis. One of the aims would be to teach the participants to analyze reading texts and understand the main ideas and views through the use of a variety of authentic academic reading formats.

COM409 Proposal Writing

This course is designed to prepare students to write technically sound proposals that win contracts. It focuses on both clear writing and the business aspects of proposal writing. It will train students in the direction and organization needed to tackle the work involved in responding to a large government or corporate requests for proposals.

COM410 Literature Review

This course is intended for students preparing to write a master's thesis or doctoral dissertation. The course will explain what a literature review is and offer insights into the form and construction of a literature review. The course will also give an insight into the stages in the development of literature review, the patterns to organize a literature review and the resources to develop literature review.

COM411 Thesis Writing (equivalent to 12 credits)

The participants will be given further guidance and readings to conduct a research project of approximately 6000-8000 words in their own work environment. The project is likely to be based on the investigation of a management issue leading to recommendations for improvement and action. The investigation could take the form of empirical research or it could be based on desk research, making use of already available data.

COMPUTER SCIENCE

CSC102/400 Introduction to Computer Science

Introduction to computers, types, generation, units, methods of computing, algorithm development and number systems, flow of control, basic number codes, overview of computer systems, using computer software.

CSC103/401 Structured Programming Language

The course enables students to develop short programs using conditional statements and loops and functions, structure, linked list and file processing. Students are required to complete a project at the end of the course using C language.

CSC105/402 Data Structure and Algorithms Design

The course covers object oriented design, static and dynamic data structures (strings, stacks, queries, binary trees), recursion, searching and sorting.

Pre-requisite: CSC103

CSC201/403 Low Level Programming Language

Digital computer organization, machine language, instruction execution, addressing techniques, digital representation of data symbolic coding and assembly system; macros; conditional assembly; I/O control subroutine linkage, system and utility programs are covered in this course.

Prerequisite: CSC105

CSC202 Digital Computer Logic

The course covers an introduction to switching logic and combination circuits, minimization techniques, Karnaugh Map and Quin McClusky methods, Half Adders & Full Adders, Combination Circuits using MSI AND LSI Components and an introduction to Micro Programming.

Prerequisite: GSC101 [Not pre-requisite for BS (MIT)]

CSC203 Object Oriented Programming Language

The course includes the basic concepts of object-oriented programming, functions, classes, linked list, procedures, Data Abstraction, Inheritance and Polymorphism, Filing Concept, Data Retrieval and saving into Binary and Text files.

Pre-requisite: CSC103

CSC205 Computer Architecture & Organizations

The course involves a study of information set architecture, processor performance and design, data path, control (hardware, micro programmed), pipelining, I/O memory organization with cache virtual memory.
Prerequisite: CSC201, CSC202

CSC206 Database Management Systems

This course develops an understanding of a database software package developed for microcomputer applications. Topics include how to design implement, and access a database.
Pre-requisite: CSC102

CSC208 Network Programming Framework

This course presents an overview of the technology, architecture and software used by the systems of network connected computers. The course will cover data transmission, local area network architecture, network protocols, internet working, distributed systems, security, and World Wide Web technology. Students will write programs that run concurrently on multiple computers.
Pre-requisite: CSC105

CSC301 Theory of Automata

Automata and formal language, regular expressions, Turing machines, recursive functions, formal languages, non-deterministic automata and push down automata are the contents of this course.
Pre-requisite: MTH201

CSC302 Multimedia Technologies

The course covers design, use and applications of multimedia systems. It introduces acquisition, compression, storage, retrieval and presentation of data from different media, such as images text, voice and video. Current multimedia tools would be used to develop multimedia projects.
Prerequisite: CSC203

CSC303 Computer Graphics

This course discusses the introduction to computer graphics hardware, algorithms, and software. The topics include: line generators, affine transformations, line and polygon clipping, splines, interactive techniques, perspective projection, solid modeling, hidden surface algorithms, lighting models, shading, and animation. Substantial programming experience is required.
Pre-requisite: CSC203

CSC304 Operating Systems Concepts

This course describes the fundamental concepts behind operating systems and examines the ways that desing goals can be achieved. Two primary aims of an operating systems are to manage resources (e.g. CPU time, memory) and to control users and software.

CSC305 System Analysis & Design

This course provides study of structured techniques in data processing applications, objectives, investigation, system models, design effectiveness, procedures, etc. Physical models, data models, project dictionary and project management tools and techniques are also covered as part of the course.
Prerequisite: CSC204

CSC308 Operating Systems Concepts

Topics of the course include software organization, translation, linkage, loading and executing, control programs for batch processing, time sharing and real time application, accounting, communication between programs units, multiprogramming and multiprocessing system, etc.
Prerequisite: CSC205

Institute of Business Management

CSC309 Microprocessor and Applications

The course discusses the structure of Microprocessor, Bit slices and 8/16/32 bit microprocessors, processor architecture, registers, index and stack pointers, address modes, I/O interface adapters, interface devices, system clock, clock phase and bit rates, memory read-write and read only, memory mapping of I/O interrupts, handling of interrupts, direct memory access methodologies.

Pre-requisite: CSC201, CSC205

CSC313 Numerical Computing

This course covers the study of errors, calculations and importance in numerical computing, various methods of solution of non-linear equations, Newton's Method and Conditions of convergence.

Pre-requisite: MTH105

CSC345 Digital Image Processing

The course includes digital image fundamentals, image sampling & quantization problems, image modeling & geometry, image translation, rotation, convolution, FFT & DCT, Walsh transform, histogram modification, edge linking & boundary detection, image compression techniques.

Prerequisite: CSC303

CSC410 Data Communication & Networking

The course focuses on Data Communications and network management overview, review of computer network technology, standards, models, and language.

Prerequisite: CSC304

CSC411 Compiler Construction

The course discusses the structure of compilers, lexical analysis, syntax analysis, semantic analysis, abstract interpretation, Tree: pattern matching and parsing and code generation.

Pre-requisite: CSC301

CSC412 Artificial Intelligence

The course introduces the overview of AI applications area, predicate calculus and structures and strategies for state of space search. It also discusses the Heuristic search, control and implementation of state space search. An introduction to Prolog and LISP is also given. Other topics may also be covered, such as Rule-based expert systems, knowledge representation and natural languages.

Pre-requisite: CSC301

CSC414 Visual Programming Language

The course introduces a visual programming concepts, which may cover the topics: using and customizing the development interface, application and class wizards, resources, dialog boxes and control the gallery, writing and using ActiveX controls, Optimizing and debugging, building macros with scripting language and tools.

Pre-requisite: CSC 203

CSC417 Project

The aim of this project is to bridge the gap between the academic study and training needed by industry and businesses. Students are initiated to work under close faculty supervision, on real-world problems of sufficient magnitude. Project implementation and documentation are the main concerns.

Pre-requisite: CSC414, CSC305

CSC 422 Parallel Computing

The course includes the introduction to parallel computing, a review of parallel hardware, library-based and language-based approaches to parallel computing and basic concepts of parallel computing.

Pre-requisite: CSC435

CSC425 Advanced Operating Systems

This course covers many advanced topics in operating system design and implementation such as operating systems structuring, multi-threading and synchronization in detail and then moves on to systems issues in parallel and distributed computing systems.

Pre-requisite: CSC304.

CSC427 Software Engineering

The course introduces the basic concepts & modern tools & techniques of software engineering, stresses the development of reliable & maintainable software via systems requirements & specifications and software design methodologies.

Prerequisite: CSC305

CSC428 Web Engineering

Overview of Protocols: TCP/IP, HTTP, 3-tier Architecture, Web Based Applications Architecture. Front End Applications: Front End Development Tools, HTML, DHTML, Scripting, Java Applets, ActiveX.

Pre-requisite: CSC302

CSC430 Decision Support Systems

An introduction to the analysis, design, and application of information systems used in the direct support of management decision making. This includes not only comprehending key ideas, concepts and facts, and the ability to restate them in different terms, but extends to the ability to evaluate to assess and choose among alternative concepts and ideas, to relate and reconcile among them, and apply them to new situations.

Pre-requisite: CSC305

CSC432 Systems Administration

A survey of the tools and techniques used in the administration of computing systems, system installation and the use of advanced scripting to ease system administration tasks are contents of the course.

Pre-requisite: CSC304

CSC434/563 Software Quality Assurance

This course extends Software Engineering concepts to focus upon quality, from the perspective of the software, user, customer, and support staff. Topics included are software quality practices, user friendly systems design, modularity and structure, requirements coverage, systems architecture, designing from test maintainability, and an overview of languages and their fit toward various target applications.

Pre-requisite: CSC422

CSC 435/574 Distributed Systems

The aim of this course is to provide students with an understanding of the principles, techniques, and practice in the design and implementation of distributed systems, with a particular focus on infrastructure software.

Pre-requisite: CSC204, CSC427

CSC436 Business Process Re-Engineering

The course covers the concepts of business process re-engineering: guidelines, planning phase, redesign phase, transition phase, implementation phase. Total quality management (TQM) techniques, How TQM and Re-engineering are different, Desktop computing and LANs, how re-engineering improves an organization's efficiency; the ISO 9000 and TQM, Achieving TQM and the ISO 9000 directives.

Pre-requisite: CSC305

Institute of Business Management

CSC438 Multi Tier Programming

This course extends the theory and skills gained in the foundation course, and the object oriented programming course. Using numerous N-tier distributed technologies, the student will gain experience in developing multi-tier applications using conducive programming language and satisfying industries need for distributed computing personnel.

Pre-requisite: CSC203

CSC439 Software Architecture Design

This course covers the fundamental design principles and strategies for software architecture and design. Design methodologies, architectural styles, quality attributes, notations and documents, reference architecture, and pattern-oriented design, component-oriented design, service-oriented design, and interface design in detail and design process are also discussed.

Pre-requisite: CSC427

CSC442 Human Computer Interface

It provides an introduction to human-computer interface design and evaluation, with an emphasis on graphical user interfaces for software products. It covers design principles and theory, usability engineering methods, and selected basic research in the areas of human factors and human cognition, hands-on application of learned principles using, NET or other languages.

Pre-requisite: CSC305, CSC203

CSC443 Mobile Computing

The course includes Mobile Information Device Profile (MIDP 2.0) programming using J2ME (de facto standard for mobile devices) to supplement the introduction to wireless Internet (WAN, LAN and PAN) covered in the classes. By the end of this course, you will have acquired a deep understanding of various wireless programming concepts and APIs and developed extensive knowledge that you can use to develop sophisticated MIDP applications.

Pre-requisite: CSC410, CSC414, CSC425

CSC444 Electronic Commerce

This course emphasizes organizational issues related to electronic commerce, such as business models for B2B or B2C e-commerce, technology infrastructure, electronic payment mechanisms, information privacy, and competitive advantage.

Pre-requisite: CSC102

CSC445 Network Security

Cryptology and simple cryptosystems; conventional encryption techniques; stream and block ciphers; DES; Block Ciphers; The Advanced Encryption Standard; confidentiality & message authentication: hash functions are the contents of the course.

Pre-requisite: CSC208

CSC447 Object Oriented Database Management Systems

The students will learn how the principles of design impact on the design of database management systems; develop an entity relationship diagram to respond to a data management issue; differentiate between relational and object-oriented database management systems; develop and use strategies to plan and implement a database management system; and provide examples of file system concurrency control and distributed databases.

Pre-Requisite: CSC203, CSC204

CSC448 Digital Signal Processing

One- and N-dimensional signals and systems, sampling theorem, discrete-time fourier transform, discrete fourier transform, fast Fourier transform, z-transforms: stability and minimum phase signals/systems, linear filtering of signal: time domain: difference equations and convolution, impulse invariance, etc. are the contents of the course.

Pre-requisite: CSC313, CSC410

CSC451 Telecommunication Systems

The course includes introduction to media, bandwidth and noise. Twisted pair (UTP, STP), coaxial cables (types and specifications), optical fibres (types and losses), introduction to optical sources and detectors. Microwave links, satellite communication and infrared links, etc.

Pre-requisite: CSC410

CSC510 Wireless Communication

The course discusses the historic development of wireless communication, communication satellites and its systems, satellite frequency bands, satellite multiple access formats, brief treatment of modulation, encoding, decoding, satellite channels, protocols, application of satellite in data in computer communication.

Pre-requisite: CSC410

CSC531 Data Warehousing

This course provides an introduction to data warehouse design. Topics in data modeling, database design and database access are reviewed. Issues in data warehouse planning, design, implementation and administration are discussed in a seminar format.

Pre-requisite: CSC204

CSC541 Advanced Research Methodology

Students will be given an in-depth analysis to the research methods used in the study of organizations and especially in the study of computer science issues. The course will cover the quantitative and qualitative research processes, which includes sampling techniques, measurement and measurement testing, generalizability and a practical seminar relating to questionnaire construction and data gathering and management.

CSC543 Advanced Computer Architecture

Design and evaluation of modern uni-processor computing systems, evaluation methodology/metrics and caveats, instruction set design, advanced pipelining, instruction level parallelism, prediction-based techniques, alternative architectures (VLIW, Vector and SIMD), memory hierarchy design and I/O. Case studies.

CSC545 Decision Theory

The course combines approaches to decision theory. It is intended for advanced undergraduates and graduates students in computer science. The course will cover basic decision theory, also known as "rational choice theory"; the limitations and problems with this theory, as it applies to computers and to human agents.

CSC547 Analysis of Algorithms

Introduction; asymptotic notations; recursion and recurrence relations; divide-and-conquer approach; sorting; search trees; heaps; hashing; greedy approach; dynamic programming; graph algorithms; shortest paths; network flow; disjoint Sets; polynomial and matrix calculations; string matching; NP complete problems; approximation algorithms.

CSC561 Advanced Software Engineering

System development using formal techniques, algebraic specification, abstract model specification, verification: proof systems, proof techniques, proof obligations, design: data refinement, operation refinement, design decomposition, software reliability and metrics, macro models: productivity, effort, defect reliability modeling, simple model, markove modeling, parameter estimation, comparison of models.

CSC 562 Object Oriented Software Engineering

This short course with UML, Java, and Eclipse will expose students to the basics of object-oriented software engineering, including object-oriented analysis and design using UML (Unified Modeling Language), object-oriented programming using Java, all within the Eclipse environment. Laboratory sessions will equip participants with practical experience in object-oriented design, programming, and testing.

CSC563 Software Quality Assurance

This course provides an intermediate QA and Test. Students will acquire a thorough skill set for their respective roles in a QA or test team environment. They will also learn both the theoretical concepts of this matured discipline and the unique experiences and innovative practices from Microsoft.

CSC564 Software Requirement Engineering

The Requirements Elicitation Process: Joint Application Design, Prototyping, Requirements Inspections, Quality Function Deployment, Scenarios. Organizing and Analyzing the problem. Software Behavior Specification: State-oriented, Function-oriented, Object-oriented. Formal Methods, etc.

CSC565 Software Testing Strategies

The course introduces the major concepts of software testing and develops technical proficiency in test case design and test plan development to covers techniques and tools for software requirements to support testing and test plan development.

CSC571 Advanced Database Management Systems

This course begins with a study of advanced relational theory, followed by the SQL Application Programming Interface (API) standards. Students will also study Data Warehousing, OLTP and OLAP integration, and database distributed architectures.

CSC573 Data Mining

The objective of this course is to serve as an introduction to the techniques, tools and applications of data mining (DM). Also covered is the relationship between DM and other fields, such as artificial intelligence, Knowledge Discovery for Databases (KDD), data warehousing and Online Analytical Processing (OLAP). By the end of the course, students should be able to learn any commercial DM tools easily and apply DM techniques to a variety of research and application projects

CSC574 Distributed Systems

This course aims to provide students with a deeper understanding of distributed systems. In particular, we focus on the principles, techniques, and practices relevant to the design and implementation of such systems. The course takes a systems-oriented view of distributed systems, concentrating on infrastructure software and providing hands-on experience implementing distributed systems.

CSC575 Parallel and Distributed Computing

Parallel and distributed systems. Speedup and Amdahl's Law, Hardware architectures: multiprocessors (shared memory), networks of workstations (distributed memory), clusters (latest variation). Software architectures: threads and shared memory, processes and message passing, Distributed Shared Memory (DSM), Distributed Shared Data (DSD), etc.

CSC576 Parallel and Distributed Algorithms

The topics to be covered are parallel/distributed algorithms, coarse-grain parallel algorithms and applications, parallel scientific computation, interconnection networks, parallel and distributed computing on network of workstations, scheduling, languages and compiler techniques for parallel programming and theory of parallel/distributed computing.

CSC578 Communications and Information Policy

This course provides an introduction to the technology and policy context of public communications networks, through critical discussion of current issues in communications policy and their historical roots. The course focuses on underlying rationales and models for government involvement and the complex dynamics introduced by co-evolving technologies, industry structure, and public policy objectives.

CSC581 Neural Networks

Basic Characteristics: The Processing Element; The Magic of the Transfer Function, Weight Adjustment Basics; Network Learning Types; Network Architectures, Comparison to Traditional Methods, Using Neural Networks with Data, Generalization, Validation and Sample Neural Networks Applications; Pattern Recognition Applications; Image Understanding NN's; Spacecraft Structure Neuro control

CSC582 Pattern Recognition

This course will introduce the fundamentals of statistical pattern recognition with examples from several application areas. Techniques for handling multidimensional data of various types and scales along with algorithms for clustering and classifying data will be explained. This is an advanced level course suited for graduate students in Computer Science and Engineering.

CSC583 Fuzzy Systems

Comparison of conventional and fuzzy logic. Fuzzy set theory, fuzzy logic, approximate reasoning and fuzzy logic control system. Concept of artificial neural networks. Single layer networks, multilayer network, supervised and unsupervised networks. Applications of neural networks in control systems, sensor processing and communications. Fuzzy neural integrated systems.

ECONOMICS

ECO101 Principles of Microeconomics

The course focuses on the introduction to consumer behavior and the theory of the firm. Topics include the production, possibility frontier, the demand behavior of households, the supply behavior of business firms, the theory of costs, and an introduction to market structure and welfare economics.

ECO102 Principles of Macroeconomics

This course analyzes the determinants of aggregate economic activity. The main areas studied are the monetary and banking system, the composition and fluctuations of national income, and inflation, all as influenced by monetary fiscal and exchange rate policies. There is a special emphasis on the Pakistan government's economic policies, financing the budget deficit, structural adjustment program (SAP), and privatization policies.

ECO103/105 Intermediate Micro and Macroeconomics

The objective of this course is twofold: to extend the students' understanding of microeconomic theory and to introduce the use of mathematical and graphic models of macroeconomic process.

ECO104/401 Micro and Macroeconomics

The course analyzes the study of the working of a country's economy in an international setting. It examines the interaction of households, business firms, government and the rest of the world in resource, product and financial business fluctuations, inflation, unemployment and monetary and fiscal policies, with a special emphasis on the Pakistan government's economic policies, financing the budget deficit, structural adjustment program (SAP) and privatization policies.

ECO202/203 Introduction to Economics and Finance I & II

The objective of the course is to enable candidates to equip themselves with the main economic concepts and their uses and relevance in economic analysis. The course aims to serve an introduction to the economic environment of trade, industry and banking as well as to methods of analysis relevant to the study of financial decisions.

ECO204 The Pakistan Economy

This course focuses on the structural change of employment, investment and external trade in Pakistan's economy since 1947. It gives an insight into the GDP growth of various sectors encompassing expenditure and production.

ECO205 Economic Development of Sindh

This course highlights Sindh's share in Pakistan's economy. It also encompasses the development strategy of the government of Sindh and its fiscal policy. It strives to compare Sindh and the gulf economy and focuses on the demographics, environment and the economy of Karachi.

ECO301 Managerial Economics

The course aims to serve an introduction to optimization techniques and their application on the market behavior in terms of demand and supply, market equilibrium and forecasting market parameters.

Pre-requisite: ECO 101, ECO 102

ECO302 International Trade

International Trade is primarily concerned with trade flows between nations and the resulting monetary flows that occur between nations. In this course students are exposed to theories that explain the current flow of trade, various commercial policies, foreign exchange markets, balance of payments, and macroeconomic policies that deal with various types of imbalances in the balance of payments of countries.

Pre-requisite: ECO 103/105

ECO303 Financial Economics

Financial Economics introduces students to the process of investment in financial markets, both at a practical and theoretical level. This course discusses various types of financial instruments in common use and the economic theories that explain how they are priced.

Pre-requisite: ECO 102

ECO304 Introduction to Econometrics

The course focuses on the role and uses of statistical inference in economic research; problem of spanning gap from an economic model to its statistical counterpart; measurement problems and their solutions arising from statistical model and nature of the data; limitations and interpretation of results of economic measurement from statistical techniques.

ECO305 Topics in Microeconomics

This course focuses on market structure and the economics of information. The course aims to make candidates comfortable enough with this area of microeconomics theory so that candidates can read applied papers in one's areas of application and use theoretical models appropriately in research.

Pre-requisite: ECO 103/105

ECO306 Topics in Macroeconomics

The course aims to provide an introduction to macroeconomic analysis. Long-run growth, business cycles, trade, and fiscal & monetary policies are analyzed using dynamic general equilibrium models. Classical, Keynesian and new classical models are used to examine inflation, unemployment, the open economy, and analysis of fiscal, monetary and exchange rate policies.

Pre-requisite: ECO 305

ECO307 Monetary Theory and Policy

The course is a study of the theoretical and empirical work in money demand, money supply, money multiplier, output effect of monetary policies, alternative techniques of monetary policy formulation and implementation, multi-asset financial markets, and inflation.

Pre-requisite: ECO 103/105

ECO308 Capital Investment Economic Analysis

The course aims to offer an analysis of economic merits of alternatives including interest and income tax consideration. Risk and sensitivity exploration techniques and an introduction to analytical techniques for multiple objectives or criteria.

ECO402 Pakistan Economic Policy

The course is an overview of structural change in the Pakistan economy 1947-2008. The topics include GDP in terms of production sectors and expenditure; structure of employment, investment and external trade; macroeconomic policies, planning (five years and ADP), fiscal policy, monetary policy, balance of payments policy, exchange rate policy, microeconomic policy, agricultural policy, industrial policy, labour policy, social sectors, poverty and income distribution.

Pre-requisite: ECO 101/201

ECO403 Macroeconomics

The course is a study of the operation of a country's economy in an international setting examining the interaction of households, business firms, government and the rest of the world in resource, product and financial business fluctuations, inflation, unemployment and monetary and fiscal policies, with special emphasis on the Pakistan government's economic policies, financing the budget deficit, structural adjustment program (SAP), and privatization policies.

ECO404 Micro and Managerial Economics

The course aims to provide an introduction to optimization techniques and their application on the market behavior in terms of demand and supply, market equilibrium, forecasting market parameters and application on business models; elasticity and risk, methods to calculate risk, risk analysis and capital budgeting and five approaches to competitive structure.

Pre-requisite: STA 403

ECO405 Seminar in Economic Policy

The course includes growth and structural change in the Pakistan economy, fiscal, monetary and exchange rate policies, the corporate sector, trade policy, foreign investment, structural adjustment. The role of the World Bank and International Monetary Fund (IMF), discussion on regional economic cooperation. Strategies in multinational corporations and issues in the international transfer of the technology are also discussed.

Pre-Requisite: ECO 403, ECO 404

ECO406 Money and Banking

The course describes the monetary systems, financial markets, national income components and their relationship to business activity. Study of structure, regulation and performance of the banking industry.

Pre-requisite: ECO 401

ECO408 Applied Financial Economics

The course will describe the categories, within which financially important variables exist, and develop ways to encapsulate them using simple statistics drawn from the study of simple probability distributions. It will develop graphical tools to analyze market movements, financial history and models which every person interested in finance must know.

ECO501 Microeconomics

The course will focus on microeconomic theory and its applications includes: concept of duality in the context of consumption and production decisions; general equilibrium: linear and non-linear models, fixed coefficient technology, contract curve and production possibilities frontier; aggregation issues, decision-making under uncertainty, expected utility theory, its critiques and alternatives; competitive equilibrium, welfare analysis in a partial and general equilibrium setting; the Stolper-Samuelson theorem, the Rybcznski theorem, Walrasian competitive adjustment mechanism, existence and stability of salrasian equilibria; existence and stability of walrasian equilibria, pareto optimality, efficiency of perfect competition; the expected utility hypothesis, the expected utility theorems; concepts of game theory; theory of form under uncertainty, production uncertainty.

Institute of Business Management

ECO502 Macroeconomics

The course will cover long-run and short-run macroeconomics; aggregate demand and national income accounts; saving and finance; investment and financial markets; investment and monetary policy; central bank and macroeconomic policy; money supply and interest rate transmission mechanisms; fiscal policy; discretionary fiscal policy; expectations, inflation, and interest rates; foreign exchange markets and foreign trade and international balance.

ECO503 Econometrics

The course deals with issues pertinent to research in economics including: literature reviews and data sources; overall design of a research project; equation misspecification, omitted variables, errors in variables, measurement error, simultaneous equation bias; instrumental variables; dynamic single equation models; static, dynamic and equilibrium-correction models; causality and ergogeneity; co-integration tests, Johansen's estimator; generalized linear models for binary and categorized dependent variables; random effect models for panel and other multilevel structures and diagnostic testing.

ECO505 Theory and Practice of International Economic Policy

The basic aim of this course is to analyze the international aspects of development policy pursued by developing countries, using the tools of open economy macroeconomics as well as international trade theory and policy to investigate issues of concern to policy-makers in developing countries.

ECO506 Monetary Economics

The course will focus on monetary issues. The principal aim will be to identify the major intellectual developments in monetary economics over the past two centuries. The course will help students examine key ideas, concepts and theories that have shaped the historical evolution of the subject with special emphasis placed on key articles in the literature. Major monetary schools, new classical Keynesian, stake flow consistency approached will be evaluated.

ECO507 Development Economics

This course will offer a brief overview of selected topics in development economics. Following a general introduction to the subject and to the data the course will focus on long-term processes of productivity growth and structural transformation. This will be followed by a critical presentation of the, still rapidly growing, literature on cross-country growth comparisons (Barro regressions). The last part of the course deals with modern economic growth and globalization.

ECO508 Mathematical Economics

The course includes study of mathematical concepts and tools, such as functions, matrices and higher-order derivatives in cases of single and multiple independent variables. Emphasis is on the application of optimization, both with and without constraints, and introductory integral for understanding relationships of various economic variables and concepts, such as the relationship of aggregate, average and marginal functions. Other topic covered analyses market equilibria, impact of taxation and input-output models.

ECO509 Industrial Organization

The course analyzes the problems of the real economy that cannot be described within the framework of a classical economic theory that is taught by traditional micro- and macroeconomics. Lecture course covers all the three main fields of industrial organization theory: the theory of a firm, the theory of imperfect competition, and the theory of economic regulation.

ECO510 Mergers, Acquisitions & Restructuring

This course uses an analytical framework and real-world applications to introduce key principles and techniques for successful mergers, acquisitions, restructuring, divestitures and leveraged buyouts. It addresses crucial questions including: Why do mergers fail? What is the best negotiation strategy? What does it take to make the “synergy” come to life? How can a merger be funded in such a way as to retain the merged entity’s flexibility? When do leveraged buy-outs make sense, and how can they be financed? One goal for students is to develop a critical appreciation of the key finance criteria in a proposed acquisition, so as to grasp the main strengths and risks of the company’s strategic and financial alternatives.

ECO511 Taxation and Business Strategy

The objective of the course is to provide a framework that is useful for thinking about how taxes affect business activities. The focus is the impact of taxes on investment strategies and financing policies. It also considers the tax consequences of compensation alternatives to both the employer and the employee.

ECO512 Trade and Globalization

The course aims to help students review and understand the historical continuities and discontinuities in globalization, investigate in a preliminary way some particular topics in globalization studies: identity and culture, structural adjustment and world economic institutions, resistance to globalization, and defense of globalization from a development perspective. Since International Business is the study of the business operations and managerial decision making and the social, economic and political factors affecting these operations and decision making in the global market, this course will also enable the students to identify these factors and evaluate the effects of the international differences in economic, political and social systems on the business management. This course will help students to formulate strategies in the international business environment.

ECO601 Theory of Economic and Social Policy

The areas that the course covers are: moral and ethical foundations of economic and social policy, the role of state in policy making, economic policy; various economic systems including a) market-oriented economy, capitalism; liberalism, b) marxism, socialism including economic theory of socialism, and c) keynes and social democratic policies; an appraisal of contemporary social democratic regimes is included as well. The course also closely focuses on development policy including theoretical foundations.

EDUCATIONAL MANAGEMENT

EDM401 Introduction to Education Management

This is an introductory course focusing upon major issues in educational sector management. The topics will include educational policy in Pakistan, the education regulatory regime at the secondary and higher education level, curriculum management, the education manager’s relations with stake holders, the educational institutions and services and career planning in education sector.

EDM404 Economics of Education

Economics of Education’ uses econometrics, institutional readings and applications of economic theory to examine the economic ramifications of some current issues in education. This course examines economic issues related to education.

EDM406 Education Law & Policy in Pakistan

The topics in the course include empirical and legal research on education policy issues at the local and state levels, facilitating communication between education leaders and policymakers subjected to judicial legislation. Legal aspects of administration in institutions of higher education, statutes and case law related to liability, due process, student rights, admission, employee relations and property use are fully addressed.

EDM408 Career Planning and HRM in Education

This course deals with the management and personnel subsystem: concepts, functions, and practices in education sector. It is designed to guide students through the academic and career exploration and planning processes, and to provide strategies and skills necessary for a lifetime of career-related decision making. It will also examine assessment and reflection techniques to define and clarify educational and career plans and methods of researching academic and career opportunities.

EDM410 Financing Education

This course explores the fundamental nature of the corporate finance function and the theoretical tools for successful financial management in education. The topics include: institutional planning, capital budgeting and controlling, capital structuring, capital markets and securities, risk, return and diversification, valuation, cost of capital, and capital structure for education.

EDM412 Marketing Education Services

The course trains the teachers for certification in intensive business and training. This course offers a study of business and marketing trends, goals, teaching procedures, tests and measurements, special helps, teaching materials, and technologies utilized in the field of education.

EDM414 Strategic Management Issues in Education

This course covers knowledge of strategic management model, theories and practices in the field of education. It examines concepts, information, and skills related to strategic planning, identifying objectives of educational organization, transforming strategic planning to procedural planning, particularly merging the elements of planning budgeting to achieve management efficiency and stimulating members of educational organization: faculty and staff to be engaged in the stages of strategic planning.

EDM415 Educational Psychology and Ethics

This course focuses on aspects related to the learning process, the study of learning outcomes, student attributes, and instructional processes directly related to the classroom and the school. It will also provide specific standards of ethics to cover most situations encountered by the students to protect their welfare. It also educates the learners to function according to the ethical standards of the discipline.

EDM416 Comparative Education Systems

This course not only covers a comparison of two different countries but also prefers to focus on comparisons within a single country over time. It analyzes the data and insights drawn from the practises and situation in another country, or countries. The course aims to highlight the relationships between education and society and establish generalized statements about education that are valid in more than one country.

EDM417 Educational Counseling

The course integrates issues of educational, pedagogic and organizational counseling in relation to the contemporary school situation. The focus is on work of school counseling centers, for example, counseling in the sphere of educational and behavioral problems and students' career growth.

EDM418 Testing

The course aims to discuss ways by which teaching and testing can be integrated. It will focus on the use of tests as an instructional as well as an administrative tool, teacher attitudes towards testing, and teacher competency with regard to testing. The course will help participants use testing as an important tool in the process of teaching and learning.

EDM419 Managing Teaching and Learning

This course explores teaching methods and strategies, teaching and learning styles, classroom management, testing, and their application to a range of classroom contexts. The course will also focus on teacher beliefs and the evaluation of books and teaching materials. Practical application of the methods will be experienced in practical sessions based on peer observation, micro-teaching, and simulation.

EDM420 Academic Writing and Seminar Skills

This course will develop the participants' skills in writing academic English through the study of grammar and usage, sentence structure, principles of writing academic essays, and use of American Psychological Association (APA 6th edition) writing style. It also aims to equip the participants with editing and proof reading strategies to help them refine their drafts. The second section of this course focuses on students' participation in academic seminars, discussions, and presentations through a variety of practical approaches. Students will be expected to engage with the subject in a more active way by discussing ideas and sharing opinions with tutors and classmates during seminars.

EDM421 ICT in Education

This course will focus on the use of computers related to learning, teaching and the curriculum, the nature of educational software, and the impact of new technologies, such as multimedia and networking. Specific areas to be introduced will include: the use of generic educational software, multimedia, the Internet, web-based learning, and artificial intelligence. Some of the major current issues associated with the use of computers in education will also be addressed.

EDM422 Developing and Managing Financial and Material Resources

This course explores the fundamental nature of the corporate finance function and the theoretical tools for successful financial management in education. The topics include: institutional planning, capital budgeting and controlling, capital structuring, capital markets and securities, risk, return and diversification, valuation, cost of capital, and capital structure for education.

EDM423 Reflective Inquiry in Education

The course will help participants gain an insight into the concept of reflective inquiry in teaching; an invaluable teaching tool for challenging times. It will bring together essential perspectives of researchers, practitioners and theoreticians about reflective inquiry to offer a comprehensive treatment of reflective inquiry from a complete perspective, including historical background, current issues, and future directions.

EDM424 Teacher Education

This course introduces participants to the best practices in teacher education and professional development. It focuses on relevant theories, current issues, and present-day practices in teacher development for teachers operating at different levels. The course also focuses on the various stages of pre-service and in-service models to help participants arrive an informed engagement with teacher training theory and practice. This involves taking participants from needs analysis to evaluation, and linking with the 'managing teaching and learning' course.

EDM425 Developing Leadership and Management Skills

This course introduces some of the basic theories and issues related to leadership and management in educational settings and how they might work in a range of situations and national/international cultures. It will focus on awareness and understanding of self as a leader and critique the nature and practice of leadership.

EDM426 Curriculum Management and Planned Change

This course will cover concepts, processes, and principles of curriculum planning, development, and evaluation. It is intended to help the participants develop the performance competencies needed to engage in curriculum planning and decision-making as an administrator, supervisor or teacher.

EDM427 Research Methods in Education I (Qualitative)

This course introduces qualitative research methods as they are applied across the social sciences, especially in education. Methods covered include interview, focus group, oral history, participant observation, and textual analysis. In addition, the skills of analysis of qualitative data and the capability to prepare instruments for testing generalizations or confirming transferability in small and contrasting settings are emphasized. The primary purpose of the course is to develop awareness in the participants and facilitate the ability to carry out small scale action research in their own professional settings.

EDM428 Research Methods in Education II (Quantitative)

This course is designed for participants who have a limited knowledge of research methods and provides an understanding of definitions and meanings of keywords, such as hypothesis, theory, variables, and constructs. The course will focus on the process of defining research problems, the logic of research design, and a limited number of techniques for measurement, design and sampling, and for analysis of data.

EDM429 Marketing Management in Education

This course is based on the marketing framework, which includes business, management and entrepreneurship. Emphasis is placed on the functions of marketing distribution, financing, marketing information, pricing service, and promotion. The course will also introduce the participants to the study of business and marketing trends in education.

EDM430 Education Policy, Planning and Management of Change

This course presents a critical overview of national education policies and the emerging policy issues as they affect public and private sector institutions. It will also present selected national, regional and international education policies for critical analysis and demonstrate significant perspectives on the main challenges facing education policy makers in the targeted nations.

EDM431 Writing and Presenting Educational Research

This course is designed to guide the participants with the writing process for scholarly purposes. It introduces the key aspects such as genre, style, and the language used in writing research papers and facilitates the participants to write and present research proposals and reports orally as well as in writing. In addition, it further builds on the writing and language skills introduced in Academic English I, with special emphasis on the correct use of APA.

EDM432 Data Collection

This course will focus on methods and techniques of data collection in both primary and secondary research including testing hypothesis, analysis, interpretation, drawing inference, data types, etc. The students will learn how to make effective choice of data collection methods and deal with the problems that arise during data collection. The course will also teach them how to do pilot study/pre test.

EDM433 Seminar

This course will give an opportunity to the participants to present, share, and discuss with their colleagues recent research studies published in journals and books on areas of interest, especially based on their thesis areas. The course will also encourage participants to share their research progress for critique.

EDM501 Education Leadership and Organizational Development

This course is based on understanding and development of leadership theory and practice in education. The topics include trait theory, contingency theory, situational theory transformational theory, knowledge management and instructional leadership. This course also identifies skills and qualities that educational leaders must possess and introduce students to the main competencies needed by the administrator manager, the school director/ teachers and technical managers. This course provides students self-awareness of their own competencies and to think about ways to improve them in order to meet the required goals of education.

EDM502 Managing Higher Education Systems

The course assesses the performance in higher education institutions and obstacles to academic and administrative work in these departments as well as identified possible solutions. This course will provide students professional experiences in the various departments of higher education institutions.

EDM503 Quality Improvement and Effectiveness in Education

This course is based on the theoretical framework of quality control management as a model of modern management and its potential application in the educational field. The course will examine identification of time invested in educational process, its measurement and regulation, its effect on the efficiency of education, concept of quality control on administrative aspects in public and private institutions and obstacles in the way of applying this model in the field of education.

EDM504 Managing School and School Systems

This course is particularly based on elements of school systems by utilizing system analysis in identifying system input, operations, outputs and feedback processes which offer clear criteria for development and improvement in both public and private school system.

EDM505 Industrial Relations in the Education Sector

The course focuses on trade unionism in the service sector, quality of work environment, promotional criteria, wage structure and wage discrimination on the bases of gender or class; legislation governing education, remuneration, employment conditions in education industrial sectors.

EDM506 Training Systems

This course focuses on the role of an education leader in planning and executing, monitoring, supervising and evaluating training programs and analyzes reasons behind the success or failure of training programs in both developed and developing countries.

EDM507 Islamic Education System

The purpose of this course is to enable students to gain an insight into some concepts and principles of the system of Islamic education; its aims and methods and description of the role of educational means in forming Muslim character in the Islamic society; organization of Madaris and development of Dars-e-Nizami education in Pakistan, specifically in the formation of Wifaq and the impact of modern western education on Islamic education.

EDM508 Knowledge Management

This course is based on a range of organizational practices specifically to identify, create, represent, distribute and enable adoption of insights and experiences. The course will focus on application of knowledge management for research and curriculum development processes and student alumni services.

EDM509 Managing Early Child Development

This course focuses on the history, trends and philosophy of early childhood education with emphasis on physiological, social, and cognitive development. Topics will include early childhood development through activities and experiences in pre-school, montessori, and primary program, classroom organization and procedures, use of classroom time and materials, approaches to education for young children, professionalism, and curricular procedures.

Institute of Business Management

EDM510 Educators as Project Managers

This course introduces the participants to the concepts and strategies of project management to help them address tighter budgets, demanding time constraints, and fewer resources to give their institutions a competitive advantage. The participants will learn the practical application of these concepts in the day to day planning and execution of projects. The course will also enable the participants to become more effective project managers and gain greater respect and responsibilities within their organizations.

EDM511 Lifelong Learning in Changing Contexts

This course analyzes the competing understandings and practices of lifelong learning against a background of rapid social, cultural, and organizational change. Debates around the impact of globalization will be central to the analysis of lifelong learning. Particular attention will be given to examining the inter-relationship between lifelong learning and wider debates about citizenship and the changing nature of work and organizations.

ENGINEERING

ENG101 Workshop Practice

The course is focused on practical learning experiences. Students will develop their skills with materials/components, tools, machines/equipment and related technology. The course will also include workshop safety, project planning and design, reading working drawings and surface finishing.

ENG 102 Engineering Mechanics

The course discusses static of particles, kinematics of particles, kinetics of particles, rigid bodies, equilibrium of rigid bodies, kinematics of rigid bodies, plan motion of rigid bodies, friction and analysis of structures. Pre-requisite: MTH 202

ENG103 Engineering Drawing

This course extensively covers the drawing equipment and the use of instruments, basic drafting techniques and standards, freehand sketching of machine and engine components, concepts of working drawings of component parts of machines and engines, etc.

ENG104 Applied Chemistry

The course aims to introduce student to the general concepts of chemical engineering by laying the foundation to establish material and energy balances of chemical processes. Fundamental knowledge of stoichiometry and chemical equilibrium is applied to simple combustion and separation processes.

ENG105 Basic Industrial Engineering

This course is designed to introduce the fundamental concepts of industrial engineering and give answers to the very first questions that are usually asked by the prospective industrial engineering students. The course surveys both the traditional and modern topics of industrial engineering, providing a historical as well as an academic perspective of the whole profession.

ENG106 Fluid Mechanics

The course focuses on fluid flow measurement, properties of fluids, basic fluid flow concepts, fluid static, dimensional analysis, similitude and model studies, fluid flow and viscosity, laminar & turbulent flow, pumping of fluids. The Laboratory work – calibration of pressure gauge, determination of head losses in pipes and pipe fittings; evaluation of viscosity, specific gravity and density and experimentation with hydro static pressure.

ENG107 Basic Thermodynamics

The course discusses thermodynamic properties of pure substances and mixtures, the interdependency of properties of substances, first and second law of thermodynamics, conservation of mass and its application, demonstration of application and basic modes of heat transfer and conduction.

ENG201 Design of Machine Elements

The course content includes the choice of material, component design, shaft design and shafting, gear design, introduction to design of simple machine elements, governors and gyroscopes, design of springs and design/selection components.

Pre-requisite: ENG 101/102

ENG202 Production System Design

The course focuses on the structure and operation of production planning, scheduling and control systems; emphasis on system structure, capacity planning, master production scheduling, shop loading and supply chain; investigation of current trends, cellular manufacturing, group tech, flexible manufacturing systems and introduction to robot anatomy.

Pre-requisite: ENG 201

ENG203 Engineering Economics

The course includes the economic environment, cost concepts and analysis, time value of money, depreciation and depletion, comparing alternatives; production concepts and mathematical models and capital financing and budgeting.

Pre-requisite: ECO 104

ENG204 Plant Engineering

The course content comprises thermal power plants, steam generators and turbines, air-conditioning and ventilation, pumps and compressors, etc.

ENG205 Metrology and Gauging

The course is designed to familiarize students with basic concepts of metrology and gauging. The course content includes standardization, standards of length, measurement, surface texture, machine tool metrology, etc.

ENG 206 Manufacturing Process

The course is designed to focus on analytical study and design of manufacturing engineering with emphasis on manufacturing and processes; the interaction of design, materials, and processing, laboratory instruction and hands-on experience in metrology, machining, process planning, economic justification, current manufacturing methodologies and expendable and non-expendable casting processes.

ENG207 Analysis of Manufacturing Processes

The course includes manufacturing process engineering, primary, secondary, finishing and assembly processes, concurrent engineering, process planning, group technology, manufacturing analysis and application of economic analysis.

Pre-requisite: ENG 206

ENG208 Reliability Engineering

The course introduces the system reliability, focuses on analysis of deterministic, probabilistic and stochastic reliability models. The topics covered include coherent structures, minimum path representations, computing system reliability, systems with associated components, bounds on system reliability, classes of life distributions, optimal management of systems by replacement and preventive maintenance.

Pre-requisite: STA 204

ENG209 CAD/CAM Application

The course focuses on modular software development for interactive CAD. The topics include human interface for interactive design, programming structure for modular entity creation, storing and retrieving object data, utilizing peripheral input and output devices, attribute regulation and control, and software transfer and documentation specifications.

Pre-requisite: MIS 001/104

Institute of Business Management

ENG210 Strength of Materials

Simple tension, compression and shear, biaxial tension and compression, torsion, stress of beams, analysis of plane stress and strain. Deflection of beams, mechanical properties of materials.

ENG211 Basic Electrical Engineering

The course introduces to electrical engineering, basic circuit and systems concepts, mathematical models of components, Kirchhoff's laws, resistors, sources, capacitors, inductors, and operational amplifiers, solution of first and second order linear differential equations associated with basic circuit forms

ENG212 Electronic Devices and Circuits

The course focuses on theory of electrical conductivity, metals and semiconductors, the physics of semiconductors, principles of pn junctions, bipolar transistors, and field-effect transistors, bias circuits & active loads, single- and multi-stage amplifiers, operational amplifiers, frequency response, feedback and stability, the physics of noise, noise analysis, switched capacitor circuits, comparators and data converters.

ENG300 Electrical Technology and Instrumentation

The course focuses on an index study of electrical technology and instrumentation. The course content includes electricity fundamentals and basic laws, A.C. fundamentals, electric machines fundamentals and measuring instruments.

ENG301 Industrial Safety and Health

The course will help the students acquire a working knowledge of the practical aspects of safety engineering and legal and technical aspects of safety. It focuses on a systems approach to safety engineering. Students are also exposed to various theories of accident causation, research methodology and ways of evaluating safety programs and related research.

ENG302 Industrial Maintenance

This course is designed to develop an understanding about Industrial maintenance. It includes basic considerations for industrial maintenance, maintenance management and replacement analysis.

Pre-requisite: ENG 301

ENG303 Production Planning and Control

The course is designed to provide the basics of production planning and control with the need of modern manufacturing organizations in mind. The topics covered in the first course are: production and operations strategy, subjective and objective forecasting -such as Delphi method, trend-based methods, and methods for seasonal series, deterministic inventory planning and control, etc.

Pre-requisite: MAN 304

ENG304 Automation and Robotics

The course focuses on the general principles of operation and programming of automated systems, automated assembly, automated manufacturing, and inspection systems. Control of automated manufacturing, industrial logic systems and programmable logic controllers, etc. are also a part of the course.

Pre-requisite: MIS 001/104

ENG305 Work Study and Methods Engineering

This course is designed to teach the fundamentals of Work Study and Methods Engineering, which are both used for the examination of human and human work in all their contexts. Work Study topics includes: methods study, charting techniques, time study, workplace design principles, job evaluation and compensation.

ENG306 Basic Machine Design

The course focuses on normal design procedure, strength & properties, metallurgical aspects, choice of materials, component design, gear design, design of springs, design/selection of screw, bolts, rivets and other joining components and power screws.

ENG307 Basic Electronics

The course is designed to understand and troubleshoot electrical and electronic circuits found in modern applications of technology. The types of work environments that use the skills of electronics technicians include telecommunications service providers, TV and satellite service organizations, computer network sales and entertainment industries.

ENG401 Computer Integrated Manufacturing (CIM)

The course is designed to help students to define computer integrated manufacturing (CIM), use manufacturer's reference manuals to determine the system's normal operating characteristics, set-up, program, and troubleshoot a system. The course provides them an opportunity to study the integration of robots, CNC, CAD/CAM, databases, and automated systems into the manufacturing environment.

Pre-requisite: ENG 209

ENG402 Manufacturing Strategies

This course deals with strategic implications of alternative methods of product cost measurement. The discussions will primarily be case-based and will cover cost measurement issues in both conventional and modern manufacturing environments.

Pre-requisite: ENG 207

ENG403 Human Factor Engineering

The course focuses on the analysis and design of work systems considering human capabilities and limitations, human anatomy and physiology, and occupational safety and health, an emphasis on understanding how human factor should be considered in design processes to maximize system effectiveness and safety.

Pre-requisite: HRM 301

ENG404 Tool Design

Tool designing is a division of manufacturing or industrial engineering. This course includes lab work where jigs, fixtures, molds, and dies will be designed, built and operated. It also involves both theoretical and practical tooling design and experimentation, lab work, reporting and class discussion.

Pre-requisite: ENG 209

ENG405 Environmental Impact Assessment and Management

The goal of the course is to promote an understanding of how environmental impact assessment is conducted and used as a valuable tool in the engineering project management decision-making process. Students learn to prepare an environmental impact assessment, review and critically analyze an environmental impact statement, use mathematical models for environmental impact prediction, and apply environmental impact assessment as a tool in management decision-making. Case studies of environmental impact assessment for several types of engineering projects will be also be discussed in the course.

ENG407 Manufacturing Processes & Systems

The course includes manufacturing processes and systems, defines role of manufacturing in a world-class organization by improving operational processes. This is done by identifying internal and external customers in the manufacturing cycle, reducing lead-in time in production of quality products and services, integrating supply chain & by understanding working and benefits of CNC machines and automated processes.

ENG408 Facilities Planning

The course includes fundamentals in developing efficient layouts for single-story and multi-story production and service facilities, manual procedures and micro-computer based layout algorithms; algorithms to determine the optimum locations of facilities and special considerations for multi-period and dynamic layout problems.

ENG410 Maintenance Management

This course is designed to help students gain a perspective regarding the maintenance of buildings, industries, and facilities management. Administrative tools and methodology specific to maintenance activities are introduced. Students learn how to manage finance, equipment, materials, and personnel to carry out maintenance functions.

ENG501 Technology Management

This course examines external environmental factors essential to manage organizations involved in new technologies. It considers the adoption of technologies and innovative processes. The students develop skills in acquiring and interpreting information about the external environment to facilitate technology management. The course analyzes the issues associated with resource management for a technology-based firm. This includes manufacturing technologies, information technologies, work force and materials.

ENVIRONMENTAL AND ENERGY MANAGEMENT

EEM401 Environmental Issues and Management

What is environment? What is pollution? Classification of pollution, nature of pollutants, who is responsible for pollution? Effect of pollution, how to prevent and manage them? Health impact, environmental policy and its compliance, environmental protection agency role and its responsibilities, industries and citizens responsibilities towards pollution prevention, analytical methods for measurement of selected parameters of NEQS, case studies and plant visits will be part of this course.

EEM402 Air and Noise Pollution Management

Definitions and types of pollutions, causes, sources and effects of air pollution, particulate matters, measurement of air pollutants and particulate matters, green houses gases, global warming, causes, sources and effects, ozone depletion, acid rain, causes, sources and effects, air pollution prevention and control, strategies/methodology compliance of NEQS standards for air pollutants, nature of noise, propagation of noise in air, noise characterization, sources of noise, effect of noise pollution, health impact of noise pollution, noise measuring techniques and methodology etc. will be covered in this course.

EEM403 Energy Sources and Environment

The course will cover basic concept of energy, forms of energy, fundamental of renewable/non-renewable energy sources, energy and environment renewable energy sources, energy scenario in Pakistan, renewable energy potential in Pakistan, basic heat transfer mechanism etc. Students will learn about the best practices in these areas, includes case studies and visit to plants.

EEM404 Industrial and Municipal Waste Management

The course will cover waste classification, sources, characteristics, generation, onsite handling and storage, collection, transfer, recycling and disposal techniques of solid and hazardous waste. It also covers history of waste disposal, dumping, and burning, land filling, composting and incinerating techniques and various methods for the treatment of liquid effluents from municipalities and industries.

EEM405 Renewable Energy and Energy Conservation

The course will cover a brief history of energy, reasons of shortage and load shedding, fuel problems for energy, alternative fuels and its problems, power from wind, its environmental impact, costs and economics of alternative fuels, energy from bio-mass and solid waste its problems and environmental impact, etc.

EEM406 Coastal Environment and Management

Products of direct economic value, such as fish, hydrocarbons, minerals, dieseline water etc., products of natural system (intangible), supply of rich nutrients to support productivity, nursery and breeding grounds of fish and shellfish, mangrove ecosystem, coast-dependent activities, such as coastal aquaculture, marine transport and shipping, beach related activities, ports and harbor, etc. will be part of this course.

EEM407 Green Technology and Energy Analysis

This course is multidisciplinary and examines Environmental Management Systems (EMS), including their planning and organization. The course also studies how businesses can manage their interactions with the environment in a systematic strategic management approach. Since awareness of environmental issues has increased the need for product eco-compatibility. Students will learn a new methodological approach to design for the environment.

EEM408 Safety, Health and Environmental Management

The course is based on OSHA 18000 and is designed for the students to understand the concept of EHS management, its importance and principles, hazards and risks at work place, causes and solutions, importance of EHS in industries, purpose and policy, developing safety policy, EHS auditing and inspections, safety training and employee's motivation and involvement. A plant visit is also a part of the course.

EEM409 Risk and Disaster Management

This course is designed to enable students to develop management skills to operate and understand the complex techniques and key concepts of disaster and risk management pertaining to floods, earthquakes etc. Students will develop critical evaluation and the application of key elements of business planning and the management of risk and disaster.

EEM410 Environmental Impact Assessment (EIA)

The course is designed to provide a critical overview of the theory and practice of EIA as per international standard to those students who need to understand pollution impacts on the environment and how to do its assessment. EIA is one of the major requirements of environmental regulations and the course would cover the impact of development on environment.

EEM411 Environmental Rules, Laws and Regulations

The course provides the students various regulations of environmental laws of Pakistan and international practices, theory and enforcement problems, including policy making, analysis of policy, needs of environmental law, implementation of legislations etc.

EEM412 Research and Survey Methodology

The course is designed for those students who are new comers to research and who may have barrier with regard to the research methods and having difficulties in writing thesis or a research project report. The course will give students a sound knowledge of research methodology which is essential for writing thesis, research project conceptualization, elements of a research proposal and formulation of research design.

EEM501 Climatic Changes and its Impact

Climate changes is today's most pressing issue, receiving international attention from political leaders, media, corporations and the general public. The students will learn about strategic frameworks for assessing the impact of climatic changes on markets and customer demand.

EEM502 Natural Resources Management

The students will learn qualities of ecosystems and critically review environmental issues, such as climate change, water shortage and forest preservation etc. The course includes social-ecological system concepts, ecosystem based management, global and regional governance through multilateral agreements, sustainable development, poverty versus environment.

EEM503 Hospital Waste Management

The course covers the general awareness of the health and environmental risks resulting from poor care of hospital waste management practices. It will provide the knowledge about handling, disposal and effect of infections hazardous health care waste, including hospital waste disposal problems and solutions. The course focuses on proper planning and organized approach necessary to improve the system for hospital waste management.

EEM504 Solid and Hazardous Waste Management

The basic goal of this course is to manage community and industrial waste in a manner that meets public health and environmental concerns and public desires to reuse and recycle waste materials. The students will learn how to manage solid and hazardous waste properly and efficiently. The course covers different modern methods of waste disposal, composting and incinerating, etc.

EEM505 Energy Audit

This course covers the need for energy consumption, monitoring, designing and starting energy consumption control program, energy accounting, targeting and reporting, energy audit process, preparations, facility inspections, audit procedure and action plan, audit report, recommendations, implementation and follow ups of energy conservation schemes, understanding energy bills, electric rate structure, natural gas rate schedule, steam and chilled water rate, cost of water and waste water, monthly energy bill analysis and actions to reduce electricity utility costs.

EEM506 Energy Conservation

The course will cover areas of energy consumption and conservation, conservation scheme, and implementation, major areas of energy conservation, lighting, components of lighting system, lamp types, luminaries and types, maintenance of the lighting system and schedule, luminaries dirt depreciation factor, re-lamping strategies, spot replacement and group re-lamping strategies and costs, lighting survey, measuring light levels, regulatory/safety issues, lighting safety issues, energy policy Act 1992, lamp substitution, lighting control technologies, selection of lights for new facility, EPA green lights program, electrical motors and transformers-factor involving selection and installation, maintenance and overhaul scheduling, performance tests, depreciation factors, energy system maintenance, transmission and distribution networks, HVAC systems, boilers, steam distribution systems.

EEM507 Energy Planning

The course will cover energy economics and planning, energy economics, the nature and cause of the energy problems, demand side and supply side issues, commercial and traditional energy determinants externalities, policy issues, pricing and distribution policies, energy balances formulation and execution, natural energy statistics, definitions, of primary, secondary, delivered and useful energy, problems of interpolation and comparison of energy statistics, rural energy planning, pattern of energy demand and supply, socio-economic aspects of energy utilization, survey methods, identifying potential solutions, project planning, monitoring and execution, financial evaluation projects, project analysis and financial appraisal, discounted cash flow, time preference discount rates, inflation and interest rates and project evaluation in term of present values and internal.

EEM508 Environmental Ethics

The course focuses on the understanding of the natural environment and human relationship to it. The course provides strong coverage of major ethical theories, such as moral, relativism, ethical egoism and discussion about the tragedy of the commons, etc.

EEM509 Public Awareness for Environment and Energy Sector

This course will focus on the importance, scope and application of the public relation and public information as regard to environment and energy in the private and public sectors, the local, regional, national and international levels.

FINANCE AND BANKING

FIN101 Financial Markets in Pakistan

The course gives an insight into the theory of financial development, dynamics of finance and the real economy, financial development in Pakistan, financial infrastructure and financial sector policy (specially monetary policy). The money market (including the foreign exchange market) is also discussed. The capital market (equity and bond), the informal financial system, microfinance and Islamic Finance are also part of this course.

FIN201 Introduction to Business Finance

The course explains the basic concepts of time value of money, valuation of current assets, financial forecasting and planning, ratio analysis and common size statements, and capital budgeting techniques. Pre-requisite: ACC 101

FIN202/404 Financial Management

This course covers the basics of finance like fundamentals of financial management, discounted cash flows, capital budgeting techniques, leverage, capital structure determination, etc. Pre-requisite: FIN 201

FIN301 Financial Institutions

The course provides an analysis of the working and interaction among various types of financial institutions, financial markets and the economy. The topics include policies of financial institutions, interest rate structure and the security and mortgage markets. Pre-requisite: FIN 201

FIN305 Internet Banking and EPS

In this course, students will study topics which include: e-commerce, e-business, digital commerce, B2B, B2C, internet advertising, internet auctions, internet banking, internet marketing. Case studies that give students great experiential knowledge to be effective in the market will also be a part of the course.

FIN306 Introduction to Insurance

Insurance draws principles from finance, law, and ethics to address the issues that face individuals, companies, and society in general. The course will help the students to differentiate between the relatively narrow field of insurance and the broader discipline of risk management. Upon completion the students will have the vocabulary and basic understanding of the various methods of handling exposure to loss.

FIN307 Mathematics of Financial Derivatives

The course will begin with the development of the basic ideas of hedging and pricing by arbitrage in the discrete time setting of binomial tree models. Key probabilistic concepts of conditional expectation, martingale, change of measure, and representation, will all be introduced first in this simple framework as a bridge to the continuous model setting. Pre-requisite: MTH 104, MTH 105

Institute of Business Management

FIN308/407 Financial Engineering

Financial engineering is a body of knowledge encompassing conceptualization and implementation of financial innovations. This course introduces financial engineering innovations within the context of managerial decisions and solving vexing problems of investment management and corporate finance.

FIN402 Money and Banking

The course describes the monetary systems, financial markets, national income components and their relationship to business activity. It also includes the study of structure, regulation and performance of the banking industry focusing on the strategy and procedures of the Central Bank.

Pre-requisite: ECO 401, FIN 401

FIN403 Islamic Banking and Finance

The course covers the operations and role of banking institutions in an economy. The different types of financial institutions, local as well as multilateral, and their distinct functions are reviewed. The course also covers the concepts of Islamic banking and similarities and conflicts between Islamic and conventional banking. The requirements to be met by a sharia compliant financial instruments and established Islamic financial instruments (e.g., Musharika, Modarba, Morabaha, leasing etc.) are also covered.

Pre-requisite: ECO 401

FIN405 Banking Laws and Regulatory Environment

The course discusses the role and significance of laws related to banks/ financial institutions, including laws applicable to international trade and banking. The role/functions of important regulatory institutions, such as State Bank of Pakistan, Securities and Exchange Commission of Pakistan, Ministry of Finance etc. are also covered. The purpose and critical evaluation of important regulations will also be a part of the course.

Pre-requisite: ECO 401, FIN 404

FIN406 Financial Econometrics

This course provides an intensive introduction of basic principles of econometric analysis that may help students understand finance theories and their empirical applications. In addition, it also equips students with appropriate statistical techniques for doing applied financial research. The emphasis will be on developing and applying regression-based techniques in both cross-sectional and time-series contexts. Their usefulness will also be examined in the light of financial studies. This course applies principles of economics and finance to the management and creation of value in the insurance enterprise. Course topics encompass: 1) the theory of the firm as applied to the insurance enterprise; 2) the operational risk management of insurance institutions as a class of financial institutions; 3) the industrial organization of insurance markets within an integrated financial services industry; and 4) principal insurance business functions with an emphasis on significant issues and innovative strategies.

Pre-requisite: FIN 404, FIN 501

FIN408/627 Investment Banking and Security Analysis I & II

The course deals with merchant banking activities performed by banks/DFIs inclusive of non-fund based and fund based activities that bring in windfall profits to financial institutions. The course provides a detailed study of valuing corporate equity instruments and discusses the use of earnings, dividends, risk, cost of money and future growth rate in valuation. It also discusses applications like bond valuation, SWAP funds, arbitrage, etc.

FIN409 Working Capital Management

This course equips students with generic, technical, computational, analytical, critical and evaluative skills relevant to financial management and the commercial bank treasury department function. The course also educates the students on the role of State Bank of Pakistan with close reference to money and capital market.

FIN501 Advanced Financial Management

The objective of this course is to introduce the basic asset valuation models, risk management system, ways to acquire and allocate funds in the most economical and profitable manner, concepts and principles governing investment decisions, etc.

Pre-requisite: FIN 404

FIN502 Strategic Financial Management

Giving a review of the fundamentals of financial management, this course enables students to understand the various areas of decision-making in the broad field of financial management in a non-financial sector company. Hence, this course focuses on the dynamics of the entire financial management process, emphasizing the skills to take risk-return profile decisions for the business in the presence of a myriad of complexities.

Pre-requisite: FIN 202/404

FIN503 Corporate Finance

This course covers the valuation of corporate liabilities and other securities under uncertainty. The capital asset pricing model is presented and is compared with more recent theories of asset pricing, such as the arbitrage pricing theory and the option pricing model.

Pre-requisite: FIN 202/501/502

FIN504 International Finance

The course deals with the factors affecting currency values and the forecasting of future currency prices; describes foreign exchange products, markets, and participants and examines foreign currency exposure from a corporate point of view.

Pre-requisite: FIN 202/404

FIN505 Treasury and Fund Management

The course equips students with generic, technical, computational, analytical, critical and evaluative skills relevant to financial management and the commercial bank treasury department function; the role of State Bank of Pakistan with close reference to money and capital markets.

Pre-requisite: FIN 404/501/502

FIN506 Investment Banking and Security Analysis

This course enables the students to recognize the ways to select securities and to act prudently with respect to diversification and management of fund for investment. It contains topics like valuation, sale and purchase of companies, assets management theory, mutual funds management and security analysis.

Pre-requisite: FIN 404/501/502

FIN507 Portfolio Management

The course covers the application of portfolio theory to investment decisions and performance evaluation to cover both the fundamentals of investment theory and the most recent developments in academic research involving the practical implementation and analysis of modern portfolio strategies.

Pre-requisite: FIN 202/501/502

FIN508 Risk Management

This course explores various aspects of management of risk associated with operating multinational enterprise and emphasizes on evaluating and hedging financial risks (fixed-income, equity, commodity, and foreign exchange risk exposures).

Pre-requisite: FIN 404/501/502

Institute of Business Management

FIN509 Financial Derivatives

The course covers a wide range of financial derivatives, including forwards, futures, swaps and options. The working of various derivative markets and the pricing of derivatives are discussed. The course also covers trading/investment strategies that involve these derivatives.

Pre-requisite: FIN 401/404/502

FIN510 Investment Analysis

The course includes alternative investment theories and decision making under differing uncertainties and constraints. Formulation of objectives and strategies, development of conceptual managerial perspectives for investment environment and security analysis will also be covered in this course.

Pre-requisite: FIN 202/401/404/501/502

FIN511 Analysis of Financial Statements

The course begins by describing accounting standards of USA and international accounting standards with special focus on developing students' capability to standardize various companies' financial statements. It develops a road map of financial analysis from both the creditor's and equity investor's point of view.

Pre-requisite: FIN 202/404/501/502

FIN512 Money and Capital Markets

This course covers the fundamentals of money and capital markets, like market instruments and mechanisms and various risk management techniques.

Pre-requisite: FIN 202/404/501/502

FIN513 Project Appraisal

The course teaches formulation of projects and financial projections into the future. Balance sheet, profit and loss accounts and cash flows are prepared for future years depending on the need and nature of the projects. Economic analysis like internal economic rate of return, Bruno's ratio and the economic rate of return are also described. The course equips students with the understanding of nuances of consortium and syndicate finances.

Pre-requisite: FIN 202/404/501/502/504

FIN514 Asset Liability Management

The course gives an insight into the traditional functions of Asset Liability Management (ALM). It gives a comprehensive review of ALM hedging techniques that encompass all assets and liabilities of financial institutions. Regulatory environment prevailing in the Pakistani financial market and how the State Bank of Pakistan and the Securities and Exchange Commission are regulating financial institutions in Pakistan is also discussed in this course.

Pre-requisite: FIN 401/501/502

FIN515 Foreign Trade and Banking

The course aims at discussing the technicalities of foreign trade covering basic concept, difference between local and foreign trade and documentary requirements of banks.

Pre-requisite: FIN 501/502

FIN517 Theory and Practice of Finance

The course will cover overview of risk and return, stochastic dominance, portfolio theory, mean variance decision model, other statistical methods, efficient markets, skewness, limits of arbitrage, attention, corruption, political connections, corporate governance and the role of the government, financial econometrics, market microstructure, informational efficient markets, managerial behavior, agency cost and capital structure, corporate finance and compensation and networking, etc.

FIN518 Current Issues in Islamic Finance

The course covers the history of Islamic Banking, market perceptions & performance of Islamic finance industry, analysis on Islamic interest free banking, current economical system & its problems, comparison of capitalism & socialism and philosophy of Islamic economical system. This course gives an in depth study of sources of sharia, ijihad, riba & its types, commercial interest, usury, simple & compound interests, markup, profit, gharar and gambling.

FIN519 Industrial and Financial Economics

This course provides a basis in the neoclassical theory of finance that underlies other finance courses. This course is primarily concerned with static, i.e., one period, theories of finance. This course will convey more conceptual understanding of finance than exercise complicated mathematical derivations. It starts with examining the data and then develops basic finance theory to explain the data. Following this course, students should be prepared for advanced courses in finance, such as dynamic theories, continuous time finance, empirical finance, and advanced corporate finance. The course will also cover structure, conduct and performance of firms, relationship of various market structures and business operations and resource allocation, as well as an analysis of firms' strategic behavior.

FIN520 Financial Risk Management

This course deals with the theoretical and practical approaches to effective financial management. Planning, analyzing and controlling investment and short and long term financing are examined for decision-making purposes. Emphasis is placed on the application of risk, the methods in today's business environment and related industries. Topics include: Capital budgeting, risk and diversification, asset liability management, financial derivatives and financial engineering, swaps, options and financial future.

FIN521 International Financial Management

Students taking this elective course should expect to learn the nature and purposes of financial management in the international context. They will gain skills in international investment and financing techniques and in exchange risk management, including accounting and taxation aspects. They will learn, through hands-on case studies and simulations, how to judge the riskiness of a currency from a firm's perspective, and how to measure and manage the company's exposure to exchange rate and international interest rate risks. They will discover how companies use banks, and techniques, such as currency swaps and hybrid bond structures. In the end, the goal is to apply state-of-the-art techniques to the international firm's investment, financing and risk management decisions.

FINANCE AND RISK MANAGEMENT

FRM201/401 Principles of Risk Management

This course aims to introduce students to the rationale, principles, process and major tools of risk management. A holistic/integrated view of risk management is adopted throughout the course. Covered topics include the concept of risk, risk theory, risk measurement, corporate risks and the rationales of corporate risk management, risk management organization and process, and some major tools of risk management. A lot of the course content reflects the latest developments & industry practices in the discipline of risk management.

FRM202 Life and Other Contingencies

Survival distributions and life tables. Construction of mortality, sickness, multiple decrement and other similar tables for graduated data. Determination of the probability and monetary functions based on mortality, sickness, multiple decrement and other similar rates. Values for premiums for single life annuities and assurances. Determination of policy values, surrender values and paid-up policy values. Mathematical models of actuarial reserving. Introduction to the design of unit linked products and introduction to profit testing methods. Use of the stationary population model. Multiple life models; joint life, last survivor, contingent insurance:- values of premiums for multiple life annuities and assurances and reversionary annuities and compound statuses.

FRM204 Enterprise Risk Management

This course is designed to provide information to actuaries who do not yet regularly practice in enterprise risk management (ERM), but want to know more about it to help expand existing skills or meet professional development requirements. The course content is designed to be introductory, so provides less hard-core mathematics and more conceptual understanding and learning. ERM has been a hot topic for several years and the Society of Actuaries and its members have worked with other actuarial organizations around the world to develop best practices and share them within the actuarial community. The goal of this e-course is to introduce you to some of these initiatives, show you where to access ERM information and generally to help you learn and implement ERM at your organization. You will even be introduced to ERM for individuals.

FRM206 Institutional Investments

The course will start by reviewing basic investment practice, with a discussion about the differentiating institutional features of markets, instruments and benchmarks around the world. It will focus on investment theory, by reviewing the benefits of adding international securities to a domestic portfolio and the key elements of an investment program, starting with the definition of a philosophy and continuing with the construction of a process for managing international equity portfolios.

FRM302/402 Computational Methods in Risk

A historical perspective of market risk measurement, including the Markowitz, CAPM, and APT models; investigation of the value-at-risk approach and its variants and extensions, and a survey of other methods for evaluating risk, including multivariate methods for evaluating portfolios requiring copula tools. We will discuss approaches to measuring credit risk and determining default probabilities and company ratings based on financial ratios (logit, probit, and discriminate analysis, decision trees etc.). The software package S-PLUS is used. For 80% of the course, R or Matlab could be used instead.

FRM304/404 Risk Financing Techniques

The Risk Financing course explores the selection, implementation and monitoring of risk financing techniques — ways in which an organization can obtain funds to pay for accidental losses which strike it. Topics include risk financing objectives, various types of risk financing plans, insurance as a risk financing technique, capital market products for risk financing, forecasting accidental losses and risk financing needs, accounting and income tax aspects of risk management, and allocating risk management costs. Topics include understanding insurance as a risk financing technique, insurance plan design, forecasting accidental losses and risk financing needs, self-insurance plans, retrospective rating plans, reinsurance and its importance to risk financing plan, captive insurance plans, finite and integrated risk insurance plans, capital market risk financing plans, noninsurance contractual transfer of risk, and purchasing insurance and other risk financing services.

FRM403 Introduction to Financial Risk Management

This course covers the principles of financial risk management and financial engineering from the perspective of non-financial corporations. The first part of the course discusses how to measure risks and risk exposures, why firms should or should not hedge, and how to hedge basic exposures. You will also learn how to manage foreign exchange rate risk, interest rate risk, commodity price risk and credit risk. The second part of the course demonstrates how financial engineering, i.e., the issuance of complex financial securities, can increase shareholder value. This course provides a systematic and advanced treatment of financial risk management. It focuses on interest rate risk, market risk, liquidity risk, credit risk and operational risk.

FRM405 Advanced Financial Risk Management

This course is tailored to provide financial risk professionals with the necessary groundwork required to become a financial risk specialist including the latest standards that represent best practice. The course is essential for any person currently in or planning to enter careers in the financial sector, retail banking, investment & merchant banking, asset management, corporate finance, risk analytics and strategic consultancy. Topics covered in this course include, Introduction to Financial Risk Management, Derivative Basics, Option Basics, Stochastic Volatility Modeling, the Yield Curve, Value-at-Risk & Risk Measurement Methods, Credit Risk, Bank Capital and Basel I & II.

FRM501 Property Risk Management

Insurance company operations and management, including statutory accounting principles, financial management, underwriting, claims and reinsurance. Discussion of commercial property coverages and risk management techniques, including basic property insurance, consequential loss coverage, fidelity and surety bonding and crime coverage. An examination of the major commercial property loss exposures including fire, business interruption, crime, inland marine, ocean marine, and miscellaneous property coverage. The different risks are analyzed to select optimal combinations of risk treatment and insurance for financial protection against property losses.

FRM502 Management of Insurance Institutions

This course applies principles of economics and finance to the management of and creation of value in the insurance enterprise. Course topics encompass: 1) the theory of the firm as applied to the insurance enterprise; 2) the operational risk management of insurance institutions as a class of financial institutions; 3) the industrial organization of insurance markets within an integrated financial services industry; and 4) principal insurance business functions with an emphasis on significant issues and innovative strategies. The goal of this course is to equip students with concepts and tools that will help them respond to management challenges in a rapidly evolving industry.

FRM503 Corporate Risk Management

This course provides an introduction to modern methods of risk management. Lectures cover risk metrics, measurement and estimation of extreme risks, management and control of risk exposures, and monitoring of risk positions. The impact of risk management tools, such as derivative securities, will be examined. Issues pertaining to the efficiency of communication architectures within the firm will be discussed. Regulatory constraints and their impact on risk management will be assessed. The approach to the topic is quantitative. The course is ideal for students with strong quantitative backgrounds who are seeking to understand issues pertaining to risk management and to master modern methods and techniques of risk control

FRM504 Theory of Risk and Insurance

Nature of economic risk and its effect on allocation of resources. Preferences among risky prospects: expected utility theory and the theory of risk aversion. Subjective versus objective probabilities. Market allocation of risk and the role of insurance markets under complete information. Insurance under asymmetric information, moral hazard, and adverse selection. Can insurance markets function well in a competitive equilibrium? Role of asset markets in allocating risk. How some risks corporations face are associated with price fluctuations and can be hedged in financial markets? Hedging strategies using futures markets, and options and other derivative assets. Hedging credit risks.

GENERAL SCIENCES

GSC101 Physics

The course aims to cover vector review, Coulomb's law, electric fields, Gauss's law, electric potential, capacitors and dielectrics, d.c. circuits, Kirchoff law, RC and RL Circuits, magnetic fields, Ampere's and Farady's laws, energy stored in electric and magnetic fields, Biot and Savart law, electromagnetic oscillations, a.c. in resistive, inductive and capacitive, elements.

GSC201 Basic Thermodynamics

This course builds familiarity with thermo-physical properties. It teaches the students to apply the laws of thermodynamics so as to identify, formulate and solving engineering problems involving closed and open systems. It also develops knowledge of engineering analysis based on their knowledge of calculus and physics.

GSC401 Basic Electronics

The course aims to cover semiconductor materials, band theory types of diodes of applications, half wave; full wave rectifier, clipper, clamper, transistors & its different configurations; amplifiers, Op-amps & its circuits logic families, oscillators, active filters, voltage regulators, IC fabrication, AM & FM modulation receivers and transmitters.

HEALTH MANAGEMENT

MHM401 Introduction to Health Policy, Planning and Management

This course provides students with an overview of the health system in Pakistan and introduces them to the concepts of public health and the basis of public health programs in the country. Study of planning methodologies and role of health planners within the health care sector. Concepts and techniques of health planning as applied to community and institutional health systems are analyzed.

MHM402 Quantitative Analysis

The course includes introductory as well as advanced study of stochastic and quantitative analytical tools and concepts which can be used to compute vital statistical rates applicable to problems in public health. Topics, such as regression analysis, anova, chi-square are also discussed.

MHM403 Health Management Information Systems

Applications of computer technology for designing management information system for health care institutions. Topics include data collection, reporting and transmission, file design, record structure, report formats, processing requirements, medical records and statistical audit. Principles of managing the acquisition and development of health management information system are also discussed.

Pre-requisite: MIS 103

MHM404 Research and Survey Methodology

This course is designed to familiarize students with basic concepts surrounding surveys. It intends to expose students to the various components, techniques and methods of developing survey instruments and modes of survey conduction. It defines the basic concepts of research methodology and designing of sample survey, including data presentation through tables and graphs.

MHM501 Pharmaceutical Branding

This course emphasizes on the expressional area of promotion and capitalizes on the functional area as well. Student will be able to launch new brands, create strategy for brand equity with long-term sustainability, handle multi-brand portfolios and conduct evaluation of brands.

MHM502 Health Economics

This course deliberates on and applies general theoretical principles of economics to health care sector. The basic approach is to recognize the importance of scarcity and incentive allowing for any differences peculiar to health. Demand and supply of health and medical care are examined as they involve consumers, patients, nurses and hospitals.

Pre-requisite: ECO 401

MHM503 Financial Management of Health Services

The course exposes students to basic financial ratios and a general understanding of financial statements and some productivity, tracking systems and measurements typically utilized in health care organizations.

Pre-requisite: FIN 401

MHM504 Strategic Management of Health Services

The content of the course is developed around several health care trends including restructuring, innovation of health care delivery and finance and an increased emphasis on performance. It addresses basic theory, strategic plan development, organizational analysis and specific appropriate analytical techniques, implementation strategies and case studies.

Pre-requisite: MAN 401

MHM505 Concepts of Primary Health Care

The course familiarizes students with the basic concepts surrounding primary health care. It aims to provide the basic conceptual understanding of public health problems pertaining to the availability, accessibility and affordability of primary health care services.

Pre-requisite: MHM 401

MHM506 Managing Professional Health Care Organizations

The course will include application of management theory and concepts to health services systems and organizations. It characterizes functions, organizational structures of delivery system, fiscal management, personnel management and planning procedures.

Pre-requisite: MAN 401, MHM 401

MHM507 Introduction to Epidemiology

The course includes definitions, principles and factors related to the manifestation of infectious and non-infectious diseases, including tracing their sources, modes of survey conduction, controlling spread and initiating measures to prevent recurrences.

Pre-requisite: MHM 401

MHM508 Pharmaceutical Marketing & Quality Assurance

This course examines the nature of pharmaceutical industrial market and analyses of customer procurement strategy, product policy, pricing, distributing strategy and sales force management strategy. It identifies quality assurance as an integral structured organizational process for involving personnel in planning and executing standardized improvements in systems.

Pre-requisite: MKT 401

MHM509 Marketing of Health Services

The course aims to familiarize the students with methods most commonly used in marketing of health services. It focuses on the critical links between health service marketing as it relates to customers, competitors, market segmentation and definition of target markets. Solutions to service price, promotion and distribution problem are also discussed.

Pre-requisite: MKT 401

Institute of Business Management

MHM510 Introduction to Demography Methods

An introduction to the fundamental methods employed in the statistical study of human populations, especially their size, distribution and number of births/deaths and their health consequences. The students will also learn to apply computer technology to demographic studies.

MHM511 Population and Health

The course studies the impact of population growth on the health of the populace and its effect on the health care delivery system.

Pre-requisite: MHM 401, MHM 404

MHM512 Economics and Management of Pharmaceutical Industry

The course focuses on the nature of economic systems and how they constrain, control and impact the operational effectiveness of pharmaceutical organizations. Deliberation on contemporary management tools utilized by pharmaceutical organizations to overcome economic, financial, managerial and industrial constraints are also discussed.

Pre-requisite: ECO 401

MHM513 Managing Physicians

The course content examines the strategic advantage of attracting and retaining competent medical staff members as it relates to higher occupancy and decreased litigation. Simultaneously, it assesses physician co-operation in making cost effective and high quality care service delivery decisions. It examines strategies for mutually beneficial linkages between hospitals and physicians to realize the goals of hospitals.

MHM514 Environmental Health Assessment and Mgmt.

The objective of this course is to study the impact of environmental pollution and degradation on the health of populace. It provides theoretical instructions with a focus on environmental health assessment and knowledge of managing environmental health problems.

Pre-requisite: MHM 401, MHM 404

MHM515 Hospital Administration

The course addresses major functions and issues surrounding supervision of hospitals; organization and management of hospitals, relationships/differences between line and staff functions. Likerts Scale, Peter Principle, McGregor's Theory X and Y are also discussed. Strengths and weaknesses of employee performance appraisal are identified. Personal and professional skills necessary to provide a wide range of services and quality care in hospitals are emphasized upon.

Pre-requisite: MAN 401

MHM516 Health Program Evaluation

The course prepares students to discuss components of program evaluation and formulate credible evaluation questions. Students will be able to construct evaluation designs, recognize limitations of each, report evaluative results and critically assess evaluation reports.

Pre-requisite: MHM 501

MHM517 Research Project

A capstone course involving a supervised research project, applies curricular concepts and skills to problems in an organizational setting.

Pre-requisite: MHM 402, MHM 404

MHM518 Regulatory Affairs at Healthcare Industry

Healthcare is a highly regulated industry and the course provides an insight into the important laws and regulations controlling business in the healthcare sector. Upon completion of the course, students will be well versed with drug laws, good manufacturing practices, and laws governing operation of blood banks, breast feeding ordinance, 2002, environmental concerns and WTO.

Pre-requisite: MHM 401

MHM519 Financial Applications in Pharmaceutical Marketing

The course is designed to reach financial justification on acceptable accounting principles. Success of marketing activities, whether aimed at consumer satisfaction or otherwise are measured in terms of “revenue and profit”. This course introduces students to marketing activities involving financial justification.

Pre-requisite: FIN 401

MHM520 Product Management

This course focuses on creating and managing product and brand portfolios in pharmaceutical industry for long-term profitability, as established and mature products and brands are critical to an organization’s financial stability and strategic posture. Students will apply strategic frameworks for managing mature products for profitability, transferring existing competencies to new products and evolving market opportunities of a product portfolio.

Pre-requisites: MAN 401

MHM521 Pharmaceutical Sales Management

This course enables the students to develop analytical and managerial skills for estimating sales potential, forecasting sales, manning territories and controlling sales force in the pharmaceutical sector. Furthermore, the students will learn to apply these concepts for solving problems, through case studies, training and motivational exercises.

MHM522 Project Management of Health Services

In this course, students will be able to learn planning for quality, performing quality assurances activities, and closing project contracts keeping in view ethics, professional knowledge, stakeholder’s interests and cultural diversities. By the end of the course, students will be proficient in organizing and executing complex healthcare projects using techniques of project management software tools.

Pre-requisites: MAN 401, MIS 401

MHM523 Heath Ethics

In this course, the students will be able to learn the principles and theories of ethics related to health care delivery/administration and legal issues surrounding the relationships of patient, provider, and health care institution. This course also focuses on principles of autonomy and informed consent, confidentiality, truthfulness, professional standards and institutional ethics, corporate liability, medical malpractice, medical staff bylaws, patients’ rights, medical records and governmental regulation of personnel and health facilities. In addition, the course will cover the ethical problems related to death, reproductive rights, the ethics of transplants, cloning and the biomedical research.

HUMAN RESOURCE MANAGEMENT

HRM301/401 Human Resource Management

The course includes a wealth of conventional wisdom related to traditional human resource management challenges of recruitment and placement, training and development, compensation and labor relations. In addition, contemporary management challenges related to such issues as the strategic role of HRM & global HRM are included. Overall, the course is carefully crafted to present traditional HR management concepts, important contemporary HR management issues and insights so as to ensure organizational success. The pedagogical objective of the course is to impart specific actionable skills to the student.

Pre-requisite: MAN 301/302/401/402

HRM400 Foundation of Human Resource Management

This course is a study of approaches and theories of human resource management; an overview of the human resource profession, including emerging trends, professional roles and professional competencies.

HRM405 Research Methods in HRM

This course focuses on description, analysis and application of research methods for HRM professionals, studied in the context of key business and organizational decision-making processes.

Pre-requisite: STA 400, HRM 400, MAN 402

HRM406 Conflict Management and Negotiation

This course examines the nature and effects of conflict in organizations and relationships in the workplace, making conflict and negotiation productive and constructive. The course includes theories supporting effective conflict management strategies and tactics for use and resolution, practice of conflict resolution, negotiation and mediation methods.

Pre-requisites: HRM 400, MAN 400/402

HRM407 Seminar in Human Resource Management

This course focuses on discussions of current theory and research in human resource management and related topics. It is based on high quality contemporary research, case studies, discussion forums and available literature on human resource function as it relates to the overall strategy of the company. This course provides students the opportunity to apply knowledge acquired in prerequisite courses to resolve real-life workplace issues.

HRM408 Human Resource Issues in Pakistan

This course focuses on five key issues that present the greatest opportunities and challenges for HR professionals today and examines their implications in Pakistan. The course explores ways to realign HR and to explain the professional competencies needed to play a leadership role in realizing organizational change; examines the opportunities and benefits of planning for and managing a diverse workforce; defines the role of HR in managing a team environment; evaluates ways to design and implement alternative work schedules, reward system, human capital metrics and long term human resource strategies with a variety of organizations from not-for-profit to government organizations and local companies.

HRM409 Management of Excellence & Innovation in Organization

This course aims to enhance students' understanding of innovation processes in the organization and how to manage such processes effectively. It introduces the key concepts, models, and techniques of innovation and organizational change management. Particular areas of emphasis will be the nature of innovation, innovation process, innovation typologies, changes in the external environment and drivers for change, models of organizational innovation and change, individual and group creativity, factors associated with innovation, practices for developing innovative organizations, organizational culture and transformational leadership.

HRM501 Recruitment and Selection

This course offers an understanding of effective techniques of the recruitment and selection process. It equips students with generic, technical, analytical and evaluative skills relevant to recruitment and selection. The course encompasses an in-depth knowledge of the entire recruitment process, right from the planning of staff requirement to designing of the job descriptions and advertisements, interviewing and testing applicants till the final selection and job offer. It encapsulates relevant information about the candidate through effective methodologies applied in the interviewing procedure.

Pre-requisite: HRM 301/401/402

HRM502 Industrial Relations and Labor Laws

The course deals with relationship issues arising from interaction between parties in the workplace. It develops an understanding of the principles & philosophy of industrial relations; labor-management relationship and labor administration; industrial relations attitudes and approaches; development and objectives of trade unions; their federations; employers' associations, collective agreements; trade & consideration and process of collective bargaining. The course also focuses on grievance handling, problem solving and role of social partners in industrial conflict resolution; labor and productivity bargaining; labor laws and international labor standards and their influence on industrial relations.

Pre-requisite: HRM 301/401/402

HRM503 Employee Training and Development

The course emphasizes the changing role of training as a tool in giving organizations a competitive advantage in the highly competitive business environment. It covers a broad understanding of strategic training models, need assessment techniques, learning theories and program design evaluation. Traditional training methods, use of new technologies in training and interactive training. It also focuses on the importance of employee development for organizational excellence and in this context deals with issues of career planning, career development and succession planning with an emphasis on special issues in training and development, special challenges in career management and the future of training and development.

Pre-requisite: HRM 301/401/402

HRM504 Negotiation Skills and Collective Bargaining

Explains the principles of exchange and develops confidence and skills to conduct negotiations and achieve a mutually acceptable outcome. It covers the method of negotiation developed by the Harvard negotiating project, known as Principled Method of Negotiation. The course covers the whole process of negotiations and collective bargaining in the context of business labor laws, industrial relations and practices; from preparation to closing a deal and includes essential guidelines for devising a negotiation strategy; how to reach consensus; what to do when negotiation breaks down and how to make use of a third party to break deadlock and resolve conflict.

Pre-requisite: HRM 301/401/402

HRM505 Organizational Change and Development

The course will help students gain insight into Behavioral Science techniques and practices to help corporate managers and practitioners to formulate and implement changes that promote organizational effectiveness and efficiency and improve quality of life and environment.

Institute of Business Management

HRM506 Strategic HRM

The course provides an in-depth understanding of how the major components of the HR practice fit in with each other in order to develop a “high-performance working environment”. This course will give first hand experience about the hidden traps that hinder HR-effectiveness in real life situations and what options does an organization has to avoid these traps. It will explain the core systems of HR like training & development, performance management, succession planning, career planning & development, management development, competency profiling, etc.

Pre-requisite: HRM 301/401/402

HRM507 Public Relations and Event Management

The course focuses on public relations as management process in business, government and society; decision-making constraints, use of authority, power play of social, political, economic, technological, and moral issues in decision-making and the limitation and abuse of authority.

Pre-requisite: HRM 301/401/402

HRM508 Salary and Compensation

The course analyzes compensation strategies and practices from the perspective of the industry as well as an individual. It addresses the flexibility propositions in a compensation package which enables a company to adapt to the changing environment.

Pre-requisite: HRM 301/401/402

HRM509 Leadership Studies

This course is designed to cope with the rapid change which the world has been undergoing for the past five decades; more stringent and varying demands are being placed on management leadership for the growth of their organizations, if not for their actual survival.

Pre-requisite: HRM 301/401/402

HRM510 Personnel Development

This course extends training in the area of performance appraisals and is an integral part of Human Resource Development (HRD). It highlights the procedures for assessment of training needs, employee feedback and counseling, career planning and growth, and ways to enable companies to fulfill the intrinsic needs of its employees.

Pre-requisite: HRM 301/401/402

HRM511 Performance Appraisal and Management

The success of an organization depends on its results, which are achieved by its employees. Unless organizations select, develop & retain the best talent, they cannot succeed. Organizations plan, coordinate and review the activities of employees so as to achieve the desired results. The purpose of this course is to understand the links between human resource planning, performance and compensation. Students will study the new concepts and prevailing practices of performance management besides learning skills of managing the employee-employer expectation and tools of performance evaluation and appraisal.

Pre-requisite: HRM 301/401/402

HRM517 Personnel Management & Industrial Relations

This course aims to cover the theoretical foundations and empirical practice of HRM and IR. It provides students exposure to a wide variety of organizational practices; to manage and develop employees, ensure their welfare and understand changing employment legislation essential to business survival. This course enables students to develop practical skills in the subject area to equip them for a career in HR/IR.

HRM518 Coaching Skills and Techniques

This course builds and/or refines the student's repertoire of basic coaching skills applicable to most executive coaching situations (e.g. self-awareness, empathy, listening, questioning, giving and receiving feedback, confrontation, limit setting, demonstrating leadership, etc.). It seeks to develop the specialized techniques of executive coaching, peer coaching, management coaching, leadership coaching and individualized skill. Students learn how to coach and understand organizational culture to develop high-performing cultures that strengthen business results.

HRM519 International HRM

The course will review the theories, models and concepts developed in the areas of international management, international organizational behavior, cross-cultural management, and study their implications on international HRM practices. A major focus of the course will be on international human resource management & development issues of recruitment and selection, compensation and reward systems, training and development, performance appraisal, expatriation, repatriation and career development.

LANGUAGES

LAN101 Introduction to Arabic

This is an introductory course in Arabic. It is structured for those who have no prior knowledge of the Arabic language. It starts from the basics and brings the students to a level at which they can develop phrases and understand spoken Arabic.

LAN102 Introduction to French

This course is designed for those who do not have any prior knowledge of this language. It enables the students to carry out basic conversation in French. Students are prepared in a manner that they can put the message across. This course is designed to bring about awareness about the business taking place between Pakistan and France. This course also gives some knowledge about French culture. The main objective of this course is to bring the students to a level where they can read, write, speak, and understand foreign language and comprehend and appreciate foreign cultures.

LAN103 Introduction to Spanish

This is an introductory course in Spanish. It is structured for those who have no prior knowledge of the Spanish language. It starts from the basics and brings the students to a level at which they can develop phrases and understand spoken Spanish.

LAN104 Introduction to German

This is an introductory course in German language. It is structured for those who have no prior knowledge of the German language. It starts from the basics and brings students to a level at which they can develop phrases and understand spoken German.

LAN105 Introduction to Japanese

This is an introductory course in the Japanese language. It is structured for those who have no prior knowledge of the Japanese language. It starts from basics and brings students to a level at which they can develop phrases and understand spoken Japanese.

LAN106 Introduction to Italian

This is an introductory course in Italian. It is structured for those who have no prior knowledge of the Italian language. It starts from basics and brings the students to a level at which they can develop phrases and understand spoken Italian.

Institute of Business Management

LAN107 Introduction to Russian

Introductory course structured for beginners. Students will learn basic grammar, pronunciation and dialogue interaction so as to develop phrases and understand spoken language.

LAN201 Intermediate Arabic

This course is for those who have a basic understanding and command of Arabic language. It is oriented towards advanced sentence structuring and composition while improving one's speech style.

Pre-requisite: LAN 101

LAN202 Intermediate French

This course is designed for those who have basic knowledge of the language and are able to conduct a simple conversation. This course further enables students to converse in French on a higher level for specific purposes. This course is designed to give general knowledge of different operative systems of France. It prepares the students in manner that they can deal with different situations while traveling and contact and correspond with French natives by letter writing or e-mail. The main objective of this course is to bring the students to a level where they can communicate well and deal with different situations in French.

Pre-requisite: LAN 102

LAN203 Intermediate Spanish

This course is for those who have a basic understanding and command of the Spanish language. It is oriented towards advanced sentence structuring and composition while improving one's speech style.

Pre-requisite: LAN 103

LAN204 Intermediate German

This is an advanced course for those who know the basics of the German language. It teaches advanced sentence structuring and composition while improving one's speech style.

Pre-requisite: LAN 104

LAN205 Intermediate Japanese

This course is for those who have a basic understanding and command of Japanese language. It is oriented towards advanced sentence structuring and composition while improving one's speech style.

Pre-requisite: LAN 105

LAN206 Intermediate Italian

This course is for those who have basic understanding and command of the Italian language. It is oriented towards advanced sentence structuring and composition while improving one's speech style.

Pre-requisite: LAN 106

LAN207 Intermediate Russian

The course is oriented towards advanced sentence structuring and composition while improving dialogue interaction.

Pre-requisite: LAN 107

LAN401 Functional Urdu

The course will give an insight into the basics of Urdu language. Students will be able to shape language to communicate effectively, while applying appropriate conventions of language usage and grammar. The course will also focus on vocabulary and reading, writing and speaking skills.

LAW

LAW101/102 Mercantile Law I & II

The course aims to enable the students to develop a professional approach towards matters connected with Mercantile Law in the performance of their duties as chartered accountants.

LAW103/104 Company Law I & II

This course provides candidates with knowledge of the Companies Ordinance, 1984, and helps them to develop an understanding of their application to corporate and other business environment, excluding advanced topics, such as provisions relating to arbitration, arrangements and reconstruction, prevention of oppression and mismanagement, winding up, etc.

LAW201 Corporate Law

The aim of the course is to provide knowledge about the practical aspects in the areas of the companies ordinance, 1984, e.g., incorporating/registering different types of companies & joint ventures, raising finances from different modes like issuance of different types of shares, debentures (TFCs) and other capital maintenance issues; practical aspects of holding and managing company meetings and decision making; powers, duties & responsibilities of directors and other company officers in the light of corporate laws & governance; practical aspects of mergers & acquisitions and the reasons and consequences of liquidations.

LAW401 Business Law

The course provides an in-depth study of law relating to commercial associations/ entities with a particular focus on companies. The topics includes legal system/framework of Pakistan, an introduction to the concepts and sources of laws; different aspects of contract laws as in day to day commercial life, performance/ discharge of the contract with particular emphasis on the specialized contracts made by companies, e.g., agency, industry & guarantee, bailment (which includes carriage of goods & pledges). Topics also include the selected parts of partnership laws and sale of goods laws.

LAW405 Media Law and Business Ethics

This course is based on interaction between media and the public sphere and examines the way moral criteria have been used to underpin the legitimate ethics of journalistic practice. It aims to develop a new framework, which can take an account of the way in which information is produced and distributed in the new environment by examining a broad range of issues, including commercial pressures. The course also introduces laws and ethics in the Pakistani context, especially issues of freedom of expression, absolute vs. responsible freedom, code of conduct and ethics of APNS and CPNE.

LAW406 Professional Ethics and Legal Issues

This course addresses the legal and ethical issues in organizations from a multicultural perspective. The course explores managerial decision-making and reinforces ethical considerations in test decision making, employment selection, compensation, performance appraisal and general treatment of employees at work. The emphasis is on the study of multiple perspectives on an issue, analysis and problem solving strategies to create policy and sustain practices that conform to the spirit of ethics codes of the American Psychological Association and the Society of Human Resources Management in its applicability both domestically and globally.

MANAGEMENT

MAN101/301/401 Principles of Management

The purpose of this course is to prepare students to be managers. The course includes a wealth of conventional wisdom related to traditional management challenges of planning, organizing, leading and controlling. In addition, the contemporary management challenges related to such issues as people, quality, diversity, ethics and the global environment are included. Overall, the course is carefully crafted to present traditional management concepts, important contemporary management issues and insights so as to ensure organizational success. The pedagogical objective of the course is to impart specific actionable skills to the student.

MAN201 Personal Management

The importance of self-management is stressed for productive results. Topics include time management, stress and conflict handling. Development of emotional maturity is discussed and interpersonal skills are developed through transactional analysis.

Pre-requisite: MAN 101/301/401

MAN302/402 Organizational Behavior

Organizational behavior is a study of how people behave as individuals, in groups and how groups behave as parts of organizations. An effective organization is the one that understands and manages optimum levels of these three types of behavior. The course includes a wealth of conventional wisdom related to traditional organizational behavior issues of the individual, the group and the organization. In addition, the contemporary management challenges related to such issues as the design of HR practices, technology, work design and organizational dynamics are included. The course is carefully crafted to present traditional OB concepts integrated with important contemporary OB management issues and insights so as to ensure organizational success. The student must learn to critically analyze and apply principles to specific, real or created situations.

Pre-requisite: MAN 101/301/401

MAN303/406 Production and Operations Management

The course will provide a student-oriented presentation of the subject. It will reflect current production and operations management practices and techniques. An integrated approach featuring management process, resource conversion and concepts, models, and behavior applications within the production/operations function will be followed.

Pre-requisite: MAN 101/301/401, STA 202, MTH 103

MAN305 International Relations

This course aims at providing basic knowledge of international relations. In this course, the key theoretical concepts and terms of the field will be discussed, such as level of analysis of international relations, theory and theory building, important actors in the international arena and the world system, and relations between states. Students will also be introduced to contemporary and future problems and issues in international politics.

Pre-requisite: MAN 201

MAN321 Organizational Behavior & HRM

This management area focuses on (1) individual, group, and organizational attributes and behavior to describe and explain the functioning and structuring of work organizations, and (2) the practical aspects of human resource management. Students seeking managerial careers in any business function can valuably learn about leadership, motivation, morale, performance, teams, organizational culture, and organizational design. Students interested in careers as human resource management specialists and managers can gain technical knowledge about selection, performance appraisal, training, compensation, workforce diversity, work and family programs, and strategic human resource management.

MAN403 Entrepreneurship & Small Business Management

To provide an understanding of the person and the process of creating and growing a new venture, this course introduces the entrepreneurial perspective and focuses on all the elements in the entrepreneurial process that are part of creating a new venture. It introduces a new venture through alternative sources of capital in financing. Particular emphasis is laid on managing a new venture during early operations, growth and expansion.

Pre-requisite: MAN 101/301/401, MKT 302/402, FIN 202

MAN404 Operations Research and Management

The course aims to enhance the capability of decision-making through application of modern methods of mathematical science to complex problems. The topics include linear programming, transportation and assignment models, network models, queuing models, simulation, replacement models, etc.

Pre-requisite: MKT 303, MAN 303

MAN405 Strategic Management

The course is intended to be a challenging and exciting capstone course for a graduate business school curriculum. It is the first course about strategy and its implementation. Students will be exposed to the state of the art of strategy analysis, formulation, implementation and control. Through case studies, students will develop skills relating to the application of industry and competitive analysis, the ingredients of an attractive strategic plan, the importance of building a sustainable competitive advantage and the special demands of operating in an increasingly global competitive environment.

Pre-requisite: MKT 302/402, MAN 301/401, 302/402, HRM 301/401/402

MAN407 Organizational Management

This course is a study of the entire process of management. It gives an insight into the development of managerial skills for effective running of business operations. Along with the in-depth knowledge of the functions of management it serves as a basis for understanding motivation techniques for human resource which is critical for synergies in business.

MAN408 Analysis of Pakistani Industries

Students get a micro and a macro environmental exposure and understanding of the various issues facing the industry. This course also aims at benchmarking the various functional processes so as to achieve organizational excellence.

Pre-requisite: MAN 302, HRM 301, ECO 402

MAN409 Principles of Management & Human Resource Management

This course highlights management concepts, principles, processes and functions of management, namely, planning, organizing, leading and controlling which provides a sound basis for carrying out required tasks and successfully achieving goals in any organization today. In this environment, effective management of human resource is one of the few levels that managers have at their disposal to accomplish their organizations strategic objectives. The course enhances the students' understanding of the strategic aspects of managing human resources in an environment, which is constantly changing.

MAN410 Industrial Management

The course introduces industrial management operation system & includes objectives; entrepreneurship, project identification, evaluation, project & operation cost, productivity, break even analysis, process management, operations strategy, competitive strategy framework for competitor analysis, structural analysis of industry, total quality management, capacity planning & facility location, inventory management, supply chain management, project management, project control and technology management.

Institute of Business Management

MAN411 Project Management

The course covers project initiation, discovery and analysis, time and cost estimates, project planning, network diagram, critical path, recourse management plan, project execution, monitoring and managing, project control, project closure plan, managing operation transfer plan.

MAN413 Corporate Social Responsibility

This course examines the responsibilities of business corporations to shareholders and other constituencies as they are manifested in the day to day issues faced by the senior management. It begins by exploring the rationale behind the proposition that business has a responsibility to society beyond that of wealth creation. It then emphasizes value-based decision making and challenges the students to explore and apply their own values to issues.

Pre-requisite: MAN 401

MAN416 Corporate Governance

Corporate Governance is the structured system of policies and processes established and maintained by a board of directors and senior management to oversee an organization's strategic activities and evaluate the resulting performance. The system exists to ensure proper accountability, probity, and openness in the conduct of an organization's business for the long-term benefit of all its stakeholders. As such, Corporate Governance focuses on effectuating sound relationship among board of directors, top management, investors, employees and various other stakeholders. Corporate Governance encompasses board size, structure, membership, member nomination, election, and tenure committee structure and the nature, composition, and duties of the individual committees rights, responsibilities and relationship of directors, management, and shareholders policies/procedures relating to accounting, auditing, executive compensation, disclosure and financial reporting.

Pre-requisite: MAN 401

MAN417 Services Management

This course focuses on service industries, such as dealing with intangibility and inseparability. It also examines the problems faced by professional, not-for-profit, social and financial services marketers.

MAN501 Total Quality Management

This course revolves around the customer satisfaction model and deals with the areas of benchmarking, ISO-9000 (quality management systems), ISO-14000 (environmental quality systems), statistical process control, customer satisfaction approaches/models (management tools). There is special emphasis on research project & case studies in this course.

Pre-requisite: MAN 101/301/401, MAN 303

MAN502 Business Process Re-engineering

This course is designed to develop an understanding about organizing, managing & improving the ongoing process & systems essential for sustained growth of the organization.

Pre-requisite: MAN 101/301/401, MAN 303

MAN503 Supply Chain Management

The course is one of the most important organizational functions which brings in operational efficiency in production and serves as a bridge for company's customer ROI maximization as well as internal cost efficiency and profit optimization. The objectives of this course are to give students practical exposure to the conceptual framework and operational aspects of this very important science, and discuss various conventional and modern tools applied to achieve better results.

Pre-requisite: MAN 101/301/401, MKT 301/401

MAN504 Business Balanced Scorecard

This course is a set of measures that provide a comprehensive business overview. It includes not only measures that track past actions, but also those that drive future performance. In this course students will build the skills to create a strategy map and a Balanced Scorecard for an organization.

MAN507 Business Etiquette

The course deals with the ingredients necessary for career growth, apart from technical competence, e.g., protocol in the office, personal grooming and dress, relationship with colleagues and customers, etc.

MAN508 Comparative Management

This course exposes students to the different work-related values and norms prevalent in various countries of the world. The main aim of this course is to expose students to different cultural mindsets and the effective leadership styles which have been developed in different parts of the world.

MAN509 Logistics and Inventory Control

The course is based on analysis and designing of domestic and international logistics systems. Topics include transportation, warehousing, inventory control, materials handling and packaging, and plant and warehouse locations. The course may serve as preparation for the American Society of Transportation and Logistics Certification examination in logistics systems management.

Pre-requisite: MAN 304

MAN510 Management Infrastructure

This course is a study of the entire process of management. It gives an insight into the development of managerial skills for effective running of business operations. Along with the in-depth knowledge of the function of management it serves as a basis for understanding the motivation techniques for human resource which is critical for synergies in business.

MAN601 Advanced Research Methodology

This course introduces students to issues involved in developing appropriate research strategies for investigation business and organizational issues and concerns. Extensive literature review, presentation and research article summaries constitute its essential part. Quantitative research techniques are discussed at a higher level and software, such as SPSS, MINITAB and EVIEWS are used to analyze secondary data. The unit is also designed to facilitate the completion of an applied research project.

MAN602 Survey of Current Research Literature in Management

The course provides a review of management research literature under the supervision of PhD faculty. It provides an opportunity to analyze quality research published in different professional journals in the field of Management. The course concentrates on organizational behavior, business policy, human resource management and behavioral sciences.

MANAGEMENT INFORMATION SYSTEMS

MIS001 Introduction to Computers

The course is an overview of computers, understanding the machines, binary (bits and bytes), different goals, different machines and their sizes, history of computers and parts of computers.

MIS102 Computer Concepts

The course provides an overview of computers, understanding the machines, binary (bits and bytes), different goals, different machines and their size, history of computers and parts of computers. Problem solving techniques using computers, flow charting and algorithm design, processing methods and programs, types of computer languages, types of computer software and an introduction to operating systems is also part of the course.

Institute of Business Management

MIS103 Computer Applications I

The course is a study of microcomputer applications software, including operating systems, word processing, presentation graphics, spreadsheet, and implementation of solutions using appropriate applications software.

Pre-requisite: MIS 102

MIS104 Computer Programming and Graphics

This is the first course in computer programming for engineers, involving an extensive development of programming skills required in engineering disciplines, the concepts of source and object programs, compilation, data and program distinction. It provides mathematical and practical knowledge of graphical standards necessary to meet the requirements of today's industrial engineering practices.

MIS106 Computer Applications in Business

The course is a study of microcomputer applications software, including operating systems, word processing, presentation graphics, spreadsheet, and implementation of solution using appropriate application software. The course helps to develop integrated business microcomputer based applications.

MIS201 Computer Applications II

The course helps to develop integrated business microcomputer-based applications. It emphasizes on design principles of transaction processing, management reporting, decision support, and executive support.

Pre-requisite: MIS 103

MIS401 Computer Applications

The course is a study of information technology used in business information systems, including input, processing, storage and retrieval, output hardware and software, including operating systems and management reporting, decision support, and executive support systems. It emphasizes on microcomputer applications software, including operating system, word processing, presentation graphics, spreadsheet, database software, design principles of transaction processing and executive support systems.

MIS402 Computer Concepts and Applications

This course has been designed for students to learn basic concepts of Management Information Systems, components and types of MIS, relationship between information technology and MIS; information about software, their types and application, hardware components of a computer system; devices attached to a computer, use of internet, e-mail and e-commerce.

MIS403 Web Authoring

The course provides an introduction to IIS, internet architecture, creating simple web document, HTML, DHTML, linking web pages together, advanced formatting options, adding images to web document, CGI forms, etc.

Pre-requisite: MIS 401, MIS 402, MKT 301/401

MIS404 Computer Programming Language

The course includes computer cultural impact, its history and uses the essential features of computers and computing systems, problem analysis, development of basic algorithms, introduction to a high level language with general applications, digital computer organization, machine language, instruction execution, addressing techniques, digital representation of data symbolic coding and assembly system, macros, conditional assembly; I/O control subroutine linkage, system and utility programs.

Pre-requisite: MIS 401

MIS405 Visual Basic

The course provides an introduction to Visual Basic, database access objects, maintaining databases using Visdata, input validation rules, creating user interface, error handling using VB, an overview of SQL server, active X data object, security issues, report writing, etc.

Pre-requisite: MIS 404

MIS406 Operations Research

The course focuses on the nature of operations research, formulating problems and objective analysis, types of problems, risk situation, sequential decisions models, linear programming model, graphical method, simplex method, etc.

Pre-requisite: MIS 401

MIS407 Programming in JAVA

Introduction to object oriented methods, fundamental programming structure in JAVA, GUIs, applets, application, script programming, JAVA database connectivity, JAVA beans, etc.

Pre-requisite: MIS 401, MIS 404

MIS408 Web Page Development and Adobe Photoshop

The course includes an introduction to World Wide Web, hypertext and browser; basic HTML and WWW linking web page together; creating simple web documents, advanced formatting options, adding tables to web pages, adding images to web documents; working with URLs, using external media and plug-ins, linked windows and frames; uploading web pages on internet server, CGI and forms, image maps and dynamic documents. Adobe photoshop has been included as one of the web tools regarding text and images to be added in a web page. The software will teach how to add, edit and format text with color combination, etc. Advanced features are included to enhance the student's skills and professional ability.

Pre-requisite: MIS 401

MIS409 Computer Applications and MIS

This course has been designed to teach basic concepts of Management Information Systems, components and types of MIS, relationship between information technology and MIS, information about software, their types and application, hardware components of a computer system; devices attached to a computer and the use of internet, e-mail and e-commerce. Students would also learn about organization, logical design, and methods of computer usage in the area of mathematical science, algorithm development and presentation, number systems, flow of control; basic number codes.

MIS413 Information Technology I & II

The objective of this course is to provide students with adequate knowledge of computer hardware and software; important elements and concepts of information systems; basic principles of computer programming and computer software application. It also gives an insight in the IT Security and controls; focuses on practical experience on performing various general procedures and the use of standard packages.

MIS414 Computer Practical

The course includes Microsoft Windows and Internet, MS-Excel, Microsoft Word, Microsoft Power Point, Microsoft Access, Microsoft Project and Microsoft Outlook / Outlook Express. This practical examination is a comprehensive form of basic computer and internet as per ICAP's requirements.

MIS501 Information Systems Management

The course covers information systems planning techniques, information systems portfolio analysis and management control and auditing techniques related to information systems. In addition, it focuses on organizing and managing international information systems.

Pre-requisite: MIS 103/401

Institute of Business Management

MIS502 Electronic Commerce

The course covers information systems that provide services to multiple organizations linking many buyers and sellers electronically. The topics include telecommunications, electronic data interchange, and doing business on the internet. It emphasizes international information policy issues affecting electronic commerce. Pre-requisite: MIS 103, MIS 201, MIS 401

MIS503 System Analysis and Design

The course focuses on the methodologies and software tools in analyzing business processes. Topics include business re-engineering and information systems cost-benefit concepts; total quality management concepts; systems-building methods, including the system life cycle, prototypes, and end-user development techniques.

Pre-requisite: MIS 103, MIS 201, MIS 401

MIS504 Oracle/ Developer 2000

The course teaches design, implementation and management of relational database systems. The basic topics, such as creation of tables, indexes, constraints (referential integrity), views and querying data and advanced topics, such as rollback segments, parallel processing options and triggers are covered in the course.

Pre-requisite: MIS 103, MIS 201, MIS 401

MIS505 Software Engineering

The course introduces the architectural make up of some well-known operating systems (from micro to mini to mainframe systems). It also introduces different programming techniques using fifth-generation languages such as C++ to visual basic.

Pre-requisite: MIS 103, MIS 201, MIS 401

MIS506 Data Communication and Networking

This course is designed to teach from the very basic to advanced network design methodologies and modern trends in data communications. Design and implementation of windows NT server 4.0 covering topics, such as installation of user accounts, groups, domains and trust relationships, sharing of drives, directories and files are taught. It also covers network protocols, such as NetBeui, IPX/SPX and TCP/IP and communication protocols.

Pre-requisite: MIS 103, MIS 201, MIS 401

MIS507 Relational Database Management Systems

The course includes continuation of data structure covering file structures & databases, random, indexed sequential inverted & multi-list file structures, concept of data models, data security and data integrity, etc.

Pre-requisite: MIS 103, MIS 201, MIS 401

MIS508 Programming in C++

The course includes the basic concepts of object oriented programming, functions, classes, linked list and procedures.

Pre-requisite: MIS 103, MIS 201, MIS 401

MIS509 Software Project Management

The course emphasizes the use of Computer-Aided Software Engineering (CASE) tools and object-oriented design and programming; configuration management and simulated project management; examination of software design issues and techniques. It includes a survey of design representation and a comparison of design methods; planning, scheduling and control of projects including cost estimating techniques; network analysis, time analysis, CPM and PERT, resource allocation, constraining & leveling; review of commercially available software and the use of PC based project management package.

Pre-requisite: MIS 401, MIS 406, MIS 505

MIS510 Object Oriented Systems Analysis and Design Elective

The course introduces an object-oriented and web-based software focusing upon the object model describing classes, their relationships to other objects, and their attributes and operations.

Pre-requisite: MIS 407, MIS 503

MIS511 E-Commerce, Web Design and Graphic Design

The course introduces students to the multi-disciplinary field of electronic commerce; basic e-commerce concepts; a review of relevant internet technologies; LANs, internet, DNS, web browsers, HTML, HTTP, databases, server architectures; commerce workflow models, business models for e-commerce, the value chain, roles and functional architectures; protocol architectures, issues of compatibility portability, transaction processing: database integrity, transaction processing (local key cryptosystem, internet security and security applications for e-commerce (key management, certificate authorities, standards, WWW security, transport and tunnel mode, secure sockets layer, Secure Electronic Transactions (SET), e-Auctions, e-advertising; CRM, supply chain management, internet banking, e-Government and future of e-commerce and technological needs.

MIS521 Record Management

This course particularly caters to the needs of management responsibilities; IT professionals and perspective on some of the unique issues facing the management of IT professionals. Organization Leaders often set the tone and establish the benchmarks for success. In this course, the focus is on developing a successful leadership style that facilitates team-building, collaboration, and a corporate culture that promotes success. Different decision-making techniques will be explored in the context of successful leadership styles.

Pre-requisite: MIS102/MIS401/MIS402

MIS522 Business Information Systems

The course provides strategic views of information systems in modern business as well as the opportunity to examine and build IS solutions. It also provides ample opportunities to gain practical programming skills necessary for successfully developing business applications using modern development technologies and methodologies which constitute the core of this course.

Pre-requisite: MIS102/MIS401/MIS402

MIS523 Decision Systems

The course helps to gain an insight into different decision levels and practical problems of organizations. The course emphasizes the study of decision theory, decision systems development and enabling technologies. The course includes the application and critical evaluation of methods and technologies in the decision-making path in current business scenarios.

Pre-requisite: MIS522

MIS524 Decision Support Systems

This course provides a review of the literature in the area of decision support systems (DSS) and DSS frameworks, the process of decision-making and issues involved in the design, implementation and evaluation of DSS. Additional topics include data mining, user interfaces, knowledge-based DSS, and research directions in DSS; the design and implementation of a DSS prototype.

Pre-requisite: MIS523

MIS525 Enterprise Systems

This course examines enterprise systems from the perspectives of Information systems and operations management. It examines cross-functional integrated computer-based information systems, commonly referred to as Enterprise Resource Planning (ERP) systems, designed to support an organization's information needs and operations. Common business processes, re-engineering/change management, and enterprise reference models are introduced from a holistic perspective. The course considers issues associated with the selection, analysis, design, implementation, and configuration of such enterprise systems. It investigates how such systems implement transaction processing, management information, and decision support across an organization's various business processes. Strategic issues relating to success/failure and human aspects will also be introduced.

Pre-requisite: MIS501

MIS526 Enterprise Resource Planning Systems

This course examines the cross-functional integrated computer-based information systems, commonly referred to as Enterprise Resource Planning (ERP) systems. Systems, common business processes, re-engineering/change management, and enterprise reference models are introduced with a holistic and research-oriented perspective. It focuses on issues associated with the analysis, design, implementation, and configuration of such enterprise systems and investigates topics, such as supply chain, planning and control systems, optimization, scheduling systems, electronic commerce and business information warehousing.

Pre-requisite: MIS525

MIS527 Information Security

The course presents technical arrangements for making information systems more secure. The process starts with defining the proper security requirements that are usually stated as a data security policy. Other topics include: identification and authentication, access control, security kernel, physical security, eavesdropping, hardware security, system software security, encryption techniques, public key infrastructure, security protocols and handling subversive software.

Pre-requisite: MIS506

MIS528 Advanced Information Security

The course addresses concerns regarding confidentiality, privacy and the volatility of information resulting from the use of information technology. It emphasizes such managerial security issues as system security and controls, legal and ethical issues arising from protecting computer files both from a Pakistan and world perspective, disaster recovery and contingency planning and other tools used for protecting information system resources.

Pre-requisite: MIS527

MIS530 Information Systems Research

The course provides an opportunity for a substantive review of research in the discipline of information systems as the essential part. Behavioral, strategic and social issues relating to the design, implementation and impact of information technology applications will also be studied.

Pre-requisite: MIS501, MKT404

MIS532 New Perspectives on Organizations and Information Systems

The course investigates the major issues facing organizations in adopting, implementing and using information systems for competitive advantage. It also provides an opportunity to explore a set of critical issues from both an academic and practical perspective. The topics include strategic information systems, e-commerce, knowledge management, the emergence of the business process, ERP implementation, virtual teams and global IT, IS and developing countries, etc.

Pre-requisite: MIS522, MIS525

MARKETING

MKT301/401 Principles of Marketing

This is an introductory course in marketing. It is aimed to give an insight into the philosophy of marketing in organizations. Through this course students will get an elaboration of marketing concepts which will form a foundation for all marketing related courses.

MKT302/402 Marketing Management

This course is designed to familiarize students with the process of marketing management. It is an application of the marketing concepts to real life situations. Students learn to develop a situational framework for analyzing marketing problems and opportunities and pursue suitable objectives and strategies. It is a practical course based on case studies, incorporates preparation of a comprehensive marketing plan and discussion of contemporary marketing issues through article presentations.

Pre-requisite: MKT 301/401

MKT304 Strategic Marketing

This course develops an understanding of the technique, concepts, approaches and skills in marketing management and strategy planning. It incorporates strategic management techniques developed from models for the corporate environment, campaign marketing for the public-environment and international marketing.

MKT403 Sales Management

This course enlightens students on how organizations sales goals can be met in an effective & efficient manner through planning, staffing, training, leading & controlling organizational resources. The course teaches students to prepare sales plans and forecasting, territory planning, and time management among other topics.

Pre-requisite: MKT 301/401, 302/402

MKT404 Methods in Business Research

The course aims at providing an understanding of the research process application to various segments of business and social life. It is designed to impart methods and techniques of scientific research and report writing. It also aims to develop an attitude of objectivity and scientific thinking.

Pre-requisite: MKT 301/401, 302/402, STA 202/403/404

MKT405 Marketing Research

This course teaches the function that links the consumer, customer, and public to the marketer through information. Students learn methods to collect information, manage and implement the data collection process, analyze, and communicate the findings and their implications.

MKT501 Strategic Marketing and Planning

This course develops an understanding of the techniques, concepts, approaches and skills in marketing management and strategy planning. It incorporates strategic management techniques developed from models for the corporate environment, campaign marketing for the public environment and international marketing.

Pre-requisite: MKT 301/401, 302/402

MKT502 Packaging, Printing and Graphic Design

This course prepares students to make marketing decision based on knowledge of visual/aesthetics and business considerations. It also covers paper proportioning and structural designing using different material vis-à-vis steel, aluminum, plastic, paper, etc and hence translating the brand concept to the final sales package. This module provides an appreciation of the factors affecting style, design, color perception, etc., in packaging.

Pre-requisite: MKT 302/402

Institute of Business Management

MKT504 Advertising

This course helps students to acquire a full understanding of the function of advertising in the marketing process, develop their skills in designing an effective advertising campaign and judging and evaluating the advertising proposals. The course will familiarize them with the process and techniques of advertising production, its budgeting & control process.

Pre-requisite: MKT 302/402

MKT505 Industrial Marketing

The course includes the nature of the industrial market, analysis of customer procurement strategy, product policy, pricing, distribution strategy, sales force management and key account selling strategy.

Pre-requisite: MKT 302/402

MKT506 International Marketing

This course analyzes opportunities, distinctive characteristics, and emerging trends in foreign markets; explores alternative methods and strategies for entering foreign markets; organizational planning and control; and impact of social, cultural, economic and political differences.

Pre-requisite: MKT 302/402

MKT507 Services Marketing

This course provides an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. Students will have the opportunity to work with tools and strategies that address these challenges.

Pre-requisite: MKT 302/402

MKT508 Personal Selling

In this course the students are taught the art of oral communication with potential buyers of a product with the intention of making a sale. Among marketing jobs, more people are employed in selling than any other field, hence this course gives good textbook knowledge to equip the student for such a position in the practical field.

Pre-requisite: MKT 302/402

MKT509 Consumer Behavior

Consumption is so prevalent that we are often unaware of its importance in shaping our lives. This course adopts a psychological approach to consumer behavior and explores the implications for individual consumers and marketers. It deals with the crucial issues of why consumers buy what they buy and how they respond to marketing and advertising influences.

Pre-requisite: MKT 302/402

MKT510 Direct Marketing and Sales Promotion

This course gives an insight into the nature and purpose of direct marketing and how companies can use the various promotional tools to gain a competitive edge. It differentiates the various elements of communication mix and explains where these are used to access targeted consumers. It describes the steps, problems and issues involved in the implementation and execution of a project of direct marketing.

Pre-requisite: MKT 302/402

MKT511 Brand Management

This course considers strategies to build and effectively manage brand equity. It covers the role of brand awareness and image; brand extension principles, integrated marketing communications, and financial and marketing research measures.

Pre-requisite: MKT 302/402

MKT512 Export Marketing

The course offers a guide to the practicalities of entering international markets. The topics includes are international trade and regional comparative advantage, soliciting markets, documentation and financing of exports.

Pre-requisite: MKT 302/402

MKT513 Media Planning

The course prepares the student for the changing media scenario by enabling them to specialize in the handling and effective selection of media. The course elaborates how the advertising budget can be used optimally across various media.

Pre-requisite: MKT 302/402

MKT514 Event Management

Courses on event management are the talk of the town nowadays because of the element of glitz, glamour, flamboyance and style associated with important social and corporate events like marriages, birthday parties, company conferences, seminars, workshops, product launches and a host of other activities. This course teaches the student to plan for such events right from brainstorming to the final execution.

MKT515 Print Media

The objective of the course is to provide specific study of print media for those students who aspire for a career in newspapers, magazines, periodicals and other publications. The course teaches students about process and production of print media, printing technologies, production strategies, thus equipping the students with knowledge and skills to enter the print media industry.

MKT516 Electronic Media

This course prepares students to acquire a full understanding of the function of radio and television in all its modern manifestations, including cable TV. Students will learn how to formulate advertising plans & monitor results taking cognizance of problems, opportunities and regulatory matters.

MKT517 Media Marketing

This course teaches techniques which are used by marketers to sell media as well as methods employed to convince advertisers of how their applications can be used to obtain optimum results. Often this takes the form of presentations to advertisers and could include the preparation of a media plan for each campaign to help clients.

MKT518 Role of Media in World Affairs

This course teaches the students of the importance media as a vehicle for creating an atmosphere conducive to international relations. It teaches the students how the media has undergone significant changes over the years and the power it has on the formation of public opinion and the external environment for marketers and others.

MKT519 Marketing of Financial Services

This course teaches students how financial products- banking and insurance primarily- are marketed. Students are taught through local examples and made to apply marketing concepts to local players in the industry.

Pre-requisite: MKT 301/401, 302/402

MKT520 Merchandising and Sales Promotion

The course aims to touch upon a frequently overlooked facet of marketing; visual marketing and the role it plays in sales promotions. The course will explore the definition and use of visual merchandising with an emphasis on local companies and then move on to the role it plays in sales promotion.

Pre-requisite: MKT 301/401, 302/402

MKT521 Distribution and Channel Management

The battle of consumer products is now fought in the field of distribution. Even the best advertising and communication and positioning strategy will not be capitalizing on the investments made until there are operational executions in the battlefield, i.e., distribution. Hence, this course has been designed to prepare students with a framework as well as operational plan for the execution of a successful distribution strategies related to the local multi-national and national environment, keeping in view the key elements of Pakistani markets.

Pre-requisite: MAN 101/301/401, MKT 301/401, 302/402

MKT522 Introduction to Media in Pakistan

This course comprehensively covers contents like print, electronic, out-of-home media in Pakistan. The course also discusses the Pakistani environment in the context of media laws & ethics, the role it plays in world affairs, and marketing, planning and research processes prevalent in the country.

MKT524 Multimedia and Film Production

The course focuses on aspects of multi-media, video and film production. This course provides the student hands-on knowledge of planning, organizing, directing, controlling and promoting, provided by professionals from the field. The work-like atmosphere enables students to prepare for careers in this area.

MKT525 Advertising and Out-of-Home Media

Out-of-home includes public display media, such as signs, billboards, talking boards located out-of-home, usually near where the audience is and at the point of purchase. This course prepares students to acquire a full understanding of the function of advertising in the marketing process and to develop their skills in designing effective advertising campaigns.

MKT526 Public Relations and Event Management

Public relations is increasingly being recognized as an important business function. Accordingly, this course prepares students to acquire a full understanding of the function of public relations in a complex, social, economic and political environment. This course will also familiarize the students with the processes, tools and techniques required for effective public relations.

Pre-requisite: MKT 302/402

MKT527 Integrated Marketing Communication

The course focuses on how to plan, develop and execute integrated marketing communication programs using the tools of advertising, direct marketing, sales promotion, public relations, special events marketing, online advertising and personal selling.

MKT530 New Product Development

This course educates the student on the whole cycle of launching a new product. It engulfs areas right from conceptualization to research, design, testing, manufacturing and finally at the heart of it- marketing the new product. Segmentation, pricing, profitability, distribution strategies in the light of conjoint portfolio analysis are also included.

MKT531 Retail Management

This course provides a good understanding of the concepts, strategies, and trends associated with a retail operation in the marketplace. It explores the current retail environment and key retail management strategies from managing merchandise and employees to advertising and promotion. The course incorporates environmental, demographic and social issues into the discussion of retail operations.

MKT535 Media Research and Public Opinion

Mass media research introduces graduate students to applied audience research for electronic media. The emphasis will be on Pakistan's media market and students will gain hands on experience with syndicated and custom audience research for print and electronic media. Students will be exposed to various aspects of media audience research including Gallup ratings for TV, radio and cable TV and other music research. Students are expected to become familiar with the Pakistan media market specially in electronic media, based on TV, radio, cable systems and cinema through mass media research based on research process, research approaches, data analysis and research application.

MKT601 Survey of Current Research Literature in Marketing

This course offers a comprehensive review of research materials from professional marketing journals, allows students to carry out their exploratory and research activities. Moreover, it focuses on data analysis, applications of multivariate statistics, and multiple-regression factor analysis to marketing research problems. Considerable time is devoted to multi-attribute preference model in various marketing fields including brand, product, direct, consumer, advertising, sales, and global marketing.

MATHEMATICS

MTH011/012 Business Maths and Statistics I & II

This course will provide an in-depth study of the concepts of statistics and quantitative business tools. The course will mainly emphasize learning quantitative techniques along with their application to economics and business. The topics include inequalities, function notation and inverse, linear, quadratic, polynomial and exponential functions and mathematics of finance.

MTH101 College Algebra

The course is a review of exponents, equations and inequalities, function notation, composition and inverse, linear, quadric, polynomial, exponential and logarithmic functions and their graphs.

MTH102 Pre-Calculus

This course is designed for those students who have not studied mathematics in intermediate or equivalent. It helps students in learning basic mathematical skills like, algebra, factorization, geometry and trigonometry. Introduction to functions and matrices would also be a part of this course. Students who have already passed a mathematics course in intermediate or equivalent are exempted.

MTH103 Calculus for Business Decisions

The aim of the course is to develop the ability to analyze problems logically, recognize when and how a situation may be represented mathematically, identify and interpret relevant factors and, where necessary, select an appropriate mathematical method to solve problems. The course includes the concepts and business application of functions, differential and integral calculus, optimization methodology, transformation and assignment model.

Pre-requisite: MTH 101

Institute of Business Management

MTH104/401 Calculus I

The course covers the functions and graphs, system of linear equations, Cramer's rule, sequences, limits and continuity, differentiation, chain rule, mean value theorem, maxima and minima and integration of simple functions.

MTH105/402 Calculus II

The course includes techniques of integration, areas between curves, continuity of functions of several variables, partial differentiation, differentiation derivations, line integral, multiple integral, calculus of variations, etc.

Pre-requisite: MTH 104/401

MTH201 Discrete Mathematics

The course will cover mathematical fundamentals of computer science and some techniques of discrete mathematics. The topics covered will include: proposition calculus, predicate calculus inference imprecation, recursive functions, sequences and series, inclusion/exclusion, recurrence relations, graphs and trees, Boolean algebras, and ordered sets. The course emphasizes introducing students to formal mathematical notation and proofs and concepts useful in computer science. Other topics include computer related arithmetic, propositional and predicate logic.

MTH202 Engineering Mathematics

The course covers vector algebra, dot & cross product, gradient, divergence & curl, functions limits, derivative, slope & rate of change, techniques of differentiations, higher derivatives, maxima/minima, optimization, integration techniques, matrices, solution of system of equations, fourier series, sequences & their convergence.

MTH204 Linear Algebra

The course is an introduction to abstract vector spaces, the algebra and geometry of R^n , and the abstract theory of vectors spaces. It aims to approach the material through a blend of theoretical ideas, such as vector space axioms and their consequences, and computational methods, such as Gaussian elimination for solving systems of linear equations. Various applications illustrate the main ideas, and lab which reinforces the course material.

Pre-requisite: MTH 105/402

MTH205 Financial Mathematics

Considering the problem of derivatives pricing in finance the necessary tools from probability theory and stochastic processes will be introduced in the course. The first part presents the main objects of interest from finance in the context of discrete models. Discrete probability spaces will be reviewed and fundamental results on Martingale theory will also be discussed including the optimal stopping problem applied to American options. The second part helps to move from discrete to continuous models. The course will include the celebrated Brownian motion and the associated Ito's stochastic calculus. The third part the course will show how to use these tools for pricing various types of derivatives (European, American, Asian, etc.) in the context of continuous models, such as Black-Scholes. The relation with PDEs will be explained and numerical issues will be discussed. Models for interest rates and associated pricing problems will also be presented. In the last part of the course generalizations to stochastic volatility models and calibration issues will be discussed.

Pre-requisite: STA 301

MTH206 Multivariate Analysis

This course is designed to provide an integrated, in-depth, but applied approach to multivariate data analysis and linear statistical models in behavioral science research. The topics will include regression analysis, univariate and multivariate ANOVA and ANCOVA, disarmament analysis, logistic regression, canonical co-relation analysis. Principal components, factor analysis, LISREL models, cluster analysis and multi dimensional scaling will also be covered.

Pre-requisite: MTH 204

MTH207 Stochastic Models and Maths Finance

The course is an introduction to mathematical modeling, analysis, and solution procedures applicable to uncertain (stochastic) production systems, including probability theory and stochastic processes. Applications relating to design and analysis of problems, capacity planning, inventory control, waiting lines, and system reliability and maintainability will also be included in the course.

Pre-requisite: MTH 205

MTH208 Differential Equations and Complex Variables

Differential equation is of fundamental importance in engineering mathematics because many physical laws and relations appear mathematically in the form of such equations. The course of differential equation will give us an understanding of how to transform the given physical situation to its corresponding mathematical model.

Pre-requisite: MTH 202

MTH209/409 Financial Mathematics I

Time value of money, simple interest, compound interest, accumulation function, future value, present value/net present value discount factor, discount rate (rate of discount), convertible mthly, nominal rate effective rate, force of interest, equation of value, annuity-immediate, annuity-due, perpetuity, payable mthly, level payment annuity, arithmetic increasing/decreasing payment annuity, geometric increasing/decreasing payment annuity, term of annuity, loans, principal, interest, term of loan, outstanding balance, final payment (drop payment, balloon payment), amortization sinking fund .

MTH210/410 Financial Mathematics II

Bonds price, redemption value, par value/face value, coupon, coupon rate, term of bond , yield rate callable/non-callable book value, book value accumulation of discount general cash flows and portfolios, yield rate/rate of return, dollar-weighted rate of return/time-weighted rate of return, current value, duration (macaulay and modified), convexity, portfolio, spot rate, forward rate, yield curve, stock price, stock dividend Immunization, cash-flow matching; immunization (including full immunization); redington immunization. The term structure of interest rates, continuous models, stochastic approaches to interest are featured in the course.

MTH211 Actuarial Mathematics

Advanced problems in the mathematical theory of life contingencies; force of mortality, laws of mortality; premiums and reserves for insurance and annuities based on a single life; joint life probabilities, annuities and insurances; multiple-decrement theory; pension fund mathematics are a part of this course.

MTH400 Mathematics for Business

This course is designed for all business students. It will assist students in reaching a level of increased competence in mathematics and expanded understanding of the applications of mathematical concepts in business activities. Emphasis is placed upon learning mathematical concepts through practical application to common business problems.

MTH403 Numerical Computing / Analysis

The course covers errors, calculations and importance in numerical computing; various methods of solution of non-linear equations, Newton's method and condition of convergence, interpolating polynomials, forward differences () Newton's Forward (NF) polynomial, backward differences (), Newton's Backward (NB) polynomial; error analysis, unequal spaced values, inverse interpolation; numerical differentiation, formula for higher derivatives, numerical integration, rectangular rules; trapezoidal rule, simpson's 1/3, 3/8 and 14/15 rule, romberg's approximation, gauss's quadrature, and multiple integrals. MATLAB and a programming language will be used to teach all topics.

Pre-requisite: MTH 105

MTH406 Finite Element Analysis (FEA)

The course includes variation function, interpolation function, one-dimensional finite elements, two-dimensional finite elements; boundary-value problems, variational principles, Galerkin approximation; partial differential equations, initial value problems and numerical integration.

Pre-requisite: MTH 202

MEDIA MANAGEMENT

MMM410 Introduction to Film / Cinema

Such aspects of introduction to film/cinema are learnt in theory and practice as planning, organizing, directing, controlling and promoting, including hands-on training given by professionals in an ideal work-like atmosphere enabling students to excel in careers, jobs or business.

MMM411 Introduction to Radio

The course will focus on the importance of the radio, nature of the medium, broadcast by objectives, target audience, areas / population covered, planning, production and presentation, formats (drama, music, feature, documentaries, investigative reports, interviews, road shows, musical stories, discussions, magazines), computer planning systems, terminologies of broadcasting (OB, Vet, DJ, Dubbing, Cue, Fading), broadcast engineering (kinds of transmitters, frequency spectrum, process of sending and receiving signals, what is AM (MW), FM (SW, LW), copyrights / royalty, legality of broadcasting, ethics of broadcasting, feedback (listeners' participation, surveys).

MMM412 Media Time and Priorities Management

This course aims at providing fresh ideas and insights for media personnel to manage time and priorities in a tough and tedious routine and special conditions by delegating work responsibilities or by skillful multiple tasks adjustments. Time and priorities management are intensively addressed in all media forms relating to radio, TV, newspapers and magazines as well as in advertising, public relations and event management, of course, according to local and indigenous conditions.

MMM414 Introduction to Television

The course will focus on companies and channels...terrestrial, satellite, cable: basic difference and distribution system, areas and audiences covered; videotapes discs and view data, viewing trends; audience information, planning, buying and selling; sponsored programs and campaigns, structure of rate cards/station costs, frequencies of impact, computers in planning, programs and campaigns and human interest programs of interest.

MMM415 Media Sponsorships and Supplements

The objective of this course is to help students how to plan, organize, direct, control and promote sponsorships and supplements for the media in order to generate business. The course emphasizes on advertising and supplements for the print media through building and capitalizing on potential clients and contacts and on the editorial, layout and production side of supplements. Similarly, the dynamics of seeking and coordinating sponsorships for the electronic media, including private TV and FM radio channels, will also be emphasized.

MMM416 Introduction to Web (New Media)

Students are introduced to multidisciplinary field of Electronic Commerce. The course covers basic e-commerce concepts, a review of relevant internet technologies (LANs, Internet, DNS, Web, browsers, HTML, HTTP, databases, server architectures) commerce workflow models (business models for e-commerce, the value chain, roles and functional architectures); protocol architectures, issues of compatibility portability; transaction processing (database integrity, transaction processing (local key cryptosystem; Internet security and security applications for e-commerce (key management, certificate authorities, standards, WWW security, transport and tunnel mode; Secure Sockets Layer, Secure Electronic Transactions (SET), e-auctions, e-advertising, CRM; Supply Chain Management, internet banking, e-government and future of e-commerce and technological trends.

MMM417 Media Programming and Product Development

Students are familiarized with contemporary trends in planning, organizing, directing and controlling programming and product development.

MMM418 Media Planning and Buying

The purpose of media planning is to conceive, analyze and select channels of communication that will direct advertising to the right people in the right place and at the right time. As the media becomes more complex and challenging over the years, media decisions become even more critical and the clients even more demanding. In this new advertising environment media planning and buying have become more complicated due to media options, fragmentation of the audience, cost, increasing complexity in the media buying and increasing competition. This course provides students with a comprehensive study of the subject and they will be able to understand the importance of the elements of media strategy.

MMM419 Media Entrepreneurship

To provide an understanding of the person and the process of creating and growing a new media venture, this course introduces the media entrepreneurial perspective and focuses on all the elements in the entrepreneurial process that are part of creating a new venture. It introduces students to aspects of financing a new media venture through alternative sources of capital. Particular emphasis is laid on managing a new venture during growth, early operations and expansion.

MMM420 Media Brand and Image Management

Brand Management considers strategies to build and effectively manage brand equity. It covers the role of brand awareness and image, brand extension principles, integrated marketing communications, and financial and marketing research measures.

MMM421 Media Sales

This course enables students to acquire pertinent knowledge and information pertaining to concerned clients and customers and the sales strategy of media management at large.

MMM422 Strategic Media Marketing

Strategic Marketing is an understanding of the technique, concepts, approaches and skills in marketing management and strategy planning. It incorporates strategic marketing techniques developed from models for the corporate environment, campaign marketing for the public environment and international marketing.

MMM423 Specialized Communication Skills

The course is designed to train and equip students with specialized verbal and written communication acumen required in efficient and effective information and entertainment dissemination through print and electronic media and advertising and public relations.

MMM424 Media in World Affairs / International Media

The media is an important vehicle for creating an atmosphere conducive to harmonious international relations. Editorial comments, headlines and news giving a particular twist to upcoming conferences, negotiations, etc. have a major impact in forming concerned public opinion. The course covers pertinent aspects, such as media professionals vision and understanding of world affairs, their ability to manage sensitive situations skillfully and congenially and their positive and potential coordination with relevant national and international organizations.

Institute of Business Management

MMM425 Future Concepts and Trends

This course incorporates the contemporary tools and techniques regarding technological and business aspects of the Media Management program comprehensively including print and electronic media as well as advertising and communication and media oriented public affairs and promotional strategies.

MMM426 Crisis and Conflict Management

The fact that conflicts and crises arise in challenging and changing media situations, irrespective of print or electronic media, or all media oriented advertising and public relations, there is a growing need for techniques in crises and conflict management. This course offers an efficient and effective account of the measures or modus operandi devised and adopted to manage conflicting situations.

MMM427 Citizen Journalism

Students are familiarized with such aspects of Citizen Journalism as civic and social issues or problems pertaining to education, health planning, vehicular traffic, public utilities etc. This course does not only identify issues and problems as regards social and civil life but also enables students to devise and apply practical models to address them through media efficiently and effectively.

MMM428 Script Writing

The art of script writing is best learnt through professionals in various fields of print and electronic media in terms of conceiving an idea, developing a plan, devising convincing headlines, scripting the idea and concluding with an exclamation, if not a consensus.

MMM429 Digital Media

Digital Media includes interactive multimedia, digital video and film production, web design, image creation, digital animation, 3D Modeling, digital sound technology, graphic designing, basically pertaining to digital technology as a part and parcel of electronic media.

MMM430 Time, Priorities and Conflict Management

This course aims at providing fresh ideas and insights for media personnel to manage time and priorities in tough and tedious routine and special conditions by delegating work responsibilities or by skillful multiple tasks adjustments. Time and priorities management are intensively addressed in all media forms relating to radio, TV, newspapers and magazines as well as in advertising, public relations and event management, of course, according to local and indigenous conditions.

MMM431 Imaging and Photo Journalism

This course is characterized by quick, easy and workable and affordable ways and means to use the camera traditionally or digitally for the pictorial content which is a part and parcel of journalism. It not only covers the technical aspects of photography and developing and printing but would also comprise the photo library for a reference as and when required.

MMM 433 FM Radio Dynamics

The course will highlight the subject in its various forms and manifestations, including the procedure, paraphernalia and personal involved in setting up an FM Radio Channel. Planning, programming, production, presentation and promotional sides are covered comprehensively indeed.

MEDIA PSYCHOLOGY

MMP401 Introduction to Mass Communication

It provides an overview of the historical and social contexts of mass media. Emphasis is placed on the experience and comparative analysis of various media. The purpose of this course is to introduce students to the various dimensions of the media so they will become competent to carefully consider and criticize mass media content and policy. The course presents the study of media from a social scientific perspective with focus on the role of an ethical journalism professional.

MMP402 Media and Self

This course studies the dynamic relationships between media, culture, and self that render a consumerist world view. Using a critical lens, this course explores research and theory of media's role in sustaining the cultural way of life and its consequences on the individual.

MMP403 Typography

Typography is the art and technique of arranging type, type design, and modifying type glyphs. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

MMP404 Media Writing

Students will gain an 'Analysis & Writing Skills' of media composition, contexts, and intentions using visual and language theories. This course addresses how overall perceptual impact of specific words and images influences our response to the content itself.

MMP405 Media Literacy

Students will learn to critically read media texts, analyze the impact of media and technology on society and culture from the perspective of educators and educational institutions, understand and evaluate the current place of media and technology in the curriculum and design and develop improved curriculum based on theory and research.

MMP406 New Media Rhetoric

This course enables students to study the theories of persuasion and argument as they are used in, and changed by, modern media channels. This course introduces students to new media concepts such as interactivity, information design, usability, navigation, accessibility, non-linearity, motion and presentation design.

MMP407 Electronic and Print Media

This module is to raise student awareness of the medium and, at the same time, sharpen their research skills. This module will introduce aspects of electronic & print media and examine the many applications of these media in different contexts. Students will be given an opportunity to gain a broad understanding of interactive technologies, how the background to electronic & print media has formed our current view of 'the computer as media', and what strategies are needed to conceive and create compelling pieces of interactive media.

MMP408 Media Technology: Sound and Music

The course explores and analyzes how music and sound function in our creation of meaning from mediated messages. Students will explore many areas of music technology including surround sound recording and reproduction, sound synthesis and processing, and the creative combination of these to produce new musical sounds and effects.

MMP409 Capstone Project

In the final capstone project, students create a digital portfolio of written papers and multimedia presentations. One may choose to include a written thesis, a website, a photographic essay, video or film, or a combination of these elements. The portfolio will be reviewed by the faculty instructor at the conclusion of coursework and can serve as a tool for further research or professional practice.

MMP501 Media Technology: Games

This module provides emphasis on 'Gaming and multimedia' which have taken an important place in our society, giving rise to a booming industry with turnovers exceeding the entertainment movie industry and leaps forward in computer software and hardware development. Students will explore new types of games and hardware reaching the market regularly. The value of games as an educational tool is recognized more and more, hence the students would integrate multimedial tools into their everyday life for creating fertile grounds.

Institute of Business Management

MMP502 Adobe Photoshop

This course will enable students to learn graphics editing program developed and published by Adobe Systems. It is the current market leader for commercial bitmap and image manipulation software, and is the flagship product of Adobe Systems. It has been described as “an industry standard for graphics professionals”. Adobe’s 2003 “Creative Suite” rebranding led to Adobe Photoshop 8’s renaming to Adobe Photoshop CS. Thus, Adobe Photoshop CS4 is the 11th major release of Adobe Photoshop.

MMP503 Role of Media in Environment

Media plays the role of facilitator of development, disseminator of information, and being an agent of change. Regarding the issue of environment awareness, media plays a vital role in spreading the true message. Along with bringing it into the hub of debates and discussions, it tries to suggest alternatives to people and policy-makers. First of all, the mere awareness also creates a genuine interest to probe into the exact matter. Thus, environment awareness is one of the important issues which media presents consciously and effectively to say a few things to people.

MMP504 Electronic Broadcasting

This course familiarizes students with the basics of electronic media, which they will build upon through other radio and television broadcasting classes. Students practice using microphones and video systems. They create short clips which they present in class. This electronic broadcasting course is a practical, hands-on course which gives students the opportunity to get their feet wet in electronic media.

MMP505 Contemporary Issues in Media Studies

This course aims to provide students with a critical understanding of the main theoretical approaches in the closely related disciplines of critical media and cultural studies, which are necessary for any study of contemporary media, and are particularly relevant to appreciating the distinctiveness of non-Western media and the problems in their study. The course also aims to familiarize students with the richness and diversity of Asian media production, distribution, reception and commentary, both by introducing contemporary issues addressed by media in different regions and by requiring students to engage in project research on some specific aspect of media discourse in Asia.

MMP506 New Media Technologies: Audio, Video & Multimedia

Production Management, event production, audio/video support, teleprompter services, etc. will be studied by the students. In addition students will specialize in video editing, DVD development, web design & development, remote audio recording, interactive CD-ROM development and interactive game development.

POLICY STUDIES

PLY101 Policy Making in a Globalized World

The course focuses on theory of policy – liberal, socialist and nationalist approaches. The state, the market and the individual in capitalist order; global policy makers – multinational, financiers, multilateral agencies and private sector raters; the surveillance standardization regime, the system pegemon and global policy; policy making in Pakistan, state policy makers; the State Bank; the impact of de-regulation and privatization. Private sector policy makers associations NGO’s, the media and the influence of global policy on national policy making in Pakistan.

PAKISTAN / ISLAMIC STUDIES

PRL301 Pakistan / Islamic Studies

The course covers various movements which led to the creation of the Islamic Republic of Pakistan. The history of Pakistan is discussed with an analysis of the various leaders and their contributions to the development process. The course discusses how different messengers of Allah came to spread His word. It further discusses the need for Islam: its five pillars, the life of the Prophet Muhammad (PBUH), the companions of the Prophet (PBUH), and the several Surahs, Ahadiths, and Ayats.

POLITICAL SCIENCES

PSC301 Pakistan Studies

The course on Pakistan Studies is an in-depth course covering various movements which led to the creation of the Islamic Republic of Pakistan. The history of Pakistan is discussed with an analysis of various leaders and their contributions to the process of national development. It also discusses the two nation theory in detail.

PSC401 Pakistan Studies and Current Affairs

The course is an in-depth study covering the various movements which led to the creation of the Islamic Republic of Pakistan. The history of Pakistan is discussed with an analysis of the various leaders and their contributions to the development process. Issues related to current affairs will also be discussed.

PSYCHOLOGY

PSY400 Introduction to Organizational Psychology

This course examines the psychological aspects of organizational behavior and individual psychological processes and behavior. The topics will include social norms, group and team processes, leadership and power, motivation, job attitudes and satisfaction and organizational change.

PSY401 Psychometric Testing

This course focuses on psychological testing and measurement in industry and organizations. Various tests such as aptitude test, vocational interest test, personality test, attitude test and predictors used in industry and organization will be demonstrated. Practice using, modifying, making psychological tests, including analyzing and reporting results of the psychological tests will also be discussed.

Pre-requisite: PSY 400

PSY402 Counseling Psychology

This course focuses on the basic approaches, principles, and procedures of counseling. Students will be engaged in some directed role playing of counseling techniques as well as prepare a class demonstration based on their personal integration of readings and practice. Research related to counseling as well as issues regarding the nature of the counseling relationship will also be focused.

Pre-requisite: PSY 400

PSY403 Consumer and Advertising Psychology

This course focuses on the type and behavior of consumer, effects of psycho-social factors in decision making, satisfaction, loyalty, attitude, and changing attitude of consumer, ethics and principles of psychology in advertising, media selection, and methods in developing a research study in the area of consumer and advertising psychology.

PSY404 Research Methods in Organizational Psychology

This course builds on the fundamentals of research design and knowledge of basic statistical techniques to provide a broad overview of the major research methods of applied psychological research. Students learn to frame inquiries and problems as research questions. The relative merits and drawbacks of major research methods are explored. This course will help students to understand and critically evaluate research reports. Students will also learn how to carry out the entire research process, starting with identifying the research problem and ending with a thesis or research report.

Institute of Business Management

PSY405 Group Dynamics

This course presents theories of group dynamics and illustrative application to understand personal, marital, political, industrial and professional life. Personal participation by the student in a group interactive process will be emphasized. The course is designed especially to help group leaders understand the complex underlying dynamic forces that influence our behavior in groups.

PSY406 Psychology of Industrial Relations

This course surveys individual behavior in work places, recruitment training and development, grievance procedures, employee counseling, employee efficiency improvement programs, compensation, administration in Pakistan, employee relations with groups and the union, problems and problem solving in labor relations.

PSY407 Personnel Psychology

This course focuses on psychological methods and knowledge applied to the personnel functions of industry. It provides an analysis and discussion of theories and research studies on the following topics: organizational management and development; manpower planning, selection, placement, training, and other important personnel problems.

PSY408 Seminar in Organizational Psychology

This course covers the most recent advances, issues and problems in industrial and organizational psychology through relevant professional journals, technical literature, legislation and judicial decisions, advanced research techniques, and consulting practice in order to prepare students for continued education or applied practice of their field. Students will critique professional journals and review the development of topics in their field.

PSY409 Special Topics in Organizational Psychology

This course provides an in-depth view of important theoretical and methodological issues in various areas of psychology. It is designed to provide students with a comprehensive analysis of a selected contemporary issue (or issues) in psychology.

PSY411 Introduction to Psychology

This course seeks to enhance student knowledge of general principles of psychology, which are applicable to humans everywhere. The individual differences among individuals are of great interest – not only because of the desire to understand individual uniqueness, but also because a complex society demands specialized roles for its complex members. The scientific study of psychology introduces students to topics such as attitude, conditioning, perception, cognition, emotion, motivation, decision-making, intelligence, personality and social behavior.

PSY412 Media Psychology and Social Change

Media psychology applies psychological theory to understanding the way this new media landscape impacts the use, experience, and production of media technologies across all economic sectors. This understanding is relevant to applications and careers in telecommunications, education, entertainment, public policy, law, politics, advertising, healthcare, and education. Students will consider how media research is interpreted and presented to the public, how social media has redefined the way people, businesses, and groups connect, how media technologies can facilitate learning, and the societal implications of continuing technological change.

PSY413 Social Psychology

Social psychology studies the influence of others on an individual's thoughts, emotions and behaviors. This course gives special attention to four recent trends: first, cognition has regained its preeminence in social psychology; second, applications of social psychological knowledge have been implemented, extending the reach of the field. Social psychologists are often called on to make contributions in business, medicine, law, and other fields. Third, the field is now represented in other areas of psychology, such as developmental, clinical, counseling, cognitive, industrial and organizational psychology. Fourth, our national interest in diversity and culture has caused a reexamination of research findings and theory with the intent of identifying those that are universal and those that are culture bound.

PSY414 Psychology of Gender

In this course students will study the psychology of gender from a variety of theoretical perspectives (e.g., positivist-empirical, postmodern), with attention to how both quantitative and qualitative methodologies are used to inform our knowledge. Students will examine the ways in which mainstream psychology is gendered, as well as, various feminist approaches to studying issues of gender in psychology. Because sex and gender do not influence people's behavior in isolation from other socially constructed categories, students will examine the intersection of race/ethnicity, sexual orientation, and social class with gender in our analysis.

PSY415 Culture and Psychology

It is a course designed to inform students about the causes and consequences of stereotyping, prejudice, and discrimination. It focuses on theories and empirical research on these topics. In addition, it has excerpts from popular books, political statements, laws, religious texts, and so forth designed to illustrate how prejudice and discrimination are present in everyday life.

PSY416 Counseling Psychology

This course prepares students to work with individuals, couples, families, and groups in various settings, including community mental health centers, schools, hospitals, and consulting agencies. The objective of this course is to introduce students to the basic principles and techniques of counseling families and individuals. Students will become familiar with the major theoretical paradigms for counseling psychology practice. Each student will be encouraged to begin the search for the psychotherapeutic approach as a professional counselor.

PSY417 Media and Forensic Psychology

Forensic psychology is the intersection between psychology and the criminal justice system. This course involves understanding criminal law in the jurisdictions of media world, in order to be able to interact appropriately with judges, attorneys and other legal professionals. An important aspect of forensic psychology is the ability to testify in court, reformulating psychological findings into the legal language of the courtroom, providing information to legal personnel in a way that can be understood.

PSY418 Psychology of Personality

'Personality' is a broad term applied to the wide traits of people who are employed and managed across the economy. Organizations of any size require additional staff to provide psychological assessment and management of their human resources. It enables students to become proficient in understanding the attitudes, behavior and cognitions of personnel in organizations.

PSY419 Psychological Impact of Film and TV

This course aims to provide students with an understanding of the major themes, topics and theoretical perspectives that constitute film and television studies. Attention will be focused on the producer-text-audience relationships which are central to the understanding of the meanings that are created and the impact of the medium. The course will cover audience and reception analysis, film and television genres and their characteristics, film - television and gender, as well as film - television and ethnicity.

PSY420 Work Psychology

This course covers recent developments, such as self-monitoring and sensation seeking in personality, self-efficacy and social identity in motivation, extra-sensory perception, emotion, knowledge management in learning, investor psychology, trust, virtual teams, upward and lateral leadership, transformational leadership, political skills, virtual organization and other contemporary organizational issues, culture and diversity, business ethics, corporate governance, innovation, models of change, use of technology in selection, mentoring, career development, e-learning, continuous professional development, bullying at work, cognitive strategies to deal with stress, and workplace counseling.

PSY421 Community Psychology

Community psychology draws on interdisciplinary perspectives and approaches to examine social problems and promote the well-being of people in their communities. While the field draws heavily from psychology, it also draws from theory and practice in sociology, community development, ecology, public health, anthropology, cultural and performance studies, public policy, social work, and social justice movements. Through community research and action, community psychologists produce knowledge that can inform social policies, social service work, helping practices, and community change.

PSY422 Psychological Assessment

This is a course that involves the integration of information from multiple sources, such as tests of normal and abnormal personality, tests of ability or intelligence, tests of interests or attitudes, as well as information from personal interviews. Collateral information is also collected about personal, occupational, or medical history, such as from records or from interviews with parents, spouses, teachers, or previous therapists or physicians.

PSY501 Work Motivation and Attitude

The course covers concepts in various theories of motivation, both content and process theories, job satisfaction and its relationship with motives and performance efficiency; applications of theories of motivation to increase performance; problems and solutions of motivation in Pakistani society; research and development of motivational techniques to increase performance efficiency. Critical and in-depth examination of the research evidence for understanding group dynamics and personal, environmental and cultural factors influencing organizational behavior and attitudes are also featured in the course.

PSY502 Career Counseling and Development

This course focuses on the processes of career and academic development, including an emphasis on theories of career education and counseling, culturally different populations, the interface between the individual and the organizational climate and the resources utilized in the career and academic counseling process. The course introduces tools used in career counseling process. The topics include: information about the nature of job market, methods of advising individual and groups implementing career and role of interest, skills, values and personality in the career development process.

PSY503 Organizational Leadership and Strategic Change

This course is designed to enhance skills for facilitating/consulting with organizational leadership in organizational change. Theories and techniques for understanding and facilitating change processes within diverse organizational cultures are discussed and applied.

PSY504 Quality of Work Life

This course focuses on theories and research relating to quality of life at work, application of knowledge in health; safety at work, environment and working motivation; educating managers and employees to enable them to deal with sickness and problems caused by working, and concentrate on their physical and mental health.

PSY505 Psychology of Religion

This course will provide literature on the relationship between religion and psychology. Psychologists consider that there are various ways in which religion may benefit both physical, mental and spiritual health, including encouraging healthy lifestyles, providing social support networks and encouraging an optimistic outlook on life; prayer and meditation to benefit physiological and psychological functioning.

PSY506 Psychology of Attitude Change

Students will learn the possibility of changing someone's attitude via persuasion. Hovland established that attitude change had to be understood as a response to communication. Experimental research was conducted in the following areas as a means of understanding the process of attitude change: target characteristics, source characteristics, message characteristics, and cognitive routes. Students will gain the expertise that the exact nature of a particular message can play a major role in persuading individuals. A lot of time, a consideration of both sides to a case will help someone change their attitude. The person will be presented with data and subsequently motivated to evaluate that data before arriving at a conclusion that necessitates a change of attitude.

PSY507 Cognitive Psychology

Cognitive psychology is a discipline within psychology that investigates the internal mental processes of thought, such as visual processing, memory, thinking, learning, feeling, problem solving, and language. Students will learn to use psychophysical and experimental approaches to understand, diagnose, and solve problems, concerning themselves with the mental processes which mediate between stimulus and response. Cognitive theory contends that solutions to problems take the form of algorithms—rules that are not necessarily understood but promise a solution, or heuristics—rules that are understood but that do not always guarantee solutions.

PSY508 Health Psychology

Health psychology is concerned with understanding how biology, behavior, and social context influence health and illness. The four divisions include clinical health psychology, public health psychology, community health psychology, and critical health psychology. The allied field is occupational health psychology. Students will have practical assignments to gain experience within these areas.

PSY509 Organizational Psychology

This course applies psychology to organizations and the workplace. Students will learn to contribute to an organization's success by improving the performance and well-being of its people. They will conduct research and identify how behavior and attitudes can be improved through hiring practices, training programs, and feedback systems. The course examines the psychological aspects of organizational behavior with emphasis upon the organization which is affected by individual psychological processes and behavior. Areas covered include social norms, group and team processes, leadership and power, motivation, job attitudes and satisfaction, and organizational change.

PSY510 Contemporary Issues in Psychology

This course will introduce students to a variety of contemporary topics in psychology. Topics vary from year to year, but would typically include: evolutionary psychology; comparative psychology; polylingualism; brain imaging; and gender differences. Assignments will enable students to gain hands on experience.

PSY511 Psychological Impact of Internet & Mobile Technology

The increasingly widespread use of text-messaging has led to the questioning of the social and psychological effects of this novel communication medium. The fact that internet can help some people develop relationships is drawn upon and taken a step further by exploring the differences between those who prefer texting ('Texters') and those who prefer talking on their mobiles ('Talkers'). Students will gain insight that there is something special about texting that allows some people to translate their loneliness and/or social anxiety into productive relationships while for others the mobile does not afford the same effect.

RELIGIOUS STUDIES

REL101 Islamic Studies

The course begins with a discussion of how different messengers of Allah came to spread His word. It discusses the need for Islam, the five pillars, the life of the Prophet Muhammad (PBUH), the companions of the Prophet (PBUH), several Surahs, Ahadiths, and Ayats.

SUPPLY CHAIN AND LOGISTICS MANAGEMENT

SCM501 Supply Chain Management

In the challenging environment the companies strive to identify their competitive edge, so the application of supply chain concepts will continue to exert greater influence on overall business success. This module covers a wide range of topics in supply chain strategies, design, planning, operations and development. Pre-requisite: MAN 101/401

SCM502 ERP Systems Design and Implementation

This course provides a technical overview of enterprise planning systems and their impact on organizations. Selected software solutions are introduced to illustrate the concepts, fundamentals, general information technology context and integration of business enterprise applications. Case studies will be used to discuss various stages of implementing ERP solutions.

SCM503 Strategic Supply Chain Management

This course covers a wide range of Supply Chain Management activities including formation and management of strategic alliances, buyer selections and management, negotiations, global sourcing, ethics in contracting situations and applications of information technology in SCM. Pre-requisite: MAN 101/401

SCM504 Procurement and Inventory Management

The synchronization of supply with demand in order to provide customer value has to be designed, controlled and improved. In supply chain management these activities have to be coordinated along different stages in different enterprises. This module deals with understanding and overcoming the problems arising in those multistage inventory systems using case studies.

SCM505 Storage and Warehouse Techniques

In order to operate, optimize or understand warehouse systems, a sound knowledge about the various technical realizations of warehouse functions is essential. This module provides an overview of various in-house transporting and storage systems and indicates the preferred areas of usage. Case studies will be used as modus operandi in the course.

SCM506 Transportation Techniques and Management

The module aims to give an understanding of the basic techniques used in transportation. All major techniques in the fields of road-traffic, air traffic, railroad and navy are discussed. Transport chains using freight-villages, intermodal transports, combined transport-chains as location planning, design and organization of dispatch departments, supply-chain-management tracking- and- tracing are investigated using the case study approach.

SOCIAL SCIENCES

SSC101/402 Introduction to Psychology

Its subject matter includes human development, memory cognition, perception and psychopathology. The course explores the field of psychology, teaches to learn about oneself, the mind and the science of psychology.

SSC102 Sindh History Cultures

The course provides history of the Indus valley civilization, the Arabs in Sindh, Sindhi dynasties, Sindhi literature and the contribution of the Sufi movement. It focuses on the art and architecture of Sindh, the impact of migration on Sindhi art and culture, cultural movements in Sindh.

SSC103 Business Ethics and Corporate Governance

This course entails an understanding of the general principles of ethical conduct. It studies the relationship of what is good and right for businesses. This course shall proceed to place modern business practices in their historical context. The ethical attitude of ancient, medieval, modern and postmodern communities would be contrasted and the nature of modern business practices.

SSC201 Policy Studies

The Liberal, Marxist and Weberian approaches to policy making. The market and the state, bureaucracy and administration regulatory systems. Non-state sources of policy conception and implementation corporations, association, NGOs policy making and implementation processes in Pakistan.

SSC202 Environmental Studies

This course covers the national, state and the global market. Global regulatory systems with special reference to finance, international law and international policy. The role of international organizations, UN security organization, the IMF, FSF, WTO and the development agencies (World Bank and ADB).

SSC301 History of Ideas

The course has been divided into different sections, e.g., man, theory of knowledge, ethics, politics, religion and science. The course will logically discuss the most representative ideas related to each section and attempt to put them together into an overall picture of man and his relation to the world.

SSC401 Business Ethics

This course entails an understanding of the general principles of ethical conduct. It studies the relationship of what is good and right for businesses. This course proceeds to place modern business practices in their historical context. The ethical attitude of ancient, medieval, modern and postmodern communities would be contrasted and the nature of modern business practices.

SSC403 Social Psychology

This course focuses on human behavior in its social context to reveal how one's feelings and actions can be influenced by other people. The topics include processes of human interaction and the social influences of family, membership groups, mass media, and socioeconomic class on individuals and groups. The course is based on the basic concepts, theoretical and research perspectives on social processes. Students examine the selected forms of social reaction patterns.

SSC405 Business Ethics & Financial Responsibility

The course examines ethical issues in the context of business theory and practice. In the process of exploring these issues and raising questions, students draw on a wide body of literature including the humanities, management theory, and the social sciences.

SSC406 Psychology and Learning

The course examines major theories of learning with relevance to instrumental and classical (Pavlovian) conditioning, cognitive learning processes, motivation, affect, and memory. The students will explore relevant research on traditional and contemporary issues in learning, with an emphasis on human learning from both behavioral and cognitive perspectives.

SSC501 Epistemology and Moral Philosophy

This course will examine the basic questions and principles of moral reasoning. Among the issues to be considered: What makes an action moral? Does might make right? Do moral judgments admit of exceptions? Is pleasure a relevant factor in deciding what to do? Does moral reasoning rest on a grand mistake?

STATISTICS

STA101/102 Quantitative Methods I & II

The objective of the course is to train students in the use of quantitative techniques in business and finance. The students are required to gain thorough theoretical knowledge of the subject and understanding of the application of such knowledge.

STA103 Sampling and Probability Theory

The course highlights the basis concepts of statistics, sample space, events, classical and axiomatic definition of probability, conditional probability and Bayes' theorem, binomial, Poisson, normal distribution and moment generating functions.

STA201/401 Quantitative Business Analysis

This course will provide an in-depth study of the concepts of statistics and quantitative business tools. The emphasis will mainly be on learning quantitative techniques along with their applications to economics and business. The topics include inequalities, function notation and inverses, linear, quadratic, polynomial and exponential functions and mathematics of finance.

Pre-requisite: MTH 103

STA202 Quantitative Skills and Managerial Statistics

The course introduces the use of statistical method to proceed beyond the collected data into the area of decision making through statistical analysis. It provides an in-depth introduction to probability, sampling theory and sampling distribution, estimation of parameters, hypothesis testing, analysis of variance, decision theory and quality control charts.

Pre-requisite: STA 201/401

STA203 Probability Theory and Statistics

The course includes the basic concepts of statistics, sample space, events, classical and axiomatic definition of probability, conditional probability and Bayes' theorem, binomial, Poisson and normal distribution, moment generating functions, etc.

STA204 Industrial Applications of Statistics

The course teaches an applied approach to statistical quality control utilizing theoretical tools acquired in other mathematics-statistics courses. It emphasizes on understanding and applying statistical analysis methods in real-world situations in engineering.

STA210 Sampling Theory

The purpose of this course is to provide students with theoretical background in survey sampling. The course will expose students to a wide range of sample designs and estimation techniques used in practice, including simple random sampling, sampling with unequal probabilities, stratification, single-stage and multi-stage cluster samples, ratio and regression estimators, variance estimation in complex surveys, introduction to model-assisted estimation, calibration and estimating equations approach.

STA301/402 Model and Inferences

Statistical models and random samples, informal methods of checking models, estimation and prediction, methods of maximum likelihood and least squares and their applications within the frame-work of programming are taught in this course. Regression, analysis of variance and hypothesis testing; data and regression analysis using MiniTab will also be included.

Pre-requisite: MTH 201, STA 203, STA 302

STA302 Methods of Data Analysis

The course is an introduction to the use of computers as a powerful tool in data analysis. Topics will include statistical graphics, advanced regression techniques, curve fitting and smoothing, generalized additive models, CART, multivariate techniques, cross-validation and the bootstrap. Additional topics may include survival analysis, simulation methods and neural networks.

Pre-requisite: STA 203

STA303 Time Series Analysis and Forecasting

The course serves as an introduction to the use of statistical methods for analyzing and forecasting data observed over time. The topics include; trigonometric regression, periodogram/spectral analysis, smoothing autoregressive moving average models regression with auto correlated errors, linear filters and bivariate spectral analysis. Stress on methods and applications, software implementations are extensively used in assignments.

Pre-requisite: STA 302

STA305 Applied Regression Analysis

Linear regression and correlation; maximum likelihood and least square estimators and their properties. nonlinear regression models; generalized linear regression models; introduction to time series; time series model building and forecasting with focus on data of interest to actuaries are features of this course.

STA307 Decision Theory

Common sampling models in business and economic problems, information from data, likelihood function of parameters, choices of models, Bayes' Theorem, subjective basis for probability, sequential nature of Bayesian inference, prior and posterior distributions of parameters in binomial, Poisson, exponential and normal populations, comparison of two normal distributions, predictive distributions, decision theory, utility, risk aversion, extensive form of analysis, two-action problems, point estimation, best population problems, economics of sampling. Dependence of observations in economic and business data, trend, moving averages, autoregressive series, non-stationary models and their applications, Bayesian estimation of parameters, adaptive forecasting, control theory, elements of difference calculus, dynamics, models for inventory control are features of this course.

STA309 Loss Models

Definition and selection of probability distributions appropriate for insurance data that are heavily tailed and skewed, estimation of parameters of probability distributions appropriate for insurance data that are heavy tailed and skewed, such as Exponential, Gamma, Gumbel, Weibull, and extreme-value distributions, assessment of credibility of data for ratemaking are taught in this course.

STA311 Operations Research & Management

The course will include, deterministic models, stochastic models, simulation, independent study, simulation theory, simulation modeling and languages, mathematical programming, seminar, special project and thesis.

STA403 Statistics and Mathematics

The course introduces the use of statistical & mathematical methods to proceed beyond the collected data in the area of decision-making. The course includes frequency distribution, measures of central location, measures of dispersion, linear equation, quadratic, exponential & logarithmic function, mathematics of finance, matrix algebra differentiation & optimization. A systematic exposure to the statistical analysis of business situations covering descriptive statistics will also be provided.

STA404 Statistical Inference

The course concentrates on the application of statistical techniques to the analysis of data and estimation procedures. The topics include counting techniques, probability & its distributions, sampling, estimation of parameters, testing of hypothesis & analysis of variances, regression & correlation.

Pre-requisite: STA 403

STA405 Simulation and Modeling

The course includes various types of models, properties of linear models, model building techniques, the black box approach, random number generation and testing, transformation; test of randomness, parameter estimation, least mean square, bootstrap, jackknifing, re-sampling procedures, query models and applications using MINITAB, SIMULA.

Pre-requisite: STA 203 CSC 306 / CSC 409

STA406 Statistical Methods in Social Sciences

This course includes an overview of quantitative methods, basic concepts in descriptive and inferential statistics. It emphasizes on the development of critical thinking skills and the methodological tools necessary for functioning as an Industrial Organizational Psychologist in applied settings. The focus is on non-parametric and parametric statistical procedures including when and how to use each quantitative method including choice of the most appropriate research method and strategies to address common problems encountered and using computer programs for data analysis.

TELECOMMUNICATION MANAGEMENT

TCM201 Electromagnetic Theory

Time-varying fields, transmission line, wave propagation through wave guides and antenna theory, basic vector operations, coordinate systems and their transformation, surface and volume integral of symmetrical objects, force fields exerted by point charge and generalize to charged line, surface and other objects, electric flux density, Gauss's law and its application, energy and potential of a fields, conductors, dielectrics and capacitance. Introduction to Poisson's and Laplace's equation, the steady magnetic fields, Biot-Savart law, Ampere's circuital law, magnetic flux and flux density are a part of the course.

TCM203 Amplifiers and Oscillators

The student will become capable of assembling and analyzing analog circuits. Topics include: FET characteristics and circuits, differential amplifiers, integrated circuit fabrication, negative and positive feedback, operational amplifier characteristics, analysis of common operational amplifier circuits, Class B power amplifiers, power supply characteristics, and circuits using discrete and integrated circuit technology.

TCM204 Signals and Systems

Linear system theory, signals, types of signals, transformations of independent variable, signal properties, exponential signals, impulse and step functions, systems, input-output models of system, properties of system, linear time-invariant system, time domain analysis of linear systems, properties of LTI system, LTI analysis of linear differential equations, complex exponential inputs to LTI system, frequency analysis, orthogonal transforms, continuous time fourier series(CTFS), continuous time fourier transform(CTFT), discrete Fourier transform(DFT), discrete time Fourier transform(DTFT), sampling and reconstruction, overview of sampling systems, sampling, reconstruction, the Z-transform, definition of Z-transform, region of convergence, Inverse z-transform, properties of z-transform and Inverse z-transform, left and right hand signals, stable and unstable signals, causal and anti-causal signals, analysis of discrete time systems, FIR and IIR systems, stability analysis are taught in the course.

TCM205 Control Systems

Classification of open and closed loop control, advantages and disadvantages, effects of feedback, servomechanism, systems model and characterization, block diagrams and canonical form., control systems from telecom applications such as satellite tracking, LNAV/VNAV in aviation, flight control system, heading tracking, signal flow graphs, DE and laplace transforms, transfer function, poles and zeros, time domain analysis, steady state error using static error coefficient method, dynamic error constant method, feedback characteristics of control systems, and sensitivity of control systems, basic action of controllers (proportional, integral, PI and PID controllers), stability assessment (Routh, Bode, Nyquist, Nicholes chart), compensation and compensators design for telecommunications applications and state space are featured in the course.

TCM206 Analog Communication

Types of electronic communication, modulation and multiplexing, the electromagnetic spectrum, bandwidth, gain, attenuation, and decibels, tuned circuits, filters, noise, baseband and pass band signals, frequency spectra of non sinusoidal signals, analog vs digital communication, AM concepts, modulation index and percentage modulation, sideband and frequency domain, AM powers, single sideband modulation, basic principles of AM, FM. AM, FM and phase modulators. FDM, TDM and duplexing, antenna principles, microwave concepts, satellite communication and optical communication principles are a part of this course.

TCM301 Digital Communication

Significance of digital communication, base band modulation, analogue-to-digital conversion, sampling theory and applications, quantization and its types (Uniform-nonuniform), pulse code modulation (PCM), differential PCM, delta modulation, adaptive differential PCM (ADPCM), inter symbol Interference, equalization, synchronization, basic detection theory and optimum receiver design, multiplexing, TDM, FDM, T1 systems and hierarchy, E1 systems hierarchy, digital modulation techniques, amplitude shift keying (ASK), frequency shift keying (FSK) and phase shift keying (PSK, DPSK, DEPSK, QPSK), differential encoding and M-Ary signaling, performance of binary and M-Ary signaling, performance comparisons of modulation schemes, forward error correction codes (FEC) and basic concepts of information and coding are taught in this course.

TCM302 Antenna and Microwave Engineering

Various definitions, parameters, radiation, comparison between antenna and transmission lines. Power patterns, radiation, pattern of arbitrary shape, gain, field and phase pattern. Arrays of two isotropic point sources, pattern multiplication, arrays of N-isotropic point sources of equal amplitude and spacing broadside vs. end fire array, pattern determination of linear arrays, Schelkunoff theorem for linear arrays, Dolph-tchebyscheff distribution for linear arrays, short electric dipole, field components, resistance, radiation pattern and thin linear antenna. Small loop, short magnetic dipole, loop antennas, field pattern and its resistance. Helical geometry, transmission, and wide band characteristic of helical antenna, horizontal and vertical antennas above a ground plane, arrays with parasitic elements, scanning arrays, retro arrays, adaptive arrays and smart antennas, long wire antennas, and folded dipole antennas, slot antennas, its patterns, babinets principles and complementary antennas, impedance of slot antennas, various types of horn antennas, dielectric, reflector lens antennas, broadband antennas, log periodic, yagi-uda, corner log periodic array are featured in this course.

TCM303 Transmission & Switching Systems

Transmission systems including PDH and SDH, synchronization, routing techniques, line encoding techniques. Telecommunication networks, PSTN, PLMN, PABX, exchange hierarchies, digital exchanges, routers, bridges, switches, hubs, gateways and signaling systems are taught in the course.

TCM304 Optical Fiber Communications

The aim of this course is to understand the optical fibre communication technology and networks & their applications in telecommunication industry. The main objectives of this module is to understand the photonic circuits, functionality and principles of optical devices. Another objective of this module is to learn the present and emerging optical technologies and techniques like SDH, SONET and WDM

TCM305 Telecommunication Regulations & Policy

This course is designed to provide an introduction to the key issues, developments and trends within the telecommunications sector. Policies and regulations within telecommunications have to be able to address a dynamic and rapidly changing environment. Exponentially developing technologies that spawn new services and applications, coupled with regulatory reforms, changing legal frameworks and the emergence of new markets have given rise to increased demands for training and skill development. The course content covers telecommunications systems, technologies and markets, international trends driving telecommunications reforms, laws, regulations, governance and institutional framework; prices and tariffs regulations, licensing and monitoring, scarce resource monitoring and other international laws of using resources.

TCM306 Wireless and Mobile Communications

The aim of this module is to understand the fundamentals of wireless and mobile communications & the use of wireless technology in the telecom industry. The main objectives of this module are to understand the design of basic wireless channel models, functionality of wireless systems and the know how of cellular mobile technologies in telecommunications. Another objective of this module is to learn the latest and future mobile and wireless technologies and their applications in everyday life.

TCM401 Introduction to Technology Management

Surveys the history and recent developments of technology management in the corporate and government environments. Major aspects of domestic and international technology management are discussed. Information technology management is the focus of this course. Other topics include project and system management, computer information systems, telecommunications management, distribution, marketing, logistics, manufacturing and aspects of international technology management.

TCM402 Introduction to Teletraffic Engineering

Focuses on the application of telecommunication traffic. The course is centered over the basic concepts of the telecommunication traffic and its use. Teletraffic involves the various telecom traffic models, their controls, traffic prediction and plan. It covers the simulation of traffic models, various queuing disciplines and optimization techniques.

TCM403 Global Communications: Industry and Policy

Focuses on understanding how the changing structures of telecommunications in North America, South America, Europe, Asia/Pacific and Japan, and how global decisions affect local actions. The course explores current and merging issues in global telecommunications including deregulation, transition to new business models and affordable access to technology. The students will learn how some of the most powerful global regulatory bodies create and establish legal and regulatory policy, and how their actions affect business and consumers.

TCM404 Management of Telecommunication

Focuses on the growing integration of the professional, organizational and industry aspects of telecommunications. The course emphasizes on value-added research and analysis, consultative and entrepreneurial skills of the telecommunications professional and explores the business value of telecommunications technology in organizations. It also provides an introduction to industry products and services, technology and regulation.

TCM405 Optical Communication Network

Introduces basic fiber optical technologies. The major components of a fiber communications link, including splices, connectors, optical sources, detectors, optical amplifiers, splitters and modulators are covered. Optical switching systems and technologies will be studied in detail as well as some fiber based standards and networks such as FDDI, SONET.

TCM406 Network Design

Explores advanced network design and optimization of switching systems and networks. It focuses on issues and challenges of network capacity, cost and bandwidth tradeoffs, traffic volumes, and peak traffic considerations applied to different business requirements. It also discusses considerations of network design for businesses in regional, national and global communications contexts and features a case study design approach.

TCM407 Broadband Communications

Review of basic digital hardware and the structure of digital computer and the digital switching networks. Topics include voice digitization, line coding, time division multiplexing, basic digital modulation formats, network control and synchronization, digital technologies and switching systems for high-speed data and voice networks in examples of T1/T3, ATM, SONET/SDH, B-ISDN, PBX, ACD and LANs. Different types of media, such as fiber optics, cable and wire, cellular as well as local and long distance switching systems are also covered.

TCM408 Advanced Mobile and Wireless Communications

Focuses on key technologies used in mobile and wireless communications, including cellular NGSM, TDMA, CDMA paging, PCS and infrared. It emphasizes on key service providers, design of wireless data and voice communications systems, security, and advances in mobile and wireless technology; addresses growth of PDAs and other mobile devices, and their impact on enterprise networks and features a case study approach on the application of these technologies.

TCM409 Customer Service and Call Center Technologies

Focuses on customer service and call centers as the contact point between a customer and a company's products and services; Emphasizes on critical call center technologies, including Computer Telephony Integration (CTI), workflow software, ACD and PBX systems, messaging systems (voice and email) and knowledge management systems. Students will learn how to implement customer service applications, such as help desk, customer support and field service.

TCM410 Management of Network Security

Defines network security in the context of networks, information and computer systems. This course identifies threats and vulnerabilities; major aspects of encryption, digital signatures and other authentication procedures are covered. LAN, Wireless and other aspects of network security are reviewed with discussions focusing on firewalls, VPN, and ISO17700 compliance. Strong emphasis is placed on analysis, monitoring and evaluation of network security. Intrusion and detection strategies are reviewed. An in-depth overview of vendors and other security resources is covered.

TCM411 Telecommunication Marketing

Telecommunication Marketing is one of the courses being offered the MBA in Telecommunication Management program. Topics in this course include the nature of the telecommunication market, analysis of customer procurement strategy, product policy, pricing, distribution strategy, sales force management and key account selling strategies.

TCM501 Management of Telecommunication Regulatory System

Introduction to graduate level study of telecommunications law and policy and its intersection with economics and technology. Fundamental principles and theories of telecommunications law, policy and policy-making. and methodological approaches are covered.

TCM502 The Future of Emerging Technologies

Focuses on emerging technologies and the use of scenario planning as a comprehensive tool to explore the trends and factors impacting technical decisions for business, industry and other organizations. It explores emerging technologies, e.g., biotech, Micromechanical Electrical Systems (MEMS), nanotechnologies, etc. and their potential effect on established systems and technologies. Emphasis is on applying scenario planning tools and techniques as a way to develop and respond to evolving industry scenarios.

TCM503 Electronic Business, System and Technologies

Provides a high-level overview of the e-business industry with a focus on both business-to-business and business-to-consumer electronic commerce. Discussion of e-government issues will also be covered. Topics include framing the electronic commerce market opportunity, the evolution from simple e-commerce to comprehensive e-business, exploring various business models, identifying key elements of branding and the customer interface, implementation, analytics and industry trends. It examines the fine balance between creating a personalized user experience and maintaining a customer's privacy.

TCM504 Management of Physical Security Technology and Systems

Emphasizes the securing and protection of physical assets with concentration on communications and computing facilities, including computers, servers, etc. Consideration will also be placed on securing key personnel when they are off site. Focus is also placed on processes and procedures that minimize business disruption while insuring site(s) and asset protection.

TCM505 Telecommunication Business Continuity Process and Crisis Management

Emphasizes the development of protocols and procedures designed to minimize business and enterprise risks associated with disasters and other major disruptions to ensure the rapid recovery of critical business functions. Focus is placed on planning and plan maintenance; business impact analysis identifying critical business processes and systems; and development of alternative operating or recovery procedures. Additionally, considerations for virtual continuity and collaboration with intercom any business-continuity planning teams will be covered.

TCM506 Telecommunication Business Process

Focuses on the dramatic transformation of business and organizational models realized through the convergence of communications and computers via the Internet and web, and other networks. Emphasis is placed on the global considerations an enterprise an organization must hold as policies, systems and technologies evaluated for the enterprise or organization. This core MSEBST program course will discuss and analyze relevant case studies.

TCM507 Optimization of Telecommunication Systems

Application of economic principles to policy and strategy issues in the print, online, broadcasting, multi-channel, home video, and motion picture industries, the production, distribution, and pricing of information products and services; intellectual property and new technologies; information networks and compatibility, policy and strategy applications are covered in this course.

TCM508 Managing Telecommunication in Media Application

Examines the information processing of mediated messages and theories underlying memory, attention, and cognition. Advanced analysis of cognitive psychology and emotion theory as they apply to the study of media, case studies in marketing and competitive strategies of media and telecommunications firms. Effects of technological change on industry structure and strategy are covered in this course.

TCM509 Internet Telephony

Focuses on different media and technologies used to deliver integrated data/voice communications, including integrated data/voice switching, voice-over IP and IP Telephony. It discusses current and emerging standards in the industry. Emphasises on the selection, design and implementation of integrated data/voice applications throughout the enterprise is a feature of this course.

TCM510 Managing the Creative Process

Examination of the business side of video production with emphasis on the role of the producer and/or production manager, including production team organization, schedules, budgets, contracts, markets and intellectual property are the course features.

TCM515 Multimedia Communication

This course introduces technologies for multimedia communications. It will address how to efficiently represent multimedia data, including video, image, and audio, and how to deliver them over a variety of networks. In the coding aspect, state-of-the-art compression technologies will be presented. Emphasis will be given to a number of standards, including H.26x, MPEG, and JPEG. In the networking aspect, special considerations for sending multimedia over ATM, wireless, and IP networks, such as error resilience and quality of service, will be discussed. The H.32x series, standards for audiovisual communication systems in various network environments, will be described. Current research results in multimedia communications will be reviewed through student seminars in the last weeks of the course.

TCM516 Error Control coding

Channel coding, cyclic codes, encoding by polynomial, multiple error correction, finite field arithmetic, BCH codes, reed Solomon codes, performance calculation of block codes, multistage coding, iterative decoding, the soft-output Viterbi Algorithm are taught in the course.

TCM517 Multimedia Systems

Multimedia data has become an indispensable part of our daily life and modern research projects. In this course, students will be introduced to principles and current technologies of multimedia systems, multimedia standards, and gain hands-on experience in this area. Issues in effectively representing, processing, and retrieving multimedia data, such as sound and music, graphics, image and video will be addressed.

TCM518 Video and Channel Coding

The course contains video basics, what is video? Recording and playback and history of video, analog video, the video image, formats and standards, composite and component video, digital video, comparing digital and analog video, compression, formats and standards, encoding and streaming, video codecs, MPEG, streaming video, video products, cameras and recorders, video networks and cisco video products.

TCM519 Speech Coding

This course will throw light upon the topics, such as models for speech production: the human vocal tract, linear prediction used for vocal tract parameter estimation, parameters for the male/female, and child voice, models for speech perception: the human ear, frequency analysis and pitch perception, intensity discrimination, time/frequency masking, sound localization and auditory perception, the interaction between visual and auditory information, speech coding and recognition, etc., are features of this course.

TCM520 Network Security and Cryptography

This course focuses on algorithms and protocols for secure network communication. Topics include cryptographic algorithms (DES, Diffie-Hellman, RSA), authentication, key management, secure networking, certification, trust management, and secure electronic.

TCM521 Voice Over Internet protocol

The objective of this course is to provide a technical and practical overview of Voice over IP (VoIP). The course identifies the main elements of the technology and presents them in an accessible format. At the end of the course students will be conversant with VoIP technology and understand the role of VoIP in their customer's company and marketplace.

TCM522 Information Theory and Coding

The topics covered include basic concepts of information theory—entropy, mutual information, channel capacity, information rate, Shannon’s noiseless coding theorem and Shannon’s fundamental coding theorem; modeling of information sources—zero-memory and Markov models; modeling of information channels—BSC and BEC channels, additively of information and cascaded channels; construction of compact source codes—Kraft inequality, compact codes, Huffman and LZW compression codes; and analysis and design of error-control channel codes—Hamming distance, binary linear codes and the parity-check matrix, Hamming codes, checksum codes, cyclic codes and the generator polynomial and CRC codes

TCM523 Wireless Adhoc Networks

Introduction, foundations of wireless communication, wireless channels, modulations, WPANs, WLANs, and MAC Layers, wireless protocols, mobile IP, wireless routing, wireless TCP, source coding, QoS, introduction to wireless sensors networks, data dissemination and network security are covered in this course.

TCM524 Broadband Communication

This course covers various systems that transmit data including, multimedia data at high speed networks and networks, ATM, T1/E1 circuits, multiplexing of T1/E1 standards, optical channels, cable systems, satellite transmission and broadband issues, ISDN, and its variants. High speed multimedia communications systems.

TCM525 Mobile and Pervasive Computing

This course will cover the topics, such as introduction to wireless communication systems, evolution of mobile radio communications, infra-red systems, paging systems, cordless telephone systems, cellular telephone systems and wireless LANs. In addition, it includes analog and digital transmission, channel capacity, transmission and multiplexing, communication networks, antenna and wave propagation, spread spectrum, satellite communication, cellular wireless networks, mobile radio propagation model, wireless systems and standards, cordless systems and wireless local loop and wireless LAN technologies are also covered.

TCM526 Next Generation Networks

This course provides students the opportunity to research and report on near term “Next Generation Networks”. The course consists of discussions on one type of Next Generation Network followed by each student researching two additional Next Generation Network types. A case study approach will be utilized.

TCM527 Satellite Communication

The students in this course will be exposed to historical background of satellite communication, uplink and downlink frequencies, synchronous satellite, international regulations and frequency coordination, frequency allocation and band spectrum, general and technical characteristics of satellite communication signals, advantage and disadvantages of satellite communication, active and passive satellites. In addition to this, the course covers orbits and launching methods, radio wave propagation, atmospheric losses, rain attenuation, the space segment, altitude control, station keeping, thermal control, transponders and antenna, earth segments and the space link, inter connect and technical regulation and compliance approval of CPE and convergence are also features of the course.

TOURIST SERVICES MANAGEMENT

TSM101 Introduction to Cultural Studies

The course includes theoretical approaches to cultural studies – Modernist, Post Modernist, Marxist, culture, society and politics. (Adorned, Giddens, Eagleton, Foucault), cultural forms and structures, literature, music, architecture, a global culture or multiculturalism in Pakistan, historic heritage (special emphasis on Moenjodaro and Gandhara). Islamic culture (special emphasis on Sufism), post independence cultural development (special emphasize on literature in Urdu, Sindhi and English) and the impact of globalized cultural on Pakistan – a case study of the Feminist movement in Pakistan are taught in this course.

TSM102 Tourist Services and Hospitality Management

The course includes social Anthropology: aims and scope of social anthropology, the evaluation and development of human societies, major theories of social development (with special emphasize on Ibn-e-Khaldun, Max and Weber) anthropology of South Asia, symbols, communication and culture, human ecology (including behavioral genetics) race and ethnicity techno science as a cultural artifact and an introduction to present studies in Punjab and the NWFP are features of this course.

CERTIFICATE COURSES

External students are allowed to register for 15-week Certificate Courses of their areas of interest. The following are some of the Certificate Courses being offered during 2008-2009:

Accounting

Accounting Information Systems
Advanced Financial Accounting

Human Resource Management

Strategic Human Resource Management
Salary and Compensation
Leadership Studies

Marketing

Advertising
Personal Selling
Brand Management
Media Planning

Finance and Banking

Analysis of Financial Statements
Corporate Finance
Money and Capital Markets
Treasury and Fund Management

Management Information Systems

Oracle/Developer 2000
Software Engineering
Data Communication and Networking
Programming in C++

Health Services Administration

Strategic Management of Health Services
Pharmaceutical Marketing and Quality Assurance



Dr. Humeira Jawed Abidi

MBA, Health and Hospital Management Program

"I haven't just 'studied' at IoBM, infact, the uniqueness of my program, exceptional mentoring, awe-inspiring activities of my student society, friendly associates and state-of-the-art campus environment has inculcated and polished my personality both professionally and personally. As a doctor, I am now able to think and act more holistically to help manage the changing paradigms of health care and contribute to community welfare. IoBM has made me a Health Manager. I am proud of it!"



A view of Gym at Student Activity Center



Zain Zaidi

BBA (Honors), Vice President, IoBM Marketing Society

"IoBM is more than an academic institute. It is a place where not only you learn business management, but also how to meet challenges every day. It has a wide range of courses to study, societies to join and to participate. Term projects and internships give you an insight into the real world. It also helps build your interpersonal and time management skills. Overall, IoBM is an experience."



ACADEMIC CALENDAR



ACADEMIC CALENDAR

FALL 2010

- > **Registration & Fee Payment:**
(On Board Students) Saturday, July 17, 2010 to Wednesday, September 01, 2010
(New Students) Saturday, July 17, 2010 to Wednesday, July 28, 2010
- > **Last Day of Enrollment & Fee Payment:**
(On Board Students) Friday, September 04, 2010
- > **Last Day to Drop Courses without Penalty:** Wednesday, September 02, 2010
- > **Orientation:** Saturday, September 04, 2010
- > **Commencement of Regular Classes:** Monday, September 06, 2010
- > **Commencement of Executive Classes:** Saturday, September 11, 2010
- > **Eid-ul-Fitr*:** Saturday, September 11 to Monday, September 13, 2010
- > **Last Day to Drop Courses with Penalty:** Sunday, October 24, 2010
- > **Iqbal Day:** Tuesday, November 09, 2010
- > **Eid-ul-Azha*:** Wednesday, November 17 & Thursday, November 18, 2010
- > **Classes End:** Sunday, December 12, 2010
- > **Break:** Monday, December 13 to Sunday, December 19, 2010
- > **Muharram*:** Thursday, December 16 & Friday, December 17, 2010
- > **Quaid-e-Azam's Birthday:** Saturday, December 25, 2010
- > **Final Exam:** Monday, December 20, 2010 to Saturday, January 08, 2011

Exam Schedule for Regular and Executive Students

6 th	1 st	10/11 – 10/14	10/16 – 10/17
11 th	2 nd	11/15 – 11/18	11/20 – 11/21
16 th	Final	12/20/2010	- 01/08/2011

**Subject to the appearance of moon.*

Note: All dates are subject to change. Students will be informed of the changes well in advance.

SPRING 2011

- > **Registration & Fee Payment:**
(On Board Students) Saturday, November 20, 2010 to Sunday, December 19, 2010
- > **Last Day to Drop Courses without Penalty:** Wednesday, January 05, 2011
- > **Last Day of Enrollment & Fee Payment:**
(On Board Students) Saturday, January 08, 2011
- > **Commencement of Regular Classes:** Monday, January 10, 2011
- > **Commencement of Executive Classes:** Saturday, January 15, 2011
- > **Last Day to Drop Courses with Penalty:** Sunday, February 27, 2011
- > **Eid-e-Milad-un-Nabi*:** Thursday, February 17, 2011
- > **Classes End:** Sunday, April 17, 2011
- > **Break:** Monday, April 18, 2011 to Sunday, April 24, 2011
- > **Final Exam:** Monday, April 25, 2011 to Monday, May 09, 2011
- > **Labour Day:** Sunday, May 01, 2011

Exam Schedule for Regular and Executive Students

6th	1st	2/14 – 2/17	2/19 – 2/20
11th	2nd	3/21 – 3/24	3/27 – 3/28
16th	Final	4/25/2011	- 5/9/2011

**Subject to the appearance of moon.*

Note: All dates are subject to change. Students will be informed of the changes well in advance.



Dr. Clarence Lusane, Professor of Political Science and IR, School of International Human Rights, US, giving lecture to IoBM students on “The Rise of African Americans in American Politics”

SUMMER 2011

- > **Registration & Fee Payment:**
 - (On Board Students) Saturday, April 09, 2011 to Sunday, May 15, 2011
 - (New Students) Saturday, March 05, 2011 to Sunday, March 20, 2011
- > **Last Day to Drop Courses without Penalty:** Sunday, May 15, 2011
- > **Last Day of Enrollment & Fee Payment:** Tuesday, May 17, 2011
- > **Commencement of Executive Classes:** Saturday, May 21, 2011
- > **Orientation:** Saturday, May 21, 2011
- > **Last Day to Drop Courses with Penalty:** Sunday, July 03, 2011
- > **Classes End:** Sunday, August 21, 2011
- > **Eid-ul-Fitr*:** Thursday, September 01 to Saturday, September 03, 2011
- > **Final Exam:** Saturday, August 27, 2011 & Saturday, September 03, 2011
Sunday, August 21, 2011 & Sunday, September 04, 2011

SUMMER CRASH 2011

- > **Registration & Fee Payment:**
 - (On Board Students) Monday, April 18, 2011 to Thursday, May 26, 2011
 - (New Students) Thursday, May 26, 2011 to Wednesday, June 01, 2011
- > **Last Day to Drop Courses without Penalty:** Thursday, May 26, 2011
- > **Last Day of Enrollment & Fee Payment:** Sunday, May 29, 2011
- > **Commencement of Regular Classes:** Monday, June 13, 2011
- > **Last Day to Drop Courses with Penalty:** Thursday, July 14, 2011
- > **Classes End:** Thursday, August 11, 2011
- > **Independence Day:** Sunday, August 14, 2011
- > **Break:** Friday, August 12, 2011 to Sunday, August 21, 2011
- > **Final Exam:** Monday, August 22, 2011 to Thursday, August 25, 2011

**Subject to the appearance of moon.*

Note: *All dates are subject to change. Students will be informed of the changes well in advance.*