



**Scheme of Studies**

**Master Business Administration (MBA)**

**SEMESTER – I (YEAR ONE)**

Course Code	Course Title	Core/Elective	Credit Hours
MGT601	Business Analytics & Strategy	Core	3 (3-0)
MGT602	Managing Sustainable Supply Chain	Core	3 (3-0)
MKT601	Strategic Marketing Management	Core	3 (3-0)
MGT603	Strategic Human Resource Management	Core	3 (3-0)
	<b>Sub Total Credit Hrs. in First Semester</b>		<b>12 (12-0)</b>

**SEMESTER – II (YEAR ONE)**

Course Code	Course Title	Subject Area	Credit Hours
MGT604	Business Strategy and Policy	Core	3 (3-0)
FIN602	Corporate Finance	Core	3 (3-0)
ECO601	Economic Issues & Policies in Global Perspective	Core	3 (3-0)
FIN/HRM/MKT6XX	Elective-I	Elective	3 (3-0)
	<b>Sub Total Credit Hrs. in Second Semester</b>		<b>12 (12-0)</b>



# THE BEGUM NUSRAT BHUTTO MEN UNIVERSITY, SUKKUR

## SEMESTER – III (YEAR TWO)

Course Code	Course Title	Subject Area	Credit Hours
FIN/HRM/MKT6XX	Elective-II	Elective	3 (3-0)
FIN/HRM/MKT6XX	Elective-III	Elective	3 (3-0)
THS601	Thesis	Elective	6 (0-6)
	<b>Sub Total Credit Hrs. in Third Semester</b>		<b>12 (6-6)</b>

### ELECTIVE COURSES FOR MBA

NOTE: All elective courses are equivalent to 03 credit hours.

#### **\*Marketing**

<b>MKT- 651</b>	International Marketing Strategy
<b>MKT- 652</b>	Quantitative Research in Marketing
<b>MKT- 653</b>	Marketing Theory and Practice
<b>MKT- 654</b>	Consumer Behavior: and Marketing Strategy
<b>MKT- 655</b>	Seminar in Marketing
<b>MKT- 656</b>	Behavioral Decision Marketing
<b>MKT- 657</b>	Marketing Issues in Pakistan
<b>MKT- 658</b>	Applied Corporate Brand Management
<b>MKT- 659</b>	Building Models for Marketing Decisions
<b>MKT- 660</b>	Applied Marketing Analytics
<b>MKT- 661</b>	Services Marketing
<b>MKT- 662</b>	Digital Marketing
<b>MKT- 663</b>	Experiential Marketing
<b>MKT- 664</b>	Attitude and Persuasion



# THE BEGUM NUSRAT BHUTTO MEN UNIVERSITY, SUKKUR

<b>MKT- 665</b>	Cognitive Psychology
<b>MKT- 666</b>	Topics in Judgment and Decision Making
<b>MKT- 667</b>	Social Psychology

\*These elective courses will be offered on the availability of course instructors and the number of students registered for the course.

## **\*Finance**

<b>FIN- 651</b>	Advanced Corporate Finance
<b>FIN- 652</b>	Financial Derivatives and Risk Management
<b>FIN- 653</b>	Financial Theory and Corporate Policy Decision
<b>FIN- 654</b>	Advanced Topics in International Finance
<b>FIN- 655</b>	Financial Econometrics
<b>FIN- 656</b>	Behavioral Finance
<b>FIN- 657</b>	Dynamics Asset Pricing Theory
<b>FIN- 658</b>	Financial Economics
<b>FIN- 659</b>	Forecasting Financial Time Series
<b>FIN- 660</b>	SMEs and Rural Finance
<b>FIN- 661</b>	Structural Equation Modeling in Financial Research
<b>FIN- 662</b>	Assets Pricing And Macroeconomics
<b>FIN- 663</b>	Advance Theory of Corporate Finance and Capital Markets
<b>FIN- 664</b>	International Economics and Finance
<b>FIN- 665</b>	Multivariate Time Series Analysis
<b>FIN- 666</b>	Advanced Models of Option Pricing and Credit Risk
<b>FIN- 667</b>	Applied Multivariate Analysis

These elective courses will be offered on the availability of course instructors and the number of students registered for the course.



**\*Human Resource Development**

<b>HRM- 651</b>	Human Resource Management: Concepts and Applications
<b>HRM- 652</b>	HRM Strategic Integration and Organizational Performance
<b>HRM- 653</b>	Human Resource Development
<b>HRM- 654</b>	Leadership in Organization: Theory and Practices
<b>HRM- 655</b>	Managing Employee-Employer Relationship through Psychological Contract
<b>HRM- 656</b>	Corporate Social Responsibility
<b>HRM- 657</b>	Negotiation Analysis
<b>HRM- 658</b>	Human Resource Accounting
<b>HRM- 659</b>	Change Management & Innovation
<b>HRM- 660</b>	Advanced Performance Management
<b>HRM 661</b>	Structural Equation Modeling in HRM Research
<b>HRM- 662</b>	HRM & Employee Well being
<b>HRM- 663</b>	Human Resource and Knowledge Management
<b>HRM- 664</b>	Human Resource Management Adoption
<b>HRM- 665</b>	International Human Resource Management

These elective courses will be offered on the availability of course instructors and the number of students registered for the course.