

# Department of Business Administration

## Vision

To be acknowledge and recognized as one of the leading business school at national and world wide for education and research in the areas of Business and Management.

## Mission

To provide economically, socially, and culturally relevant business and management related education to all those who wish to benefit from it. We are a demand-led and customer focused education institution. We enhance learning, build confidence and create opportunities for all who choose to invest in studying at our school.

## Programs Offered:

Associate Degree in Business Administration  
Bachelor of Business Administration  
Associate Degree in Commerce  
Bachelor of Science in Commerce  
Associate Degree in Business Analytics  
Bachelor of Science in Business Analytics

## Faculty Members, Department of Business Administration

Prof. Dr. Wali Rahman	Head of Department	Ph.D HRD, NUML, Islamabad
Prof. Dr. Syed Gohar Abbas	Prof. / DG DLM / Dir. CDC	Ph.D, EDSEG, IAE University of Lyon3, France
Dr. Rabia Ishrat	Associate Professor	Ph.D Management Sciences, Sarhad University, Peshawar
Dr. Waheed-ur-Rehman	Assistant Professor	Ph.D Management Sciences, Sarhad University, Peshawar
Dr. Lal Muhammad	Assistant Professor	Ph.D Management Sciences, Sarhad University, Peshawar
Dr. Muhammad Irfan	Assistant Professor	Ph.D Economics, University of Peshawar
Mr. Sarmad Jan Mian	Assistant Professor	MS Marketing, University of Birmingham, UK
Ms. Shaima Nisar	Assistant Professor	M.Phil Management Sciences, Qurtuba University, Peshawar
Ms. Sana Tariq	Assistant Professor	MS Management Sciences, IM Sciences, Peshawar
Mr. Muhammad Islam	Coordinator	MS Management Sciences, Sarhad University, Peshawar
MS. Aymun Atta Muhammad	Assistant Professor	MS Finance, IM Sciences, Peshawar
Ms. Zil-e-Huma Najeeb	Lecturer	MBA (Finance), IM Sciences, Peshawar
Mr. Waas Khan	Lecturer	MS Management Sciences (Finance), Sarhad University, Peshawar

# Associate Degree in Business Administration

Program Code	083
Number of Courses	23
Credit Hours	66

Minimum Duration	4 Semesters, 2 Years
Maximum Duration	10 Semesters, 5 Years
Minimum CGPA Required To Earn Degree	2.00

## Eligibility:

Intermediate (I. Com, DBA, D. Com, FA, F.Sc.) with at-least 45% Marks or A-Level with equivalency certificate from IBCC Islamabad or an equivalent certificate from a recognized institution are eligible to apply. Candidates will be required to pass an entry test / an interview conducted by the university.

## Program Objectives:

This program aims at producing students who are capable and could demonstrate understanding of work as per market need and could adapt quickly to the expectations of employers. To this end the program is set to have the following objectives:

- To enable the students to have early professional life;
- To enable the students to identify and analyze business problems and opportunities and recommend courses of action in the subject context;
- To enable the students to communicate effectively and professionally;
- To enable the students to exhibit awareness of economic, environmental, political, ethical, legal and regulatory business contexts;
- To enable the students to behave professionally, effectively and respectfully with all the stakeholders; and
- To enable them to apply administrative concepts and methods to address office issues and organizational performance.

## Program Outcomes

On the completion of the degree, the students would be expected to have:

- The potential to start professional career;
- The required skills to identify and analyze business problems and opportunities and recommend courses of

action in the subject context;

- The potential to communicate effectively and professionally;
- The required awareness of economic, environmental, political, ethical, legal and regulatory business contexts;
- Learnt how to behave professionally, effectively and respectfully with all the stakeholders; and
- The potential to apply administrative concepts and methods to address office issues and organizational performance problems.

## Scheme of Studies:

### 1st Semester

Course Code	Course Title	Cr. Hrs. 17
ENG 101	Functional English (Eng-1)	3-0
IT 107	Applications of ICT	2-1
GS 124/141	Islamic Study/Values, Ethics & Society (for Non-Muslims)	2-0
ACC 121	Principles of Accounting	3-0
MGT 107	Principles of Management	3-0
MKT 227	Principles of Marketing	3-0
QT 100	Quran-e-Majeed Teaching (Audit Basis)	2-0

### 2nd Semester

Course Code	Course Title	Cr. Hrs. 17
ENG 323	Business Report Writing	3-0
MA 127	Business Mathematics I	3-0
GE 201	Ideology & Constitution of Pakistan (Pakistan Studies)	2-0
ACC 221	Financial Accounting	3-0
MGT 102	Fundamentals of Business	3-0
ECO 124	Micro Economics	3-0

## 3rd Semester

Course Code	Course Title	Cr. Hrs. 18
GS 321/305	Arabic / Chinese Language	3-0
GS 324	Sociology	3-0
MGT 270	Entrepreneurship	3-0
ACC 232	Cost Accounting	3-0
MGT 345	Organizational Behavior	3-0
ECO 144	Macro Economics	3-0

## 4th Semester

Course Code	Course Title	Cr. Hrs.14
MA 209	Elementary Statistics	3-0
GE 205	Civics & Community Engagement	1-1
GS 309	Introduction to Geography	3-0
IT 350	E-Commerce	3-0
MGT 323	Business and Corporate Law	3-0

## Hassan Iqbal

Assistant Manager,  
Air Blue Airlines



I graduated in 2007 from the Department of Business Administration, SUIT. As Assistant Manager, I believe in hard work and team dynamics that will pave the path for a culture of respect, peace at the workplace. I consider my time at SUIT as the key that unlocked my potential. SUIT provided me with a strong footing in practical experience.

# Bachelor of Business Administration

Program Code	021
Number of Courses	44+Field Experience+Research Project
Credit Hours	135

Minimum Duration	8 Semesters, 4 Years
Maximum Duration	16 Semesters, 8 Years
Minimum CGPA Required To Earn Degree	2.00

## Eligibility:

- 4 Years:** Intermediate (I. Com, DBA, D. Com, FA, F.Sc) with at least 45% Marks or A-Level (22 Points) with equivalency certificate from IBCC Islamabad or an equivalent certificate from a recognized institution are eligible to apply.
- 2 Years:** Candidates who have secured Associate Degree (semester system) in Business Administration with at least 45% marks or 2.00 CGPA on the scale of 4.00 from a recognized institution are eligible to apply. The scheme from 5th till 8th Semester will be followed.
- 2.5 Years:** Students who have 14 years (BA/BSc./B.Com-from annual system or AD non-business education with at least 45% marks or 2.00 CGPA on the scale of 4.00 from a recognized institution are eligible to apply. After Bridge Semester, the scheme from 5th till 8th Semester will be followed.

Candidates will be required to pass an entry test / an interview conducted by the university.

## Program Objectives:

This program aims at producing students with diverse potentials of working as line managers characterized by quick market adaptability in the fluid market. To this end the program is set to have the following objectives:

- To enable the students to have the core business knowledge and their application;
- To enable them to acquire potential for recognizing the need to adapt business practices to the opportunities and challenges of an evolving local and global business environment;
- To have good communication skills so as to convey business messages effectively;
- Work effectively, respectfully, ethically and professionally in the challenge market;
- Be capable of working in team by employing team building skills to facilitate collaborative behaviors to achieve group and organizational goals and objectives;
- Recognize entrepreneurial opportunities for new business ventures; and
- Be capable of making basic investment and financing decisions for a business using financial management concepts, and methods.

## Program Outcomes

On the completion of the degree, the passed-out graduates would be expected to have:

- Acquired the core knowledge about business and their respective applications;
- To have acquire the requisite potential for recognizing the need to adapt business practices to the opportunities and challenges of an evolving local and global business environment;
- Such developed good communication skills through which they could communicate effectively;
- The potential to work effectively, respectfully, ethically and professionally in the challenge market;
- The forte of working in team by employing team building skills to facilitate collaborative behaviors to achieve group and organizational goals and objectives;
- Acquired the potential to recognize entrepreneurial opportunities for new business ventures; and
- The core capabilities of making basic investment and financing decisions for a business using financial management concepts, and methods.

## Scheme of Studies:

### Bridge Semester (for 2.5 Years Degree)

Course Code	Course Title	Cr. Hrs. 18
ACC 221	Financial Accounting	3-0
ECO 112	Principles of Economics	3-0
MA 209	Elementary Statistics	3-0
MGT 107	Principles of Management	3-0
MKT 227	Principles of Marketing	3-0
MGT 305	Organizational Behaviour	3-0



**1st Semester**

Course Code	Course Title	Cr. Hrs. 17
ENG 101	Functional English (Eng-1)	3-0
IT 107	Applications of ICT	2-1
GS 124/141	Islamic Study/Values, Ethics & Society (for Non-Muslims)	2-0
ACC 121	Principles of Accounting	3-0
MGT 107	Principles of Management	3-0
MKT 227	Principles of Marketing	3-0
QT 100	Quran-e-Majeed Teaching (Audit Basis)	2-0

**2nd Semester**

Course Code	Course Title	Cr. Hrs. 17
ENG 323	Business Report Writing	3-0
MA 127	Business Mathematics I	3-0
GE 201	Ideology & Constitution of Pakistan (Pakistan Studies)	2-0
ACC 221	Financial Accounting	3-0
MGT 102	Fundamentals of Business	3-0
ECO 124	Micro Economics	3-0

**3rd Semester**

Course Code	Course Title	Cr. Hrs. 18
GS 321/305	Arabic / Chinese Language	3-0
GS 324	Sociology	3-0
MGT 270	Entrepreneurship	3-0
ACC 232	Cost Accounting	3-0
MGT 345	Organizational Behavior	3-0
ECO 144	Macro Economics	3-0

**4th Semester**

Course Code	Course Title	Cr. Hrs.14
MA 209	Elementary Statistics	3-0
GE 205	Civics & Community Engagement	1-1
GS 309	Introduction to Geography	3-0
IT 350	E-Commerce	3-0
MGT 323	Business and Corporate Law	3-0

**5th Semester**

Course Code	Course Title	Cr. Hrs. 18
PSY 201	Human Psychology	3-0
HRM 333	Human Resource Management	3-0
GS 302	Logic & Critical Thinking	3-0
MGT 351	Essentials of Supply Chain Management	3-0
FIN 231	Introductory Business Finance	3-0
BA 201	Fundamentals of Business Analytics	3-0

**6th Semester**

Course Code	Course Title	Cr. Hrs. 18
MGT 371	Strategic Management	3-0
MA 252	Statistical Inference	3-0
FIN 434	Financial Management	3-0
MGT 352	Introduction to Hospitality	3-0
MKT 431	Marketing Management	3-0
ECO 361	Managerial Economics	3-0

**7th Semester**

Course Code	Course Title	Cr. Hrs. 15
BA 314	Data Analysis for Business	3-0
RES 379	Research Methods in Business	3-0
THM 401	Hotel Management	3-0
	Elective I / Minor	3-0
	Elective II / Minor	3-0

**8th Semester**

Course Code	Course Title	Cr. Hrs.15
MGT 452	Logistics and Operations Management	3-0
MGT 451	Corporate Social Responsibility	3-0
RES 490	Research Project	0-3
	Elective III / Minor	3-0
	Elective IV / Minor	3-0

Students will be asked to undertake (RES 350) Field Experience of at least SIX weeks (In Summer Semester) - 3 Cr Hours

## Specialization with List of Electives

## Human Resource Management

Course Code	Course Title	Cr. Hrs.
HR 418	Organizational Development	3-0
HR 311	Human Resource Development	3-0
HR 403	Compensation Management	3-0
HR 412	Labour Relations Management	3-0
HR 440	Training & Development	3-0
HR 448	Motivation	3-0
HR 420	Performance Appraisal	3-0
HR 356	Leadership and Team Management	3-0

## Tourism &amp; Hotel Management

Course Code	Course Title	Cr. Hrs.
THM 403	Global Tourism & Hospitality	3-0
THM 405	Tourism and Hospitality Laws	3-0
THM 407	Room Division Operations	3-0
THM 409	Food & Beverage Operations	3-0
THM 411	Event Management	3-0
THM 413	Tourism Management	3-0
THM 415	Travel Business	3-0
THM 417	Tour Management	3-0
THM 419	Tourism Marketing	3-0

## Business Analytics

Course Code	Course Title	Cr. Hrs.
BA 401	Data Science for Business	2-1
BA 207	Fundamentals of Business Intelligence	3-0
BA 410	Data Structure and Business Applications	2-1
BA 415	Business Data and Text Mining	2-1
BA 301	Database Systems for Business	2-1
BA 405	Ethics in Business Analytics	3-0
BA 305	Machine Learning for Business Analytics	2-1
BA 412	Big Data Technologies	2-1

## Banking &amp; Finance

Course Code	Course Title	Cr. Hrs.
FIN 461	Analysis of Capital Markets	3-0
FIN 425	Islamic Modes of Financing	3-0
FIN 330	Analysis of Financial Statements	3-0
FIN 444	Portfolio Management	3-0
FIN 335	International Banking	3-0
FIN 357	Banking Law and Practice	3-0
FIN 470	Fraud Prevention Management	3-0
FIN 475	Tax Policy and Practices in Pakistan	3-0
FIN 451	Project Appraisal	3-0

## Marketing

Course Code	Course Title	Cr. Hrs.
MKT 363	Advertising Management	3-0
MKT 411	Industrial Marketing	3-0
MKT 427	Marketing of Services	3-0
MKT 358	Small Business Management	3-0
MKT 360	Strategic Marketing	3-0
MKT 440	Personal Selling	3-0
MKT 451	Export Marketing	3-0
MKT 452	International Marketing	3-0
MKT 455	Marketing Research	3-0
MKT 465	International Trade	3-0

## Supply Chain Management

Course Code	Course Title	Cr. Hrs.
MGT 413	Project Management	3-0
MGT 434	Purchasing and Supply Chain Management	3-0
MGT 436	Warehousing and Distribution Management	3-0
MGT 438	Logistics Planning & Management	3-0
MGT 432	Inventory Management & Control	3-0
MGT 430	Crisis and Conflict Management	3-0

The facility for teaching of any of the elective course will be arranged only if reasonable number of students opt for.

# Associate Degree in Commerce

Program Code	184
Number of Courses	23
Credit Hours	66

Minimum Duration	4 Semesters, 2 Years
Maximum Duration	10 Semesters, 5 Years
Minimum CGPA Required To Earn Degree	2.00

## Eligibility:

Intermediate (I. Com, DBA, D. Com, FA, F.Sc.) with at-least 45% Marks or A-Level (22 Points) with equivalency certificate from IBCC Islamabad or an equivalent certificate from a recognized institution are eligible to apply. Candidates will be required to pass an entry test / an interview conducted by the university.

## Program Objectives:

This program aims at producing students who are capable and could demonstrate understanding of work as per market need and could adapt quickly to the expectations of employers. To this end the program is set to have the following objectives:

- To enable the students to have early professional life;
- To enable the students to identify and analyze business problems and opportunities and recommend courses of action in the subject context;
- To enable the students to communicate effectively and professionally;
- To enable the student to exhibit awareness of economic, environmental, political, ethical, legal and regulatory business contexts;
- To enable the students to behave professionally, effectively and respectfully with all the stakeholders; and
- Apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations.

## Program Outcomes

On the completion of the degree, the students would be expected to have:

- The potential to start professional career;
- The required skills to identify and analyze business problems and opportunities and recommend courses of

action in the subject context;

- The potential to communicate effectively and professionally;
- The required awareness of economic, environmental, political, ethical, legal and regulatory business contexts;
- Learnt how to behave professionally, effectively and respectfully with all the stakeholders; and
- Have acquired the potentials to apply theory in their professional career.

## Scheme of Studies:

### 1st Semester

Course Code	Course Title	Cr. Hrs. 17
ENG 101	Functional English (Eng-1)	3-0
IT 107	Applications of ICT	2-1
GS 124/141	Islamic Study/Values, Ethics & Society (for Non-Muslims)	2-0
ACC 121	Principles of Accounting	3-0
MGT 107	Principles of Management	3-0
MKT 227	Principles of Marketing	3-0
QT 100	Quran-e-Majeed Teaching (Audit Basis)	2-0

### 2nd Semester

Course Code	Course Title	Cr. Hrs. 17
ENG 323	Business Report Writing	3-0
MA 127	Business Mathematics I	3-0
GE 201	Ideology & Constitution of Pakistan (Pakistan Studies)	2-0
ACC 221	Financial Accounting	3-0
MGT 102	Fundamentals of Business	3-0
ECO 124	Micro Economics	3-0



### 3rd Semester

Course Code	Course Title	Cr. Hrs. 18
GS 321 /305	Arabic/Chinese Language	3-0
GS 324	Sociology	3-0
MGT 270	Entrepreneurship	3-0
ACC 232	Cost Accounting	3-0
MGT 345	Macro Economics	3-0
ACC 223	Auditing I	3-0

### 4th Semester

Course Code	Course Title	Cr. Hrs.14
MA 209	Elementary Statistics	3-0
GE 205	Civics & Community Engagement	1-1
GS 309	Introduction to Geography	3-0
ACC 315	Applied Accounting	3-0
IT 350	E-Commerce	3-0

## Muhammad Hassan

Branch Operations Officer,  
Meezan Bank Limited.



The day I got admission in Sarhad University, I was uncertain about my academic career and my future goals. After some time, I started finding the teaching faculty very cooperative and supportive. I found in them a true mentor. I would like to say thanks for their efforts and hardship.

# Bachelor of Science in Commerce

Program Code	185
Number of Courses	43+Field Experience+Research Project
Credit Hours	132

Minimum Duration	8 Semesters, 4 Years
Maximum Duration	16 Semesters, 8 Years
Minimum CGPA Required To Earn Degree	2.00

## Eligibility:

- 4 Years:** Intermediate (I. Com, DBA, D. Com, FA, F.Sc) with at least 45% Marks or A-Level (22 Points) with equivalency certificate from IBCC Islamabad or an equivalent certificate from a recognized institution are eligible to apply.
- 2 Years:** Candidates who have secured Associate Degree (semester system) in Business Administration with at least 45% marks or 2.00 CGPA on the scale of 4.00 from a recognized institution are eligible to apply. The scheme from 5th till 8th Semester will be followed.
- 2.5 Years:** Students who have 14 years (BA/BSc./B.Com from annual system or AD non-business education with at least 45% marks or 2.00 CGPA on the scale of 4.00 from a recognized institution are eligible to apply. After Bridge Semester, the scheme from 5th till 8th Semester will be followed.

Candidates will be required to pass an entry test / an interview conducted by the university.

## Program Objectives:

This program aims to prepare professionals having the required knowledge and technical skills necessary to understand and participate in the modern business world. To this end the program is set to have the following objectives:

- To enable the students to have the core business knowledge and skills and their applications;
- To enable them to have a general understanding of the concepts, principles, theories and arguments of selected areas of study outside the core disciplines of economics and business;
- To have good communication skills so as to convey business messages effectively;
- Work effectively, respectfully, ethically and professionally in the challenge market;
- To enable them to be effective problem solvers by employing team building skills to facilitate collaborative behaviors to achieve group and organizational goals and objectives; and
- Be capable of making basic investment and financing decisions for a business using financial management concepts, and methods.

## Program Outcomes

On the completion of the degree, the passed-out graduates would be expected to have:

- Acquired the core business knowledge and skills have the potential to apply in practice;
- Acquired a general understanding of the concepts, principles, theories and arguments of selected areas of study outside the core disciplines of economics and business;
- The required skills to communicate effectively so as to address the needs of the convey business;
- The potential to work effectively, respectfully, ethically and professionally in the challenge market;
- Got developed skills to solve problems through team building skills and to facilitate collaborative behaviors to achieve group and organizational goals and objectives; and
- Acquired the critical potential of making basic investment and financing decisions for a business using financial management concepts, and methods.

## Scheme of Studies:

### Bridge Semester

Course Code	Course Title	Cr. Hrs. 18
MA 127	Business Mathematics	3-0
ACC 221	Financial Accounting	3-0
ECO 112	Principles of Economics	3-0
ACC 223	Auditing I	3-0
MA 209	Elementary Statistics	3-0
MGT 107	Principles of Management	3-0

**1st Semester**

Course Code	Course Title	Cr. Hrs. 17
ENG 101	Functional English (Eng-1)	3-0
IT 107	Applications of ICT	2-1
GS 124/141	Islamic Study/Values, Ethics & Society (for Non-Muslims)	2-0
ACC 121	Principles of Accounting	3-0
MGT 107	Principles of Management	3-0
MKT 227	Principles of Marketing	3-0
QT 100	Quran-e-Majeed Teaching (Audit Basis)	2-0

**2nd Semester**

Course Code	Course Title	Cr. Hrs. 17
ENG 323	Business Report Writing	3-0
MA 127	Business Mathematics I	3-0
GE 201	Ideology & Constitution of Pakistan (Pakistan Studies)	2-0
ACC 221	Financial Accounting	3-0
MGT 102	Fundamentals of Business	3-0
ECO 124	Micro Economics	3-0

**3rd Semester**

Course Code	Course Title	Cr. Hrs. 18
GS 321 /305	Arabic/Chinese Language	3-0
GS 324	Sociology	3-0
MGT 270	Entrepreneurship	3-0
ACC 232	Cost Accounting	3-0
MGT 345	Macro Economics	3-0
ACC 223	Auditing I	3-0

**4th Semester**

Course Code	Course Title	Cr. Hrs.14
MA 209	Elementary Statistics	3-0
GE 205	Civics & Community Engagement	1-1
GS 309	Introduction to Geography	3-0
FIN 231	Introductory Business Finance	3-0
IT 350	E-Commerce	3-0

**5th Semester**

Course Code	Course Title	Cr. Hrs. 18
ACC224	Auditing II	3-0
PSY 201	Human Psychology	3-0
ACC 315	Applied Accounting	3-0
GS 302	Logic & Critical Thinking	3-0
HRM 333	Human Resource Management	3-0
MGT 305	Production / Operations Mgt	3-0

**6th Semester**

Course Code	Course Title	Cr. Hrs. 15
ECO 361	Managerial Economics	3-0
MA 252	Statistical Inference	3-0
ECO 380	Quantitative Methods in Business	3-0
FIN 332	Financial Institutions & Markets	3-0
FIN 434	Financial Management	3-0

**7th Semester**

Course Code	Course Title	Cr. Hrs. 15
FIN 357	Banking Laws and Practices	3-0
IT 479	Accounting Information System	3-0
MGT 413	Project Management	3-0
	Elective I / Minor	3-0
	Elective II / Minor	3-0

**8th Semester**

Course Code	Course Title	Cr. Hrs.15
FIN 473	Anti-Money Laundering & Controls	3-0
MGT 451	Corporate Social Responsibility	3-0
RES 490	Research Project	0-3
	Elective III / Minor	3-0
	Elective IV / Minor	3-0

Students will be asked to undertake (RES 350) Field Experience of at least SIX weeks (In Summer Semester) - 3 Cr Hours

## Specialization with List of Electives

## Conventional Banking

Course Code	Course Title	Cr. Hrs.
FIN 335	International Banking	3-0
FIN 412	Risks Management in Banks	3-0
FIN 426	Prudential Regulations for Banks	3-0
FIN 428	Company Laws for Good Governance in Banks	3-0
FIN 421	Leasing & Investment Banking	3-0

## Finance

Course Code	Course Title	Cr. Hrs.
FIN 330	Analysis of Financial Statements	3-0
FIN 444	Portfolio Management	3-0
FIN 461	Analysis of Capital Markets	3-0
FIN 405	Credit Management	3-0
FIN 451	Project Appraisal	3-0
FIN 568	Investment Analysis	3-0

## Islamic Banking &amp; Insurance

Course Code	Course Title	Cr. Hrs.
FIN 425	Islamic Modes of Financing	3-0
FIN 432	Islamic Insurance System (Takaful)	3-0
ECO 438	Islamic Economic System	3-0
FIN 338	Islamic Financial Instruments	3-0
FIN 345	Islamic Commercial & Investment Banking	3-0

## Taxation

Course Code	Course Title	Cr. Hrs.
FIN 475	Tax Policy and Management	3-0
FIN 470	Fraud Prevention Management	3-0
FIN 410	Income Tax laws	3-0
FIN 471	Global Taxation	3-0
FIN 472	Business Taxation	3-0

### Zainab Zuhaid

Management Trainee Officer  
Allied Bank



I did my Bachelor of Commerce from SUIT in 2022. I spent my 4 years of my life at SUIT which will be unforgettable for me. SUIT changed my mind and approach towards challenges and tasks which I need to tackle in my personal and professional life. Thank you, SUIT, for making me enough strong to compete in this competitive environment.

The facility for teaching of any of the elective course will be arranged only if reasonable number of students opt for.



# Associate Degree in Business Analytics

Program Code	247
Number of Courses	24
Credit Hours	69

## Eligibility:

Intermediate (I. Com, DBA, D. Com, FA, F.Sc.) with at-least 45% Marks or A-Level (22 Points) with equivalency certificate from IBCC Islamabad or an equivalent certificate from a recognized institution are eligible to apply.

Candidates will be required to pass an entry test / an interview conducted by the university.

## Program Objectives:

Modern businesses are driven by the application of contemporary tools and techniques. Graduates are welcomed if they have the potentials of understanding business analytics. This degree program is designed to enable the students to have an easy entry into this application driven business world. To this end the program is set to have the following objectives:

- To enable the students to understand the basics of Business Analytics;
- To develop their analytical and problem-solving skills which could help them in business decision-making;
- To enable them to have essential knowledge for data analysis, visualization, and interpretation techniques;
- To enable them to apply statistical and machine learning methods to solve business problems;
- To enable them to have effective communication skills to market their acquired skills;
- To enable them to have essential awareness of ethical requirements in data collection, analysis, and usage; and
- To enable them to pursue their careers in analytics, data science, or related fields.

## Program Outcomes

On the completion of the degree, the passed-out graduates would be expected to have:

- Understood the basics of Business Analytics;
- Got developed their analytical and problem-solving skills which could help them in business decision-making;

Minimum Duration	4 Semesters, 2 Years
Maximum Duration	10 Semesters, 5 Years
Minimum CGPA Required To Earn Degree	2.00

- Acquired the essential knowledge for data analysis, visualization, and interpretation techniques;
- Acquired to skills to apply statistical and machine learning methods to solve business problems;
- Developed effective communication skills to market their acquired skills;
- Got essential awareness of ethical requirements in data collection, analysis, and usage; and
- Got the required potentials of pursuing careers in analytics, data science, or related fields.

## Scheme of Studies:

### 1st Semester

Course Code	Course Title	Cr. Hrs. 17
ENG 101	Functional English (Eng-1)	3-0
IT 107	Applications of ICT	2-1
GS 124/141	Islamic Study/Values, Ethics & Society (for Non-Muslims)	2-0
ACC 121	Principles of Accounting	3-0
MGT 107	Principles of Management	3-0
MKT 227	Principles of Marketing	3-0
QT 100	Quran-e-Majeed Teaching (Audit Basis)	2-0

### 2nd Semester

Course Code	Course Title	Cr. Hrs. 17
ENG 323	Business Report Writing	3-0
MA 127	Business Mathematics I	3-0
GE 201	Ideology & Constitution of Pakistan (Pakistan Studies)	2-0
ACC 221	Financial Accounting	3-0
MGT 102	Fundamentals of Business	3-0
IT 228	Management Information System (MIS)	3-0

**3rd Semester**

Course Code	Course Title	Cr. Hrs. 18
GS 321 /305	Arabic / Chinese Language	3-0
GS 324	Sociology	3-0
MGT 270	Entrepreneurship	3-0
ACC 232	Cost Accounting	3-0
BA 201	Fundamentals of Business Analytics	3-0
MGT 371	Strategic Management	3-0

**4th Semester**

Course Code	Course Title	Cr. Hrs.17
MA 209	Elementary Statistics	3-0
GE 205	Civics & Community Engagement	1-1
GS 309	Introduction to Geography	3-0
BA 207	Fundamentals of Business Intelligence	3-0
FIN 231	Introductory Business Finance	3-0
MGT 323	Business & Corporate Law	3-0

# Bachelor of Science in Business Analytics

Program Code	248
Number of Courses	43+Field Experience+ Research Project
Credit Hours	132

Minimum Duration	8 Semesters, 4 Years
Maximum Duration	16 Semesters, 8 Years
Minimum CGPA Required To Earn Degree	2.00

## Eligibility:

Intermediate (I. Com, DBA, D. Com, FA, F.Sc.) with at-least 45% Marks or A-Level (22 Points) with equivalency certificate from IBCC Islamabad or an equivalent certificate from a recognized institution are eligible to apply.

Candidates will be required to pass an entry test / an interview conducted by the university.

## Program Objectives:

Modern businesses are driven by the application of contemporary tools and techniques. Graduates are welcomed if they have the potentials of understanding business analytics. This degree program is designed to enable the students to be a positive addition in the modern business world. To this end the program is set to have the following objectives:

- To enable the students to understand the basics of Business Analytics;
- To develop their analytical and problem-solving skills which could help them in business decision-making;
- To enable them to have command on data analysis, visualization, and interpretation techniques;
- To enable them to apply statistical and machine learning methods to solve business problems;
- To develop their expertise in data mining, predictive modeling, and forecasting;
- To develop their communication skills for effective communication with all stakeholders;
- To develop their skills to remain updated with industry trends and emerging technologies in analytics;
- Got essential awareness of ethical requirements in data collection, analysis, and usage; and
- Got the required potentials of pursuing careers in analytics, data science, or related fields.

## Program Outcomes

On the completion of the degree, the passed-out graduates would be expected to have:

- Understood the basics of Business Analytics;
- Got developed their analytical and problem-solving skills which could help them in business decision-making;
- Acquired the skills to have command on data analysis, visualization, and interpretation techniques;
- Acquired to skills to apply statistical and machine learning methods to solve business problems;
- Got developed communication skills for effective communication with all stakeholders;
- Acquired the necessary skills to remain updated with industry trends and emerging technologies in analytics;
- Got essential awareness of ethical requirements in data collection, analysis, and usage; and
- Got the required potentials of pursuing careers in analytics, data science, or related fields.

## Scheme of Studies:

### 1st Semester

Course Code	Course Title	Cr. Hrs. 17
ENG 101	Functional English (Eng-1)	3-0
IT 107	Applications of ICT	2-1
GS 124/141	Islamic Study/Values, Ethics & Society (for Non-Muslims)	2-0
ACC 121	Principles of Accounting	3-0
MGT 107	Principles of Management	3-0
MKT 227	Principles of Marketing	3-0
QT 100	Quran-e-Majeed Teaching (Audit Basis)	2-0

**2nd Semester**

Course Code	Course Title	Cr. Hrs. 17
ENG 323	Business Report Writing	3-0
MA 127	Business Mathematics I	3-0
GE 201	Ideology & Constitution of Pakistan (Pakistan Studies)	2-0
ACC 221	Financial Accounting	3-0
MGT 102	Fundamentals of Business	3-0
IT 228	Management Information System (MIS)	3-0

**3rd Semester**

Course Code	Course Title	Cr. Hrs. 18
GS 321 /305	Arabic / Chinese Language	3-0
GS 324	Sociology	3-0
MGT 270	Entrepreneurship	3-0
ACC 232	Cost Accounting	3-0
BA 201	Fundamentals of Business Analytics	3-0
MGT 371	Strategic Management	3-0

**4th Semester**

Course Code	Course Title	Cr. Hrs.17
MA 209	Elementary Statistics	3-0
GE 205	Civics & Community Engagement	1-1
GS 309	Introduction to Geography	3-0
BA 207	Fundamentals of Business Intelligence	3-0
FIN 231	Introductory Business Finance	3-0
MGT 323	Business & Corporate Law	3-0

**5th Semester**

Course Code	Course Title	Cr. Hrs. 18
ECO 124	Micro Economics	3-0
GS 302	Logic & Critical Thinking	3-0
MGT 413	Project Management	3-0
BA 301	Database Systems for Business	2-1
FIN 434	Financial Management	3-0
BA 305	Machine Learning for Business Analytics	2-1

**6th Semester**

Course Code	Course Title	Cr. Hrs. 15
ECO 144	Macro Economics	3-0
MA 252	Statistical Inference	3-0
BA 314	Data Analysis for Business	2-1
BA 316	Programing for Business Education	2-1
HRM 333	Human Resource Management	3-0

**7th Semester**

Course Code	Course Title	Cr. Hrs. 15
BA 401	Data Science for Business	3-0
RES 379	Research Methods in Business	3-0
BA 403	Decision Science for Business	2-1
BA 405	Ethics in Business Analytics	3-0
ECO 327	Econometrics	3-0

**8th Semester**

Course Code	Course Title	Cr. Hrs.12
BA 415	Business Data and Text Mining	3-0
RES 480	Research Project	0-3
BA 412	Big Data Technologies	2-1
BA 410	Data Structure & Business Applications	3-0

Students will be asked to undertake (RES 350) Field Experience of at least SIX weeks (In Summer Semester) - 3 Cr Hours