



**Catalog**  
**2025-2026**

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**Institute of Business Management**  
**Catalog 2025-2026**

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## VISION / MISSION STATEMENT

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### IoBM Vision

We aspire to be one of the leading institutions, nationally and internationally, for learning, research, innovation, and adding value to society.

### IoBM Mission Statement

We strive to develop future leaders by providing innovative education, fostering critical thinking, and cultivating entrepreneurship while emphasizing ethical practices. Our mission is to equip learners with the knowledge, skills, and values through excellence in learning, teaching, and innovation to prepare them for dynamic local and global challenges. We are committed to advancing impactful research that addresses real-world problems and contributes to sustainable solutions, driving both economic and societal progress. We also aim to create an enabling environment for inclusive growth by embracing technology, promoting interdisciplinary collaboration, and actively engaging with society to create meaningful change

### IoBM Core Values

- L- Learning
- I- Integrity
- M- Motivation
- I- Innovation
- T- Teamwork
- L- Leadership
- E- Excellence
- S- Sustainability
- S- Service

**WE ARE LIMITLESS**

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# AN INTRODUCTION TO THE INSTITUTE OF BUSINESS MANAGEMENT

This catalog will provide you with valuable, up-to-date information about the programs of study and courses offered by the Institute, as well as information about the fee structure, facilities and student services available to students.

The catalog gives an introduction to life at IoBM as well as detailed information on all undergraduate and graduate level programs along with core courses, electives and specialized courses. Every effort is made to update information on courses in the catalog. However, changes in curricula may be necessary as part of a process of continuous improvement and the need to keep each program fully aligned with academic and professional developments. For this reason, the Institute reserves the right to make necessary alterations in courses and/ or course structures, after clearing them with the concerned Boards of Studies. Teaching methodology, academic and research programs, assessment procedures and course descriptions also form part of the catalog.

The catalog also lists the facilities at computer labs, library resources, student support services besides providing information relating to and course registration procedures. Information regarding opportunities for financial assistance and stipends for students is also included. The latter part of the catalog contains brief profiles of academic and administrative personnel.

## **IoBM: 1994 - 2025**

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 Registration Act of 1860. The Foundation promotes the dissemination of quality education. Its first project was the setting up of a management university designed 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 four constituent colleges, the College of Business Management (CBM), the College of Computer Science & Information Systems (CCSIS), the College of Economics & Social Development (CESD) and the College of Engineering and Sciences (CES). 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. From 2010 to 2015, we have been honored with prestigious awards of EDUNIVERSAL Palms given for meritorious evaluation and certification of educational institutions around the world. The Institute is a member of the International Association of Universities (IAU), Association to Advance Collegiate Schools of Business (AACSB) and other international and national organizations.



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The Governor of Sindh is an ex-officio Patron and the Chancellor, Mr. M. Bashir Janmohammad is also the Chairman of the Board of Governors and Chancellor of the Institute. The other members of the Board are:

- Mr. Talib Syed Karim, President, IoBM
- Chairman, Higher Education Commission
- Secretary, Universities & Boards Department, Government of Sindh
- Mr. Jahangir Siddiqui
- Mr. Justice <sup>®</sup> Shahid Anwar Bajwa
- Mr. Muhammad Ali Tabba
- President, Pakistan Stock Exchange
- President, Federation of Pakistan Chambers of Commerce & Industry
- President, Karachi Chambers of Commerce & Industry
- Mr. Muhammad Sharif
- Mr. Masood Hashmi
- Mr. Sikandar Sultan
- Ms. Aameena Saiyid
- Prof. Dr. Noshad Ahmed Shaikh
- Prof. Dr. Tariq Rahim Soomro
- Dr. Shahid Amjad (non-voting)
- Dr. Seema Ansari (non-voting)

The Institute offers, through its College of Business Management (CBM), a four year BBA (Honors) and a two year MBA degree program with specialization in Marketing, Finance, Human Resource Management and Management Information Systems, Health & Hospital Management, Pharmaceutical Administration, Media Management, Industrial Management and Telecommunication Management. BS (Honors) Economic & Finance, Accounting & Finance and BS Social Entrepreneurship and Social Leadership are also offered. A research degree, an MPhil leading to PhD, is offered in Finance, Human Resource Management, Marketing, Education, Psychology and Management Information Systems. A four year Bachelor of Computer Science (Honors), followed by a two years Master of Computer Science and MBA in Finance & Risk Management, BS in Mathematics & Economics and BS Data Science are 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 (CESD) offers a BS program in Commerce, Media Studies, B.Ed, MBA in Educational Management and MSc leading to MPhil in Economics. College of Engineering and Sciences (CES) offers a program in Electrical Engineering.



The emphasis of IoBM is on research. It publishes the country's first business policy and research journal, Pakistan Business Review, which is recognized by the HEC as well as internationally recognized as Pakistan's first business policy and research journal, Pakistan Business Review. Pakistan's Journal of Engineering Technology and Science is accordingly brought out by the CCSIS whereas the CESD is responsible for yet another publication: the Journal of Education and Educational Development. Students and faculty contribute regularly to its pages. A research seminar is organized on a weekly basis. IoBM is the first business school where foreign language courses, Arabic, French, Spanish, Italian or Chinese were made compulsory in the BBA and BCS programs. The Institute has competent and dedicated faculty with the majority holding foreign degrees. An 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 in the UK and graduate programs of US Universities. IoBM has extensive links with a number of global universities. Professors from these universities have served as Chief Academic Officers of IoBM.

Since 1998, more than 9,000 students have graduated from IoBM. Most of them occupy key positions in leading national and multinational firms including Habib Bank, Faysal Bank, 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 different provincial and federal government departments. Many graduates have proceeded for their post-graduate program to reputable universities in the UK and USA. More than 400 students go for compulsory internships every year to national and multinational organizations.

Office of Research Innovation & Commercialization - Entrepreneurship & Management Excellence Center (ORIC) / (EMEC) and Centre of Information Technology (CIT) of the Institute organizes professional education, training and research programs with a view to 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 its inception. There are over 5500 students on our campus which is large, purpose-built and located at Korangi Creek on an 11 acre site and comprises the Business College building, the Administration and Entrepreneurship & Management Excellence Center building, CCSIS building, a Convocation Center, the Student Activity Center, a five-storeyed library building, Industrial Engineering and Management building, a mosque and CESD building. Another nine acre site has been acquired at a distance of 1 km from the present campus. Shahjehan S. Karim Center of Excellence, a basement, ground plus five storeyed building was completed in June 2017.

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 Musharraf Hai, Chairperson, Unilever Pakistan Limited as the keynote speaker. The seventh convocation was held on December 18, 2004 with the Governor of 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 on the occasion. 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. 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 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. Over 700 degrees were awarded on the occasion. 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. The thirteenth convocation was held on December 4, 2010. The chief guest on the occasion was Dr. Abdul Hafeez Shaikh, Minister for Finance, Revenue, Economic Affairs & Statistics and the keynote speaker was Dr. Javaid R. Laghari, Federal Minister / Chairperson of the Higher Education Commission of Pakistan.



The fourteenth convocation was held on December 10, 2011. Over 983 degrees were awarded to students. The chief guest on the occasion was Dr. Shamsh Kassim-Lakha, Founding President and Trustee of AKU and the keynote speaker was Mr. Javed Jabbar, Chairman and Chief Executive, JJ Media (Pvt.) Ltd. The fifteenth convocation was held on December 08, 2012. Over 825 degrees were awarded to students. The keynote speaker was Mr. Shahid Aziz Siddiqui, Chairman and CEO, State Life Insurance Corporation of Pakistan. The sixteenth convocation was held on December 07, 2013. Over 850 degrees were awarded to students on the occasion. The Chief guest was Mr. Nisar Ahmed Khuhro, Senior Minister for Education, Govt. of Sindh, the keynote speaker was Dr. Kakha Shengelia, President, Caucasus University Republic of Georgia and Mr. Munir Kamal, Chairman National Bank of Pakistan was the guest of honor.

The seventeenth convocation was held on December 07, 2014. Over 850 degrees were awarded to students on the occasion. The chief guest was Mr. Nisar Ahmed Khuhro, Senior Minister for Education, Govt. of Sindh, the keynote speaker was Mr. Muhammad Aliuddin Ansari, President & Chief Executive Officer of Engro Corporation. The eighteenth convocation was held on December 12, 2015. Over 900 degrees were awarded to students. The chief guest was Mr. Muhammad Mian Soomro, Former President of Pakistan and the keynote speaker was Mr. Kamal A. Chinoy, Chief Executive of Pakistan Cables Limited at the event. The nineteenth convocation was held on December 10, 2016. Over 950 degrees were awarded to students. The guest of honor was Mr. Jam Mehtab Hussain Dahar, Minister for Education & Literacy, Government of Sindh, and the keynote speaker was Mr. Sirajuddin Aziz, President Habib Metropolitan Bank Ltd. Dr. Mukhtar Ahmed, Chairman Higher Education Commission (HEC) also attended the convocation. The twentieth convocation was held on December 09, 2017. Over 1000 degrees were awarded to students. The chief guest was Mr. Muhammad Zubair, Governor of Sindh and keynote speaker was Mr. Khalid Nawaz Awan, Chairman of TCS at this Convocation.

The twenty-first Convocation was held on December 08, 2018. Over 1000 degrees were awarded to students. The keynote speaker was Mr. Kimihide Ando, Senior Vice President and CEO, Mitsubishi Corporation. The twenty-second Convocation was held on December 07, 2019. Over 1000 degrees were awarded to students. The keynote speaker was Mr. Shazad Dada, CEO/Executive Director, Standard Chartered Bank, Pakistan. The twenty-third convocation was held on January 30, 2021. This Convocation was hybrid where only PhD, MS/MPhil Graduates and Gold Medalists were invited, over 1450 degrees were awarded to students. Mr. Imran Ismail, Governor Sindh, delivered his recorded speech. The Keynote Speaker was Mr. Muhammad Ali Tabba, CEO, Lucky Cement. The twenty-fourth convocation was held on December 11, 2021. Over 1250 degrees were awarded to students on the occasion. The chief guest was Mr. Imran Ismail, Governor of Sindh, the Guest of Honour was Mr. Muhammad Azfar Ahsan, Minister of State and Chairman of Board of Investment and the Keynote Speaker was Mr. Amir Paracha, Chairman, Unilever Pakistan Limited at this Convocation.

The twenty-fifth Silver Jubilee Convocation was held on December 10, 2022. The Chief Guest was Mr. Kamran Tessori, Governor of Sindh, the Guest of Honour was Mr. Muhammad Aurangzeb, President and CEO, Habib Bank Limited and the Keynote Speaker was Mr. Abid Vazir, Director and COO, Cherat Packaging Limited at this Convocation. The twenty-sixth Convocation was held on December 9, 2023. The Keynote Speaker was Mr. Rizwan Ahmed Shaikh, CEO, Saudi Pak Industrial Agricultural Investment Company at this Convocation.

The twenty-seventh Convocation was held on December 14, 2024. The Governor of Sindh, Mr. Kamran Tessori was the Chief Guest. The Guest of Honor was Dr. Gohar Ejaz, CEO, Ejaz Group of Companies. Mr. Anwaar-ul-Haq Kakar, Senator and Former Caretaker Prime Minister of Pakistan also addressed the Graduates and The Keynote Speaker was our Alumni, Ms. Yasmin Fasih, Regional Human Resource Manager, Asia Pacific, Operations Maersk at this Convocation.

## **Shahjehan S. Karim Center of Excellence**

A six storeyed (basement, ground plus five floors) centrally air-conditioned building with a covered area of 152,000 sq.ft and an open area of 15,000 sq.ft. houses 22 classrooms, 68 faculty offices, examination department with two examination halls of 11000 sq.ft, laboratories, media studio of 2,576 sq.ft, seminar rooms, training halls, gymnasium, 8 (food) kiosks with 180 seating capacity and 22 hostel rooms for students and faculty.

## WHY CHOOSE IOBM?

IoBM is one of the premier universities of the country. Not only does it offer academic excellence but its peaceful location - part city, part countryside - is ideal for reflection as well as camaraderie. The lay-out of the campus, where the buildings are connected by a leafy and partially winding driveway, has a charm of its own. The buildings themselves, a rich terracotta pink, are spacious and attractively designed. The breezy interior of the CBM building, with its twists and turns and its 'all-hands-on-deck' sense, is especially appealing. Tastefully landscaped with the help of nature - and sculpture - the IoBM campus is both homely and gracious. To the many students who form part of its fraternity, it is a home away from home.

The academic laurels IoBM has won are equally impressive. IoBM was rated one of the country's top universities by the Higher Education Commission of the Federal Government as well as the Government of Sindh. IoBM has also been the proud recipient of two Eduniversal Palms, awarded to it at the international convention of Deans of Business Colleges in recognition of its being one of the two best Business Schools since 2010.

In addition, IoBM is an active member of the International Association of Universities (IAU), the International Association of University Presidents (IAUP), the Association to Advance Collegiate Schools of Business (AACSB), the Association of Commonwealth Universities (ACU), besides being associated with other international academic organizations. IoBM has also established links and made a name for itself among reputed foreign business schools in relation to the sharing and contributing of ideas on and insights into business education and research.

The programs we offer include MBA and MBA (Evening) programs in diverse fields. These are held at weekends and lay a special emphasis on the requirements of busy executives and those who, having come to the end of one career, wish to move to a new one. IoBM also offers programs in Health and Hospital Management, Finance and Risk Management, Industrial Management, Telecommunication Management, Environment and Energy Management, Organizational Psychology, Economics and many other disciplines. IoBM faculty excel in their different fields. They transmit their expertise in scholarship and research to students, providing them with a developed understanding of their respective disciplines.

Students have access to excellent facilities and learning resources as IoBM continually invests in its library, gym, sports facilities, computer equipment, Wi-Fi facility, video conferencing, state-of-the-art campus buildings and subsidized transport facilities.

IoBM has earned its reputation through an excellent internship and graduate employment record. Rigorous degree courses enable graduates to acquire depth in their chosen subjects and open up wide career choices. A large number of IoBM graduates join top business schools in Europe, USA and Canada.

Research is a core competence at IoBM and is carried out in diverse fields. IoBM publishes the research quarterly, Pakistan Business Review (PBR) which is recognized by the Higher Education Commission (HEC) as category 'X' and ECONLIT, the Journal of Economic Literature, USA.

Annually held, HEC- financed international conferences provide a platform for the presentation of research undertaken at IoBM. The Pakistan Journal of Engineering Technology & Science and the Journal of Education & Educational Development recognized by HEC as Category 'X' are also brought out by IoBM. IoBM is connected with PERN2, a high-speed dedicated National Research & Education Network (NREN) for universities and other academic institutions of Pakistan.

**"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**  
Founder President  
Institute of Business Management



## IoBM's Academic Strategies

21st century has seen explosion of knowledge and has forced integration of disparate fields: Social interactions connect with digital networks; philosophy connects with computer science, psychology with clicks and likes, education with virtualization, robotics with medicine, banking with mobile companies, and so on. Environmental future is now linked with social sustainability, which in turn is linked with economic and financial sustainability. These linkages have been created with the exponential growth of IT and communication technologies, that have stimulated multi-dimensional interactions among businesses, industry, social-life and governance. To study these interactions, IoBM as a multi-dimensional educational institution offers cross-disciplinary programs and specializations. These include Business Psychology, Education Management, Finance and Economics, Islamic Finance and Banking, Engineering Management, Accounting and Law, Health and Hospital Management, Environment and Energy Management, Economics and International Relations etc. These and other discipline-based programs in business, computer science, engineering, economics, education and media are offered by the four colleges or faculties of IoBM.

Convergence of previously separate fields is also causing massive disruption and displacement of jobs accompanied by obsolescence of skills and knowledge requirements. Disruption of 20th century life-long career jobs in brick and mortar companies are also creating massive entrepreneurial opportunities for innovative business ventures, social enterprises and rethinking and reorganization of government, industry and society. This is reflected in IoBM's strategic focus on creativity and innovation through business entrepreneurship, social entrepreneurship and leadership, technology entrepreneurship and entrepreneurial engineering through EMEC.

Knowledge is doubling every 12 months and soon would be doubling every 12 hours. Hence, regurgitation of the knowledge obtained from a traditional classroom lecture is fast becoming obsolete before it is absorbed. Hence, IoBM's mission focuses on the development of graduates who are life-long self learners, who can quickly learn new knowledge and customize it to meet the fast changing requirements of their careers. Hence, IoBM has a strategic focus on blended, experiential, project based, and case based and other learning technologies.

IoBM's vision is to be among the leading educational institution locally and internationally. To achieve this vision, IoBM strives to contribute to the development of economy and society through innovative research, faculty development, and impactful engagement with industry and society; nationally and globally. Hence, it is actively pursuing international accreditations such as AACSB and QS Ranking, and its programs are accredited by national accreditation councils such as PEC, NBEAC, NCEAC, NACTE and regulatory bodies such as HEC and CIEC. Its ORIC and incubation centre are duly recognized by HEC.

## RESOURCES AND FACILITIES

The Institute of Business Management has a purpose-built twenty acre campus, located in the serene and secure surroundings of Korangi Creek, Karachi. The College of Business Management building, covering an area of 85,000 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 have all been self-financed with no outside assistance or donation. A separate centrally air-conditioned modern Administration and Entrepreneurship & Management Excellence Center building, with a covered area of 26,900 sq.ft., was completed in 2001. Another centrally air-conditioned building with a covered area of 31,655 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. A new 150, 000 sq. ft. SSK Center of Excellence has recently been added to the existing buildings on campus. 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.

### Life at IoBM

Student life at IoBM is much more than just academics, presentations, reports, midterms, and final exams. In fact, there's a whole range of entertainment and events organized by students throughout the year. Students on campus are genuinely interested in cultural vibrancy and fostering a sense of community. Amidst the busy academic schedule, there are seminars, talk shows with guest speakers, fundraising bake sales, fun stalls, CBMUN, plantation drives, stand-up comedy shows, and much more. There's always something happening and you can never get enough of it.

There are sixteen student societies at IoBM that serve the interests of specific students: Canvas - The Creative Hub of IoBM, CBM Society of Health Managers (CHSM), Digicon Informatics Society (DIS), Egalitarians (Economics Society), Entertainment Plus Society (EPS), Finance Society, IoBM Club of Entrepreneurs (ICE), Literary and Public Speaking Society (LPSS), IoBM Marketing Society (IMS), Mathematics Society, Social Welfare and Trust (SWAT), Society of Elegance and Technologies (SET), Strategic Human Resource Society (SHRS), Sustainable Living Society (SLS), The Dialogue Society (TDS), "Vanquishers" Sports Society.

Each Society is headed by a faculty advisor who is a senior member of the faculty or management, along with a team of student office bearers.

### Sports at IoBM

IoBM provides its students and staff with a range of sports facilities, including both indoor and outdoor options. The indoor sports facilities include table tennis, snooker, a male gym, a female fitness & aerobics room, a chess room, carrom, ludo, scrabble, foosball, badminton, throwball, volleyball, and squash court. The outdoor sports facilities include basketball, volleyball, throwball, futsal, hardball cricket nets, tape ball cricket, dodgeball, and tug of war.

IoBM students actively participate in Higher Education Commission (HEC) Intervarsity Championships and various events organized by other universities and institutions, both locally and nationally. IoBM sports teams have earned numerous laurels in HEC Intervarsity and Inter-University Championships.



## Computing 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 in 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 faculty and students. The College of Computer Science and Information Systems building includes a number of computer laboratories with around four hundred & twenty workstations. It is fully equipped with satellite/ radio-linked e-mail, Wi-Fi facilities and internet facilities for all students, faculty and staff.

## Dr. Ahmer Syed Karim Library

The IoBM library, an ideal setting for learning and research, serves as a repository for a 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 54,800 books. All library resources are searchable through online catalogue managed by (OPALS) the library management system. Students are provided with internet workstations 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 Center in the Academic block caters to the scholarly requirements of M Phil and PhD programs. The library is engaged in numerous projects to expand access to its physical and digital collections. Skill development sessions are conducted for students and faculty from time to time. The library projects in the pipeline include development of a portal of web links, just a click away, on the desktops of faculty and students.

## IoBM Wellness Center

The establishment of a “Wellness Center” at IoBM is aimed to foster the well-being and mental health of the students. The main purpose is to help students to succeed and improve by providing support for the psychological, emotional, social, and behavioral issues. The Wellness Center will provide face to face counselling to the students. In addition to this online counselling services can also be provided to ensure that students seek help with trust and anonymity for their mental health concerns.

We seek to empower students with appropriate tools, information and skills so that they can make their life meaningful and can invest in their present and future well-being. This Center will enable us:

- Raising awareness about mental health.
- Reducing stigma associated with mental illness.
- Promote help seeking behaviors and emotional well-being practices.
- Helps to recognize early signs and risks of mental illness.
- Practice and promote positive living.
- Improved self-esteem and self-confidence.
- Better ability to manage stress effectively.

## CONVOCATION










In December 2024, IoBM held its twenty-seventh Convocation. The Governor of Sindh, Mr. Kamran Tessori was the Chief Guest. The Guest of Honor was Dr. Gohar Ejaz, CEO, Ejaz Group of Companies. Mr. Anwaar-ul-Haq Kakar, Senator and Former Caretaker Prime Minister of Pakistan also addressed the Graduates and The Keynote Speaker was our Alumni, Ms. Yasmin Fasih, Regional Human Resource Manager, Asia Pacific, Operations Maersk at this Convocation.

IoBM conferred 1592 Degrees, including 24 Gold Medals and 45 Merit Certificates as per the following:

Program	Total Graduates	Program	Total Graduates
BBA (Honors)	403	MBA (Evening)	99
BE (Electrical)	16	MBA (Educational Management)	10
BS (Actuarial Science and Risk Management)	13	MBA (Entrepreneurship and SME Banking and Finance)	4
BS (Computer Science)	51	MBA (Environment and Energy Management)	1
BS (Data Science)	11	MBA (Finance and Risk Management)	24
BS (Economics, Law and International Relations)	19	MBA (Health and Hospital Management)	42
BS (Economics, Media and International Relations)	8	MBA (Industrial Management)	26
BS (Education)	6	MBA (Logistics and Supply Chain Management)	100
BS (Entrepreneurship)	33	MBA (Media Management and Marketing)	14
BS (Honors) Accountancy, Management and Law	65	MSC (Organizational Psychology and HRM)	30
BS (Honors) Accounting and Finance	127	M.Phil. (Business Management)	6
BS (Honors) Economics and Finance	30	M.Phil. (Education)	1
BS (Honors) Media Studies	18	M.Phil. (Organizational Psychology)	6
BS (Honors) Social Entrepreneurship and Leadership	19	MS (Economics)	2
BS (Industrial Management)	11	MS (Engineering Management)	4
BS (Honors) Business and Psychology	46	MS (Statistics and Scientific Computing)	3
BS (Logistics and Supply Chain Management)	45	PhD (Business Management)	2
BS (Mathematics and Economics)	11	PhD (Computer Science)	1
B.Ed	6	PhD (Economics)	2
MBA (Regular)	188	PhD (Education)	3
MBA (Weekend)	89		



## Gold Medalists

	Janmohammad Dawood Gold Medal <b>Fatima Sarwar</b> BBA (Honors)		Meezan Bank Gold Medal <b>M. Mohib Zafar</b> BBA (Honors)
	Ghulam Faruque Gold Medal <b>Laiba Gul Durrani</b> BBA (Honors)		Shan Foods Gold Medal <b>Tahreem d/o Aqeel Ahmed Shaikh</b> BBA (Honors)
	Mondelez Pakistan Gold Medal <b>Maaha Jetha</b> BBA (Honors)		Faizan Steel Gold Medal <b>Sandesh Kumar</b> BS (Accountancy, Management & Law)
	EFU Life Assurance Gold Medal <b>Muhammad Faizan Abid</b> BS (Actuarial Science & Risk Management)		PayPak Gold Medal <b>Simran Ashok</b> BS (Computer Science)
	EFU Life Assurance Gold Medal <b>Yameena Nasir</b> BS (Honors) Accounting & Finance		Westbury Group of Companies Gold Medal <b>Syeda Manahil Amin</b> BS (Honors) Accounting & Finance
	Dr. Ahmer Syed Karim Gold Medal <b>Madiha Zehra Misri</b> BS (Data Science)		Imam Ali Kazi Memorial Gold Medal <b>Aiyya Ahmed</b> BS (Mathematics & Economics)
	Management Association of Pakistan Gold Medal <b>Maira Rais</b> BS (Social Entrepreneurship & Leadership)		Upfield Pakistan Gold Medal <b>Zulekha Adnan</b> BS (Industrial Management)
	Tufail Industries Gold Medal <b>Siddiqa Asim</b> BS (Entrepreneurship)		S. H. Hashmi Memorial Gold Medal <b>Alishba Khursheed</b> BS (Economics, Law & International Relations)
	DVAGO Gold Medal <b>Laiba Adnan</b> BS (Honors) Business & Psychology		Afeef Packages Gold Medal <b>Eisha Wahid</b> BS (Logistics & Supply Chain Management)
	Shahjehan Syed Karim Gold Medal <b>Rida Asif</b> BS (Honors) Economics & Finance		Dr. Essa's Laboratory Gold Medal <b>Alifya Tinwala</b> BS (Education)
	Hoechst Pakistan Limited Gold Medal <b>Ursalan Ilyas</b> MBA (Industrial Management)		Orient McCann Gold Medal <b>Lalit Kumar</b> MBA (Weekend)
	Jubilee General Insurance Gold Medal <b>Yaseen Raza Haider</b> MBA (Logistics & Supply Chain Management)		Tabba Foundation Gold Medal <b>Muhammad Abbas</b> MSc in Organizational Psychology & HRM



## GLOBAL LINKAGES

### International Office

The Institute of Business Management (IoBM) has an International Office that works under the supervision of the President of IoBM. The Department is successfully managing the execution of international relations on bilateral and multilateral terms with many universities in Europe, Asia USA and Australia.

### Eduniversal Ranking

Eduniversal, based in Paris, France, is a worldwide academic institution ranking organization which ranks the 4,000 best academic institutions from around the world. The expertise of IoBM is distinguished in the 2021 Eduniversal Best Masters' Ranking in the context of following programs:

#### Top 200 Best Master's Programs:

- MBA full time - Ranked 18<sup>th</sup> in Central Asia
- MBA Human Resource Management - Ranked 8<sup>th</sup> in Central Asia
- MBA Advertising and Media Management – Ranked 2<sup>nd</sup> in Corporate Communication in Central Asia
- MBA Executive – Ranked 9<sup>th</sup> in Executive MBA in Central Asia
- MS Economics – Ranked 5<sup>th</sup> in Economics in Central Asia
- MBA Finance – Ranked 7<sup>th</sup> in Corporate Finance in Central Asia
- MBA Environment and Energy Management – Ranked 1<sup>st</sup> in Energy and Natural Resources in Central Asia
- MBA Industrial Management – Ranked 4<sup>th</sup> in Industrial and Operations Management in Central Asia
- MPhil in Business Management – Ranked 6<sup>th</sup> in General Management in Central Asia
- MS Computer Science – Ranked 17<sup>th</sup> in Information Systems Management in Central Asia
- MS Mathematics & Scientific Computing – Ranked 3<sup>rd</sup> in Data analytics in Central Asia

#### Top 100 Best Master's Programs:

- MBA Supply Chain Management – Ranked 88 in the world
- MBA Health and Hospital Management – Ranked 66 in the world
- MBA Finance and Risk Management – Ranked 100 in the world
- MSc in Business Management – Ranked 37 in the world
- MBA Weekend – Ranked 58 in the world

### Bilateral Agreements

IoBM has bilateral agreements under a formally signed Memorandum of Understanding (MoU) with the following universities which provide exchange of students, faculty and staff and promote joint research and consultancy.



Country	Partner University
1. Albania	Eqrem Cabej University
2. Bangladesh	American International University
3. Bangladesh	University of Chittagong
4. Belarus	School of Business of Belarusian State University
5. Bhutan	Gedu College of Business Studies
6. Bosnia	International Burch University
7. China	Biejing Jiatong University
8. China	Guangxi University of Finance and Economics
9. China	Guangxi University of Technology (GXUT)
10. China	Guilin University of Technology
11. China	Hebei International Studies University (HISU)
12. China	Sias International University
13. China	University of Electronic Science & Technology of China (UESTC)
14. China	Zhejiang University
15. China	Zhengzhou Xinlian University
16. China	Sanya University
17. Combodia	IICUniversity of Technology
18. France	Financia Business School
19. Georgia	Caucasus University
20. Germany	Erfurt University of Applied Sciences
21. Germany	Eurasia Institute for International Education (EIIE)
22. Ghana	University of Development Studies
23. Indonesia	IPMI International Business School
24. Indonesia	University of Muhammadiyah Semarang
25. Italy	University of Florence
26. Lithuania	Vytautas Magnus University
27. Malaysia	Multimedia University
28. Malaysia	Universiti Malaysia Sarawak (UNIMAS)
29. Malaysia	University of Kuala Lumpur
30. Malaysia	Universiti of Malaysia Pahang
31. Mexico	Universidad Autonoma de Guadalajara
32. Morocco	Groupe ISCAE
33. Nepal	Kathmandu University School of Management (KUSOM)
34. Nepal	Pokhara University
35. North Cyprus	Girne American University
36. Poland	Powiślńska Szkoła Wyższa
37. Portugal	Instituto Politécnico de Castelo Branco
38. Romania	Petre Andrei University of Iasi
39. Russia	Emas Eurasian Management & Administration School
40. Russia	Institute of Business Studies RANEP
41. Russia	Russian State University for the Humanities
42. South Korea	Dongseo University
43. South Korea	Hanyang University
44. Spain	University of Malaga
45. Srilanka	University of Kelaniya
46. Srilanka	University of Peradeniya
47. Switzerland	International University in Geneva (IUG)
48. Taiwan	I-SHOU University
49. Tajikistan	Tajik Technical University
50. Thailand	Naresuan University
51. Thailand	Siam University
52. Turkey	Abdullah Gul University (AGU)
53. Turkey	Altınbaş University
54. Turkey	Bilkent University
55. Turkey	TED University
56. Turkey	Piri Reis University
57. Turkey	Cyprus Science University
58. Turkey	Yeditepe University
59. Turkey	Yasar University
60. Ukraine	International Institute of Business IIB
61. United Arab Emirates	Al Dar University College
62. USA	Michigan Technological University
63. Uzbekistan	Tashkent State Transport University
64. Vietnam	Institute of Policy & Management IPAM (University of Social Sciences and Humanities - Hanoi
65. Vietnam	VNU University of Science

## Student and Faculty Exchange Program

IoBM students regularly go to the following universities on student exchange programs:

- Yasar University, Turkey
- Girne American University, North Cyprus
- Dongseo University, South Korea
- Istanbul Aydin University, Turkey
- Beijing Jiaotong University, China
- Guilin University of Technology, China
- University of Kuala Lumpur, Malaysia
- Sanya University, China
- University of Florence, Italy
- Izmir University of Economics, Turkey
- Groupe ISCEA, Morocco
- Bilkent University, Turkey
- Hanyang University, South Korea
- Abdullah Gul University, Turkey
- Universiti Putra, Malaysia
- Beijing Jiaotong University, China

IoBM has entered into an understanding with these universities for exchange of students on the basis of a waiver of university tuition fees and in some cases, provision of free hostel facilities.. IoBM also welcomes students from partner universities to spend a semester at IoBM. More students are expected from different universities in the upcoming semesters through the student exchange program. Experts visit IoBM for a semester from Spain, Germany, China and Nigeria. Exchange of students, faculty members as well as joint research projects are a continuous process involving universities all over the world.

## Memberships of Professional Bodies

IoBM is an active member of the following international and national professional bodies:

1. International Association of Universities (IAU), UNESCO, France
2. International Association of University Presidents (IAUP)
3. The Association of Commonwealth Universities (ACU), UK
4. Association of Universities of Asia and the Pacific (AUAP), Thailand
5. AACSB International -The Association to Advance Collegiate Schools of Business, USA
6. Asian Media Information and Communication Centre (AMIC), Singapore
7. Management Association of Pakistan (MAP), (Honorary Treasurer)
8. Marketing Association of Pakistan (President)
9. Employers Federation of Pakistan
10. Institute of Corporate Governance
11. International Finance Corporation (IFC), USA
12. Association of University Programs in Health Administration
13. Association of Management Development Institutions in South Asia (AMDISA)
14. OPEN, Karachi (Vice Chairman)
15. Association of Management Development Institutions in Pakistan (AMDIP), (Chairman, Karachi)





# COLLEGE OF BUSINESS MANAGEMENT

## **CBM Vision:**

To be recognized as a premier business school that transforms students into innovative, ethical leaders who drive sustainable business growth and societal impact through cutting-edge education, industry integration, and transformative research.

## **CBM Mission Statement:**

The College of Business Management empowers future business leaders with industry-relevant knowledge, analytical rigor, and ethical decision-making skills. Through technology-infused curricula, experiential learning, and global perspectives, we prepare students to excel in dynamic business environments. Our faculty and students collaborate on impactful research that addresses real-world challenges, while our strong industry partnerships foster innovation and community engagement. We are committed to cultivating entrepreneurial mindsets, fostering inclusivity, and developing solutions that create both economic value and social progress.

## Bachelor of Business Administration (BBA)

The Bachelor of Business Administration program offers a comprehensive overview of business management, delving into essential functional areas. Our curriculum fosters leadership, social awareness, creativity, and innovation, utilizing experiential learning to develop skills in interpersonal communication, teamwork, foreign languages, and managing diversity. Students are equipped to think critically and apply theoretical knowledge to real-world challenges. As a leader in business education, CBM has integrated artificial intelligence into the curriculum to ensure that graduates are prepared for the future horizon.

Graduates of the BBA program consistently demonstrate exceptional personal and professional capabilities, making them highly sought after by industries. Renowned for their versatility and proactive approach, BBA alumni are sought after across diverse sectors, earning recognition as Industry-Ready Professionals. Their strong foundation in business fundamentals, coupled with their practical skills and adaptability, positions them as valuable assets to organizations in various industries.

The BBA curriculum spans four years, encompassing the completion of 146 credit hours, including a mandatory eight-week internship at IoBM-approved firm and an industry-savvy Capstone Project. These projects have become a cornerstone of the bachelor's program at CBM over the years. To fulfill degree requirements, students must successfully complete 50 courses and maintain a minimum CGPA of 2.5. Students are required to complete general education courses in the first four semesters to be eligible to proceed to the fifth semester. By the end of the second year, students need to decide their major from the specializations listed below.

- Accounting
- Business Intelligence and Analytics
- Finance
- Human Resource Management
- Supply Chain Management
- Marketing
- Entrepreneurship

### General Education Courses

SSC101	Introduction to Psychology	(3 credit hours)
MAT102	Business Mathematics and Statistics	(3 credit hours)
BCN101	Academic English	(3 credit hours)
STS202	Inferential Statistics	(3 credit hours)
REL101	Islamic Studies/Ethics	(2 credit hours)
BCN201	Persuasive & Analytical Writing for Business Communication	(3 credit hours)
EEM101	Environmental Studies	(3 credit hours)
PSC101	Pakistan Studies	(3 credit hours)
PSC201	Ideology and Constitution of Pakistan	(2 credit hours)
ETP101	Entrepreneurship	(3 credit hours)
LAN30*	Foreign Language	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
REL102	Understanding of Holy Quran I / General Education **	(1 credit hour)
REL103	Understanding of Holy Quran II / General Education **	(1 credit hour)

*\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

*\*\*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.*



\*\*\* BBA students are required to complete relevant certification (equivalent to 3 credit hours) over the period of four-year program as a mandatory condition for degree completion. Student will select the certification with the consultation of the respective program head.

**\* Foreign Language Course**

\*1 Arabic      \*2 French      \*3 Italian      \*4 German      \*5 Chinese

**BCN010 Intensive English (Pre-Sessional Course) \*\*\***

\*\*\*\* A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week prior to the start of the Semester.

**Interdisciplinary Courses**

ECN101	Principles of Microeconomics	(3 credit hours)
ECN102	Principles of Macroeconomics	(3 credit hours)
LWS103	Legal and Regulatory Environment of Business	(3 credit hours)
ECN403	National and Global Economic Policy	(3 credit hours)
MGT401	Technology & Innovation Management	(3 credit hours)

Students must take a minimum load of twelve credit hours or a maximum load of eighteen credit hours in a semester. To obtain the BBA degree in four years, students need to complete twelve courses per year. A full load of six courses can be taken in each Fall and Spring semester, with the option of remedial courses (for failure, improvement, or prerequisite past courses) to address any shortfall in the summer session.

**Discipline/Core Business Related Courses**

MGT101	Principles of Management	ACS101	Introduction to Financial Accounting
MRK101	Fundamentals of Marketing Management	FNS201	Introduction to Business Finance
MGT201	Organizational Behavior	ACS201	Intermediate Financial Accounting
HRM201	Human Resource Management	FNS202	Financial Management
MRK201	Fundamentals of Consumer Behavior	MGT301	Integrated Management
MRK301	Sales Management	SCN101	Essentials of Supply Chain
MRK303	Digital Media and Marketing	MRK304	Brand Management
MGT402	Leadership and Business Ethics	ISF201	Introduction to Islamic Banking
MGT403	Strategic Management	ACS301	Cost and Management Accounting
BIA101	Introduction to Business Analytics	ERP310	Enterprise Resource Planning
RES301	Business Research Methods	BIA301	Business Intelligence
BIA310	AI in Business		

**Capstone Project**

ACS480	Accounting
BIA480	Business Intelligence and Analytics
FNS480	Finance
HRM480	Human Resource Management
SCN480	Supply Chain Management
MRK480	Marketing
ETP480	Entrepreneurship

## Major (Electives)- 06 Courses (18 credit hours)

### Accounting Electives

- ACS302 Advanced Financial Accounting
- ACS303 Principles of Taxation
- ACS304 Principles of Auditing
- ACS450 Advanced Audit and Assurance
- ACS451 Advanced Taxation
- ACS452 ESG Accounting
- ACS453 International Financial Reporting Standards
- ACS454 Managerial Analysis & Decision Making
- ACS455 Strategic Performance Management

### Finance Electives

- FNS203 Financial Institutions and Markets
- FNS301 Corporate Finance
- FNS302 Analysis of Financial Statements
- FNS451 Financial Derivatives
- FNS452 Financial Modeling and Analytics
- FNS453 Fintech
- FNS454 Portfolio Management
- FNS455 Security Analysis
- FNS456 Technical Analysis
- FNS457 Treasury & Fund Management

### Marketing Electives

- MRK450 Advertising
- MRK451 International Marketing
- MRK452 Services Marketing
- MRK453 Personal Selling
- MRK454 Media Planning
- MRK455 Merchandising and Sales Promotion
- MRK456 Distribution and Channel Management
- MRK457 Neuromarketing
- MRK458 Public Relations and Event Management
- MRK459 Integrated Marketing Communications
- MRK460 New Product Management
- MRK461 Retail Management
- MRK462 Customer Relationship Management
- MRK463 Entrepreneurial Marketing
- MRK464 Artificial Intelligence in Marketing Facing Functions
- MRK465 Marketing for Hospitality and Tourism
- MRK466 Sales Automation and Analytics
- MRK467 Search Engine Marketing

### Business Intelligence and Analytics Electives

- BIA430 Basics of Programming
- BIA431 Application of Programming in Business
- BIA432 Advance tools and techniques for Business Intelligence
- BIA433 Marketing Intelligence and Analytics
- BIA434 Big Data in Finance
- BIA435 Applied financial analytics
- BIA436 Human Capital Analytics
- BIA437 Applied Supply Chain Analytics

### Human Resource Management Electives

- HRM450 Recruitment & Selection
- HRM451 Industrial Relation and Labor Law
- HRM452 Employee Training & Development
- HRM453 Negotiation Skills
- HRM454 Organization Change & Development
- HRM455 Salary & Compensation
- HRM456 Performance Appraisal & Management
- HRM457 HR Automation
- HRM458 Occupational Health & Safety
- HRM459 Employee Engagement & Wellbeing
- HRM460 Career Planning & Management
- HRM461 Digital Recruitment & Gamification
- HRM462 HR for Startups & SMEs
- HRM463 E Learning Instructional Design
- HRM464 Workforce Planning & Analytics
- HRM465 Employment & Industrial Law
- HRM466 Internal Communication & Employer Branding

### Supply Chain Management Electives

- SCN451 E-business Strategies in SCM
- ERP452 Risk Analysis in Supply Chain
- SCN453 Transportation Analysis
- SCN454 Retail Logistics
- SCN455 Shipping and Port Operations
- SCN456 Supply Chain Finance and Costing
- SCN457 Supply Chain i4.0 and Data Sciences
- SCN458 Supply Chain Technology, Systems & Innovation
- SCN459 Operational Research and Simulation
- SCN460 International Logistics
- SCN461 Inventory Planning and Control
- SCN463 Supply Chain Design
- SCN464 Packaging Design and Environmental Aspects
- SCN462 Supply Chain Project Management

### Entrepreneurship Electives

- ETP401 Sustainable Family Business
- ETP404 Entrepreneurial E-Commerce
- ETP405 Intrapreneurship
- ETP452 Sustainable Business Designs
- ETP453 Global Entrepreneurship
- ETP455 Technopreneurship
- ETP456 Applied STEM for Entrepreneurs
- ETP457 Digital Programming Language for Entrepreneurs
- ETP458 Fashion & Creative Entrepreneurship
- ETP459 Metaverse, Blockchain & Future Markets
- ETP460 Event Management & Personal Branding
- ETP461 Culture & Solopreneurship
- ETP462 Freelancing & Marketplace Strategies
- ETP463 Content Monetization & Creator Economy



## Course Structure

### First Semester

Course Code	Course Title	Credit Hours	Pre-requisite
SSC101	Introduction to Psychology	3	
ECN101	Principles of Microeconomics	3	
MAT102	Business Mathematics and Statistics	3	
MGT101	Principles of Management	3	
BCN101	Academic English	3	
ACS101	Introduction to Financial Accounting	3	

### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ECN102	Principles of Macroeconomics	3	ECN101
STS202	Inferential Statistics	3	MAT102
REL101	Islamic Studies	2	
BCN201	Persuasive & Analytical Writing for Business Communication	3	BCN101
EEM101	Environmental Studies	3	
PSC101	Pakistan Studies	3	

### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MRK101	Fundamentals of Marketing Management	3	
PSC201	Ideology and Constitution of Pakistan	2	PSC101
FNS201	Introduction to Business Finance	3	ACS101
MGT201	Organizational Behavior	3	MGT101
ACS201	Intermediate Financial Accounting	3	ACS101
ETP101	Entrepreneurship	3	

### Fourth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
LAN30*	Foreign Language	3	
CSC210	Applications of Information Communications Technologies	3	
SSC303	Service-Learning and Civic Responsibility	2	
FNS202	Financial Management	3	FNS201
HRM201	Human Resource Management	3	MGT201
MRK201	Fundamentals of Consumer Behavior	3	MRK101

### Fifth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MGT301	Integrated Management	3	MGT101, MGT102
LWS103	Legal and Regulatory Environment of Business	3	
SCN101	Essentials of Supply Chain	3	
MRK301	Sales Management	3	MRK101
BIA101	Introduction to Business Analytics	3	STS202
RES301	Business Research Methods	3	STS202



### Sixth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ERP310	Enterprise Resource Planning	3	
ACS301	Cost and Management Accounting	3	ACS201
ISF201	Introduction to Islamic Banking	3	
BIA310	AI in Business	3	BIA101
MGT402	Leadership and Business Ethics	3	MGT301
MRK303	Digital Media and Marketing	3	MRK101

### Seventh Semester

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective 1	3	
	Elective 2	3	
MRK304	Brand Management	3	MRK101
ECN403	National and Global Economic Policy	3	
BIA301	Business Intelligence	3	BIA101
MGT401	Technology & Innovation Management	3	MGT301

### Eighth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective 3	3	
	Elective 4	3	
	Elective 5	3	
	Elective 6	3	
***480	Capstone Project	3	
MGT403	Strategic Management	3	MGT301

## BS - ECONOMICS & FINANCE

The Bachelor of Science in Economics and Finance at the Institute of Business Management (IoBM) is a four-year undergraduate program designed to provide students with a sound understanding of both economic and financial systems. The program covers core areas such as economic analysis, public policy, corporate finance, financial institutions, and markets, while also introducing students to emerging fields like FinTech, data analytics, and financial modeling. It aims to develop students' analytical, quantitative, and decision-making skills, preparing them to understand and address real-world economic and financial challenges.

The program consists of 50 courses and an internship, totaling 146 credit hours. It includes 15 general education courses, 24 core courses, 4 interdisciplinary courses, and 6 electives from the specialization. In the final year, students complete a capstone project and mandatory 3 credit hours internship, allowing them to apply classroom knowledge to professional settings. The internship provides hands-on industry exposure, while the capstone project integrates learning across courses, helping students analyze and solve practical business or policy problems.

The BS Economics and Finance program is spread over eight semesters (four years). Students are required to take at least four courses each semester, with the option to cover any deficient courses during the summer. The first four semesters focus on general education requirements that must be completed before entering the advanced level of study. A minimum CGPA of 2.5 is required for degree completion. The program combines academic learning with practical experience, preparing graduates for careers in banking, finance, consultancy, investment analysis, and public policy.

### General Education Courses (15 courses, 38 credit hours)

LAN30*	Foreign Language	(3 credit hours)
EEM101	Environmental Studies	(3 credit hours)
SSC101	Introduction to Psychology	(3 credit hours)
BCN101	Academic English	(3 credit hours)
BCN201	Persuasive and Analytical Writing for Business Communication	(3 credit hours)
MAT102	Business Mathematics and Statistics	(3 credit hours)
STS202	Inferential Statistics	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
ETP101	Entrepreneurship	(3 credit hours)
PSC101	Pakistan Studies	(3 credit hours)
PSC201	Ideology and Constitution of Pakistan	(2 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
REL101	Islamic Studies / SSC105 Ethics (for non-Muslims)	(2 credit hours)
REL102	Understanding of Holy Quran I**	(1 credit hour)
REL103	Understanding of Holy Quran II**	(1 credit hour)

\* Foreign Language Course

\*1 Arabic

\*2 French

\*3 Italian

\*4 German

\*5 Chinese

\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.

\*\*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.

### *BCN 010 Intensive English (Pre-Sessional Course) \*\*\**

*\*\*\* A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week prior to the start of the Semester.*

*\*\*\*\* BS Economics and Finance students are required to complete relevant certification (equivalent to 3 credit hours) over the period of four-year program as a mandatory condition for degree completion. Student will select the certification with the consultation of the respective program head.*

### **Interdisciplinary Courses (4 courses, 12 credit hours)**

LWS102 Corporate and Business Law	(3 credit hours)
ERP310 Enterprise Resource Planning	(3 credit hours)
BCN202 Business and Professional Speech	(3 credit hours)
MGT402 Leadership and Business Ethics	(3 credit hours)

### **Discipline/Core Business Related Courses**

ECN101 Principles of Microeconomics	(3 credit hours)
ECN102 Principles of Macroeconomics	(3 credit hours)
ECN205 Managerial Economics	(3 credit hours)
ECN304 International Trade	(3 credit hours)
ECN305 Financial Economics	(3 credit hours)
ECN301 Econometrics-I	(3 credit hours)
ECN202 Macroeconomic Analysis	(3 credit hours)
ECN404 Pakistan Economic Policy	(3 credit hours)
FNS201 Introduction to Business Finance	(3 credit hours)
FNS202 Financial Management	(3 credit hours)
FNS203 Financial Institutions and Markets	(3 credit hours)
FNS301 Corporate Finance	(3 credit hours)
FNS302 Analysis of Financial Statements	(3 credit hours)
BIA310 AI in Business	(3 credit hours)
ACS101 Introduction to Financial Accounting	(3 credit hours)
RES301 Business Research Methods	(3 credit hours)
ACS201 Intermediate Financial Accounting	(3 credit hours)
ACS301 Cost and Management Accounting	(3 credit hours)
MRK303 Digital Media and Marketing	(3 credit hours)
LWS102 Corporate and Business Law	(3 credit hours)
MGT102 Introduction to Management and Organizational Behavior	(3 credit hours)
MRK101 Fundamentals of Marketing Management	(3 credit hours)
HRM201 Human Resource Management	(3 credit hours)
MGT403 Strategic Management	(3 credit hours)
FNS480 Capstone Project	(3 credit hours)
INT*** Internship	(3 credit hours)

### **Elective Courses (6 courses, 18 credit hours)**

#### **Economics Electives \*1**

ECN203 Mathematical Economics
ECN303 Game Theory
ECN204 Development Economics
ECN405 Monetary Theory & Policy
ECN401 Econometrics-II
ECN406 Analysis of Pakistani Industry
ECN450 Islamic Economics
ECN454 Public Finance



### Finance Electives\*2

FNS450	Commercial and Corporate Banking
FNS451	Financial Derivatives
FNS452	Financial Modeling and Analytics
FNS453	FinTech
FNS454	Portfolio Management
FNS455	Security Analysis
FNS456	Technical Analysis
FNS457	Treasury and Fund Management

\*1 Pre-requisite for Economics Elective: ECN305

\*2 Pre-requisite for Finance Electives: FNS301

### Course Structure

#### First Semester

Course Code	Course Title	Credit Hours	Pre-requisite
BCN101	Academic English	3	
MAT102	Business Mathematics and Statistics	3	
ACS101	Introduction to Financial Accounting	3	
REL101	Islamic Studies / SSC105 Ethics (For Non-Muslims)	2	
ECN101	Principles of Microeconomics	3	
PSC101	Pakistan Studies	3	

#### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACS201	Intermediate Financial Accounting	3	ACS101
MGT102	Introduction to Management and Organizational Behavior	3	
SSC101	Introduction to Psychology	3	
BCN201	Persuasive & Analytical Writing for Business Communication	3	BCN101
ECN102	Principles of Macroeconomics	3	ECN101
STS202	Inferential Statistics	3	MAT102

#### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
CSC210	Applications of Information Communication Technologies	3	
LWS101	Banking Laws and Practices	3	
ACS301	Cost and Management Accounting	3	ACS201
EEM101	Environmental Studies	3	
MRK101	Fundamentals of Marketing Management	3	
FNS201	Introduction to Business Finance	3	ACS201

#### Fourth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ETP101	Entrepreneurship	3	
FNS203	Financial Institutions and Markets	3	FNS201
FNS202	Financial Management	3	FNS201
LAN30*	Foreign Language	3	
PSC201	Ideology and Constitution of Pakistan	2	PSC101
SSC303	Service-Learning and Civic Responsibility	2	

### Fifth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ECN202	Macroeconomic Analysis	3	ECN102
FNS301	Corporate Finance	3	FNS202
ERP310	Enterprise Resource Planning	3	
BCN202	Business and Professional Speech	3	BCN201
ISF301	Introduction to Islamic Banking	3	LWS101
MRK303	Digital Media and Marketing	3	MRK101

### Sixth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
FNS302	Analysis of Financial Statements	3	FFNS301 & ACS301
MGT402	Leadership and Business Ethics	3	MGT102
ECN305	Financial Economics	3	ECN102
ECN301	Econometrics-I	3	STS202
ECN205	Managerial Economics	3	ECN102
HRM201	Human Resource Management	3	MGT102

### Seventh Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MGT403	Strategic Management	3	MGT402
ECN304	International Trade	3	ECN102
ECN404	Pakistan Economic Policy	3	ECN102
RES301	Business Research Methods	3	STS202
	Elective I	3	
	Elective II	3	

### Eighth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
BIA310	AI in Business	3	
FNS480	Capstone Project	3	RES301
	Elective III	3	
	Elective IV	3	
	Elective V	3	
	Elective VI	3	

## BS - ACCOUNTING & FINANCE

The Bachelor of Science in Accounting and Finance at the Institute of Business Management (IoBM) is a four-year undergraduate program designed to develop strong foundations in accounting principles and financial management. The program blends academic learning with practical exposure, covering key areas such as financial reporting, auditing, taxation, corporate finance, and investment analysis. Students also develop analytical thinking, ethical judgment, and technical competence through case discussions, projects, and presentations. Emphasis is placed on applying accounting and finance concepts to real-world situations, ensuring that graduates are well-prepared to meet the demands of today's corporate and financial sectors.

The program consists of 50 courses and an internship, totaling 146 credit hours. It includes 15 general education courses, 24 core courses, 4 interdisciplinary courses, and 6 elective courses—three each from accounting and finance. In the final year, students complete a capstone project and an internship. The capstone project allows students to integrate and apply their learning to practical business problems, while the internship provides workplace exposure and professional experience. The program is spread over eight semesters, and students are required to take at least four courses each semester. Deficient courses can be covered in summer sessions. A minimum CGPA of 2.5 is required for degree conferment, and students must complete 12 general education courses in the first four semesters to progress to the fifth.

### Professional Affiliations and Exemptions

- ACCA (UK): Up to 9 exemptions (3 Applied Knowledge and 6 Applied Skills courses).
- CFA (USA): IoBM is an affiliated university, and students have access to the CFA scholarship.
- ICMAP: Up to 9 papers exemptions.
- ICAP: Exemptions may be claimed on a paper-to-paper basis depending on the course outline mapping.

### Career Prospects

Graduates are prepared for careers in financial accounting and auditing, investment and portfolio analysis, financial management, banking, consultancy, and corporate finance.

### General Education Courses (15 courses, 38 credit hours)

LAN30*	Foreign Language	(3 credit hours)
EEM101	Environmental Studies	(3 credit hours)
SSC101	Introduction to Psychology	(3 credit hours)
BCN101	Academic English	(3 credit hours)
BCN201	Persuasive and Analytical Writing for Business Communication	(3 credit hours)
MAT102	Business Mathematics and Statistics	(3 credit hours)
STS202	Inferential Statistics	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
ETP101	Entrepreneurship	(3 credit hours)
PSC101	Pakistan Studies	(3 credit hours)
PSC201	Ideology and Constitution of Pakistan	(2 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
REL101	Islamic Studies / SSC105 Ethics (for non-Muslims)	(2 credit hours)
REL102	Understanding of Holy Quran I**	(1 credit hour)
REL103	Understanding of Holy Quran II**	(1 credit hour)

Foreign Language Course

\*1 Arabic

\*2 French

\*3 Italian

\*4 German

\*5 Chinese

**\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.**

**\*\*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies**

**BCN 010 Intensive English (Pre-Sessional Course) \*\*\***

**\*\*\* A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week prior to the start of the Semester.**

**\*\*\*\* BS Accounting and Finance students are required to complete relevant certification (equivalent to 3 credit hours) over the period of four-year program as a mandatory condition for degree completion. Student will select the certification with the consultation of the respective program head.**

### **Interdisciplinary Courses (4 courses, 12 credit hours)**

ECN101	Principles of Microeconomics	(3 credit hours)
ECN404	Pakistan Economic Policy	(3 credit hours)
MGT402	Leadership and Business Ethics	(3 credit hours)
LWS102	Corporate and Business Law	(3 credit hours)

### **Discipline/Core Business Related Courses**

ACS101	Introduction to Financial Accounting (Exempt: ACCA-F3)	(3 credit hours)
ACS201	Intermediate Financial Accounting (Exempt: ACCA-F7)	(3 credit hours)
ACS301	Cost and Management Accounting (Exempt: ACCA-F5)	(3 credit hours)
ACS302	Advanced Financial Accounting (Exempt: ACCA-F7)	(3 credit hours)
ACS303	Principles of Taxation (Exempt: ACCA-F6)	(3 credit hours)
ACS304	Principles of Auditing (Exempt: ACCA-F8)	(3 credit hours)
ACS305	Accounting Information System	(3 credit hours)
ACS306	Internal Auditing (Exempt: ACCA-F8)	(3 credit hours)
FNS201	Introduction to Business Finance (Exempt: ACCA-F9)	(3 credit hours)
FNS202	Financial Management (Exempt: ACCA-F9)	(3 credit hours)
FNS203	Financial Institutions and Markets (Exempt: ACCA-F9)	(3 credit hours)
FNS301	Corporate Finance (Exempt: ACCA-F9)	(3 credit hours)
FNS302	Analysis of Financial Statements (Exempt: ACCA-F7)	(3 credit hours)
BIA310	AI in Business	(3 credit hours)
LWS101	Banking Laws and Practices	(3 credit hours)
LWS102	Corporate and Business Law (Exempt: ACCA-F4)	(3 credit hours)
ISF301	Introduction to Islamic Banking	(3 credit hours)
ISF302	Islamic Financial Accounting	(3 credit hours)
MGT102	Introduction to Management and Organizational Behavior	(3 credit hours)
MGT403	Strategic Management	(3 credit hours)
MRK101	Fundamentals of Marketing Management	(3 credit hours)
MRK303	Digital Media and Marketing	(3 credit hours)
HRM201	Human Resource Management	(3 credit hours)
RES301	Business Research Methods	(3 credit hours)
FNS480	Capstone Project	(3 credit hours)
INTxxx	Internship	(3 credit hours)



## Elective Courses (6 courses, 18 credit hours)

### Accounting Electives:

- ACS450 Advanced Audit and Assurance
- ACS451 Advanced Taxation (Exempt: ACCA-F6)
- ACS453 International Financial Reporting Standards
- ACS454 Managerial Analysis and Decision Making (Exempt: ACCA-F5)
- ACS455 Strategic Performance Measurement
- ACS456 Financial Regulation and Reporting

### Finance Electives:

- FNS450 Commercial and Corporate Banking
- FNS451 Financial Derivatives
- FNS452 Financial Modeling and Analytics
- FNS453 FinTech
- FNS454 Portfolio Management
- FNS455 Security Analysis
- FNS456 Technical Analysis
- FNS457 Treasury and Fund Management

## Course Structure

### First Semester

Course Code	Course Title	Credit Hours	Pre-requisite
BCN101	Academic English *	3	
MAT102	Business Mathematics and Statistics *	3	
ACS101	Introduction to Financial Accounting *	3	
REL101	Islamic Studies / SSC105 Ethics (For Non-Muslims)	2	
ECN101	Principles of Microeconomics *	3	
PSC101	Pakistan Studies	3	

### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACS201	Intermediate Financial Accounting *	3	ACS101
MGT102	Introduction to Management and Organizational Behavior	3	
SSC101	Introduction to Psychology	3	
BCN201	Persuasive and Analytical Writing for Business Communication	3	BCN101
ECN102	Principles of Macroeconomics *	3	ECN101
STS202	Inferential Statistics *	3	MAT102

### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
CSC210	Applications of Information Communications Technologies *	3	
LWS101	Banking Laws and Practices	3	
ACS301	Cost and Management Accounting *	3	ACS201
EEM101	Environmental Studies	3	
MRK101	Fundamentals of Marketing Management	3	
FNS201	Introduction to Business Finance *	3	ACS201



#### Fourth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ETP101	Entrepreneurship	3	
FNS203	Financial Institutions and Markets	3	FNS201
FNS202	Financial Management	3	FNS201
LAN30*	Foreign Language	3	
PSC201	Ideology and Constitution of Pakistan	2	PSC101
SSC303	Service-Learning and Civic Responsibility	2	

#### Fifth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACS302	Advanced Financial Accounting *	3	ACS201
LWS102	Corporate and Business Law *	3	LWS101
FNS301	Corporate Finance	3	FNS202
MRK303	Digital Media and Marketing	3	MRK101
ISF301	Introduction to Islamic Banking	3	LWS101
ACS303	Principles of Taxation *	3	ACS201

#### Sixth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACS305	Accounting Information System	3	ACS201
FNS302	Analysis of Financial Statements *	3	FNS301 & ACS301
HRM201	Human Resource Management	3	MGT102
ISF302	Islamic Financial Accounting	3	ISF301
MGT402	Leadership and Business Ethics	3	MGT102
ACS304	Principles of Auditing *	3	ACS201

#### Seventh Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACS306	Internal Auditing *	3	ACS304
RES301	Business Research Methods	3	STS202
ECN404	Pakistan Economic Policy	3	ECN102
MGT403	Strategic Management	3	MGT402
	Elective I	3	FNS302
	Elective II	3	FNS302

#### Eighth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
BIA310	AI in Business	3	
FNS480	Capstone Project	3	RES301
	Elective III	3	FNS302
	Elective IV	3	FNS302
	Elective V	3	FNS302
	Elective VI	3	FNS302

\* Courses are exempted for ICAP CAF-qualified students (16 courses in total)



## BS ENTREPRENEURSHIP

The BS Entrepreneurship program guides students through the various stages of the entrepreneurial and intrapreneurial process, ultimately leading to the launch of an operational business. The program is designed to develop innovative thinkers with a business mindset who can create innovative ventures either independently or within existing organizations. By the end of the program, students will have created, launched, and managed their own entrepreneurial venture from ideation to securing investment. In this program, students engage extensively in project-based learning across different courses, exploring each stage of the entrepreneurial journey. BS Entrepreneurship Graduates are expected to shift from being job seekers to job creators by applying creativity, innovation, and design thinking to entrepreneurial projects and real-world business challenges.

BS Entrepreneurship degree requires completion of 146 credit hours over eight regular semesters (four years), including Apprenticeship (3 credit hours) and a Capstone project (3 credit hours). Apprenticeship is mandatory for students to work with entrepreneurs in their area of interest and get insights of various businesses under the mentorship of successful entrepreneurs. In order to graduate, the students must maintain a CGPA of 2.5. The students are required to complete 12 General Education courses (33 credit hours) in the first four semesters; otherwise, the student will not be allowed to proceed to the fifth semester. Courses are divided into general education, interdisciplinary, core, and elective courses. A full load of six courses can be taken each in Fall and Spring semesters with an option of remedial courses (failure, improvement or pre-requisite past courses) for the shortfall in the summer semester.

### General Education Courses

SSC101	Introduction to Psychology	(3 credit hours)
MAT102	Business Mathematics and Statistics	(3 credit hours)
BCN101	Academic English	(3 credit hours)
STS202	Inferential Statistics	(3 credit hours)
REL101	Islamic Studies/Ethics	(2 credit hours)
BCN201	Persuasive & Analytical Writing for Business Communication	(3 credit hours)
EEM101	Environmental Studies	(3 credit hours)
PSC101	Pakistan Studies	(3 credit hours)
PSC201	Ideology and Constitution of Pakistan	(2 credit hours)
ETP101	Entrepreneurship	(3 credit hours)
LAN30*	Foreign Language	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
REL102	Understanding of Holy Quran I / General Education **	(1 credit hour)
REL103	Understanding of Holy Quran II / General Education **	(1 credit hour)

**\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.**

**\*\*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.**

BS Entrepreneurship students are required to complete relevant certification (equivalent to 3 credit hours) over the period of four-year program as a mandatory condition for degree completion. Students will select the certification with the consultation of the respective program head.

\* Foreign Language Course

\*1 Arabic

\*3 Italian

\*2 French

\*4 German

\*5 Chinese



### COM010 Intensive English (Pre-Sessional Course) \*\*\*

\*\*\* A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week prior to the start of the Semester.

### Interdisciplinary Courses

ECN103	Principles of Economics	(3 credit hours)
MGT402	Leadership and Business Ethics	(3 credit hours)
ETP305	Analytics for Entrepreneurs	(3 credit hours)
ETP304	Legal Business Structures for Startups	(3 credit hours)

### Discipline/Core Business Related Courses

ETP101	Entrepreneurship	(3 credit hours)
ACS101	Introduction to Financial Accounting	(3 credit hours)
ETP102	Business Model Design and Development	(3 credit hours)
ETP201	Fundamentals of Technopreneurship	(3 credit hours)
MGT102	Introduction to Management and Organizational Behavior	(3 credit hours)
ETP202	Digital Toolkit for Entrepreneurs	(3 credit hours)
FNS201	Introduction to Business Finance	(3 credit hours)
MRK101	Fundamentals of Marketing Management	(3 credit hours)
ETP203	Freelancing & Gig Economy	(3 credit hours)
ETP301	Project Management for Entrepreneurs	(3 credit hours)
ETP302	Startup Launching and Fundraising	(3 credit hours)
FNS202	Financial Management	(3 credit hours)
HRM201	Human Resource Management	(3 credit hours)
ETP303	Digital Marketing for Startups	(3 credit hours)
SCN101	Essentials of Supply Chain	(3 credit hours)
ACS301	Cost and Management Accounting	(3 credit hours)
MGT403	Strategic Management	(3 credit hours)
RES301	Business Research Methods	(3 credit hours)
BIA310	AI in Business	(3 credit hours)
ETP401	Sustainable Family Business	(3 credit hours)
ETP480	Capstone Project	(3 credit hours)
ETP402	Growth Hacking Strategies for Startups	(3 credit hours)
ETP403	Entrepreneurial Consulting	(3 credit hours)
ETP404	Entrepreneurial E-Commerce	(3 credit hours)
ETP407	Sustainable Business Designs	(3 credit hours)
ETP405	Intrapreneurship	(3 credit hours)
ETP406	Apprenticeship	(3 credit hours)

### Electives - 06 Courses (18 credit hours)

The students have to take 6 elective courses (18 credit hours) to complete their degree requirement.

ETP451	Startup Acceleration & Process Optimization
ETP452	Bargaining and Negotiation Skills
ETP453	Global Entrepreneurship
ETP454	Sustainable Agriculture
ETP455	Technopreneurship
ETP456	Applied STEM for Entrepreneurs
ETP457	Digital Programming Language for Entrepreneurs
ETP458	Fashion & Creative Entrepreneurship
ETP459	Metaverse, Blockchain & Future Markets
ETP460	Event Management & Personal Branding
ETP461	Culture & Solopreneurship
ETP462	Freelancing & Marketplace Strategies
ETP463	Content Monetization & Creator Economy



## Course Structure

### First Semester

Course Code	Course Title	Credit Hours	Pre-requisite
SSC101	Introduction to Psychology	3	
ECN103	Principles of Economics	3	
MAT102	Business Mathematics and Statistics	3	
REL101	Islamic Studies	2	
BCN101	Academic English	3	
ETP101	Entrepreneurship	3	

### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACS101	Introduction to Financial Accounting	3	
STS202	Inferential Statistics	3	MAT102
PSC101	Pakistan Studies	3	
BCN201	Persuasive & Analytical Writing for Business Communication	3	
ETP102	Business Model Design and Development	3	ETP101
ETP201	Fundamentals of Tecnopreneurship	3	ETP101

### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MGT102	Introduction to Management and Organizational Behavior	3	
LAN30*	Foreign Language	3	
EEM101	Environmental Studies	3	
PSC201	Ideology and Constitution of Pakistan	2	PSC101
ETP202	Digital Toolkit for Entrepreneurs	3	ETP102
FNS201	Introduction to Business Finance	3	ACS101

### Fourth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
CSC210	Applications of Information Communications Technologies	3	
SSC303	Service-Learning and Civic Responsibility	2	
MRK101	Fundamentals of Marketing Management	3	
ETP203	Freelancing & Gig Economy	3	ETP202
ETP301	Project Management for Entrepreneurs	3	ETP201
ETP302	Startup Launching and Fundraising	3	ETP201

### Fifth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
FNS202	Financial Management	3	FNS201
HRM201	Human Resource Management	3	MGT102
ETP303	Digital Marketing for Startups	3	ETP202
SCN101	Essentials of Supply Chain	3	
MGT402	Leadership and Business Ethics	3	MGT102
ETP304	Legal Business Structures for Startups	3	ETP201

### Sixth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
BIA310	AI in Business	3	
ACS301	Cost and Management Accounting	3	ACS101
ETP305	Analytics for Entrepreneurs	3	ETP202
MGT403	Strategic Management	3	MGT102
ETP401	Sustainable Family Business	3	ETP301
ETP480	Capstone Project	3	ETP302

### Seventh Semester

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective 1	3	
	Elective 2	3	
RES301	Business Research Methods	3	STS202
ETP402	Growth Hacking Strategies for Startups	3	ETP303
ETP407	Sustainable Business Designs	3	
ETP403	Entrepreneurial Consulting	3	ETP301

### Eighth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective 3	3	
	Elective 4	3	
	Elective 5	3	
	Elective 6	3	
ETP404	Entrepreneurial E-Commerce	3	ETP303
ETP405	Intrapreneurship	3	ETP480

## BS SUPPLY CHAIN MANAGEMENT

The BS Supply Chain Management program is designed for students aspiring to build careers in the dynamic and fast-evolving field of supply chain and logistics. In today's competitive business environment, efficient supply chain operations play a critical role in organizational success. This program equips students with a strong foundation in supply chain design, logistics, operations management, procurement, and data-driven decision-making. Emphasizing both strategic and operational aspects, it prepares graduates to manage the flow of goods, services, and information effectively across global supply networks. The curriculum integrates business analytics, ERP systems, and sustainability practices, enabling students to address real-world supply chain challenges through innovative and practical solutions.

The BS Supply Chain Management degree requires the completion of 146 credit hours over eight regular semesters (four years), including a mandatory internship of at least eight weeks. This hands-on experience allows students to apply classroom learning in real-world business settings. To progress to the fifth semester, students must complete 13 General Education courses during the first four semesters and maintain a minimum CGPA of 2.5. Courses in the program are divided into General Education, Interdisciplinary, Discipline-related, and Elective categories, allowing students to build a balanced and well-rounded academic foundation. Courses in the program are divided into General Education, Interdisciplinary, Discipline-related, and Elective categories, allowing students to build a balanced and well-rounded academic foundation.

### General Education Courses (38 Credit Hrs)

MAT102	Business Mathematics and Statistics	(3 credit hours)
REL101	Islamic Studies	(2 credit hours)
BCN101	Academic English	(3 credit hours)
STS202	Inferential Statistics	(3 credit hours)
BCN201	Persuasive & Analytical Writing for Business Communication	(3 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
SSC101	Introduction to Psychology	(3 credit hours)
PSC101	Pakistan Studies	(3 credit hours)
PSC201	Ideology and Constitution of Pakistan	(2 credit hours)
EEM101	Environmental Studies	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
LAN30*	Foreign Language	(3 credit hours)
ETP101	Entrepreneurship	(3 credit hours)
REL102	Understanding of Holy Quran I **	(1 credit hour)
REL103	Understanding of Holy Quran II **	(1 credit hour)

*\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

### \* Foreign Language Course

\*1 Arabic      \*2 French      \*3 Italian      \*4 German      \*5 Chinese

### BCN010 Intensive English (Pre-Sessional Course) \*\*\*

*\*\*\* A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week prior to the start of the Semester.*

*\*\*\*\* BS students are required to complete relevant certification (equivalent to 3 credit hours) over the period of four-year program as a mandatory condition for degree completion. Students will select the certification with the consultation of the respective program head.*



### Interdisciplinary Courses (12 Credit Hrs)

ECN103	Principles of Economics	(3 credit hours)
MAN311	Technology & Innovation Management	(3 credit hours)
SCN401	Sustainability and Reverse Logistics	(3 credit hours)
MGT402	Leadership and Business Ethics	(3 credit hours)

### Mandatory Business Core Courses (33 Credit Hrs)

MRK303	Digital Media and Marketing	(3 credit hours)
BIA310	AI in Business	(3 credit hours)
MRK101	Fundamentals of Marketing Management	(3 credit hours)
ACS301	Cost and Management Accounting	(3 credit hours)
HRM201	Human Resource Management	(3 credit hours)
FNS201	Introduction to Business Finance	(3 credit hours)
FNS202	Financial Management	(3 credit hours)
MGT403	Strategic Management	(3 credit hours)
ACS101	Introduction to Financial Accounting	(3 credit hours)
MGT102	Introduction to Management and Organizational Behavior	(3 credit hours)
RES302	Business Research Methods	(3 credit hours)

### Domain Core Courses

SCN101	Essentials of Supply Chain	(3 credit hours)
SCN102	Foundation of Production Management	(3 credit hours)
SCN201	Supplier Sourcing Strategies	(3 credit hours)
SCN202	Quality Management and Lean Practices	(3 credit hours)
SCN203	Procurement Management	(3 credit hours)
SCN301	Logistics and Operations Management	(3 credit hours)
SCN302	Import Export Management	(3 credit hours)
ERP310	Enterprise Resource Planning	(3 credit hours)
SCN304	Supply Chain Analytics	(3 credit hours)
SCN305	Storage and Warehouse Techniques	(3 credit hours)
SCN306	Transportation Techniques and Management	(3 credit hours)
SCN402	Supply Chain Design	(3 credit hours)
SCN403	Six Sigma	(3 credit hours)
SCN480	Capstone Project	(3 credit hours)

### Electives - 06 Courses (18 credit hours)

The students have to take 6 elective courses (18 credit hours) to complete their degree requirement.

SCN451	E-business Strategies in SCM
SCN452	Risk Analysis in Supply Chain
SCN453	Transportation analysis
SCN454	Retail Logistics
SCN455	Shipping and Port Operations
SCN456	Supply Chain Finance and Costing
SCN457	Supply Chain 4.0 and Data Sciences
SCN458	Supply Chain Technology, Systems, and Innovations
SCN459	Operational Research and Simulation
SCN460	International Logistics
SCN461	Inventory Planning and Control
SCN462	Supply Chain Project Management
SCN463	Packaging Design and Environmental Aspects



### Semester I

Course Code	Course Title	Credit Hours	Pre-requisite
ECN103	Principles of Economics	3	
MAT102	Business Mathematics and Statistics	3	
REL101	Islamic Studies	2	
BCN101	Academic English	3	
ACS101	Introduction to Financial Accounting	3	
SSC101	Introduction to Psychology	3	

### Semester II

Course Code	Course Title	Credit Hours	Pre-requisite
STS202	Inferential Statistics	3	MAT102
BCN201	Persuasive & Analytical Writing for Business Communication	3	
SCN101	Essentials of Supply Chain Management	3	
PSC101	Pakistan Studies	3	
ETP101	Entrepreneurship	3	
SCN102	Foundations of Production Management	3	

### Semester III

Course Code	Course Title	Credit Hours	Pre-requisite
PSC201	Ideology and Constitution of Pakistan	2	PSC101
FNS201	Introduction to Business Finance	3	ACS101
EEM101	Environmental Studies	3	
SCN201	Supplier Sourcing Strategies	3	SCN101
MGT102	Introduction to Management and Organizational Behavior	3	
LAN30*	Foreign Language	3	
REL102	Understanding of Holy Quran I	1	

### Semester IV

Course Code	Course Title	Credit Hours	Pre-requisite
CSC210	Applications of Information Communications Technologies	3	
MRK101	Fundamentals of Marketing Management	3	
SCN202	Quality Management and Lean Practices	3	SCN101
SCN203	Procurement Management	3	SCN101
HRM201	Human Resource Management	3	MGT102
SSC303	Service-Learning and Civic Responsibility	2	
REL103	Understanding of Holy Quran II	1	

### Semester V

Course Code	Course Title	Credit Hours	Pre-requisite
MRK303	Digital Media and Marketing	3	MRK101
FNS202	Financial Management	3	FNS201
SCN301	Logistics and Operations Management	3	SCN101
SCN302	Import Export Management	3	SCN201
MGT402	Leadership and Business Ethics	3	MGT102
RES302	Business Research Methods	3	SCN101



**Semester VI**

Course Code	Course Title	Credit Hours	Pre-requisite
ERP310	Enterprise Resource Planning	3	BIA201
ACS301	Cost and Management Accounting	3	ACS101
SCN304	Supply Chain Analytics	3	SCN203
SCN305	Storage and Warehouse Techniques	3	SCN101
SCN306	Transportation Techniques and Management	3	SCN101
BIA310	AI in Business	3	

**Semester VII**

Course Code	Course Title	Credit Hours	Pre-requisite
MAN311	Technology & Innovation Management	3	MGT102
SCN401	Sustainability and Reverse Logistics	3	SCN301
MGT403	Strategic Management	3	MGT102
	Elective 1	3	
	Elective 2	3	
	Elective 3	3	

**Semester VIII**

Course Code	Course Title	Credit Hours	Pre-requisite
SCN402	Supply Chain Design	3	SCN304
SCN403	Six Sigma	3	SCN101
	Elective 4	3	
	Elective 5	3	
	Elective 6	3	
SCN480	Capstone Project	3	RES302

## BS BUSINESS INTELLIGENCE AND ANALYTICS

The BS Business Intelligence and Analytics is designed for students who want to bridge the gap between business and technology. In today's data-driven world, companies rely on professionals who can interpret complex data, identify trends, and make informed business decisions. This program provides students with a strong foundation in business, computation, and technology, focusing on real-world applications of data analysis, artificial intelligence, and machine learning in business settings. With companies increasingly relying on data to gain a competitive edge, graduates of this program will be highly sought after in both corporate and entrepreneurial settings. The BS Business Intelligence and Analytics program integrates the S&P Capital IQ Pro platform, providing students access to extensive real time business/financial data, analytics tools, and industry insights.

BS Business Intelligence and Analytics degree requires completion of 146 credit hours over eight regular semesters (four years), including a mandatory internship (3 credit hours) and a Capstone project (3 credit hours). It will allow students to gain hands-on experience in industries where data-driven decision-making is essential. Graduates of this program will be prepared to work in industries such as banking, retail, healthcare, e-commerce, manufacturing, and consulting, HR, Supply chain domain. They will develop the skills to create and implement data-driven business strategies in the corporate world. In order to graduate, the students must maintain a CGPA of 2.5. The students are required to complete 12 General Education courses in the first four semesters. Courses are divided into general education, interdisciplinary, discipline-related Courses, and elective courses. A full load of six courses can be taken each in Fall and Spring semesters with an option of remedial courses (failure, improvement or pre-requisite past courses) for the shortfall in the summer semester.

### General Education Courses

SSC101	Introduction to Psychology	(3 credit hours)
MAT102	Business Mathematics and Statistics	(3 credit hours)
BCN101	Academic English	(3 credit hours)
MAT105	Linear Algebra and calculus	(3 credit hours)
REL101	Islamic Studies/Ethics	(2 credit hours)
BCN201	Persuasive & Analytical Writing for Business Communication	(3 credit hours)
EEM101	Environmental Studies	(3 credit hours)
PSC101	Pakistan Studies	(3 credit hours)
PSC201	Ideology and Constitution of Pakistan	(2 credit hours)
ETP101	Entrepreneurship	(3 credit hours)
LAN30*	Foreign Language	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
REL102	Understanding of Holy Quran I /General Education**	(1 credit hour)
REL103	Understanding of Holy Quran II /General Education**	(1 credit hour)

*\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

*\*\*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.*

*\*\*\*BS Business Intelligence and Analytics students are required to complete relevant certification (equivalent to 3 credit hours) over the period of four-year program as a mandatory condition for degree completion. Students will select the certification with the consultation of the respective program head.*

### BCN010 Intensive English (Pre-Sessional Course) \*\*\*\*

*\*\*\* A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week prior to the start of the Semester.*



### Selection of foreign language

\* Foreign Language Course

\*1 Arabic      \*2 French      \*3 Italian      \*4 German      \*5 Chinese

### Interdisciplinary Courses

ECN103	Principles of Economics	(3 credit hours)
BIA102	Fundamentals of Programming	(3 credit hours)
MGT401	Technology and Innovation Management	(3 credit hours)
STS202	Inferential Statistics	(3 credit hours)

### Discipline/Core Business Related Courses

ACS101	Introduction to Financial Accounting	(3 credit hours)
MGT102	Introduction to Management and Organizational Behavior	(3 credit hours)
MRK101	Fundamentals of Marketing Management	(3 credit hours)
FNS201	Introduction to Business Finance	(3 credit hours)
HRM201	Human Resource Management	(3 credit hours)
MGT402	Leadership and Business ethics	(3 credit hours)
ACS301	Cost and Management Accounting	(3 credit hours)
FNS202	Financial Management	(3 credit hours)
MGT403	Strategic Management	(3 credit hours)
BIA101	Introduction to Business Analytics	(3 credit hours)
BIA201	SQL for Business Intelligence	(3 credit hours)
BIA202	Statistical modelling and Data Analytics	(3 credit hours)
BIA203	Business Intelligence & Data Visualization	(3 credit hours)
BIA204	Programming Applications for Business Analytics	(3 credit hours)
BIA302	HR Analytics for Business	(3 credit hours)
BIA303	Supply chain and Operations Analytics	(3 credit hours)
BIA304	Big Data for Business Intelligence	(3 credit hours)
RES301	Business Research Methods	(3 credit hours)
BIA306	Machine Learning for Business	(3 credit hours)
BIA307	Strategic Marketing Analytics	(3 credit hours)
BIA401	Time Series and Forecasting Models	(3 credit hours)
BIA402	Deep Learning and AI for Business	(3 credit hours)
BIA403	Analytics in Financial Decision Making	(3 credit hours)
BIA404	Digital Marketing and Social Media Analytics	(3 credit hours)
BIA481	Capstone -Business Intelligence and Analytics	(3 credit hours)
INTxxx	Internship	(3 credit hours)

### Electives - 06 Courses (18 credit hours)

The students have to take 6 elective courses (18 credit hours) to complete their degree requirement.

BIA450	Customer Relationship Management Analytics
BIA451	Consumer Sentiment & Experience Analytics
BIA452	Cybersecurity & Data Privacy Analytics
BIA453	AI in Talent Strategy & Planning
BIA454	Real-Time Data & IoT Analytics
BIA455	Web Analytics & Conversion Optimization
BIA456	AI & Digital Transformation in Supply Chain
BIA457	Data scrapping
BIA458	Psychographic & Digital Behavior Analytics
BIA459	ESG & Sustainability Analytics
BIA460	Cryptocurrency & Blockchain Analytics
BIA461	Financial Markets & Analytics
BIA462	Healthcare Analytics



## Course Structure

### Semester I

Course Code	Course Title	Credit Hours	Pre-requisite
SSC101	Introduction to Psychology	3	
ECN103	Principles of Economics	3	
MAT102	Business Mathematics and statistics	3	
REL101	Islamic Studies	2	
BCN101	Academic English	3	
ACS101	Introduction to Financial Accounting	3	

### Semester II

Course Code	Course Title	Credit Hours	Pre-requisite
PSC101	Pakistan studies	3	
BCN201	Persuasive & Analytical Writing for Business Communication	3	BCN101
MAT105	Linear Algebra and calculus	3	MAT102
EEM101	Environmental Studies	3	
STS202	Inferential Statistics	3	MAT102
MGT102	Introduction to Management and Organizational Behavior	3	

### Semester III

Course Code	Course Title	Credit Hours	Pre-requisite
LAN30*	Foreign language	3	
PSC201	Ideology and Constitution of Pakistan	2	PSC101
MRK101	Fundamentals of Marketing Management	3	
FNS201	Introduction to Business Finance	3	ACS101
BIA101	Introduction to Business Analytics	3	STS202
BIA102	Fundamentals of Programming	3	MAT105

### Semester IV

Course Code	Course Title	Credit Hours	Pre-requisite
CSC210	Applications of Information Communications Technologies	3	
SSC303	Service-Learning and Civic Responsibility	2	
BSE101	Entrepreneurship	3	
BIA201	SQL for Business Intelligence	3	BIA102
HRM201	Human Resource Management	3	MGT102
ACS301	Cost and Management Accounting	3	ACS101

### Semester V

Course Code	Course Title	Credit Hours	Pre-requisite
MGT402	Leadership and Business ethics	3	MGT102
BIA202	Statistical modelling and Data Analytics	3	STS202; BIA101
BIA203	Business Intelligence & Data Visualization	3	BIA201
BIA204	Programming Applications for Business Analytics	3	BIA102
FNS202	Financial Management	3	FNS201
BIA302	HR Analytics for Business	3	HRM201

**Semester VI**

Course Code	Course Title	Credit Hours	Pre-requisite
BIA303	Supply chain and Operations Analytics	3	
BIA304	Big Data for Business Intelligence	3	BIA201; BIA203
BIA305	Business Research Methods	3	BIA202
BIA306	Machine Learning for Business	3	BIA202; BIA204
MGT403	Strategic Management	3	MGT402
BIA307	Strategic Marketing Analytics	3	MRK101

**Semester VII**

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective 1	3	
	Elective 2	3	
BIA401	Time Series and Forecasting Models	3	BIA202
BIA402	Deep Learning and AI for Business	3	BIA306
MGT401	Technology and Innovation Management	3	
BIA403	Analytics in Financial Decision Making	3	FNS202

**Semester VIII**

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective3	3	
	Elective4	3	
	Elective5	3	
	Elective 6	3	
BIA404	Digital Marketing and Social Media Analytics	3	BIA307
BIA481	Capstone -Business Intelligence and Analytics	3	



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## MBA PROGRAM

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MBA program is designed to produce transformational, ethical and change leadership for businesses and industry through an integrated curriculum, experiential learning and prepares graduates for business challenges emerging from globalization, connectivity and technology driven innovations. The program is designed to produce a skilled pool of business leaders possessing multidisciplinary expertise.

A distinguishing feature of the program is the academic ecosystem of experiential learning which immerses the student in a cycle of “learning by doing” through reflection. Case studies and project work are among the pedagogies used for delivery of the curriculum content. A significant value adding feature is the 4 credit hours of a Graduate Capstone Project divided into two 2 credit hour components. Students undertake, individually or in small groups, a real-life project with a company that addresses a real-life issue which, through the application of multidisciplinary knowledge and skills acquired during MBA studies, helps in more profitable and competitive decision making and implementation in the organization. This project is jointly supervised and evaluated by a faculty member with aligned skills and interest of an industry mentor and is evaluated in an open exhibition by executives and faculty members.

### Structure of MBA program

MBA program at CBM is a 66 credit-hour program that most students can complete in two years corresponds to NQF Qualification level 7. It is designed for students with a minimum of 16 years of education with degrees both degrees in business and non-business relevant disciplines. MBA program at CBM shares a unified structure consisting of a foundation level followed by the advanced and the specialization level. The foundation level of the MBA program fulfills the minimum eligibility requirements of HEC to switch from a non-business major at the bachelor stage to a master level program. The foundation level consists of 32 credit hours of coursework and prepares the students for the higher-level MBA courses.

### Course Composition of MBA Program

- Foundation Level: 10 courses, 30 credit hours
- General education: 2 Courses, 2 credit hours (Understanding of Holy Quran I and Understanding of Holy Quran II)
- Advanced Level: 6 courses, 18 credit hours
- Capstone Projects: 2 projects, 4 credit hours
- Specialization Level: 4 courses, 12 credit hours

### Opting for Specialization

Students of 66 credit hours MBA will decide their specialization after completion of 30 credit hours (foundation courses of first two semesters). The students enrolled in 36 credit hours MBA will opt for specialization at the time of enrolment in MBA program.

### Class schedules

Classes for the MBA program are offered during weekday evenings and on weekends to accommodate working professionals.

CBM offers MBA in the following disciplines

- Marketing
- Management
- Accounting
- Finance
- Business Intelligence & Analytics
- Human Resource Management
- Supply Chain Management
- Health and Hospital Management
- Media Management and Marketing
- Industrial Management
- Environmental and Energy Management
- Education Management
- Project Management

## Exemptions for IoBM Students

- MBA students, who have completed their business relevant\* bachelor program from CBM, are exempted from the 30-credit hours of the Foundation Level of the standardized 66 credit hours MBA Program.
- Applicants with 4 years bachelor degree from IoBM in a non-business relevance discipline will not be allowed to get any exemption and will complete 66 credit hours of MBA program.

## Exemptions for Non IoBM Students

- MBA applicants from NBEAC accredited Higher Education Institutions (HEIs) or Universities may be eligible for up to 30-credit hour exemption by fulfilling all other admission and exemption\*\* requirements of IoBM.
- Students coming from NBEAC non-accredited business school will not be allowed to get any exemptions. These students will be enrolled in 66 credit hours MBA program.

*\* The business relevance of a program is determined if more than 60% of the course content taught in the degree program is from the business domain. The percentage of business content is calculated by dividing the total number of credit hours from business-related courses by the total credit hours of the program*

*\*\* All exemptions are subject to approval from exemption committee. To avail the exemption of courses,*

1. *B+ and above grade will be considered in a course*
2. *At least 90% of the course content from the previously studied course must match the IoBM course outline.*
3. *Students may apply for exemptions from the issuance of their student ID cards up to two weeks after the start of the semester.*

Students joining CBM for the first time are expected to have qualified the MBA Boot Camp (Details on Page No. 51 ).

## Foundation Level Course

### Accounting

ACS501 Accounting for Managers  
ACS511 Managerial Accounting

### Economics

ECN501 Microeconomics  
ECN502 Macroeconomics

### Marketing

MRK501 Marketing Management

### Finance

FNS501 Financial Management Practices

### Management

MGT501 Management and Organizational Dynamics  
HRM500 Managing Human Capital

### Quantitative

RES501 Applied Business Research  
STS501 Quantitative Analysis for Decision Making

*General Education: (Non-Muslim students will be required to do the alternative courses instead of Understanding of Holy Quran I and II)*

REL201 Understanding of Holy Quran, I

REL202 Understanding of Holy Quran II

## MBA Structure – 66 Credit Hours

### First Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACS501	Accounting for Managers	3	
MRK501	Marketing Management	3	
ECN501	Microeconomics	3	
MGT501	Management and Organizational Dynamics	3	
STS501	Quantitative Analysis for Decision Making	3	



### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACS511	Managerial Accounting	3	ACS501
FNS501	Financial Management Practices	3	ACS501
ECN502	Macroeconomics	3	ECN501
HRM501	Managing Human Capital	3	MGT501
RES501	Applied Business Research	3	
REL201	Understanding of Holy Quran I	1	

### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
SCN501	Strategic Supply Chain Management	3	
BIA501	Business Analysis & Forecasting	3	MGT501
FNS511	Strategic Financial Analysis and Design	3	FNS501
	Capstone Project-I	2	
	Elective-I	3	
	Elective-II	3	
REL202	Understanding of Holy Quran II	1	REL201

### Fourth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MRK502	Marketing Strategies and Value Innovation	3	MRK501
MGT502	Leadership, Ethics and Change	3	BIA501
MGT503	Corporate Strategy	3	BIA501
	Capstone Project-II	2	Capstone Project I
	Elective-III	3	
	Elective-IV	3	

### MBA after Bachelors in Business Discipline (36 Credit Hours)

#### First Semester

Course Code	Course Title	Credit Hours	Pre-requisite
SCN501	Strategic Supply Chain Management	3	
BIA501	Business Analysis and Forecasting	3	
FNS511	Strategic Financial Analysis and Design	3	
	Elective-I	3	

#### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MRK502	Marketing Strategies and Value Innovation	3	
MGT502	Leadership, Ethics and Change	3	BIA501
REL201	Understanding of Holy Quran I	1	
	Capstone Project-I	2	
	Elective-II	3	

#### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MGT503	Corporate Strategy	3	BIA501
REL202	Understanding of Holy Quran II	1	REL201
	Capstone Project-II	2	Capstone Project I
	Elective-III	3	
	Elective-IV	3	



## List of Elective/Specialization Courses

### 3 Credit Hours

#### Marketing

- MRK650 Marketing Analytics
- MRK651 Pricing Models and Strategies
- MRK653 Marketing of Financial Services
- MRK654 Strategic Brand Management
- MRK655 Advertising Management and Strategy
- MRK656 Marketing Research
- MRK657 Marketing Strategies for Emerging Economies
- MRK659 Pharmaceutical Marketing & Quality Assurance
- MRK660 Business to Business Marketing
- MRK661 Marketing for Social Impact
- MRK662 Future Marketing Technologies
- MRK663 Competitive Strategies
- MRK664 Direct and Digital Marketing
- MRK665 Growth Marketing
- MRK666 Shopper Marketing

#### Management

- MGT650 Management Hospitality & Tourism Management
- MGT651 Total Quality Management
- MGT652 Business Process Re-engineering
- MGT653 Negotiation & Conflict Resolution
- MGT654 Digital Leadership in VUCA World
- MGT655 Organizational Psychology
- MGT656 Production and Operations Management
- MGT657 Technology Operations & Innovation
- MGT658 Project Management
- MGT659 Corporate Governance
- MGT660 Emerging Organizational Models for Dynamic Change
- MGT661 Crisis Management & Sustainability
- MGT662 Change Management
- MGT663 International Management
- MGT664 Comparative Management
- MGT665 Corporate Social Responsibility

#### Business Intelligence & Analytics

- BIA650 Data Visualization Techniques
- BIA651 Strategic Business Intelligence & Data Management
- BIA652 Managerial Decision-Making with BI Tools
- BIA653 Applied Business Analytics
- BIA654 Digital Consumer Analytics & Insights
- BIA655 Predictive Analytics for Business Strategy
- BIA656 Big Data Technologies for Business
- BIA657 Machine Learning Applications in Business
- BIA658 Data Governance and Ethics in Business
- BIA659 Business Process Analytics and Optimization
- BIA660 Blockchain and Data Security for Business

#### Finance Electives

##### Accounting Courses

- ACS651 Advanced Auditing and Control
- ACS652 Advanced Financial Reporting
- ACS653 Advanced Managerial Accounting
- ACS654 Advanced Topics in Financial Accounting
- ACS655 Forensic Accounting
- ACS656 Mergers, Acquisitions, and Restructuring
- ACS657 Sustainability Reporting
- ACS658 Taxation Laws

##### Finance Courses

- FNS651 Behavioral Finance
- FNS652 Entrepreneurial Finance
- FNS653 Financial Derivatives and Risk Management
- FNS654 Financial Modeling for Investment Decisions
- FNS655 Financial Regulations for Risk Management
- FNS656 FINTECH & Digital Finance
- FNS657 International Financial Management
- FNS658 Project Risk Management

##### Banking Courses

- ISF651 Accounting for Islamic Finance
- FNS661 Asset Liability Management
- ISF652 Economics for Islamic Finance
- FNS662 International Banking
- FNS663 Investment Banking
- ISF653 Islamic Banking Practices
- FNS664 Retail and Consumer Banking
- ISF654 Takaful and Insurance

##### Supply Chain Management

- SCN651 Introduction to ERP Systems
- SCN652 Procurement and Inventory Management
- SCN653 Risk Management in Supply Networks
- SCN654 Innovation Management in Supply Chain and Logistics
- SCN655 Supply Chain Project Management
- SCN656 Import Export Management
- SCN657 Lean Six Sigma and Lean Manufacture
- SCN658 Supply Chain Analytics

##### Education Management

- EDM651 Innovations and Technology in Education
- EDM653 Global Trends in Education
- EDM654 Lifelong Learning in Changing Contexts
- EDM655 Distance Learning in the 21st Century
- EDM656 Teacher Education
- EDM657 Edupreneurship in the Changing World



### **Human Resource Management**

HRM650 Strategic Human Resource Management  
HRM651 HR Analytics  
HRM652 Managing Diversity & Inclusion in Organization  
HRM653 Talent Acquisition  
HRM654 Labor Studies and Employee Relation  
HRM655 Learning and Organizational Development  
HRM656 Negotiations and Conflict Resolution Skills  
HRM657 Managing Organizational Change  
HRM658 Talent Management and Performance Development  
HRM659 Rewards Management

### **Health and Hospital Management**

MHM651 Health Policy and Analytics for decision Making  
MHM652 Health Informatics  
MHM653 Health Ethics, Law and Jurisprudence  
MHM654 Health Service Delivery and Operation Management  
MHM655 Pharmacovigilance  
MHM656 Concept of Primary Health Care  
MHM657 Marketing of Health Service  
MHM658 Global and Local Public Health Challenges

### **Media Management and Marketing**

MMM651 Entrepreneurship and E-Commerce  
MMM652 Media and Social Change  
MMM653 Seminar in strategic Media Marketing  
MMM654 Screen writing for TV and Cinema  
MMM655 Advanced Documentary Filmmaking  
MMM656 Media Psychology  
MMM657 Media and public opinion  
MMM658 Digital Marketing

### **Industrial Management**

INM651 Facilities Planning  
INM652 Maintenance Management  
INM653 Industrial Safety, Health, And Environment  
INM654 Enterprise Life Cycle Management  
INM655 Industrial Technology Management  
INM656 Operation Research  
INM657 Enterprise Risk Management  
INM658 Logistic and Inventory control  
INM659 Advance Production Planning & Control  
INM660 Integrated Manufacturing Systems  
INM661 Advance Manufacturing Processes  
MGT651 Total Quality Management  
MGT652 Business Process Reengineering  
MGT656 Production and Operation Management  
MGT658 Project Management

### **Environment and Energy Management**

EEM651 Air and Noise Pollution Management  
EEM652 Coastal Environment and Management  
EEM653 Climatic Changes and its Impact  
EEM654 Natural Resources Management  
EEM655 Hospital Waste Management  
EEM656 Solid and Hazardous Waste Management  
EEM657 Energy Audit  
EEM658 Energy Conservation  
EEM659 Energy Planning  
EEM660 Environmental Ethics  
EEM661 Public Awareness for Environment and Energy Sector  
EEM662 Risk and Disaster Management

### **Project Management**

MGT658 Project Management  
PMC651 Project Planning and Scheduling  
PMC652 Project Finance and Budgeting  
PMC653 Risk Management in Projects  
PMC654 Project Management Software and Tools  
PMC655 Sustainable Project Management Practices  
PMC656 Project Quality Management  
PMC657 Project Portfolio Planning and Execution

## **MBA Boot Camp: Orientation Program for New MBA Students**

CBM challenges its incoming MBA students by offering a rigorous boot camp of orientation courses which fulfill the pre-requisite requirement to undertake foundation stage courses of the MBA program. Students with a four-year bachelor in commerce or business management are exempted from attending the camp. The exemption includes students with 2 years of B. Com plus 2 years of M.Com. The camp helps students from disparate backgrounds to bond quickly and prepare them for the intellectual challenge that they are going to encounter in the MBA program. They get a head-start with pre-requisite knowledge which acclimatizes them with the rigor and culture of CBM. This is an intensive 24-hour program which is spread over two weeks and conducted during weekends. Its objectives are:

1. To develop technical skills in statistical and IT tools
2. To develop a shared knowledge base in core areas of business
3. To bring their communication and presentation skills to the desired level
4. To provide orientation for personal organization and effectiveness
5. To familiarize them with pedagogies of case study, and experiential learning

Sr. No.	Modules	Number of Hours
1	Business Communication	6 hrs
2	Economics	6 hrs
3	Business Studies (Management, Marketing and Accounting)	6 hrs
4	Excel for Business Decision Making	6 hrs

## MS IN BUSINESS MANAGEMENT

The MS in Business Management program has been designed considering the needs of the corporate sector as well as academia. This program offers a blend of relevant industry-related skills and equips the students with up-to-date research knowledge. MS program in Business Management is a research route for a PhD in Business Management. The career path for the MS in Business Management graduates is faculty, independent researcher, research associate, and management consultant.

### Learning Outcomes

- Demonstrate an effective blend of theory and practice
- Evaluate the functional aspects of business management
- Apply concepts to solve business problems
- Ability to undertake research projects as an independent researcher
- Exhibit multidisciplinary focus of management through scholarly insights towards business and social issues.

### Program Structure

MS in Business Management is a 30-credit-hour program with 08 courses and one thesis of 06 credit hours or/two Independent Research Studies (IRS) of 03 credit hours each. Each of the eight courses are of 03 credit hours. After successful completion of course work, students are required to carry out research study for the thesis or/ two IRSs under the guidance of a research supervisor assigned by the college.

### Eligibility

- A minimum CGPA of 2.5 on a scale of 4.00 (or overall 60% marks) or equivalent
- A minimum of 16 years of schooling in a relevant field from HEC-recognized university/institution.
- GAT general test conducted by the NTS is required with a minimum of 50% marks.
- An interview conducted by the Institute
- Any other HEC stipulated requirement

### Course Structure

The scheme of studies for MS(BM) is as follows:

- 06 Compulsory Courses
- 02 Program Electives
- 02 IRSs of 03 credit hours each or/ 01 Thesis of 06 credit hours

### Compulsory Courses

MPM605 Survey of Current Research Literature in Management  
MPM607 Corporate Governance and Strategy  
MPM616 Econometrics  
MPM626 Qualitative Research  
MPM625 Quantitative Research  
MPM612 Advanced Research Methodology

### Program Electives

(Program Electives can be selected from any of the following areas subject to course offering):

- Finance
- Marketing
- Human Resource Management
- Business Analytics
- Supply Chain Management

## Semester-wise distribution

### First Year

#### Fall Semester

MPM605 Survey of Current Research Literature in Management  
MPM607 Corporate Governance and Strategy  
MPM612 Advanced Research Methodology  
MPM626 Qualitative Research

#### Spring Semester

MPM625 Quantitative Research  
MPM616 Econometrics  
Program Elective I  
Program Elective II

### Second Year

#### Fall Semester

MPM627 Independent Research Study - I  
MPM628 Independent Research Study - II

## Program Electives

### Marketing

MKT602 Marketing Analytics  
MKT618 Advertising Management and Strategy  
MKT626 Marketing for Social Impact  
MKT627 Future Marketing Technologies  
MKT630 Growth Marketing

### Management/HRM

MAN611 Project Management  
MAN620 Crisis Management & Sustainability  
HRM612 Strategic Human Resource Management  
HRM617 HR Analytics  
HRM620 Labor Studies and Employee Relations  
HRM621 Learning and Organizational Development  
HRM623 Managing Organizational Change  
HRM624 Talent Management and Performance Development

### Finance

FIN602 Behavioral Finance  
FIN603 Entrepreneurial Finance  
FIN610 Debt and Equity Markets  
FIN613 Financial Modelling for Investment Decisions  
FIN617 Fintech & Digital Finance  
ISF601 Economics for Islamic Finance  
ISF602 Islamic Banking Practices  
ISF603 Accounting for Islamic Finance  
ISF605 Islamic Capital Markets  
ISF606 International Islamic Finance Standards  
FIN619 Financial Time Series  
FIN620 Panel Data Analysis



## Supply Chain Management

SCM600 Introduction to ERP Systems  
SCM608 Procurement and Inventory Management  
SCM612 Risk Management in Supply Networks  
SCM613 Innovation Management in Supply Chain and Logistics  
SCM620 Supply Chain Project Management  
SCM537 Supply Chain Analytics

## Business Analytics

BIA502 Data Visualization Techniques  
BIA503 Strategic Business Intelligence & Data Management  
BIA505 Applied Business Analytics  
BIA506 Digital Consumer Analytics & Insights  
BIA507 Predictive Analytics for Business Strategy  
BIA604 Data Governance and Ethics in Business  
BIA605 Business Process Analytics and Optimization  
BIA606 Blockchain and Data Security for Business

Program Elective courses may vary from time to time. All courses may not necessarily be offered every semester. Alternate elective courses may be substituted as and when required.

- 1) Students can register in Independent Research Study (IRS) OR thesis after completing the following 04 Pre-Requisite Courses:
  - i) MPM 605 Survey of Current Research Literature in Management
  - ii) MPM 612 Advanced Research Methodology
  - iii) MPM 625 Quantitative Research
  - iv) MPM 626 Qualitative Research
- 2) Maximum course load for a semester is 4 courses (12 credit hours).

Duration: Minimum 1.5 years, Maximum 4 years

*It is mandatory for research students of MS and Ph.D. programs to attend the Multi-Disciplinary Research Seminar Series (MRSS) sessions on Saturdays (12:00 to 2:00 PM) each semester. At least 60% attendance is required.*

## PhD IN BUSINESS MANAGEMENT

The mission of the PhD program in Business Management is to develop scholars with the ability to create and impart knowledge through rigorous research, be independent thinkers, contribute to industry and society while adhering towards ethical and sustainable practices.

### Eligibility

MS/MPhil. or equivalent graduates from HEC-recognized institutes meeting the following criteria: A minimum CGPA of 3.00 on a scale of 4.00 or equivalent.

- A minimum CGPA of 3.00 on a scale of 4.00 or equivalent.
- A minimum of 17.5\* years of schooling that corresponds to MS/MPhil or Equivalent degree from HEC recognized institutions in a relevant discipline.
- GAT subject test conducted by the NTS with a minimum of 60% marks or a Minimum of 70% marks in the IoBM test.
- An interview conducted by the Institute.
- Any other HEC stipulated requirements.

*\*HEC equivalency is required. The candidate may have to undergo additional deficiency courses wherever required.*

### Program Requirements Course Structure

#### Pre-requisites:

MPM605 Survey of Current Research Literature in Management\*

MPM612 Advanced Research Methodology\*

MPM625 Quantitative Research MPM616 Econometrics MPM626 Qualitative Research

*Note: Pre-requisites may be assigned according to the level of previous work and academic credentials.*

*\* Compulsory Pre-Requisite Courses*

### Courses of Ph.D. Business Management (18-Credit Hours)

PBM711 Advanced Qualitative Research & Philosophy

PBM712 Advanced Quantitative Research

PBM713 Research Writing & Techniques

PBM714 Independent Research Study

PBM715 Theories in Business Management Program Elective(s)

### Electives in the area of specialization

PBM831 Advanced Topics in Finance

PBM816 Advanced Topics in HRM

PBM822 Organizational Behavior and Strategy

PBM813 Marketing Theory

PBM824 Strategic Marketing Decisions

PBM818 Seminar in Supply Chain and Logistics Management

PBM820 Empirical Asset Pricing Models

PBM819 Forecasting and Financial Time Series



### Comprehensive Exam

After Completion of the course work, a PhD student has to pass a written comprehensive exam, and viva-voce in front of a doctoral committee.

### Dissertation (30-credit Hours)

After completing the courses and successfully passing the comprehensive exam, a student has to register for research thesis and complete the following requirements:

- Proposal Development
- Proposal Defense (Within first 02 semesters OR on or before completion of 12 Credit hours of dissertation)
- Continuous enrollment in supervised research is necessary during the thesis stage
- Semester-wise progress review is necessary for continuous enrollment during thesis stage\*\*
- Completion of Ph.D. Dissertation/Thesis
- Publication or official acceptance of at least one paper in an HEC recognized (Impact Factor)\*\*\* journal
- Open defense of Ph.D. dissertation
- Final Dissertation/Thesis submission to BASR
- Any other HEC requirement

*\*\*students may register in PBM921 Research Thesis (3 Units), PBM922 Research Thesis (6 Units) based on the satisfactory semester-wise progress review. Further, the registration in the subsequent semester would be subject to the satisfactory comments of semester progress review committee.*

*\*\*\* HJRS, Category X and above.*

### Duration

Minimum 3 Years, Maximum 8 Years

### Semester-Wise Distribution First Year

#### Fall Semester

PBM711 Advanced Qualitative Research & Philosophy

PBM712 Advanced Quantitative Research

PBM713 Research Writing & Techniques

#### Spring Semester

PBM714 Independent Research Study

PBM715 Theories in Business Management Program Elective

### Second Year

#### Fall and Spring Semesters

PBM922 Research Thesis (Proposal in up to two semesters)

### Third Year

#### Fall and Spring Semesters

PBM922/23 Research Thesis

Course registrations are subject to course offerings. All courses may not necessarily be offered every semester. Program electives may vary from time to time. Alternate elective courses may be substituted as and when required. In a given semester, students may register for a maximum of three courses (09 credit hours).

*It is mandatory for research students of MS and PhD programs to attend research proposal/ thesis defense and multi-disciplinary research seminar sessions in each semester on Saturdays (12:00 to 2:00 PM). At least 60% attendance is required.*



## PhD IN ENVIRONMENT AND ENERGY MANAGEMENT

Program Requirements: PhD requires completion of course work and dissertation/thesis with the total credit hours of 48. Minimum duration is 3 years and maximum is 5 years:

- PhD course work requirements consist of six graduate level courses (18 credit hours)
- Student are awarded 30 credits on completion of dissertation/thesis. A PhD student must additionally complete the following requirements:
  - Comprehensive Exam
  - PhD proposal/synopsis development
  - PhD proposal/synopsis defense
  - BASR approval of PhD proposal/synopsis
  - Continuous enrollment in supervised research courses is necessary during the research thesis stage
  - Completion of PhD dissertation/thesis
  - Selection of external evaluators by BASR
  - Publication of at least one paper in an ISI indexed or an HEC recognized journal or an official acceptance of the paper
  - Evaluation of PhD Dissertation by two foreign faculty members from developed countries as per HEC criteria
  - Dissertation/thesis finalization
  - Open defense of PhD dissertation
  - Any other HEC requirement

Final dissertation/thesis submission to BASR Research Publication requirement for intake from Fall-2021: Each PhD scholar shall be required to publish at least one research paper based on dissertation as a first author along with his/her supervisor/co-supervisor in Clarivate Analytics Impact Factor Journal listed in Journal Citation Reports (Web of Science Group).

**Pre-Requisite Courses:** The interview committee may prescribe certain pre-requisite courses based on the academic backgrounds of the students.

### Course Structure

#### Semester One

EEM701 Methods and Issues in Advanced Qualitative Research  
EEM702 Methods and Issues in Advanced Quantitative Research

#### Semester Two

EEM703 Current Advancement and Trends in Environment and Energy Management  
EEM704 Independent Study in Environment and Renewable Energy Management

#### Semester Three Elective Courses (any two)

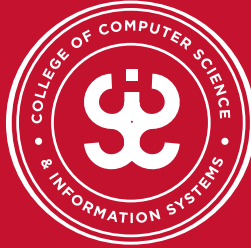
EEM801 Advanced Environment Toxicology & Epidemiology  
EEM802 Advanced Pollution Control Technologies and Mitigation Options  
EEM803 Advances in Green Technology Mechanism  
EEM804 Disaster Risk Management and Mitigation Strategies  
EEM805 Trade and Environment  
EEM806 Sustainability and Conservation of Major Ecosystems

#### Semester Four to Nine

EEM921 Research thesis  
EEM922 Research thesis  
EEM923 Research thesis

It is mandatory for research students of MPhil and PhD programs to attend research proposal/thesis defense/ multi-disciplinary research seminars in each semester. Students must dedicate Saturdays (12:00 to 2:00 PM) for this attendance.





# COLLEGE OF COMPUTER SCIENCE AND INFORMATION SYSTEMS

## **Vision Statement**

The College of Computer Science and Information System (CCSIS) is committed to emerge as one of the leading college, nationally and internationally, in computing and analytics by focusing on learning, research, technological innovation and enhancing value to society.

## **Mission Statement**

The mission of Computer Science and Information System (CCSIS) is to empower learners and aspirants with technological and analytical tools & techniques following the local and global teaching paradigms so that they could explore new spectrums within a competitive world of technology by innovating in research activities, which will enable their personal, professional, social and intellectual capabilities for economic wellbeing.

## BS COMPUTER SCIENCE (BS CS)

Graduates of this program will be equipped to develop computing solutions and pursue careers as technology entrepreneurs. They may also work as information systems managers, analysts, network engineers, or solutions architects. Additionally, they could take on management roles that require strong analytical abilities.

The program emphasizes the need for overall development, including exposure to an integrated series of courses in technology, analytical thinking, reasoning and project management. These courses seek to impart a broad and deep knowledge of the theory, design, and application of digital computers and information processing techniques. The curriculum is designed to prepare students to meet the productive needs of Pakistan's software industry. It requires the completion of 138 + 2 credit hours of coursework and an internship. Students must complete 46 + 2 courses (including the Final Year Project and relevant labs) and a 3-credit-hour internship, approved by the Institute. A minimum CGPA of 2.5 is required for the conferment of the degree.

Students from a pre-medical background are required to additionally complete the following two mathematics courses:

MAT011 Basic College Mathematics

MAT012 Intermediate College Mathematics

**Eligibility Criteria:** The eligibility criteria for admission into BS Computer Science is given on Page No. 175.

### Learning Outcomes for BS Computer Science:

1. Successfully bring innovation in IT technology
2. To analyse, identify computing requirements appropriate to the solution
3. Appreciate the challenges of the IT industry with global changes
4. An ability to apply knowledge of computing and mathematics in IT
5. To design, implement, and evaluate a computer-based system

### Career Path:

- |                                 |  |
|---------------------------------|--|
| 1. Software Engineer            | 2. Web/Software Developer                        |
| 3. Computer Scientist           | 4. Computer Programmer                           |
| 5. Network Security Expert      | 6. Database Administrator                        |
| 7. Computer Systems Analyst     | 8. Computer Network Architect                    |
| 9. Information Security Analyst | 10. Computer and Information Research Scientists |

### Prospective Employers:

- |                                |  |
|--------------------------------|--|
| 1. Cyber Internet Services     | 2. Internet Service Providers            |
| 3. Real Estate Sector          | 4. Banking Sectors                       |
| 5. Hospital Sector             | 6. Industrial Sector                     |
| 7. Software Houses             | 8. Communication & Transportation Sector |
| 9. Government & Private Sector |  |



## Computer Science: Course Distribution

Area	Credit Hours	Courses
Computing Core [CC]	49	14
Domain Core [DC]	18	6
Domain Elective [DE]	21	7
Mathematics & Supporting Courses [MSC]	12	4
Elective Supporting Courses [ESC]	3	1
General Education Requirements [GER]	32	13
Internship	3	1
<b>Total</b>	<b>138*</b>	<b>46*</b>

### **\*Understanding of the Holy Quran I & II**

Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.

### **Intensive English (Pre-Sessional Course)**

A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week prior to the start of the Semester.

## Program Structure (Semester Wise)

### Semester I

Course Code	Course Name	Credit Hours	Pre-requisite
CSP111 CSP111L	Introduction to Information & Communication Technology [GER] Introduction to Information & Communication Technology Lab	2+0 0+1	-
CSP121 CSP121L	Programming Fundamentals [CC] Programming Fundamentals Lab	3+0 0+1	-
BCN101	Academic English [GER]	3+0	-
PHY112 PHY112L	Applied Physics [GER] Applied Physics Lab	2+0 0+1	-
MAT110	Calculus and Analytical Geometry [GER]	3+0	-
<b>Semester Total Credit Hours</b>		<b>16 (13+3)</b>	

### Semester II

Course Code	Course Name	Credit Hours	Pre-requisite
CSP122 CSP122L	Object Oriented Programming [CC] Object Oriented Programming Lab	3+0 0+1	CSP121
BCN201	Persuasive & Analytical Writing for Business Communication [MSC]	3+0	BCN010
CSP131	Discrete Structure [GER]	3+0	-
CSP141 CSP141L	Digital Logic and Design [CC] Digital Logic and Design Lab	3+0 0+1	PHY111
MAT211	Multivariable Calculus [MSC]	3+0	MAT110
<b>Semester Total Credit Hours</b>		<b>17 (15+2)</b>	

### Semester III

Course Code	Course Name	Credit Hours	Pre-requisite
CSP221	Data Structures and Algorithms [CC]	3+0	CSP121
CSP221L	Data Structures and Algorithms Lab	0+1	
BCN202	Business and Professional Speech [GER]	3+0	-
CSP241	Comp. Organization & Assembly Lang. [CC]	3+0	-
CSP241L	Comp. Organization & Assembly Lang. Lab	0+1	
MAT201	Linear Algebra [MSC]	3+0	MAT110
REL101	Islamic Studies [GER]	2+0	-
	<b>Semester Total Credit Hours</b>	<b>16 (14+2)</b>	

### Semester IV

Course Code	Course Name	Credit Hours	Pre-requisite
CSP261	Introduction to Database Systems [CC]	3+0	CSP221
CSP261L	Introduction to Database Systems Lab	0+1	
SEP151	Introduction to Software Engineering [CC]	3+0	-
STS101	Probability Theory and Statistics [MSC]	3+0	-
CSP222	Operating Systems [CC]	3+0	CSP221
CSP222L	Operating Systems Lab	0+1	
CSP228	Design & Analysis of Algorithms [CC]	3+0	CSP221
	<b>Semester Total Credit Hours</b>	<b>17 (15+2)</b>	

### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
CSP362	Advanced Database Systems [DC]	2+0	CSP261
CSP362L	Advanced Database Systems Lab	0+1	
CSP371	Computer Networks [CC]	2+0	-
CSP371L	Computer Networks Lab	0+1	
MGT102	Introduction to Management & Organizational Behavior [GER]	2+0	-
CSP311	Professional Practices [GER]	2+0	>60 Credit Hours
CSP331	Theory of Automata & Formal Language [DC]	3+0	CSP131
CSP381	Artificial Intelligence [CC]	2+0	-
CSP381L	Artificial Intelligence Lab	0+1	
PSC101	Pakistan Studies [GER]	2+0	-
	<b>Semester Total Credit Hours</b>	<b>18 (15+3)</b>	

### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
CSPxxx	CS Elective 1 [DE]	3+0	-
CSPxxx	CS Elective 2 [DE]	3+0	-
CSP325 CSP325L	HCI and Computer Graphics [DC] HCI and Computer Graphics Lab	2+0 0+1	-
CSP332	Compiler Constructions [DC]	3+0	CSP331
CSP342 CSP342L	Computer Architecture [DC] Computer Architecture Lab	3+0	CSP241
BSE101	Entrepreneurship [GER]	2+0	-
	<b>Semester Total Credit Hours</b>	<b>17 (16+1#)</b>	

### Semester VII

Course Code	Course Name	Credit Hours	Pre-requisite
CSPxxx	CS Elective 3 [DE]	3+0	
CSPxxx	CS Elective 4 [DE]	3+0	
MRK101	Fundamentals of Marketing Management [ESC]	3+0	
SSC303	Service Learning and Civic Responsibilities [GER]	2+0	
CSP443	Parallel and Distributed Computing [DC]	3+0	CSP222 & CSP371
CSP491	Final Year Project I [CC]	0+3	SEP151
	<b>Semester Total Credit Hours</b>	<b>17 (14+3#)</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
CSPxxx	CS Elective 5 [DE]	3+0	
CSPxxx	CS Elective 6 new [DE]	3+0	
CSPxxx	CS Elective 7 new [DE]	3+0	
CSP472	Information Security [CC]	3+0	
PSC302	Ideology and Constitution of Pakistan [GER]	2+0	
CSP492	Final Year Project II [CC]	0+3	CSP491
	<b>Semester Total Credit Hours</b>	<b>17 (14+3#)</b>	

**Total 138 Credit Hours**

*#Lab depends on the selection of elective courses by students*

## Domain Elective

Course	Stream
DSP481 Machine Learning	Artificial Intelligence
DSP485 Deep Learning	Artificial Intelligence
DSP488 Reinforcement Learning	Artificial Intelligence
DSP487 Computer Vision	Artificial Intelligence
DSP483 Neural Network	Artificial Intelligence
DSP489 Fuzzy Logic	Artificial Intelligence
DSP463 Natural Language Processing	Artificial Intelligence
CSP422 Web Engineering	Software Engineering
CSP424 Mobile Application Development	Software Engineering
CSP462 Enterprise Systems	Software Engineering
CSP426 E-Commerce	Software Engineering
SEP356 Software Quality Engineering [DC] SEP356L Software Quality Engineering Lab	Software Engineering
SEP481 Software Project Management SEP481L Software Project Management	Software Engineering
SEP473 DevOps	Software Engineering
CSP474 Internet of Things	Network and Security
CSP475 Information Security Audit	Network and Security
CSP476 Network Security	Network and Security
CSP477 Cyber Security	Network and Security
CSP478 Wireless Network	Network and Security
CSP479 Cloud Computing	Network and Security
DSP162 Introduction to Data Science DSP162L Introduction to Data Science Lab	Data Science
DSP366 Data Mining DSP366L Data Mining Lab	Data Science
DSP465 Information Retrieval	Data Science
DSP469 Topics in Data Science	Data Science
DSP468 Social Network Analysis	Data Science
DSP367 Data Warehouse and Business Intelligence DSP367L Data Warehouse and Business Intelligence Lab	Data Science
DSP467 Big Data Analytics	Data Science

## BS ACTUARIAL SCIENCE AND RISK MANAGEMENT

BS in the Actuarial Science and Risk Management equips graduates with mathematical and statistical skills and expertise of tools that help in assessing risk in insurance and relevant industries and professions.

A BS in the Actuarial Science and Risk Management program is intended to provide students with the tools of risk analysis, transfer and mitigate that are critical to the operation of private and public institutions, and to prepare them for careers in risk management and insurance. As an actuarial science and risk management major, a student will gain a broad insurance background with an emphasis on mathematics, statistics and finance, as well as a thorough knowledge of all types of life insurance and general insurance. BS in Actuarial Science and Risk Management is a four-year degree program. It requires completion of 138 credit hours of course work and 3 credit hours of internship of at least six weeks in an organization approved by the Institute. Total credit hours required for the degree is 142.

*\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

*\*\*Note for Non-Muslim Students*

*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.*

**\*\*\*BCN010 Intensive English (Pre-Sessional Course)**

*A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week before the start of the Semester.*

*\*\*\*Students from pre-medical/commerce/without mathematics at the F.Sc (pre-engineering) background are required to additionally complete the following two mathematics courses:*

MAT011 Basic College Mathematics

MAT012 Intermediate College Mathematics.

### Learning Outcomes

- Gain sufficient technical understanding to solve very demanding real-world actuarial and risk management problems
- Develop confidence and analytical skills to define and solve real-world problems, particularly those involving risk
- Ability to translate data into a meaningful information
- Equip students with the knowledge related to risk management and insurance
- Use actuarial modeling and risk managements techniques to evaluate uncertainty and risk

### Career Options

1. Actuarial Analyst/Trainees
2. Risk Managers
3. Financial Quantitative Analysts
4. Risk Management Analyst
5. Data Analyst
6. Treasury Analyst
7. Business Quantitative Analyst



### Career Paths - Few examples of actuarial work

- Valuation - performs experience studies, cash flow testing and other tasks to set the amount of reserve and capital to be held by an insurer
- Pricing - determines product features and pricing of products
- Pension - pensions actuaries advise trustees and companies on the management of their pension schemes
- Consulting - advises clients on actuarial financial risks, usually associated with employee benefits and insurance
- Reinsurance - performs traditional actuarial duties for a reinsurer that would accept risk from a direct insurance company
- General Insurance - performs roles like a valuation or pricing actuary, with a specialty in property and casualty insurance
- Health Insurance - actuaries have long been involved in financial planning for the NHS and this is now a growing area for actuarial work as the government looks for ways to restructure the welfare state to meet the changing needs, demands and expectations of a changing population
- Product Line or Segment Risk Management - performs risk management functions for a specific line of business for an insurance company
- And many other non-traditional career paths

**Eligibility Criteria:** The eligibility criteria for admission into BS (Actuarial Science and Risk Management) is given on Page No. 175.

### Required Courses

#### Functional English

BCN101 Academic English

#### Expository Writing

BCN301 Persuasive and Analytical Writing

#### Social Sciences

ECN101 Principles of Microeconomics

ECN102 Principles of Macroeconomics

ECN301 Econometrics I

#### Finance and Risk Management

ARM201 Principles of Risk Management ARM302 Life and Other Contingencies

ARM304 Enterprise Risk Practices

ARM301 Institutional Investments

ARM407 Computational Methods in Risk ARM402 Risk Transfer & Retention Techniques

ARM491 Project

#### Civics & Community Engagement

SSC303 Service-Learning and Civic Responsibility

#### Actuarial Science

ARM101 Introduction to Actuarial Science

ARM307 Stochastic Processes

ARM308 Models of Financial Economics I

ARM408 Models of Financial Economics II

#### Finance

FNS201 Introduction to Business Finance

ARM305 Quantitative Econometrics

FNS301 Corporate Finance

#### Arts and Humanities

LAN 30\* Foreign Language

\*1 = Introduction to Arabic

\*2 = Introduction to French

\*4 = Introduction to German

\*6 = Introduction to Italian



## **Applications of Information and Communication Tech. (ICT)**

CSP111 Introduction to Information and Communication Technology (2+1)

## **Natural Sciences**

EEM101 Environmental Studies (2+1)

## **Entrepreneurship**

ETP101 Entrepreneurship

## **Mathematics**

MAT111 Applied Calculus

MAT211 Multivariable Calculus

MAT201 Linear Algebra

ARM102 Mathematical Theory of Interest I

ARM202 Mathematical Theory of Interest II

ARM203 Actuarial Mathematics MAT423 Numerical Analysis

## **Political Sciences**

PSC302 Ideology & Constitution of Pakistan

## **Religious Studies**

REL101 Islamic Studies

## **Statistics**

STS101 Probability Theory and Statistics I

STS203 Probability Theory and Distributions

ARM306 Sampling Theory

STS201 Model and Inferences

STS301 Data Analysis and Decision Making

ARM411 Time Series Analysis and Forecasting

ARM401 Applied Regression Analysis

ARM412 Decision Theory

ARM303 Loss Models I

ARM403 Loss Models II

STS409 Industrial Analytics and Statistics

## **Elective Courses**

ARM301 Institutional Investments

ARM402 Risk Transfer and Retention Techniques

ARM452 Theory of Risk and Insurance

ARM457 International Risk and Reporting

ARM458 Project Risk Management

ARM464 Application of R Programming

ARM465 Predictive Modeling in Actuarial Science

## Course Structure

### Semester I

Course Code	Course Name	Credit Hours	Pre-requisite
BCN101	Academic English	3+0	-
ECN101	Principles of Microeconomics	3+0	-
STS101	Probability Theory & Statistics	3+0	-
MAT111	Applied Calculus	3+0	-
REL101	Islamic Studies	2+0	-
ARM101	Introduction to Actuarial Science	3+0	-

### Semester II

Course Code	Course Name	Credit Hours	Pre-requisite
STS203	Probability Theory and Distribution	3+0	STA101
MAT211	Multivariable Calculus	3+0	MAT111
ECN102	Principles of Macroeconomics	3+0	ECN101
ARM102	Mathematical Theory of Interest I	3+0	MAT111
PSC201	Ideology and Constitution of Pakistan	2+0	-
LAN30*	Foreign Language	3+0	-

### Semester III

Course Code	Course Name	Credit Hours	Pre-requisite
CSC111	Introduction to Information & Communication Technologies [Theory]	2+0	-
CSC111L	Introduction to information and communication technologies [Lab]	0+1	
MAT201	Linear Algebra	3+0	MAT111
STS201	Model & Inferences	3+0	STS203
FNS201	Introduction to Business Finance	3+0	-
BCN301	Persuasive And Analytical Writing	3+0	BCN101
ARM202	Mathematical Theory of Interest II	3+0	ARM102

### Semester IV

Course Code	Course Name	Credit Hours	Pre-requisite
PSC101	Pakistan Studies	2+0	-
ECN301	Econometrics I	3+0	ECN102
STS301	Data Analysis and Decision Making	3+0	STS201
SSC303	Service-Learning and Civic Responsibility	0+2	-
ETP101	Entrepreneurship	3+0	-
EEM101	Environmental Studies	2+1	-



### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
ARM203	Actuarial Mathematics	3+0	ARM102
ARM307	Stochastic Processes	3+0	STS203, MAT111
ARM201	Principles of Risk Management	3+0	ARM101
ARM305	Quantitative Econometrics	3+0	ECN301
MAT423	Numerical Analysis	3+0	MAT211

### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
FNS301	Corporate Finance	3+0	FNS201
ARM302	Life and Other Contingencies	3+0	ARM203
ARM304	Enterprise Risk Practices	3+0	ARM201
ARM306	Sampling Theory	3+0	STS203
ARM308	Models of Financial Economics I	3+0	FNS451
STS409	Industrial Analytics and Statistics	3+0	STS301

### Semester VII

Course Code	Course Name	Credit Hours	Pre-requisite
ARM401	Applied Regression Analysis	3+0	STS203, ECN301
ARM408	Models of Financial Economics II	3+0	ARM308
ARM407	Computational Methods in Risk	3+0	ARM202
ARM303	Loss Models I	3+0	ARM303
	Elective I (Risk Management)	3+0	
	Elective II	3+0	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
ARM411	Time Series Analysis and Forecasting	3+0	ARM401
ARM412	Decision Theory	3+0	STS203, ARM401
ARM403	Loss Models II	3+0	ARM303
ARM491	Project	0+3	
	Elective III (Risk Management)	3+0	
	Elective IV	3+0	

## BS MATHEMATICS AND ECONOMICS

BS (Mathematics & Economics) is an interdisciplinary undergraduate joint program of CCSIS and CESD, for students with robust mathematical skills and a keen interest in economics. This program is a perfect blend of pure and applied mathematics which does not only ensure a solid quantitative foundation for both disciplines but also provides phenomenal coverage of Statistics, Actuarial Sciences, and Finance. Graduates with this degree are increasingly valued by employers because of their critical reasoning and sound knowledge as much of the economic theory is currently presented in terms of mathematical models. This opens more career options than the ones traditionally available to either mathematics or economics majors. This degree is also a paragon for those who aim for Master's/Doctoral degree in Economics, Finance, Mathematics, Statistics, Actuarial Sciences or other related fields.

The 4-year Bachelor of Science in Mathematics and Economics requires completion of 138 credit hours across eight semesters, comprising 35 credits of general education courses (all 13 must be completed within the first four semesters—failure blocks fifth-semester enrollment), 94 credits of major/minor and interdisciplinary courses, a 6-credit capstone project, and a 3-credit Mathematical Economics internship (minimum 6 weeks with an approved firm).

*\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

*\*\*Note for Non-Muslim Students*

*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.*

*\*\*\*BCN010 Intensive English (Pre-Sessional Course)*

*A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week before the start of the Semester.*

*\*\*\*Students from pre-medical background are required to additionally complete the following two mathematics courses:*

*MAT011 Basic College Mathematics*

*MAT012 Intermediate College Mathematics.*

### BS Mathematics and Economics students learn to:

- Develop mathematical thinking, evolving from a computational / procedural understanding of mathematics to a broad understanding that involves logical reasoning, generalization, inference and formal proof.
- Explore the fundamental aspects of economics, formulation and use of quantitative models arising in social science, business and other contexts.
- Acquire an understanding of basic pure mathematics, and of the role of logical argument in mathematics.
- Use basic econometric methods to quantify uncertainty with confidence intervals; use regression to infer causal relationships; and use regressions for prediction.

### Learning Outcomes for BS Mathematics & Economics Students include:

- An ability to communicate effectively with the educational and business community and with society at large about mathematical and economical principles, concepts, and solution to problems with precision and adherence in written, oral and graphical form
- An ability to optimally apply economic analysis to everyday economic problems in the real world. This shall allow them to understand current events and evaluate potential policy proposals.
- Be equipped with skills to apply optimization models to consumer, producer, and market theories and to use game theory to analyze the strategic behavior of individuals and firms
- Be equipped with the investigative skills necessary for conducting original economic research and participating effectively in project teams.



## Career opportunities of Mathematics and Economics Graduates

Upon completion of an undergraduate program BS in Mathematics and Economics, an individual may find job as:

1. Data Analyst/ Data Scientist/ Data engineer
2. Performance Analyst
3. Customer Satisfaction Analyst
4. Research Executive
5. META game designer
6. Economist / Financial Planner.
7. Investment Manager

## Eligibility Criteria

The BS (Mathematics and Economics) is a four-year program. Applicants who have successfully completed H. Sc with minimum 50% marks in Science Group (Pre-Engineering) or in General Group (with Mathematics/Statistics/Computer Science) or A-Levels with a maximum 2 'Cs in three principal subjects (with Mathematics/Statistics/Computer Science) are eligible to apply for admission.

## Required Courses

### General Education Courses

#### Religious Studies

REL101 Islamic Studies

#### Political Sciences

PSC101 Pakistan Studies

PSC201 Ideology and Constitution of Pakistan

#### Natural Science Course

EEM101 Environmental Studies

#### Civics and Community Engagement

SSC303 Service-Learning and Civic Responsibility

#### Arts and Humanities (1 course, 3 credit hours)

LAN 30\* Foreign Language

\*1 = Introduction to Arabic \*2 = Introduction to French

\*4 = Introduction to German \*6 = Introduction to Italian

\*8 = Introduction to Chinese

#### Management

MGT102 Intro. to Management & Organizational Behavior

#### Functional English

BCN101 Academic English

#### Expository Writing

BCN201 Persuasive. & Analytical Writing for Business Comm

#### Application of Information and Communication Technologies

CSP111 Intro. to Information and Communication Technologies

#### Quantitative Reasoning

STS101 Probability Theory and Statistics

STS201 Model and Inference

#### Entrepreneurship

ETP101 Entrepreneurship

## Interdisciplinary Courses

### Programming

CSP123 Programming for Analyst

CSP381 Artificial Intelligence

## Core Courses

### Statistics

STS302 Data Analysis and Decision Making

STS402 Time Series Analysis and Forecasting

STS405 Statistical Machine Learning

STS415 Deep Learning

### Mathematics

MAT111 Applied Calculus

MAT201 Linear Algebra

MAT211 Multivariable Calculus

MAT221 Introduction to Formal Mathematics

MAT321 Applied Real Analysis

MAT311 Modelling and Simulation

MAT322 Introduction to Differential Equations

MAT411 Optimization Techniques

MAT422 Partial Differential Equations

MAT423 Numerical Analysis

### Economics

ECN101 Principles of Microeconomics

ECN102 Principles of Macroeconomics

ECN205 Managerial Economics

ECN202 Macroeconomics Analysis

ECN204 Development Economics

ECN304 International Trade

ECN301 Econometrics I

ECN305 Financial Economics

ECN401 Econometrics II

ECN404 Pakistan Economic Policy

ECN405 Monetary Theory and Policy

## Final Year Project

PME491 Final Year Project I

PME492 Final Year Project II

## Mathematics Elective

MAT330	Actuarial Mathematics
MAT331	Theory of probability
MAT451	Advanced Optimization Technique
MA452	Functional Analysis
MAT453	Dynamical Systems
MAT454	Cryptography
MAT455	Complex Analysis
MAT456	Topology
MAT457	Econophysics

## Economics Electives

ECN402	Contemporary Issues in Macroeconomics
ECN451	Growth Theories
ECN452	Resource & Environmental Economics
ECN454	Public Finance
ECN455	Economics of Logistics
ECN306	General Equilibrium and Welfare Economics
ECN206	History of Economic Thoughts

## Course Structure

### Semester I

Course Code	Course Name	Credit Hours	Pre-requisite
BCN101	Academic English	3+0	-
MAT111	Applied Calculus	3+0	-
MGT102	Introduction to Management and Organizational Behavior	3+0	-
ECN101	Principles of Microeconomics	3+0	-
CSP111	Introduction to information and communication technologies [Theory]	2+0	-
CSP111L	Introduction to information and communication technologies [Lab]	0+1	
REL101	Islamic Studies	2+0	-
	<b>Total</b>	<b>17 (16+1)</b>	

### Semester II

Course Code	Course Name	Credit Hours	Pre-requisite
BCN201	Persuasive & Analytical Writing for Business Communication	3+0	BCN101
MAT201	Linear Algebra	3+0	MAT111
STS101	Probability Theory & Statistics	3+0	-
ECN102	Principles of Macroeconomics	3+0	ECN101
SSC303	Service-Learning and Civic Responsibility	0+2	-
LAN30*	Foreign Language	3+0	-
	<b>Total</b>	<b>17 (15+2)</b>	

### Semester III

Course Code	Course Name	Credit Hours	Pre-requisite
MAT211	Multivariable Calculus	3+0	MAT111
STS201	Model & Inferences	3+0	STS101
ECN205	Managerial Economics	3+0	ECN101, ECN102
PSC101	Pakistan Studies	2+0	-
MAT221	Introduction to Formal Mathematics	3+0	MAT211
EEM101	Environmental Studies	2+1	-
	<b>Total</b>	<b>18 (16+2)</b>	



#### Semester IV

Course Code	Course Name	Credit Hours	Pre-requisite
ETP101	Entrepreneurship	3+0	-
CSP123 CSP123L	Programming for Analyst (Theory) Programming for Analyst (Lab)	3+0 0+1	MAT211
ECN202	Macroeconomics Analysis	3+0	ECN102
PSC201	Ideology and Constitution of Pakistan	2+0	-
MAT321	Applied Real Analysis	3+0	MAT211
MAT322	Introduction to Differential Equations	3+0	MAT211
	<b>Total</b>	<b>17 (17+0)</b>	

#### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
ECN204	Development Economics	3+0	ECN102
STS301	Data Analysis and Decision Making	3+0	STS201
ECN304	International Trade	3+0	ECN202
MAT311	Modelling and Simulation	2+1	MAT211
CSP381 CSP381L	Artificial Intelligence [Theory] Artificial Intelligence [Lab]	2+0 0+1	STS201 CSC116
MAT423	Numerical Analysis	3+0	MAT201
	<b>Total</b>	<b>18 (16+2)</b>	

#### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
MAT422	Partial Differential Equations	3+0	MAT322
ECN405	Monetary Theory and Policy	3+0	ECN304
ECN301	Econometrics I	3+0	STS301
STS405	Statistical Machine learning (Theory) Statistical Machine learning (Lab)	2+0 0+1	STS301
ECN305	Financial Economics	3+0	ECN205
MAT411	Optimization Technique	3+0	MAT211
	<b>Total</b>	<b>18 (17+1)</b>	



### Semester VII

Course Code	Course Name	Credit Hours	Pre-requisite
ECN401	Econometrics II	2+1	ECN301
STS415	Deep Learning (Theory) Deep Learning (Lab)	2+0 0+1	STS405
XXXXXX	Elective I (Mathematics)	3+0	-
XXXXXX	Elective II (Economics)	3+0	-
PME491	Final year Project I	0+3	-
	<b>Total</b>	<b>15 (10+5)</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
ECN404	Pakistan Economic Policy	3+0	ECN202
STS402	Time Series Analysis and Forecasting	2+1	STS401
XXXXXX	Elective III (Mathematics)	3+0	-
XXXXXX	Elective IV (Economics)	3+0	-
PME492	Final Year Project II	0+3	PME491
	<b>Total</b>	<b>15 (11+4)</b>	

## BS DATA SCIENCE

BS (Data Science) focuses on statistical analysis and theoretical computer science to develop solutions that employ robust mathematical models. These models help AI (Artificial Intelligence) and other predictive tools for data mining and reliable analysis.

This program has a twofold approach: basic principles and foundational training of statistical and mathematical aspects of data analysis. This program is, additionally, based on broad computer science principles, including algorithms, data structures, data management, and machine learning. The program is suitable for students interested either in a career in industry or more specialized graduate study. This program will prepare students for a career in data analysis, combining foundational statistical concepts with computational principles from computer science. A major component of this degree is the final year two-semester project that teaches students how to apply Data Science principles for solving large-scale, real-world data analysis problems. BS (Data Science) is a four-year degree program. It requires completion of 138+2\* credit hours of coursework and compulsory internship (3 credit hours) of at least six weeks at an organization approved by the Institute.

Students from pre-medical background are required to additionally complete the following two mathematics courses:

MAT011 Basic College Mathematics

MAT012 Intermediate College Mathematics

**Eligibility Criteria:** The eligibility criteria for admission into BS Data Science is given on Page No. 175.

### Learning Outcomes for Data Science:

1. Knowledge of how to apply analytical techniques and algorithms (including statistical and data mining approaches) to large data sets for extracting meaningful insights.
2. Acquisition of hands-on experience with relevant software tools, languages, data models, and environments for data processing and visualization.
3. Ability to communicate results (visually and verbally) to a broad audience.

### Career Path

- |                   |  |
|-------------------|--|
| 1. Data Architect | 2. Infrastructure Architect              |
| 3. Data Scientist | 4. Data Analyst                          |
| 5. Data Engineer  | 6. Machine Learning Engineer & Architect |

### Prospective Firms/Companies

- |  |                                |
|--|--------------------------------|
| 1. Real Estate Industry                    | 2. Hospital Industry           |
| 3. Social Media Data Analytics Firms       | 4. Food and Supply Industry    |
| 5. Banking Sector                          | 6. Airline Industry            |
| 7. Communication & Transportation Industry | 8. Government & Private Sector |
| 9. Insurance Industry                      |                                |

## BS Data Science: Course Distribution

Area	Credit Hours	Courses
Computing Core [CC]	49	14
Domain Core [DC]	18	6
Domain Elective [DE]	21	7
Mathematics & Supporting Courses [MSC]	12	4
Elective Supporting Courses [ESC]	3	1
General Education Requirements [GER]	32	13
Internship	3	1
<b>Total</b>	<b>138*</b>	<b>46*</b>

\*Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.

### Note for Non-Muslim Students

Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.

A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week before the start of the Semester.

## Program Structure (Semester Wise)

### Semester I

Course Code	Course Name	Credit Hours	Pre-requisite
CSP111	Introduction to Information & Communication Technology [GER]	2+0	-
CSP111	Introduction to Information & Communication Technology Lab	0+1	
CSP121	Programming Fundamentals [CC]	3+0	-
CSP121	Programming Fundamentals Lab	0+1	
BCN101	Academic English [GER]	3+0	-
PHY112	Applied Physics [GER]	2+0	-
PHY112	Applied Physics Lab	0+1	
MAT110	Calculus and Analytical Geometry [GER]	3+0	-
<b>Semester Total Credit Hours</b>		<b>16 (13+3)</b>	

### Semester II

Course Code	Course Name	Credit Hours	Pre-requisite
CSP122	Object Oriented Programming [CC]	3+0	CSP121
CSP122	Object Oriented Programming Lab	0+1	
BCN201	Persuasive & Analytical Writing for Business Communication [MSC]	3+0	BCN101
CSP231	Discrete Structure [GER]	3+0	-
CSP141	Digital Logic and Design [CC]	3+0	PHY112
CSP141	Digital Logic and Design Lab	0+1	
MAT211	Multivariable Calculus [MSC]	3+0	MAT110
<b>Semester Total Credit Hours</b>		<b>17 (15+2)</b>	



### Semester III

Course Code	Course Name	Credit Hours	Pre-requisite
CSP221 CSP221L	Data Structures and Algorithms [CC] Data Structures and Algorithms Lab	3+0 0+1	CSP121
BCN202	Business and Professional Speech [GER]	3+0	COM107
CSP241 CSP241	Comp. Organization & Assembly Lang. [CC] Comp. Organization & Assembly Lang. Lab	3+0 0+1	-
MAT201	Linear Algebra [MSC]	3+0	MAT110
REL101	Islamic Studies [GER]	2+0	-
<b>Semester Total Credit Hours</b>		<b>16 (14+2)</b>	

### Semester IV

Course Code	Course Name	Credit Hours	Pre-requisite
CSP261 CSP261	Introduction to Database Systems [CC] Introduction to Database Systems Lab	3+0 0+1	-
DSP162 DSP162	Introduction to Data Science [DC] Introduction to Data Science Lab	2+0 0+1	-
STS101	Probability Theory and Statistics [MSC]	3+0	-
CSP222 CSP222	Operating Systems [CC] Operating Systems Lab	3+0 0+1	CSP221
CSP228	Design & Analysis of Algorithms [CC]	3+0	CSP221
<b>Semester Total Credit Hours</b>		<b>17 (14+3)</b>	

### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
DSP365 DSP365	Advanced Statistics [DC] Advanced Statistics Lab	2+0 0+1	STS101
CSP371 CSP371	Computer Networks [CC] Computer Networks Lab	2+0 0+1	-
MGT102	Introduction to Management & Organizational Behavior [GER]	2+0	-
CSP311	Professional Practices [GER]	2+0	> 60 Credit Hours
DSP366 DSP366	Data Mining [DC] Data Mining Lab	3+0	-
CSP381 CSP381	Artificial Intelligence [CC] Artificial Intelligence Lab	2+0 0+1	STA203
PSC101	Pakistan Studies [GER]	2+0	
<b>Semester Total Credit Hours</b>		<b>18 (15+3)</b>	

### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
DSPxxx	DS Elective 1 [DE]	3+0	-
DSPxxx	DS Elective 2 [DE]	3+0	-
SEP151	Introduction to Software Engineering [CC]	3+0	-
DSP368	Data Visualization [DC]	2+0	-
DSP368	Data Visualization Lab	0+1	
DSP367	Data Warehouse and Business Intelligence [DC]	2+0	-
DSP367	Data Warehouse and Business Intelligence Lab	0+1	
CSP313	Entrepreneurship [GER]	2+0	-
	<b>Semester Total Credit Hours</b>	<b>17 (15+2#)</b>	

### Semester VII

Course Code	Course Name	Credit Hours	Pre-requisite
BDSxxx	DS Elective 3 [DE]	3+0	-
BDSxxx	DS Elective 4 [DE]	3+0	-
MRK101	Fundamentals of Marketing Management [ESC]	3+0	-
SSC303	Service Learning and Civic Responsibilities [GER]	2+0	-
CSP443	Parallel and Distributed Computing [DC]	3+0	CSP222 & CSP371
DSP491	Final Year Project I [CC]	0+3	-
	<b>Semester Total Credit Hours</b>	<b>17 (14+3#)</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
DSPxxx	DS Elective 5 [DE]	3+0	
DSPxxx	DS Elective 6 new [DE]	3+0	
DSPxxx	DS Elective 7 new [DE]	3+0	
CSP472	Information Security [CC]	3+0	
PSC302	Ideology and Constitution of Pakistan [GER]	2+0	
DSP492	Final Year Project II [CC]	0+3	DSP491
	<b>Semester Total Credit Hours</b>	<b>17 (14+3#)</b>	

### Total 138 Credit Hours

#Lab depends on the selection of elective courses by students

### Domain Elective

DSPxxx Large Language Models	DSP468 Social Network Analysis
DSP481 Machine Learning	DSP462 Information Extraction
DSP483 Artificial Neural Networks	CSP331 Theory of Automata & Formal Lang.
DSP465 Information Retrieval	DSP485 Deep Learning
DSP461 Platform & Architecture for Data Science	CSP325 HCI and Computer Graphics CSP325 HCI and Computer Graphics Lab
DSP464 Speech Processing	DSP467 Big Data Analytics
CSP362 Advanced Database Systems CSP362 Advanced Database Systems Lab	DSP463 Natural Language Processing
DSP469 Topics in Data Science	CSP479 Cloud Computing



## BS COMPUTER ENGINEERING

The Bachelor of Science in Computer Engineering is a four-year degree program that integrates principles of electrical engineering with core concepts from computer science, providing students with a strong foundation in both hardware and software systems. The program emphasizes the design, development, and implementation of computer systems, embedded systems, and digital communication technologies.

Students gain proficiency in programming, circuits, microprocessors, data structures, algorithms, computer architecture, and operating systems. With a curriculum grounded in analytical reasoning and problem-solving, the program prepares students for diverse roles in industry or further graduate studies. A significant feature of the program is the final-year project, which challenges students to design and implement engineering solutions to real-world problems. Students must complete a minimum of 138+2\* credit hours of coursework.

Students from a pre-medical background are required to additionally complete the following two mathematics courses:

MAT011 Basic College Mathematics

MAT012 Intermediate College Mathematics

**Eligibility Criteria:** The eligibility criteria for admission into BS Computer Engineering is given on Page No. 175.

### Learning Outcomes for BS Computer Engineering:

1. Effectively drive innovation in Computer Engineering.
2. Analyze and determine computing needs suitable for complex engineering problems.
3. Recognize and adapt to the evolving challenges in the global IT landscape.
4. Demonstrate the ability to integrate computing, engineering and mathematical principles.
5. Design, develop, and assess computer-based systems to meet desired requirements.

### Career Path:

- |                                 |  |
|---------------------------------|--|
| 1. Embedded systems Engineer    | 2. Hardware Design Engineer                      |
| 3. IoT Engineer                 | 4. Systems Software Engineer                     |
| 5. Network Security Expert      | 6. Database Administrator                        |
| 7. Computer Systems Analyst     | 8. Computer Network Architect                    |
| 9. Information Security Analyst | 10. Computer and Information Research Scientists |

### Prospective Employers:

- |                                |  |
|--------------------------------|--|
| 1. Cyber Internet Services     | 2. Internet Service Providers            |
| 3. Real Estate Sector          | 4. Banking Sectors                       |
| 5. Hospital Sector             | 6. Industrial Sector                     |
| 7. Software Houses             | 8. Communication & Transportation Sector |
| 9. Government & Private Sector |  |

### Bs Computer Engineering Course Distribution

Area	Credit Hours	Courses
Computing Core [CC]	49	14
Domain Core [DC]	18	6
Domain Elective [DE]	21	7
Mathematics & Supporting Courses [MSC]	12	4
Elective Supporting Courses [ESC]	3	1
General Education Requirements [GER]	32	13
Internship	3	1
<b>Total</b>	<b>138*</b>	<b>46*</b>

*\*Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

#### **Note for Non-Muslim Students**

*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.*

*A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week before the start of the Semester.*

### **Program Structure (Semester Wise)**

#### **Semester I**

Course Code	Course Name	Credit Hours	Pre-requisite
CSP111 CSP111L	Introduction to Information & Communication Technology [GER] Introduction to Information & Communication Technology Lab	2+0 0+1	-
CSP121 CSP121L	Programming Fundamentals [CC] Programming Fundamentals Lab	3+0 0+1	-
PHY112 PHY112L	Applied Physics [GER] Applied Physics Lab	2+0 0+1	-
BCM101	Academic English [GER]	3+0	-
MAT110	Calculus and Analytical Geometry [GER]	3+0	-
	<b>Total</b>	<b>16 (13+3)</b>	

#### **Semester II**

Course Code	Course Name	Credit Hours	Pre-requisite
CSP122 CSP122L	Object-Oriented Programming [CC] Object-Oriented Programming Lab	3+0 0+1	CSP121
BCN201	Persuasive & Analytical Writing for Business [GER]	3+0	BCN101
CSP131	Discrete Structure [GER]	3+0	-
CSP141 CSP141L	Digital Logic and Design [CC] Digital Logic and Design Lab	3+0 0+1	-
MAT211	Multivariable Calculus [MSC]	3+0	MAT110
	<b>Total</b>	<b>17 (15+2)</b>	

#### **Semester III**

Course Code	Course Name	Credit Hours	Pre-requisite
CSP221 CSP221L	Data Structures and Algorithms [CC] Data Structures and Algorithms Lab	3+0 0+1	CSC213
MAT201	Linear Algebra [MSC]	3+0	MAT110
CSP241 CSP241L	Comp. Organization & Assembly Lang. [CC] Comp. Organization & Assembly Lang. Lab	3+0 0+1	-
SSC303	Service-Learning and Civic Responsibility [GER]	2+0	-
REL101	Islamic Studies [GER]	2+0	-
CEP111	Linear Circuit Analysis [DC]	3+0	-
	<b>Total</b>	<b>18 (16+2)</b>	



#### Semester IV

Course Code	Course Name	Credit Hours	Pre-requisite
CSP261 CSP261L	Introduction to Database Systems [CC] Introduction to Database Systems Lab	3+0 0+1	CSP211
SEP151	Intro. to Software Engineering [CC]	3+0	-
STS101	Probability Theory and Statistics [MSC]	3+0	-
CSP222 CSP222L	Operating Systems [CC] Operating Systems Lab	3+0 0+1	CSP211
CSP228	Design & Analysis of Algorithms [CC]	3+0	CSP211
	<b>Total</b>	<b>17 (15+2)</b>	

#### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
CSP311	Professional Practices [GER]	2+0	>60 Credit Hours
CSP371 CSP371L	Computer Networks [CC] Computer Networks Lab	2+0 0+1	-
CSP381 CSP381L	Artificial Intelligence [CC] Artificial Intelligence Lab	2+0 0+1	-
CEP211 CEP211L	Signals & Systems [DC] Signals & Systems Lab	2+0 0+1	-
MGT102	Introduction to Management & Organizational Behavior [GER]	2+0	-
PSC101	Pakistan Studies [GER]	2+0	-
	<b>Total</b>	<b>15 (12+3)</b>	

#### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
CSP472	Information Security [CC]	3+0	
CSP342 CSP342	Computer Architecture [DC] Computer Architecture Lab	2+0 0+1	CSP241
CEP311 CEP311L	Electrical Network Analysis [DC] Electrical Network Analysis Lab	2+0 0+1	-
CEPxxx	Domain Elective 1 [DE]	3+0	-
CEPxxx	Domain Elective 2 [DE]	3+0	-
BCNxxx	Business & Professional Speech	3+0	-
	<b>Total</b>	<b>18 (16+2)</b>	

#### Summer Semester (Internship 3 Credit Hours)



### Semester VII

Course Code	Course Name	Credit Hours	Pre-requisite
CEP411	Electronic Device & Circuits [DC]	2+0	
CEP411L	Electronic Device & Circuits Lab	0+1	
CSP443	Parallel and Distributed Computing [DC]	3+0	CSP222 & CSP371
MRK101	Fundamentals of Marketing Management [ESC]	3+0	
CEPxxx	Domain Elective 3 [DE]	3+0	
CEPxxx	Domain Elective 4 [DE]	3+0	-
CEP491	Final Year Project I [CC]	0+3	CSP151
	<b>Total</b>	<b>18 (14+4#)</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
BSE101	Entrepreneurship [GER]	2+0	
PSC301	Ideology and Constitution of Pakistan [GER]	2+0	
CEPxxx	Domain Elective 5 [DE]	3+0	
CEPxxx	Domain Elective 6 [DE]	3+0	
CEPxxx	Domain Elective 7 [DE]	3+0	
CEP492	Final Year Project II [CC]	0+3	CEP491
	<b>Total</b>	<b>16 (13+3#)</b>	

**Total 138 Credit Hours**

**#Lab depends on the selection of elective courses by students**

#### Domain Elective:

Artificial Neural Network & Deep Learning  
 Theory of Automata & Formal Language  
 HCI and Computer Graphics  
 Embedded System  
 Expert Systems  
 Digital System Design  
 Digital Image Processing

## BS COMPUTATIONAL FINANCE

The Bachelor of Science in Computational Finance is a specialized applied mathematics program designed for students with strong quantitative aptitude seeking careers at the intersection of mathematics, finance, and technology. Through rigorous coursework, students develop expertise in creative problem-solving and logical reasoning. They learn to analyze market dynamics, minimize risk, and maximize profitability – skills in high demand across finance and technology sectors.

The 4-year Bachelor of Science in Computational Finance requires completion of 138 credit hours across eight semesters, comprising 35 credits of general education courses (all 13 must be completed within the first four semesters—failure blocks fifth-semester enrollment), 94 credits of major/minor and interdisciplinary courses, a 6-credit capstone project, and a 3-credit computational finance internship (minimum 6 weeks with an approved firm).

*\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

*\*\*Note for Non-Muslim Students*

*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.*

*COM010 Intensive English (Pre-Sessional Course) \*\*\**

*\*\*\* A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week before the start of the Semester.*

*\*\*\*Students from pre-medical background are required to additionally complete the following two mathematics courses:*

*MAT011 Basic College Mathematics*

*MAT012 Intermediate College Mathematics*

### BS Computational Finance students Learn to:

1. Master quantitative models to analyze complex systems and applied problems across diverse domains.
2. Design, evaluate, and implement innovative solutions for managing uncertainty and optimizing outcomes.
3. Develop strategic frameworks to assess and control risk in mathematical and computational contexts.
4. Engineer computational systems using advanced methods to model real-world processes.
5. Apply advanced programming and mathematics to solve challenging quantitative and analytical problems.
6. Optimize data-driven strategies to enhance efficiency, accuracy, and decision-making across sectors.
7. Prepare for leadership roles requiring innovation in quantitative analysis, technology, and applied sciences.

### Career Paths

- Quantitative Model Developer
- Data Science and Machine Learning Specialist
- Computational Analyst
- Algorithm Design and Optimization Specialist
- Risk and Uncertainty Modeler
- Technology Solutions Developer
- Optimization and Systems Analyst

### Eligibility Criteria

The BS (Computational Finance) is a four-year program. Applicants who have successfully completed H. Sc with minimum 50% marks in Science Group (Pre-Engineering) or in General Group (with Mathematics/Statistics/Computer Science) or A-Levels with a maximum 2 'Cs in three principal subjects (with Mathematics/Statistics/Computer Science) are eligible to apply for admission.

## Required Courses

### General Education Courses

#### Religious Studies

REL101 Islamic Studies

### Civics and Community Engagement (1 course 2 credit hrs.)

SSC303 Service-Learning and Civic Responsibility

### Natural Science

EEM101 Environmental Studies

### Political Sciences

PSC101 Pakistan Studies

PSC201 Ideology and Constitution of Pakistan

### Arts and Humanities

LAN 30\* Foreign Language

\*1 = Introduction to Arabic

\*2 = Introduction to French

\*4 = Introduction to German

\*6 = Introduction to Italian

\*8 = Introduction to Chinese

### Social Science

ECN101 Principles of Microeconomics

### Functional English and Expository Writing

BCN101 Academic English

BCN301 Persuasive. & Analytical Writing

### Application of Information and Communication Technologies

CSP111 Intro. to information & Communication Technologies

### Quantitative Reasoning

MAT111 Applied Calculus

STS101 Probability Theory and Statistics

### Entrepreneurship

ETP101 Entrepreneurship

### Economics

ECN102 Principles of Macroeconomics

## Core Courses

### Programming

CSP123 Programming for Analyst

CSP261 Introduction to Database Systems

CSP381 Artificial Intelligence

### Statistics

STS201 Model and Inference

STS301 Data Analysis and Decision Making

STS401 Applied Econometrics

STS405 Statistical Machine Learning

### Actuarial Science and Risk Management

ARM102 Mathematical Theory of Interest I

ARM201 Mathematical Theory of Interest II

### Mathematics

MAT201 Linear Algebra

MAT211 Multivariable Calculus

MAT221 Introduction to Formal Mathematics

MAT301 Applied Real analysis

MAT311 Modelling and Simulation

MAT331 Theory of Probability

MAT332 Stochastic process

MAT423 Numerical Analysis

MAT424 Applied Discrete Time Series

MAT432 Stochastic Differential equation

MAT434 Applied Continuous Time Series

### Accounting

ACS101 Introduction to Financial Accounting

ACS201 Intermediate Financial Accounting

### Finance

FNS201 Introduction to Business Finance

FNS202 Financial Management

FNS301 Corporate Finance

FNS451 Financial Derivatives

### Final Year Project

PCF491 Final Year Project I

PCF492 Final Year Project II

### Electives (General Stream)

STS406 Deep Learning

DSP467 Big Data Analytics

ARM301 Actuarial Mathematics

MAT456 Topology

MAT462 Applied Quantum Physics

MAT452 Functional Analysis

MAT411 Optimization Techniques

MAT457 Econophysics

MAT433 Application of Stochastic PDEs

### Finance Stream (Elective Maximum two)

FNS453 FinTech

FNS302 Analysis of Financial Statement

FNS456 Technical Analysis



## Course Structure

### Semester I

Course Code	Course Name	Credit Hours	Pre-requisite
BCN101	Academic English	3+0	-
MAT111	Applied Calculus	3+0	-
ECN101	Principles of Microeconomics	3+0	-
CSP111	Introduction to Information & Communication Technologies [Theory]	2+0	-
CSP111L	Introduction to Information & Communication Technologies [Lab]	0+1	
REL101	Islamic Studies	2+0	-
ACS101	Introduction to Financial Accounting	3+0	-
	<b>Total</b>	<b>17 (16+1)</b>	

### Semester II

Course Code	Course Name	Credit Hours	Pre-requisite
MAT201	Linear Algebra	3+0	MAT111
STS101	Probability Theory & Statistics	3+0	-
ACS201	Intermediate Financial Accounting	3+0	ACS101
PSC101	Pakistan Studies	2+0	-
ARM102	Mathematical Theory of Interest I	3+0	MAT111, STS101
CSP123	Programming for Analyst [Theory]	3+0	-
CSP123L	Programming for Analyst [Lab]	0+1	
	<b>Total</b>	<b>18 (17+1)</b>	

### Semester III

Course Code	Course Name	Credit Hours	Pre-requisite
MAT211	Multivariable Calculus	3+0	MAT201
BCN301	Persuasive & Analytical Writing	3+0	BCN101
LAN30*	Foreign Language	3+0	-
FNS201	Introduction to Business Finance	3+0	ACS101
PSC201	Ideology and Constitution of Pakistan	2+0	PSC101
ARM201	Mathematical Theory of Interest II	3+0	MAT231
	<b>Total</b>	<b>17 (17+0)</b>	

### Semester IV

Course Code	Course Name	Credit Hours	Pre-requisite
ETP101	Entrepreneurship	3+0	-
STS201	Model & Inferences	3+0	STS101
EEM101	Environmental Studies	2+1	-
ECN102	Principles of Macroeconomics	3+0	ECO101
SSC303	Service-Learning and Civic Responsibility	0+2	-
MAT221	Introduction to Formal Mathematics	3+0	MAT211
	<b>Total</b>	<b>17 (14+3)</b>	

### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
FNS202	Financial Management	3+0	FNS201
STS301	Data Analysis and Decision Making	3+0	STS201
MAT331	Theory of Probability	3+0	MAT221, STS201
CSP381	Artificial Intelligence [Theory]	2+0	STA101
CSP381L	Artificial Intelligence [Lab]	0+1	
MAT321	Applied Real Analysis	3+0	MAT221
CSP261	Introduction to Database Systems [CC]	2+0	CSP123
CSP261L	Introduction to Database Systems Lab	0+1	
	<b>Total</b>	<b>18 (16+2)</b>	

### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
STS405	Statistical Machine Learning [Theory]	2+0	MAT201, STS301
STS405L	Statistical Machine Learning [Lab]	0+1	
MAT311	Modelling and Simulation	2+1	MAT211
STS401	Applied Econometrics	2+1	STS301
FNS301	Corporate Finance	3+0	FNS201
MAT332	Stochastic Processes	3+0	MAT331
MAT423	Numerical Analysis	3+0	MAT211
	<b>Total</b>	<b>18 (15+3)</b>	

### Semester VII

Course Code	Course Name	Credit Hours	Pre-requisite
MAT424	Applied Discrete Time series	3+0	MAT231
MAT432	Stochastic Differential Equations	3+0	MAT332
XXXXXX	Elective I	3+0	-
XXXXXX	Elective II	3+0*	-
PCF491	Final year Project I	0+3*	-
	<b>Total</b>	<b>15</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
FNS451	Financial Derivatives	3+0	FNS202
MAT434	Applied Continuous Time Series	3+0	MAT424
XXXXXX	Elective III	3+0*	-
XXXXXX	Elective IV	3+0*	-
PCF492	Final Year Project II	0+3	-
	<b>Total</b>	<b>15</b>	

\*distribution of credit hours will depends on the choice of electives.



## BS SOFTWARE ENGINEERING (BS SE)

This program is designed to help students build competencies in software development. It addresses the challenges involved in creating reliable software and provides a solid foundation in problem-solving methods, software quality, testing, and effective management practices. Graduates of this program will possess the confidence and expertise to become technology-driven entrepreneurs and software architects. They may also begin their careers as software engineers, with the potential to advance into roles such as analysts, designers, or architects within software companies or as independent solution providers. The program is designed to satisfy general requirements and meet the criteria adopted by the Higher Education Commission (HEC) of Pakistan. The aim is to prepare students to serve the productive needs of Pakistan's software industry. It requires completion of 138+2\* credit hours of coursework and internship. Students are required to take 46+2\* courses (including Final Year Project and relevant labs) & internship, approved by the institute, in order to complete their degree requirements. Students must maintain a CGPA of 2.5 for the conferment of the degree.

Students from pre-medical background are required to additionally complete the following two mathematics courses:

MTH011 Basic College Mathematics

MTH012 Intermediate College Mathematics

**Eligibility Criteria:** The eligibility criteria for admission into BS Software Engineering is given on Page No. 175.

### Learning Outcomes for BS Software Engineering:

1. Equip themselves with the latest software development tools
2. An ability to develop software systems of varying complexity
3. An ability to function effectively on teams to accomplish a common goal
4. An ability to communicate effectively with a range of audiences
5. An understanding of professional, legal, and ethical issues regarding the software industry
6. Successfully bring innovation in the software industry

### Career Path:

- |                        |                                  |                              |
|------------------------|----------------------------------|------------------------------|
| 1. Web Developer       | 2. Software Engineer / Developer | 3. System Analyst            |
| 4. Front End Developer | 5. Software Project Manager      | 6. Software-Trainee Engineer |
| 7. SQL Developer       | 8. Software QA Engineer          | 9. Data Engineer             |
| 10. Technical Writer   |                                  |                              |

### Prospective Employers:

- |                            |                               |                                |
|----------------------------|-------------------------------|--------------------------------|
| 1. Cyber Internet Services | 2. Internet Service Providers | 3. Banking Sector              |
| 4. Real Estate Industry    | 5. Hospital Industry          | 6. Software Houses             |
| 7. Communication Industry  | 8. Transportation Sector      | 9. Government & Private Sector |

### BS Software Engineering: Course Distribution

Area	Credit Hours	Courses
Computing Core [CC]	49	14
Domain Core [DC]	18	6
Domain Elective [DE]	21	7
Mathematics & Supporting Courses [MSC]	12	4
Elective Supporting Courses [ESC]	3	1
General Education Requirements [GER]	32	13
Internship	3	1
<b>Total</b>	<b>138*</b>	<b>46*</b>

*\*Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

#### **Note for Non-Muslim Students**

*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.*

*A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week before the start of the Semester.*

### **Program Structure (Semester Wise)**

#### **Semester I**

Course Code	Course Name	Credit Hours	Pre-requisite
CSP111	Introduction to Information & Comm. Technology [GER]	2+0	-
CSP111L	Introduction to Information & Comm. Technology Lab	0+1	
CSP121	Programming Fundamentals [CC]	3+0	-
CSP121L	Programming Fundamentals Lab	0+1	
BCN101	Academic English [GER]	3+0	-
PHY112	Applied Physics [GER]	2+0	-
PHY112L	Applied Physics Lab	0+1	
MAT110	Calculus and Analytical Geometry [GER]	3+0	-
<b>Semester Total Credit Hours</b>		<b>16 (13+3)</b>	

#### **Semester II**

Course Code	Course Name	Credit Hours	Pre-requisite
CSP122	Object Oriented Programming [CC]	3+0	CSP121
CSP122L	Object Oriented Programming Lab	0+1	
BCN201	Persuasive & Analytical Writing for Business Communication [MSC]	3+0	BCN101
CSP231	Discrete Structure [GER]	3+0	-
CSP141	Digital Logic and Design [CC]	3+0	PHY111
CSP141L	Digital Logic and Design Lab	0+1	
MAT211	Multivariable Calculus [MSC]	3+0	MAT110
<b>Semester Total Credit Hours</b>		<b>17 (15+2)</b>	

#### **Semester III**

Course Code	Course Name	Credit Hours	Pre-requisite
CSP221	Data Structures and Algorithms [CC]	3+0	CSP121
CSP221L	Data Structures and Algorithms Lab	0+1	
BCN202	Business and Professional Speech [GER]	3+0	-
CSP241	Comp. Organization & Assembly Lang. [CC]	3+0	-
CSP241L	Comp. Organization & Assembly Lang. Lab	0+1	
MAT201	Linear Algebra [MSC]	3+0	MAT110
REL101	Islamic Studies [GER]	2+0	-
<b>Semester Total Credit Hours</b>		<b>16 (14+2)</b>	



#### Semester IV

Course Code	Course Name	Credit Hours	Pre-requisite
CSP261	Introduction to Database Systems [CC]	3+0	-
CSP261L	Introduction to Database Systems Lab	0+1	-
SEP151	Introduction to Software Engineering [CC]	3+0	-
STS101	Probability Theory and Statistics [MSC]	3+0	-
CSP222	Operating Systems [CC]	3+0	CSP221
CSP222L	Operating Systems Lab	0+1	CSP221
CSP228	Design & Analysis of Algorithms [CC]	3+0	CSP221
	<b>Semester Total Credit Hours</b>	<b>17 (15+2)</b>	

#### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
SEP353	Software Construction and Development [DC]	2+0	-
SEP353L	Software Construction and Development Lab	0+1	-
CSP371	Computer Networks [CC]	2+0	-
CSP371L	Computer Networks Lab	0+1	-
MGT102	Introduction to Management & Organizational Behavior [GER]	2+0	-
CSP311	Professional Practices [GER]	2+0	> 60 Credit Hours
SEP355	Software Design & Architecture [DC]	3+0	SEP151
CSP381	Artificial Intelligence [CC]	2+0	STS101
CSP381L	Artificial Intelligence Lab	0+1	STS101
PSC101	Pakistan Studies [GER]	2+0	-
	<b>Semester Total Credit Hours</b>	<b>18 (15+3)</b>	

#### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
SEPxxx	SE Elective 1 [DE]	3+0	-
SEPxxx	SE Elective 2 [DE]	3+0	-
SEP356	Software Quality Engineering [DC]	2+0	-
SEP356L	Software Quality Engineering Lab	0+1	-
SEP357	Software Requirement Engineering [DC]	2+0	-
SEP357L	Software Requirement Engineering Lab	0+1	-
MRK101	Fundamentals of Marketing Management [ESC]	3+0	-
CSP313	Entrepreneurship [GER]	2+0	-
	<b>Semester Total Credit Hours</b>	<b>17 (15+2#)</b>	



### Semester VII

Course Code	Course Name	Credit Hours	Pre-requisite
SEPxxx	SE Elective 3 [DE]	3+0	
SEPxxx	SE Elective 4 [DE]	3+0	
CSP443	Parallel and Distributed Computing [DC]	3+0	CSP222 & CSP371
SSC303	Service Learning and Civic Responsibilities [GER]	2+0	
SEP481 SEP481L	Software Project Management [DC] Software Project Management Lab	2+0 0+1	-
SEP491	Final Year Project I [CC]	0+3	SEP151
	<b>Semester Total Credit Hours</b>	<b>17 (13+4#)</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
SEPxxx	SE Elective 5 [DE]	3+0	
SEPxxx	SE Elective 6 new [DE]	3+0	
SEPxxx	SE Elective 7 new [DE]	3+0	
CSP472	Information Security [CC]	3+0	
PSC302	Ideology and Constitution of Pakistan [GER]	2+0	
SEP492	Final Year Project II [CC]	0+3	SEP491
	<b>Semester Total Credit Hours</b>	<b>17 (14+3#)</b>	

**Total 138 Credit Hours**

*#Lab depends on selection of elective courses by students*

### Domain Elective

DSP162 Introduction to Data Science DAP162L Introduction to Data Science Lab	SEP421 Semantic Web
CSP331 Theory of Automata & Formal Languages	DSP463 Natural Language Processing
CSP362 Advanced Database Systems CSP362L Advanced Database Systems Lab	SEP452 Real-Time Systems
CSP422 Web Engineering	CSP479 Cloud Computing
CSP325 HCI and Computer Graphics[ DC] CSP325L HCI and Computer Graphics Lab	DSP467 Big Data Analytics
CSP342Computer Architecture [DC] CSP342L Computer Architecture Lab	SEP471 Multimedia Communication
CSP462 Enterprise Systems	SEP453 Software Verification and Validation
SEP424 Visual Programming	SEP428 Object Oriented Analysis & Design
CSP426 E-Commerce	SEP472 Management Information Systems
SEP426 Systems Programming	CSP475 Information Systems Audit
SEP427 Game Application Development	SEP429 Global Software Development
CSP424 Mobile Application Development	SEP454 Topics in Software Engineering
SEP451 Agent Based Software Engineering	SEP473 DevOps

## BS STATISTICS & BUSINESS ANALYTICS

The BS in Statistics and Business Analytics is designed to provide students with strong analytical and digital skills by combining statistical theory with applied data analysis techniques. The program emphasizes hands-on learning, enabling students to apply these skills to real-world challenges in domains such as marketing, finance, economics, and the social sciences. Students also gain exposure to international and sustainable management perspectives, preparing them to address contemporary global issues. With the rapid advancement of analytics technologies, the program ensures students are well-prepared to leverage modern tools that support data-driven decision-making. Analytics today is recognized as a critical enabler, offering organizations valuable insights and a competitive advantage across diverse industries. This four-year degree requires the completion of 138 credit hours over eight semesters, including 35 credits of general education courses, 94 credits of major/minor and interdisciplinary courses, a 6-credit capstone project, and a 3-credit internship (minimum 6 weeks with an approved organization).

*\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

*\*\*Note for Non-Muslim Students*

*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.*

*\*\*\*BCN010 Intensive English (Pre-Sessional Course)*

*A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week before the start of the Semester.*

*\*\*\*Students from pre-medical background are required to additionally complete the following two mathematics courses:*

*MAT011 Basic College Mathematics*

*MAT012 Intermediate College Mathematics.*

### Statistics and Business Analytics students learn to:

1. Apply knowledge of Computing, Mathematics, and Statistics and integrate it with applied domains relevant to the program.
2. Demonstrate a thorough understanding of analytical tools and research methods to conduct in-depth investigations.
3. Analyze data to identify problems and explore evidence-based solutions across diverse fields.
4. Acquire the knowledge and skills to gain insights into real-world challenges faced by organizations and industries.
5. Apply data analytics to areas such as Marketing, Finance, Risk Management, Human Resource Management, and Supply Chain Management.
6. Contribute to positive societal impact in areas such as healthcare, transportation, education, and sustainability.

### Learning Outcomes for Statistics and Business Analytics Students include:

1. Design, implement and evaluate a computer-based system, process, component or program to meet desired needs.
2. Communicate effectively with different audiences.
3. Improve business-related decision-making skills by exploring and mining data from various aspects.

### Eligibility Criteria

The BS (Statistics and Business Analytics) is a four-year program. Applicants who have successfully completed H. Sc with minimum 50% marks in Science Group (Pre-Engineering) or in General Group (with Mathematics/Statistics/Computer Science) or A-Levels with a maximum 2 'Cs in three principal subjects (with Mathematics/Statistics/Computer Science) are eligible to apply for admission.

## Required Courses

### General Education Courses

#### Religious Studies

REL101 Islamic Studies

#### Civics & Community Engagement

SSC303 Service-Learning and Civic Responsibility

#### Functional English

BCN101 Academic English

#### Expository Writing

BCN301 Persuasive & Analytical Writing

#### Political Sciences

PSC101 Pakistan Studies

PSC201 Ideology & Constitution of Pakistan

#### Arts & Humanities

##### LAN 30\* Foreign Language

\*1 = Introduction to Arabic \*2 = Introduction to French

\*4 = Introduction to German \*6 = Introduction to Italian

\*8 = Introduction to Chinese

#### Natural Science

EEM101 Environmental studies

#### Entrepreneurship

ETP101 Entrepreneurship

#### Social Science

ECN101 Principles of Microeconomics

#### Application of Information and Communication Technologies

CSP111 Intro. to Information and Communication Technologies

#### Quantitative Reasoning

MAT101 College Algebra

MAT111 Applied Calculus

#### Interdisciplinary Courses

##### Economics

ECN102 Principles of Macroeconomics

##### Accounting

ACS101 Introduction to Financial Accounting

##### Management

MGT102 Intro. to Management and Organizational Behavior

HRM201 Human Resource Management

## Finance

FNS201 Introduction to Business Finance

FNS202 Financial Management

## Core Courses

### Programming

CSP123 Programming for Analyst

CSP381 Artificial Intelligence

CSP368 Data Visualization

DSP467 Big Data Analytics

### Mathematics

MAT103 Introduction to Applied Analytics

MAT201 Linear Algebra

MAT211 Multivariable Calculus

MAT311 Modeling and Simulation

### Statistics

STS101 Probability Theory and Statistics

STS201 Model and Inferences

STS203 Probability Theory and Distributions

STS204 Statistical Packages

STS301 Data Analysis and Decision Making

STS302 Sampling Theory

STS401 Applied Econometrics

STS402 Time Series Analysis and Forecasting

STS404 Applied Multivariate Analysis

STS405 Statistical Machine Learning

STS407 Decision Theory

STS408 Design of Experiments

STS409 Industrial Analytics and Statistics

## Elective Courses

MAT458 Operations Research

STS451 Loss Model

STS452 Statistical Quality Control

STS453 Bayesian Analysis

DSP366 Data Mining

DSP583 Artificial Neural Networks

DSP465 Information Retrieval

DSP468 Social Network Analysis

### Analytics (maximum two)

BIA433 Marketing Intelligence and Analytics

BIA434 Big Data in Finance

BIA435 Applied Financial Analytics

BIA 437 Applied Supply Chain Analytics



## Course Structure

### Semester I

Course Code	Course Name	Credit Hours	Pre-requisite
BCN101	Academic English	3+0	-
MAT101	College Algebra	3+0	-
STS101	Probability Theory and Statistics	3+0	-
ECN101	Principles of Microeconomics	3+0	-
CSP111	Introduction to information and communication technologies [Theory]	2+0	-
CSP111L	Introduction to information and communication technologies [Lab]	0+1	
REL101	Islamic Studies	2+0	
	<b>Total</b>	<b>17 (16+1)</b>	

### Semester II

Course Code	Course Name	Credit Hours	Pre-requisite
BCN301	Persuasive & Analytical Writing	3+0	BCN101
MAT111	Applied Calculus	3+0	MAT101
STS201	Model & Inferences	3+0	STS101
ECN102	Principles of Macroeconomics	3+0	ECN101
EEM101	Environmental Studies	2+1	-
PSC101	Pakistan Studies	2+0	-
	<b>Total</b>	<b>17(16+1)</b>	

### Semester III

Course Code	Course Name	Credit Hours	Pre-requisite
MAT201	Linear Algebra	3+0	MAT111
MGT102	Introduction to Management and Organizational Behavior	3+0	-
ACS101	Introduction to Financial Accounting	3+0	-
CSP123	Programming for Analyst (Theory)	3+0	-
CSP123L	Programming for Analyst (Lab)	0+1	
STS203	Probability Theory & Distributions	3+0	STS101
PSC201	Ideology and Constitution of Pakistan	2+0	PSC101
	<b>Total</b>	<b>18 (17+1)</b>	

### Semester IV

Course Code	Course Name	Credit Hours	Pre-requisite
STS301	Data Analysis and Decision Making	2+1	STS201
MAT202	Introduction to Applied Analytics	3+0	MAT101
MAT211	Multivariable Calculus	3+0	MAT111
ETP101	Entrepreneurship	3+0	-
SSC303	Service-Learning and Civic Responsibility	0+2	-
LAN30*	Foreign Language	3+0	-
	<b>Total</b>	<b>17 (14+3)</b>	

### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
STS401	Applied Econometrics	2+1	STS301
STS302	Sampling Theory	2+1	STS101
FNS201	Introduction to Business Finance	3+0	ACC101
STS404	Applied Multivariate Analysis	3+0	MAT201, STS203
CSP381	Artificial Intelligence [CC]	2+0	STS101
CSP381L	Artificial Intelligence Lab	0+1	
STS204	Statistical Packages	2+1	STS101
	<b>Total</b>	<b>18 (14+4)</b>	

### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
FNS202	Financial Management	3+0	FIN201
MAT411	Modelling and Simulation	2+1	MAT201
STS408	Design of Experiments	3+0	STS301
STS407	Decision theory	3+0	STS201
HRM201	Human Resource Management	3+0	MGT102
CSP368	Data Visualization [Theory]	2+0	CSP123
CSP368L	Data Visualization [Lab]	0+1	
	<b>Total</b>	<b>18 (16+2)</b>	

### Semester VII

Course Code	Course Name	Credit Hours	Pre-requisite
STS409	Industrial Analytics and Statistics	2+1	STS301
STS405	Statistical Machine Learning [Theory]	2+0	CSP111, MAT201, STS101
STS405L	Statistical Machine Learning [Lab]	0+1	
STSXXX	Elective I	2+1	-
STSXXX	Elective II	2+1	-
STS491	Final Year Project I	0+3	
	<b>Total</b>	<b>15 (8+7)</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
DSP467	Big Data Analytics [Theory]	2+0	STS405
DSP467L	Big Data Analytics [Lab]	0+1	
STS402	Time Series Analysis and Forecasting	2+1	STS301
STSXXX	Elective III	3+0	-
XXXXXX	Elective IV	2+1	-
STS492	Final Year Project II	0+3	STS491
	<b>Total</b>	<b>15 (9+6)</b>	



## MS COMPUTER SCIENCE

The Master of Science program in Computer Science provides 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 on the desired areas of specialization. The program is based on HEC guidelines. The program comprises two years of study over at least four semesters. It requires the completion of 33 credit hours of course work. Students are required to complete 9 courses and a thesis of an equivalent of 6 credit hours equivalent of two courses to fulfill degree requirements. Students must maintain a CGPA of 3.0 for the conferment of the degree.

### MS Computer Science students learn to:

- To impart a breadth of knowledge in core areas of Computer Science which include theoretical foundations and fundamentals of systems
- Instill opportunities for a research-oriented program, in preparation for the PhD program in computer science
- Link theory with practice and demonstrate analytical and proper decision-making abilities while developing computer systems or solutions
- Use their knowledge and critical independent thinking skills while working independently and/or in team environments

### Learning Outcomes for MS Computer Science students include:

1. Acquisition of hands-on experience with relevant software tools, languages, data models, and environments for data processing.
2. Ability to communicate results of analysis effectively (visually and verbally) to a broad audience in the fields of biology, environment, finance and risk management, data science, business management, and other disciplines
3. An ability to analyze a problem, and identify and define the computing requirements appropriate to its solution
4. An ability to design, implement and evaluate a computer-based system, process, component, or program to meet desired needs
5. Be well-prepared for research and development in Computer Science in industry or academia
6. Deal with the challenges of the IT industry with global changes
7. Develop logical thinking process

### Career Path:

- |                                |                           |                             |
|--------------------------------|---------------------------|-----------------------------|
| 1. Application Analyst         | 2. Applications Developer | 3. Data Analyst             |
| 4. UX Designer                 | 5. IT Consultant          | 6. Cybersecurity Consultant |
| 7. Information Systems Manager | 8. Multimedia Programmer  | 9. Systems Analyst          |
| 10. Games Developer            |                           |                             |

### Prospective Employers:

- |  |                               |                           |
|--|-------------------------------|---------------------------|
| 1. Cyber Internet Services               | 2. Internet Service Providers | 3. Banking Sectors        |
| 4. Industrial Sectors                    | 5. Software Houses            | 6. Real Estate Sector     |
| 7. Communication & Transportation Sector | 8. Colleges & Universities    | 9. Govt. & Private Sector |

### Eligibility

BS(CS) / MCS / BE in Computer Engineering candidates are required to fulfill the requirement as proposed by the Department Board of Studies. Minimum CGPA of 2.5 (on a scale of 4.0). MS (Computer Science) program consists of two groups of courses, core and elective. The following core courses are recommended to be completed before entering the MS (CS) program.

- |                           |   |
|---------------------------|---|
| 1. Analysis of Algorithms | 2. Assembly Lang. / Computer Architecture |
| 3. Computer Networks      | 4. Computer Programming                   |
| 5. Data Structures        | 6. Database Systems                       |
| 7. Operating Systems      | 8. Software Engineering                   |
| 9. Theory of Automata     |   |

A student selected for admission having a deficiency in the above-stated courses may be required to study a maximum of FOUR courses, which must be passed in the first two semesters. A student cannot register in MS courses unless all specified deficiency courses have been passed.

## Program Requirements

MS requires completion of course work and dissertation/thesis. The minimum duration is two years and the maximum is four years:

- MS course work requirements consist of nine graduate-level courses (27 credit hours)
- On completion of the dissertation/thesis, the student is awarded 6 credits

An MS student must additionally complete the following requirements:

- MS proposal/synopsis development
- MS proposal/synopsis defense
- BASR approval of MS proposal/synopsis
- Continuous enrollment in supervised research courses for meeting the full-time residency requirements
- Completion of MS dissertation/thesis
- Selection of external evaluators by BASR
- Evaluation of MS dissertation by two external faculty members as per HEC criteria
- Dissertation/thesis finalization
- Open defense of MS dissertation
- Acceptance Letter of Reserch Paper (as a first author) from MS Dissertation/Thesis in (HJRS/WoS/Scopus Indexed Journal/Conference)
- Any other HEC requirement
- Final dissertation/thesis submission to BASR

## Core Courses

CSC540 Research Methodology  
 CSC543 Advanced Computer Architecture  
 CSC548 Advanced Analysis of Algorithm  
 CSC547 Advanced Operating Systems  
 CSC549 Theory of Programming Languages  
 CSC591 MS Thesis-I  
 CSC592 MS Thesis-II

## Elective Courses

CSC561 Advanced Software Engineering	CSC562 Object-Oriented Software Engineering
CSC563 Software Quality Assurance	CSC564 Software Requirement Engineering
CSC565 Software Testing Strategies	CSC571 Advanced Database Management Systems
CSC572 Data Warehousing	CSC573 Data Mining
CSC574 Distributed Systems	CSC575 Parallel and Distributed Algorithms
CSC578 Communication and Information Policy	CSC581 Neural Networks
CSC582 Pattern Recognition	CSC583 Fuzzy Systems
CSC584 Artificial Intelligence	CSC585 Machine Learning
CSC586 Deep Learning	

## Course Structure

<b>Semester One</b> Research Methodology (3+0) Advanced Computer Architecture (3+0) Advanced Analysis of Algorithm (3+0)	<b>Semester Two</b> Advanced Operating Systems (3+0) Theory of Programming Languages (3+0) Elective I (3+0)
<b>Semester Three</b> Elective II (3+0) Elective III (3+0) MS Thesis-I (0+3)	<b>Semester Four</b> Elective IV (3+0) MS Thesis-II (0+3)



## MS MATHEMATICS AND SCIENTIFIC COMPUTING

The MS program in Mathematics & Scientific Computing develops rigorous foundational mathematical tools that help in careers as researchers and solution providers.

The MS program in Mathematics & Scientific Computing prepares students for careers in research, applications, and teaching. Students choose courses from two areas of concentration for their coursework: Mathematics and Computations. Students are required to qualify successfully for nine courses (5 compulsory and 4 electives) each of 3 credit hours' duration. On successful completion of MS, course work students will be allowed to work on a 6-credit hour thesis on a subject of their interest depending on the availability of the faculty. The program comprises two years of study over at least four semesters. It requires the completion of 33 credit hours of coursework. Students must maintain a CGPA of 3.0 for the conferment of the degree.

MS Mathematics & Scientific Computing students learn to:

- Develop a thorough understanding of mathematical methods before going to apply analytical skills to solve real-life problems
- Apply rigorous mathematical and computational skills used to handle problems to get meaningful results
- Establish and understand a connection between the techniques of mathematical analysis and scientific computing and their link with the real-life problems

**Learning Outcomes for MS Mathematics & Scientific Computing students include:**

1. Use knowledge to apply mathematical and scientific computing techniques and algorithms to real-life problems to extract meaningful insights
2. Acquisition of hands-on experience with relevant software tools, languages, data models, and environments for data processing
3. Ability to communicate results of analysis effectively (visually and verbally) to a broad audience in the fields of biology, environment, finance and risk management, data science, business management, and other disciplines

### Eligibility

16 Years of education in Computer Science, Engineering, Mathematics, Statistics, or any other relevant field. Minimum CGPA of 2.5 (on a scale of 4.0)

Program Requirements

**MS requires completion of coursework and dissertation/thesis. Minimum duration is two years and the maximum is four years:**

- MS coursework requirements consist of nine graduate-level courses (27 credit hours)
- On completion of the dissertation/thesis, the student is awarded 6 credits

**A MS student must additionally complete the following requirements:**

- MS proposal/synopsis development
- MS proposal/synopsis defense
- BASR approval of MS proposal/synopsis
- Continuous enrollment in supervised research courses for meeting the full-time residency requirements
- Completion of MS dissertation/thesis
- Selection of external evaluators by BASR
- Evaluation of MS dissertation by two external faculty members as per HEC criteria
- Dissertation/thesis finalization
- Open defense of MS dissertation
- Any other HEC requirement
- Final dissertation/thesis submission to BASR



## Required Courses

### Compulsory Courses (15 credit)

MTS609 Research Methodology  
MTS616 Advanced Real Analysis  
MTS617 Advanced Numerical Analysis  
MTS618 Statistical Modeling and Computing MTS638 Advanced Topics in Algebra

### Elective Courses

#### Mathematics Concentration\* (6 credit hours)

MTS612 Numerical Methods for ODEs and PDEs  
MTS615 Dynamical System  
MTS634 Advanced Numerical Linear Algebra  
MTS644 Computational Fluid Dynamics  
MTS646 Financial Mathematics  
MTS654 Advance Functional Analysis  
MTS663 Numerical Computing and Optimization  
MTS664 Special Topics in Mathematics  
MTS\*\*\* Advance Linear Algebra  
MTS\*\*\* Advance Partial Differential Equations  
MTS\*\*\* Introduction to Calculus of Variations

*\* or any other elective subjects approved in BoS and published in previous Catalogues.*

#### Computer Concentration\* (6 credit hours)

MTS622 Fundamental of Algorithms  
MTS635 Information Retrieval and Data Mining  
MTS655 Special Topics in Computing  
MTS656 Advance design analysis and Algorithm  
MTS657 Machine Learning

*\* or any other elective subjects approved in BoS and published in previous Catalogues.*

### Thesis

MTS691 Thesis I  
MTS692 Thesis II

## Course Structure

<b>Semester One (9 credit hours)</b> Research Methodology Advanced Numerical Analysis Advance Linear Algebra	<b>Semester Two (9 credit hours)</b> Statistical Modeling & Computing Dynamical Systems Mathematics Concentration I
<b>Semester Three (9 credit hours)</b> Mathematics Concentration II Computation Concentration I Thesis I	<b>Semester Four (6 credit hours)</b> Computation Concentration II Thesis II

*"To establish residency, continuous enrolment in the thesis program from the start until submission is mandatory."*



## MS STATISTICS & SCIENTIFIC COMPUTING

The MS program in Statistics & Scientific Computing develops rigorous foundational mathematical and statistical tools that help in careers as researchers, and solution providers. It prepares students for careers in research, applications, and teaching. Students choose courses from two areas of concentration for their course work: Statistics and Computations. Students are required to qualify successfully for nine courses (five compulsory and four electives) each of 3 credit hours duration. On successful completion of MS course work students will be allowed to work on a 6 credit hour thesis on a subject of their interest depending on the availability of the faculty. The program comprises two years of study over at least four semesters. It requires completion of 33 credit hours (27 credit hours of course work and 06 credit hours of the dissertation/thesis). Students must maintain a CGPA of 3.0 for the conferment of the degree.

### MS Statistics & Scientific Computing students learn to:

- Develop a thorough understanding of statistical methodology before going to apply statistical skills to solve real-life problems
- Apply rigorous statistical techniques used to handle data to get meaningful results
- Select and transform data to increase usefulness for solving particular problems
- Create information visualizations for data exploration and presentation
- Establish and understand a connection between the techniques of data analysis and scientific computing and their link with the real-life data

### Learning Outcomes for Data Science students include:

1. Knowledge of how to apply statistical and scientific computing techniques and algorithms to real-life data sets to extract meaningful insights.
2. Acquisition of hands-on experience with relevant software tools, languages, data models, and environments for data processing.
3. Ability to communicate results of analysis effectively (visually and verbally) to a broad audience in the fields of biology, environment, finance and risk management, data science, business management, and other disciplines.

### Eligibility

16 Years of education in Computer Science, Engineering, Mathematics, Statistics or any other relevant field. Minimum CGPA of 2.5 (on a scale of 4.0).

### Program Requirements

### MS requires completion of course work and dissertation/thesis. Minimum duration is two years and the maximum is 4 years:

- MS course work requirements consist of nine graduate-level courses (27 credit hours)
- On completion of the dissertation/thesis, the student is awarded 6 credits

### A MS student must additionally complete the following requirements:

- MS proposal/synopsis development
- MS proposal/synopsis defense
- BASR approval of MS proposal/synopsis
- Continuous enrollment in supervised research courses for meeting the full-time residency requirements
- Completion of MS dissertation/thesis
- Selection of external evaluators by BASR
- Evaluation of MS dissertation by two external faculty members as per HEC criteria
- Dissertation/thesis finalization
- Open defense of MS dissertation
- Any other HEC requirement
- Final dissertation/thesis submission to BASR

## Required Courses

### Compulsory Courses (15 credit hours)

MSS609 Research Methodology  
MSS611 Advanced Statistical Inference  
MSS614 Mathematical Statistics  
MSS617 Advanced Numerical Computing  
MSS618 Statistical Modeling & Computing

## Elective Courses

### Statistics Concentration (6 credit hours)

MSS647 Advanced Design of Experiments  
MSS648 Time Series Analysis  
MSS649 Stochastic Processes  
MSS650 Applied Regression Models  
MSS651 Theory & Practice of Forecasting  
MSS652 Statistical Quality Control  
MSSXXX Survey Sampling  
MSSXXX Advanced Distribution Theory

### Computer Concentration (6 credit hours)

MSS622 Fundamental of Algorithms  
MSS635 Information Retrieval & Data Mining  
MSS645 Decision Theory  
MSS657 Machine Learning  
MSS658 Pattern Recognition  
MSS661 Simulation & Modeling  
MSS663 Artificial Intelligence

### Thesis

MSS691 Thesis I  
MSS692 Thesis II

## Course Structure

<b>Semester One</b> Research Methodology Mathematical Statistics Advanced Numerical Computing	<b>Semester Two</b> Statistical Modeling & Computing Advanced Statistical Inference Statistics Concentration I
<b>Semester Three</b> Statistics Concentration II Computation Concentration I Thesis I	<b>Semester Four</b> Computation Concentration II Thesis II

*"To establish residency, continuous enrolment in the thesis program from the start until submission is mandatory."*

## PhD (COMPUTER SCIENCE)

## PhD (STATISTICS & SCIENTIFIC COMPUTING)

PhD programs will connect knowledge of three disciplines mathematics, statistics and computer science to policy-relevant decision-making in business and government. The program aims to train researchers to contribute to theory, develop inventive and useful models and methods, and conduct applied scientific investigations. Although individual researchers will vary in their emphases, the field includes all these aspects. This program emphasizes rigorous course work and high-quality research that should be published in international conferences and HEC recognized journals. Course and research work are designed as per HEC criteria.

### Learning Outcomes:

1. In-depth understanding of academic theory and the preparation of high-quality research
2. Lead and manage research projects
3. Support and participate in academic, government, and industrial projects
4. Apply theories and models to solve real problems

### Career Path:

- |                                |                            |                                 |
|--------------------------------|----------------------------|---------------------------------|
| 1. IT Consultant               | 2. Data Scientists         | 3. Cyber-security Consultant    |
| 4. Information Systems Manager | 5. Machine Learning Expert | 6. Technical Writer             |
| 7. Data Modeler                | 8. Security Architect      | 9. Software Development Manager |
| 10. Educationist               |                            |                                 |

### Prospective Employers:

- |                            |  |
|----------------------------|--|
| 1. Cyber Internet Services | 2. Internet Service Providers            |
| 3. Real Estate Sector      | 4. Banking Sectors                       |
| 5. Hospital Sector         | 6. Communication & Transportation Sector |
| 7. Colleges & Universities | 8. Government & Private Sector           |

### Eligibility

BS/ BBA/ BE / MS /ME/ MPhil or equivalent degree from HEC recognized institutions meeting the following criteria:

- A minimum CGPA of 3.00 on a scale of 4.00 in Bachelors (16 years)
- A minimum CGPA of 3.00 on a scale of 4.00 (or overall 60% marks) or equivalent in Masters (18 years)
- An interview conducted by the Institute
- Any other requirements as communicated by the HEC from time to time.

### Program Requirements

PhD requires completion of course work and dissertation/thesis. In addition, each PhD scholar shall be required to publish at least one research paper based on dissertation as a first author along with his/her supervisor/co-supervisor in Clarivate Analytics Impact Factor Journal listed in Journal Citation Reports (Web of Science Group). Minimum duration is three years and the maximum is seven/ten years:

- 1) Masters (18 years) in CS/ SE/ IT or relevant field  
18 Credit Hours of PhD Courses plus 30 Credit Hours of PhD Thesis
- 2) Masters (18 years) with irrelevant field  
Maximum 12 Credit Hours of deficiency courses (from MS CS program approved by Doctoral Committee) plus 18 Credit Hours of PhD Courses plus 30 credit hours of PhD Thesis
- 3) Bachelors (16 years) in CS/ SE/ IT or relevant field  
30/33 credit hours of courses of MS Program (instead of thesis two Independent Studies of 3 credit hours each) plus 18 Credit hours of PhD courses plus 30 credit hours of PhD thesis
- 4) Bachelors (16 years) with irrelevant field  
Maximum 12 credit hours of deficiency courses (from BS CS program approved by Doctoral Committee) plus 30/33 Credit Hours of courses of MS Program (instead of thesis two Independent Studies of 3 credit hours each) plus 18 credit hours of PhD Courses plus 30 credit hours of PhD Thesis

### A PhD student must additionally complete the following requirements:

- Comprehensive exam
- PhD proposal/synopsis development
- PhD proposal/synopsis defense
- BASR approval of PhD proposal/synopsis
- Continuous enrollment in supervised research courses for meeting the full-time residency requirements
- Completion of PhD dissertation/thesis
- Selection of external evaluators by BASR
- Publication or an official acceptance of at least one paper in an ISI impact factor journal as a first author
- Evaluation of PhD dissertation by two foreign faculty members from developed countries as per HEC criteria
- Dissertation/thesis finalization
- Open defense of PhD dissertation
- Any other HEC requirement
- Final dissertation/thesis submission to BASR

## Course Structure

### Select Six courses

#### PhD (Computer Science)

PCS701	Big Data Analytics and Knowledge Discovery
PCS703	Natural Language Processing Information Retrieval
PCS705	Advance Theory of Computation
PCS707	Advances in Machine Learning
PCS709	Computational Intelligence
PCS711	Heuristic Search Theory & Methods
PCS713	Advanced Neural Network
PCS715	Intelligent Web Technologies
PCS717	Parallel and Distributed Systems
PCS719	Formal Research Methods
PCS723	Computer Vision and Robotics
PCS725	Temporal and Spatial Database Management System
PCS731	Advanced Digital Signal Processing
PCS733	Advanced Decision Support System
PCS739	Advances in Simulation and Modeling
PCS743	Fuzzy Topologies with Human Centric Computing
PCS745	Advanced Algorithm Analysis
PCS749	Seminar on Logic and Scientific Computing
PCS751	Seminar on Emerging Computing Technologies
PCS753	Advances in Artificial Intelligence
PCS755	Advances in Deep Learning
PCS921	Research Thesis (3 Units)
PCS922	Research Thesis (6 Units)
PCS923	Research Thesis (9 Units)

#### PhD (Statistics & Scientific Computing)

PST701	Advanced Statistical Computing and Graphics
PST703	Regression Modeling and Computing
PST705	Advanced Mathematical Statistics
PST707	Advanced Bayesian Inference and Stochastic Modeling
PST713	Nonlinear and Integer Programming
PST715	Advanced Design and Analysis of Experiments
PST717	Advances in Time Series Analysis
PST719	Advances in Bioinformatics & Biostatistics
PST721	Statistical Quality Control
PST723	Stochastic Modeling in
PST725	Special topics in Statistics
PSTXXX	Advanced Operations Research
PST921	Research Thesis (3 Units)
PST922	Research Thesis (6 Units)
PST923	Research Thesis (9 Units)

*"To establish residency, continuous enrolment in the thesis program from the start until submission is mandatory."*





# COLLEGE OF ENGINEERING AND SCIENCES

*“Entrepreneurial Engineering with Excellence”*

College of Engineering and Sciences (CES) was established to realize IoBM’s mission of creating an impact as a multidimensional institution of higher learning. The college strives to develop entrepreneurial engineers who have the technical skills and confidence to create new engineering technologies and design innovative engineering products and processes.

## BS TECHNOLOGY MANAGEMENT

BS in Technology Management is inspired to combine the advancements in technology with a hands-on management approach to solve the problems of 21st Century.

The focus of this program is to produce graduates that can ensure sustainable digital future. The key for which is automation and digital transformation. This program aims to produce graduates that can identify, plan, and execute the conversation of an existing organization. Students, by the end of the program, will be able to enter an Industry 4.0 enabled company and optimize the process and streamline the workflow and to improve efficiency productivity.

1. Apply knowledge of strategy, marketing, digital technology, and big data analysis to complex Industry 4.0 based problems / situations / scenarios including 3D printer, AI, Block chain and Cyber Physical Systems
2. Develop expertise in mapping processes of an industry and strategize the conversion to digital platform
3. Identify operations that can be automated to reduce resources (time, raw material, people etc.)

### Career Prospects:

- |                           |                               |                         |
|---------------------------|-------------------------------|-------------------------|
| 1. Technology Managers    | 2. System Analysts            | 3. Management Analyst   |
| 4. Management Consultants | 5. Computer Network Architect | 6. Engineering Managers |

### Main Features:

- a. Name of the proposed Program: Bachelor of Science in Technology Management
- b. Total Credit Hours for completion of the program: 146
- c. Program duration: eight semester/ four years
- d. Proposed initial date for implementation of the program: Spring 2022

### Eligibility:

Applicants who have successfully completed HSC with minimum 50% marks in pre-engineering, pre-medical or in General Group (with Mathematics/ Statistics/ Computer Science) or A-Levels with a maximum of 2-Cs in three principal subjects are eligible to apply for admission.

### PEOs

PEO 1: Will have demonstrated knowledge of Technology Management and management tools appropriate for career pursuits and workplace needs.

PEO 2: Will have the ability to understand, diagnose, communicate and provide solutions to technical problems/situations to ensure sustainable digital future.

PEO 3: Will demonstrate the intellectual curiosity to actively pursue the acquisition of new knowledge and skills necessary to refine and improve his/her abilities to contribute to the Technology domain to enhance industrial productivity.

PEO 4: Ethical commitment that allows them to deal successfully with social, technical and professional situations in their lives and work.

### PLOs

Program outcomes are the narrower statements that describe what students are expected to know and be able to do by the time of graduation. These relate to the knowledge, skills and attitude that the students acquire while progressing through the program. The program must demonstrate that the students have attained a certain set of knowledge, skills and behavioral traits, at least to some acceptable minimum level. Specifically, it is to be demonstrated that the students have acquired the following graduate attributes but not limited to:



1. Engineering Technology Knowledge (SA1): An ability to apply knowledge of mathematics, natural science, Technology fundamentals and Engineering Technology specialization to defined and applied procedures, processes, systems or methodologies.
2. Problem Analysis (SA2): An ability to Identify, formulate, research literature and analyze broadly-defined Engineering Technology problems reaching substantiated conclusions using analytical tools appropriate to the discipline or area of specialization.
3. Design/Development of Solutions (SA3): An ability to design solutions for broadly- defined Engineering Technology problems and contribute to the design of systems, components or processes to meet specified needs with appropriate consideration for public health and safety, cultural, societal, and environmental considerations
4. Investigation (SA4): An ability to conduct investigations of broadly-defined problems; locate, search and select relevant data from codes, data bases and literature, design and conduct experiments to provide valid conclusions.
5. Modern Tool Usage (SA5): An ability to Select and apply appropriate techniques, resources, and modern technology and IT tools, including prediction and modelling, to broadly-defined Engineering Technology problems, with an understanding of the limitations.
6. The Engineering Technologist and Society (SA6): An ability to demonstrate understanding of the societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to Technology Management practice and solutions to broadly defined Technology Management problems.
7. Environment and Sustainability (SA7): An ability to understand and evaluate the sustainability and impact of Technology Management work in the solution of broadly defined Technology Management problems in societal and environmental contexts.
8. Ethics (SA8): Understand and commit to professional ethics and responsibilities and norms of Technology Management practice
9. Individual and Team Work (SA9): An ability to Function effectively as an individual, and as a member or leader in diverse teams.
10. Communication (SA10): An ability to communicate effectively on broadly defined activities with the Technologist community and with society at large, by being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
11. Project Management (SA11): An ability to demonstrate knowledge and understanding of Technology management principles and apply these to one's own work, as a member or leader in a team and to manage projects in multidisciplinary environments.
12. Lifelong Learning (SA12): An ability to recognize the need for, and have the ability to engage in independent and life-long learning in specialist Technologies.

#### Degree Requirements:

Minimum duration:	4 years	Number of semesters:	8
Number of weeks per semester:	16-18	Total number of credit hours:	146
Number of credit hours per semester:	15-18	Technology courses:	57 %
Non-Tech & Management courses:	43 %	Laboratory work:	03 hrs.
Total number of courses:	50 Courses		
Total credit hours:	146		

#### Major Courses

##### Disciplinary Core Domain

BTM101	Introduction to Computing	(3+1 credit hours)
BTM102	Basic Electrical Circuits	(3+1 credit hours)
BTM103	Information and Communications Technology	(2+1 credit hours)
CME103	Computer Programming & Problem Solving	(2+1 credit hours)
ELE201	Digital Logic Design	(3+1 credit hours)
EPE201	Computer Aided Engineering Design	(0+1 credit hours)
BTM202	Operating Systems	(2+1 credit hours)
CME204	Data Structure & Algorithms	(2+1 credit hours)
TCE202	Signals and Systems	(2+1 credit hours)
CME205	Microprocessor & Microcontroller Systems	(3+1 credit hours)
BTM301	Data Communication & Networks	(2+1 credit hours)
ELE419	Linear Control System	(3+1 credit hours)
BTM304	Sensors and Instrumentation	(2+1 credit hours)
BTM401	IoT, Big Data and Cloud Computing	(2+1 credit hours)
BTM403	Artificial Intelligence & Machine Learning	(2+1 credit hours)
BTM404	Cyber physical Systems	(2+1 credit hours)
MTH216	Complex Variable and Transforms	(3+0 credit hours)



### Management Domain

MAN101	Principles of Management	(3+0 credit hours)
ACC101	Introduction to Financial Accounting	(3+0 credit hours)
HRM301	Human Resource Management	(3+0 credit hours)
BTM302	Technology Management	(2+0 credit hours)
BTM306	Digital Financial Management	(3+0 credit hours)
BTM305	Total Quality Management	(3+0 credit hours)
ENG203	Engineering Economics	(3+0 credit hours)

### Interdisciplinary

IDE405	Principles of Applied Mechatronics	(2+1 credit hours)
BTM201	Renewable Energy	(3+0 credit hours)
IDE400	Introduction to Enterprise Resource Planning	(3+0 credit hours)
BTM402	Emerging Trends in Connected Systems	(3+1 credit hours)

### General Education

#### Arts & Humanities

LAN30*	Foreign Language	(3 credit hours)
*1 Arabic *2 French *4 German *6 Italian *8 Chinese		

#### Social Sciences

BTM303	Organizational Behavior	(3 credit hours)
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#### Natural Sciences

GSC103	Applied Physics	(3+1 credit hours)
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#### Expository Writing

BCN202	Business and Professional Speech	(3 credit hours)
BCN201	Persuasive & Analytical Writing for Business Communication	(3 credit hours)

#### Functional English

BCN101	Academic English	(3 credit hours)
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#### Quantitative Reasoning

MTH107	Calculus & Analytical Geometry	(3 credit hours)
MTH204	Linear Algebra	(3 credit hours)

#### Ideology and Constitution of Pakistan

PSC301	Pakistan Studies	(2 credit hours)
PSC302	Ideology and Constitution of Pakistan	(2 credit hours)

#### Religious Education

REL101	Islamic Studies	(2 credit hours)
REL010	Understanding the Holy Quran I	(1 credit hours)
REL011	Understanding the Holy Quran II	(1 credit hours)

#### Entrepreneurship

ENT403	Small Business & Entrepreneurship	(3 credit hours)
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#### Applications of Information and Communication Technologies (ICT)

BTM103	Information and Communications Technology	(2+1 credit hours)
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#### Civics and Community Engagement

SSC303	Service Learning and Civic Community	(2 credit hours)
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#### Capstone Project

BTM450	Final Year Project I	(2 credit hours)
BTM451	Final Year Project II	(4 credit hours)



## Elective Courses

### *Elective Courses Specialization in Digital Transformation*

***Choose 2 electives EITHER from the Digital Technology Transformation Domain OR E-Business Domain  
AND***

***Choose 2 electives from the Emerging Trends in the Technology Domain***

#### **Digital Technology Transformation (3+0)**

IDE404 Design Thinking  
IDE409 Philosophy of Technology  
IDE405 Business and Technology Strategy  
CME415 Management Information System  
CME416 IoT System Development  
CME417 UI/UX Design Development  
CME418 IoT Business Case  
BTM405 Nano Technology Fundamentals  
ELE432 Introduction to the Internet of Things  
EPE432 Wireless Power Transmission  
BTM406 Wireless Sensor Networks  
BTM407 Information Theory and Coding

#### **E-Business (3+0)**

BTM410 Auditing & Taxation  
BTM411 Industrial Relations  
BTM412 Business Transformation  
BTM413 Digital Business Law  
BTM414 Supply Chain Fundamentals & Inventory Management  
IDE406 Production Planning & Control  
IDE407 Software Project Management  
IDE408 Professional Practices  
ELE435 Technology and Society

#### **Emerging Trends in Technology (2+1)**

BTM415 Real-time Embedded System  
BTM416 Opto Electronics  
BTM417 Smart Grid Technology  
BTM418 Digital Image Processing  
BTM419 Industrial Electronics  
BTM420 Robotics Design Lab  
BTM422 VLSI Basics  
BTM423 Optical Fiber Communication  
BTM424 Digital Communication Systems  
BTM425 Network Communication Protocols  
BTM426 Power Electronics

### ***Specialization in Artificial Intelligence and the Internet of Things***

***Choose 2 electives from Specialization in AI and IoT Domain (Non-Lab based) Domain AND  
Choose 2 electives from Specialization in AI and IoT Domain (Lab based) Domain***

#### **Specialization in AI and IoT (3+0)**

BTM429 IoT Security and Privacy  
BTM430 Data Science for AI and IoT  
BTM431 Advanced Topic in AI and IoT

#### **Specialization in AI and IoT (2+1)**

BTM428 Human-Computer Interaction  
BTM421 Underwater Internet of Things  
BTM417 Smart Grid Technology

## Course Structure

<b>Semester One</b> Intensive English (0+0) Basic College Mathematics (0+0) Academic English (3+0) Applied Physics (3+1) Introduction to Computing (3+1) Calculus & Analytical Geometry (3+0) Computer Aided Engineering Design (0+1) Principles of Management (3+0)	<b>Semester Two</b> Intermediate Mathematics (0+0) Basic Electrical Circuits (3+1) Linear Algebra (3+0) Persuasive & Analytical Writing for Bus. Communication (3+0) Pakistan Studies (2+0) Information & Communications Technology (2+1) Foreign Language (3+0)
<b>Semester Three</b> Computer Programming & Problem Solving (2+1) Digital Logic Design (3+1) Complex Variables & Transforms (3+0) Renewable Energy (3+0) Operating Systems (2+1) Islamic Studies (2+0)	<b>Semester Four</b> Data Structure & Algorithms (2+1) Signals and Systems (2+1) Microprocessor & Microcontroller Systems (3+1) Business and Professional Speech (3+0) Ideology and Constitution of Pakistan (2+0) Human Resource Management (3+0)
<b>Semester Five</b> Introduction to Financial Accounting (3+0) Data Communication & Networks (2+1) Sensors and Instrumentation (2+1) Linear Control System (3+1) Technology Management (2+0) Internship (3+0)	<b>Semester Six</b> Organizational Behavior (3+0) IoT, Big Data and Cloud Computing (2+1) Artificial Intelligence & Machine Learning (2+1) Digital Financial Management (3+0) Total Quality Management (3+0) Elective I (2+1)
<b>Semester Seven</b> Elective II (2+1) Elective III (3+0) Principles of Applied Mechatronics (2+1) Emerging Trends in Connected Systems (3+1) Small Medium Enterprise (3+0) Final Year Project I (0+2)	<b>Semester Eight</b> Engineering Economics (3+0) Introduction to Enterprise Resource Planning (3+0) Final Year Project II (0+4) Cyber Physical Systems (2+1) Elective IV (3+0) Service Learning and Civic Community (2+0)

### Note:

Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.

### Note for Non-Muslim Students

Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.

### COM010 Intensive English (Pre-Sessional Course)

A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week before the start of the Semester.



## MS ENGINEERING MANAGEMENT

The MS in Engineering Management degree bridges the gap between engineering potential and its gainful exploitation for business and economic advantage by focusing on efficiency, productivity and effectiveness.

The need for engineering management is felt at all managerial levels, particularly in the professional management work environment. Also, management is applicable to every aspect of an organization's functions and at all levels of top management, middle and lower management. Basic and specialized knowledge in the field of engineering management is a crucial need for every engineer and a profitable business.

Engineering management entails planning, organizing, allocating resources, and directing and controlling activities that have a technological component. The course has been designed by engineers and business 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 of 9 credit hours (three courses) in each of the three sessions (Fall, Spring and Summer).

### Program Objectives

- To exemplify excellence in engineering management through in depth knowledge and skills in the field of engineering management and applied sciences
- To engage in continuous professional development and exhibit quest for lifelong learning
- To demonstrate professional integrity and commitment to social and ethical responsibilities required of them as leaders and entrepreneurs.

### Course Contents

Duration:	Minimum 02 - Maximum 04 years
Total credit hours:	32
- Teaching:	24
- Thesis:	6

A minimum of eight courses (500 Level) of 3 credit hours each with individual research project / thesis of 6 credit hours in a relevant area shall be required for the completion of the MS degree in the discipline of Engineering Management.

### Entry Test Policy

The admission for MS Program would be based on the following:

### Eligibility for entrance to MS-Engineering Management Program:

It is based on the following:

- Sixteen years of education in any engineering discipline with minimum 55% marks in overall academic career in annual system and CGPA 2.5 in a semester system or equivalent from HEC recognized Institutes/Universities having PEC registration status.

#### In addition:

- All admissions to MS are subject to Higher Education Commission (HEC) based testing services such as National Testing Services (NTS) or Education Testing Council (ETC), etc.

#### Course Structure

MEM501 Project Management (3+0)  
MEM504 Research Methodology (3+0)  
MEM514 Technology Management (3+0)  
MEM526 Portfolio Management (3+0)  
MEM527 Sustainability in Project Management (3+0)

Elective Stream I	Elective Stream II
MEM505 Applied Engineering Analysis (3+0) MEM506 Production System Design and Analysis (3+0) MEM507 Operations Analysis & Resource Allocation (3+0) MEM508 Operation Management (3+0) MEM509 Simulation Modeling (3+0) MEM510 Production Planning and Control (3+0) MEM511 Advanced Practices in Engineering Management (3+0) MEM512 Environmental and Safety Management (3+0) MEM513 Industrial Costing Management (3+0) MEM515 Lean Six Sigma & Lean Manufacturing (3+0) MEM516 Marketing Management (3+0)	MEM604 Financial and Managerial Accounting (3+0) MEM605 Operation Management and Supply Chain (3+0) MEM606 Organization and Strategic Management (3+0) MEM517 Global Business Strategy (3+0) MEM518 Leadership, Innovation & Entrepreneurship (3+0) MEM519 Financial Statement Analysis (3+0) MEM520 Engineering Economics (3+0) MEM521 Problem Solving & Decision Making (3+0) MEM523 Supply Chain Management (3+0) MEM524 Management of Organizations (3+0) MEM525 Advanced Topics in Project Management (3+0)

Thesis (06 Credit hours)

<b>Semester One</b> Project Management (3+0) Research Methodology (3+0) Portfolio Management (3+0)	<b>Semester Two</b> Sustainability in Project Management (3+0) Technology Management (3+0) Elective I (3+0)
<b>Semester Three</b> Elective II (3+0) Elective III (3+0) Thesis Proposal (0+3)	<b>Semester Four</b> Final Thesis (0+3)

#### Note:

It is mandatory for research students of MS and Ph.D. programs to attend the Multi-Disciplinary Research Seminar Series (MRSS) sessions on Saturdays (12:00 to 2:00 PM) each semester.

"To establish residency, continuous enrolment in the thesis program from the start until submission is mandatory."

Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.





# COLLEGE OF ECONOMICS AND SOCIAL DEVELOPMENT

The College of Economics and Social Development (CESD) is a social science and liberal arts college with postgraduate and undergraduate programs in areas such as Economics, Business Psychology, Education, Media studies, and Policy & Area Studies.

## **Vision**

To be the leading Social Science and Economics institution engaged in creation of knowledge through research and its dissemination through teaching.

## **Mission**

To meet the multifarious challenges afflicting the society, economy and the people with a view towards bringing peace, prosperity and healthy lifestyles in Pakistan and the developing world.

## BS (HONORS) MEDIA STUDIES

BS (Honors) Media Studies is a hands-on multidisciplinary program, designed to provide students with a strong grounding in, and a broad academic base for, pursuing a professional career - institutional or entrepreneurial - in the wider field of media and film arts. Although the program has been progressively strengthened since its inception in Fall-2010, by refining the curriculum and pedagogy backed by investments in infrastructure upgrades, major curricular changes incorporated over the last couple of years, now allow students to delve deeper into the realm of new media and arts, and acquire the skillsets necessary for success in the emerging world of media and visual communication.

Students have the option to major in either one of two streams i.e. Journalism and Filmmaking offered in the program. However, they share common foundation courses in the first four semesters, before branching out towards their chosen major to concentrate on their mandatory core courses and electives. A total of 144 credit hours of coursework needs to be undertaken for completing the degree requirement under both majors, along with a compulsory 6-week internship to be completed after the sixth semester.

The program owes its success to the support it has received over the years from media experts, practitioners, and specialists from the field of journalism and filmmaking who still contribute toward the department's work, as well as from media organizations, digital marketing agencies, and production studios among others.

### General Education Courses

BCN101 Academic English  
LAN112 Urdu I  
PSY300 Introduction to Psychology  
EEM101 Environmental Studies  
MMM329 Creative Writing Workshop  
MAT102 Business Mathematics and Statistics  
REL101 Islamic Studies  
PSC201 Ideology & Constitution of Pakistan  
CSC210 Application of Information Communications Technologies  
STA104 Quantitative Techniques in Business  
ETP101 Entrepreneurship  
SSC303 Service Learning & Civic Responsibility  
PSC101 Pakistan Studies  
REL102 Understanding of Holy Quran I  
REL103 Understanding of Holy Quran II  
MED400 Capstone Project/ Practicum

### Core Courses – Production

MMM209 Advanced Sound Design  
MMD306 Screenplay II  
MMD307 Production Design  
MMD309 Production Management  
MMD312 Direction  
MMD401 Content Distribution and Promotion  
MMD402 Filmmaking - The Art & Craft: Thesis I  
MMD403 Filmmaking - The Art & Craft: Thesis II  
MMM404 Advanced Post-Production

### Interdisciplinary Courses

BCNXXX Business & Professional Speech  
BDS101 Introduction to Data Science  
PSY331 Media Psychology  
LAW405 Media Law & Business Ethics

### Core Course (All Students)

MMM101 Introduction to Design Tools  
MMM102 Introduction to Creative Arts  
MMM103 Media History  
MMM104 Introduction to Photography  
MMM105 History of Filmmaking  
MMM106 Introduction to Journalism  
MMM107 Introduction to Video Production  
MMM201 Introduction to Performing Arts  
MMM202 Editing and Post-Production  
MMM203 Screenplay I  
MMM204 Sound Design  
MMM206 Cinematography  
MMM207 Podcast & Audio Journalism  
MMM208 Introduction to 3D Animation & Motion Graphics  
MMD301 Studio Production  
MMD302 Digital Marketing Basics  
MMD303 Design Thinking  
MMD304 Methods in Media Research



## Core Courses - Journalism

MMM210 Photojournalism  
MMD317 Sports Journalism  
MMD318 Digital Journalism  
MMD320 Business Journalism  
MMM408 Environmental Journalism  
MMM409 Investigative Journalism (Thesis I)  
MMD410 Human Rights & Gender Reporting  
MMD411 Fashion Journalism  
MMD412 Investigative Journalism (Thesis II)

## Elective Courses (All Students)

MMD308 Creative Portfolio Management  
MMD310 Content Creation  
MMD311 Discovering Film  
MMD315 New Media Technologies: Tools and Applications  
MMD404 Current Trends in Media

## Semester-wise Course Structure

<b>Semester One</b> Academic English Introduction to Design Tools Urdu I Intro to Creative Arts Media History Ideology and Constitution of Pakistan	<b>Semester Two</b> Introduction to Photography Introduction to Journalism Introduction to Video Production Intro to Performing Arts Islamic Studies History of Filmmaking
<b>Semester Three</b> Urdu II Screenplay I Cinematography Sports Journalism Concept Art Creative Writing Workshop Edit & Post Production Introduction to Sound Design	<b>Semester Four</b> Writing for Digital Media Intro to 3D Animation & Motion Graphics UI/UX for Interactive Media Photojournalism Intro to Podcast & Audio Journalism Advanced Sound Design
<b>Semester Five</b> Studio Production Digital Marketing Basics Production of Documentary Production Design Screenplay II Sports Journalism Digital Journalism Social Sciences for Media	<b>Semester Six</b> Content Creation Production Management (P) Direction (P) Design Thinking Business Journalism (J) Entrepreneurship & Small Business New Media Technologies: Tools & Applications Elective I (Discovering Film)



<b>Semester Seven</b> Methods in Media Research Media Law & Ethics Public Relations & Corporate Communication Environmental Journalism Creative Portfolio Management Content Distribution & Promotion Filmmaking – The Art & Craft: Thesis I (P) (6C) Investigative Journalism: Thesis I (J) (6C)	<b>Semester Eight</b> Entrepreneurship & Small Business Human Rights & Gender Reporting (J) Fashion Journalism Social Sciences for Media Investigative Journalism: Thesis I (J) (6C) Filmmaking – The Art & Craft: Thesis II (6C) Editing & Post Production III (6C)
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*(6C) = 6 Credit Hours*

*(P) = Production*

*(J) = Journalism*

*Internship (2 credit hours)*



## BS ECONOMICS

This program is designed to provide students with a solid foundation in economic theory, quantitative techniques, and applied analysis. In a rapidly changing global and national environment, the program develops graduates who can understand and evaluate how markets function, how policies shape economic outcomes, and how organizations and countries respond to challenges such as growth, trade, development, and sustainability. Students will study core areas of microeconomics, macroeconomics, mathematics, and econometrics, while also exploring applied fields such as development economics, monetary and fiscal policy, international trade, and environmental economics. To broaden their academic and professional horizons, students have the opportunity to pursue minors in two areas: Data Science, Finance, International Relations, Media, and Psychology. The program also emphasizes practical exposure through a compulsory internship (3 credit hours) at an IoBM-approved firm, allowing students to connect theory with real-world applications. With 144 credit hours of comprehensive coursework spread over four years, the BS Economics program prepares graduates to excel in analytical/qualitative research in any sector of the economy, government, civil service, industry, and international organizations. Consistent with IoBM's tradition of building Pakistan's human capital, this program equips students with the knowledge, skills, and versatility to meet the pressing needs of the economy and to contribute meaningfully at both national and global levels.

Join IoBM's BS in Economics program and become part of a new generation of economists and business leaders who will shape the future of Pakistan's economy.

### Learning Outcomes:

- Students should not only be well familiar with economic theories and laws but also with applied economics.
- They should be able to enhance their contribution towards the growth of the whole country/economy.
- Students should be able to apply quantitative techniques and modeling to analyze key economic indicators for the performance of an organization.
- Students should be well equipped with mathematical/statistical/economic tools to demonstrate strong analytical and problem-solving skills.
- They should be well versed with E-Views, R, STATA, and SPSS software.
- Students should be able to produce a research paper or article independently in any journal of international repute.
- They should develop a thirst for research-based studies like going for an M.Phil. or Ph.D.
- They can further set an example by getting success in their lives for their juniors to go for research-based studies
- Students should be able to focus on the humanistic aspect of Economics w.r.t social sciences and its impact on society.
- Students should be prepared for future careers in our interconnected society, whether in mass media or advanced study
- Students should be able to analyze financial data, reports, and federal budgets critically.
- Students will be capable of analyzing fiscal, monetary, and trade policy to provide problem-solving solutions.
- Students should be able to get admission to institutes of international repute.
- They should get international or national scholarships.
- Understanding of the institutions, processes, constitutional background, and policy outcomes of the Pakistani government and the ability to compare the Pakistani government to other countries around the world
- Knowledge of key theories and concepts, historical developments, organizations, and modern issues in international relations.

### Career Path:

- |   |  |
|---|--|
| • Policy analyst/Research Economist                 | • Banking Sector/Financial Analyst             |
| • Commerce Journalist/Content Developer             | • Portfolio Manager/ Quantitative Risk Analyst |
| • Domestic and International Financial institutions | • Public Sector/Civil Service                  |
| • Development Sector                                |  |

## General Courses

REL101	Islamic Studies
BCN101	Academic English
MAT110	Calculus and Analytical Geometry
CSC210	Applications of Info. & Communication Technologies
ETP101	Entrepreneurship
EEM101	Environmental Studies
STA203	Probability Theory & Statistics
BCN301	Persuasive & Analytical Writing
PSY300	Introduction to Psychology
PSC201	Ideology and Constitution of Pakistan
SSC303	Service-Learning and Civic Responsibility
PSC101	Pakistan Studies

## Interdisciplinary Courses

LAN10*	Foreign Language
*1	= Introduction to Arabic
*2	= Introduction to French
*4	= Introduction to German
*6	= Introduction to Italian
*8	= Introduction to Chinese
MAT211	Multivariable Calculus
STS201	Models and Inferences
ECN302	Research Methodology in Economics

## Economics (Core Courses)

ECN101	Principles of Microeconomics
ECN102	Principles of Macroeconomics
ECN201	Microeconomics Analysis
ECN202	Macroeconomics Analysis
ECN203	Mathematical Economics
ECN204	Development Economics
ECN205	Managerial Economics
ECN206	History of Economic Thought
ECN301	Econometrics-I
ECN303	Game Theory
ECN304	International Trade
ECN305	Financial Economics
ECN306	General Equilibrium and Welfare Economics
ECN401	Econometrics-II
ECN402	Contemporary Issues in Macroeconomics
ECN404	Pakistan Economic Policy
ECN405	Monetary Theory & Policy
ECN406	Analysis of Pakistan Industry
ECN407	Programming for Economics

**\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.**

**\*\*Note for Non-Muslim Students**

**Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.**

**COM010 Intensive English (Pre-Sessional Course) \*\*\***

**\*\*\* A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week before the start of the Semester.**

## Non-specialization Courses

### Data Science

DSP161	Introduction to Data Science
DSP261	Data Visualization for Economists
DSP262	Data Analytics for Economists
DSP361	Machine Learning for Economists

### Finance

FNS201	Introduction to Business Finance
FNS202	Financial Management
FNS203	Financial Institutions & Markets
FNS301	Corporate Finance

### International Relations

BIR301	Introduction to IR
BIR401	Political Geography
BIR303	World Politics
BIR402	Globalization

### Media

JOR101	Introduction to Journalism
JOR302	Digital Journalism
HIS101	Media History
DER302	Writing for Digital Media

### Psychology

PSY305	Contemporary Social Psychology
PSY308	Psychological Aspects of Advertising
PSY311	Consumer Psychology
PSY440	Cyber Psychology, Behavior, and Social Networking

### Economics (Electives)

ECN450	Islamic Economics
ECN451	Growth Theories
ECN452	Resources & Environmental Economics
ECN453	Agriculture and Food Security
ECN454	Public Finance
ECN456	Issues in Political Economy
ECN457	Labor Economics
ECN 460	Urban Economics



## Course Structure

### Semester I

Course Code	Course Name	Credit Hours	Pre-requisite
BCN101	Academic English	3+0	-
PSY300	Introduction to Psychology	3+0	-
MAT110	Calculus and Analytical Geometry	3+0	-
REL101	Islamic Studies (02 Credit Hours)	2+0	-
STS101	Probability Theory and Statistics	3+0	-
ECN101	Principles of Microeconomics	3+0	-
	<b>Total</b>	<b>17+0</b>	

### Semester II

Course Code	Course Name	Credit Hours	Pre-requisite
STS201	Models and Inferences	3+0	STS101
EEM101	Environmental Studies	3+0	
PSC101	Pakistan Studies	3+0	
BCN301	Persuasive & Analytical Writing	3+0	BCN101
ECN102	Principles of Macroeconomics	3+0	ECN101
ETP101	Entrepreneurship	3+0	
	<b>Total</b>	<b>18+0</b>	

### Semester III

Course Code	Course Name	Credit Hours	Pre-requisite
ECN201	Microeconomic Analysis	3+0	ECN101
ECN202	Macroeconomic Analysis	3+0	ECN102
ECN203	Mathematical Economics	3+0	MAT110
PSC201	Ideology and Constitution of Pakistan	2+0	
MAT211	Multivariable Calculus	3+0	MAT110
LAN30*	Foreign Language	3+0	
	<b>Total</b>	<b>17+0</b>	

### Semester IV

Course Code	Course Name	Credit Hours	Pre-requisite
CSC210	Applications of Information Communications Technologies	3+0	
ECN204	Development Economics	3+0	ECN202
ECN205	Managerial Economics	3+0	ECN201
ECN206	History of Economic Thought	3+0	ECN202
	Non-Specialization Course A1	3+0	
	Non-Specialization Course B1	3+0	
	<b>Total</b>	<b>18+0</b>	

### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
ECN301	Econometrics-I	3+0	STS201
ECN302	Research Methodology in Economics	3+0	ECN202
ECN303	Game Theory	3+0	ECN203
ECN304	International Trade	3+0	ECN204
	Non-Specialization Course A2	3+0	
	Non-Specialization Course B2	3+0	
	<b>Total</b>	<b>18+0</b>	

### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
ECN305	Financial Economics	3+0	ECN205
SSC303	Service-Learning and Civic Responsibility	2+0	
ECN306	General Equilibrium and Welfare Economics	3+0	ECN201
ECN401	Econometrics-II	3+0	ECN301
	Non-Specialization Course A3	3+0	
	Non-Specialization Course B3	3+0	
	<b>Total</b>	<b>17+0</b>	

### Semester VII

Course Code	Course Name	Credit Hours	Pre-requisite
ECN402	Contemporary Issues in Macroeconomics	3+0	ECN202
ECN404	Pakistan Economic Policy	3+0	ECN204
ECN407	Programming for Economics	3+0	ECN401
	Non-Specialization Course A4	3+0	
	Economics Elective I	3+0	ECN301
	Economics Elective II	3+0	ECN301
	<b>Total</b>	<b>18+0</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
ECN405	Monetary Theory & Policy	3+0	ECN305
ECN406	Analysis of Pakistan Industry	3+0	ECN404
	Non-Specialization Course B4	3+0	
	Economics Elective III	3+0	ECN301
	Economics Elective IV	3+0	ECN301
	Capstone Project	3+0	
INT302	Internship	3+0	
	<b>Total</b>	<b>21+0</b>	



## BS BUSINESS PSYCHOLOGY

The BS Business Psychology program provides students with a strong foundation in the social sciences while integrating psychological principles with applied aspects of business. It aims to produce graduates who can apply the science of human behavior to organizational and business challenges by analyzing workplace issues, applying psychological theories, and using research-based approaches to develop effective solutions. With its focus on critical thinking, research skills, and evidence-based decision-making, the program prepares students for diverse professional roles at the intersection of psychology and business. This four-year program requires completion of 144 credit hours of coursework including a mandatory six-week internship (03 credit hours) at an Institute-approved firm and an industry-savvy Capstone Project (03 credit hours). Students can take minimum load of 12 credit hours (4 courses per semester) or maximum load of 18 credit hours (6 courses per semester).

**Entry Requirement:** HSSC /F.Sc /FA /A level

### General Education Courses

PSY300	Introduction to Psychology	(3 credit hours)
MAT102	Business Mathematics & Statistics	(3 credit hours)
BCN101	Academic English	(3 credit hours)
PSY315	Statistics in Psychology	(3 credit hours)
BCN401	Persuasive & Analytical Writing	(3 credit hours)
EEM101	Environmental Studies	(3 credit hours)
REL101	Islamic Studies	(2 credit hours)
PSC201	Ideology and Constitution of Pakistan	(2 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
ETP101	Entrepreneurship	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
PSC101	Pakistan Studies	(3 credit hours)
LAN30*	Foreign Language	(3 credit hours)
*1 Arabic	*2 French	
*4 German	*6 Italian	
*8 Chinese		

MAT001 Basic Mathematics\*\*\*

COM010 Intensive English\*\*\*

### Interdisciplinary Courses

ECN101	Principles of Microeconomics	(3 credit hours)
ECN102	Principles of Macroeconomics	(3 credit hours)
BCN202	Business & Professional Speech	(3 credit hours)
DSP163	Fundamentals of Data Analytics	(3 credit hours)
REL301	**Understanding of Holy Quran I	(1 credit hour)
REL302	**Understanding of Holy Quran II	(1 credit hour)

*\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

*\*\*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.*

*\*\*\* A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week before the start of the Semester.*

## Psychology Core Courses

PSY325	Research Methods in Psychology
PSY327	Writing Psychological Research
PSY303	Introduction to Psychological Testing
PSY304	Experimental Psychology
PSY305	Contemporary Social Psychology
PSY309	Developmental Psychology
PSY310	Positive Psychology
PSY335	Psychology of Buying Behavior
PSY312	Psychology Capstone Project
PSY328	Environmental Psychology
PSY317	Personality psychology
PSY320	Health Psychology
PSY322	Cross-cultural Psychology
PSY324	Fundamentals of Psychological Counselling
PSY333	Work & Organizational Psychology
PSY329	Psychological Crisis Management
PSY330	Sports Psychology

## Elective Courses

### Elective Courses (6 Courses)

PSY306	Understanding Individual: Personal Construct
PSY443	Psychology of Change & Adaptation
PSY444	Psychology of Persuasion & Influence
PSY440	Cyber Psychology, Behavior and Social Networking
PSY441	Work Place Health & Well-being
PSY442	Projective Methods

### Applied Psychology Core Courses

PSY405	Group Dynamics
PSY409	Psychological Foundation of Leadership
PSY 410	Negotiation & Conflict Psychology
PSY 411	Psychology of Diversity and Gender
PSY 412	Psychology of Human Resource Development
PSY 414	Applied Behavior Change in Organization

### Elective Courses (2 Courses)

PSY436	Current Trends in Applied Psychology
PSY437	Mental Health and Safety in Organizations
PSY438	Work Motivation & Attitude in Applied Settings
PSY439	Quality of Work Life & Well-being

## Course Structure

### Semester I

Course Code	Course Name	Credit Hours	Pre-requisite
BCN101	Academic English	3+0	-
MAT102	Business Mathematics & Statistics	3+0	-
REL101	Islamic Studies	2+0	-
ECN101	Principles of Microeconomics	3+0	-
PSY300	Introduction to Psychology	3+0	-
PSC101	Pakistan Studies	3+0	-
<b>Semester Total Credit Hours</b>		<b>17</b>	

### Semester II

Course Code	Course Name	Credit Hours	Pre-requisite
PSC201	Ideology and Constitution of Pakistan	2+0	PSC101
PSY315	Statistics in Psychology	3+0	PSY300
ECN102	Principles of Macroeconomics	3+0	ECN101
PSY325	Research Methods in Psychology	3+0	PSY300
EEM101	Environmental Studies	3+0	
ETP101	Entrepreneurship	3+0	
<b>Semester Total Credit Hours</b>		<b>17</b>	



### Semester III

Course Code	Course Name	Credit Hours	Pre-requisite
BCN401	Persuasive & Analytical Writing	3+0	BCN101
PSY305	Contemporary Social Psychology	3+0	PSY300
PSY333	Work & Organizational Psychology	3+0	PSY300
PSY328	Environmental Psychology	3+0	PSY301
LAN30**	Foreign Language	3+0	
PSY309	Developmental Psychology	3+0	PSY300
<b>Semester Total Credit Hours</b>		<b>18</b>	

### Semester IV

Course Code	Course Name	Credit Hours	Pre-requisite
BCN202	Business and Professional Speech	3+0	BCN401
SSC303	Service-Learning and Civic Responsibility	2+0	
CSC110	Applications of Information Communications Technologies	3+0	
PSY303	Introduction to Psychological Testing	3+0	PSY325
PSY317	Personality Psychology	3+0	PSY300
PSY327	Writing Psychological Research	3+0	PSY325- PSY315
<b>Semester Total Credit Hours</b>		<b>17</b>	

### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
DSP163	Fundamentals of Data Analytics	3+0	
PSY335	Psychology of Buying behavior	3+0	PSY300
PSY322	Cross-cultural Psychology	3+0	PSY300
PSY320	Health Psychology	3+0	PSY300
PSY304	Experimental Psychology	3+0	PSY303
PSY414	Applied Behavior change in Organization	3+0	PSY317
<b>Semester Total Credit Hours</b>		<b>18</b>	

### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
PSY310	Positive Psychology	3+0	
PSY324	Fundamentals of Psychological Counselling	3+0	
PSY329	Psychological Crisis Management	3+0	
PSY405	Group Dynamics	3+0	
PSY410	Negotiation & Conflict Psychology	3+0	
PSY412	Psychology of Human Resource Development	3+0	
<b>Semester Total Credit Hours</b>		<b>18</b>	



### Semester VII

Course Code	Course Name	Credit Hours	Pre-requisite
PSY333	Psychological Foundation of Leadership	3+0	PSY407
PSY334	Psychology of Diversity and Gender	3+0	
PSY***	Elective I (Psychology)	3+0	
PSY***	Elective II (Psychology)	3+0	
PSY***	Elective III (Business)	3+0	
PSY***	Elective IV (Psychology)	3+0	
<b>Semester Total Credit Hours</b>		<b>18</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
PSY330	Sports Psychology	3+0	
PSY***	Elective V (Business)	3+0	
PSY***	Elective VI (Psychology)	3+0	
PSY***	Elective VII (Psychology)	3+0	
PSY***	Elective VIII (Psychology)	3+0	
PSY312	Psychology Capstone Project	3+0	
	Internship	3+0	
<b>Semester Total Credit Hours</b>		<b>21</b>	

## BS PSYCHOLOGY

The program offers an opportunity to learn about the subject, conventionally, and to see how the notions /theories /models work in the social ecology. Courses like; Psychological crises management; Forensic psychology; Psychology of diversity; Human promotion in corporate settings; Cyber psychology, behavior, and social networking; Work motivation and attitude; Projective methods; Health psychology; Consumer psychology – are phenomenal in imparting knowledge [along with conventional courses] and developing understanding to incorporate the learned ideas in the living situations.

This four-year program requires completion of 144 credit hours of coursework including a mandatory six-week internship (03 credit hours) at an Institute-approved firm and Capstone Project (03 credit hours). Students can take minimum load of 12 credit hours (4 courses per semester) or maximum load of 18 credit hours (6 courses per semester)

Entry Requirement: HSSC /FSc /FA /A level

### General Education Courses

PSY300	Introduction to Psychology	(3 credit hours)
MAT102	Business Mathematics and Statistics	(3 credit hours)
BCN101	Academic English	(3 credit hours)
PSY315	Statistics in Psychology	(3 credit hours)
BCN401	Persuasive & Analytical Writing	(3 credit hours)
EEM101	Environmental Studies	(3 credit hours)
REL101	Islamic Studies	(2 credit hours)
PSC201	Ideology and Constitution of Pakistan	(2 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
ETP101	Entrepreneurship	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
PSC101	Pakistan Studies	(3 credit hours)
LAN30*	Foreign Language	(3 credit hours)
*1 Arabic	*2 French	
*4 German	*6 Italian	
*8 Chinese		

MAT001 Basic Mathematics\*\*\*

COM010 Intensive English\*\*\*

### Interdisciplinary Courses

ECN101	Principles of Microeconomics	(3 credit hours)
ECN102	Principles of Macroeconomics	(3 credit hours)
BCN202	Business & Professional Speech	(3 credit hours)
DSP163	Fundamentals of Data Analytics	(3 credit hours)
	**Understanding of Holy Quran, I	(1 credit hour)
	**Understanding of Holy Quran II	(1 credit hour)

*\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

*\*\*Note for Non-Muslim Students: Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.*

*\*\*\* A nine-hour non-credit 'Pre-sessional Intensive English module' is mandatory for freshmen who scored below 50% in the English portion of the IOBM admission test. This nine-hour pre-sessional course is conducted one week before the start of the Semester.*

## Core Courses

PSY320	Health Psychology	PSY303	Introduction to Psychological Testing
PSY321	Psychology of Education	PSY304	Experimental Psychology
PSY322	Cross-cultural Psychology	PSY305	Contemporary Social Psychology
PSY323	Ethics in Psychology	PSY309	Developmental Psychology
PSY324	Fundamentals of Psychological Counselling	PSY310	Positive Psychology
PSY325	Research Methods in Psychology	PSY335	Psychology of Buying Behavior
PSY333	Work and Organizational Psychology	PSY313	History of Psychology
PSY327	Writing Psychological Research	PSY314	Psychopathology
PSY328	Environmental Psychology	PSY329	Psychological Crisis Management
PSY316	Physiological Psychology	PSY317	Personality Psychology
PSY312	Psychology Capstone Project	PSY318	Cognitive Psychology
PSY330	Sports Psychology		
PSY319	Clinical Psychology		

## Elective Courses [opt for any 6]

PSY438	Work Motivation and Attitude in Applied Setting	PSY442	Projective Methods
PSY440	Cyber Psychology, Behavior and Social Networking	PSY441	Work Place Health and Well-being
PSY334	Psychology of Diversity and Gender	PSY417	Forensic Psychology
PSY308	Psychology of Persuasion and Influence	PSY416	School Psychology
PSY436	Current Trends in Applied Psychology		

## Course Structure

### Semester I

Course Code	Course Name	Credit Hours	Pre-requisite
BCN101	Academic English	3+0	-
MAT102	Business Mathematics and Statistics	3+0	-
REL101	Islamic Studies	2+0	-
ECN101	Principles of Microeconomics	3+0	-
PSY300	Introduction to Psychology	3+0	-
PSC101	Pakistan Studies	3+0	-
	<b>Semester Total Credit Hours</b>	<b>17</b>	

### Semester II

Course Code	Course Name	Credit Hours	Pre-requisite
PSC201	Ideology and Constitution of Pakistan	2+0	PSC101
PSY315	Statistics in Psychology	3+0	PSY300
ECN102	Principles of Macroeconomics	3+0	ECN101
PSY325	Research Methods in Psychology	3+0	PSY300
PSY313	History of Psychology	3+0	
PSY316	Physiological Psychology	3+0	
	<b>Semester Total Credit Hours</b>	<b>17</b>	



### Semester III

Course Code	Course Name	Credit Hours	Pre-requisite
BCN401	Persuasive & Analytical Writing	3+0	BCN101
PSY305	Contemporary Social Psychology	3+0	PSY325
EEM101	Environmental Studies	3+0	
ETP101	Entrepreneurship	3+0	
PSY327	Writing Psychological Research	3+0	PSY325
PSY323	Ethics in Psychology	3+0	
	<b>Semester Total Credit Hours</b>	<b>18</b>	

### Semester IV

Course Code	Course Name	Credit Hours	Pre-requisite
BCN202	Business and Professional Speech	3+0	BCN401
SSC303	Service-Learning and Civic Responsibility	2+0	
CSC210	Applications of Information Communications Technologies	3+0	
PSY303	Introduction to Psychological Testing	3+0	PSY325
PSY310	Positive Psychology	3+0	
PSY309	Developmental Psychology	3+0	
	<b>Semester Total Credit Hours</b>	<b>17</b>	

### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
DSP163	Fundamentals of Data Analytics	3+0	
PSY304	Experimental Psychology	3+0	PSY303
PSY318	Cognitive Psychology	3+0	
PSY333	Work and Organizational Psychology	3+0	
LAN**	Foreign Language	3+0	
PSY317	Personality Psychology	3+0	
	<b>Semester Total Credit Hours</b>	<b>18</b>	

### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
PSY319	Clinical Psychology	3+0	
PSY324	Fundamentals of Psychological Counselling	3+0	
PSY322	Cross-cultural Psychology	3+0	
PSY335	Psychology of Buying Behavior	3+0	
PSY328	Environmental Psychology	3+0	
PSY321	Psychology of Education	3+0	
	<b>Semester Total Credit Hours</b>	<b>18</b>	

### Semester VII

Course Code	Course Name	Credit Hours	Pre-requisite
PSY***	Elective I	3+0	
PSY314	Psychopathology	3+0	
PSY320	Health Psychology	3+0	
PSY329	Psychological Crisis Management	3+0	
PSY334	Psychology of Diversity and Gender	3+0	
PSY***	Elective II	3+0	
	<b>Semester Total Credit Hours</b>	<b>18</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
PSY330	Sports Psychology	3+0	
PSY***	Elective III	3+0	
PSY***	Elective IV	3+0	
PSY***	Elective V	3+0	
PSY***	Elective VI	3+0	
PSY312	Psychology Capstone Project	3+0	
	Internship	3+0	
	<b>Semester Total Credit Hours</b>	<b>21</b>	

## B.Ed (HONORS) 2.5 Year

B.Ed. Honors (2.5 years) degree program is offered to pre-service and in-service teachers, enterprising educational entrepreneurs, potential and current administrators of schools and other educational organizations.

Professional development of school teachers and administrators is a pivotal factor for building the human capital index. IoBM has always taken the lead in providing the much-needed human capital to Pakistan's business industry. Keeping in view the dire need of dynamic and enterprising teachers and administrators in schools and educational organizations, IoBM offers B.ED (honors) 2.5 year program to contribute towards building the backbone of the educational sector. This 2.5-year program has been particularly developed to fill in the niche in Pakistan's educational milieu. The purpose of the program is to provide a strong foundation in the field of education and integrate the core principles of effective teaching and managing educational organizations. The main goal of this program is to produce graduates, who have the ability to apply the science of learning to practical educational problems. The program not only meets the basic criteria of effective skills based pedagogy and foundations for solid administration in public and private schools, but also provides a clear path to pursue higher studies in Education (MPhil/PhD).

This is a 90 credit hours weekend program.

**Areas of Specialization:** School Leadership & Management, Early Childhood Development, English Language Teaching, Teaching of Science, Teaching of Mathematics, Teaching of Social Sciences

### Eligibility Criteria:

- BA / BSc. / B.Com or equivalent degree (14 years of education) with minimum 45%/ 2.00 CGPA Division from a university recognized by HEC
- Success in aptitude test and interview conducted by IoBM

### Foundation Courses (10 Course)

- BED302 Academic Writing and Seminar Skills
- BED301 Curriculum Development
- BED333 Evaluation and Assessment
- BED421 Sociology of Education
- BED306 Educational Psychology
- BED304 Philosophy of Education and its Psychological Roots
- BED331 Educational Policy and Economics
- BED348 General Pedagogies
- BED349 Understanding of Holy Quran I\*\*
- BED350 Understanding of Holy Quran II\*\*
- SSC303 Service-Learning and Civic Responsibility\*\*

### Content courses (3 Courses)

- BED401 Area of Specialization 1
- BED411 Area of Specialization 2
- BED423 Area of Specialization 3

## Professional courses (18 Courses)

BED322 Early Childhood Education  
 BED338 Interpersonal Communication Skills in Educational Settings  
 BED490 Teaching Practicum-1  
 BED337 Educational Counseling  
 BED341 Teacher Education  
 BED351 Edupreneurship  
 BED352 Strategic Management of Schools  
 BED357 Critical Thinking and Reading  
 BED347 STREAM Education  
 BED375 Contemporary Trends, Innovations and Issues in Education  
 BED363 Research Methods in Education  
 BED493 Teaching Practicum-2  
 BED405 Inclusive Education  
 BED407 Innovations and Technology in Education  
 BED415 Lifelong Learning  
 BED426 Comparative Education System  
 BED488 Teaching Practicum (6 credit hours)  
 BED492 Research Project (3 credit hours)

## Course Structure

<b>Semester One</b> Curriculum Development Evaluation & Assessment Educational Psychology Philosophy of Education and its Psychological Roots General Pedagogies Academic Writing and Seminar Skills	<b>Semester Two</b> Early Childhood Education Critical Thinking and Reading Educational Counselling Interpersonal Communication Skills in Educational Setting Sociology of Education Area of Specialization – I *
<b>Semester Three</b> Teacher Education Edupreneurship STREAM Education Strategic Management of Schools Area of Specialization – II * Teaching Practicum-I Understanding of Holy Quran I	<b>Semester Four</b> Contemporary Trends, Innovations and Issues in Education Research Methods in Education Inclusive Education Educational Policy and Economics Teaching Practicum-II Area of Specialization – III*
<b>Semester Five</b> Comparative Education System Lifelong Learning Innovations and Technology in Education Teaching Practicum (6 credit hours) Research Project (3 credit hours) Understanding of Holy Quran II	

\* Areas of Specialization: School Leadership & Management, Early Childhood Development, English Language Teaching, Teaching of Science, Teaching of Mathematics, Teaching of Social Sciences

\*\* Muslim students are required to complete Understanding of Holy Quran I (1 credit hour) and Understanding of Holy Quran II (1 credit hour) as a mandatory requirement for the B.Ed. (2.5 Years). These credit hours are in addition to the program's total credit requirement of 90 credit hours. Both courses are graded on a Pass/Fail basis and have no prerequisites.

\*For Non-Muslim Student will take a suitable 2 credit hour General Education course in place of understanding of the Holy Quran, as approved by the institute's statutory bodies



## B.Ed (HONORS) 1.5 Year

B.Ed. honors (1.5 years) degree program is offered to pre-service and in-service teachers, enterprising educational entrepreneurs, potential and current administrators of schools and other educational organizations.

Professional development of school teachers and administrators is a pivotal factor for building the human capital index. IoBM has always taken the lead in providing the much needed human capital to Pakistan's business industry. Keeping in view the dire need of dynamic and enterprising teachers and administrators in schools and educational organizations, IoBM offers B.ED (honors) 1.5-year program to contribute towards building the backbone of the educational sector. This 1.5-year program has been particularly developed to fill in the niche in Pakistan's educational milieu. The purpose of the program is to provide a strong foundation in the field of education and integrate the core principles of effective teaching and managing educational organizations. The main goal of this program is to produce graduates, who have the ability to apply the science of learning to practical educational problems. The program not only meets the basic criteria of effective skills based pedagogy and foundations for solid administration in public and private schools, but also provides a clear path to pursue higher studies in Education (MPhil/PhD).

This is a 54 credit hours program is offered during the weekends.

**Areas of Specialization:** School Leadership & Management, Early Childhood Development, English Language Teaching, Teaching of Science, Teaching of Mathematics, Teaching of Social Sciences

### Eligibility Criteria

- 16-years of Education (MA, MSc., MCom or equivalent) in any discipline like Sciences, Social Sciences, Humanities and others, with at least 45%/2.00 CGPA from a university recognized by HEC.
- Success in aptitude test and interview conducted by IoBM

### Foundation courses (7 Course)

- BED304 Philosophy of Education and Its Psychological Roots
- BED348 General Pedagogies
- BED333 Evaluation and Assessment
- BED301 Curriculum Development
- BED337 Educational Counseling
- BED349 Understanding of Holy Quran I\*\*
- BED350 Understanding of Holy Quran II\*\*
- SSC303 Service-Learning and Civic Responsibility\*\*

### Content courses (3 Courses)

- BED401 Area of Specialization 1
- BED411 Area of Specialization 2
- BED423 Area of Specialization 3

### Professional courses (9 courses)

- BED351 Edupreneurship
- BED352 Strategic Management of Schools
- BED357 Critical Thinking and Reading
- BED347 STREAM Education
- BED363 Research Methods in Education
- BED405 Inclusive Education
- BED407 Innovations and Technology in Education
- BED488 Teaching Practicum (6 credit hours)
- BED492 Research Project (3 credit hours)



## Course Structure

<b>Semester One</b> Curriculum Development Evaluation and Assessment Critical Thinking and Reading Philosophy of Education and its Psychological Roots General Pedagogies Area of Specialization – I* Understanding of Quraan I	<b>Semester Two</b> Research Methods in Education Educational Counseling Area of Specialization – II* STREAM Education Strategic Management of Schools Innovations and Technology Understanding of Quran II
<b>Semester Three</b> Teaching Practicum (6 credit hours) Research Project (3 credit hours) Inclusive Education Area of Specialization – III* Edupreneurship	

*\*Areas of Specialization: School Leadership & Management, Early Childhood Development, English Language Teaching, Teaching of Science, Teaching of Mathematics, Teaching of Social Sciences, Psychology of Education.*

*\*\* Muslim students are required to complete Understanding of Holy Quran I (1 credit hour) and Understanding of Holy Quran II (1 credit hour) as a mandatory requirement for the B.Ed. (1.5 Year). These credit hours are in addition to the program's total credit requirement of 54 credit hours. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

*\*For Non-Muslim Student will take a suitable 2 credit hour General Education course in place of understanding of the Holy Quran, as approved by the institute's statutory bodies*

## MPhil IN ORGANIZATIONAL PSYCHOLOGY

The MPhil program in Organizational Psychology is designed specifically for the training of professional industrial-organizational psychologists. Students will receive comprehensive training in utilizing psychological knowledge for improving organizational effectiveness and employee satisfaction.

### Eligibility

Candidates with 16 years of education holding a master's degree in Psychology with 1st division/CGPA with at least 3 on a scale of 4 from an HEC recognized university are eligible for admission to the MPhil program at IoBM.

Candidates holding 16 years of education with a degree in Psychology, awarded with a 1st division or a minimum CGPA of 3.0 on a 4.0 scale from an HEC-recognized university, and having secured at least 50% cumulative score in the GAT-B, are eligible for admission to the MPhil program at IoBM.

### Program Structure

MPhil is a 30-credit hour program with 8 courses and one thesis of 6 credit hours. Each of the eight courses will be of 3 credit hours. After successful completion of course work, students are required to undertake research for a thesis under the guidance of a research supervisor assigned by IoBM.

### Course Structure

#### Semester One

MPP601	Qualitative Research Methods in Psychology	(3 credit hours)
MPP603	Quantitative Research Methods in Psychology	(3 credit hours)
MPP605	Psychological Testing and Measurement	(3 credit hours)
MPP609	Personnel Psychology at Workplace	(3 credit hours)

#### Semester Two

MPP607	Independent Study in Organizational psychology	(3 credit hours)
MPP611	Human Factors in Work Environment	(3 credit hours)
MPP613	Organizational Conflict Management	(3 credit hours)
MPP615	Project Practicum in organizational Psychology	(3 credit hours)

#### Semester Three & Four

MPP620	Thesis	(3 credit hours each Semester)
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\*\*Understanding of Holy Quran I (1 credit hour)

\*\*Understanding of Holy Quran II (1 credit hour)

It is mandatory for research students of MPhil programs to attend at least five sessions of the Psychology Research Seminar Series in each semester.

"To establish residency, continuous enrolment in the thesis program from the start until submission is mandatory."

*\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

*\*\*Note for Non-Muslim Students*

*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.*

## MS ECONOMICS

This program is proposed for students with 16 years of education as well as for in-house BS Economics and Finance students of IoBM and those with equivalent qualifications. The students enrolled will complete one year of course work of 24 credit hours and six credit hours of thesis writing.

### Deficiency Courses (without Economics background only)

- ECO400 Microeconomics
- ECO403 Macroeconomics
- STA411 Quantitative Analysis for decision making

### Required Courses

- ECO601 Microeconomics
- ECO602 Macroeconomics
- ECO603 Econometrics and Research Methods
- ECO607 Development Economics
- ECO606 Financial Econometrics
- ECO608 Theory and Practice of Economic Policy

### Elective Courses

- ECO706 Monetary Economics
- ECO708 Mathematical Economics
- ECO709 Industrial Economics
- ECO710 Mergers, Acquisitions and Restructuring
- ECO711 Taxation and Business Strategy
- ECO712 Trade and Globalization
- ECO720 Health Economics
- ECO721 Environmental and Resource Economics
- ECO750 Thesis writing

### Course Structure Semester One

- ECO601 Microeconomics
- ECO602 Macroeconomics
- ECO603 Econometrics and Research Methods
- ECO607 Development Economics

### Semester Two

- ECO608 Theory and Practice of Economic Policy
- ECO606 Financial Econometrics
- ECOXXX Elective I
- ECOXXX Elective II

### Semester Three

- ECO750 Thesis Writing (3 credit hours)

### Semester Four

- ECO750 Thesis Writing (3 credit hours)

*"To establish residency, continuous enrolment in the thesis program from the start until submission is mandatory."*



## MPhil EDUCATION

MPhil in Education is specially designed for educators at all levels in private and public sector institutions as well as administrators who have an interest in research. The program provides a strong foundation in the field of educational research and integrates the core principles of research and development backed by innovative practices.

### Eligibility

- As per HEC policy, 16 years of education with 2.5 CGPA or C-Grade.
- Candidates from relevant degree background are required to do coursework of 24 credit hours.
- Candidates from other disciplines are required to take six deficiency courses\* as a pre-requisite to the MPhil program.
- Candidates must have cleared GAT General (NTS) test at the time of admission.

### Program Requirements

- MPhil requires completion of course work of 24 credit hours and a 6 credit hour thesis.
- Minimum duration is 1.5 years and maximum are 4 years.

### Core Courses

MPE604 Developing a Research Project  
MPE610 Philosophical Foundations in Education  
MPE615 Qualitative Research Methods in Education  
MPE617 Statistical Testing and Inferences in Education  
MPE620 Analysis of Educational Policies  
MPE625 Authentic Assessment in Education  
MPE612 Understanding of Holy Quran I\*  
MPE613 Understanding of Holy Quran II\*  
SSC303 Service-Learning and Civic Responsibility\*

### Electives

MPE652 Planning Developing and Evaluating Curriculum  
MPE653 Readings and Critical Analysis in Education  
MPE654 Global Trends in Education  
MPE655 Distance Learning in 21st Century  
MPE656 Edupreneurship in the Changing World  
MPE657 Innovations and Technology in Education  
MPE658 Teacher Education  
MPE659 Lifelong Learning in Changing Contexts  
MPE650 Academic Reading in Education  
MPE651 Academic Writing in Education

### Thesis

MPE690 Research Thesis (6 credit hours)

### Program Structure

#### Semester I

Philosophical Foundations in Education  
Qualitative Research Methods in Education  
Statistical Testing and Inferences in Education  
Analysis of Educational Policies  
Understanding of Holy Quran I

#### Semester II

Developing a Research Project  
Authentic Assessment in Education  
Elective I  
Elective II  
Understanding of Holy Quran II

#### Semester III

Research Thesis

*"To establish residency, continuous enrollment in the thesis program from the start until submission is mandatory."*

*\* Muslim students are required to complete Understanding of Holy Quran I (1 credit hour) and Understanding of Holy Quran II (1 credit hour) as a mandatory requirement for the MPhil in Education program. These credit hours are in addition to the program's total credit requirement of 30 credit hours. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

*\*For Non-Muslim Student will take a suitable 2 credit hour General Education course in place of understanding of the Holy Quran, as approved by the institute's statutory bodies*

## PhD IN EDUCATION

The aim of PhD in Education program is to promote scholarship, research and service at national and international levels. The research-oriented doctoral program is the highest academic degree facilitating candidates to remain updated in research literature and conducting socially relevant and intellectually competent research studies in specialized areas. The program offers a range of courses in contemporary topics of education and development, assisting the scholars to compete for leadership positions.

### Eligibility:

MS/MPhil. or equivalent graduates from HEC-recognized institutes meeting the following criteria:

- A minimum CGPA of 3.00 on a scale of 4.00 or equivalent.
- A minimum of 18\* years of schooling that corresponds to MS/MPhil or Equivalent degree from HEC recognized institutions in a relevant discipline.
- GAT subject test conducted by the NTS with a minimum of 60% marks
- An interview conducted by the Institute.
- Any other HEC stipulated requirements.

### Testing Requirement:

The Graduate Record Examination (GRE) test administered by the Education Testing Service or a Subject Specific Graduate Admission Test (GAT Subject) administered by the Education Testing Council.

### Statement of Purpose:

Required as part of the application to admission in PhD program

### Program Requirements:

PhD requires completion of course work and dissertation/thesis. Minimum duration is three years and maximum are eight years:

- Course work of 6 courses (4 core courses and 2 electives).
- The student must publish one research paper during his/her PhD studies
- On completion of dissertation/thesis the student is awarded 30 credit hours
- Any other HEC requirement

### Core Courses

PED701	Methods and Issues in Advanced Qualitative Research
PED703	Methods and Issues in Advanced Quantitative Research
PED705	Ways of Knowing
PED733	Designing and Developing a Research Framework
PED706	Understanding of Holy Quran I*
PED707	Understanding of Holy Quran II*
SSC303	Service-Learning and Civic Responsibility*

### Electives

PED850	Application of Research Methods in Education
PED851	Writing Proposals for Grants
PED852	Independent Research Study
PED853	Global Insights in Teacher Education
PED854	Research and Innovation in Educational Leadership
PED855	Innovation and Pedagogies in Teacher Education
PED856	Designing & Conducting Action Research in Education
PED857	Academic Reading in Research
PED858	Academic Writing in Research
PED859	Mixed Method Research in Education



## Thesis

- PED991 Research Thesis (3 credit-hour)  
PED992 Research Thesis (6 credit-hour)  
PED993 Research Thesis (9 credit-hour)

*\*\*It is mandatory for students to attend defense sessions given by MPhil and PhD candidates*

## Program Structure

### Semester I

Methods and Issues in Advanced Qualitative Research  
Ways of Knowing  
Understanding of Holy Quran I

### Semester II

Methods and Issues in Advanced Quantitative Research  
Elective I  
Understanding of Holy Quran II

### Semester III

Designing and Developing a Research Framework  
Elective II

### Semester IV

Research Thesis

*"To establish residency, continuous enrollment in the thesis program from the start until submission is mandatory."*

*\* Muslim students are required to complete Understanding of Holy Quran I (1 credit hour) and Understanding of Holy Quran II (1 credit hour) as a mandatory requirement for the PhD in Education program. These credit hours are in addition to the program's total credit requirement of 30 credit hours. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

*\*For Non-Muslim Student will take a suitable 2 credit hour General Education course in place of understanding of the Holy Quran, as approved by the institute's statutory bodies*

## PhD ECONOMICS

The PhD in Economics focuses on providing state-of-the-art teaching and research skills within the broader field of economics. This program aims to produce scholars with thorough knowledge of economic theory, technical and quantitative skills and the ability to apply these to study economic problems. These goals are achieved through teaching, workshops, research seminars, term papers and thesis writing.

### Eligibility:

- MS/MPhil or equivalent graduates from HEC recognized institutions meeting the following criteria:
- A minimum CGPA of 3.00 on a scale of 4.00 (or overall 60% marks) or equivalent
- A minimum of 18 years of schooling that corresponds MS/MPhil equivalent degree from HEC-recognized institutions in a relevant discipline
- GRE subject-specific or GAT subject test conducted by the NTS, or equivalent in the relevant discipline. A minimum of 60% (percentage) marks is required
- Pass interview conducted by the Institute
- Meet all other HEC stipulated requirements, Program Requirements. PhD requires completion of coursework and a dissertation/thesis. Minimum duration is 3 years, and maximum is 8 years:

PhD coursework requirements for an MS/MPhil degree with an Economics background consist of six graduate-level courses (18 credit hours). For an MS/MPhil degree with a non-economics background, completion of four deficiency courses (12 credit hours) is also required.

On completion of the dissertation/thesis, the student is awarded 30 credit hours.

A PhD student must additionally complete the following requirements: completion of coursework.

- Comprehensive Exam
- PhD Proposal/Synopsis Development
- PhD Proposal/Synopsis Defense
- BASR Approval of PhD Proposal/Synopsis
- Continuous enrollment in supervised research courses for meeting the full-time residency requirements
- Completion of PhD Dissertation/Thesis
- Selection of External Evaluators by BASR
- Publication of at least one paper in an ISI-indexed or an HEC-recognized journal or an official acceptance of the paper
- Evaluation of PhD Dissertation by two foreign faculty members from developed countries as per HEC criteria
- Dissertation/Thesis Finalization
- Open defense of PhD dissertation
- Any other HEC requirement
- Final Dissertation/Thesis Submission to BASR

### PhD Course Structure

#### Deficiency Courses

MS (Without Economics background) (Maximum 12 Credit hours)

- ECO601 Microeconomics
- ECO602 Macroeconomics
- ECO603 Econometrics and Research Methods
- ECO611 Mathematics for Economists



## PhD (18 Credit hours)

### Core Courses

- PDE701 Advanced Research Methodology
- PDE702 Advanced Applied Econometrics
- PDE704 New Dimensions in Economics and Public Policies
- PDE705 Advanced Microeconomics

### Elective Courses

- PDE711 Industrial Economics in a Globalized World
- PDE712 Public Finance
- PDE714 Selected Topics in Monetary Economics
- PDE715 Selected Topics in Islamic Economics
- PDE716 Mergers, Acquisitions and Restructuring
- PDE717 Topics in Labor Economics
- PDE718 Topics in Financial Economics
- PDE719 Political Economy & Economic Policy Analysis
- PDE720 Topics in Environmental Economics
- PDE 721 Economics of Governance
- PDE722 Topics in Health Economics
- PDE723 Agricultural Policy
- PDE 849 Research Thesis
- PDE850 Research Thesis
- PDE 851 Research Thesis

*\*\* Muslim students are required to take Understanding of the Holy Quran I (1 credit hour) and Understanding of the Holy Quran II (1 credit hour) during the Summer semesters to complete the degree requirement. Both courses are graded on a Pass/Fail basis and have no prerequisites.*

### *\*\*Note for Non-Muslim Students*

*Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran, as approved by the Institute's statutory bodies.*

### Semester One

- PDE701 Advanced Research Methodology
- PDE702 Advanced Applied Econometrics
- PDE704 New Dimensions in Economics and Public Policy

### Semester Two

- PDE705 Advance Microeconomics
- Elective I
- Elective II

### Semester Three

- PDE850 Research Thesis

## Course Structure (MS Without Economics background)

### Semester One

- ECO601 Microeconomics (Deficiency Course)
- ECO602 Macroeconomics (Deficiency Course)
- ECO603 Econometrics & Research Methods (Deficiency Course)

### Semester Two

- ECO609 Mathematics for Economists (Deficiency Course)
- PDE701 Advanced Research Methodology
- PDE702 Advanced Applied Econometric

### Semester Three

- PDE704 New Dimensions in Economics and Public Policy
- PDE705 Advance Microeconomics

### Semester Four

- Elective I
- Elective II



### Course Structure (MS Without Economics background)

<b>Semester One</b> Microeconomics (Deficiency Course) Macroeconomics (Deficiency Course) Econometrics & Research Methods (Deficiency Course)	<b>Semester Two</b> Mathematics for Economists (Deficiency Course) Advanced Research Methodology Advanced Applied Econometric	<b>Semester Three</b> New Dimensions in Economics and Public Policy Advance Microeconomics
<b>Semester Four</b> Elective I Elective II		

### Course Structure (BS with Economics background)

<b>Semester One</b> Microeconomics Macroeconomics Econometrics & Research Methods	<b>Semester Two</b> Development Economics I Theory and Practice of Economic Policy Mathematics for Economists	<b>Semester Three</b> Applied Econometrics Qualitative Research Methods International Trade & Globalization
<b>Semester Four</b> Independent Study I Independent Study II	<b>Semester Five</b> Advanced Research Methodology Advanced Applied Econometric Advance Microeconomics	<b>Semester Six</b> New Dimensions in Economics and Public Policy Elective I Elective II
<b>Semester Seven</b> Research Thesis		

### Course Structure (BS without Economics background)

<b>Semester One</b> Deficiency Course I Deficiency Course II Deficiency Course III	<b>Semester Two</b> Deficiency Course IV Microeconomics Macroeconomics	<b>Semester Three</b> Econometrics & Research Methods Development Economics I Theory and Practice of Economic Policy
<b>Semester Four</b> Mathematics for Economists Applied Econometrics Qualitative Research Methods	<b>Semester Five</b> International Trade & Globalization Independent Study I Independent Study II	<b>Semester Six</b> Advanced Research Methodology Advanced Applied Econometric Advance Microeconomics
<b>Semester Seven</b> New Dimensions in Economics and Public Policy Elective I Elective II	<b>Semester Eight</b> Research Thesis	

*"To establish residency, continuous enrolment in the thesis program from the start until submission is mandatory."*

## INTERNSHIP PROGRAM

At IoBM the Internship Program is designed to allow students to work on meaningful assignments and gain real-world experience; thus, making them immediately valuable for the organisations they join upon graduation. The internship aims to provide IoBM students with relevant corporate experience in reputed organisations. An internship bridges the gap between the theoretical knowledge and practical skills needed in professional life. Real-world experience related to their field and knowledge is of vital importance to students in two main areas:

### Work Experience

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

### Career Choices

An internship provides a more accurate picture of what individuals would do in certain professions. After experiencing a particular job environment and observing what it entails, students may decide if this is the right career. The internship is compulsory for MBA regular and Bachelors' students. MBA weekend program and evening program students are exempted from the internship program as they are already on the job.

### Eligibility for Internship

MBA: Minimum CGPA = 2.8  
Bachelors Degree CGPA = 2.4

Semesters completed at IoBM = Two  
Semesters completed at IoBM = Four or Five

- Candidates must have completed MKT 404, Methods in Business Research (MBR) or any other equivalent course according to their degree program.
- Interested and eligible students are required to register INT 302 (Non credit) on SMARTZ.
- A registration fee may apply.
- The internship is for a minimum of six continuous weeks.
- Students are not allowed to take any weekday course along with official internship program.
- The internship is allowed only in organisations approved by the Internships & Placements Department.
- All interns are required to write a report based on the given guidelines.
- SOPs of internship will be provided to registered interns prior to the start of internship.

## LIST OF COMPANIES IN WHICH IOBM STUDENTS DO INTERNSHIP

10Pearls	Alternate Research Pvt. Ltd.
14th Street Pizza	Aman Foundation
360 Training	American Pacific Enterprises LLC
360Training.com	AMFCO International
3M Pakistan Pvt. Limited	Amir Adnan
A.F. Ferguson & Co. Chartered Accountants	Amreli Steels Limited
A.I. MIR LLC	Anjum Asim Shahid Associates Limited
AAJ News TV	APL Pakistan Pvt. Ltd.
Aaj TV	Apna Karachi FM 107
AASA Consulting (Pvt) Ltd.	APTECH Computers Education
Aba Ali Habib Securities	Arif Habib Bank Limited
Abacus-Global	Arif Habib Limited
ABAMCO Limited	ARMTECH Business Solutions (Pvt.) Ltd.
Abbott Laboratories Pakistan Ltd.	Arpatech
Abudawood Trading Company	Arpatech Pvt. Ltd.
ACCA Pakistan	Artal Group of Companies
Ace Insurance Limited	Artistic Milliners
ACM Gold Pvt. Ltd.	ARY Communications
Adam Motor Co. Limited	ARY Digital Television Network
Adamjee Life Insurance Company	AsiaCare Health & Life Insurance
Adcom Pvt. Limited	Asiatic Public Relations Network Ltd.
ADM Denim	Askari Bank Limited
ADVANS Micro Finance Bank	Asktourism
Aftab Associates	Atco Laboratories (Pvt) Limited
Aga Khan Education Services	Atlas Honda
Aga Khan Health Services	Attock Cement Pvt. Limited
Aga Khan University	Auspak
Agha Steel	Automobile Corporation Pakistan
Ahmed Foods	Avanza Solutions
AIG Pakistan	Aventis Pharma Pakistan Limited
Airlift	Axis Communications
Airmen Golf Course & Recreational Park	Badar Expo Solutions (BXSS)
Aisha Steel Mills Ltd.	Bandhani Group
Akber Ali & Sons	Bank Al Baraka
AKD Commodities	Bank Al Habib
AKD Securities	Bank Alfalah Limited
Akhuwat Foundation	Bank Al-Habib Limited
Al Marai, Saudia Arabia	Bank Islami Limited
Al Meezan Investment Management Ltd	Bank of Punjab
Albaraka Bank Limited	Barclays Bank Limited
Alfalah Securities	BASF Pakistan
Ali Asghar Textile Mills Ltd.	Bayer Pakistan
Ali Gohar & Co. Limited	BDO Ebrahim & Co. Chartered Accountants
Allianz EFU Health Insurance Limited	BenchMatrix
Al-Mughal Trading Corporation	Bentham Science Publishers
Alstom Pakistan (Pvt.) Limited	Berger Paints Pakistan Limited



Berlitz  
 Beyond Profits  
 Blitz Advertising (Pvt.) Limited  
 Blue Communications  
 BMA Capital Management Limited  
 BOC Pakistan Limited  
 BOL Network  
 Boom Group Pakistan  
 Bosch Pharmaceuticals  
 Bottomline Pvt. Ltd.  
 Bounty Studio  
 Brand Mileage  
 Brand Synario  
 Breezecom Pvt. Ltd  
 Bridgestone Tires Pakistan Limited  
 Bullseye 360  
 Burj Bank Ltd.  
 Business Plus  
 Business Recorder  
 Byco Petroleum Pakistan Ltd.  
 Cadbury Pakistan Ltd.  
 Calibre Vintage  
 Candyland Industries Limited  
 Capital Management (Pvt.) Limited  
 Carbonated TV  
 Careem  
 CDC Pakistan  
 Celentas Digital Solutions  
 Centegy Technologies (Pvt.) Ltd.  
 Central Depository Company of Pakistan  
 CIM Shipping  
 Citi Security  
 Citibank N.A.  
 Citizen Archive of Pakistan  
 Citizens Foundation  
 Clariant Pakistan Limited  
 Classic Designs  
 Clicktrade  
 Cloud BPO  
 Clouds Innovators Solution  
 CM Pak Ltd.  
 Coats Pakistan Pvt. Ltd.  
 Coca-Cola Beverages Pakistan Ltd.  
 Colgate Palmolive Pakistan Ltd.  
 Collective Wizdom  
 Commtel Digital  
 Contact Plus  
 Continental Biscuits Pvt. Limited  
 Contract Advertising  
 Converge Technologies Pvt Ltd.  
 Creative Chaos Pvt. Ltd.  
 Creative Edge Communications  
 Creative Factor  
 Creek Developers

Crescent Insurance  
 Crescent Steel and Allied Products Limited  
 Crown Group of Companies  
 Crystal-Lite  
 Cubix Labs  
 Cupola Pakistan Limited  
 Custom HR Solutions  
 Cybernet  
 Dadabhoy Investments Pvt. Ltd.  
 Dadex  
 Dalda Foods Pvt. Ltd.  
 DAMCO Pakistan (Pvt) Ltd.  
 Dany Technologies  
 Daraz Pakistan  
 Daraz.Com  
 Dawlance (Pvt.) Limited  
 DAWN News  
 Dawood Hercules Corporation  
 Deal Club  
 Deal Today  
 Dealon  
 Deloitte Pakistan  
 Descon Engineering  
 Deutsche Bank  
 Dewan Group of Companies  
 Dewan Mushtaq Trade Ltd.  
 DG Harbour  
 DGS Pvt. Ltd.  
 DHL Global Forwarding  
 DHL Pakistan Limited  
 Digital Tribe  
 Directing Edge  
 DMK Consultancy  
 Dollar Industries  
 Dolmen Group  
 Dot Images  
 Drug Information Systems  
 Dubai Islamic Bank Limited  
 Duleaf  
 Dupont Pakistan  
 EDGE Financials  
 EFU General Insurance Limited  
 EFU Life Assurance Limited  
 Elixir Securities Pakistan Ltd.  
 Impact  
 Engage 24X7  
 Engage Consulting  
 English Biscuits Manufacturers Ltd.  
 Engro Corp.  
 ENI Pakistan Limited  
 EPFirms  
 Ephlux  
 EPlanet Communication  
 Epoxy Industries (Pvt.) Limited

Escape Advertisement  
 eSys Pakistan  
 Etihad Airways  
 Etilize Pvt. Ltd.  
 Evaluation Factor (Pvt) Ltd.  
 Evernew Entertainment  
 Evolution Advertising  
 Excelerate  
 Express News  
 Express News Tv  
 Ey Fords  
 Faysal Asset Management Ltd.  
 Faysal Bank Limited  
 Fidelity Insurance  
 Finja Pvt Ltd  
 First Capital Equities Pvt. Limited  
 First Women Bank Ltd.  
 Fitness Republic  
 Flight Connections  
 FM91  
 Folio 3  
 Food Connections Pakistan  
 Forex Financial Products  
 Forte Pakistan Pvt. Ltd.  
 Foundation Public School  
 Freight Systems Co. Ltd.  
 Friends of Literacy & Mass Education  
 FYSL Trade  
 Gatron Industries Ltd./Novatex Ltd.  
 GEMCO Pakistan Ltd.  
 General Tyre & Rubber Company Ltd.  
 Genix Pharma Private Limited.  
 Getz Pharma  
 Ghulam Farooq Group  
 Giga Group of Companies  
 GlaxoSmithKline Pakistan Limited  
 Global Food Marketing  
 Global Securities Pvt. Ltd.  
 Goodcore Technologies  
 Greaves Airconditioning (Pvt) Ltd.  
 Green Cherry Solutions  
 Green Star Social Mkt. Pvt. Ltd.  
 Gul Ahmed Textile Mills  
 Gul-Ahmed Textile Mills Pvt. Ltd.  
 Gumcorp Pvt. Ltd.  
 Habib Bank AG Zurich  
 Habib Bank Limited  
 Habib Metropolitan Bank Ltd.  
 Habib Oil Mills Limited  
 Habib University Foundation  
 Habitt  
 Haleeb Foods,  
 HANDS Pakistan  
 Hasnain Tanveer Associates (Pvt) Ltd.

HBL Asset Management Ltd.  
 Herbion International Inc.  
 Hilal Confectionary Pvt. Ltd.  
 Himont Pharmaceutical Pvt. Ltd.  
 Hinopak Motors Limited  
 Hirelabs  
 Home Express  
 HR Outsourcing & Consulting  
 HRS Global  
 HRS International  
 HRS Total Solutions  
 HRSG (PVT) LTD  
 HSBC Bank Middle East Ltd.  
 Huawei Internship Program  
 HUBCO  
 HUB-PAK SALT REFINERY  
 HUM Network Limited  
 Hum TV  
 Human Capital Solutations  
 Human Resource Solutions  
 HURD  
 IAL Satchi & Satchi  
 IBEX Global  
 IBEX Global Pvt Ltd  
 IBL Group  
 IBM Pakistan  
 ICE Animation  
 ICI Pakistan Limited  
 Icon Global  
 ICS Group of Companies  
 Ifrasoft Technology Limited  
 IGI Financial Services  
 IGI Life Insurance  
 IJARA  
 imrooz.com  
 Inbox Business Technology  
 Indus Bank Limited  
 Indus Motors Company  
 Industrial & Commercial Bank of China  
 Industrial Development Bank of Pakistan  
 Information Technology Services  
 Inforox Limited  
 Institute of Chartered Accountants of Pakistan  
 Intel Pakistan  
 Interactive Cell  
 Interactive Health Solutions  
 Interflow Communications Pvt. Ltd.  
 International Advertising Pvt. Ltd.  
 International Asset Management Company Ltd.  
 International Foundation and Garments (PVT) Ltd  
 International Industries Limited (IIL)  
 Interwood Mobil  
 INVATERRA  
 Invest & Finance Securities Limited



Invortex Technologies  
 Iris Communication  
 Islamic Investment Bank  
 Ismail Industries  
 Ismail Iqbal Securities  
 IT Link Online  
 J. Walter Thompson Asiatic (Pvt.) Ltd.  
 Jaag Broadcasting Systems Pvt Ltd.  
 Jaffer Brothers Limited  
 Jahangir Siddiqui & Co. Limited  
 Jason Group of Companies  
 Jazz Warid  
 JCR -VIS  
 Jeem Solutions  
 Johnson & Johnson Pakistan Ltd.  
 Jotun Paints  
 JS Bank Limited  
 JS Global Capital Limited  
 JS Investment  
 Junctionz  
 KalSoft (Pvt.) Limited  
 Karachi Deals  
 Karachi International Container Terminal Ltd.  
 Karachi Stock Exchange Limited  
 Karachi Vocational Training Institute  
 KASB Bank Limited  
 KASB Capital  
 KASB Funds Limited  
 KASB Securities  
 K-Electric  
 Khaliq Fashion  
 Khwaja Ghareeb Nawaz Trust  
 KNYSYS  
 Kopak Shipping Company  
 KPMG Taseer Hadi & Co.  
 KZR Associates  
 Lakson Group of Companies  
 Lalani & Associates  
 Land O'Lakes Inc.  
 Lane 12  
 Lasmo Oil Pakistan Limited  
 LGS Matrix  
 Liberty Books  
 Lilly Pakistan (Pvt) Ltd.  
 Linde Pakistan  
 Live Securities Pvt. Ltd.  
 Lo'real Pakistan  
 Logic Information's  
 Logicose  
 Lootlo.pk  
 Lucky Cement  
 Lucky Textile Mills  
 Lucky Knits  
 M. Yousuf Adil Saleem & Co. Chartered Accountants

Maersk Sealand  
 Magnus Investment Advisors Ltd.  
 Majsons Corporation  
 MAL Pakistan Limited  
 Manhattan Leo Burnet  
 Manzar Pakistan  
 Maple Pharmaceuticals Pvt. Ltd.  
 Marie Stopes Society  
 Markematics Pvt. Ltd.  
 Martin Dow Pharmaceutical  
 Mass Advertising Pvt. Ltd.  
 Mazars  
 MCB Bank Limited  
 MCB-Arif Habib Savings & Investments Limited  
 Meat One  
 Media Axis  
 Media Max Pvt. Limited  
 Media Pulse Pvt. Limited  
 Meezan Bank Ltd.  
 Mehran Enterprises  
 Merck Marker Pvt. Ltd.  
 Merit Packaging Pvt. Ltd.  
 Meritocracy  
 Metro Cash & Carry Pakistan  
 Metropolitan Bank Limited  
 MGH Group  
 Microsoft Corporation  
 Midas Safety  
 Mindshare Pakistan Pvt. Limited  
 Mitsubishi Corporation  
 Mobil Askari Lubricants  
 Mobilink  
 Mobitel, KSA  
 Mondelz  
 Monsieur  
 Mother and Child Welfare Foundation  
 MS Associates  
 MullenLowe & Rauf  
 Muller & Phipps Pakistan Pvt. Ltd.  
 Multinet Pakistan Pvt Ltd  
 Multinet Pakistan Pvt. Ltd.  
 Mushawar Consulting  
 Mustafa & Co. Pvt. Limited  
 MWM Studio  
 Nabiqasim Industries  
 Najmi Bilrami Collaborative Pvt. Ltd.  
 Nanosoft Technologies Pvt. Ltd.  
 Narejo Human Resources  
 National Bank of Pakistan  
 National Clearing Company of Pakistan Ltd.  
 National Commodity Exchange  
 National Foods Limited  
 National Fullerton Asset Management Ltd.  
 National Industrial Parks Ltd. (NIP)

National Insurance Company  
 National Investment Company of Pakistan  
 National Investment Trust  
 National Marketing Services  
 Naveena Export Pvt. Limited  
 NBP Funds Management  
 Nedo Corporation  
 Nestle Pakistan  
 Net Space Systems  
 New Era Industries  
 New Jubilee Insurance Co. Limited  
 Next Degree  
 Next Generation Innovations  
 NIB Bank Ltd.  
 Nielsen Pakistan  
 Nike Pakistan Limited  
 Nizami Bijli  
 Nolin BPO  
 Novartis Pharma Pakistan Limited  
 OBS Group  
 Oceanic Star Line (Pvt) LTD  
 Oman National Electronics, Dubai  
 OMD Pakistan  
 OMV Pakistan Exploration  
 Oratech Systems Pvt. Limited  
 Orient Public Relations  
 Orix Pakistan Limited  
 Oxford University Press  
 Oxygene Pakistan  
 P&O Nedlloyd  
 Packages Limited  
 Pak Mediacom Pvt. Limited  
 Pak Oman Microfinance Bank  
 Pak-Arab Refinery Limited  
 Pakistan Institute of Corporate Governance  
 Pakistan Institute of Management  
 Pakistan Petroleum Ltd.  
 Pakistan Refinery Ltd.  
 Pakistan Services Limited  
 Pakistan State Oil Company Ltd.  
 Pakistan Super League (PSL)  
 Pakistan Telecommunication Co. Ltd.  
 Pakistan Television Corporation  
 Pakistan Tobacco Company (British American Tobacco)  
 Pakistan Vehicle Engineering (Pvt) Ltd.  
 Pak-Kuwait Investment Co. Ltd.  
 Pak-Petrochemical  
 Pak-Suzuki Motors Co. Limited  
 Parke Davis & Co. Limited  
 Pastel Communications  
 Path Group of Companies  
 PCI Group  
 Pearl Packages  
 Pegasus Consultancy (Pvt.) Ltd.  
 Pfizer Laboratories Limited

PharmEvo Pvt. Ltd.  
 Pharmatec  
 Philip Morris International  
 Philip Pakistan  
 Philips Electrical Co. of Pakistan  
 PIRANA Group  
 Pixarch  
 Pizza Hut  
 Pizza Hut – MCR (Pvt) Ltd.  
 Pizza Next - MFC Pvt. Ltd.  
 Plastech Products (Pvt.) Ltd.  
 Polaris  
 Premier Systems Pvt. Ltd.  
 Prestige Communications Ltd.  
 Prestige Grey  
 Price Solution Pvt. Ltd.  
 Prime HR  
 Procter & Gamble  
 Promotech Media Solution (Pvt) Ltd.  
 Protege Global  
 Qineqt  
 Qordata  
 Qubee  
 Rain Bargain  
 Reactivate Pvt. Ltd  
 Reckitt Benckiser Pakistan Ltd.  
 Red Tape Media  
 Resources Linked  
 Reveal Pakistan  
 RG Blue Communications (Pvt) Limited  
 Rhone Poulenc Rorer Pakistan Ltd.  
 Rising Technologies  
 Robotics Labs  
 Roche Pharmaceuticals Limited  
 Rohi International Pvt. Ltd.  
 Roshan Media  
 S13 - Systems Innovations Pvt. Ltd.  
 Sach International  
 Sagacious Business Consultancy  
 Salsoft Technologies Pvt. Ltd  
 Samba Bank Ltd.  
 Sana Safinaz  
 Sanofi Aventis Pakistan Ltd.  
 Sapphire Textile Mills Limited  
 SBT Japan  
 Schneider Electric  
 School of Leadership  
 SCT Group  
 Sea Gold limited  
 Searle Pharmaceuticals  
 Security Papers Limited  
 Service Sales Co.  
 Shabbir Tiles & Ceramics Ltd.  
 Shafi-Reso Chemicals  
 Shaheen Air International



Shaheen Airlines  
 Shajar Capital  
 Shamrock  
 Shan Foods Pvt. Ltd.  
 Shangrila Pvt. Ltd.  
 Sharaf Shipping Agency  
 Shell Pakistan Limited  
 SibiSoft Inc.  
 Sidat Hyder Morshed Associates Private Limited  
 Siemens Pakistan Engineering Co. Limited  
 Signium International  
 Silk Bank  
 Sindh Education Foundation  
 Singer Pakistan Limited  
 SKF Pakistan Pvt. Ltd  
 Small & Medium Enterprise Development Authority (SM-EDA)  
 Snack Bites Company  
 So Safe Pakistan  
 Social Sell  
 Socially Global  
 Solutionicks  
 Soorty Enterprises  
 Spark Communication  
 SSG Consulting  
 Stancos Pvt. Limited  
 Standard Chartered Bank Limited  
 Starcom Pakistan  
 Starcrest Communications  
 State Bank of Pakistan  
 Statuspro Inc.  
 STEP Consultants  
 Stitchers International  
 Stork Prints Pakistan  
 Strategic HR Promotion (SHRP)  
 Streebo  
 Strongman Medline  
 Structure Lab Services Pakistan  
 Sufi Brothers  
 Sui Southern Gas Company Ltd.  
 Sukoon.Com  
 Summit Bank Limited  
 Sun Consultants  
 Sun Enterprises  
 Sun Systems  
 Super Trading Inc.  
 SWVL  
 Symbios.pk  
 Synapse Consulting  
 Sysnet Pakistan Pvt. Ltd.  
 Systems Limited  
 Talent Optimizers  
 Tameer Micro Finance Bank Ltd.  
 Tapal Tea Pvt. Ltd.  
 Target Resourcing

Tarzz  
 Tata Group of Industries  
 Tata Textile Mills Ltd.  
 Taurus Securities Ltd.  
 TBH Employment and Consulting Services  
 TCS (Pvt.) Limited  
 TCS E-COM  
 Teach for Pakistan  
 Teamants  
 Teamz International  
 TeleCard Ltd.  
 Telemart  
 Telenor Pakistan Limited  
 TenPearls  
 The Bank of Khyber  
 The Brand Consultant  
 The Express Tribune  
 The First Micro Finance Bank Ltd.  
 The Learning Organisation  
 The Leatger Grandeur  
 The Recruiters  
 The Snack Bites Company  
 Thinkline  
 Third Eye Managed Services  
 Time & Vision Advertising  
 Times Consultant (Pvt) Ltd.  
 TIPU Associates  
 TNI - Worldwide Partners Inc.  
 Together  
 Top Boss  
 Total Lubricants  
 Touchpoint (Pvt) Ltd.  
 Toyota Indus Motor Company  
 TPL Holdings  
 TPL Trakker Limited  
 TPS  
 TradeKey  
 Transit HR Consulting  
 Transworld Associates  
 Travel Mate  
 Travel Solutions  
 Travelport  
 Tri Pack  
 Triple E Pvt. Limited  
 TV One - Airwaves Media Pvt. Ltd.  
 Uber  
 UBL Fund Manager  
 UBL Insurers  
 Ufone  
 Uniferoz  
 Unilever Pakistan Limited  
 Unique Pakistan  
 Unisys Pakistan Pvt. Limited  
 United Assets Management Co. Ltd.  
 United Bank Limited



United Consultants Pvt. Limited  
United Energy Pakistan Ltd.  
United Marine Agencies  
United Registrar of Systems Limited  
United Sales Pvt. Limited  
Unity Foods  
Universal Brush Ware Pvt. Ltd.  
Universal Brushware  
Urbanite  
US Consulate, Karachi  
USAID Pakistan  
Utopia Pvt Ltd  
Versa Canada Inc.  
Visa International (Asia Pacific) Ltd.  
Vision Express  
Walnut Communications  
Ward Howell International  
Warid Telecom  
Waterlink Group of Companies  
Wavetec Pvt. Ltd.  
Weekend World Marketing Limited  
Westminster & Eastern Financial Services Ltd.  
Winstar Pvt. Ltd.  
World Tel  
WorldCall Broadband Limited  
Wrap n Roll  
WWF Pakistan  
Xenith Public Relations (Pvt.) Ltd.  
Younus Brothers Group  
Yunus Textile Mills Ltd.  
Zameen.com  
ZAP Infotech Inc.  
ZEPCOM  
ZH Technologies Inc.  
ZIL Limited  
Zishan Engineers Pvt. Ltd  
Zong China Mobile  
ZRG International

## PLACEMENT PROGRAM

IoBM emphasises close collaboration with the government, firms, banks and leading HR consultants to ensure appropriate induction of its graduates into these organisations. Close links are maintained with CEOs and Heads of Departments in organisations to provide graduates with the best possible career prospects. Efforts are made to match students' talents with the requirements of both multi-national and local organisations.

IoBM's Placement Department provides a firm commitment to its graduates for developing their careers. This begins when the student is inducted and continues with a lifelong partnership. Some of the activities designed students' placement include but are not limited to the following.

### Publishing Graduate Directory

Graduates are invited to showcase their resumes in IoBM's Graduate Directory. GD is circulated to 150 national and multinational companies and is an essential tool for being placed in the market.

### Career Counselling Sessions

The placement department holds Career Counselling Sessions for the final semester students. In these sessions, executives of renowned companies mentor the graduating batch students in one-to-one sessions. The purpose of these sessions is to

- uncover the underlying concerns of students about their area of interest,
- answer their questions regarding professional life,
- guide them in building their career road map and prepare them to step into the corporate world.

### Job Announcements

IoBM's placement department manages a database of job opportunities of reputed companies/organisations in the market. These opportunities are communicated regularly to our students, graduates & alumni via group emails.

### Career Fairs

Career Fair is the annual feature of IoBM. It provides a meeting ground between the corporate world and students/graduates with resumes to HR representatives. Students are selected for jobs against companies' requirements immediately or later since their data remains readily available with such organisations for possible employment.

### Employability Enhancement

The department organises workshops and sessions on employability enhancement for our students. These workshops are on how to give interviews, CV writing, professional personality development etc. These workshops are conducted by professionals having extensive corporate experience and provide the students with a boardroom perspective, valuable practical tips and a unique networking opportunity with industry gurus. It helps our students & graduates to get good jobs and achieve rapid progression therein.

### On-Campus Recruitment Drives

The department facilitates companies to conduct on-campus recruitment drives. On the day of the recruitment drive, employers can conduct information sessions, as well as conduct employment tests or on-the-spot interviews

### Career Counseling advice

Guidance and counselling are essential aspects of development for young adults at IoBM. The department is constantly engaged in assisting students in preparing for and finding jobs for them.

## LIST OF COMPANIES IN WHICH IOBM GRADUATES ARE EMPLOYED

10Pearl	Ali Gohar and Company (Pvt) Limited
14th Street Pizza	Al-Khair Distributor
1LINK (Guarantee) Limited	Allianz EFU Health Insurance Limited
360 Training	Al-Mughal Trading Corporation
3M Pakistan Pvt. Limited	Alstom Pakistan (Pvt.) Limited
A.F. Ferguson & Co. Chartered Accountants	Alternate Research Pvt. Ltd.
A.I. MIR LLC	Aman Foundation
AAJ News TV	American Pacific Enterprises LLC
Aaj TV	AMFCO International
AASA Consulting (Pvt) Ltd.	Amir Adnan
Aba Ali Habib Securities	Amreli Steels Limited
Abacus Consulting	Anjum Asim Shahid Associates Limited
Abacus-Global	APL Pakistan Pvt. Ltd.
ABAMCO Limited	Apna Karachi FM 107
Abbott Laboratories Pakistan Ltd.	APTECH Computers Education
Abudawood Pakistan	Arif Habib Bank Limited
ACCA Pakistan	Arif Habib Limited
Ace Insurance Limited	ARMTECH Business Solutions (Pvt.) Ltd.
ACM Gold Pvt. Ltd.	Arpatech Pvt. Ltd.
Adam Motor Co. Limited	Artal Group of Companies
Adamjee Life Insurance Company	Artistic Milliners
Adcom Leo Burnett	ARY Communications
ADM Denim	ARY Digital Television Network
ADVANS Micro Finance Bank	AsiaCare Health & Life Insurance
Aftab Associates	Asiatic Public Relations Network Ltd.
Aga Khan Education Services	Askari Bank Limited
Aga Khan Health Services	Askari General Insurance Co. Ltd.
Aga Khan University	Asktourism
Agha Steel Mills	Atco Laboratories (Pvt) Limited
Agility Logistics Pakistan	Atlas Asset Management
Agro Processors and Atmospheric Gases (Pvt.) Ltd.	Atlas Honda
Ahmed Foods	Attock Cement Pvt. Limited
AIG Pakistan	Auspak
Airlift Technologies	Automobile Corporation Pakistan
Airmen Golf Course & Recreational Park	Avanza Solutions
Aisha Steel Mills Ltd.	Aventis Pharma Pakistan Limited
Akber Ali & Sons	Axis Communications
AKD Commodities	Badar Expo Solutions (BXSS)
AKD Investment Management Ltd	Bakri Energy (formerly Bakri Pakistan Pvt. Ltd.)
AKD Securities	Bandhani Group
Akhuwat Foundation	Bank Al Baraka
Al Marai, Saudia Arabia	Bank Alfalah Limited
Al Meezan Investment Management Limited	Bank Al-Habib Limited
Albaraka Bank Limited	Bank Islami Limited
Alfalah Securities	Bank of Punjab
Ali Asghar Textile Mills Ltd.	BankIslami Pakistan Limited
Ali Gohar & Co. Limited	BASF Pakistan



Bayer Pakistan  
 Bays International (Pvt.) Limited  
 BDO Ebrahim & Co. Chartered Accountants  
 BenchMatrix  
 Bentham Science Publishers  
 Berger Paints Pakistan Limited  
 Beyond Profits  
 Blitz Advertising (Pvt.) Limited  
 Blue Chip FMCG (UAE)  
 Blue Communications  
 BMA Capital Management Limited  
 BOC Pakistan Limited  
 BOL Network  
 Boom Group Pakistan  
 Bosch Pharmaceuticals  
 Bottomline Pvt. Ltd.  
 Bounty Studio  
 Brand Mileage  
 Brand Synario  
 Breezecom Pvt. Ltd  
 Bridgestone Tires Pakistan Limited  
 British Council Pakistan  
 Brookes Pharma  
 Bulls Eye Communications  
 Bullseye 360  
 Burj Bank Ltd.  
 Business Plus  
 Business Recorder  
 Byco Petroleum Pakistan Ltd.  
 Cadbury Pakistan Ltd.  
 Calibre Vintage  
 Capital Management (Pvt.) Limited  
 Carbonated TV  
 Careem Pakistan  
 Carfirst  
 Celentas Digital Solutions  
 Centegy Technologies (Pvt.) Ltd.  
 Central Depository Company of Pakistan  
 Charter for Compassion Pakistan  
 Child Life Foundation  
 CIM Shipping  
 Citi Security  
 Citibank N.A.  
 Citibank N.A. Pakistan  
 Citizen Archive of Pakistan  
 Citizens Foundation  
 Clariant Pakistan Limited  
 Classic Design  
 Clicktrade  
 Cloud BPO  
 Cloud Innovators Solution  
 CM Pak Ltd.  
 Coats Pakistan Pvt. Ltd.  
 Coca-Cola Beverages Pakistan Ltd.  
 Colgate Palmolive Pakistan Ltd.

Collective Wizdom  
 Commtel Digital  
 Contact Plus  
 Continental Biscuits Pvt. Limited  
 Contract Advertising  
 Converge Technologies Pvt Ltd.  
 Creative Chaos Pvt. Ltd.  
 Creative Edge Communications  
 Creative Factor  
 Creek Developers  
 Crescent Insurance  
 Crescent Steel and Allied Products Limited  
 Cubix Labs  
 Cupola Pakistan Limited  
 Custom HR Solutions  
 Cybernet  
 Dadabhoy Investments Pvt. Ltd.  
 Dadex  
 Daewoo Pakistan Express Bus Service  
 Dalda Foods Pvt. Ltd.  
 DAMCO Pakistan (Pvt) Ltd.  
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 DG Harbour  
 DGS Pvt. Ltd.  
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 DHL Pakistan Limited  
 Digital Tribe  
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 DMK Consultancy  
 Dollar Industries  
 Dolmen Group of Companies  
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 Drug Information Systems  
 Dubai Islamic Bank Limited  
 Duleaf  
 Dupont Pakistan  
 EDGE Financials  
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 EFU Life Assurance Limited  
 Ellahi Group  
 Elixir Securities Pakistan Ltd.  
 Empact  
 Engage 24X7

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Engage Consulting Limited  
English Biscuits Manufacturers Ltd.  
Engro Corp.  
Engro Fertilizer  
Engro Foods  
Engro Polymer  
ENI Pakistan Limited  
EPFirms  
Ephlux  
EPlanet Communication  
Epoxy Industries (Pvt.) Limited  
Escape Advertisement  
eSys Pakistan  
Etihad Airways  
Etilize Pvt. Ltd.  
Evaluation Factor (Pvt) Ltd.  
Evernew Entertainment  
Evolution Advertising  
Excelerate  
Express Media Network  
Express News  
EY Ford Rhodes  
Faysal Asset Management Ltd.  
Faysal Bank Limited  
Fidelity Insurance  
Finja Pvt Ltd  
First Capital Equities Pvt. Limited  
First Women Bank Ltd  
First Women Bank Ltd.  
Fitness Republic  
Flight Connections  
Float Securities (Pvt.) Ltd  
Folio 3  
Food Connections Pakistan  
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Forte Pakistan Pvt. Ltd.  
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Freight Systems Co. Ltd.  
Friends of Literacy & Mass Education  
Fulcrum Pvt Ltd  
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Gadoon Textile Mills Limited  
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Novatex Ltd.  
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Gentipak  
Getz Pharma  
GfK Etilize Pakistan  
Ghulam Faruque Group  
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GlaxoSmithKline Pakistan Limited  
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Greaves (Pvt) Ltd.  
Green Cherry Solutions  
Greenstar Social Marketing Pakistan Limited  
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Gumcorp Pvt. Ltd.  
Gwadar International Terminals Ltd  
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Habib Bank Limited  
Habib Metropolitan Bank Ltd.  
Habib Oil Mills Limited  
Habib University Foundation  
Habitt  
Haleeb Foods,  
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Hard Howell International  
Hashwani Group of Companies  
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HBL Asset Management Ltd.  
Herbion International Inc.  
Hilal Confectionary Pvt. Ltd.  
Himont Pharmaceutical Pvt. Ltd.  
Hinopak Motors Limited  
Hirelabs  
Home Express  
House of Habib  
HR Outsourcing & Consulting  
HRS Global  
HRS International  
HRSG  
HSBC Bank Middle East Ltd.  
HUBCO  
HUBCO Laraib Energy Limited  
Hudson Pharma  
Hum Network Ltd  
Hum TV  
Human Resource Solutions  
Hurd Consultancy  
IAL Satchi & Satchi  
IBEX Global  
IBL Group  
IBM Pakistan  
ICE Animation  
ICI Pakistan Limited  
Icon Group of Companies  
ICS Group  
ICS Group of Companies  
Ifrasoft Technology Limited  
IGI Financial Services  
IGI Life Insurance  
IJARA  
imrooz.com



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 Indus Motors Company  
 Industrial & Commercial Bank of China  
 Industrial Development Bank of Pakistan  
 Information Technology Services  
 Institute of Chartered Accountants of Pakistan  
 Intel Pakistan  
 Interactive Cell  
 Interactive Health Solutions  
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 International Advertising Pvt. Ltd.  
 International Asset Management Company Ltd.  
 Interwood Mobil  
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 Jaffer Brothers Limited  
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 JCR -VIS  
 Jeem Solutions  
 Johnson & Johnson Pakistan Ltd.  
 Jotun Paints  
 JP Coats Pakistan (Private) Limited  
 JS Bank Limited  
 JS Global Capital Limited  
 JS Investments  
 Jubilee Life Insurance Pvt Ltd  
 Juman Group of companies  
 Junctionz  
 KAFI COMMODITIES PRIVATE LTD  
 KalSoft (Pvt.) Limited  
 Karachi Deals  
 Karachi International Container Terminal Ltd.  
 Karachi Lubricants Pvt Ltd  
 Karachi Stock Exchange Limited  
 Karachi Vocational Training Institute  
 KASB Bank Limited  
 KASB Capital  
 KASB Funds Limited  
 KASB Securities  
 Kaymu.PK  
 K-Electric  
 Khaadi  
 Khaliq Fashion  
 Khwaja Ghareeb Nawaz Trust

KNYSYS  
 Kopak Shipping Company  
 KPMG Taseer Hadi & Co.  
 KZR Associates  
 Lakson Business Solutions  
 Lakson Group of Companies  
 Lalani & Associates  
 Land O'Lakes Inc.  
 Lane 12  
 Lasmo Oil Pakistan Limited  
 Levi Strauss & Co  
 LGS Matrix  
 Liberty Books  
 Lilly Pakistan (Pvt) Ltd.  
 Live Securities Pvt. Ltd.  
 Lo'real Pakistan  
 Logic Information's  
 Logicose  
 Lootlo.pk  
 Lucky Cement Ltd.  
 Lucky Knits  
 Lucky Textile Mills  
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 MAL Pakistan Limited  
 Mandi Express  
 Manhattan Leo Burnet  
 Manzar Pakistan  
 Maple Pharmaceuticals Pvt. Ltd.  
 Marie Stopes Society  
 Markematics Pvt. Ltd.  
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 Martin Dow Pharmaceutical  
 Mass Advertising (Pvt) Ltd  
 Mass Advertising Pvt. Ltd.  
 Mayfair  
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 Mazars Consulting  
 MCB Bank Limited  
 MCB-Arif Habib Savings & Investments Limited  
 Meat One  
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 Media Max Pvt. Limited  
 Media Pulse Pvt. Limited  
 Meezan Bank Ltd.  
 Mehran Enterprises  
 Merck Marker Pvt. Ltd.  
 Merit Packaging Pvt. Ltd.  
 Meritocracy  
 Metro Cash & Carry Pakistan  
 Metropolitan Bank Limited  
 MGH Group

MGH Logistics Pakistan  
 Microsoft Corporation  
 Midas Safety  
 Mindshare Pakistan Pvt. Limited  
 Minha Soft  
 Mitchell's Fruit Farms  
 Mitsubishi Corporation  
 Mobil Askari Lubricants  
 Mobilink  
 Mobitel, KSA  
 Mondelz  
 Monsieur  
 MS Associates  
 MullenLowe & Rauf  
 Muller & Phipps Pakistan Pvt. Ltd.  
 Multinet Pakistan Pvt. Ltd.  
 Mushawar Consulting  
 Mustafa & Co. Pvt. Limited  
 MWM Studioz  
 Nabiqasim Industries  
 Najmi Bilrami Collaborative Pvt. Ltd.  
 Nanosoft Technologies Pvt. Ltd.  
 Narejo Human Resources  
 National Bank of Pakistan  
 National Clearing Company of Pakistan  
 National Commodity Exchange  
 National Foods Limited  
 National Fullerton Asset Management Ltd.  
 National Industrial Parks Ltd. (NIP)  
 National Insurance Company  
 National Investment Company of Pakistan  
 National Investment Trust  
 National Marketing Services  
 Naveena Export Pvt. Limited  
 Nedo Corporation  
 Nestle Pakistan  
 Net Space Systems  
 New Era Industries  
 New Jubilee Insurance Co. Limited  
 Next Degree  
 Next Generation Innovations  
 Nielsen Pakistan  
 Nike Pakistan Limited  
 Nizam Bijli  
 Novartis Pharma Pakistan Limited  
 OBS Group  
 Oman National Electronics, Dubai  
 OMD Pakistan  
 OMV Pakistan Exploration  
 Optimus Capital Management  
 Oratech Systems Pvt. Limited  
 Orient Automotive Industries (PVT.) LTD  
 Orient Public Relations  
 ORIX Leasing Company  
 Orix Pakistan Limited

Oxford University Press  
 Oxygene Pakistan  
 P&O Nedlloyd  
 Packages Limited  
 Pak Mediacom Pvt. Limited  
 Pak Oman Microfinance Bank  
 Pak Petrochemical Industries  
 Pak-Arab Refinery Limited  
 Pakistan Institute of Corporate Governance  
 Pakistan Institute of Management  
 Pakistan Mercantile Exchange Limited  
 Pakistan Petroleum Ltd.  
 Pakistan Refinery Ltd.  
 Pakistan Services Limited  
 Pakistan State Oil Company Ltd.  
 Pakistan Telecommunication Co. Ltd.  
 Pakistan Television Corporation  
 Pakistan Tobacco Company (British American Tobacco)  
 Pakistan Vehicle Engineering (Pvt) Ltd.  
 Pak-Kuwait Investment Co. Ltd.  
 Pak-Petrochemical  
 Pak-Suzuki Motors Co. Limited  
 Parke Davis & Co. Limited  
 Pastel Communications  
 Path Group of Companies  
 PCI Group  
 Pearl Packages  
 Pegasus Consultancy (Pvt.) Ltd.  
 Pfizer Laboratories Limited  
 Pharmatec  
 PharmEvo (Pvt.) Ltd  
 Philip Morris International  
 Philips Electrical Co. of Pakistan  
 Philips Pakistan  
 PIRANA Group  
 Pixarch  
 Pizza Hut – MCR (Pvt) Ltd.  
 Pizza Next - MFC Pvt. Ltd.  
 Plastech Products (Pvt.) Ltd.  
 Point Blanc Media  
 Polaris  
 Premier Software (Pvt.) Ltd  
 Premier Systems Pvt. Ltd.  
 Prestige Communications Ltd.  
 Prestige Grey  
 Price Solution Pvt. Ltd.  
 Price Waterhouse Coopers Pakistan (PWC)  
 Primatics Financial  
 Prime HR  
 Procter & Gamble  
 Promotech Media Solution (Pvt) Ltd.  
 Protege Global  
 Qineqt  
 Qubee  
 Rafi Securities



Rain Bargain  
 Reckitt Benckiser Pakistan Ltd.  
 Red Tape Media  
 Red Tape Media  
 Resource Linked Private Limited  
 Reveal Pakistan  
 RG Blue Communications (Pvt) Limited  
 Rhone Poulenc Rorer Pakistan Ltd.  
 Rising Technologies  
 Robotics Labs  
 Roche Diagnostics  
 Roche Pharmaceuticals Limited  
 Rohi International Pvt. Ltd.  
 Roshan Media  
 S13 - Systems Innovations Pvt. Ltd.  
 Sach International  
 Sagacious Business Consultancy  
 Salsoft Technologies Pvt. Ltd  
 Samba Bank Ltd.  
 Sana Safinaz  
 Sanofi Aventis Pakistan Ltd.  
 Sapphire Textile Mills Limited  
 SASPAK Cargo Pvt Ltd.  
 SBT Japan  
 Schneider Electric  
 School of Leadership  
 SCT Group  
 Searle Pharmaceuticals  
 Service Sales Co.  
 Shabbir Tiles & Ceramics Ltd.  
 Shafi-Reso Chemicals  
 Shaheen Airlines  
 Shajar Capital  
 Shajar Capital Pakistan (pvt) Ltd  
 Shamrock  
 Shan Foods Pvt. Ltd.  
 Shandaar Corporation  
 Shangrila Pvt. Ltd.  
 Sharaf Shipping Agency  
 Sheild Corporation  
 Shekha & Mufti  
 Shell Pakistan Limited  
 Shipco Transport Pakistan (Pvt.) Ltd  
 SibiSoft Inc.  
 Sidat Hyder Morshed Associates Private Limited  
 Siddiqsons Limited  
 Siemens Pakistan Engineering Co. Limited  
 Signium International  
 Silk Bank  
 Sindh Education Foundation  
 Singer Pakistan Limited  
 SKF Pakistan Pvt. Ltd  
 Snack Bites Company  
 So Safe Pakistan  
 Social Investment Managers and Advisors (SIMA)

LLC  
 Social Sell  
 Socially Global  
 Sofcom (Private) Limited  
 Softech Microsystems  
 Solutionicks  
 Soorty Enterprises  
 South Asia Pakistan Terminals Limited  
 Spark Communication  
 SSG Consulting  
 Stancos Pvt. Limited  
 Standard Chartered Bank Limited  
 Starcom Pakistan  
 Starcrest Communications  
 State Bank of Pakistan  
 Statuspro Inc.  
 STEP Consultants  
 Stitchers International  
 Stork Prints Pakistan  
 Strategic HR Promotion (SHRP)  
 Streebo  
 Strongman Medline  
 Sufi Brothers  
 Sui Southern Gas Company Ltd.  
 Sukoon.pk.com  
 Summit Bank Limited  
 Sun Consultants  
 Sun Enterprises  
 Sun Systems  
 Super Trading Inc.  
 SWVL  
 Symbios.pk  
 Synapse Consulting  
 Sysnet Pakistan Pvt. Ltd.  
 Systems Limited  
 Talent Optimizers  
 Tameer Micro Finance Bank Ltd.  
 Tameer Microfinance Bank Limited  
 Tapal Tea Pvt. Ltd.  
 Target Resourcing  
 Tarzz  
 Tata Group of Industries  
 Tata Textile Mills Ltd.  
 Taurus Securities Ltd.  
 TBH Employment and Consulting Services  
 TCS – E Com  
 TCS (Pvt.) Limited  
 Teach for Pakistan  
 Teamants  
 Teamz International  
 TeleCard Ltd.  
 Telenor Pakistan Limited  
 TenPearls  
 Thal Ltd  
 Thatta Cement Company Limited



The Arkadians, AKD Group  
 The Bank of Khyber  
 The Bank of Tokyo, MUFG  
 The Brand Consultants (TBC)  
 The Citizen Foundation  
 The Express Tribune  
 The First Micro Finance Bank Ltd.  
 The Hub Power Company Ltd  
 The Learning Organisation  
 The Leatger Grandeur  
 The Recruiters  
 The Searle Company Ltd  
 The Snack Bites Company  
 Thinkline  
 Third Eye Managed Services  
 Time & Vision Advertising  
 Times Consultant (Pvt) Ltd.  
 TIPU Associates  
 TNI - Worldwide Partners Inc.  
 Top Boss  
 Torque Corporation Pvt. Ltd  
 Total Lubricants  
 Touchpoint (Pvt) Ltd.  
 TPL Holdings  
 TPL Trakker Limited  
 TPS  
 TradeKey  
 Transit HR Consulting  
 Transworld Associates  
 Travel Mate  
 Travel Solutions  
 Travelport  
 TripleE Pvt. Limited  
 TV One - Airwaves Media Pvt. Ltd.  
 Uber  
 UBL Fund Manager  
 UBL Insurers  
 Ufone  
 UNDP Pakistan  
 Uniferoz  
 Unilever Pakistan Limited  
 Unique Pakistan  
 Unisys Pakistan Pvt. Limited  
 United Assets Management Co. Ltd.  
 United Bank Limited  
 United Consultants Pvt. Limited  
 United Energy Pakistan Ltd.  
 United Marine Agencies  
 United Registrar of Systems Limited  
 United Sales Pvt. Limited  
 Unity Foods  
 Universal Brush Ware Pvt. Ltd.  
 Urbanite  
 US Consulate, Karachi  
 USAID Pakistan

Versa Canada Inc.  
 Visa International (Asia Pacific) Ltd.  
 Vision Express  
 Vivo Mobile Pvt Ltd  
 Ward Howell International  
 Warid Telecom  
 Waterlink Group of Companies  
 Wavetec Pvt. Ltd.  
 Weekend World Marketing Limited  
 Wemsol Pvt. Ltd (KEENU)  
 Westminster & Eastern Financial Services Ltd.  
 Winstar Pvt. Ltd.  
 World Tel  
 WorldCall Broadband Limited  
 Wrap n Roll  
 WWF Pakistan  
 Xenith Public Relations (Pvt.) Ltd.  
 YB Holdings  
 Younus Brothers Group  
 Yunus Textile Mills Ltd.  
 Zameen.com  
 ZAP Infotech Inc.  
 ZEPCOM  
 ZH Technologies Inc.  
 ZIL Limited  
 Zishan Engineers Pvt. Ltd  
 Zong China Mobile  
 ZRG International



# ENTREPRENEURSHIP & MANAGEMENT EXCELLENCE CENTER (EMEC)

## Introduction

The Entrepreneurship & Management Excellence Center (EMEC) is the executive education and consultancy wing of Institute of Business Management. EMEC is responsible for conducting specialized management training programs by closely working with its clients. It provides a wide range of open enrolment, customized training programs, post-graduate diploma and summer school. These programs are designed for professionals, business personnel and leaders from various public and private sector organizations who aspire to seek new perspectives and insights on management issues. These training programs are conducted by our distinct faculty members and leading industry scholars with research interests ranging from global business issues to local problems. Many of our trainers are leaders in their fields and bring in new knowledge and experiences in their sessions.

## Initiatives by EMEC

- Trainings, seminars and conferences
- Lectures by foreign experts on specialized topics
- Collaboration with relevant organizations, institutes and Associations
- Public & private partnerships administration of entrance tests
- Advisory/consultancy services
- Entrepreneur skills development

## Programs at EMEC

### Customized Training & Need Assessment Services

In order to bridge the gap between the actual and perceived market demand of organization's most important resource, their people, EMEC employs a need assessment tool customized for each client. The customized and effective need analysis would translate goals in to realistic achievable target determining in what areas the training is needed with a clear outcome. This process helps EMEC develop customized training programs for its clients.

### Open Enrolment Training

With an aim of enhancing your skills and understanding to achieve your organizational, personal development and career objective, EMEC offers wide range of training programs. We offer training in the areas of Management, Marketing, Human Resources, Information Technology, Finance and Accounting, Leadership, Supply Chain.

## Past Training Programs

### Human Resource Management

- Executive Diploma in Human Resources
- Leading HR Change
- Developing Talent Management & Employer Branding Strategy
- Maximizing Return on Training
- Result Driven Performance Management
- Maximize your Sales Force Performance
- Recruitment, Interviewing and Selection
- Management of Contract / Outsourced Labour
- Competency Based People Management

- Compensation and Benefit Management
- New Approaches- Employer Branding and Talent Management
- Fundamentals of Effective Mentoring
- HR as Business Partner
- Management of Contract Labor
- Sindh Labour Laws & Updates

#### **Sales and Marketing**

- Diploma in CRM
- Competitive Advantages through Channel Management in FMCG
- Digital Marketing
- Ali Baba store selling
- Strategic Marketing Management
- Digital Marketing

#### **Communication**

- Assertive Communication for Managers
- Personal Branding Toolkit
- Business Report Writing
- Company Secretary: Master class

#### **Banking & Finance**

- Financial Modeling
- Block chain for Executives
- Pool Management and Profit Distribution
- Halal Audit for Halal Certification

#### **Leadership & Strategy**

- Introduction to Design Thinking
- Developing Leadership Excellence
- Consultative Simulation Workshop on Value Innovation
- Aligning HR with Business Strategy
- Pedagogical Leadership Teaching Training
- Design thinking for Business Innovation
- Project Sizing & Costing
- Introduction to Systematic Reviews
- Impression Management
- Criticality and Risk Assessment
- Re-energizing Teams in a New Environment
- Teamwork Skills
- Leadership in Post Pandemic

#### **Soft Skills**

- Basic to Advanced Excel
- Advanced Excel & Dashboard Reporting
- Microsoft Power Pivot, Power Query and Power BI

#### **Logistics & Supply Chain Management**

- Supply Chain Excellence
- Asset Performance Management - using Blended Learning

#### **Entrepreneurship**

- Diploma in Tech Entrepreneurship
- Creative Digital Art Skills for Business Start-ups



## Training Facilities

1. A semicircular u-shape Lecture Theatre with a capacity of 85 persons equipped with microphones/speakers on individual desks, BenQ flat-panel interactive touch screen (android based) for sharing whiteboard and other contents with the audience.
2. Flexibility with room layout with plenty of space to move around for games and activities
3. Fully air-conditioned training rooms with a backup power supply.
4. Good acoustics and soundproofing
5. Participant breakout spaces with Mira-cast-based smart screens and flip chart boards
6. Catering – appropriate provision of refreshments/ lunch
7. Location – easy to find on a map, convenient location with access to public transport
8. Ample and secured on-campus parking
9. Trainers Lounge for use of office staff and trainers
10. Wireless Internet access
11. Photocopying/printing/ email on-demand from USB

## EMEC Programs

**July 2024- August 2025**

### Workshops

- Import Export Regulations & Documentation Processes, July 27, 2024
- Cross Border Payment Mechanism & Risk Mitigation Techniques, October 12, 2024
- Category Management in Fashion & Textile Supply Chain, December 7, 2024
- Excellence in Supervision, February 22, 2025
- Excellence in Core Administrative Skills, June 21, 2025
- Advanced Predictive Maintenance Using AI, IoT, Data Visualization & Power BI, August 27 & 28, 2025

### Diploma

- Diploma in International Politics & Global Economics Batch 1, July 1-31, 2024
- Certified Supply Chain Professional (CSCP) Exam Preparatory Course Batch 3, July 7- October 16, 2024
- Certified Supply Chain Professional (CSCP) Exam Preparatory Course Batch 4, August 24, 2024- January 11, 2025
- Diploma in International Politics & Global Economics Batch 2, September 14- November 16, 2024
- Diploma in Logistics & Distribution Management, December 15, 2024- February 16, 2025
- Executive Diploma in Human Resource Management Batch 1, December 28, 2024-April 19, 2025
- Certified Supply Chain Professional (CSCP) Exam Preparatory Course Batch 5, January 18- May 17, 2025
- Executive Diploma in Human Resource Management Batch 2, June 14 -August 23, 2025
- Certified Supply

### Training Programs

- Effective Business Communication Skills, capacity building one-day training for the officers of the School of Logistics, Pakistan Air force (PAF) Airmen Academy on November 11, 2024
- Leadership Excellence, capacity building one-day training for the officers of the School of Logistics, Pakistan Air Force (PAF) Airmen Academy on November 12, 2024
- Supply Chain Excellence, capacity building two-day training for the technicians of the Pakistan Air Force (PAF) Directorate LOG Administration, Islamabad, November 18 & 19, 2024
- Effective Inventory Management, customize two-day training program for K-Electric, delivered at the client's premises on June 2 & 3, 2025
- Supply Chain Best Practices, customize two-day training program for K-Electric, delivered at the client's premises on June 23 & 24, 2025

## OFFICE OF RESEARCH INNOVATION AND COMMERCIALIZATION (ORIC)

The Office of Research, Innovation and Commercialization (ORIC) is an integral part of the institution's eco-system. It is headed by the Honourable President of IoBM, with the vision to make IoBM a hub of economic opportunities for academia, faculty and youth alike by fostering a research and innovation culture.

IoBM's continuously supports its researcher to conduct rigorous applied research to become a centre of excellence. It is imperative that apart from maintaining high standards in teaching, research is rigorously pursued and suitably rewarded. The research & development output of IoBM is in line with national needs and contributes to the country's socio-economic growth.

ORIC acts as a focal point for providing guidance and support to the constituent institutions in all activities related to research & development. As such, the office has a significant role in achieving IoBM vision. Therefore, the mission of this office is to facilitate and coordinate applied research activities and liaise with other national and international academics, research and industrial organizations to promote research at IoBM.

IoBM aims at making research a top priority for the future knowledge economy, which encompasses all the research activities, from the development of research proposals to the commercialization of research products - under a single umbrella.

The scope of work of ORIC includes, but is not limited to, initiatives as follows:

- Outcome-based research
- The research leading to product development
- Funding opportunities for research and product development
- Capacity building of students/faculty in winning research and product-development awards and hackathons
- Capacity building in research, innovation, and entrepreneurship

IoBM, in pursuance of achieving its agenda, established the President's Innovation Steering Committee (PISC), which is the regulatory body to oversee and support research, innovation and entrepreneurship. Hence, help ORIC execute its strategy and key performance Indicators as per the HEC's requirements. The Steering Committee is supported through its role and functions by the Deans of IoBM Colleges/faculties and ORIC.

ORIC also, after a rigorous exercise, drafted the ORIC Five Year Strategic Policy (2021-2025), and six strategic themes stood out;

1. Promoting the culture of Research & Development through research excellence & collaboration
2. Entrepreneurship (innovation, commercialization, incubation, patent)
3. Capacity Building of faculty, staff & students (training/exhibitions/community events)
4. Promoting Industry-academia linkage: a source of knowledge creation, innovation & economic growth
5. HR & Operations
6. Sustainability

Following identifying strategic themes, ORIC goals, objectives and strategies are determined to ensure more clarity.

## Yearly Insights Highlights of Activities

### 1. Research Proposal Submitted for Funding

In the year 2021 – 22, around twenty-six (26) proposals have been submitted to numerous donors, including the Higher Education Commission (HEC), Islamic Relief Pakistan (IRP), United Nations Development Programme (UNDP), Government of Sind and other.

However, in 2020 – 21, around thirty-seven (37) proposals were submitted to HEC and numerous other national and international donors by our faculty.

### 2. Grants Secured

The research grant secured by IoBM through NRPB has amounted to Rs. 15.1 million in the year 2021 – 22, while in 2020 – 21 total amounts confirmed was Rs. 62.8 million.

## Institutional Quality Assurance & Enhancement (IQAE)

The IQAE is an independent department at IoBM, established in 2008 under the directive of the Higher Education Commission (HEC) and is headed by a director. The purpose of IQAE is to implement the guidelines provided by the HEC. It is also involved in planning, guiding, and monitoring quality assessment and enhancement activities. Since its inception, IQAE has been successfully functioning over the last ten years, amassing an excellent record. IQAE was able to contribute to the implementation of qualitative and quantitative data for several academic programs

IQAE has consecutively been in the W category for the last ten years. In the recent ranking, the QAA of HEC has shown satisfaction in the overall performance of the IQAE of IoBM, which is a strong reflection of the quality assurance system at IoBM.

HEC IQAE monitors plagiarism policies provided by HEC and serves as a focal point for the implementation of HEC quality criteria. All research papers are checked for plagiarism by software and reported to HEC on a regular basis.

The IQAE is rated very highly by the Asia-Pacific Quality Network (APQN). It has received the best internal quality assurance award from APQN. APQN has recognized that IQAE designed a post-graduate diploma in quality assurance in tertiary education which can be conducted locally and internationally. IQAE is an active member in the IoBM linkage with APQN, AMDISA, CHEA, ASQ, INQAAHE, the Tallories network, etc.

IQAE, has been the focal agency to coordinate acquiring accreditation by NBEAC for IoBM's BBA and MBA programs, accreditation by the Pakistan Engineering Council (PEC) for its Engineering programs and is currently assisting in acquiring AACSB accreditation

IQAE is also responsible for developing policies, procedures, and their revisions. HEC utilizes the services of IQAE in its assessment of Institutional Performance Evaluations of other HEIs on a regular basis. Uploading of all IoBM programs on the e-portal (PQR) of HEC and HEDR statistics data management and reporting has been done successfully by IQAE.

IoBM has actively participated in three major global rankings: QS Ranking, THE Impact Ranking, and UI Green Matrix. In THE Impact Ranking, IoBM demonstrated strong performance, particularly in Sustainable Development Goals (SDGs) 17 (Partnerships for the Goals), 4 (Quality Education), 5 (Gender Equality), and 8 (Decent Work and Economic Growth). This showcases the institution's commitment to addressing global challenges and driving sustainable development. Additionally, IoBM's participation in the UI Green Matrix emphasizes its dedication to environmental sustainability and green campus initiatives. IoBM proudly holds a rank of 238 in the Asian University Rankings, reflecting its growing prominence in the region. This achievement highlights the institution's dedication to academic excellence and continuous improvement towards sustainability.

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## IoBM Research Office (IRO)

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At IoBM, we recognize that ground-breaking research is the cornerstone of academic distinction and societal impact. Our dedicated Research Office serves as a dynamic hub for fostering a vibrant research culture across the Institute. We are committed to supporting our faculty and students in producing relevant, high-quality research that addresses Pakistan's unique challenges and contributes to global knowledge creation. From providing guidance on research policies and funding opportunities to facilitating publications in top-tier journals and participation in prestigious conferences, the IoBM Research Office is dedicated to empowering our researchers at every stage of their journey. We strive to create a supportive environment where innovation thrives, collaboration flourishes, and research excellence is celebrated and rewarded.

The Office of the Research has been established to pursue following objectives:

- To establish a culture of research wherein research remains an integral component of academic activities at IoBM
- To ensure that IoBM research is relevant and sustainable in the context of Pakistan
- To encourage and facilitate IOBM researchers for publication and presentation of their research work in quality journals and quality conferences, respectively
- To support local efforts in growth of journals, hosting of conferences
- To benchmark, monitor, evaluate, and reward research work as well as recommend means to uplift research where necessary
- To maintain efficient and productive communication channels with relevant agencies, organizations, and offices for the support of IOBM research



# **ADMINISTRATIVE AND ACADEMIC REQUIREMENTS**

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## COMPREHENSIVE EXAMINATION

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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 their 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.

### Structure

The comprehensive examination is of a three hour duration divided equally into three segments and consisting of three case studies, each of a one hour duration.

The case studies/questions are related to all majors available to MBA students.

1. To pass the comprehensive examination, a students must get satisfactory grades in one of their majors and in one non-major. The examination is to be conducted thrice a year in the month of March, June and September. Students will be charged Rs. 5,000 as comprehensive examination fee. Passing the comprehensive examination is a mandatory requirement for obtaining the MBA degree.
2. 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 students have completed all course requirements and attained a CGPA of at least 3.0 in their program.
3. A refresher course will be arranged by EMEC in the month of August for students who will appear in the comprehensive exam in September and will be conducted by faculty from within IoBM or hired from outside. Students will be charged a nominal fee for attending the refresher course.

## PROCEDURE FOR SUBMITTING MS, MPhil & PhD THESIS

### MS / MPhil Thesis

- Candidates must pass NTS (50% or more marks in General Exam) or equivalent test taken by IoBM / GRE
- Candidates must pass 08 courses (24 credit hours) with a minimum CGPA of 3.0. D grades will not be considered
- Qualified candidates to inform MPhil program coordinator/ HoD to decide on a specialized area for research
- Candidates to suggest supervisor as per relevant area of interest
- BASR's decision to be shared with the candidate and supervisor in writing
- Candidates to submit thesis on a CD for plagiarism (19% acceptable) check to the program BASR Office (Reference section to be excluded from thesis)
- After Plagiarism check, candidates will submit four copies of final thesis to the BASR
- BASR to approve the examiners' names: 2 for Thesis Evaluation and 1 for Thesis Defense (equal number of alternative names will also be shared with the BASR) which will be provided by the supervisor
- Reports from the examiners to be directed to the respective Deans
- Dean to submit the report to BASR for recommendations (if any)
- Final copy of the thesis to be submitted to BASR for thesis defense
- Supervisor, coordinator, respective Dean, external examiner, relevant department faculty to form the thesis defense committee
- Candidates to defend the thesis through PowerPoint presentation
- Viva report to be submitted to the respective dean
- Dean to forward the examiners' report to BASR for the final approval of degree
- The Rector to confirm the award of the degree

### PhD Thesis / Dissertation

*For prescribed forms and details, refer to PhD manual for students*

- Candidates must pass NTS (60% or more marks in subject exam) or equivalent test i.e. GRE or by IoBM
- Candidates must pass 06 courses (18 credit hours) with a minimum CGPA of 3.0. D grades will not be considered
- Qualified candidates to inform PhD program coordinator/HoD to decide on a specialized area for research
- Candidate to suggest supervisor as per relevant area of interest
- BASR's decision to be shared with the candidate and supervisor in writing
- Candidates to submit thesis on a CD for plagiarism (19% acceptable) check to the BASR Office (Reference section to be excluded)
- After Plagiarism check, candidates submit four copies of final thesis to the BASR Office
- BASR to approve the examiners' names: Two international thesis evaluators and one national evaluator (equal number of alternative names will also be shared with the BASR committee members) which will be provided by the supervisor
- Reports from the examiners to be directed to the respective deans
- Dean to submit the report to BASR for recommendations (if any)
- Final copy of the thesis to be submitted to BASR for thesis defense.
- Supervisor, coordinator, respective dean, external examiners, relevant department faculty to form the thesis defense committee
- Candidates to defend the thesis through PowerPoint presentation
- Examiners' report to be submitted to the respective dean
- Dean to forward the examiners' report to BASR for final approval of degree
- The Rector to confirm the award of the degree

## 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 experiential learning, cooperative learning, directed class discussions and activities in critical thinking.

- Experiential learning methodology enables industry engagement through “learning by doing” approach. Adoption of experiential learning in all programs is a strategic initiative of IoBM.
- The case method of instruction continues to be a significant classroom teaching strategy at IoBM with a view to integrating the 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.

### 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	4.00
A	91-95	3.89
A-	87-90	3.78
B+	84-86	3.67
B	79-83	3.33
B-	74-78	3.00
C+	68-73	2.75
C	65-67	2.67
C-	62-64	2.50
D	60-61	1.75
F	<60	0.00

Grade points are assigned to the given grades for calculation of the cumulative Grade Point Average (CGPA).

## 'I' Grade Policy

**Eligibility criteria for approval of 'I' grade:** Student missing final examination of a course due to a genuine reason, for example, serious illness/death in immediate family or official assignment may apply for 'I' grade with documentary evidence.

**Conditions for I grade :** Absences should not exceed the allowed limit; marks obtained in 1st & 2nd hourlies/midterm and final exam should be at least 60% and I grade processing fee of Rs.1000/= per course to be paid. Marks obtained should be at least 60% 'I' grade final exam otherwise 'I' grade will be changed to F grade.

## Weightage Policy

**Eligibility criteria for approval of Weightage :** Student missing any of the two hourly examination of a course due to a genuine reason, for example, serious illness/death in immediate family or official assignment may apply for weightage with documentary evidence.

**Conditions for weightage :** Absences should not exceed the allowed limit; marks obtained in final examination should be at least 60% and weightage processing fee of Rs.2000/= per course to be paid.

## Rechecking Policy

**Eligibility criteria for Rechecking :** After the final exam results have been posted, a student can apply for rechecking of final exam answer script/term project.

**Conditions for rechecking :** Absences should not exceed the allowed limit; marks obtained in 1st & 2nd hourlies/midterm and final examination should be at least 60% and rechecking processing fee of Rs.1000/= per course to be paid.

Note: Detailed policies are available on website in examination section.

## Leave for Absences

A student shall apply for leave for his/her absence from class in advance, duly supported with concrete evidence, for approval of the Rector. Following tables shows the approved absences for a course during a semester.

Regular Semester:	Approved Absences:
Weekdays	4 days
Weekend	2 days
Summer Semester:	
Weekdays (Crash)	3 days
Weekend	2 days

The above absences are allowed on account of serious illness or emergencies and after approval by the Rector.

If a student accumulates more than the approved number of absences in a course, he/she will automatically be awarded an "F" grade in that particular course.

A student will not be eligible to apply for weightage or 'I' grade in case the absences exceed the allowed limit.

In case of a severe constraint, a student may apply for condoning of excess absences supported with concrete evidence to Academics Officer, who will forward the application along with evidence and attendance record duly verified by him, to the Rector for approval. After the Rector's approval, the student will have to sign an attendance undertaking.

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## DISCIPLINE

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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 as may be considered expedient for effectively maintaining the highest standards of conduct. 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 the above-mentioned regulations.

## The Disciplinary Committee

The Disciplinary Committee, IoBM, comprises a Chairman, Vice President, FHE & Chief Advisor IoBM, Academic Heads of Departments, Controller of Examinations, and other members notified by IoBM. If the Disciplinary Committee is satisfied that a student is guilty of breach of conduct it may:

1. impose a fine of such amount as it thinks fit;
2. order the student to pay compensation to any person or body suffering injury, damage, or loss as a result of the student's conduct;
3. make an order banning the student from specified premises or facilities for a certain period or on such terms as it thinks fit;
4. rusticate the student for such period as it thinks fit;
5. expel the student;
6. 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.

## ATTENDANCE POLICY

- If students know they will miss a class (for a valid reason), they should be required to inform the instructor in advance and provide appropriate documentation.
- Students need to submit the required documents for medical reasons, family emergencies, and participation in university-related activities.
- Students must maintain a minimum attendance requirement to be eligible for exams.

*Important Note: Regular absences are not to be taken without valid reasons. Exhausting regular allowed absences without justification does not entitle a student to automatic additional absences.*

Category	Regular Policy <sup>1</sup>	Umrah Leaves <sup>2</sup>	Sports Activities <sup>3</sup>	Medical Issues <sup>4</sup>	Other Issues (Compassionate Grounds) <sup>5</sup>
Weekday Classes (1.5 hours)	4 absences allowed (Maximum 6 hours)	Included in regular absences (No special Permission)	Regular policy + 1 additional (with Head of Sports approval and proper documentation)	Regular policy + up to 2 additional (with proper medical documentation)	Regular policy + up to 1 additional with documentation
Weekend Classes (3 hours)	2 absences (Maximum 6 hours)				
Summer Session	Maximum 6 hours				

### 1. Regular Policy<sup>1</sup>:

- Weekday Classes (1.5 hours): Students are allowed to avail 4 absences.
- Weekend Classes (3 hours): Students are allowed to avail 2 absences.
- Summer Classes: Students are allowed to avail 6 Hours only.

### 2. Umrah Leaves<sup>2</sup>:

- Umrah leave of TWO weeks (FOUR absences) for weekdays and (TWO absences) for weekend are allowable for a course on production of sufficient evidence, and are subject to the approval by the Relevant HoD. Total absences, however, should not exceed the allowed absence limit.
- There are no extra leaves allotted for Umrah. Students need to plan their Umrah within the allowed regular absences.

### 3. Sports/Society Activities<sup>3</sup>:

- The Head of Sports/society adviser must justify and approve absences due to official sports activities. Student must plan their regular absences accordingly
- For Weekday classes: regular policy 1 additional absence permitted.
- For Weekend classes: regular policy + 1 additional absence permitted.

### 4. Medical Issues<sup>4</sup>:

- Absences due to medical emergencies require hospital documents, lab reports, diagnoses, and prescriptions from registered doctors; diagnoses written on the prescription are not allowed.
- For Weekday and Weekend classes: 2 additional absences may be adjusted, subject to the severity and documentation of the medical emergency.

### 5. Compassionate Grounds<sup>5</sup> (for situations like the death of an immediate family member or marriage (own)).

- One additional absence may be considered under compassionate grounds for both Weekday and Weekend classes.



#### Note:

- If a student accumulates more than the approved number of absences in a course, he/she will automatically be awarded an "F" grade in that particular course.
- A student will not be eligible to apply for weightage/special "I" grade or "I" grade in case the absences exceed the allowed limit.
- In case of the circumstances beyond the control of students, Rector may condone further absences, case to case bases.

#### Hajj leave:

- Hajj leave of THREE weeks (SIX absences) for weekdays and (THREE absences) for weekend are allowable for a course on production of sufficient evidence, and are subject to the approval by the Dean. Total absences, however, should not exceed the allowed absence limit.

## DRESS CODE POLICY

### A. For Female students:

- At least mid-thigh shirts should be worn with pants ,although knee-length shirts are desirable and preferred. Tucked in shirts with pants or jeans will be treated as a dress code violation.
- Ripped jeans are not allowed.
- Tights to be worn only with closed slit long shirts, otherwise to be avoided ,if worn in an exposed and indecent manner, as judged by the Proctor.
- All sort of revealing and indecent dress-up is not permitted.
- Trousers and shalwars above ankles are to be avoided.
- Clothes offensive in terms of cuts and style ,or by way of messages printed on them are to be avoided.
- Only light make-up, jewelry and perfume is permitted.

### B. For Male Students:

- Only full-length trousers, jeans and shalwars are allowed. Track/sports lowers ,Bermudas and shorts are strictly not allowed.
- Footwear: Slippers are strictly not allowed . Dress shoes and shoes with back-strap are allowed.
- Male students are advised to maintain a proper hair-cut and refrain from piercing their ears and faces
- Offensive messages printed on shirts are not permitted.
- Ripped jeans are not allowed.

## Grade Improvement Policy

- Institute provides an opportunity to the students for improvement of CGPA if it is below 2.5 in undergraduate and 3.0 in Graduate program. Student wishing to improve his grade in any course is eligible to reappear in that course with exemption in attendance provided he has secured at least C- in that course in undergraduate and C in Graduate program.
- Student will only appear in both hourlies (30 marks) or midterm (30 marks) and final exam (40 marks), of the subject course.
- Grade and GPA will be determined on the basis of aggregate marks secured in both the hourlies or Midterm (30) and final exam (40) out of total 70 marks.
- Previously obtained Marks and grade will be compared with the new one and whichever is greater will be considered for CGPA.
- 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 repetition of a course, credit hours are applied towards a degree only once. In case of third time repeat, Rector is authorize to allow, based on case to case bases.



- Duration of graduation period might be extended due to repeat courses.
- BBA (Honors) 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 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 for a student to receive the degree. MBA and MS students are required to repeat those courses in which they receive F and D grades.

### **Below Good Standing Policy**

As per Institute of Business Management (IoBM) Policy, admission will be cancelled on the following grounds:

- Bachelor's students scoring a CGPA below 2.00 for two consecutive semesters and Summer Crash in an academic year
- Master's (Regular Program) students scoring a CGPA below 2.5 for two consecutive semesters and Summer Crash in an academic year
- Master's weekend and evening program students scoring a CGPA below 2.5 for three consecutive semesters in an academic year (which includes three regular semesters)

Please note that if you have a below good standing CGPA, you cannot take semester gap/s unless approved by ED / Registrar.

### **Rounding Off Policy**

Grading scales as prescribed by the institute are without decimal points and same have to be followed for the grade book in CMS (Smartz). Some of the faculty members indicates aggregate marks of a course in the grade book in decimal point that creates confusion in assigning letter grades.

Following method needs to be adopted:

1. In case the number to the right of decimal place is 0.50 or higher than 0.50, round it off and increase the aggregate marks by 1.
2. Where number to the right of decimal place is less than 0.50 drop it off with no change in aggregate marks to left of decimal point.

Please follow this rounding off method invariably for Grade Book in CMS (Smartz) for convenience in assigning the letter grade.

## EXAMINATION NORMS

Each semester has two hourly exams (6th & 11th week) or single midterm (8th week) and final exam in the (17th & 18th week). Mark distribution is explained to the students at the beginning of the semester. Traditionally, 15 marks are given for each hourly/30 marks for single midterm 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 so desires.

In its pursuit of excellence, IoBM believes in providing a congenial atmosphere to the students during exams in order to get them to perform at an 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 as follows:

- 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 reach their exam location and be seated at least 10 minutes prior to the exam time. Late comers will be made to wait for five minutes in case of hourlies and 15 minutes in the final exam before they are allowed entry. Students arriving late by more than 15 minutes will not be allowed to appear in the exam.
- As per Institute's policy, all question papers are to be returned along with answer scripts.
- Students are required to bring their own stationary and calculators as no lending or borrowing is permitted during examinations.
- Programmable calculators or other kinds 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 hourly/single midterm and final examinations. There would be no N-1 given to a student. All students must take both the hourly/midterm exams, 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 to ensure the market credibility of the Institute's 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
- Using cell phones, programmable calculators or any other kind of electronic devices during an examination
- Using cheat sheet during an examination
- Material written on palm, hand or any other part of the body

***IoBM is a 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. Use of drugs is a serious offense and any student found guilty will be rusticated permanently.***

# **ADMISSION AND FINANCE**

## ADMISSION DEPARTMENT

Admissions Department performs various functions to admit eligible and quality students. These functions are performed with full transparency and accuracy while maintaining due confidentiality of personal data of all potential candidates for admission.

Admissions Department ensures that admissions are purely merit based depending upon the candidates' scholastic achievements, performance in aptitude tests and interviews.

Admission to IoBM is on a highly competitive basis, and only those who compete successfully on merit 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:

### Eligibility for entrance to Bachelor's Programs:

The admission for Bachelor's Programs would be based on the following:

- A Higher Secondary School (HSC) Certificate with at least 55%\* marks awarded by a recognized Provincial Intermediate Board
- 3 A-Levels with at least 2C grades, Urdu will be accepted as a 3rd subject and not as a grade as long as the candidate has passed the course
- American High School Diploma with CGPA 2.5 or any other equivalent diploma
- Any other qualification if an authority has issued an equivalence certificate with minimum 55%
- IBCC equivalence may be required for A-Level and other foreign qualifications

#### In addition:

- At least 5C grades in O-Level exams (you need a total of eight subjects including: English, Urdu, Islamiyat, Pakistan Studies, and Math's as compulsory subjects and three electives)
- IBCC equivalence may be required for O-Level and other foreign qualifications
- Minimum 55% marks in SSC or equivalent
- Success in aptitude test and the panel interview conducted by IoBM

### Exemption from Aptitude Test on SAT-1

The applicant can apply for exemption in appearing in the IoBM Aptitude Test:

- A score of 550 (out of 800) in Mathematics
- A score of 550 (out of 800) in Evidence-Based Reading and Writing

Total score of 1100 is required for the exemption

*\*Subject to revision by the IoBM Management*

### Programs List:

- BBA (Honors)
- BS Joint (Honors) Accounting and Finance
- BS Joint (Honors) Economics and Finance
- BS Business Psychology
- BS (Honors) Accountancy, Management and Law
- BS (Honors) Media Studies
- BS Entrepreneurship
- BS Supply Chain Management
- BS Economics
- BS Technology Management
- BS Psychology

### Eligibility for entrance to the undermentioned Bachelor's Programs:

- BS Computer Science
- BS Data Science
- BS Actuarial Science and Risk Management
- BS Mathematics and Economics
- BS Software Engineering

The admission in these Programs would be based on the following:

- A Higher Secondary School (HSC) Pre-Engineering Certificate with at least 55%\* marks awarded by a recognized Provincial Intermediate Board
- 3 A-Levels with atleast 2C grades including Mathematics subject, Urdu will be accepted as a 3rd subject and not as a grade as long as the candidate has passed the course
- American High School Diploma with CGPA 2.5 or equivalent
- Recognized Overseas Equivalence Diploma
- Any other qualification if an authority has issued an equivalence certificate with minimum 55%
- Students from pre-medical track will be required to complete few additional courses
- For BS Actuarial Sciences and Risk Management students other than pre-engineering group will be required to complete additional deficiency courses

### In addition:

- Atleast 5C grades in O-Level exams (you need a total of eight subjects including: English, Urdu, Islamiyat, Pakistan Studies, and Math's as compulsory subjects and three electives)
- IBCC equivalence is required for O-Level, A-Level and other foreign qualifications
- Minimum 55% marks in SSC or equivalent
- Success in aptitude test and the panel interview conducted by IoBM

### Exemption from Aptitude Test on SAT-1

The applicant can apply for exemption in appearing in the IoBM Aptitude Test:

- A score of 550 (out of 800) in Mathematics
- A score of 550 (out of 800) in Evidence-Based Reading and Writing

Total score of 1100 is required for the exemption

*\*Subject to revision by the IoBM Management*



## Eligibility for entrance to BE Electrical Engineering Program:

The admission for Engineering Programs would be based on the following:

- A Higher Secondary School (HSC) Pre-Engineering Certificate with at least 60%\* marks awarded by a recognized Provincial Intermediate Board
- 3 A-Levels with atleast one C grade either in Mathematics, Chemistry and Physics
- American High School Diploma with CGPA 2.5 or any other qualifications
- Any other qualification if an authority has issued an equivalence certificate with minimum 55%
- IBCC equivalence certificate will be required for A-Levels and other foreign qualifications

### In addition:

- Atleast 5 C grades in O-Level exams (you need a total of eight subjects including: English, Urdu, Islamiyat, Pakistan Studies, and Math's as compulsory subjects and three electives)
- IBCC equivalence may be required for O-Level and other foreign qualifications
- Minimum 55% marks in SSC or equivalent
- Success in aptitude test and panel interview

### Exemption from Aptitude Test on SAT-1

The applicant can apply for exemption in appearing in the IoBM Aptitude Test:

- A score of 550 (out of 800) in Mathematics
- A score of 550 (out of 800) in Evidence-Based Reading and Writing

Total score of 1100 is required for the exemption

*\*Subject to revision by the IoBM Management*

## Eligibility for entrance to B.Ed. Programs:

### B.Ed. (Honors) 1.5 years Weekend Program:

For admission in the B.Ed (Honors) 1.5 years Weekend program, the candidate must possess:

16 years of Education (MA / MSc / MCom or equivalent degree) in any discipline like Sciences, Social Sciences, Humanities and others, with at least 45% or 2.00 CGPA out of 4 from a University/Institution recognized by HEC.

### B.Ed. (Honors) 2.5 years Weekend Program:

For admission in the B.Ed (Honors) 2.5 years Weekend program, the candidate must possess:

14 years of education (BA / BSc / BCom or equivalent degree), with minimum 45% or 2.00 CGPA out of 4 from a University/Institute recognized by HEC.



### **Exemption from Aptitude Test on SAT-1**

The applicant can apply for exemption in appearing in the IoBM Aptitude Test:

- A score of 550 (out of 800) in Mathematics
- A score of 550 (out of 800) in Evidence-Based Reading and Writing

Total score of 1100 is required for the exemption

*\*Subject to revision by the IoBM Management*

### **Eligibility for MBA (offered in Morning):**

*Please refer to Page No. 46 for specializations*

**The admission for this program would be based on the following:**

- Sixteen years of Education in Arts, Science, Law, Commerce, Engineering, Medicine, Pharmacy or any other degree with high second division or equivalent from HEC/Provincial Government approved Institutes/Colleges/Universities in Pakistan.
- A final qualification examination of a professional body recognized by the Higher Education Commissions of Pakistan, for example, ACMA, CA, ACCA (HEC equivalence / membership certificate required)
- Four years overseas Bachelor's degree or equivalent recognized by HEC

**In addition:**

- Minimum 55% marks in overall academic career in annual examination system or 5C's in O-Level and 3 A-level with minimum 2C's excluding General Paper and Urdu or equivalent
- Minimum CGPA 2.5 on a scale of 4 in semester system (CGPA will be considered, if both CGPA & Percentage are mentioned in the Transcript)
- Success in aptitude test and interview conducted by IoBM

*Eligibility criteria is subject to revision by the IoBM Management.*

### **Eligibility for MBA (offered on Weekends/Evening):**

*Please refer to page No. 46 for specializations*

The admission in MBA (offered on Weekends/Evening) would be based on the following:

- Sixteen years of Education in Arts, Science, Law, Commerce, Engineering, Medicine, Pharmacy or any other degree with high second division or equivalent from HEC/Provincial Government approved Institutes/Colleges/Universities in Pakistan
- A final qualification examination of a professional body recognized by the Higher Education Commissions of Pakistan, for example, ACMA, CA, ACCA (HEC equivalence certificate required)
- Four years overseas Bachelor's degree or equivalent recognized by HEC

**In addition:**

- Minimum 55% marks in last qualification in annual examination system
- Minimum CGPA 2.5 on a scale of 4 in semester system (CGPA will be considered, if both CGPA & Percentage are mentioned in the Transcript)
- Success in aptitude test and interview conducted by IoBM
- Candidates once admitted, not having a four year degree in business management/commerce will attend a Bootcamp of six weeks before the semester begins



## Eligibility for MSc Organizational Psychology and HRM:

The admission in this program would be based on the following:

- Sixteen years of Education in Arts, Science, Law, Commerce, Engineering, Medicine, Pharmacy or any other degree with high second division or equivalent from HEC/Provincial Government approved Institutes/Colleges/Universities in Pakistan
- A final qualification examination of a professional body recognized by the Higher Education Commissions of Pakistan, for example, ACMA, CA, ACCA (HEC equivalence certificate required)
- Four years overseas Bachelor's degree or equivalent recognized by HEC

### In addition:

- Minimum 55% marks in last qualification in annual examination system
- Minimum CGPA 2.5 on a scale of 4 in semester system (CGPA will be considered, if both CGPA & Percentage are mentioned in the Transcript)
- Success in aptitude test and interview conducted by IoBM
- Candidates once admitted, not having a four year degree in business management/commerce will attend a Bootcamp of six weeks before the semester begins

## Eligibility for entrance to MS/MPhil Programs:

The admission in MS/MPhil Programs would be based on the following:

- Sixteen years of education in relevant field with high second division or equivalent from HEC recognized Institutes/Universities in Pakistan

OR

- Four years overseas Bachelor's degree or equivalent recognized by HEC

### In addition:

- Minimum 55% marks in overall academic career in annual examination system or 5C's in O-Level and 3 A-level with minimum 2C's excluding General Paper and Urdu or equivalent
- Minimum CGPA 2.5 on a scale of 4 in semester system (CGPA will be considered, if both CGPA & Percentage are mentioned in the Transcript)
- Candidates must score minimum 50% marks in NTS/ETC test
- Success in panel interview conducted at IoBM

### Programs List:

- MS Business Management
- MS Computer Science
- MS Mathematics and Scientific Computing
- MS Statistics and Scientific Computing
- MS Engineering Management
- MS in Electrical Engineering
- MS in English-Applied Linguistics
- MS in Economics
- MPhil in Education
- MPhil in Organizational Psychology

## Admission Requirements for PhD Programs:

- Candidate having 18 years of education from an HEC recognized university is eligible to apply. For admission into the PhD program, minimum CGPA 3.0 on scale of 4 or first division in MPhil/MS/ degree is required
- Minimum CGPA 3.0 is required for candidates having MBA or equivalent degrees. They will have to do pre-requisite courses recommended by the committee (HEC equivalence certificate required)
- Students with HEC recognized professional degrees i.e., ACMA, CA, ACCA may also apply subject to equivalence certificate issued by the HEC

### In addition:

- Minimum 55% marks in overall academic career in annual examination system or 5 Cs in O-Level and 3 A-Levels with atleast C grades in any subjects
- Success in interview
- Candidates must score minimum 60% marks in NTS/ETC test

### PhD Eligibility Policy:

#### 1) MS with relevant degree

18 Credit Hours of Courses plus 30 Credit Hours of Thesis

#### 2) MS with irrelevant degree

Minimum 12 Credit Hours of deficiency Courses (from BS approved by Doctorial Committee) plus 18 Credit Hours of Courses plus 30 Credit Hours of Thesis

### Program List

- PhD in Business Management
- PhD in Economics
- PhD in Education
- PhD Computer Science
- PhD Statistics & Scientific Computing

### Policy and Procedure for Transfer of Credit Hours

Students desiring credit transfer in a specific degree program will be required to submit application along with their transcripts and course outlines/descriptions soon after their admission formalities have been completed. The request for transfer of credit hours will be reviewed if the previous program was incomplete and courses were done during the last three years. The credit equivalence committee (CEC) will examine such cases and decide accordingly, keeping in view the following:

- All requests must be for the same level of program. Courses completed in Bachelor's program cannot be considered for Master's program
- The credit hours will not be considered from program which has been completed and the student has been graduated.
- Transfer applications can be submitted once and atleast two weeks before commencement of the first semester, late applications for transfer of credits will not be considered nor any second application will be accepted.
- Student will be required to submit the application along with course outlines and an official transcript
- Student must have secured B or better grade as per the IoBM grading plan in each course meant to be transferred and the course title /outline must match with IoBM course plan. However, the decision of the subject specialist or Credit Equivalence Committee will be final.



- The Committee has the right to reject any course or an application
- Maximum of three courses can be transferred in PhD programs
- Maximum of four courses can be transferred in MPhil/MS programs
- Maximum courses of two semesters can be transferred in Bachelor's / MBA Programs from highly reputed and HEC recognized institutes of Pakistan and abroad. However, each case will be reviewed separately and the decision will be taken considering the grades and the reasons for the transfer

## Re-Admission and Continuation Policy

- Students who stop attending classes at the Institute, for any reason, without informing the concerned authorities about their absence for more than one semester, their admission shall be suspended.
- Admissions can be deferred for maximum of two semesters with justification and approval of the Chief Advisor, IoBM.
- Any relaxation not beyond two years is subject to approval of Chief Advisor, IoBM.
- Students who complete their Bachelor program from IoBM are eligible to register for MBA if there were no any disciplinary issues. However, if security deposit has been withdrawn, candidates may apply for restoration of admission to office of the Chief Advisor, IoBM.
- Students dropped due to below good standing (for Master's program below 2.5 CGPA and for Bachelor's below 2 CGPA) may also apply for re-admission and to qualify both the entry test and interview.
- Students dropped out from the Institute for any reason will not be considered for enrollment as an external candidate
- On successful completion of readmission process in undergraduate and graduate program: the degree/transcript section will consider transfer of previous courses completed in IoBM based on grades and their relevancy.
- A MPhil or a PhD student dropped due to below good standing / time barred or absent for more than two years and CGPA is below 3.00, may also apply for readmission and to qualify both the entry test and Interview.
- After readmission, the student will follow current program structure and obsolete courses will not be considered. However, the Program Head and OGS Office may recommend transfer of previous courses having minimum C+ grades to degree/transcript section for consideration.
- The students dropped out due to below good standing CGPA (Master's program below 2.50 and for Bachelor's below 2.0) may apply for re-admission. After successfully completing readmission procedures, students are required to submit a copy of the readmission letter issued by the Admissions Department to the Office of the Registrar for transfer of course(s). For Bachelors all the similar courses of the last four years passed with "Grade C" and above are transferred, whereas for Masters all similar courses of the last four years passed with "Grade C+" and above are considered.
- If a student willingly transfers from one program to another program with a good standing CGPA, he/she will be required to approach the Admission Department and fulfill the readmission requirement. The relevant courses of the last four years with 'C' and above grades for Bachelors and 'C+' and above grades for Masters will be transferred to his/her credit. All such transfers are to be documented in the transcript.

# SCHOLARSHIPS AND 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. Financial assistance is provided to students on the basis of merit and need. Currently, about 25% of the students are receiving some form of financial aid and scholarships. Special scholarship programs are available under CSR activity for deserving students of selected districts in Sindh through IoBM Outreach Program, TCF Alumni Program and Kiran Foundation.

### President's Merit Scholarship

This scholarship is awarded to students who uphold the specified CGPA throughout an academic year:

#### Programs

Undergraduate students  
Graduate students (Weekdays)  
Graduate students (Weekends/Evening)

#### Eligibility Criteria

CGPA 3.75 with minimum 5 courses or 15 credit hours  
CGPA 3.80 with minimum 5 courses  
CGPA 3.80 with minimum 4 courses

The tuition fee waiver is 50%.

### Merit Scholarships

IoBM offers Merit Scholarships to its meritorious students which is 50% of the tuition fee and automatically renewed for the next semester, subject to maintaining the mentioned below criteria in regular semesters.

#### Programs

Bachelors  
MBA (offered on Weekends/Evening)  
MPhil / MS\*  
PhD\*

#### Eligibility Criteria

Semester GPA 3.60 and CGPA 3.50 with minimum 15 credit hours  
Semester GPA 3.70 and CGPA 3.60 with minimum 04 courses  
Semester GPA 3.70 and CGPA 3.60 with minimum 2 courses  
Semester GPA 3.80 and CGPA 3.70 with minimum 2 courses

### Educational Assistance on Need cum Merit

IoBM grants Educational Assistance (EA) to its regular students. It is a 50% waiver of the tuition fee and is automatically renewed for the next semester, subject to maintaining the mentioned below criteria in regular semesters.

#### Programs

Bachelors  
MBA (offered on Weekends/Evening)  
MS / MPhil \*

#### Eligibility Criteria

Semester GPA 2.80 and CGPA 2.50 with minimum 15 credit hours  
Semester GPA 3.20 and CGPA 3.00 with minimum 4 courses  
Semester GPA 3.20 and CGPA 3.00 with minimum 4 courses

*\* Only applicable on tuition fee.*

*"D" and "F" grades are not allowed.*

### Educational Assistance on Need

IoBM grants Educational Assistance (EA) to its regular students. It is a 50% waiver of the tuition fee and is automatically renewed for the next semester, subject to maintaining the mentioned below criteria in regular semesters.

#### Programs

Bachelors  
MBA (offered on Weekends/Evening)

#### Eligibility Criteria

Semester GPA and CGPA 2.50 with minimum 15 credit hours  
Semester GPA and CGPA 3.00 with minimum 4 courses

**Important: Please note that a survey of your House/Apartment is mandatory.**

*"D" and "F" grades are not allowed.*



## Sports Scholarship

Sports scholarship awarded to the students who have achievements at a regional, national or international level in the last 8-12 months and are the active player of the IoBM sports team. After the endorsement of a student's application by the HoD sports, scholarship is awarded to the student which is 50% of tuition fee.

### Programs

Bachelors  
MBA (offered on Weekends/Evening)

### Eligibility Criteria

Semester GPA and CGPA 2.50 with minimum 15 credit hours  
Semester GPA and CGPA 3.00 with minimum 4 courses

**Important: Please refer to the website for details regarding the required sports achievements.**

"D" and "F" grades are not allowed.

## Program Promotional Waiver

B. Ed (1.5 and 2.5 years) GPA 2.5 with minimum 12 credit hours or 4 courses in a semester

## External

### Endowment Fund

Various endowment funds have been set up by IoBM, public and private donors to provide financial assistance for students who deserve and in need.

### Following external financial assistance are being provided to students:

- Bashir Janmohammad CCSIS Endowment Fund
- Dr. Ahmer Syed Karim Endowment Fund
- IoBM Endowment Fund
- Lucky Cement Scholarships
- Shan Foods Endowment fund
- Mitsubishi Corporation Scholarships
- Ms. Sabina Mohsin Endowment Fund
- Mehbooba and Syed Karim Uddin Ahmed Endowment Fund
- Student Scholarship Fund
- Sindh Educational Endowment Fund (SEEF), Govt. of Sindh
- Faysal Bank Zakat Fund
- Pakistan Stock Exchange (PSX) Endowment Fund

### Scholarships are also available on reciprocal basis to:

- Bilkent University, Turkey
- University of Florence, Italy
- University of Kuala Lumpur, Malaysia
- Guilin University of Technology, China
- Institute of Business Studies RANEP, Russia
- MacQuarie University, Australia
- Nagoya University of Commerce and Business, Japan
- Hanyang University, South Korea
- Erfurt University, Germany

## FEE STRUCTURE\*

### Sindh Sales Tax:

It is to inform you of the imposition of Sindh Sales Tax (SST) on education services under Tariff Heading 9857.0000, as enacted in the Finance Act, 2024. In accordance with this legislation, a 3% SST will be levied on the total annual fee exceeding Rs. 500,000/- effective from 1st July 2024. The term "fee" encompasses all types of fees and charges. This tax will be collected directly from each student whose fee liability exceeds the specified threshold.

### Admission Fee:

One- time Admission fees, non-refundable and non- transferable, of Rs.50,000/= will be charged.

The fee structure for various degree programs, per semester, is as follows:

	Registration Fee	Tuition Fee* (per course)	Fee on the basis of Per Credit Hour	Tuition Fee Full Load	Total Fee* (per semester)
All Bachelor's Programs	10,000.00	26,730.00	8,910.00	160,380.00	170,380.00
All Master's (Weekend / Evening) Programs	10,000.00	28,800.00	9,600.00	172,800.00	182,800.00

\* Subject to change

### Note:

Additional fee will be charged for remedial (non-credit) courses such as MTH100 or COM010 which have to be taken by those students who have not been able to reach the desired level of competence in the relevant section of the admission test.

- Rs. 25,000.00/- will be additional per semester for usage of Media Studios and Labs for BS Media Studies Program
- Rs. 53,460.00/- will be additional Lab Charges for BE Electrical Engineering in Electronics and Telecommunication program.
- Rs. 53,460.00/- will be additional Lab Charges for BS Computer Science and BS Software Engineering program.
- Rs. 20,000.00/- will be charged for MBA Boot Camp for MBA students joining IoBM for the first time.

MBA (Weekend / Evening) students, planning to take less than a full load, would be charged registration and tuition fees accordingly.

Post Graduate Programs	Registration Fee (1-2 Courses)	Tuition Fee Per Course	Thesis, External Examiner, Viva Voce, Exam, Supervisors and Foreign Examiner Fee
MS / MPhil Programs	3,500.00	19,470.00	100,188.00
PhD Programs	5,000.00	21,120.00	506,000.00

The registration duration of thesis is one year (3 consecutive semesters) after 3rd semester. Students will be required to get themselves re-registered in thesis by paying registration fee and one course fee for the subsequent semesters.



## Convocation Fee:

Rent for gown and cap with mask (mask is nonreturnable)	1,000.00
Degree folder including degree cost	4,500.00
Physical arrangement and lunch cost for the Graduate only	4,500.00 approximately
Brochure	500.00
Administrative charges	1,500.00
<b>Convocation Fee</b>	<b>1,2000.00</b>

Security deposit for the gown and cap (refundable)	5,000.00
Convocation fee	12,000.00
<b>Total amount with security deposit</b>	<b>17,000.00</b>

### Note:

- *Rs. 5,000.00 will be refunded after the gown and cap are returned in good condition*
- *The catering and physical arrangements costs for parents will be communicated after finalizing the quotation.*

## HEC NATIONAL FEE REFUND POLICY

### 1. Cancellation / Withdrawal

- 1.1. Students canceling or withdrawing from a program of study may be entitled to a refund of Tuition Fee. Generally, those students will qualify for a refund whose request for a fee refund falls under one of the categories:
  - i. Personal Emergencies.
  - ii. Health Reasons,
  - iii. Care of and medical reasons for Family Members.
  - iv. Legal/Immigration Matters.
  - v. Delay in admission in other Universities.
  - vi. Other (these reasons will be considered on an individual case basis).
- 1.2. If a student is required to leave the program due to non-fulfillment of entry/admission requirements upon official announcement of examination results, he/she will be eligible for a 100% tuition fees refund, provided that he/she submits the examination result within seven(7) days of announcement of results.

### 2. Postponement

- 2.1. The Tuition Fee can be carried forward and utilized for the following subsequent semester if a student seeks postponement of his/her studies within Two (2) weeks of the commencement of the semester.
- 2.2. However, after the above-mentioned time frame, any request for the Tuition Fee to be carried forward shall only be permitted on medical grounds, duly verified by a medical officer of the University or by a Doctor of a Government Hospital. The HEI, however, may inquire about the authenticity/validity of the medical certificate/advice of the doctor.

### 3. REFUNDABLE FEE

#### 4. Tuition Fee:

- 4.1. Application for a refund of Fee can be made by completing the appropriate form and submitting the proof of payment. Any refund will be paid to the student or his/her parents/guardians/ sponsoring body.



4.2. The refund amount of Tuition Fee is subject to the following schedule:

Timeline	Percentage of Fee
Upto 10th day of commencement of classes	100% fee refund
Upto 15th day of commencement of classes	80% fee refund
Upto 20th day of commencement of classes	60% fee refund
Upto 30th day of commencement of classes	50% fee refund
31st day onwards of commencement of classes	No Refund

*Note: The timelines for refund of tuition fee are inclusive of the weekends.*

**5. Laboratory Fee:**

The Laboratory fee contains the following types:

- Computer Laboratory: Compulsory for all students
- Science Laboratory: Compulsory for all students who enroll in one or more science subjects such as Biology, Chemistry, Physics etc.
- Engineering Laboratory: Compulsory for all engineering students.
- Medical Laboratory: Compulsory for Medical and Health Sciences students.
- Other Laboratory: Compulsory for students
- The laboratory fee is 100% refundable minus (-) the days a student has availed of that facility(es).

**6. Library Fee:**

- 6.1. The library/digital library fee is completely refundable.

**7. Transport Fee:**

- 7.1. The fee submitted for transportation is completely refundable.  
7.2. The transport fee is 100% refundable minus (-) the days a student has availed of that facility(es).

**8. Utilities Fee:**

- 8.1. The fee submitted for utilities/services is completely refundable.  
8.2. The Utilities fee is 100% refundable minus (-) the days a student has availed of that facility(es).

**9. Security/Deposit Fee:**

- 9.1. Payable by all new students together with the first-semester tuition fee, this fee is refundable after deductions are made for the damage/loss (if any) caused by the student.  
9.2. The deposit is fully refundable after the student has completed his/her duration of studies or has withdrawn/transferred to another university.

**10. Examination Fee:**

- 10.1. The fee submitted as an examination fee is completely refundable.

**11. Fee for Curricular/Co-Curricular Activities:**

- 11.1. The fee submitted for curricular, co-curricular, extra-curricular, sports, tours, field trips etc. activities is completely refundable.

The Curricular/co-curricular, extra-curricular, fee is 100% refundable minus (-) the days a student has availed of that activity(es).



**12. Fee Transfer:**

- 12.1. A student who transfers to another program within the university will be eligible for fee transfer to the new program. If there's difference of fee in between the two programs of that university than:
- a. In case the fee difference is Positive then the difference will be paid by the student.
  - b. In case the fee difference is negative then the difference will be paid to the student.

**13. NON-REFUNDABLE FEE**

**14. Admission Fee:**

- 14.1. The fee paid as an admission fee is nonrefundable.
- 14.2. However, it may be noted that in case, a student paid admission fee in one of the constituents/affiliated colleges of the university, and he/she/transgender is also offered admission in another college in the same program, then the admission fee paid to the earlier college is to be transferred to the later college in respect of that student.

**15. Registration/Application Fee:**

- 15.1. Any Fee, payable at the time of initial application is non-refundable under any circumstances.

**16. No Refund:**

- 16.1. A student expelled from the university due to disciplinary misconduct, shall not be eligible for any refund, except for the refundable Security/Deposit Fee.
17. Any refund on account of courses dropped without penalty in any given semester, provided that tuition fees on account of drop courses without penalty remains un utilized in subsequent semesters, shall be refunded as per clause 4.2 on admission cancellation or program completion, including suspension / freeze for one semester.
- 17.1 Tuition fees for courses dropped with penalty will be forfeited.

# ORGANIZATION

## Board of Governors

The Board of Governors exercises the powers to hold, control and administer the property, funds and 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 the effectiveness of the Institute's operations and the continuity and preservation of its autonomy.

**Members of the Board of Governors (listed on Page No. 8)**

## 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. Bashir Janmohammad, Chairman
- Mr. Justice Jawad Akbar Sarwana
- Mr. Talib Syed Karim, President, IoBM
- Secretary, Universities & Board Department, Government of Sindh or his nominee
- Representative of Chairman HEC
- Mr. Muhammad Ali Tabba
- Mr. Masood Hashmi
- Dr. Tariq Rahim Soomro
- Dr. Muhammad Kashif
- Dr. Muhammad Abbas
- Dr. Nadia Ayub

## 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
- MS Rukhsana Asghar
- Mr. Khalid M. Nagra

## Board of Advanced Studies and Research

IoBM has a Board of Advanced Studies and Research (BASR) advice on matters related to postgraduate research and proposes regulations regarding the award of research degrees. BASR also appointed research supervisors and approved the synopsis of the thesis. In addition, approve the evaluator and examiners for the evaluation of the thesis.

## Board of Studies

The following departments exist in the Institute:

### College of Business Management (CBM)

Communication, Management, Marketing, Human Resource Management, Health & Hospital Management, Accounting and Finance, Environment & Energy Management, Risk Management, Industrial Management, Advertising & Media Management and MPhil Business Management

### College of Computer Science and Information Systems (CCSIS)

Mathematics and Statistics, Computer Science & MIS and Actuarial Science

### College of Economics and Social Development (CESD)

Business Psychology, Economics, Media Studies, Education, Policy & Area Studies.

### College of Engineering and Sciences (CES)

Electrical (Electronics & Telecommunication), MS-Engineering Management and MS-Electrical Engineering

HoDs report to the Dean and the academic work of each department is governed by a departmental board of studies consisting of both internal and external members.

## 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. Talib Syed Karim, President IoBM
- Ms. Sabina Mohsin, Vice President, FHE & Chief Advisor, IoBM
- Dr. Mehtab Syed Karim
- Dr. Musarrat Hasan
- Mr. Mohsin Furquan
- Mr. Mehboob Syed Karim
- Mr. Nabhan Shah Karim
- Mr. Talha Syed Karim
- Mr. Masood Hashmi
- Mr. Naveed Qazi
- Mr. Amr Ali Karim



# FACULTY

## Rector



**Dr. Tariq Rahim Soomro** Professor of Computer Science, and Rector at IOBM, earned his BSc (Hons) and M.Sc. degrees in Computer Science from the University of Sindh, Jamshoro, Pakistan, and his PhD in Computer Applications from Zhejiang University, Hangzhou, China, making him the first Pakistani to receive all three degrees in the field of Computer Science. He has more than 28 years of extensive and diverse experience as an administrator, computer programmer, researcher, and teacher. He has served as Coordinator, Head of Department, Head of Faculty, Dean of Faculty, Head of Academic Affairs, and acquired wide experience in accreditation requirements of ABET USA, NCEAC & HEC Pakistan, KHDA UAE, and MOHESR UAE. He has published over 100 peer-reviewed papers. He is member Task Force on Arabic Script IDNs of the Middle East Strategy Working Group (MESWG) of ICANN, and received ISOC Fellowship to the Internet Engineering Task Force (IETF) at the 68th IETF Meeting. He is the first Pakistani to become IEEE Computer Society Distinguished Visitor (2021/2023) and to be selected by the IEEE Computer Society at the 2021 Inaugural Class of IEEE Computer Society Distinguished Contributors.

## College of Business Management



**Professor Dr. Muhammad Kashif** is a seasoned academician, researcher, and administrator with a distinguished career in Economics and Finance. Holding a Doctorate and Master's from the Adam Smith Business School, University of Glasgow, Scotland UK, Dr. Kashif has demonstrated a strong academic background and expertise in Finance and Economics. In addition to his academic pursuits, Dr. Kashif has held key administrative roles, including Dean of the Faculty of Management Sciences and Head of Department at SZABIST University Karachi. Currently, he is appointed as a Dean of the College of Business Management, in Pakistan. In these leadership positions, he has exhibited exceptional organizational and management skills, overseeing academic programs for national and international accreditation, building faculty portfolios as per international standards, and managing publications. Dr. Kashif's commitment to excellence extends to the global stage, as reflected in his role as an Editor and Reviewer for esteemed publications such as the Journal of Banking and Finance, Journal of Managerial Finance, and International Journal of Emerging Markets, among others. As an accomplished researcher, Dr. Kashif has published over 40 research articles in nationally and internationally recognized impact factor journals. Dr. Muhammad Kashif brings a wealth of academic, research, and administrative experience, making him a valuable asset to any institution committed to excellence in education and scholarly pursuits.



**Dr. Muhammad Shujaat Mubarik** is Professor, College of Business Management (CBM). Having done his PhD from University of Malaya, Malaysia, Dr. Mubarik brings blended-experience from industry, academia, and research. His areas of interest are supply chain management, sustainability, and intellectual capital. He has more than 100 research papers (Clarivate/Scopus/ABDC/ABS indexed) published in journals of high repute. He also has four books to his credit, published by internationally reputable publishers like Springer and Taylor and Francis. Dr. Mubarik has also contributed various book chapters in the international best-selling handbooks; prominent among them is Palgrave's Handbook on Cross-Cultural Negotiation. He has worked on various funded projects in collaboration with colleagues from national and international universities. He is also a consultant and corporate trainer and has extended his services to many multinational and national firms.

## Accounting and Finance



**Dr. Salman Sarwat** serves at IoBM as head of the Accounting & Finance department. He has a doctorate in Finance and two master's degrees (Management Sciences and Philosophy). He is also a fellow member of ICMAP and ICSP. He has several national and international professional certifications, including DAIBP, PGD in CSIT, Fintech (Duke University), Data Sciences (IBM), etc. To develop intellectual broadening, he also engages himself in philosophy and literature. Starting his career in the corporate sector, he initially served in the hospitality industry, he also worked for an oil refinery and then for a bank. Finally, he switched his career from the corporate sector to academia. With 25 years of overall experience, including 15 years in academia, Dr. Salman is a seasoned academican, actively involved in academics and research. He has more than 25 high-quality research publications to his credit. His research areas include financial innovation, asset pricing, corporate finance, sustainable development, and financial economics. He teaches portfolio management, financial management, Treasury management, banking, risk management, research methods, econometrics, quantitative analysis, and research philosophy. Dr. Salman Sarwat is also a well-reputed name in Urdu poetry, he has developed a distinctive style in Urdu free-verse poetry, reflecting existential paradox and contemporary consciousness. He also writes criticism, literary essays, articles, and short stories.



**Professor. Dr. Muhammad Nishat** is a Professor (senior fellow) in the Department of Accounting & Finance at IoBM. He has served as Dean Faculty of Management Sciences, SZABIST University, Karachi. Responsibilities include teaching at the graduate and postgraduate level and managing Faculty of Management Sciences, managing 5 campuses across Pakistan and one in Dubai. Earlier I served as Professor and Dean Faculty of Management Sciences at Salim Habib University, Karachi. During my tenure I reviewed the existing undergraduate and graduate programs with my team and launched new programs for undergraduate level studies with emerging market demanded skill sets in Management Sciences. The most significant challenge assigned to me was to establish a Business school at SHU. Earlier at Applied Economics Research Centre (AERC), University of Karachi served as Research Professor, was teaching MPhil/PhD program, In-charge Graduate Studies, Worked as Project and Co-Project leader with teams deputed on research studies awarded to the AERC by the international institutions e.g., World Bank, Harvard Institute of International Development, IFPRI, USAID, LSE-IGC as well Federal, Provincial, and Local government agencies. Doctorate from Auckland Business School, University of Auckland, New Zealand and Master in Management Sciences (MAS) and Master in Economics(M,A) from University of Waterloo, Ontario, Canada with 45+ years of research and teaching experience. My PhD thesis looks at the Impact of Institutional Development on Stock Prices in Pakistan. Author and co-author of 60+ research articles in Pakistani and foreign professional journals. Presenter in national and international conferences in finance and economics. Supervised and evaluated many MS/MPhil and PhD theses. Currently serving as Chairman, BoD of a corporate entity in Karachi, Member on BOG, Selection Boards and Syndicate of various Universities/ Business Institutes and corporate entities in Pakistan. Vice Chairman, National Business Education Council of HEC.



**Dr. Noor Alam** serves IoBM as Senior Fellow in the Department of Accounting & Finance. He is a retired civil servant with over 32 years of extensive experience in Public Finance, dedicating his career to enhancing financial governance in the Government of Sindh. He has held key policy-making positions, including Senior Member of the Sindh Revenue Board (SRB), Additional Chief Secretary (Finance), and Finance Secretary. He was a core team member in establishing the Sindh Institute of Fiscal Management at the Sindh Revenue Board and also served as a visiting faculty member at the Training Management and Research Wing, Government of Sindh. After retirement, Dr. Noor Alam continued to serve the public sector as a member of the Pay and Pension Commission (2020) at the federal level and as a member of the Provincial Finance Commission (2023) for the Government of Sindh. His leadership experience encompasses various high-impact committees and task forces focused on significant reforms in collaboration with international donors, the federal government, and other provincial administrations. Holding a PhD in Public Finance from Universiti Sains Malaysia with a specialization in Public Debt Management, Dr. Noor Alam has published ten research articles in both international and local journals, along with a book focused on public debt management. As a member of the editorial board for two international academic journals, he actively reviews scholarly papers. Currently, Dr. Alam shares his expertise as a faculty member at the Institute of Business Management (IoBM).



**Dr. Muhammad Irfan Khan** is an Associate Professor in the Accounting and Finance Department, College of Business Management at Institute of Business Management, Pakistan. He earned his PhD degree in Finance from the Iqra University, Pakistan. The journey of his higher studies starts from MBA in Finance to M.Phil in Finance and finally PhD in Finance. He has 22 years of work experience in Academia and 6 years of experience in corporate sector. He has participated in various international research conferences as paper presenter and Session Chair. Currently he is also serving as Reviewer in various nationally recognized as well as International Impact Factor Research Journals. He has been a research supervisor in several theses at master and M.Phil level students for the topics of corporate finance, Corporate Governance, Development Economics and the like. He has published several research papers in national as well international research journals. He has also got publication of ONE book on the topic of “Development Financing and Economic Governance” and several Book Chapters with internationally recognized publishers. This not only proves his dedication and excellence in current research work but also his keen interest in future as well



**Dr. Hadi Hassan Khan** is an Associate Professor in the Accounting and Finance Department of the College of Business Management at the Institute of Business Management, Pakistan. Dr. Hadi Hassan Khan did his MBA from the Institute of Business Administration (IBA) in Karachi, Pakistan, MS in Applied Finance from the University of Adelaide, Australia, and a Ph.D. in Management from the Asian Institute of Technology (AIT), Thailand. He has more than 19 years of experience. He has served at the Balochistan University of Information Technology, Engineering, and Management Sciences (BUITEMS) Quetta. He has also served at UNCHR UN ESCAP Thailand. He has served as the Chairperson (Head of Department) of the Department of Management Sciences at BUITEMS for over four years. He was a member of the Selection Board. He is a member of the Peer Review Team (PRT) for NBEAC. He is an approved HEC Supervisor. He has supervised MS and PhD students. Papers from their theses were published in Web of Science, Scopus, and HEC-recognized Journals. His research interests are Reputation, Customer Perception, Portfolio Management, Reputation Risk, Behavioral Finance, Financial Literacy, and Corporate Social Responsibility.



**Dr. Arsalan Hussain** is an Assistant Professor in the Department of Accounting & Finance at IoBM. He has completed his PhD in Business Management from Universiti Utara Malaysia. He holds an M.Phil. degree in Business Management from IoBM. and MBA from Quaid-i-Azam University, Islamabad. He has teaching experience of over 10 years at higher education institutions in Pakistan. Dr. Arsalan is Assistant Professor at the College of Business Management, IoBM. His research interests are in the areas of capital structure, financial performance, financial innovation, Fintech, and corporate finance. He has published more than 15 articles in international peer-reviewed and indexed journals of Scopus, Web of Science, and JCR impact factor journals. Recently, Dr. Arsalan has been recognized as an HEC-approved PhD supervisor, in the discipline of Management Sciences & Business Education.



**Dr. Arslan Qayyum** is an Assistant Professor in the Department of Accounting and Finance. He did his PhD (Finance) from the University of International Business and Economics (UIBE), Beijing, China in 2019, under a fully-funded Chinese Government scholarship for PhD studies. He has served as an instructor of Accounting and Finance subjects in many reputable national and international institutions including Stratford College, NCBA&E, COMSATS University, and UIBE. He has also published research articles in reputable peer-reviewed national and international journals and has presented working papers in international conferences.



**Dr. Kiran Jameel** is an Assistant Professor in the Department of Accounting & Finance at IoBM. She is a seasoned academician and researcher with extensive experience in finance, management sciences, and academic administration. She is currently serving as an Assistant Professor at the College of Business Management (CBM), IoBM, and a Postdoctoral Research Fellow at Munzur University, Turkey. Dr. Jameel has previously held key positions, including Head of Department and Program Coordinator at Hamdard Institute of Management Sciences (HIMS), where she significantly contributed to curriculum development and research excellence. Her scholarly work spans over 25+ research publications in reputable HEC-recognized and Scopus-indexed journals. She has presented her work at several international conferences and earned accolades such as the Best Paper Award in Finance at SZABIST. Dr. Jameel serves as an international reviewer for multiple prestigious journals and has co-authored book chapters with Springer and IGI Global. Her research interests include financial inclusion, AI in finance, sustainable development, corporate governance, and financial market innovation.





**Dr. Arsalan Haneef Malik** is an Assistant Professor in the Department of Accounting and Finance at the Institute of Business and Management (IoBM). He holds a PhD in Finance from the University of Malaysia Sarawak and a Master's degree in Finance from Iqra University Karachi. Dr. Malik's research interests lie in the areas of financial inclusion, financial stability, institutional quality, and environmental and social sustainability, with numerous publications in highly reputable social science journals. In addition to his teaching responsibilities, he serves as the PhD Program Coordinator at IoBM and is the Editor of the Pakistan Business Review, the Institute's flagship journal. His diverse background also includes experience in audit and manufacturing industries.



**Dr. M. Ali Faisal** is an Assistant Professor in the Department of Accounting and Finance at the Institute of Business Management (IoBM), Karachi. He has taught business, finance, and economics courses at the undergraduate and graduate levels. In 2023, Dr. Faisal received his Doctorate in Business Administration from a foundation university in Istanbul, Turkey. Dr. Faisal's research explored how assets within financial markets behave and interact. His current work focuses on inspecting novel econometrical techniques for analyzing asset prices. His area of interest encompasses financial integration, dynamic time series analysis, and portfolio management. His research has been published in well-reputed international journals. He also served as a reviewer for multiple finance, economics, and data science journals.



**Dr. Muhammad Rehan** is an Assistant Professor at the College of Business Management, IoBM, with a Ph.D. in Accounting and Finance from Tokat Gaziosmanpaşa University, Turkey. He holds multiple postgraduate degrees in finance and Islamic banking. With over a decade of academic and administrative experience, his research focuses on corporate finance, green and Islamic finance, behavioral finance, sustainable development, and e-waste management. Dr. Rehan has published 12+ articles in internationally recognized, peer-reviewed journals indexed in Scopus, Web of Science, and ABS. He has presented at conferences, reviewed for journals, and engaged in diversity and inclusion initiatives.



**Dr. Kashif Arif** is an academic and researcher in finance, currently serving as an assistant professor at the Department of Accounting and Finance. With over 10 years of experience, he specializes in corporate governance, corporate finance, and CEO power dynamics. He holds a Ph.D. in Finance from Universiti Malaya and has published extensively in HEC and Scopus-indexed journals, while also presenting at national and international conferences.



**Dr. Jahanzaib Alvi** is an Assistant Professor in the Department of Accounting & Finance at IoBM. He earned his PhD degree from IQRA University in Finance (Credit Default Prediction by Machine Learning – The Power of AI), he is also a certified Data Scientist and Machine Learning expert with an extensive research portfolio in credit default prediction and other financial topics. He has published more than 25 research papers in international journals and presented his findings at several international conferences. His work is highly regarded, and he was even featured on the Harvard University homepage. He is also editorial board member of Financial Studies Romania and reviewer of Journal of Finance & Economics Research (IQRA University). He is expertise in the field of credit rating and finance, coupled with his research acumen and credentials make him a valuable asset to the organization.



**Dr. Shumaila Meer Perhiar** is an Assistant Professor in the Accounting and Finance Department, College of Business Management at Institute of Business Management, Pakistan. She earned her PhD degree in Finance from the School of Management, Huazhong University of Science and Technology, China. The journey of her higher studies starts from MBA/MS and finally PhD in Finance. She has a 05 years of work experience in Academia and 15 years of experience in corporate sector. She has won Overseas Scholarships for Ph.D. by HEC Pakistan. Currently she is also serving as Reviewer in various nationally recognized as well as International Impact Factor Research Journals. He has been a research supervisor in several theses at master and Ph.D. level students for the topics of Corporate Finance, Corporate Governance, Development Economics and Banking Sector. She has published several research papers in national as well international research journals. This not only proves her dedication and excellence in current research work but also her keen interest in future as well. She has been teaching subjects like Corporate finance, business finance, financial management, analysis of financial statements, strategic financial management and others.

**Sanyah Saad** is currently serving as Assistant Professor of Practice – Accounting & Finance at Institute of Business Management (IoBM). She brings over 15 years of rich academic experience in teaching Accounting and Finance, having served at institutions such as The Millennium Universal College (TMUC), SZABIST, and Lahore Grammar School. Ms. Saad holds an MSc in Finance from SZABIST and a BSc in Accounting and Finance from the University of London. She is also a CFA Level III pass from the CFA Institute, USA. Currently, she is pursuing a PhD in Finance at SZABIST, with a research interest in capital markets, behavioral finance and Green Finance



**Mehboob Moosa** is an Assistant Professor of Practice in the Department of Accounting & Finance at IoBM. He is currently pursuing a PhD in Business Management at IoBM. He holds an MPhil in Business Management and is also FCMA from Institute of Cost & Management Accountants of Pakistan, a CA Finalist from the Institute of Chartered Accountants of Pakistan and holds a PGD in Islamic Banking & Finance from the Center for Islamic Economics (CIE). He is working with IoBM as an Assistant Professor. His 38 years' experience include working with national and multinational companies like BOC (Pakistan) Ltd., Al-Futtaim Engineering, Dubai, Habib Group, World Group of Companies (Automobiles), Liberty Textiles, Century-21 Textiles etc., as well as audit firms like KPMG Taseer Hadi, Sidaat Hyder, Rahim Jan and teaching in educational institutions of UK and Pakistani education streams



**Kamran A. Rabbani**, Senior Faculty member at IoBM has been with the institution for the last twelve years. He has a Master's degree in Finance, has completed Intermediate level CA, and has a Diploma in banking. He has more than 24 years of corporate banking experience and SME lending, product development, financial analysis and risk management, having worked in leading banks in Pakistan and in Saudi Arabia. He has attended workshops and seminars on different topics, locally and internationally. He was Master Trainer of a US-based company. His research interest mainly lies in SME and Micro-lending issues, and its best practices. He has published two research papers on SME financing. He has participated in designing Commercial/ Retail, Banking, and SME and Micro-Financing courses, for MBA students.



**Muhammad Asim Khan** has completed his course work of MPhil leading to PhD program. He received his MBA from the Karachi University Business School, M.Com. from the University of Karachi. He is working with IoBM as a Senior Lecturer. He has served with Siemens Pakistan, Shaheen Air International and Aga Khan Education Service Pakistan in commercial, corporate planning and education management capacities for more than twenty-three years. He has also been associated with several prestigious institutions as a visiting faculty member. His areas of interest include Management Accounting practices, and Corporate Finance. He has published several research papers in reputed journals at national and international level and has participated in national and international conferences as well.



**Muhammad Muzaffar Ali** is currently pursuing an MPhil leading to PhD program. He has received his M.Com, MEd and B.Ed from the University of Karachi. He is working with IoBM as a Senior Lecturer. He worked with several corporate sector companies in shipping and manufacturing and automobile sector in Accounting and Finance capacities for seven years. He has also served Aga Khan Education Service, Pakistan and Fatimiyah Education Network as Head of Department for more than eighteen years. He also served in the Ministry of Education of the Maldives where he was a convener of accounting and finance department in Male City. He has also been associated with several universities as a visiting faculty member for more than twelve years. His research interests include capital markets, analysis and forecasts related to corporate accounting and financial markets.



**Naeem Uddin Kamran** has completed his MS in the field of Management Sciences from the Preston University Karachi, and Also an Associate Member of Institute of Cost and Management Accountants of Pakistan. He is currently working with IoBM as SENIOR LECTURER. He has been teaching since 2000. His professional experience includes teaching varied Accounting and Finance courses in diverse higher education contexts as well as professional institutions such as ICMAP and ICAP, ACCA. . His key academic and professional achievements include receiving best Faculty member Award from ICMAP as well as DHA SUFFA University.





**Nayab Jumani** has been serving as a Assistant Professor of Practice at the Institute of Business Management (IoBM) from the past three years. She is an accomplished academic and finance professional, she has over 17 years of combined experience in corporate and education. She is an ACCA-qualified member and is currently pursuing her MS in Business Management from IoBM. Ms. Jumani's corporate career spans approximately five years, during which she worked in audit firms and fund accounting. This experience provided her with a solid foundation in financial reporting, regulatory compliance and operational efficiency. Transitioning into academia, she has devoted around 12 years to teaching at both undergraduate and graduate levels, offering courses such as Financial Accounting, Financial Reporting, Corporate Finance, and Performance Measurement. She is deeply committed to teaching excellence, impactful research, and collaborative service within the academic and professional spheres. she is actively engaged in continuous professional development. She participated in the Tax and Law Masterminds webinar series organized by ACCA and has attended workshops on Team Management and Stress Management at Oxford University Press. She also received training in Assessment Technologies from the Aga Khan University Institute for Educational Development and has completed specialized training on implementing Pearson BTEC Higher Nationals in Business Education. Through her dynamic career, Ms. Jumani has consistently demonstrated a strong commitment to professional growth, academic innovation and student success. Her blended experience across industry and academia uniquely positions her to bridge practical knowledge with academic rigor.



**Faiza Ahmed** is a Lecturer in the Department of Accounting & Finance at IoBM. She is an experienced professional with over 8 years of experience in teaching and academic administration. Presently, She is working as Lecturer II in the Department of Accounting and Finance at IoBM. Previously, she also served as a Lecturer and visiting lecturer at the National University of Modern Languages (NUML), Indus University, and Bahria University. Faiza Ahmed holds a Master's degree in Business Administration from Muhammad Ali Jinnah University, MS in Finance from Szabist and at present, She is a PhD Scholar. She has research publications in HEC recognized Journals. Her research interests include Empirical Asset Pricing, Econometrics and Behavioral Finance.



**Mohsin Ali** has completed MPhil (MS) in Accounting from Charles Sturt University, Australia in 2018. He holds an MBA in Finance from SZABIST and BS in Finance from Karachi University. He has joined IoBM in 2021 as a Lecturer in Accounts and Finance Department. He has worked in the Accounting and Finance industry in Australia and Pakistan. He has been giving lectures in the Charles Sturt University and some other universities and institutes in Pakistan. His future plans include a doctorate degree in the same field. His research interest is specifically in the field of Finance, Islamic finance and Technological advancements in the field of finance and accounting. He has contributed some research in the same field while completing his studies.

## Communication & Languages



**Dr. Aliya Sikandar** holds a PhD in Education (Applied Linguistics) from the Institute of Business Management, MA TESOL from the Institute of Education, University of London, UK, and a Master's degree in English Literature from the University of Karachi. Dr. Sikandar is currently the Head of the Communication & Languages Department at IoBM. Her PhD concerns Critical Discourse analysis of research consultations in higher education. She is working with IoBM as Associate Professor and also has an RSA certificate in Teaching of English (COTE) from the University of Cambridge. She has worked for the Aga Khan University for 24 years before joining IoBM full time in September, 2013. She has been awarded with Aga Khan University's prestigious 'Outstanding Teacher Award' and British Council South Asian ELTeCS Innovation Award as an editor of the AKU-OUP Publication. Dr Sikandar is also an HEC Approved Supervisor. Currently, she is engaged in teaching Business Communication courses. Her areas of interest are Business Writing and Speech, Critical Discourse Analysis, Scholarly Writing and Spoken Discourse.



**Kishwer Nazli**, a Ph.d Scholar in Applied Linguistics, a passionate linguist, completed her MSc in Geography from university of Karachi, M.A in English Literature and Linguistics from University of Karachi and MS in Applied Linguistics from NEDUET University. Currently, she is working with IOBM as a Senior Lecturer II in the Communication and Languages department. Also, she has an extensive work history of more than 14 years with reputed universities as FAST, ZIAUDDIN, KIET and NED as Lecturer. She began her professional journey from Bahria College Karachi NORE 1 and served there for 10 years. Her research Interest Areas are Critical Pedagogy, Teaching English as a Second language and Artificial Intelligence in ELT. Her publications reflect approach to teaching English as a second language with integration of AI. She has won various awards for her teaching and contributing to society as a volunteer.



**Sqn Ldr (R) Mashooque Ali** is a seasoned professional with extensive experience in teaching, academic administration and research. Currently working as a Senior Lecturer II in the Department of Communication and Languages at IOBM, he brings a wealth of experience and knowledge to his role. Mr. Mashooque Ali holds a Master's degree in English Literature from Kohat University of Science & Technology, along with an M.Phil in Education from VU, Lahore. Currently pursuing his PhD from SMIU, Karachi, his academic journey reflects his commitment to continuous learning and scholarly pursuits. With a remarkable career spanning over 20 years, Mr. Mashooque Ali has established a proven track record of delivering exceptional results in esteemed organizations in Pakistan. His previous role as an Education Officer in the Education Branch of PAF equipped him with key responsibilities in teaching and managing academic activities in prestigious PAF Training Academies and Educational Institutions. He has also served as a Principal in the Fazaia Chain of Colleges, further demonstrating his leadership and administrative capabilities. Mr. Mashooque Ali has numerous research publications in international and national journals, showcasing his expertise and contributions to the field. His research interests include ESL Teaching and Learning, Second Language Acquisition and Pedagogical Approaches in Teaching.



**Shazia Noman** is currently working as a senior lecturer in the Communication and Languages Department. She is a skilled ESL instructor, with a passion for teaching and learning. She takes pride in Implementing traditional and innovative methods to motivate students to learn in a dynamic learning atmosphere. Shazia has sixteen years of teaching experience in various institutions including Iqra University, PAF-Kiet University and CAMS. She is currently completing her MPhil in Applied Linguistics.



**Mariyam Rehan** is a Senior Lecturer in the Department of Communication and Languages, bringing over five years of experience in academia. She holds a Master's in English Linguistics and Literature from the National University of Modern Languages, Islamabad, and an MPhil in Applied Linguistics from Kinnaird College, Lahore. Specialising in computational linguistics, critical discourse analysis, psycholinguistics, and sociolinguistics, Mariyam's research focuses on the integration of technology with linguistic and cognitive studies. She has significantly contributed to her field, with her research papers published in HEC-recognised journals. Her work aims to connect theoretical research with practical applications, enhancing both academic understanding and teaching effectiveness.



**Nida Zehra Abbas** holds a Master's degree in English Literature from the University of Karachi and is currently pursuing an MPhil degree in English from Iqra University. Her career repertoire includes teaching English Literature, Language and Communication Skills at various levels. Along with her teaching responsibilities, she is also the advisor to the Literary and Public Speaking Society (LPSS) at the Institute of Business Management. Additionally, she serves on the editorial board of the Journal of Education and Educational Development (JOED) published by the institute.



**Sharmeen Ammad** is a highly experienced educator with almost 14 years of experience in English language teaching. She is currently working at IOBM as a Senior Lecturer II in the Department of Communication and Languages. Ms. Sharmeen served as a Fulbright Foreign Language Teaching Assistant at the University of Texas, Austin from 2017 to 2018. She completed her Mphil in Linguistics from Hamdard University, Karachi. She also worked in various management roles for different educational projects sponsored by US Embassy, Pakistan. Her research interests include integration of social emotional learning in English language classes.



## Department of Operations, Environment and Supply Chain Management



**Dr. Falak Shad Memon**, HoD Operations Environment and Supply Chain Management holds a PhD in Energy and Environmental Management from the Institute of Business Management (IoBM). She also earned her MBA in Finance from IoBM and holds a Bachelor's degree in Industrial and Manufacturing Engineering from NED University of Engineering and Technology. As the MBA Program head, Dr. Memon plays a key role in curriculum development and student mentoring. She is actively engaged in both academic leadership and student support, fostering a dynamic and responsive learning environment. Dr. Memon has published extensively in national and international peer-reviewed journals and has presented her research at numerous academic conferences around the globe. Her research interests include environmental sustainability, climate change, supply chain management, and quality management. She also serves as a reviewer for esteemed academic journals and contributes to the advancement of research in her field. With over six years of industrial experience, Dr. Memon has served in leadership roles in top-tier automotive industries, heading the Production and Procurement departments. She is a certified ISO Lead Auditor (IRCA, UK) and possesses advanced expertise in SAP, specifically in the PP (Production Planning), MM (Materials Management), and CO (Controlling) modules. In addition to her academic and professional accomplishments, Dr. Memon serves as the Assistant Editor of the Journal of Education and Educational Development and is the Faculty Advisor for the Entertainment Plus Society (EPS) at IoBM.



**Dr. Shahid Amjad** has a PhD from the School of Ocean Sciences, University of Wales, (UK). His MS is from the University of Oslo, Norway, in Benthic Ecology. He has also completed courses in Management from the University of New South Wales, Australia. Dr. Amjad has undertaken international research projects to assess the impact of climate change on natural resources. Dr. Amjad represented Pakistan as a member of the UN International Seabed Authority, Jamaica. He participated as a scientist in Pakistan's expedition to Antarctica. He has been associated with the National Institute of Oceanography as Director General. He is Member Experts' Committee SEPA Sindh and holds memberships of other prestigious organizations. He is HEC Approved Supervisor and has supervised several PhD scholars. Dr. Amjad has over 30 National and International research publications to his credit.



**Dr. Jamshaid Iqbal** holds a PhD in Environmental Sciences from National University of Sciences and Technology (NUST), Islamabad. He is currently working as an Associate Professor in Department of Environment and Energy Management, Institute of Business Management, Karachi. Dr. Iqbal has more than 17 years of professional experience including teaching, research, industry and consultancy. Solid Waste Management, Climate Change, Energy Management, Environmental Impact Assessment and Occupational Health and Safety are the key areas of his research interest. Dr. Iqbal is the HEC approved PhD supervisor and an active researcher. He has published several research articles in peer reviewed national and international journals and conference proceedings. He is also a member of the reviewer panel of many international and national journals. Dr. Iqbal had been associated with various national and international organizations including World Bank (WB), International Finance Corporation (IFC), Asian Development Bank (ADB), United States Agency for International Development (USAID) and International Islamic University, Islamabad.



**Dr. Fahad Bin Abdullah** is a distinguished academic and researcher with expertise in energy management, sustainability, and industrial engineering. He holds a PhD in Environment & Energy Management from the Institute of Business Management (IoBM), alongside an MSc in Design & Manufacturing Management from London South Bank University, UK, and a Bachelor in Mechanical Engineering from NED University. Fahad's professional experience bridges both academia and industry, having served as Senior Technical & Finance Officer at Apple Insurance Limited in the UK and as a Distribution & Maintenance Engineer at BOC Gases Pakistan. Since 2013, he has played an active role at IoBM, advancing through various teaching positions. In research, Fahad has made notable contributions to energy security, sustainable development, and electricity distribution. His work focuses on addressing key energy challenges, especially in developing countries where infrastructure and policy reforms are crucial for sustainable progress. He has developed multidimensional indices to assess energy security from different perspectives, while also exploring the complex balance between economic development and environmental sustainability. Fahad's research is widely recognized, with publications in leading journals such as "Renewable and Sustainable Energy Reviews", "Energy Strategy Reviews", "Energy Economics", and "Utilities Policy", underscoring the impact and significance of his work.

**Dr. Syed Muzzammil Wasim** has a post-doc from the School of Economics and Management, Nanjing University of Science and Technology. He completed his Ph.D. from Taiyuan University of Technology in 2020, specializing in Supply chain management. He is an Assistant Professor at the Operations, Environment and Supply Chain Management Department, College of Business Management (CBM). His new research interests are sustainable supply chain management, knowledge management, and sustainable performance. He earned a master's and a Ph.D. scholarship. He has also published research articles in national and international Impact Factor Journals



**Dr. Bushra Tufail** is a dedicated researcher and academic currently serving as an Assistant Professor at the Institute of Business Management (IoBM), with a strong focus on green supply chain management, environmental sustainability, and logistics innovation. She has an impressive publication record in prestigious international journals such as Environmental Development & Sustainability, Economic Research, and Engineering Economics, covering topics like eco-innovation, sustainable finance, and CSR integration in operations. As a research advisor at several institutions and supervisor of numerous capstone projects, Dr. Tufail has contributed significantly to advancing applied research in the supply chain field. Her academic insights are grounded in more than a decade of corporate experience in senior supply chain roles at Bonanza Satrangi and Prestige Apparel, where she led initiatives in lean operations, sustainable packaging, and value chain optimization. Her dual background allows her to blend theoretical rigor with real-world application in both her research and teaching



**Syeda Faiza** holds an M.S. degree in Engineering Management and a Bachelor's degree in Industrial and Manufacturing Engineering, both from NED University of Engineering & Technology, Karachi. Currently serving as a Lecturer II at the Institute of Business Management (IoBM), Karachi, she plays a key role in teaching, research, and academic development. Having over five years of academic experience, coupled with prior industry exposure in the automotive sector, Miss Faiza seamlessly integrates practical knowledge with academic expertise. Her research interests center on sustainable manufacturing practices, lean manufacturing, supply chain management and quality education with multiple papers presented at both national and international conferences. In addition to teaching and supervising final-year projects, she is instrumental in coordinating a wide range of departmental activities that includes faculty support in all administrative tasks, organization of events like seminars, projects exhibitions and management of MBA capstone projects. Her contributions have earned her recognition, including the Best Presenter Award at the 2nd International Conference on Education (IoBM). Certified in Six Sigma Green Belt, Miss Faiza is deeply committed to empowering youth, particularly women, through the promotion of quality education and skills development.



**Saheer Ali** is a Senior Lecturer in the Operations, Environment and Supply Chain Department. He is currently pursuing his Ph.D. in Management from Universiti Kebangsaan Malaysia. He completed his MBA from Staffordshire University and bachelor's in international business from Asia Pacific University. He has more than six years of experience in teaching and corporate exposure. He has served both in academia and industry in different positions for various projects and responsibilities. He started his professional career in Banking at Faysal Bank and later joined as a lecturer at Mohammad Ali Jinnah University. He has a creative eye on the research elements, specifically research on Supply Chain Management, Industry 4.0, and Green Supply Chain Management



**Hafiz Muhammad Ahmed Siddiqui** is a Senior Lecturer-II at IoBM and a PhD scholar in Management Sciences at KIET. He holds a dual-major Master's degree from KASBIT and three international certifications: Black Belt Six Sigma Lean Manufacturing (ILSSI, London), Diploma in Supply Chain (IMRTC, USA), and Passenger Tariff & Ticketing (PIA Training Center). With 15+ years of corporate and training experience, he has delivered sessions in Pakistan and abroad, including Qatar, Sri Lanka, Cambodia, Saudi Arabia, and Thailand—where he also taught at Ban Kok Wan School. His corporate roles include- at Quality & Services, ZB Motors, PIA-Jeddah, SBT Japan, Global Corporation, Shell-Pakistan, Castrol, and MG Motors. He has also served as Manager of International Relations and Manager ORIC at Indus University and taught as a visiting lecturer at various universities for over 12 years. Over 10 of his research papers have been published in X and Y category journals. He has judged numerous Entrepreneurship and Supply Chain projects Professional Memberships and Affiliations: Honorary Member, ANIUREC – Association of National and International Universities Research and Education Center and has been featured in TV and radio programs for expert discussions





**Naheed Ghaffar** is a Senior Lecturer at the Institute of Business Management (IoBM), Karachi, with over 20 years of combined industry and academic experience. She holds an M.Phil. in Supply Chain Management and has served in key roles at leading logistics and marine service firms, including Marine Services Pvt Ltd. Since 2017, she has been associated with IoBM, transitioning from visiting faculty to senior lecturer. She has also served as Assistant Professor and Cluster Head for SCM at Indus University, contributing to academic leadership and curriculum development. Her area of teaching includes Supply Chain Management, Logistics and Operations Management, Transportation and import-export operations. Her research focuses on service supply chains and risk management. Committed to academic excellence and industry relevance, she continues to inspire future professionals in logistics and supply chain management.



**Mohammad Omar** Serving as a Senior Lecturer in the Dept. of Operations, Environment and Supply Chain Management at IoBM, he is an experienced academician with industrial exposure from varying degrees of organizational occupancies. He has previously served in DHL global forwarding and privatized firms providing vendor services to OEMs such as Atlas Honda as well as local automotive brands. He also taught as a permanent faculty member and is now heavily committed to academics. He has been awarded Masters and M.Phil degrees in both Supply chain management and Human resource management from Iqra University and is now currently pursuing a PhD qualification. His primary areas of interest in research are Supply Chain Management, logistics and sustainable systems, and his forte is analytics. He has research publications in both international and local journals.



**Musawir Ali Soomro** is a dedicated academic and supply chain professional with over three years of teaching and research experience in higher education. Currently serving as a Lecturer and Program Coordinator of the SCM Department at IoBM. He specializes in Logistics, Supply Chain Management, Supply Chain Analytics, and ERP systems, focusing on SAP modules including WM, MM, PP, EAM, QM, and SD. His academic journey is complemented by an ongoing PhD in Business Management (Operations and Logistics) from Universiti Kebangsaan Malaysia, where he has achieved ABD (All But Dissertation) status. He has demonstrated a strong commitment to academic excellence through developing course structures, faculty coordination, and active involvement in AACSB accreditation processes. He has also authored multiple peer-reviewed journal articles and a book chapter, contributing significantly to the fields of sustainable supply chains and technological integration. His technical skillset includes expertise in SAP, data analytics, and Six Sigma methodologies, backed by certifications from Google, IBM, SAP, Microsoft, and Rutgers University. A proactive mentor and career counselor, he combines academic rigor with real-world industry insight to bridge the gap between classroom learning and professional practice.



**Syed Obaidullah Shah** is a Lecturer at the Operations, Environment and Supply Chain Management (LSCM) department of College of Business Management (CBM). He has corporate experience in procurement and sourcing domains in supply chains of textile and service industry organizations. Having a Master's degree in supply chain management and a Master in Philosophy (M.Phil.) degree, Syed Obaidullah's current area of research includes sustainability in supply chains and warehouse management. He is presently enrolled in Ph.D. program in business management, specializing in supply chain management. Before being associated with Institute of Business Management (IoBM), he has taught and started his teaching career from Ziauddin University's Faculty.



**Shuaib Ahmed** holds an MS in Management Sciences with a specialization in Supply Chain Management from Muhammad Ali Jinnah University Karachi and a diploma in End-to-End Supply Chain from the Pakistan Institute of Management. He is certified in Lean Six Sigma Green and Black Belt, with expertise in warehousing and storage, and is additionally qualified in CBRN (Chemical, Biological, Radiological, and Nuclear) management. Shuaib Ahmed serves as the Managing Editor of Pakistan Business Review (PBR), an HEC "Y" Category recognized journal. His research interests encompass Supply Chain Management, Logistics Management, Supply Chain Mapping, Industry 4.0, Smart Manufacturing, and Sustainable Supply Chain Management.



## Entrepreneurship

**Dr. Junaid Ansari** is currently HoD and Associate Professor in the Entrepreneurship Department at IoBM. He holds a Postdoctoral Fellowship from UniMAP, Malaysia, a Ph.D. in Business Management, and an MBA from IoBM. His foundational education includes a Bachelor's degree in Computer Science and IT from NED University, Karachi. With 15 years of extensive experience in software development, entrepreneurship, and academia, he is a multifaceted professional. He has led numerous projects across both public and private sectors and has received national and international recognition, including the prestigious P@SHA ICT Award. His research contributions are significant, with publications in esteemed journals indexed in Web of Science and Scopus. In 2023, he was awarded an HEC NRPUR research grant and has actively worked on various funded research projects. He has also organized several academic events, including the International Conference (ICBMS), the Eureka Fair, workshops, and various seminars at IoBM. His work often explores the intersection of technology, management, and marketing, reflecting his broad expertise in both research and teaching.



**Dr. Omar Javaid** serves as an Associate Professor at the Institute of Business Management (IoBM), specializing in entrepreneurship, Islamic economics, and social innovation. His PhD research focused on socially sustainable entrepreneurship within ethnic entrepreneurial communities in Pakistan. He specialized in the convergence of entrepreneurship, sustainability, and Islamic values, with a focus on developing innovative business models and social entrepreneurship initiatives. Dr. Javaid's work examines the role of entrepreneurship in promoting economic justice, environmental stewardship, and community empowerment, particularly in the context of Islamic principles. Through his research, he seeks to contribute to the development of sustainable and responsible business practices that benefit society and the environment. Dr. Javaid's research activities aim to inform policy, practice, and future research in these areas, ultimately contributing to a more equitable and sustainable economic system.



**Dr. Essa Khan** is an Associate Professor at the Department of Entrepreneurship, IoBM, with core expertise in Entrepreneurship, Management, and Leadership. He holds an MBA from the University of Northampton, UK, and earned his doctorate in Corporate Entrepreneurship from Pakistan. Prior to IoBM, he served in various academic and administrative capacities at Bahira University, including Cluster Head of General Management, Supervisor of Ideapreneurship/Entrepreneurship, and Coordinator of the Corporate Advisory Committee and Coordinator of the MBA Weekend Program. His scholarly work is published in recognized national and international journals. He is certified Master Trainer from Higher Education Commission (HEC) and has attended 21st Master Trainers- Faculty Professional Development Program (MT-FPDP), from HEC. He was a facilitator and representative of the Social Enterprise Academy (SEA) of Scotland in Pakistan. Through his teaching, research, and mentorship, Dr. Khan work reflects a strong commitment to fostering entrepreneurial mindsets and promoting social enterprise across diverse communities.



**Dr. Zuhair Abbas** is an Assistant Professor at the Department of Entrepreneurship, Institute of Business Management (IoBM). He holds a Ph.D. Management from Tomas Bata University in Zlin, Czech Republic, Europe. Previously, He worked as an Assistant Professor at SZABIST University Larkana Campus, Pakistan. His main research focused on Green HRM, Sustainable Entrepreneurship and Digital Entrepreneurial Ecosystems. He worked in two continents Asia and Europe and travelled to several countries such as Denmark, Germany, Hungary, Italy, Lithuania, Qatar, United Kingdom, United Arab Emirates and United States of America. He had received an "Outstanding Ph.D. Dissertation-Based Paper Award" in 6th International Conference on Entrepreneurship for Sustainability and Impact (ESI2023) held in October 2023 hosted by Qatar University. He had 16 publications in peer-reviewed journals, including Asia Pacific Journal of Human Resources and International Journal of Manpower. He is also an Associate Editor of Cogent Business & Management, UK.



**Babar Ali Qalbani** is a Senior Lecturer in the Department of Entrepreneurship with over five years of experience in higher education. He holds a Master's degree in International Marketing from Coventry University, UK. His academic expertise spans Entrepreneurship, Consumer Behavior, Marketing Strategies, and Tourism Marketing. Alongside teaching, he has actively mentored startup ventures—several of which have gone on to achieve remarkable success. Babar also brings valuable corporate experience, enriching his teaching with real-world insights. He is passionate about inspiring the next generation of entrepreneurs and marketing professionals through practical knowledge and global perspective. He also has a keen interest in research.



## Department of Graduate Business Research



**Dr. Sarah Wali Qazi** serves as the Acting Associate Dean for Graduate and Postgraduate Programs at the Institute of Business Management (IoBM), where she also leads the Graduate Business Research Program and the CBM Center for Research and Training (CCRT). With over a decade of academic, research, and administrative experience, she has been instrumental in advancing graduate research excellence and institutional academic standards. She holds a PhD in Management Sciences from SZABIST University and her research has been published in several peer-reviewed, Scopus-indexed, impact factor, and HEC-recognized journals. She is the honorary editor of the ASA Microfinance Newsflash, contributing to sectoral insights and development discourse. Dr. Qazi is an active core committee member of NBEAC, AMBA and AACSB accreditation overseeing Assurance of Learning (AoL) activities at IoBM. She has organized national and international conferences, research workshops, and academic development initiatives, and has served as a session chair at conferences and as an external academic reviewer for Boards of Studies (BoS) and Boards of Faculty (BoF) at various universities across Pakistan. In addition to her academic portfolio, Dr. Qazi works as a consultant in the microfinance and development sectors, contributing to strategic planning, women-centric empowerment models, and institutional training frameworks. She continues to mentor researchers and promote research-led learning, reinforcing IoBM's mission of delivering globally aligned and locally relevant education.

## Management and HRM



**Dr. Shagufta Ghauri** holds a PhD in Business Management from the Institute of Business Management (IoBM), where she has been a dedicated faculty member for over 15 years. With extensive teaching experience across major universities in Karachi, she specializes in Management and Human Resource Management and has played an instrumental role in curriculum development and training manual design. In addition to her academic responsibilities, Dr. Ghauri serves as a key contributor to the university's quality assurance processes. She is actively involved in institutional accreditation and continuous improvement initiatives, serving as a core team member for AACSB accreditation and NBEAC (National Business Education Accreditation Council) compliance at IoBM. Dr. Ghauri has a robust research portfolio, with several national and international publications in HEC-recognized, Web of Science, and Scopus-indexed journals. She has presented her research at prestigious platforms including Harvard University, academic forums in Spain, and other leading international conferences. She is an honorary member of the Pakistan Education Foundation and a founding member of The Froebel's School. At IoBM, she also plays a vibrant role in student engagement and leadership development as the Patron and Faculty Advisor of the Strategic Human Resource Society. She has been the lead organizer of the Zenith Leadership & Development Conference for the past eleven years, contributing to leadership discourse and experiential learning opportunities for students.



**Dr. Sayma Zia** serving as a Professor at the Institute of Business Management (IoBM), Karachi. With over 15 years of extensive experience in higher education, training, and consulting, she brings a wealth of expertise in business analytics, human resource management, leadership development, and organizational change. Previously, Dr. Zia held leadership roles at Bahria University, where she served as Principal of the Business School and Cluster Head. She has contributed significantly to academic program design, faculty mentoring, and research coordination. Her strategic insight and dedication to educational excellence have made her a recognized name in Pakistan's academic and corporate training landscape. Dr. Zia is also an active editor and reviewer for prestigious international journals including SAGE Open and Emerald Publishing, and serves as Editor-in-Chief for the Global Journal of Management & Corporate Studies. Her scholarly contributions span both qualitative and quantitative research, with a strong focus on data analytics, people management, and organizational development. She is a sought-after trainer and consultant with the National Institute of Banking and Finance and The Institute of Bankers Pakistan, where she leads workshops on leadership, employee engagement, and performance management. Dr. Zia is known for her dynamic facilitation style, strong interpersonal communication skills, and commitment to mentoring future leaders. Her multifaceted portfolio also includes curriculum development, talent assessment, student counseling, and entrepreneurial development, making her a versatile professional dedicated to academic excellence and societal impact.

**Dr. Afaq Kazi** is an academician, seasoned corporate leader, and applied researcher with a prolific career spanning both industry and academia. Currently serving as Professor and Consultant at the Institute of Business Management (IoBM), he is renowned for aligning academic research with national development goals and real-world industry needs. Dr. Kazi has led numerous research initiatives focused on enhancing SME productivity, promoting youth employability, and improving labor market efficiency. He is the principal architect of InvestorRisk AI, a pioneering digital platform for investment risk assessment, funded through the HEC NRPU Research Grant. Under his leadership, this multidisciplinary project transformed complex research into a user-friendly tool supporting informed financial decision-making. His core areas of expertise include Human Resources, Strategic Management, and Organizational Development. As an HEC-approved PhD supervisor, he actively mentors M.Phil. and PhD scholars and has published extensively in reputed international journals. Beyond academia, Dr. Kazi has held senior executive roles in multinational corporations and consulted for prominent organizations, including the State Bank of Pakistan, and leading firms in diverse industries. His leadership combines academic rigor with strategic insight, positioning him as a key contributor to policy and institutional development in Pakistan. A passionate advocate for bridging the academia-industry divide, Dr. Kazi continues to mentor



**Dr. Muhammad Azeem Qureshi** is an Associate Professor at the Institute of Business Management (IoBM) with over 20 years of academic and industry experience. He holds a PhD in Business Management and a Postdoctoral qualification from the University of Malaysia Perlis. Dr. Azeem has authored more than 36 research articles featured in reputable journals including those by Sage, Springer, Tylor & Francis and Elsevier. He actively supervises PhD and MPhil scholars. His research spans leadership, women's entrepreneurship, sustainability, and organizational behavior. A recipient of several academic honors, including a Gold Medal, he is also a certified university teacher by the University of Hong Kong and a trained Power BI practitioner. serves on the editorial boards of several journals, including SAGE Open, and regularly delivers workshops on leadership, systematic literature review (SLR), and research methodologies. He is deeply committed to blending practical insight with academic rigor to nurture future business leaders.



**Dr. Bilqees Ghani** is an Associate Professor in the Department of HR and Management, having assumed this role in January 2025. Prior to this, she served as an Assistant Professor from 2019 to 2024, contributing actively to both teaching and research within the domain of Human Resource Management and Organizational Behavior. Before transitioning into academia, Dr. Bilqees worked for two years at ITP, gaining valuable industry experience. Her professional journey also includes internships with several prestigious organizations such as Deloitte Pakistan, Abbott Laboratories, and the Civil Aviation Authority of Pakistan. Dr. Bilqees has published her research in several internationally recognized and high-impact journals indexed in Scopus, Clarivate, ABDC, and ABS. Her work has appeared in leading outlets including Behaviour and Information Technology, The International Journal of Human Resource Management, Personnel Review, and Career Development International. She has also had the distinction of presenting her research at prestigious academic forums, notably the Eastern Academy of Management conference. Her scholarly interests lie at the intersection of organizational behavior, human resource development, and workplace transformation in emerging economies.



**Dr. Muhammad Adeel Anjum** is an Associate Professor in the Department of Management & HRM. He holds a doctorate in Business Administration from the Harbin Institute of Technology, P.R. China. With a distinguished 17-year career in academia and administration, Dr. Adeel specializes in teaching, academic advising, and training at the undergraduate, graduate, and postgraduate levels. His expertise includes conducting and supervising research in Organizational Behavior and Human Resource Management. His research has been published in high-impact journals, including Management Decision, International Journal of Conflict Management, Journal of Management & Organization, Internet Research, Current Psychology, International Journal of Human Computer Interaction, International Journal of Lean Six Sigma, Cogent Business & Management, and Human Systems Management. In addition to his memberships in professional organizations (e.g., the American Psychological Association [APA]) and academic bodies (e.g., Board of Studies and Board of Faculty), he serves as an ad hoc reviewer for more than 30 high-impact journals. He also delivers lectures at nationally reputed institutions, such as the National Institute of Public Administration (NIPA) and the Institute of Public Health (IPH).





**Dr. Saba Gulzar** is a dedicated academician and researcher affiliated with the Institute of Business Management (IoBM), where she has significantly contributed to the field of Human Resource Management and organizational behavior. With extensive experience in teaching and academic administration, she is actively engaged in curriculum design and quality assurance, particularly for doctoral-level programs. Dr. Gulzar has authored numerous research papers published in reputable national and international journals. She has been a reviewer of several WoS and Scopus Indexed journals. An emerging expert in HR and coaching, she is deeply passionate about empowering students and professionals through group coaching, leadership development programs, and future-of-work preparedness. Her work reflects a commitment to bridging academic learning with practical application in organizational settings. Dr. Gulzar has supervised numerous graduate research projects and regularly contributes to academic reviews, course development, and mentoring. She is also exploring content-based coaching through blogs, podcasts, and group workshops, with a vision to support young professionals and corporate teams in enhancing personal growth and workplace effectiveness. Her research interests include employee motivation, digital transformation in HR, organizational culture, leadership development, technology-enhanced workspaces, and future skills for sustainable careers. She is frequently invited as a reviewer, speaker, and academic panelist, contributing to educational excellence across institutions.



**Dr. Mirza Dilshad Baig** has a Doctorate in Management Sciences. He is working as a Faculty with Institute of Business Management. He has a rich experience of over 3 decades in Human Resources and Organizational Development in private, public and multinational organizations at senior level positions. Dr Baig has vast experiences in teaching, training, and consulting successful corporate exposure. Dr. Baig has vast teaching experiences and taught at the levels of Under Graduates and Post Graduates Programs. His area of expertise in corporate experience and teaching are HR Management, Organizational Change & Dynamics, Leadership, Performance Management, Learning & Organizational Development etc. He has published various research papers in reputed journals. He is also a corporate trainer and has provided consulting services to renowned organizations in Pakistan in the field of Strategic HR Management and Organizational Development.



**Dr. Tayyab Fahsah** is currently serving as an Assistant Professor of Human Resource Management and Management at the Institute of Business Management (IoBM), Karachi, Pakistan. She brings over seven years of diverse experience in teaching, research, and academic engagement within the higher education sector. In her current academic role, Dr. Fahsah is responsible for the design and delivery of undergraduate (BBA) and postgraduate (MBA) courses, including Human Resource Management, Performance Appraisal & Management, Leadership Journey, Business Ethics, and Managing Human Capital. She is actively involved in student mentoring, supervising undergraduate capstone projects, and supporting industry collaborations by providing consultancy-based solutions through student-led initiatives. Dr. Fahsah possesses strong expertise in quantitative and qualitative research methodologies and has published in several impact factor journals, such as the International Journal of Ethics and Systems, Leadership & Organization Development Journal, Sustainability, and the Journal of the Knowledge Economy. She is an HEC-approved supervisor, currently overseeing MPhil and PhD research students. One of her PhD supervisees successfully developed and defended a DE&I (Diversity, Equity & Inclusion) practices instrument for MSMEs, contributing meaningfully to both academic scholarship and practical HR development. Her work reflects a strong commitment to academic excellence, ethical leadership, and the integration of theory with practice in the field of management and human resources.



**Lieutenant Colonel Dr. Farhan Iqbal** is a distinguished HR professional with over 33 years of extensive experience in management and human resources, including 20 years in the Pakistan Army. Dr. Iqbal's expertise spans organizational development, focusing on psychological assessments, scale development, cultural transformation, employee engagement, and leadership training and development. His multifaceted career reflects a deep-seated passion for enhancing organizational effectiveness and addressing pertinent HR challenges. He earned his PhD from the University of Karachi and holds additional qualifications, including an MPhil in Organizational Psychology, an MBA in Human Resources, and a BE in Computer Science. He is a qualified Strategic Workforce Professional and Health and safety expert from the Human Capital Institute (USA) and NEBOSH (UK). Driven by a commitment to personal growth, Dr. Iqbal recently obtained his Strategic People Management diploma (CIPD—Level 7, UK). He is also a certified mindfulness teacher.



**Dr. Samrah Shariq** is serving as an 'Assistant Professor' in Management and HRM Department. She holds a PhD. Degree from University of Karachi and also won 'Case Teaching Scholarship' from Cranfield University, UK. Prior to this, she completed her MPhil (HRM) with distinction from Iqra University, Karachi. Also, she has earned Bachelor degree in Mass Communication from University of Karachi. She is multidisciplinary researcher, possessing research expertise and interest in Organizational Behavior, Human Resource Management, Organizational Psychology, Sustainability, Strategic Leadership, Gender Equality and Women Empowerment. She has many impact factor research publications and conference presentations to her credit. She has a total of more than 11 years of experience in industry and academia. She has served as an HR Professional in the IT industry for more than 3 years while in academia, she has been teaching for more than 8 years. Additionally, her contribution as a reviewer and evaluator has also been significant for various journals and HEIs respectively".



**Dr. Waqas Khuram** is an accomplished academic and researcher, currently serving as an Assistant Professor at the Institute of Business Management (IoBM). He earned his PhD from China's Harbin Institute of Technology (HIT), a prestigious research-oriented university renowned for its contributions to science, engineering, and technology. Dr. Khuram has established a robust research portfolio, with numerous high-impact publications in top-tier Scopus/ WoS indexed journals, spanning areas such as organizational behavior, artificial intelligence-driven behaviors/ entrepreneurship and leadership, cognitive automation and innovation, where his work addresses pressing global challenges. His collaborative spirit is evident through his role as a co-author on multidisciplinary projects, often bridging academia and industry. At IoBM, Dr. Khuram is dedicated to advancing both teaching and institutional research initiatives, integrating cutting-edge findings into his curriculum to inspire future professionals. His commitment to academia is further underscored by his participation in international conferences and partnerships with global research networks. Recognized for his scholarly contributions.



**Dr. Mehreen Mansoor** is a distinguished academic and HR professional with a strong background in academia, research, and industry. She is currently serving as Assistant Professor in the Department of Management and HRM at CBM and previously headed the Department of Business Administration at Greenwich University. She has also served as visiting faculty at various universities, contributing to the academic growth of future HR professionals. Dr. Mansoor holds a Ph.D. in Management Sciences with a specialization in Human Resource Management from SZABIST University, Karachi. Her professional experience spans the banking, consultancy, and textile sectors, where she held key HR roles. She has also worked as a talent acquisition consultant, specializing in C-level hiring. Her expertise includes career counselling, psychometric testing, resume writing, interview techniques, and qualitative and quantitative data analysis. As a peer reviewer for Vision (SAGE Publications) and the RADS Journal of Business Management, she actively contributes to academic research.



**Bushra Javed** is a Senior Lecturer in the Management & HRM Department at IoBM. She is currently pursuing her Ph.D. in Business Management from IoBM. She holds an MPhil in Business Administration from Air University, Islamabad. Prior to this, she completed her MBA in Finance from the University of Education. Her research interests include data-driven capabilities, data-driven culture, and Industry 4.0. She has over 6 years of experience in academia, along with freelance experience in academic and creative writing. She taught various undergraduate courses. She has several research publications and conference presentations to her credit. She holds a distinction in MBA and has been a scholarship holder since her first semester throughout her MBA.



**Kanwal Hussain** is a Senior Lecturer at the Institute of Business Management (IoBM), Karachi, specializing in Business Analytics, Business Intelligence, and Digital Transformation. She holds an MBA and a Master's in Economics, and is currently pursuing a PhD in Business Management. Kanwal began her professional career in 2012 and has held multiple industry positions, including Center Manager, MIS Manager, and Business Development Manager (BDM), gaining experience in operations management, data systems, and client relationship development. In 2019, she joined academia, where she now teaches core and elective courses in Business Analytics at the graduate level. Her teaching focuses on subjects such as predictive analytics, data visualization, statistical methods, and the application of analytical tools like Power BI, Python, SQL, and Tableau. She also mentors student research projects and supervises applied business cases using real-time data. Kanwal has authored and co-authored several research papers published in peer-reviewed journals, with research interests spanning data-driven decision-making, digital adoption in SMEs, and analytics for strategic management.





**Kinza Zehra** is a PhD scholar at the University of Karachi, focusing her research on workplace behaviors and human resource management (HRM). She holds the degree of MS in Management Sciences specialized in HRM and is currently serving as a Senior Lecturer in Management & HRM department at the Institute of Business Management (IoBM). Before entering academia 5 years ago, Kinza spent over 3 years in the corporate sector, gaining valuable industry experience that now enriches her teaching and research. She has published several research papers and remains passionate about bridging academic insights with real-world organizational challenges.

## Marketing



**Dr. Fariha Raza**, Assistant Professor, is the Head of Marketing Department, College of Business Management (CBM), Institute of Business Management (IoBM), Karachi. Dr. Raza earned her BBA (Hons) and MBA degrees from the Institute of Business Administration (IBA), Karachi, and completed her MS in Management Sciences and PhD in Management Sciences from Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST), Karachi. She has a unique blend of corporate and academic experience spanning over 25 years. She has served as General Manager Business Administration at Hilal Foods, and as Deputy General Manager Marketing at Dewan Farooque Motors Limited. Apart from teaching marketing and business research courses, she also supervises capstone projects.



**Dr. Syed Amir Saeed** holds his PhD in Marketing from Institute of Management Sciences, Peshawar and an MPhil in Marketing and MBA from University of Peshawar. Currently, he is working as an Associate Professor in Marketing Department. He joined teaching in year 2000. He has worked with Gulf Ship Chandlers Dubai, where he was responsible for managing marketing activities and supplies to United Arab Shipping Corporations. He has executed multiple research projects in collaboration with Gallup Pakistan, for major clients including the World Bank and British council. He has also provided advertising consultancy for different national and multinational brands.



**Dr. Muhammad Adnan Bashir** has done his PhD in Marketing from IoBM and an MPhil & MBA from Iqra University, Karachi. He holds BSc (Hons) & MSc degrees in Microbiology from the University of Karachi. He is working as Associate Professor with IoBM. He has over six years of work experience in both multinational and national pharmaceutical companies. He has worked for GlaxoSmithKline, Atco Laboratories and Novartis Pharma Pakistan. His research areas include Branding and Customer Engagement through Online Social Media.



**Dr. Muhammad Tabish** is a dynamic professional with over seven years of diverse corporate experience and ten years of enriching university teaching experience. He has a unique blend of industry insight and academic rigour. He has successfully managed multiple corporate projects while maintaining an active role in research and teaching. His academic contributions, including several high impact factor publications in internationally recognised journals, reflect a deep commitment to advancing knowledge and fostering innovation in higher education.



**Dr. Aysha Karamat Baig** is an Assistant Professor of Marketing at the College of Business Management, Institute of Business Management (IoBM), Karachi. She holds a PhD in Business with a specialization in Marketing from Swinburne University of Technology Australia, Sarawak Campus. Her doctoral research focused on the cultural psychology of Muslim consumers, exploring the deep-rooted values and motivations that shape their boycott behaviour. Dr. Baig's academic interests lie at the intersection of consumer behaviour and socio-cultural influence. Her research areas include neuromarketing, cross-cultural consumer psychology, collective boycotts, consumer political activism, and the evolving neural mechanisms behind consumer decision-making. She is particularly passionate about using neuroscientific tools to better understand subconscious consumer responses and translating these insights into strategic marketing practices. At the IoBM, she taught undergraduate and postgraduate courses such as Neuromarketing, Consumer Behaviour, Advanced Marketing Strategy and Research. Dr. Baig has also been supervising numerous postgraduate research students, guiding learners in bridging theoretical concepts with real-world applications. Her work reflects a strong commitment to research-led teaching and fostering critical thinking among future marketing professionals.

**Dr. Shumaila Kashif** serves as Assistant Professor at the Department of Marketing, College of Business Management. She holds a Ph.D. in Management Sciences from SZABIST University, Pakistan. Her area of interest are Marketing, Retail, Branding and Advertising. She is an experienced academic with over 13 years dedicated to sharing Marketing knowledge, curriculum development and promoting research. Dr. Kashif utilizes learning exchange at undergraduate, MBA and MS/PhD, core and elective marketing courses. Her work also involves nurturing the intellectual growth of MBA, MS, and PhD candidates as they embark on their research endeavors. In her corporate experience, she was a B2B strategist with 9+ years of driving successful national and international business development in textile, food and retail sectors. She believes the power of community driven change marketing can offer through conscious consumption, ethical advertising and responsible brand communication for meaningful social impact.



**Dr. Arif Ashraf** is an Assistant Professor within the Marketing Department at the Institute of Business Management (IoBM). He obtained his MBA from Hamdard University Karachi, graduating with a CGPA of 3.99, and holds a Joint Master's degree in Marketing and Management from Middlesex University London. In 2023, he completed his doctoral studies at the Institute of Business Management (IoBM), achieving a CGPA of 3.91 and earning a merit certificate. Drawing upon five years of managerial experience in the industry and over ten years of teaching experience, he has instructed undergraduate and graduate students in core and elective courses in marketing and research. His research interests encompass strategic marketing, integrated marketing communication, sustainability, social media marketing, and influencer marketing. His work has been published in esteemed impact factor journals, including The International Journal of Consumer Studies and Kybernetes



**Dr. Midhat Nadeem** is an Assistant Professor in the marketing department of IoBM. He holds a PhD degree in marketing from IoBM. His research interests lie in green marketing, digital marketing, artificial intelligence in marketing, environmentally sustainable consumer behavior, and brand management. His research work is published in journals of high repute, including Energy, Strategy, Reviews and On the Horizon: The International Journal of Learning. He also holds MBA (Marketing) from IoBM. Prior to his current role as a full-time teaching faculty member, he was associated with the Entrepreneurship and Management Excellence Center (EMEC) at IoBM, serving as the Senior Coordinator – Training and Projects. In this capacity, he managed a business portfolio of open enrollment and customized training programs. He has also served as a project coordinator and lead trainer for multiple donor-funded training and capacity-building programs, including projects awarded by USAID, TDEA, UNDP, Aurat Foundation, Asia Foundation, and IUCN. In addition to his academic pursuits, Midhat has over 10 years of professional experience in sales and marketing with various national and multinational organizations.



**Mukhtar Ahmed** holds an MPhil in Business Management from the Institute of Business Management (IoBM), Karachi, and a Master's degree in Business Management from the Institute of Management Sciences, Lahore. He also earned a Bachelor's degree in Pharmacy from the University of Sindh, Jamshoro. Mr. Mukhtar currently serves as the Head of the Capstone and Case Study Center, a role he has held since October 2024. Prior to this appointment, he was affiliated with the Marketing Department as a Senior Fellow. His academic contributions include teaching as visiting faculty at the Institute of Business Management (IoBM), Karachi; the Institute of Business and Management (IBM), Lahore; and Superior University, Lahore, between 2016 and 2018. With over 30 years of extensive professional experience in the pharmaceutical industry, Mr. Mukhtar has held senior leadership positions in multinational organizations including Schering AG and Bayer Pharma. From 2012 to 2015, he also worked concurrently as Business Unit Head for Bayer Sri Lanka, managing regional operations and strategic growth initiatives. His career spans key functions in sales and marketing, where he advanced from Sales Executive to Product Manager, Marketing Manager, and ultimately Business Unit Head. He has attended numerous executive development programs, including the prestigious European Leadership Program in Germany and Belgium, organized by Schering AG. Mr. Mukhtar brings a unique combination of academic insight and practical industry expertise to the classroom, with a focus on marketing strategy, leadership, and pharmaceutical management.



**Dr. Asma Rehman** is a Assistant Professor and Department Coordinator at the Institute of Business Management (IoBM), where she serves as a permanent faculty member in the Marketing department. She earned her Ph.D. in Business Management with a specialization in Marketing from IoBM in 2024. With over seven years of teaching experience, Dr. Asma has been involved in delivering undergraduate and postgraduate courses, mentoring students, and contributing to academic development and curriculum improvement. Before joining academia, she worked as a Marketing Manager in the corporate sector. Beyond her academic role, Dr. Asma is also the co-founder and consultant at a training and consultancy firm, where she is responsible for leading marketing and operational strategies.





**Saima Munawar** is an accomplished Senior Lecturer in the Marketing Department, possessing extensive experience in teaching and Teacher Training at both international and local levels. In her capacity as Managing Editor of the International Journal of Experiential Learning & Case Studies, she plays a critical role in shaping the discourse on experiential learning. Saima holds a Master of Philosophy degree in Business Management and a Graduate Diploma in Teaching English to Speakers of Other Languages (TESOL). Moreover, her commitment to advancing the field of entrepreneurship is demonstrated by her ongoing pursuit of a PhD in Marketing. Saima's research interests are focused on consumer and employee behavior, which is evident from her numerous peer reviewed journal articles and international conference publications.



**Sana Khwaja**, is a Senior Lecturer within the Marketing department at Institute of Business Management (IOBM). She is presently pursuing a Phd in Marketing from IOBM. Prior to this she has an MBA degree from Institute of Business Administration and an MBBS degree from DOW Medical College, Karachi. She has been associated with the Institute of Business Management since August 2024, as a visiting faculty in the Marketing department. Sana Khwaja has more than nine years of corporate experience and has worked as a Marketer in renowned multinational pharmaceutical companies, such as GlaxoSmithKline, Bayer and Roche.



**Syeda Dur-e-Afshan Ali** is a Lecturer at the Institute of Business Management (IoBM), where she serves as a permanent faculty member in the Marketing department. She is currently enrolled in MPhil. She brings with her 14 years of corporate experience before joining IoBM. aShe has worked in different roles of marketing and communication. She has 8 years of teaching experience as visiting faculty and now serving as permanent faculty at IoBM for 4 years. Dur-e-Afshan has been involved in delivering undergraduate and postgraduate courses, mentoring students and supervising capstone projects.



**Mavara Siddiqui** has completed her Masters of Philosophy in Business Management from IoBM. Prior to this she completed her MBA from University of Karachi and a Masters degree in Economics from Federal University. She is working as a Lecturer and a PhD scholar in the field of Business Management at IoBM. She has also served as a Graduate Research Assistant at IoBM prior to joining the institute as a permanent faculty. Additionally, she has vast industry experience of working as a Marketer in the corporate sector. She has worked on numerous research studies and has gained valuable academic research writing experience, with many research papers and national & international conference presentations to her credit. She is interested in educational improvements, economic development, research and econometrics, consumer behaviour, and varied business areas.



## College of Computer Science and Information Systems (CCSIS)

**Brig<sup>®</sup> Dr. Muhammad Abbas** is an accomplished academic and administrator with a wealth of experience in research, curriculum development, instructional design, academia-industry linkages, quality of education, and management of academic activities. He obtained his PhD and MS degrees from the University of Manchester in Information Systems Engineering, and his B.E degree from NED University. With over 28 years of experience, he has a proven track record of delivering results through effective planning and implementation of strategies. He has served in various important positions at NUST/GHQ, including Director of Research and Development, Associate Head of Department, Director of Quality Assurance, and Senior Instructor. He is a member of the Pakistan Engineering Council (PEC) and an HEC-approved Supervisor, and has published more than 70 international research papers in reputable journals and presented them at conferences. As Acting Dean of CCSIS, Dr. Abbas brings his extensive knowledge and expertise to lead the faculty and students toward academic excellence.



## Actuarial Science and Risk Management

**Ayesha Hameed** holds an MPhil degree in Business Management from IOBM. Prior to this, she completed her MBA (HR) from IQRA University. Currently, she is working as a Senior Lecturer at IOBM. Her research interests are in Stress testing modeling, Quiet life hypothesis, Intuition Investment, International financial reporting and standards. Previously, she was working as a visiting faculty at IQRA university main campus. Besides teaching experience, she has extensive experience of working as a Recruitment specialist. Ayesha is a spiritualist, deeply connected with self, passionate and self-motivated individual. Ayesha deeply believes in self-awareness and self-development. She believes in immense human potential and developing her own as she helps others develop theirs. Her deep-rooted belief in transforming lives inspired her towards her current role.



**Jahangir Baig** is currently pursuing his PhD in Statistics from University of Karachi. He holds an MPhil in Statistics, MSc in Statistics and a B.S in Computer Science from University of Karachi. He is working as a Senior Lecturer at IOBM. His areas of interest are Predictive Modeling, Statistical Inference, Data Mining, Sampling Designs. He has taught at University of Karachi, NED University, BBSUL Karachi, prior to joining IOBM.



## Mathematics and Statistics

**Dr. Fatima Riaz** holds a Ph. D. degree in applied mathematics in the field of fluid dynamics from University of Karachi. She is currently serving as Assistant professor of Mathematics in IOBM. She has almost 18+ international publications on her credits. She had been the presenter in some National and international conferences and workshops. She has almost 7 years of experience in teaching at different levels and at different universities, she has served as a lecturer at Indus University, visiting lecturer at FAST University, and a research assistant at Karachi University.



**Dr. Sami ullah** holds a Ph.D in Applied Statistics from Universiti Teknologi Petronas, Malaysia. He was a Post-Doctoral Researcher at Universiti Teknologi PETRONAS, Malaysia. He is currently working as an Assistant Professor in Mathematics and Statistics Department.





**Dr. Hassam Khan**, I am an assistant Professor in dept of Mathematics and Statistics. I have completed my bachelor and master degrees majored in mathematics from Pakistan and subsequently went to Germany to pursue higher studies on HEC (Higher Education Commission) overseas scholarship program. My research is related to the problems of existence and uniqueness of the surface waves in generalized continuum models, in particular micromorphic models. It is well established fact that classical continuum theory is inadequate to described the size effect of contractual motion, for example in unbounded elastic medium the propagation of plane wave is not dispersive. However, experiments with real solids show that wave propagation is dispersive (the wave speed depends on frequency). To incorporate the better the microstructure of the matter into classical theories generalized continuum models are introduced. The surface waves are the type of elastic wave that propagate near the surface without penetrating into deep. I have extended the method matrix impedance method to generalized continuum model. This method allows me to established existence and uniqueness of surface wave speed in Cosserat elastic material (a special case of micromorphic model).



**Sohail Ahmed Khan** holds an MS in Finance (specialization: Financial Mathematics) from Germany and MSc in Applied Mathematics from the University of Karachi. He is working as Assistant Professor with IoBM. He has worked for five years at P3 Communication GmbH and LogicaCMG GmbH & Co. KG in Germany. He has also served as cooperative lecturer at the department of Computer Science at the University of Karachi. His research interests includes Computational Finance, Application of Methods from Financial Mathematics in Insurance, Interest Rate Modeling.



**Laiq Muhammad Khan**, has an MSc in Statistics from the University of Karachi, and MS (Statistics and Scientific Computing) from IoBM. He is working as Assistant Professor in the Department of Mathematics and Statistics. He has over 48 years' experience of teaching Statistics. His research interests are in the field of modeling, design of experiments and statistical Inference. During MS (SSC) he worked on developing statistical models for Aggregate Losses in Insurance. He has published research work in multiple national & international Journals as well as in Proceedings of conferences. He has guided MS (SSC) candidates. He has taught at Fast, Institute of Computer Science over a period of six years. He has been associated with IoBM as faculty since August, 2000.



**Hina Samreen** is currently enrolled in PhD program at IoBM. She is an MS Economics from Institute of Business Management (IoBM) and M.Sc. Mathematics from University of Karachi. She is currently working as an Assistant Professor in the Mathematics and Statistics Department. 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.



**Muhammad Wajahat Ali** is enrolled in MS (Statistics & Scientific Computing) from IoBM and holds an MSc (Statistics) from the University of Karachi. He is currently working as a Senior Lecturer at IoBM. He has almost twenty-seven years of teaching experience at various institutes. His areas of interest are Design of Experiment, Quantitative Analysis for Business & Management, Statistical Inference, Advanced Quantitative Methods, College Algebra and Calculus for Business Decisions. He is also a faculty advisor of Mathematics Society at IoBM and has organized the Mathematics Colloquium, annual national and international conferences in the Collaboration with International organizations. He is associated in the project designing and its market at different levels. He has published many research papers in national and international Journals.



**Attra**, Attra, a Senior Lecturer in the Department of Mathematics, did her M.Sc. in 2010 from FUUAST in Mathematics, securing a distinction. She received three Gold Medals for Department Position, Science Faculty Position, and as a 'Topper Student'. Recently, she completed my MS in Mathematics and Scientific Computing, from IoBM. Her research has been published in three reputable journals of Pakistan, in the X-Category. She has taught in NUST(PNEC) for two years, before joining IoBM as Lecturer in Mathematics. The Mathematical courses she teaches include Calculus & Analytical Geometry, Linear Algebra, Complex Variable & Transform, Multivariable, Differential Equation, Business Mathematics, Calculus for Business Decision and College Algebra.

**Muhammad Arshad** holds an MS degree in Applied and Computational Mathematics (ACM) from Florida State University (FSU). Before going to US, he did double Masters; first one from University of Karachi in pure Mathematics and second from LUMS in pure and applied Mathematics. He is an Assistant Professor-in-Practice at IoBM. He is a recipient of Fulbright Scholarship, FSU graduate Scholarship and LUMS Scholarship. He was a position holder in his graduate studies. He has vast experience of teaching Mathematics in different universities like Bharia University Karachi, DHA Suffa University Karachi and IoBM. His research interests are in Number Theory, Set Theory, Discrete Mathematics and Logic.



**Saher Afshan** holds a Master of Science in Applied Mathematics from the University of Karachi and a Master of Science in Mathematics and Scientific Computing from the Institute of Business Management (IoBM). She has authored three peer-reviewed research publications. Her academic career spans over a decade, during which she has served as a Lecturer at Khadija College and as Visiting Faculty at IoBM. Currently, she holds the position of Senior Lecturer at IoBM, where she is actively engaged in both scholarly research and academic instruction.



**Shamin Akhter** holds an MS from NED University and an MSc from the University of Karachi. Her research is primarily focused on Fuzzy Logic, exploring its applications in intelligent systems and decision-making under uncertainty. Her teaching expertise covers a range of core mathematical subjects including Linear Algebra, Differential Equations, Calculus, and Analytical Geometry. Known for her clear instruction and student-focused approach, Shamin is dedicated to building strong mathematical foundations and promoting analytical thinking in her students. Shamin Akhter is an experienced academic with over 10 years of teaching experience in mathematics and applied sciences. She is currently working as a Lecturer II at the Institute of Business Management (IoBM) and has also served as visiting faculty at NED University, where she contributed to the academic growth of undergraduate and graduate students.

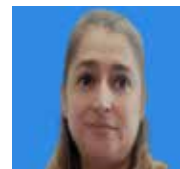


## Computer Science

**Engr. Muhammad Asghar Khan**, Assistant Professor, has a Master's degree in Network and e Business Centered Computing, from the University of Reading (UK), an MBA and Masters in HRM from the Australian Catholic University (Australia), an MS in Computer Software Engineering from NUST, and BS Computer Engineering from Sir Syed University. He has sixteen years of teaching and industrial experience, at various national and international organizations such as London Institute of Management and Technology, Clearswift Limited, Geo TV, Sir Syed Case Institute of Technology, and Efroze Chemicals. He is a member of the Pakistan Engineering Counsel, Australian Endeavour Network, ISACA, and Australian Human Resources Institute. Engr. Khan is also serving as a Course Coordinator for the Computer Science and MIS Department.



**Dr. Umm-e-Laila** hold a PhD in Computer Science & Information Technology, from NED University of Engineering & Technology, and a MS/BS in Computer Engineering from Sir Syed University of Engineering & Technology. Her PhD is in pure Software Engineering, focusing on "Open Source Software". Her research interests include Open source software, IoT, Computer programming, Software Engineering, Artificial Intelligence, and Machine Learning. Currently She is working as an Associate Professor of Computer Science Department at IoBM. She has 20 years of teaching experience and has over 20 publications in international and national journals and conferences. She is an elected local council member of IEP (Electrical and Allied) and an Editor of many HEC recognized X/ W category journals. She has also contributed in book/chapters publishing.



**Dr. Asim Iftikhar** holds a PhD in Information Technology from Universiti Kuala Lumpur (UniKL), Malaysia. He also has MS and MCS degrees in Computer Science. He is working as a Associate Professor at IoBM. He has eighteen years of teaching experience at the university level, and has conducted several professional training programs for faculty, students and corporates. He has published fourteen research papers in local and leading international journals including two 'W' category (Impact Factor), and presented several at conferences. His areas of specialization include Software Engineering, Artificial Intelligence, Algorithms, Web Development and Computer Graphics.





**Dr. Khalid Mahboob** is a Senior Lecturer at CCSIS in IOBM. He received his Bachelor's and Master's degrees in Computer Science & IT in 2007 and 2011, respectively, from NED University of Engineering and Technology, Karachi, Pakistan. He has completed his PhD in Educational Data Mining from the Computer Science and Information Technology department at NEDUET. His main research interests include big data analytics, sentiment analysis, machine learning, deep learning, and data mining. He is a data science and ML expert. He has published over 25 articles in numerous national and international journals and conferences, including book chapters. He is also a member of IEEE Young Professionals. He is also an Associate Editor for the Pakistan Journal of Engineering, Technology & Science (PJETS).



**Dr. Sana Alam** is an accomplished Assistant Professor at the Institute of Business Management (IoBM) with a Ph.D. in Computer Science and Information Technology from NED University of Engineering and Technology, where she also earned her BE and M.Engg degrees. A dedicated university instructor for over a decade, she's a prolific researcher with multiple W-category publications in high-impact journals. Her expertise spans Software Engineering, Blockchain Technology, the Internet of Things, and Cyber Security (Trust and Reputation Management). Demonstrating her leadership and strategic vision, Dr. Sana Alam currently holds key administrative positions. She is the Head of Research for CCSIS, the OBE Coordinator for CCSIS, the NCEAC Lead, and Focal Person for CCSIS in the IoBM Strategy Planning Committee. Her multifaceted contributions significantly shape both academic excellence and institutional advancement.



**Engr. Dr. Urooj Yousuf Khan** is currently pursuing her PhD in Computer Science at IoBM and holds a BE Degree in Computer and Information Systems Engineering from NEDUET. She is a Gold Medalist in MSCS Computer Science from SZABIST, DUBAI. She is a Cisco Certified Network Professional holding CCNA(RS) and CCNP(RS) certifications. She is working at IoBM (CCSIS) as a Senior Lecturer. Previously, she worked as a lecturer and IT-Administrator at Pakistan Islamia Higher Secondary School Sharjah and AlNawal Computers, UAE. She has a number of publications in various reputed international journals. Her research interests include Computer Networks, Internet of Things and Fog Computing.



**Kauser Shaheen** has an MS in Computer Science from SZABIST University. She is currently working with IoBM as Senior Lecturer, Computer Sciences. She is a talented professional with superb teaching skills developed over the last 15 years. She is a dedicated, passionate and committed to acting not only as a teacher but as a mentor as well to her students. She has excellent communication skills which makes learning easier for students and also much more fun. She has the ability to resolve issues tactfully, has excellent time management skills, and can willingly coordinate with other faculty members in developing new programs and courses, to enhance the abilities of the students in computer sciences. She has attended many seminars and exhibits, to remain updated in the field of computer technology.



**Najmus Saher Shah** is currently pursuing her PhD in Computer Science from Pakistan Institute of Engineering and Applied Sciences (PIEAS), Islamabad. She holds an MS (Computer Science) from IoBM. She is also a 2nd position holder in her BSc (Hons) in Economics from the University of Karachi. She is working as a Senior Lecturer at IoBM. Her research interests include areas such as Data Mining, Forecasting, Artificial Intelligence, and Database Management System

**Muhammad Ramzan** completed his Masters in Computer Science from Muhammad Ali Jinnah University (MAJU), Karachi in 2021, and is pursuing his PhD in Computer Science at the same university. He is currently working as a Senior Lecturer in the Computer Science Department in the College of Computer Science and Information System (CCSIS), IoBM. Prior to joining IoBM, he worked as a Computer Instructor at the Modern Institute of Science and Technology (MIST), Naushahro Feroze - Sindh for four years, and at Indus University Karachi, as a Junior Lecturer. His areas of interest include machine learning, deep learning, information retrieval techniques, and natural language processing.



**Noor-ul-Huda**, Lecturer with a Master's degree in Computer Science from the National University of Computer and Emerging Sciences, and Bachelors in Computer Science from University of Sindh Jamshoro. She has 7 years of teaching and industry experience in Sapphire Consulting Services, TPS Pvt. Ltd, FAST Karachi and APS college Saddar. Her research area are Database development and Programming languages. Her Master's thesis topic is "Comparison of NoSQL and NewSQL databases".





## College of Engineering and Sciences (CES)

### Electrical Engineering and Engineering Management



**Dr. Muhammad Imran Majid** is a Commonwealth PhD Scholar in Electronic Engineering from the University of Surrey, UK, and Commonwealth Academic Fellow from University of Warwick, UK. Previously he attained MS in Space Engineering from Umea University, Sweden, and BSc in Electrical Engineering from UET Lahore. In 2016, he joined IoBM as Associate Professor and is currently HoD of Electrical Engineering Department, where he crafted the MSEE, MSIoT and BS Technology Management programs. His work experience spans more than 15 years. He has worked at Telenor Pakistan, SSBV, Surrey Satellites and University of Toronto. He is a Chartered Engineer registered with ECUK, Senior Member IEEE, IEEE Karachi Ex-Com member. His research interests include information theory, resource allocation and applied heuristics for future systems.



**Dr. Syed Fayaz Ahmad** is an assistant professor, holds a Ph.D. in Engineering Management from Gomal University, and Post Doctorate from University of Kuala Lumpur, Malaysia. He is also a Certified Project Director from GAQM, UK, and Certified Professional in Engineering Management from The American Society for Engineering Management, USA. He has vast experience in research and conducted many types of research in Public and Private Sector organizations in Pakistan. Up to now, he has published about 100 research papers in peer-reviewed national and international journals, having overall impact factor 205. His research interest areas include but are not limited to Technology Management, Project Management, Supply Chain Management, Sustainability, and Strategic Management. In addition to his academic life, Dr. Fayaz is a literary person also. He writes in English and Pashto, having two poetry published books in his favor and two others are also completed and will be published soon.



**Dr. Irfanullah Khan** holds a Ph.D. in Industrial Engineering Management from Hanyang University, South Korea, ME in Mechatronics Engineering and BE in Industrial and Management Engineering from Mehran UET Jamshoro. He is working as an Assistant Professor in the Department of Engineering Management. He is a Professional Engineer registered with the Pakistan Engineering council. His current research interests lie in the area of Supply Chain Management Optimization, Inventory Management, Production Management, and Data Science. He has published three research articles in prestigious international journals and two conference papers.



**Dr. Tahniyat Aslam** is a PhD in Electronic Engineering from NED University of Engineering and Technology, Karachi, Pakistan. She holds an M.E Degree in "Telecommunication Engineering" from NED University of Engineering and Technology and B.S in "Telecommunication Engineering" from Sir Syed University of Engineering and Technology, Karachi, Pakistan. She is working with IoBM as a Assistant Professor. She taught as a Visiting faculty in NED University of Engineering and Technology and currently working as a Lecturer in Electrical Engineering Department of IoBM. Her research interest includes antenna and microwave systems network security, Inter- net of Things (IoT) and its applications.



**Rashid Qutub** holds an MSc in Production Management from Technical University Hamburg Harburg, Germany and BE Mechanical Engineering from NED Engineering University. He is working as a Senior Lecturer with IoBM. He got the opportunity to work with German Aluminium manufacturing company, Hydro Aluminium in Hamburg and has worked indepth to investigate and correlate the microstructure & mechanical properties of Aluminium Alloy. He has worked in the production planning, material planning and in the mechanical design department of Siemens Engineering and KSB Pumps. He has worked with ERP such as SAP/R3 and Comet in these organizations. He has also worked in an automobile industry and has been associated with Dawood Yamaha Ltd in their Production departments. He is fond of learning foreign languages and is fluent in German language.



**Osama Mahfooz** is pursuing his PhD in Telecommunication Engineering from the University of Malaga, Spain, holds an MBA degree in Telecommunication Management from IoBM and BE in Electronics from the PAF- Karachi Institute of Economics & Technology. He is working as a Senior Lecturer at IoBM. He has completed a CCNA Exploration certification from Aptech. He has published several articles in prestigious international and national scientific journals, conference proceedings and book chapters.

**Rabia Hassan** is a PhD scholar at University of Engineering & Technology Taxila, Pakistan. She received her MS Degree in Engineering Management from Institute of Business Management, Karachi Pakistan and B.E in Electronics degree from Pakistan Air Force Karachi Institute of Economics & Technology (P.A.F KIET). Currently, she is a Lecturer & Research Associate in the Electrical Engineering Department. She has been associated with the automotive industry of Pakistan for five years where her major area was product development. Her areas of research are Climate Change assessments, Waste Management, Pollution Control and Management and Environmental issues.



**Fatima Maqbool** is a PhD scholar in Computing at Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Karachi, Pakistan. She received her MS Degree in Engineering Management from Institute of Business Management, Karachi Pakistan and B.E in Electronics degree from Pakistan Air Force Karachi Institute of Economics & Technology (P.A.F KIET). She has been awarded the “Best Achiever Award” from PAFKIET and awarded a merit certificate, based on her academic excellence from IoBM. Currently, she is working as a Lecturer in the Electrical Engineering Department at IoBM. Her research area includes Artificial Intelligence, Machine Learning, Signal Processing, and Business Process Reengineering (BPR), Project Management, Automation and Robotics, Embedded Systems and Designs; Navigation, Guidance and Control.



## College of Economics and Social Development (CESD)

**Dr. Nadia Ayub**, Dean & Professor of College of Economics and Social Development (CESD), IoBM. Dr. Ayub completed a Postdoctoral Fellowship from the School of Psychology, University of Queensland, Australia, and earned a Doctor of Philosophy in Psychology from the University of Karachi, Pakistan. She is the Fellow of the Women Leadership in Higher Education under the Visiting International Professional Program administered by the Michigan State University, sponsored by the U.S. Department of State and U.S. Embassy in Islamabad, Pakistan. Her research focuses on social problems, adolescents, organizational issues, personality, family and marriages, and Psychometrics. She is HEC approved Ph.D. Supervisor and supervising number of MPhil & Ph.D. thesis at IoBM. She has published more than forty five journal articles, presented research papers at Harvard University, the USA in 2012 & 2013 and around the world, served as a reviewer of impact factor journals including the Australian Journal of Psychology and PsyCH Journal. She has worked on a research project on Community Health Sciences at the Aga Khan University and Hospital. She is a member of the HEC National Curriculum Revision Committee of Psychology. She is the recipient of the Group Study Exchange Program Fellowship 2011 for Pennsylvania, USA, hosted by the Rotary Foundation International. She received the HEC Best University Teacher Award for 2011.



### Economics

**Professor Dr. Shahida Wizarat** did her Masters from Vanderbilt University, Nashville, Tennessee, USA and PhD in Economics from the University of East Anglia, UK. Her areas of interest are industrial productivity; profitability; concentration; economic policies; international financial institutions; debt management; privatization and liberalization; food security; political economy; natural resources, conflict and growth. She has authored 80 papers and four books: The Rise and Fall of Industrial Productivity in Pakistan (OUP); Fighting Dependence; Fighting Imperialism: Liberating Pakistan (CRS) and Alternative to the IMF (Partridge, Singapore). She is member editorial board, Journal of the Institute of Far East - Russian Academy of Sciences and member editorial board, Asian Economic and Financial Review (AEFR). Currently she is Dean College of Economics and Social Development (CESD) IoBM.



**Dr. Mirza Aqeel Baig**, Associate Professor and Head of the Department, Economics has done his PhD and an MPhil in Economics from IoBM. He is also a member of BASR at IoBM. Dr. Baig has also completed his Masters in Applied Economics and Masters in International Relations from the University of Karachi. He has over twenty years of teaching experience at various institutions, with more time spent at IoBM. His research interests lie in International Monetary Policy, Macro Economics, and Econometrics. He has presented many papers in diversified areas of economics at national and international conferences. His research papers have been published in reputed refereed, national and international journals. He has been part of different research projects at IoBM conducted in collaboration with FPCCI, TDAP, IUCN, and WWF, and also contributed to the Sindh Economic Survey. He occasionally authors articles for magazines and newspapers on current, economic, and social issues.



**Dr. Mehak Ejaz**, an Associate Professor, boasts an impressive academic journey and a diverse professional background. She earned a doctoral degree in Economics from the University of Sheffield, UK, in 2016, an M.Phil. in Economics from Lahore School of Economics in 2010, and a Masters in Economics from the University of the Punjab in 2005. Dr. Ejaz's expertise spans the fields of Labor Economics and Gender Studies, with a particular focus on areas such as women's labor force participation, wage disparity, women's empowerment, and the application of Micro-Econometrics. Additionally, she delves into Development Economics, addressing critical issues related to Sustainable Development Goals, including poverty, inequality, gender equity, education, and health. She has been serving in academic and research institutions, both national and international, private and public. Over two decades of teaching experience has seen her impact students at all levels (Undergrad, MS, MPhil, and PhD), while her role as an HEC approved supervisor highlights her dedication to guiding aspiring researchers. Beyond teaching, Dr. Ejaz is a prolific researcher, contributing to esteemed national and international journals on pressing economic issues. Her extensive professional engagements over time with government and private universities in Pakistan, including Karachi University, NED University, SZABIST, UIT, and the University of Greenwich, alongside her current role at IoBM, reflect her wealth of institutional knowledge. Dr. Ejaz's involvement with research organizations such as CREB at Lahore School of Economics and SPDC in Karachi underscores her commitment to advancing economic research.







**Dr. Shujaat Abbas** holds a PhD in Economics with specialization in International trade and development issues from the University of Karachi and a Master degree in Business Management with specialization in Finance from the Federal Urdu University of Arts, Sciences, and Technology, Pakistan. He is working as an Assistant Professor with IoBM. He has worked for the University of Karachi as an adjunct member faculty for one and a half years before joining IoBM as a full-time faculty member in 2016. His research interests include international trade and finance, open-economy macroeconomics, and international political economics. He has published various research articles for national and international journals.



**Dr. Kashif Imran** got his PhD in Economics from the University of Malaya, Kuala Lumpur, Malaysia, in 2018 in the field of Development Economics, focusing on international remittances, household development, and poverty. He has been working as Associate Professor at the Department of Economics at IoBM since 2018. He is involved in research and teaching. He has more than sixteen articles on his credit that have been published in journals of international repute in Pakistan and abroad. Dr. Imran has attended several international research conferences. He has been serving at the University of Malaya, Kuala Lumpur, the Institute of Business Management, Karachi, Ilma University (formerly Institute of Business and Technology), Karachi, and Applied Economics Research Center, Karachi.



**Dr. Muhammad Usman** holds a Ph.D. from the University of Malaya, Kuala Lumpur, Malaysia. He has secured his MAS (Master of Applied Sciences in Applied Economics) from Applied Economics Research Center (AERC), University of Karachi. Since 2020, he has been working as an Assistant Professor at IoBM. He has wide experience in teaching, research, and conducting projects. He has done several research projects under the Ministry of Higher Education Malaysia and the University of Malaya. His areas of interest are social and behavioral sciences including not-for-profit organizations, faith-based organizations, Islamic Economics and finance, Islamic Social finance, and, especially the institution of waqf. He has published his research articles and book chapters in nationally and internationally recognized refereed journals and presented his research findings at various international conferences.



**Dr. Muhammad Zubair** is PhD in Economics from IoBM. He holds MS Economics from IoBM and Master's Degree in Economics & Finance from the University of Karachi. Currently, he is working as an Assistant Professor at IoBM. He has also secured his post graduate diploma in Economics & Finance from the University of Karachi. Prior to joining IoBM he has worked with University of Karachi as a visiting faculty. He has experience of 4 years in Broadcasting with Radio Pakistan in the capacity of Business anchor and reporter covering economic policy, trade and industry and etc. Mr. Zubair is also engaged in research and he has participated in various international conferences within and outside Pakistan.



**Irfan Lal** holds his Masters in Economics from the University of Karachi and MAS (Applied Economics) from Applied Economics Research Center, University of Karachi. He is currently working as a Senior lecturer at the Department of Economics at IoBM. He has eleven years of teaching experience at various institutes. His areas of interest are Quantitative Analysis, Macroeconomics, Microeconomics, Development Economics and Business Finance. He has published more than twenty research articles in reputed local and international journals. He was also part of two international research projects completed by IoBM namely, Valuation of Mangroves in PQA Indus Delta: An Econometric Approach; in Collaboration with International Union for Conservation of Nature (IUCN) and Fisher Improvement Program (FIP) and Marine Stewardship Council certification (MSC) of Yellow Fin Tuna; in Collaboration with World Wide Fund for nature (WWF).



**Zia Ullah** Senior Lecturer in the Department of Economics, bringing over a decade of academic and research experience to the institute since joining in July 2012. He holds an MPhil in Applied Economics from the Applied Economics Research Centre, University of Karachi, and an MSc in Economics from Quaid-i-Azam University, Islamabad. He is currently enrolled in the PhD program at IoBM, further advancing his academic and research pursuits. His scholarly work spans a diverse range of areas, including globalization, fiscal policy, urbanization, and stock markets, with numerous publications in esteemed national and international journals. Zia has also contributed to institutional research through collaborative projects with globally recognized organizations such as the International Union for Conservation of Nature (IUCN) and the World Wide Fund for Nature (WWF). At the undergraduate and graduate levels, he teaches core and elective courses including Microeconomics, Macroeconomics, Business Economics, and Health Economics, fostering analytical thinking and policy-oriented perspectives among his students.

## Education



**Dr. Kiran Hashmi** Head of the Department, has dedicated 17 years to the field of education, making a significant impact as a teacher educator. Her work includes writing textbooks and creating teaching materials that have been essential to educators across various subjects. As an Assistant Professor at the Department of Education in the Institute of Business Management, Dr. Hashmi has been deeply involved in research that improves the way we teach and learn. She has also been a mentor to fellow educators, encouraging a love for learning and teaching. Her approach to education focuses on critical thinking and putting theory into practice, which benefits both teachers and students. Dr. Hashmi is passionate about evolving education to meet today's challenges. Her contributions to teacher education and school education are preparing a new generation of teachers to inspire students and lead them towards a bright future.



**Dr. Diana Ambrose**, with 25 years in education, is currently a Assistant Professor and a PhD at the Institute of Business Management, specializing in Education. Her interests span Teacher Education, Pedagogy, Early Child Education, Curriculum Development, Gender Education, Educational Psychology, and Child Development. Dr. Zehra Habib, also a Senior Lecturer, holds a PhD in Education from George Mason University, USA, with three decades of teaching experience. She focuses on women, peace, and security issues, Human Rights, Social Justice, and Post-Colonial Education. Both educators contribute significantly to the field through research, teaching, and conference participation.



**Faiqa Asim**, with 18 years of diverse teaching experience, Faiqa is an accomplished educator who has navigated various curricula to enrich student learning. Her journey in education spans roles as an Action Researcher and Teacher Educator, reflecting a commitment to innovative teaching methods and professional development. Throughout her career, she has integrated action research into her classroom practices, actively exploring effective strategies to enhance student engagement and academic achievement. As a teacher educator, she leverages her wealth of experience to mentor and inspire the next generation of educators, emphasizing the importance of continuous improvement and reflective teaching practices. Faiqa's teaching philosophy revolves around fostering a stimulating and inclusive learning environment tailored to each student's needs. She embraces ongoing learning and collaboration within educational communities, advocating for evidence-based approaches that empower both students and fellow educators. She remains dedicated to shaping impactful educational experiences that cultivate lifelong learners and critical thinkers.

## Center for Policy and Area Studies



**Dr. Asad Shahzad** holds a PhD and MS in Economics from Institute of Business Management. He earned his MA in English Literature from the University of Karachi. Currently, he is working as an Assistant Professor and Acting HoD of Center for Policy and Area Studies. He has taught at several reputable educational institutes. His paper "Incoherences in Konrad Lorenz's Concept of Aggression" has been cited in Jai Galliot's Commercial Space Exploration: Ethics Policy and Governance. His paper "Iqbal's Ideal Critique of Hawking's Materialist Concept of Time" was published in Iqbal Review, April 2008 issue. His papers have also been published in PBR, Business Review, and Journal of Education and Educational Development. His research works address significant contemporary economic, political, and moral issues with reference to pre-modern, modern and postmodern philosophy.



**Dr. Muhammad Junaid Ali Khan** is an Assistant Professor at the Institute of Business Management (IoBM) in CPAS department. He specialized in Islamic Banking & Finance and holds a Ph.D. in Islamic Banking from the University of Karachi. He completed Dars-e-Nizami from Darul Uloom Karachi (Equivalent to an MA in Islamic Studies/ Arabic). He earned an MA in English Language Teaching (ELT) from NUML. His professional certifications include Certified Shari'ah Advisor and Auditor (CSAA) from AAOIFI, Advanced Certificate in AAOIFI Shariah Standards (ACSS) from IBA Karachi, and Halal Lead Auditor Training. He is also a Certified Mental Health Counselor. As a visiting faculty member, Dr. Khan was associated with renowned institutions and taught various subjects, including Islamic Studies, Islamic Banking & Finance, Arabic, and English language. His academic contributions reflect a commitment to excellence in education and research.

**Syed Hasan Habib** holds a Master's degree in Chemistry from University of Karachi. He is working as a Senior Fellow with IoBM. He worked for four years in the chemical process industry before joining Central Superior Services in 1983. He joined Foreign Services in 1986. He attended the Chinese Language Course at the Beijing University of Language and Culture (1989-91). During the 30 years of his diplomatic career, he worked in different capacities at Pakistan's foreign missions in China, Iran, the Netherlands, Morocco, Switzerland, Chengdu (China) and North Korea. He has also been Pakistan's representative at several international organizations and conferences. He remains deeply involved in Chinese and North Korean affairs. He is part of several local and international bodies in social and international affairs.



**Ambassdor G. R. Baluch** is Director Global and Regional Studies Center – IoBM and Senior fellow at IoBM. He specializes in public policy and International Relations. He has over 30 years of experience as a Diplomat. He has held senior positions in the Ministry of Foreign Affairs as well as Pakistan Diplomatic Missions abroad. He has served at Pakistan Embassies in Syria, Kuwait, Mauritius, and Pakistan Mission to the UN in New York. He was Pakistan's Ambassador to Vietnam. He has also served as Director China- Japan and Korea's and Joint Secretary Prime Minister's Secretariat and served with four Prime Ministers. During this assignment he was responsible for Public Policy advice to the Prime Minister. He extensively writes on International and National issues. He is a regular columnist in English News Papers. He is the author of a recently published book "Duty to the Pen: Reflections on International and National Political issues". He is invited to Television talk shows as an expert and as an analyst on Foreign Policy, and Public Policy issues. He is also regularly invited as a speaker to national and international seminars and workshops.



## Psychology

**Dr. Sana Sadia** is Acting HoD & Assistant Professor in the Department of Psychology at IoBM. She is also a Member of the Review Board of "JEED", a journal of the Department of Education, CESD. Her major areas of interest include child psychology, neurodevelopmental disorders, community and social psychology, and positive psychology, that is delivered through her work related to special needs and neurodiversity. Dr. Sana has 10 years of experience in clinical therapy. She has been associated with several national and international organizations and clinics, as a clinical psychologist, behavioral and child therapist, research psychologist, family therapist, and community counselor. She has also been visiting faculty in the department of psychology, University of Karachi, and visiting faculty designated as associate professor, at the Institute of Industrial and Electronic Engineering (PSCIR). She had presented research papers at several national and global conferences.



**Dr. Syed Shameem Ejaz**, PhD in Psychology from the University of Karachi, is Assistant Professor in the Department of Psychology, at CESD, IoBM. He has been teaching psychology for 12 years as a regular faculty and as a visiting faculty prior to that, at different institutions. He has been a practicing psychotherapist for 19+ years. His research interests lie in personality, perception, emotion, as well as cognitive impact of social and ecological interactions, as well as in brain-computer interface (BCI). He has been providing research consultation to national and international clients like UNICEF, UNDP, Bayer France, Crop-Sciences Switzerland, Syngenta France-Pakistan. He is actively engaged with vulnerable social groups, especially the youth, providing counseling and psychotherapeutic interventions to deal with stress, anxiety, and depression in conventional clinical setups, and through workshops.



**Marvi Makhdoom** is a PhD scholar in Psychology and currently serves as a Permanent Lecturer in the Business Psychology Department at the Institute of Business Management (IoBM). Prior to this, she held positions as Visiting Faculty at several esteemed universities and practiced as a Mental Health Professional. Ms. Makhdoom has pursued a variety of national and international courses and diplomas in Psychology, Mental Health, and Counselling. Additionally, she has presented her research at international educational conferences. Her academic interests encompass a range of topics, including Moral Integrity, Job Involvement, Work Values, Digital Addiction, Generational Psychological Trends, Mental Fatigue, and Family Relationships.





**Ramsha Zehra** is currently working as a Lecturer in the Business Psychology Department. She is a PhD scholar and has completed her MPhil in Organizational Psychology from IoBM and Bachelors in Psychology from Institute of Professional Psychology, Bahria University. She has over 4 years of teaching experience including a program that she was a part of in Izmir, Turkey. Her research areas include Education, Teaching, Emotional Well-being, Coping Strategies, Organizational Behavior, Leadership, Job Demands and Resilience.

## Media Studies



**Ejaz Wasay** holds an MBA from the Institute of Business Administration (IBA). He is Head - Department of Media Studies & Sr. Fellow Marketing. He joined IoBM on January 1, 2011. His industry experience spans over 37 years, in the fields of Marketing, Corporate Communication, and Advertising. He has worked for Unilever, Gillette, Philips, Orient McCann-Erickson and UBL. He has worked overseas with Gillette in Brazil and the UAE. He has led two major research projects at IoBM - a Consumer Perception Study for Indus Motor Company, and a Media Responsibility & Independence Index research for USAID. His articles have been published over many years in the Marketing Review, and Aurora - a leading advertising, marketing and media magazine published by the Dawn Group. He has been Council Member - Marketing Association of Pakistan over 15 years, and was its President in 2005. He has also been Jury Member PAS Awards, and is currently Jury Member of PAS Effie Awards.



**Dr. Ayaz Ahmed Siddiqui** has lived, studied and worked within the communications industry in Karachi, London and Hong Kong since the last decade. He completed his PhD on the evolution of media political tactics of mainstream opposition groups in Pakistan since 1988, at the School of Communication in Hong Kong Baptist University. He was part of an international study group on ethical best practices within leading Asian news organisations, as the Pakistan lead examining the Daily Dawn. Dr Ayaz has presented research at leading communication conferences and is a member of the International Communication Association (ICA), as well as Agahi Awards. His Op-eds and stories have appeared in The Wire.in, The Eastern Eye - UK, The News, The News on Sunday and Synergyzer magazine.



**Taqi Shaheen** holds a Masters in Arts (MA) from National College of Arts, Lahore. He is currently working as an Associate Professor of Practice. As a film-maker, educator and media artist, his work crosses mediums and defies genre distinctions to fashion curious observations of contemporary South Asian cultures and mediascapes. Since 2004, he has been working closely with creative practitioners to produce collaborative works using artistic practices, pedagogic alternatives, and creative investigations to address alternate experiences of learning. He has presented his research in the US, Europe, and the Middle East at various academic conferences including International Symposium of Electronic Arts (ISEA). His publications include Subjective Atlas of Pakistan (Oxford University Press, 2020), and his works include a documentary series on artists as educators, amongst others.



**Nabhan Shah Karim** is an experienced media and marketing professional with over 10 years of leadership in production, communication, and education. He currently serves as Head of Marketing and Communications (MARCOM) and Head of Media Production at the Institute of Business Management (IoBM), where he also teaches as an Assistant Professor of Practice. At IoBM, he leads strategic branding, digital campaigns, and media initiatives that enhance institutional visibility and engagement. Nabhan holds a Bachelor of Arts in Film and TV from Indiana University, USA (2013), and a Master's in Filmmaking from Kingston University, UK (2017). He is currently pursuing a Master of Education (Ed.M) in Educational Leadership at the Harvard Graduate School of Education, with a focus on higher education leadership.



**Muhammad Faraz** holds a Master's degree in Mass Communication. He is a professional screenwriter, story writer, translator, researcher and a poet, and has over six years experience in teaching screenwriting at IoBM, and over fifteen years of script writing & research for various media groups including CNBC, JAAG Broadcasting System, Total Media Network and others. Currently working as a Senior Lecturer at IoBM he is leading a longer-term project focused on archiving and publication of acclaimed Urdu Screenplays.

**Shayan Hussain** has completed his Masters degree in the field of Film and TV Production from IQRA University. He is currently working with IoBM as Lecturer & Assistant Manager. He has been teaching since 2021. His professional experience includes TV Commercials, short films & documentary production for both digital and conventional media. He has produced a number of TV commercials for brands like Pepsi, Coca-Cola, Nestle, Unilever, Total Parco, Telenor with the creative agencies like Ogilvy Pakistan, ADCOM Leo Burnett, Mullen-Lowe Rauf, IMPACT BBDO and many others. He also worked with acclaimed directors and professionals not limited to Pakistan but from India, the Middle east and Central Europe, i.e. Anurag Kashyap, Arun Gopalan and Ronald Koetizier



## VISITING FACULTY AT INSTITUTE OF BUSINESS MANAGEMENT (IoBM)

Aaqib Ali MBA ( Finance), IoBM	Asad Hasan ACMA	Dr. Fouzia Nasir PhD
Abdul Basit Acc and Fin FCA - 2005	Atif Rafeeq MBA, IoBM 2008	Dr. Hafiz Syed Husain PhD
Abrar Ahmed Khan MBA (Marketing), IoBM	Atiq Bin Ishtiaq MBA, IoBM	Dr. Khurram Iftikhar PhD. Karachi University
Abdul Qadir Lakhani ACCA - 2016	Ayesha Ahmed MBA, IoBM	Dr. Lubna Mushtaque "FISQUA (Fellowship), Dublin MBA, IoBM"
Abdus Salam Shaikh MBA	Ayesha Khan M.Phil (Organizational Psychology) IoBM	Dr. Muhammad Irfan PhD
Afsheen Omer MBA from IoBM in 2011	Ayesha Noor MBA (HR), IoBM	Dr. Muhammad Mujtaba PhD
Afzal Shahabuddin MBA, IBA	Ayesha Tariq SHRM, USA	Dr. Muhammad Nabeel Ashraf PhD
Ali Ammar MBA from IBA in 2009.	Azadar Hussain MBA (Marketing & Advertising) - 2005	Dr. Muhammad Qamar Zia PhD
Aly Ahad Mawji MA , Education	Azmat Khan MSC (Telecommunication & Networking)	Dr. Muhammad Shujaat Saleem PhD
Aimen Inam Agha MS (Clinical Psychology)	Bina Junaid CFA	Dr. Muhammad Sufyan Ramish PhD
Ameenullah Aman PhD. Malaysia	Commander (R) Khalid Durrani MBA (USA)	Dr. Muhammad Tariq Yousuf Khan PhD
Ammarah Akhuand MSC, Economics, IoBM	Danish Khalil MBA (Marketing & LSCM) IoBM	Dr. Mushtaq Ahmed PhD
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Arham Khan MBA, IoBM	Dr. Abdur Rasheed PhD	Dr. Syed Imran Zaman PhD. - 2018
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MBA

Farooq Shaikh  
MBA, IBA

Fawad Alam  
MBA, UK

Fawaz Ahmed  
MBA (Marketing)

Hafiz Imtiaz Ahmed  
MSc (Biomedical Engineering)

Hafiz Muhammad Ali Amanullah  
ACCA - 2022, ICAEW (Finalist) - UK

Hafiz Waqar Yousufi  
MA-Quran o Sunnah KU

Hammad Asim  
MBA

Hamza Kazi  
MBA from IOBM

Haris Ali Khan  
PhD, University of Karachi

HARIS INAM  
MBA, IOBM

Harish Chander  
MBA - Gold Medalist from IOBM

Hena Anwar  
MBA, IOBM

Humza Mahfooz  
MBA, IOBM

Iqbal Hussain  
M.Phil. - 2020

Irfan Ansari  
MBA, IBA - 2018

Jamil Ahmed  
ACMA, ICMAP - 2018

Javed Malik (HRM)  
MBA

Jibran Siddiqui  
MBA, IOBM

JUNAID SAEED  
CFA - 2022

DR. KAMRAN ABBAS NAQVI  
PhD in Economics 2020

Kashif Saleem  
ACCA - 2019

Kashif Shamim  
M.Sc (HRM)

Kazim Jamil  
LLB

Khurram Bashir  
CPA, Indiana State Board of Accountancy

Lubna Tahir Sheikh  
MBA (Marketing) - 1999

Madiha Ashraf  
MS Finance

Mahnoor Maqsood  
MBA (Marketing) - 2020

Mahwish Baasit Hussain  
M Phil-Business management

MAIRA AKHTAR  
MBA from IOBM

MALIK MANSSOR KABANI  
MBA & MPhil-Marketing

MANSOOR ALI SHAHANI  
Msc. (Pakistan Studies)

Maria Paola  
Spec. in Early Learning Method, Pedagogy

Masood Ahmed Zia  
MBA (concentration HR)

Mian Sohail Sarwar  
BSc (Textile Engineering)

Midhat Arif  
MSc. Karachi University

Mirza Salman Baig  
MBA from IOBM

Mobashir Mussawar  
MBA (Marketing)

Mohammad Mujeeb Beig  
MS (Islamic Finance) - 2021

Muhammad Aftab Changi  
MBA (HR)

Muhammad Ahmad Qadar  
MBA, Uni. Of Punjab, CFA, Institute, USA

MUHAMMAD ALI  
CA

Muhammad Asama A. Jabbar Bhadelia  
MBA (Marketing), IOBM

Muhammad Ather  
MBA (Marketing), IOBM

Muhammad Hassaan  
MBA, Marketing, IOBM

Muhammad Haziq Patel  
MBA (Marketing)

Muhammad Imran Khan  
MSc (Information Technology)

Muhammad Junaid  
PhD (Islamic Learning)

Muhammad Kashif Rasool  
MBA, IBA



Muhammad Moonis Azad PhD (English)	NAZIA AZFAR EMBA, SZABIST	Shazia Baig MBA (Finance), IBA
Muhammad Najmul Islam M.Phil (Economics)	NOMAN UL HAQ SIDDIQUI MA Economics	Shazia Hassan MBA, International University
Muhammad Nauman Batavia Chartered Accountant (ACA)	Osama Bin Ajaz MS Statistics	SHEIKH ABDUL QADIR MS *(Environmental Engineering
Muhammad Raheel MBA (LSCM) IBA	Pervez Mobin MBA, UK	Syed Abdul Basit MBA, IoBM
Muhammad Rashid Zafer CA- 2004	Perwaiz Ishtiaq Msc (Mass Communication)	SYED AHMED ABBAS ZAIDI MBA, IoBM
Muhammad Saad Hassan MBA (Finance)	RAHEEL YOUSUF MBA, IoBM	Syed Ghulam Raza MA (IR) - 2007"
Muhammad Sajid Salim MS (Economics) IoBM	Rahul Aijaz Bachelor (Media Studies), SZABIST	Syed Kazim Askari Bachelors of Design, - 1998
Muhammad Shahzaib Ghayas M.Phil Organizational Psychology	Rais Ahmad MBA, Federal Urdu	Syed Sarwar Kazim MSc Statistics - 1987
Muhammad Shoaib Pasha MBA (LSCM)	Rizwan Tahir MA (Mass Communication)	Tabassum Shaikh BSc. UK
MUHAMMAD TAHIR MSc, UK	SAAD RAFI MBA	TAHIR SARTAJ "ACCA, BSc Honors"
MUHAMMAD ZAKAULLAH M.A Arabic from KU	Saad Shakeel M.Phil	Taimoor Mushtaq Masters of Commerce
Muhammad Zuhair MBA (Education Mgmt.)	Sana Tawfik MBA (Finance)	TARIQ AZIZ "MBA,MIS, BS Computer Science"
Mukarram Hasan MBA, IBA - 2008	Sannan Ali MBA (LSCM)	Tariq Javaid MS, Bahria University
Mustafa Humayun MBA (Marketing) - 2014	Sarfaraz Ahmed MBA, IBA	Umair Sani MSc, SZABIST
Naheed Ghaffar MBA SCM	Sayyid Aiman Rizwan Ali MBA (Marketing)	Dr. Usman Ali PhD (Philosophy)
Najeeb Agrawalla MSc, UMIST, Manchester, UK, MBA, IBA	Seema Kamran Masters of Philosophy in Business Mgmt.	Yasmeen Amber Khuhro Charter Banker - 2018
Nasir Ullah Khan MS (Applied Linguistics), NED	Shahrukh Nadeem MBA (Marketing)	ZAIN UL ABYDEEN KHANDWANI MBA
Nauman Hussain Tirmizi MBA, IBA	Shahzad Arbab MSc(Information Technology) - 2012	Nadeem Zia Masters in Computer Science
NAVEED ILYAS SAYA MBA (Marketing), IoBM	Shaista Fazal MA, IR, KU (in progress)	Mahin Mujtaba MBA (Marketing) - 2010
Naveed Muhammad Khan MBA, IBA	Shazia Asif CELTA	Dr. Sabahat Naseem PhD (Clinical Psychology) - 2020



Omaima Choudhry  
M.Phil (Org. Psychology)

Farrukh Shehzad  
MBA (Marketing) - 2021

Arsalan Haneef Malik  
MBA (Finance) - 2007"

Najeha Afzaal Bela  
MBA - 2011"

Farrukh Acc and Fin  
FCA - 2005"

Imran Shakir  
"ACMA, CPA MBA"

Misbah Iqbal  
M.Phil, IoBM

Muhammad Uzair Ali  
MBA (Finance) - 2005"

Shurjeel Uddin  
MBA - 2014

Syed Ghazanfar Ali  
PGD (Islamic Banking & Takaful), - 2010

Madiha Arif  
MSC (Blotechnology) - 2020"

Muhammad Hassan Marfani  
CA- 2015

Adnan Asghar Moosajee  
CA (Finalist) ICAP B.com - 2004

Asif Ali Khan  
MBA (LSCM) - 2018

Umer Tanveer  
MBA (LSCM) - 2010

Raza Hasnain  
MBA (Marketing) - 1995

Shahbaz Ahmed Awan  
MBA (Advertising and Media Management)

Dr. Muhammad Kashif  
PhD (European Studies) - 2020

Dr. Faisal Afzal Siddiqui  
PhD (Statistics) - 2013

Muhammad Ayub Khan  
MBA (Marketing & HR) - 2007

Ranjeet Kumar  
MBA Marketing



# 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. Talib S. Karim**, President, Institute of Business Management, 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. He also attended the Oxford Advanced Management & Leadership Program at Oxford University. He is an Executive Council member of the Management Association of Pakistan and the President of Marketing Association of Pakistan and represents the Institute in various Associations nationally and internationally.



**Sabina Mohsin**

Vice President, Foundation for Higher Education (FHE) and  
Chief Advisor, IoBM  
BBA, University of Arizona, USA  
MS, US International University, Nairobi, Kenya



**Dr. Imran Batada**  
Chief Digital Officer  
PhD



**Dr. Shahid Amjad**  
Acting Registrar  
PhD (UK)

















**Muhammad Misbahuddin**  
General Manager, HR & General Admin  
and Senior Advisor to the Vice President,  
FHE and Chief Advisor, IoBM  
MBA, LLB



**Dr. Muhammad Arif**  
Director Research &  
Associate Professor, HRM  
PhD (SZABIST)



 <p><b>Prof. Dr. Imam Uddin</b> Director Center for Islamic Banking and Finance PhD</p>	 <p><b>Dr. Seema Ansari</b> Director ORIC PhD, Spain</p>	 <p><b>Aslam Kurban Ali</b> Senior Manager Finance ACMA</p>
 <p><b>Nabhan Shah Karim</b> Senior Manager, Assistant Professor of Practice and Head of Marketing and Media Production MA (UK)</p>	 <p><b>Lt Col (R) Muhammad Faraz</b> Senior Manager Security, Maintenance &amp; Proctor Office MS, Engineering Management</p>	 <p><b>Lt Col (R) Muhammad Muzhar Uddin Ahmed</b> Senior Manager Purchase and Security Department MS</p>
 <p><b>Imdad Ali Mugheri</b> Manager II, QEC MBA, LLB</p>	 <p><b>Syed Adnan Faisal</b> Manager II, Maintenance BE, Electrical Engineering</p>	 <p><b>Malik Barolia</b> Manager II, Salary &amp; Compensation Department MBA</p>
 <p><b>Asim Farooq</b> Manager &amp; Head of Development BCS (FAST) and MSCS (IBA)</p>	 <p><b>Fesal Bin Naseem</b> Controller of Examination MS, MSc Applied Physics</p>	 <p><b>Nadeem Ahmed Khan</b> Manager Internal Audit MBA, CIMA Finalist (England) Chartered /Corporate Sec. FCIS (Pak/England)</p>
 <p><b>Muhammad Azhar</b> Manager, Finance Professional Accounting Affiliate</p>	 <p><b>Syed Faraz Ali</b> Manager (ORIC) MPhil</p>	 <p><b>Rabia Sabri</b> Assistant Professor of Practice and Head of Student Academic Affairs MBA, MS</p>
 <p><b>Raza Abbas</b> Head of SSK-BIC BA, USA</p>	 <p><b>Asif Z. Warsi</b> Manager &amp; HoD Admissions MBA, UK</p>	 <p><b>Muhammad Hassan Sayeed</b> Senior Assistant Manager II Financial Assistance &amp; Scholarship Office MBA</p>
 <p><b>Juveria Baig</b> Senior Assistant Manager &amp; HoD Internship, Placement and International Office MBA (Marketing)</p>	 <p><b>Sartaj Hussain</b> Senior Assistant Manager Security BA</p>	 <p><b>Muhammad Omar Iftikhar</b> Senior Assistant Manager-II and Head of Communications MBA</p>
 <p><b>Muhammad Umer Hafeez</b> Senior Assistant Manager &amp; Head of Network Customer Support MS</p>	 <p><b>Masood Hasan</b> Senior Assistant Finance Manager II MBA</p>	 <p><b>Muhammad Adnan</b> Senior Assistant Manager II, Admissions MBA, MIS</p>

 <p><b>Abid Ali</b> Senior Assistant Manager II, Corporate Affairs &amp; Finance CA (Intermediate)</p>	 <p><b>Anjum Aziz</b> Proctor MBA</p>	 <p><b>Syed Mustafa Hussain</b> Senior Assistant Manager, Academics MA</p>
 <p><b>Hafiz Humayun Baig</b> Senior Assistant Registrar MA</p>	 <p><b>Ameer Ali</b> Acting Librarian I at the level of Senior Assistant Manager I MLIS</p>	 <p><b>Hassan Irfan</b> Acting HoD Sports and Senior Coordinator Student Societies MSc</p>
 <p><b>Muhammad Usman Khan</b> Senior Assistant Manager, Salary &amp; Compensation Department MBA</p>	 <p><b>Abdul Sajid Khan</b> Assistant Manager, Oracle Database Administrator MCS, MBA</p>	 <p><b>Abdul Khaliq</b> Assistant Manager, Internship, Placement and International Office MBA</p>
 <p><b>Muhammad Kamran</b> Assistant Manager, Examination MCS &amp; MBA</p>	 <p><b>Syed Muhammad Rehan Ali</b> Assistant Manager, HR MBA</p>	 <p><b>Sidra Rehmani</b> Assistant Manager, HR MBA, MPA (HR)</p>
 <p><b>Shayan Hussain</b> Assistant Manager and Lecturer MS</p>	 <p><b>Sarfraz Ahmad</b> Assistant Manager &amp; Lecturer, OGS MPhil</p>	

<b>Mohammad Arif Shaikh</b> Senior Maintenance Officer Diploma of Associate Engineering	<b>Rashid Aqeel</b> Senior Officer, Internal Audit CA Finalist	<b>Muhammad Asim</b> Senior Accounts Officer BCom
<b>Muhammad Zahid</b> Senior Accounts Officer BCom	<b>Muhammad Nazim Khan</b> Senior Maintenance Officer MBA	<b>Hafiz Ahsan Ul Haq</b> Senior Officer, Purchase MBA
<b>Noman Ahmed</b> Senior Officer, Corporate Affairs MBA	<b>Muhammad Faisal Nisar</b> Senior Officer BCom	<b>Maria Asad</b> Senior Officer, QEC MSc
<b>Dania Raheel</b> Senior Officer, QEC MBA	<b>Syed Muhammad Zeeshan</b> Senior Accounts Officer MA	<b>Syed Muhammad Ayaz</b> Administrative Officer MA
<b>Shahzeb Khan</b> Senior Library Officer BLIS	<b>Fasiullah Khan</b> Senior Administrative Officer MA	<b>Navera Abrar</b> Senior Research Officer, ORIC B.Ed
<b>Farooq Ahmed</b> Executive Secretary BA	<b>Madiha Khan</b> Senior Secretary to the President MBA	<b>Umair Saeed Kirmani</b> Business Development Executive Officer MBA
<b>Muhammad Qavi Hassan Tahir Khan</b> Editorial Officer, CCSIS MS	<b>Amir Ali Khan</b> Admission Officer MA	<b>Nida Iqbal</b> Library Officer MLIS
<b>Dr. Rustam Ali Leghari</b> Medical Officer MBBS	<b>Sana Shakil</b> Department Officer MSc	<b>Ali Asghar Shabir</b> Videographer & Editor, MARCOM MS
<b>Abeera Jamil</b> Secretary Dean's Office (CBM) MBA	<b>Anamta Salam</b> Marketing Executive MBA	<b>Syed Husain Shaharyar</b> Department Officer, MS
<b>Khizra Massab</b> Department Officer, Entrepreneurship MBA	<b>Muhammad Umer</b> LAB Engineer ME	<b>Asad Hussain</b> Outreach Officer BCom
<b>Asim Ahmed Khan Yousfi</b> Officer II, Academics & Registration Diploma in Graphic Designing, BA (UoK)	<b>Mahruck Waheed Baloch</b> Assistant to Director Research Officer BS	<b>Riffat Shafique</b> Web Developer Officer BSIT
<b>Ahmed Aziz</b> Wordpress Developer BE	<b>Muhammad Najam Alam Siddiqui</b> Account Officer ACMA Part Qualified	<b>Arsalan Khan</b> Registrar's Officer BCom
<b>Zohaib Ali</b> Analyst Programmer / Officer BS (CS)	<b>Nasir Ali Khan</b> Network Support Officer MCS	<b>Hafiza Al Haya Sarfaraz</b> Executive Secretary MBA
<b>Habib Ullah Rajpar</b> Academic Officer MA	<b>Sonia</b> Sports Officer MSc	<b>Riaz Hasan Bukhari</b> HR Officer BA (UoK)
<b>Muhammad Luqman Afridi</b> Financial Assistant Officer BCom	<b>Muhammad Mustafeez ur Rehman</b> Capstone Officer MBA	<b>Asif Ali Bhatti</b> Department Officer, CS MS
<b>Sara Khan</b> Department Officer MA	<b>Shaikh Muhammad Moiz</b> Computer Lab Officer BCom	<b>Syed Abdul Rafay</b> Officer - SSK-BIC BBA
<b>Adeet Kumar</b> IoT Lab Engineer BE	<b>Amna Khan</b> Social Media Coordinator BBA	<b>Manahil Sohail</b> Marketing Executive BBA
<b>Mahwish</b> Web Developer, Officer MSCS	<b>Rahul Kumar</b> IoT Lab Engineer BE	<b>Sanjana Rai</b> Capstone Officer BS
<b>Neha Rai</b> Capstone Officer BBA	<b>Safa Saeed Ullah Khan</b> Capstone Officer BBA	<b>Rida Asim</b> Department Officer BS
<b>Fatima Haider</b> Capstone Officer MS	<b>Aisha Zafar</b> Accreditation Secretary BS	<b>Ali Murtaza Shah</b> Video Editor, Officer BS
<b>Sania Paree</b> Department Officer BS	<b>Muhammad Junaid</b> Department Officer BS	<b>Mehhak Javed</b> Editorial Secretary, Officer I BEd

# **ACADEMIC CALENDAR**

## FALL 2025

Registration of Courses and Fee Payment (On board students)	Monday, August 25, 2025 Onwards
Eid-e-Milad un Nabi SAW*	Saturday, September 6, 2025
Orientation for newly admitted students	Saturday, September 13, 2025
Commencement of Classes	Monday, September 15, 2025
Midterm/Assessments	Monday, November 3, 2025 to Sunday November 9, 2025
Last day to drop courses without penalty**	Monday, November 17, 2025
Last day to drop courses with penalty***	Monday, December 8, 2025
Quaid-e-Azam's Birthday	Thursday, December 25, 2025
Revision and Presentation Week	Monday, December 29 to Sunday, January 4, 2026
Classes End	Sunday, January 4, 2026
Final Exam	Monday, January 5 to Sunday, January 18, 2026

### Exam/Assessments Schedule

Week	Exams	Dates
8th	Midterm/Assessments	03/11/2025 to 09/11/2025
17th & 18th	Final	5/1/2026 to 18/01/2026

\* Subject to the appearance of moon

\*\* As per HEC/IoBM refund Policy

\*\*\* Grade 'W' will appear in Transcript

#### Note:

***All dates are subject to change. Students will be informed of the changes well in advance.***

***The institute reserves the right to correct typographical errors or to adjust the Academic Calendar at any time it deems necessary.***



## SPRING 2026

Registration of Courses and Fee Payment (On board students)	Monday, January 19, 2026 Onwards
Orientation for newly admitted students	Saturday, January 31, 2026
Commencement of Classes	Monday, February 2, 2026
Kashmir Day	Thursday, February 5, 2026
Eid-ul-Fitr*	Saturday, March 21, 2026 to Monday, March 23, 2026
Pakistan Day	Monday, March 23, 2026
Midterm/Assessments	Monday, March 30th, 2026 to Sunday, April 5th, 2026
Last day to drop courses without penalty**	Saturday, April 11, 2026
Last day to drop courses with penalty***	Saturday, April 25, 2026
Labor Day	Friday, May 1, 2026
Revision and Presentation Week	Monday, May 18, 2026 to Sunday, May 24, 2026
Classes End	Sunday, May 24, 2026
Eid-ul-Azha*	Wednesday, May 27, 2026 to Friday, May 29, 2026
Final Exam	Saturday, May 30, 2026 to Sunday, June 14, 2026

## Exam/Assessments Schedule

Week	Exams	Dates
9th	Midterm/Assessments	30/03/2026 to 5/04/2026
17th, 18th & 19th	Final	30/05/2026 to 14/06/2026

\* Subject to the appearance of moon

\*\* As per HEC/IoBM refund Policy

\*\*\* Grade 'W' will appear in Transcript

### Note:

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## SUMMER CRASH 2026

Registration of Courses and Fee Payment (On board students)	Monday, June 15, 2026 Onwards
Ashura*	Thursday, June 25, 2026 to Friday, June 26, 2026
Commencement of Classes	Saturday, June 27, 2026
Midterm/Assessments	Saturday, July 18, 2026 to Thursday, July 23, 2026
Last day to drop courses without penalty**	Thursday, July 30, 2026
Last day to drop courses with penalty***	Wednesday, August 12, 2026
Classes End	Thursday, August 20, 2026
Final Exam	Saturday, August 22, 2026 to Thursday, August 27, 2026

## Exam/Assessments Schedule

Week	Exams	Dates
4th	Midterm/Assessments	18-07-26 to 23-07-26
9th	Final	22-08-26 to 27-08-26

\* Subject to the appearance of moon

\*\* As per HEC/IoBM refund Policy

\*\*\* Grade 'W' will appear in Transcript

### Note:

*All dates are subject to change. Students will be informed of the changes well in advance.*

*The institute reserves the right to correct typographical errors or to adjust the Academic Calendar at any time it deems necessary.*

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**Institute of Business Management**

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[www.twitter.com/iobm\\_official](http://www.twitter.com/iobm_official)