



# Institute of Business Management



**Catalog  
2024-2025**

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**Institute of Business Management**

**Catalog 2024-2025**

## VISION / MISSION STATEMENT

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### **Our Vision**

The Institute of Business Management aspires to be one of the leading institutions, nationally and internationally, for learning, research, innovation and adding value to society.

### **Our Mission**

The Institute of Business Management (IoBM) is committed to cater to the demands of the evolving challenges of learning and teaching by enabling and leveraging technology in the pursuit of scholarship. Insightful as well as relevant research is undertaken that creates economic and societal impact.

IoBM tutors innovative mindsets by providing a supportive environment to nurture entrepreneurship and intrapreneurship. IoBM aims to foster the ability of critical thinking through experiential learning, inquiry-based learning and case teaching across several dimensions. Aiming to prepare for the challenges of inclusive growth and sustainability, it advocates the development of future leaders to meet the economic challenges emanating from the evolving local and global paradigms.

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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 - 2024

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 Jammohammad 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 ® 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
- Dr. Zafar Saeed Saifee
- Mr. Masood Hashmi
- Mr. Sikandar Sultan
- Ms. Ameena Saiyid
- Dr. Waqar Masood Khan
- Prof. Dr. Noshad Ahmed Shaikh
- Prof. Dr. Tariq Rahim Soomro
- Dr. Shahid Amjad (non-voting)
- Dr. Ather Akhlaq (non-voting)
- Mr. M. W. Jahangir, Secretary BoG

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 multi-national 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 Musharaf 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 Dahir, 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.

## **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 Eglence 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 2023, IoBM held its twenty-sixth Convocation. The Keynote Speaker was Mr. Rizwan Ahmed Shaikh, CEO, Saudi Pak Industrial Agricultural Investment Company at this Convocation.

IoBM conferred 1446 Degrees, 22 gold medals and 47 merit certificates as per the following:

Program	Total Graduates	Program	Total Graduates
BBA (Honors)	442	MBA (Evening)	118
BE (Electrical)	15	MBA (Finance and Risk Management)	22
BS (Actuarial Science and Risk Management)	9	MBA (Health and Hospital Management)	20
BS (Computer Science)	41	MBA (Industrial Management)	35
BS (Data Science)	10	MBA (Logistics and Supply Chain Management)	55
BS (Economics Law and International Relations)	7	MBA (Media Management and Marketing)	14
BS (Economics Media and International Relations)	1	MBA (Regular)	154
BS (Entrepreneurship)	25	MBA (Weekend)	82
BS (Honors) Accountancy, Management and Law	83	MSC (Organizational Psychology and HRM)	15
BS (Honors) Accounting and Finance	146	MS (Economics)	3
BS (Honors) Economics and Finance	12	MS (Engineering Management)	6
BS (Honors) Media Studies	17	MS (English Applied Linguistics)	1
BS (Honors) Social Entrepreneurship and Leadership	16	MS (Mathematics and Scientific Computing)	1
BS (Industrial Management)	2	MS (Statistics and Scientific Computing)	3
BS (Joint Honors) Business and Psychology	17	MPhil (Business Management)	9
BS (Logistics and Supply Chain Management)	17	MPhil (Education)	5
BS (Mathematics and Economics)	8	MPhil (Organizational Psychology)	5
B.Ed.	4	PhD (Business Management)	7
MBA (Educational Management)	6	PhD (Computer Science)	1
MBA (Environment and Energy Management)	6	PhD (Education)	5
		PhD (Statistics and Scientific Computing)	1



## Gold Medalists

	Janmohammad Dawood Gold Medal  <b>Perveen Shah</b> BBA (Honors)	Upfield Pakistan Gold Medal  <b>Sadaf d/o Muhammad Riaz</b> BBA (Honors)	
	Meezan Bank Gold Medal  <b>Sarah Farooq Muhammadi</b> BBA (Honors)	Shan Foods Gold Medal  <b>Shimrana Ahmed</b> BBA (Honors)	
	Ghulam Faruque Gold Medal  <b>Noor-us-Subha</b> BBA (Honors)	EFU Life Assurance Gold Medal  <b>Faraz Anwar Khowaja</b> BS (Honors) Accounting & Finance	
	Tabba Foundation Gold Medal  <b>Tayyaba Rehman</b> BS (Honors) Accounting & Finance	Schneider Electric Gold Medal  <b>Kelash s/o Shankar Das</b> BE Electrical (Electronics)	
	Faizan Steel Gold Medal  <b>Aqsa Ashfaq</b> BS (Honors) Accountancy, Mgmt. & Law	Orient McCann Gold Medal  <b>Syeda Zahra Ali</b> BS (Actuarial Science & Risk Mgmt.)	
	Imam Ali Kazi Memorial Gold Medal  <b>Marium Yaseen</b> BS (Honors) Business & Psychology	PayPak Gold Medal  <b>Zuhayr Tariq</b> BS (Computer Science)	
	Tufail Industries Gold Medal  <b>Sabahat Ghias</b> BS (Data Science)	Westbury Group of Companies Gold Medal  <b>Wania Aman</b> BS (Economics, Law & Int. Relations)	
	DVAGO Gold Medal  <b>Umme Hani Asghar</b> BS (Entrepreneurship)	Afeef Packages Gold Medal  <b>Mehak d/o Madad Ali</b> BS (Logistic & Supply Chain Mgmt.)	
	S. H. Hashmi Memorial Gold Medal  <b>Laiba Gohar Ali</b> BS (Mathematics & Economics)	Shahjehan Syed Karim Gold Medal  <b>Dinah Kamal Hamidi</b> BS (Honors) Media Studies	
	Management Association of Pakistan Gold Medal  <b>Momina Rehan</b> BS (Social Entrepreneurship & Leadership)	Dr. Essa's Laboratory Gold Medal  <b>Shamir Shoukat Ali</b> MBA (Evening)	
	Mondelez Pakistan Gold Medal  <b>Hira Naz</b> MBA (Finance & Risk Management)	Jubilee General Insurance Gold Medal  <b>Zainab Ali</b> MBA (Logistic & Supply Chain Mgmt.)	

# 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	Bieijing 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. Cambodia	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	Powiślańska 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 RANEPA
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	Altınbaba 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:** The College of Business Management is committed to advancing knowledge, skills and values in a research-based and innovative environment that enables students to become successful professionals.

**CBM Mission:** The Mission of the College of Business Management is to:

- Offer high-quality entrepreneurial education programs in an innovative and technology-integrated environment to a diverse student population that help and inspire them to succeed as business leaders;
- Conduct scholarly and industry-centric research that positively impacts the development of theory and the performance of organizations creating consultancy and executive training and opportunities;
- Provide experiential learning avenues as well as training in the use of analytical tools and processes that are directed towards exploring further areas for sustained organizational growth;
- Develop a profound understanding of values that foster students' intellectual, social, personal and professional development

## **Motivation for CBM Mission**

Most of the SMEs and large enterprises are family-owned enterprises which constitute over 80% of businesses in Pakistan. Hence, CBM focuses on developing graduates who are street-smart and go-getters who can take on the challenge to create startups and move, change, and transform a startup into a small enterprise, a small enterprise into a medium enterprise, and a medium enterprise into a large enterprise. We strive to provide "leadership" skills to affect the "change and transformation" of the current culture of existing organizations to a professional growth-oriented organizational culture. The strategic focus of CBM includes major accreditations such as AACSB, making entrepreneurship as major career choice of our graduates, adoption of experiential and blended learning, mentoring by well-reputed industry executives, impactful intellectual contributions and industry and societal engagements as determinants of faculty qualifications, and development of critical skills and innovation through specially designed courses and a lively and thriving culture of student activities.

## 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 144 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 48 courses and maintain a minimum CGPA of 2.5. Students are required to complete 12 general education courses (33 credit hours) 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 and Banking
- Human Resource Management
- Islamic Banking and Finance
- Logistics and Supply Chain Management
- Marketing
- Entrepreneurship

Courses are divided into general education, interdisciplinary, and Core (Major/elective) courses. Muslim students will be required to take a non-credit (NC) course of Quranic Studies in the Summer

### General Education Courses

SSC101	Introduction to Psychology	(3 credit hours)
MTH108	Business Mathematics and Statistics	(3 credit hours)
COM107	Academic English	(3 credit hours)
STA104	Quantitative Techniques in Business	(3 credit hours)
REL101	Islamic Studies	(2 credit hours)
COM205	Persuasive & Analytical Writing for Business Communication	(3 credit hours)
SSC202	Environmental Studies	(3 credit hours)
SSC104	Principles of Sociology	(3 credit hours)
PSC302	Ideology and Constitution of Pakistan	(2 credit hours)
ENT202	Entrepreneurial Business Operations	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
REL010	Understanding the Holy Quran*	(0 credit hours)

\* This is mandatory and non-credit hour course for all undergraduate programs



### Interdisciplinary Courses

ECO101	Principles of Microeconomics	(3 credit hours)
ECO102	Principles of Macroeconomics	(3 credit hours)
COM202	Business & Professional Speech	(3 credit hours)
ECO417	National and Global Economic Policy	(3 credit hours)
LAN30*	Foreign Language	(3 credit hours)

\*1 Arabic                    \*2 French

\*4 German                    \*6 Italian

\*8 Chinese

*MTH100 Basic Mathematics \*\**

*COM010 Intensive English\*\*\**

*(\*\* Remedial non-credit course to be taken by those students who have not been able to reach the desired level of competence in the admission test.)*

Students must take a minimum load of twelve credit hours or a maximum load of eighteen credit hours in a semester. In order to obtain the BBA degree in four years, they need to complete twelve courses in a year. 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 session.

### Major Core Courses

MAN101	Principles of Management	ACC101	Introduction to Financial Accounting
MKT202	Fundamentals of Marketing Management	FIN201	Introduction to Business Finance
MAN302	Organizational Behavior	ACC201	Intermediate Financial Accounting
FIN202	Financial Management	HRM301	Human Resource Management
MKT213	Fundamentals of Consumer Behavior	MAN300	Integrated Management
LAW303	Legal and Regulatory Environment of Business	SCM320	Principles of Supply Chain Management
MKT303	Fundamentals of Sales	BIA211	Introduction to Business Analytics
ERP310	Enterprise Resource Planning	ACC350	Cost and Management Accounting
ISF101	Introduction to Islamic Banking	MAN310	Leadership and Business Ethics
MKT304	Digital Media and Marketing	ECO417	National and Global Economic Policy
BIA301	Business Intelligence	MAN311	Technology & Innovation Management
MKT305	Fundamentals of Brand Management	MAN405	Strategic Management
MKT404	Methods in Business Research		

### Capstone Project

Specialization	Course Code	Course Title
Accounting	ACC591	
Business Intelligence and Analytics	BIA511	
Finance	FIN591	
Human Resource Management	HRM591	Capstone Project
Finance & Banking Electives	ISF591	
Logistics and Supply Chain Management	SCM591	
Marketing	MKT591	
Entrepreneurship	ENP591	

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

### **Accounting Electives**

ACC302 Accounting and Financial Information Systems  
ACC405 Internal Audit & EDP Accounting  
ACC501 Advanced Financial Accounting  
ACC505 Auditing  
ACC520 Managerial Analysis & Decision Making  
ACC521 International Financial Reporting Standards  
ACC524 Corporate Governance & Reporting  
ACC533 Accounting for Specialized Businesses  
ACC546 Budgeting & Performance Reporting  
ACC535 Sustainable Accounting Practices

### **Finance & Banking Electives**

FIN301 Financial Institutions  
FIN503 Corporate Finance  
FIN504 International Finance  
FIN505 Treasury & Fund Management  
FIN507 Portfolio Management  
FIN509 Financial Derivatives  
FIN511 Analysis of Financial Statements  
FIN513 Project Appraisal  
FIN520 Financial Risk Management  
FIN530 Commercial & Corporate Banking  
FIN534 Retail & Consumer Banking  
FIN541 Technical Analysis  
FIN542 Financial Forecasting & Planning  
FIN544 FINTECH & Digital Finance  
FIN546 Budgeting & Performance Reporting

### **Marketing Electives**

MKT504 Advertising  
MKT506 International Marketing  
MKT507 Services Marketing  
MKT508 Personal Selling  
MKT513 Media Planning  
MKT520 Merchandising and Sales Promotion  
MKT521 Distribution and Channel Management  
MKT523 Neuromarketing  
MKT526 Public Relations and Event Management  
MKT527 Integrated Marketing Communications  
MKT530 New Product Management  
MKT531 Retail Management  
MKT537 Customer Relationship Management  
MKT539 Entrepreneurial Marketing  
MKT540 Artificial Intelligence in Marketing Facing Functions  
MKT541 Marketing for Hospitality and Tourism

### **Human Resource Management Electives**

HRM501 Recruitment & Selection  
HRM502 Industrial Relation And Labor Law  
HRM503 Employee Training & Development  
HRM504 Negotiation Skills  
HRM505 Organization Change & Development  
HRM508 Salary & Compensation  
HRM511 Performance Appraisal & Management  
HRM513 HR Automation  
HRM514 Occupational Health & Safety  
HRM515 Employee Engagement & Wellbeing  
HRM516 Career Planning & Management  
HRM517 Digital Recruitment & Gamification  
HRM518 HR for Startups & SMEs  
HRM519 E Learning Instructional Design  
HRM521 Workforce Planning & Analytics  
HRM522 Employment & Industrial Law  
HRM523 Internal Communication & Employer Branding

### **Islamic Banking and Finance Electives**

ISF50 Economics for Islamic Finance  
ISF502 Shariah Foundations of Business and Finance  
ISF503 Islamic Banking Deposit Products & Treasury Op.  
ISF504 Islamic Banking Financing Products  
ISF505 Islamic Business Ethics  
ISF506 Shariah Standards  
ISF507 Pool Management in Islamic Banking  
ISF508 Islamic Financial Institutions & Markets  
ISF509 Islamic Law of Sales & Contract  
ISF510 Takaful Practices in Islamic Finance  
ISF511 Islamic Wealth Planning & Management

### **Logistics and Supply Chain Management Electives**

SCM505 Storage and Warehouse Techniques  
SCM506 Transportation Techniques and Management  
SCM523 Import Export Management  
SCM536 Supply Chain Design  
SCM538 Supply Chain Finance and Costing  
SCM539 Supply Chain i4.0 and Data Sciences  
SCM540 Supply Chain Technology, Systems & Innovation  
SCM541 Operational Research and Simulation  
SCM542 Procurement Management  
SCM553 Packaging Design and Environmental Aspects  
SCM555 Supply Chain Project Management

### **Business Intelligence and Analytics Electives**

BIA401 Basics of Programming  
BIA405 Application of Programming in Business  
BIA411 Adv. Tools & Techniques for Business Intelligence  
BIA412 Marketing Intelligence and Analytics  
BIA406 Big Data in Finance  
BIA413 Applied Financial Analytics  
BIA414 Human Capital Analytics  
BIA415 Applied Supply Chain Analytics



### Entrepreneurship Electives

ENP304 Sustainable Family Business  
ENP305 Process Optimization for Startups  
ENP408 International Valuation and Auditing Standards for Startups  
ENP409 Startup Acceleration and Co-Creation  
ENP410 Future of Global Entrepreneurship  
ENP415 Sustainable Agriculture  
ENP416 Technopreneurship  
ENP417 STEM for Entrepreneurs  
ENP418 Sustainable Business Designs  
ENP421 Digital Language for Entrepreneurs  
ENP422 Affiliate Business Models

### Course Structure

#### First Semester

Course Code	Course Title	Credit Hours	Pre-requisite
SSC101	Introduction to Psychology	3	
ECO101	Principles of Microeconomics	3	
MTH108	Business Mathematics and Statistics	3	
MAN101	Principles of Management	3	
COM107	Academic English	3	
ACC101	Introduction to Financial Accounting	3	

#### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ECO102	Principles of Macroeconomics	3	
STA104	Quantitative Techniques in Business	3	
REL101	Islamic Studies	2	
COM205	Persuasive & Analytical Writing for Business Communication	3	COM107
SSC202	Environmental Studies	3	
SSC104	Principles of Sociology	3	

#### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MKT202	Fundamentals of Marketing Management	3	
PSC302	Ideology and Constitution of Pakistan	2	
FIN201	Introduction to Business Finance	3	
MAN302	Organizational Behavior	3	ACC101
ACC201	Intermediate Financial Accounting	3	MAN101
ENT202	Entrepreneurial Business Operations	3	ACC101

#### Fourth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
COM202	Business and Professional Speech	3	COM205
CSC210	Applications of Information Communications Technologies	3	
SSC303	Service-Learning and Civic Responsibility	2	
FIN202	Financial Management	3	FIN201
HRM301	Human Resource Management	3	MAN302
MKT213	Fundamentals of Consumer Behavior	3	MKT202

### Fifth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MAN300	Integrated Management	3	
LAW303	Legal and Regulatory Environment of Business	3	
SCM320	Principles of Supply Chain Management	3	
MKT303	Fundamentals of Sales	3	
BIA211	Introduction to Business Analytics	3	MKT202
MKT404	Methods in Business Research	3	

### Sixth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ERP310	Enterprise Resource Planning	3	CSC210
ACC350	Cost and Management Accounting	3	ACC201
ISF101	Introduction to Islamic Banking	3	FIN202
LAN30*	Foreign Language	3	
MAN310	Leadership and Business Ethics	3	MAN300
MKT304	Digital Media and Marketing	3	MKT202

### Seventh Semester

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective 1	3	
	Elective 2	3	
MKT305	Fundamentals of Brand Management	3	MKT202
ECO417	National and Global Economic Policy	3	
BIA301	Business Intelligence	3	MAN310
MAN311	Technology & Innovation Management	3	MAN310

### Eighth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective 3	3	
	Elective 4	3	
	Elective 5	3	
	Elective 6	3	
MAN405	Capstone Project	3	
	Strategic Management	3	MAN301 / MAN311



## BS - ECONOMICS & FINANCE

The BS in Economics & Finance program is a dynamic academic journey that marries the principles of economics with the intricacies of financial markets. It offers students a comprehensive understanding of the interplay between economic theory, financial practices, and real-world applications. Rooted in both theory and practicality, this program equips students with the analytical tools, quantitative skills, and critical thinking abilities necessary to navigate the complexities of global economies and financial systems. Furthermore, it fosters a dynamic learning environment where students engage in rigorous academic inquiry, hands-on projects, and real-world case studies. They develop proficiency in financial modeling, data analysis, and decision-making techniques essential for success in both corporate finance and public policy arenas. Moreover, through capstone project, internship, research opportunities, and experiential learning initiatives, students gain practical experience and build professional networks that prepare them for diverse career paths in finance, banking, consulting, government, and beyond. This program cultivates versatile professionals equipped to tackle the multifaceted challenges of today's global economy, driving innovation, informed decision-making, and sustainable growth.

The BS-Economic & Finance curriculum spans four years, encompassing the completion of 144 credit hours of coursework including 90 credit hours of major courses (Core courses: 72 credit hours and Elective courses: 18 credit hours), 15 credit hours of interdisciplinary courses, a mandatory eight-week internship (03 credit hours) at an Institute-approved firm and an industry-savvy Capstone Project (03 credit hours). To fulfill degree requirements, students must successfully complete 48 courses. A minimum CGPA of 2.5 is necessary for degree conferment.

Students are required to complete 12 general education courses (33 credit hours) in first four semesters otherwise student will not be allowed to proceed to fifth semester.

Courses are divided into general education, interdisciplinary, and Core (Major/elective) courses. Muslim students will be required to take a non-credit (NC) course of Quranic Studies in the Summer

### General Education Courses

SSC101	Introduction to Psychology	(3 credit hours)
MTH108	Business Mathematics and Statistics	(3 credit hours)
COM107	Academic English	(3 credit hours)
STA203	Probability Theory & Statistics	(3 credit hours)
REL101	Islamic Studies	(2 credit hours)
COM205	Persuasive & Analytical Writing for Business Communication	(3 credit hours)
SSC202	Environmental Studies	(3 credit hours)
SSC104	Principles of Sociology	(3 credit hours)
PSC302	Ideology and Constitution of Pakistan	(2 credit hours)
ENT202	Entrepreneurial Business Operations	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
REL010	Understanding the Holy Quran*	(0 credit hours)

\* This is mandatory and non-credit hour course for all undergraduate programs

### Interdisciplinary Courses

STA301	Statistical Model & Inferences	(3 credit hours)
MKT404	Methods in Business Research	(3 credit hours)
COM202	Business and Professional Speech	(3 credit hours)

LAN30\* Foreign Language (3 credit hours)

\*1 Arabic \*2 French

\*4 German \*6 Italian

\*8 Chinese

*MTH 100 Basic Mathematics \*\**

*COM010 Intensive English\*\*\**

*(\*\* Remedial non-credit course to be taken by those students who have not been able to reach the desired level of competence in the admission test.)*

Students must take a minimum load of twelve credit hours or a maximum load of eighteen credit hours in a semester. In order to obtain the BS-Economics & Finance degree in four years, students need to complete twelve courses in a year. A full load of six courses (equal to 18 credit hours) can be taken each in Fall and Spring semesters with an option of remedial courses (failure, improvement) for the shortfall in the summer session.

#### **Major Core Courses**

- ECO101 Principles of Microeconomics
- ECO102 Principles of Macroeconomics
- ACC101 Introduction to Financial Accounting
- MAN306 Introduction to Management and Organizational Behavior
- MKT202 Fundamentals of Marketing Management
- FIN201 Introduction to Business Finance
- ACC201 Intermediate Financial Accounting
- FIN202 Financial Management
- HRM301 Human Resource Management
- ECO316 Macroeconomic Analysis
- ISF101 Introduction to Islamic Banking
- FIN301 Financial Institutions
- LAW303 Legal and Regulatory Environment of Business
- MKT213 Fundamentals of Consumer Behavior
- ECO301 Managerial Economics
- ECO304 Introduction to Econometrics
- ACC350 Cost and management accounting
- MAN310 Leadership and Business Ethics
- ECO303 Financial Economics
- FIN503 Corporate Finance
- ACC530 Financial Regulation and Reporting
- ECO402 Pakistan Economic Policy
- FIN613 Financial Modeling for Decision Making
- FIN511 Analysis of Financial Statement
- ECO302 International Trade

#### **Project**

- FIN591 Capstone Project

#### **Major (Electives) 06 Courses (18 credit hours) Major Elective Courses**

##### **Economics**

- ECO206 Mathematical Economics
- ECO207 Game Theory
- ECO208 Development Economics
- ECO302 International Trade & Globalization
- ECO307 Monetary Theory & Policy
- ECO311 General Welfare & Equilibrium
- ECO322 Applied Econometrics
- ECO407 Analysis of Pakistani Industries
- ECO411 Islamic Economics
- ECO412 Public Finance



**Finance**

FIN504 International Finance  
 FIN505 Treasury & Fund Management  
 FIN507 Portfolio Management  
 FIN509 Financial Derivatives  
 FIN513 Project Appraisal  
 FIN520 Financial Risk Management  
 FIN530 Commercial & Corporate Banking  
 FIN534 Retail & Consumer Banking  
 FIN541 Technical Analysis  
 FIN542 Financial Forecasting & Planning  
 FIN544 FINTECH & Digital Finance  
 FIN546 Budgeting & Performance Reporting

**Course Structure****First Semester**

Course Code	Course Title	Credit Hours	Pre-requisite
SSC101	Introduction to Psychology	3	
ECO101	Principles of Microeconomics	3	
MTH108	Business Mathematics and Statistics	3	
REL101	Islamic Studies	2	
COM107	Academic English	3	
ACC101	Introduction to Financial Accounting	3	

**Second Semester**

Course Code	Course Title	Credit Hours	Pre-requisite
ECO102	Principles of Macroeconomics	3	ECO101
STA203	Probability Theory & Statistics	3	MTH102
MAN306	Introduction to Management and Organizational Behavior	3	
COM205	Persuasive & Analytical Writing for Business Communication	3	COM107
SSC202	Environmental Studies	3	
SSC104	Principles of Sociology	3	

**Third Semester**

Course Code	Course Title	Credit Hours	Pre-requisite
MKT202	Fundamentals of Marketing Management	3	
PSC302	Ideology and Constitution of Pakistan	2	
LAW303	Legal and Regulatory Environment of Business	3	
STA301	Statistical Model & Inferences	3	STA203
ACC201	Intermediate Financial Accounting	3	ACC101
ENT202	Entrepreneurial Business Operations	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	
FIN201	Introduction to Business Finance	3	ACC101
ISF101	Introduction to Islamic Banking	3	
ECO316	Macroeconomic Analysis	3	ECO102

### Fifth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
HRM301	Human Resource Management	3	MAN306
FIN202	Financial Management	3	FIN201
FIN301	Financial Institutions	3	FIN201
MKT213	Fundamentals of Consumer Behavior	3	MKT202
ECO304	Introduction to Econometrics	3	STA301
MKT404	Methods in Business Research	3	

### Sixth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ECO301	Managerial Economics	3	ECO316
COM202	Business and Professional Speech	3	COM205
ACC350	Cost and Management Accounting	3	ACC201
MAN310	Leadership and Business Ethics	3	HRM301
ECO303	Financial Economics	3	ECO316
FIN511	Analysis of Financial Statements	3	ACC201

### Sixth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ECO301	Managerial Economics	3	ECO316
COM202	Business and Professional Speech	3	COM205
ACC350	Cost and Management Accounting	3	ACC201
MAN310	Leadership and Business Ethics	3	HRM301
ECO303	Financial Economics	3	ECO316
FIN511	Analysis of Financial Statements	3	ACC201

### Seventh Semester

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective 1	3	
	Elective 2	3	
ACC530	Financial Regulation and Reporting	3	FIN511
ECO402	Pakistan Economic Policy	3	ECO303
FIN613	Financial Modeling for Decision Making	3	FIN511
FIN503	Corporate Finance	3	FIN511

### Eighth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective 3	3	
	Elective 4	3	
	Elective 5	3	
FIN591	Capstone Project	3	
	Elective 6	3	
ECO302	International Trade	3	ECO402



## BS - ACCOUNTING & FINANCE

BS in Accounting and Finance prepares graduates for professional careers in finance and accounting in the corporate and financial sectors. The program requires the completion of 144 credit hours of course work including 03 credit hour internship of at least eight weeks in an approved firm. The students need to complete 33 credit hours of general education courses, 12 credit hours of distribution courses, 75 credit hours of Finance and Accounting related core courses and 18 credit hours elective courses. Students must select either Accounting or Finance as their major and minor in the seventh semester and will be required to choose four elective courses from their selected major and two elective courses as their minor. Furthermore, students are required to do a Capstone Project of 03 Credit hours.

All of program courses are designed with the input from industry practitioners to develop well-rounded professionals who are able to lead the industry in the coming years. Graduates of this program are usually recruited in the fields of investment, portfolio, debt and equity market, audit, financial accounting, banking, research as well as other fields offered by financial institutions.

Students of this program can avail up to eight module exemption in ACCA from ACCA Accelerated Program with IoBM. Similarly, students can avail 9 exemptions from ICMAP. CFA Institute USA recognizes this program and has given IoBM an affiliated university status. Hence, students can avail CFA scholarship given under the University Affiliation Program of CFA Institute. Moreover, ICAP recognizes IoBM as Relevant Degree Awarding Institute (RDA) enabling students to get exemption from all four papers of Assessment of Fundamental Competencies (AFC) and the first four papers of Certificate in Accounting and Finance (CAF).

### Program Structure

Courses are divided into general education, interdisciplinary, and Core (Major/elective) courses. Muslim students will be required to take a non-credit (NC) course of Quranic Studies in the Summer.

#### General Education Courses

- SSC202 Environmental Studies
- MTH102 Business Mathematics
- COM107 Academic English
- COM205 Persuasive & Analytical Writing for Business Communication
- REL101 Islamic Studies
- CSC210 Applications of Information Communications Technologies (exemptions ICAP-AFC-4)
- PSC302 Ideology and Constitution of Pakistan
- ENT202 Entrepreneurial Business Operations
- SSC303 Service-Learning and Civic Responsibility
- SSC101 Introduction to Psychology
- SSC104 Principles of Sociology
- STA203 Probability Theory & Statistics
- REL010 Understanding the Holy Quran\*

\* This is mandatory and non-credit hour course for all undergraduate programs

*MTH100 Basic Mathematics\*\*\**

*COM010 Intensive English\*\*\**

*(\*\*\* Remedial non-credit course to be taken by those students who have not been able to reach the desired level of competence in the admission test.)*

Students must take a minimum load of twelve credit hours (four courses) or a maximum load of eighteen credit hours (six courses) in a semester. To obtain the BS - Accounting and Finance Program is for four years and students need to complete twelve courses in a year. A full load of six courses can be taken each in Fall and Spring semesters.



### Core Courses

ACC101	Introduction to Financial Accounting	ACC201	Intermediate Financial Accounting
ACC350	Cost & Management Accounting	ACC503	Taxation
ACC530	Financial Regulation and Reporting	ISF201	Islamic Financial Accounting
ACC405	Internal Auditing & EDP Accounting	ACC505	Auditing
FIN201	Introduction to Business Finance	FIN202	Financial Management
FIN301	Financial Institution	FIN503	Corporate Finance
FIN613	Financial Modeling for Decision Making	ISF101	Introduction to Islamic Banking
FIN511	Analysis of Financial Statements	HRM301	Human Resource Management
MKT202	Fundamentals of Marketing Management	STA206	Statistical Model & Inferences
LAW409	Corporate & Business Law	MKT213	Fundamentals of Consumer Behavior
MKT404	Methods in Business Research	MAN405	Strategic Management
MAN306	Introduction to Management and Organizational Behavior	MAN310	Leadership and Business Ethics

### Capstone Project

ACC531	Capstone - Accounting
FIN537	Capstone - Finance

### Elective Courses

#### Accounting Electives

ACC302	Accounting and Financial Information Systems
ACC315	Auditing-II: The Practice of Auditing
ACC501	Advanced Financial Accounting
ACC520	Managerial Analysis and Decision Making
ACC521	International Financial Reporting Standards
ACC534	International Financial Reporting Standards II

#### Interdisciplinary Courses

LAN30*	Foreign Language
COM202	Business & Professional Speech
ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ECO402	Pakistan Economic Policy

#### Finance Electives

FIN505	Treasury & Fund Management
FIN506	Investment Banking & Security Analysis
FIN507	Portfolio Management
FIN509	Financial Derivatives
FIN530	Commercial & Corporate Banking
FIN541	Technical Analysis
FIN536	FINTECH

### Course Structure

#### First Semester

Course Code	Course Title	Credit Hours	Pre-requisite
COM107	Academic English	3	
MTH102	Business Mathematics	3	
ACC101	Introduction to Financial Accounting	3	
SSC101	Introduction to Psychology	3	
REL101	Islamic Studies	2	
ECO102	Principles of Microeconomics	3	

#### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
SSC202	Environmental Studies	3	
MAN306	Introduction to Management and Organizational Behavior	3	
COM205	Persuasive & Analytical Writing for Business Communication	3	
STA203	Probability Theory & Statistics	3	
ECO102	Principles of Macroeconomics	3	
SSC104	Principles of Sociology	3	



### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ENT202	Entrepreneurial Business Operations	3	
PSC302	Ideology & Constitution of Pakistan	2	
LAW409	Corporate & Business Law	3	
ACC201	Intermediate Financial Accounting	3	
MKT202	Fundamentals of Marketing Management	3	ACC101
STA301	Statistical Model & Inferences	3	STA203

### Fourth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
CSC210	Applications of Information Communications Technologies	3	MAN306
FIN201	Introduction to Business Finance	3	ACC101
ACC350	Cost and Management Accounting	3	ACC201
LAN30*	Foreign Language	3	
HRM301	Human Resource Management	3	
SSC303	Service-Learning and Civic Responsibility	2	MAN306

### Fifth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACC503	Taxation	3	
FIN202	Financial Management	3	FIN201
MKT213	Fundamentals of Consumer Behavior	3	MKT202
FIN301	Financial Institutions	3	FIN201
ISF101	Introduction to Islamic Banking	3	FIN201
MKT404	Methods in Business Research	3	

### Sixth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
FIN511	Analysis of Financial Statements	3	FIN301
ACC505	Auditing	3	ACC350
COM202	Business & Professional Speech	3	COM205
FIN503	Corporate Finance	3	FIN301
MAN310	Leadership and Business Ethics	3	HRM301
ISF201	Islamic Financial Accounting	3	

### Seventh Semester

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective I	3	
	Elective II	3	
FIN613	Financial Modeling for Decision Making	3	FIN503
ACC530	Financial Regulation and Reporting	3	
ACC405	Internal Auditing & EDP Accounting	3	ACC505
ECO402	Pakistan Economic Policy	3	ECO102

### Eighth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
	Capstone Project	3	
	Elective III	3	
	Elective IV	3	
	Elective V	3	
	Elective VI	3	
MAN405	Strategic Management	3	MAN310

## BS - ENTREPRENEURSHIP

The BS Entrepreneurship program guides students through different stages of the entrepreneurial and intrapreneurial process, culminating in the establishment of an operational business. The program aims to cultivate innovative thinkers with a business mindset who can establish new businesses within or outside established companies. Upon finishing the program, students will have created, initiated, and overseen their own entrepreneurial business endeavors from the beginning stages to investment. Students engage in project-based learning in several courses to investigate each of these stages. Program graduates are required to transition from job seekers to job creators by utilizing creativity, innovation, and design thinking in entrepreneurial projects and real-world scenarios.

BS Entrepreneurship degree requires completion of 144 credit hours in a total of eight regular semesters (four years), including one relevant internship (3 credit hours) of eight weeks in an institute-approved firm, and a Capstone project (3 credit hours). 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.

Muslim students will be required to take a non-credit (NC) course of Quranic Studies in the Summer semester.

### General Education Courses

SSC101	Introduction to Psychology	(3 credit hours)
MTH108	Business Mathematics and Statistics	(3 credit hours)
COM107	Academic English	(3 credit hours)
STA104	Quantitative Techniques in Business	(3 credit hours)
REL101	Islamic Studies	(2 credit hours)
COM205	Persuasive & Analytical Writing for Business Communication	(3 credit hours)
SSC202	Environmental Studies	(3 credit hours)
SSC104	Principles of Sociology	(3 credit hours)
PSC302	Ideology and Constitution of Pakistan	(2 credit hours)
ENT202	Entrepreneurial Business Operations	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
REL010	Understanding the Holy Quran*	(0 credit hours)

\* This is mandatory and non-credit hour course for all undergraduate programs

### Interdisciplinary Courses

ECO101	Principles of Microeconomics	(3 credit hours)
ECO102	Principles of Macroeconomics	(3 credit hours)
ECO417	National and Global Economic Policy	(3 credit hours)
LAN30*	Foreign Language	(3 credit hours)
*1 Arabic	*2 French	
*4 German	*6 Italian	
*8 Chinese		

*MTH 100 Basic Mathematics \*\**

*COM010 Intensive English\*\**

*(\*\* Remedial non-credit course to be taken by those students who have not been able to reach the desired level of competence in the admission test.)*



Students must take a minimum load of twelve credit hours (four courses) or a maximum load of eighteen credit hours (six courses) in a semester. To obtain the BS Entrepreneurship degree in four years, they need to complete twelve courses in a year. 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.

#### **Core Courses**

- ENP114 Startup Garage I: Business Model Generation
- ENP215 Digital Tool Kit for Entrepreneurs
- ENP314 Startup Garage II: Prototyping
- ENP213 Fundamentals of Technopreneurship
- ENP212 Lean Launchpad I: Startup Launch
- ENP317 Digital Marketing for Startups
- ENP306 Lean LaunchPad II: Startup Risk Mitigation
- ENP419 Foundations of Entrepreneurial E-Commerce
- ENP315 Lean LaunchPad III: Growth Hacking for Startups
- ERP310 Enterprise Resource Planning
- ENP320 Lean Launchpad IV: Startup Fundraising
- ENP311 Lean Analytics for Startups
- MAN306 Introduction to Management and Organizational Behavior
- ACC101 Introduction to Financial Accounting
- ACC201 Intermediate Financial Accounting
- COM202 Business and Professional Speech
- MKT202 Fundamentals of Marketing Management
- ACC201 Intermediate Financial Accounting
- HRM301 Human Resource Management
- SCM320 Principles of Supply Chain Management
- MKT404 Methods in Business Research
- LAW303 Legal and Regulatory Environment of Business
- FIN202 Financial Management
- ACC350 Cost and Management Accounting
- MAN310 Leadership and Business Ethics
- ENP591 Capstone Project

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

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

- ENP304 Sustainable Family Business
- ENP305 Process Optimization for Startups
- ENP408 International Valuation and Auditing Standards for Startups
- ENP409 Startup Acceleration and Co-Creation
- ENP410 Future of Global Entrepreneurship
- ENP415 Sustainable Agriculture
- ENP416 Technopreneurship
- ENP417 STEM for Entrepreneurs
- ENP418 Sustainable Business Designs
- ENP421 Digital Language for Entrepreneurs
- ENP422 Affiliate Business Models

## Course Structure

### First Semester

Course Code	Course Title	Credit Hours	Pre-requisite
SSC101	Introduction to Psychology	3	
ECO101	Principles of Microeconomics	3	
MTH108	Business Mathematics and Statistics	3	
REL101	Islamic Studies	2	
COM107	Academic English	3	
ENT202	Entrepreneurial Business Operations	3	

### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ECO102	Principles of Macroeconomics	3	ECO101
STA104	Quantitative Techniques in Business	3	MTH108
MAN306	Introduction to Management and Organizational Behavior	3	
COM205	Persuasive & Analytical Writing for Business Communication	3	COM107
PSC302	Ideology and Constitution of Pakistan	2	
ENP114	Startup Garage I: Business Model Generation	3	ENT202

### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
SSC104	Principles of Sociology	3	
SSC202	Environmental Studies	3	
ACC101	Introduction to Financial Accounting	3	
COM202	Business and professional speech	3	COM205
ENP215	Digital Tool Kit for Entrepreneurs	3	ENP114
ENP314	Startup Garage II: Prototyping	3	ENP114

### Fourth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACC201	Intermediate Financial Accounting	3	ACC101
CSC210	Applications of Information Communications Technologies	3	
SSC303	Service-Learning and Civic Responsibility	2	
ENP213	Fundamentals of Technopreneurship	3	ENP114
MKT202	Fundamentals of Marketing Management	3	
ENP212	Lean Launchpad I: Startup Launch	3	ENP314

### Fifth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
FIN201	Introduction to Business Finance	3	ACC101
HRM301	Human Resource Management	3	MAN306
ERP310	Enterprise Resource Planning	3	
MKT404	Methods in Business Research	3	
ENP317	Digital Marketing for Startups	3	
ENP306	Lean LaunchPad II: Startup Risk Mitigation	3	ENP212



### Sixth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
LAW303	Legal and Regulatory Environment of Business	3	
FIN202	Financial Management	3	
LAN30*	Foreign Language	3	ACC201
SCM320	Principles of Supply Chain Management	3	
ENP419	Foundations of Entrepreneurial E-Commerce	3	ENP317
ENP315	Lean LaunchPad III: Growth Hacking for Startups	3	ENP306

### Seventh Semester

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective 1	3	
	Elective 2	3	
MAN310	Leadership and Business Ethics	3	HRM301
ECO417	National and Global Economic Policy	3	ECO102
ACC350	Cost and Management Accounting	3	ACC201
ENP320	Lean Launchpad IV: Startup Fundraising	3	ENP315

### Eighth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
	Elective 3	3	
	Elective 4	3	
	Elective 5	3	
	Elective 6	3	
ENP311	Lean Analytics for Startups	3	
ENP591	Capstone Project	3	ENP320

## BS - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

The Bachelor of Science (BS) in Logistics and Supply Chain Management prepares graduates for professional careers in the supply chain sector within corporate environments. This comprehensive program requires the completion of 144 credit hours of coursework along with a relevant internship of at least eight weeks in an approved firm. The curriculum is designed to equip students with the knowledge and skills necessary for a wide range of careers, including supply chain design and management, supply chain analysis, warehousing and distribution management, data analytics, logistics management, ERP systems design and implementation, and production and operations management. Graduates often find employment in various corporate institutions and industries that demand expertise in these areas.

Students must complete 12 general education courses during the first four semesters. Failure to complete these courses will prevent students from progressing to the fifth semester. Additionally, four hours of lab sessions per week are mandatory for four semesters, which are integral to meeting the graduation requirements. An eight-week internship at an approved firm is also required, providing hands-on experience in the field.

Graduates of the BS in Logistics and Supply Chain Management program are equipped to pursue various roles, including supply chain network designer, supply chain manager, supply chain analyst, warehouse manager, distribution manager, data analyst in supply chain, logistics manager, ERP system designer, ERP implementation specialist, and production and operations manager. These roles span across diverse sectors, providing graduates with a wide range of career opportunities in the global marketplace. By integrating theoretical knowledge with practical application, the BS in Supply Chain Management ensures that graduates are well-prepared to meet the challenges of the dynamic supply chain industry. Muslim students will be required to take a non-credit (NC) course of Quranic Studies in the Summer.

### General Education Courses

SSC101	Introduction to Psychology	(3 credit hours)
MTH108	Business Mathematics and Statistics	(3 credit hours)
COM107	Academic English	(3 credit hours)
STA104	Quantitative Techniques in Business	(3 credit hours)
REL101	Islamic Studies	(2 credit hours)
COM205	Persuasive & Analytical Writing for Business Communication	(3 credit hours)
SSC202	Environmental Studies	(3 credit hours)
SSC104	Principles of Sociology	(3 credit hours)
PSC302	Ideology and Constitution of Pakistan	(2 credit hours)
ENT202	Entrepreneurial Business Operations	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
RELO10	Understanding the Holy Quran*	(0 credit hours)

\* This is mandatory and non-credit hour course for all undergraduate programs

### Interdisciplinary Courses

ECO101	Principles of Microeconomics	(3 credit hours)
ECO102	Principles of Macroeconomics	(3 credit hours)
COM202	Business & Professional Speech	(3 credit hours)
LAN30*	Foreign Language	(3 credit hours)
*1 Arabic	*2 French	
*4 German	*6 Italian	
*8 Chinese		

MTH 100 Basic Mathematics \*\*

COM010 Intensive English\*\*

(\*\* Remedial non-credit course to be taken by those students who have not been able to reach the desired level of competence in the admission test.)



## Core Courses

BIA301	Business Intelligence	(3 credit hours)
ACC101	Introduction to Financial Accounting	(3 credit hours)
ACC350	Cost and Management Accounting	(3 credit hours)
FIN201	Introduction to Business Finance	(3 credit hours)
FIN202	Financial Management	(3 credit hours)
MKT202	Fundamentals of Marketing Management	(3 credit hours)
MKT213	Fundamentals of Consumer Behavior	(3 credit hours)
MAN306	Introduction to Management and Organizational Behavior	(3 credit hours)
HRM301	Human Resource Management	(3 credit hours)
MAN310	Leadership and Business Ethics	(3 credit hours)
SCM101	Essentials of Supply Chain Management	(3 credit hours)
SCM102	Logistics and Operations Management	(3 credit hours)
SCM203	Supplier Sourcing Strategies	(3 credit hours)
SCM408	Supply Chain Network Design	(3 credit hours)
SCM312	Supply Chain Analytics	(3 credit hours)
SCM311	Import Export Management	(3 credit hours)
SCM351	Procurement Management	(3 credit hours)
ERP310	Enterprise Resource Planning	(3 credit hours)
SCM313	Quality Management and Lean Practices	(3 credit hours)
SCM314	Foundations of Production Management	(3 credit hours)
SCM401	Storage and Warehouse Techniques	(3 credit hours)
SCM402	Transportation Techniques and Management	(3 credit hours)
SCM405	Fundamentals in Logistics Research	(3 credit hours)
SCM407	Sustainability and Reverse Logistics	(3 credit hours)
SCM409	Six Sigma	(3 credit hours)
SCM591	Capstone Project	(3 credit hours)

## Electives - 06 Courses (18 credit hours)

SCM509	Supply Chain Finance and Costing	SCM525	Supply Chain Technology, Systems and Innovation
SCM560	E-business Strategies in SCM	SCM561	Operational Research and Simulation
SCM563	Supply Chain i4.0 and Data Sciences	SCM404	Supply Chain Project Management
SCM565	Risk Analysis in Supply Chain	SCM566	Shipping and Port Operations
SCM567	Transportation analysis	SCM568	International Logistics
SCM569	Retail Logistics	SCM570	Inventory Planning and Control

## Course Structure

### First Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ECO101	Principles of Microeconomics	3	
MTH108	Business Mathematics and Statistics	3	
REL101	Islamic Studies	2	
COM107	Academic English	3	
ACC101	Introduction to Financial Accounting	3	
MAN306	Introduction to Management and Organizational Behavior	3	

### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
STA104	Quantitative Techniques in Business	3	
COM205	Persuasive & Analytical Writing for Business Communication	3	COM107
SSC202	Environmental Studies	3	
SSC101	Introduction to Psychology	3	
ECO102	Principles of Macroeconomics	3	ECO101
SCM101	Essentials of Supply Chain Management	3	

### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
SSC104	Principles of Sociology	3	
PSC302	Ideology and Constitution of Pakistan	2	
ENT202	Entrepreneurial Business Operations	3	
FIN201	Introduction to Business Finance	3	
SCM203	Supplier Sourcing Strategies	3	ACC101
SCM102	Logistics and Operations Management	3	SCM101

### Fourth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
CSC210	Applications of Information Communications Technologies	3	
SSC303	Service-Learning and Civic Responsibility	2	
MKT202	Fundamentals of Marketing Management	3	
ACC350	Cost and Management Accounting	3	FIN201
SCM351	Procurement Management	3	SCM203
SCM311	Import Export Management	3	SCM203

### Fifth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MKT213	Fundamentals of Consumer Behavior	3	MKT202
HRM301	Human Resource Management	3	MAN306
FIN202	Financial Management	3	ACC350
SCM314	Foundations of Production Management	3	SCM102
COM202	Business and Professional Speech	3	COM205
SCM313	Quality Management and Lean Practices	3	

### Sixth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ERP310	Enterprise Resource Planning	3	CSC210
LAN30*	Foreign Language	3	
SCM312	Supply Chain Analytics	3	
SCM405	Fundamentals in Logistics Research	3	
SCM401	Storage and Warehouse Techniques	3	
SCM402	Transportation Techniques and Management	3	

### Seventh Semester

Course Code	Course Title	Credit Hours	Pre-requisite
BIA301	Business Intelligence	3	
SCM407	Sustainability and Reverse Logistics	3	
MAN310	Leadership and Business Ethics	3	HRM301
	Elective 1	3	
	Elective 2	3	
	Elective 3	3	

### Eighth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
SCM408	Supply Chain Network Design	3	
SCM409	Six Sigma	3	
	Elective 4	3	
	Elective 5	3	
	Elective 6	3	
SCM591	Capstone Project	3	SCM405



## BS - ACCOUNTANCY, MANAGEMENT AND LAW

The BS - Accountancy, Management, and Law (AML) program is an innovative and dynamic qualification that incorporates the disciplines of Accounting, Finance, Business Management, and Law, strengthening the potential and setting up for success in the corporate world. The program designs to provide young graduates with opportunities to acquire academic degrees and professional certification from Accountancy bodies with international and national charters. Two world-renowned accountancy bodies accredited the program: The Institute of Chartered Accountants of Pakistan (ICAP) and the Association of Chartered Certified Accountants (ACCA), United Kingdom.

The ACCA grants nine exemptions out of 13 courses for BS-AML Program students, with the unique opportunity to attempt the remaining four papers during their final year of the degree program. Additionally, the Institute of Chartered Accountants of Pakistan grants exemptions for 5 papers in Pre-Requisite Competencies (PRC) and 4 papers in Certificate in Accounting & Finance (CAF). This enables students to concurrently pursue Chartered Accountancy alongside their degree program and register for article ship.

1. Business and Technology (BT)	2. Financial Accounting (FA)	3. Management Accounting (MA)
4. Corporate and Business Law (LW)	5. Taxation (TX)	6. Financial Reporting (FR)
7. Performance Management (PM)	8. Financial Management (FM)	9. Audit and Assurance (AA)

The BS-AML curriculum spans four years and requires the completion of 144 credit hours of coursework. This includes a mandatory eight-week internship (equivalent to 3 credit hours) at an Institute-approved firm, as well as an industry-focused Capstone Project (also 3 credit hours). To meet degree requirements, students must successfully pass 48 courses. A minimum CGPA of 2.5 is essential for the conferral of the degree. Courses are divided into general education, interdisciplinary, and Core (Major/elective) courses. Muslim students will be required to take a non-credit (NC) course of Quranic Studies in the Summer.

### Career Options

- Auditors/Accountant      - Tax Consultants      - Compliance Managers      - Financial Analysts      - Banking/Treasury

### General Education Courses

SSC202	Environmental Studies	(3 credit hours)
MTH108	Business Mathematics and Statistics	(3 credit hours)
COM107	Academic English	(3 credit hours)
COM205	Persuasive & Analytical Writing for Business Communication	(3 credit hours)
REL101	Islamic Studies	(2 credit hours)
CSC210	Applications of Information Communications Technologies (exemptions ICAP-AFC-4)	(3 credit hours)
PSC302	Ideology and Constitution of Pakistan	(2 credit hours)
ENT202	Entrepreneurial Business Operations	(3 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
LAW105	Mercantile Law (exemptions ICAP-CAF-3, ACCA-F4)	(3 credit hours)
STA104	Quantitative Techniques in Business	(3 credit hours)
COM202	Business and Professional Speech	(3 credit hours)
REL010	Understanding the Holy Quran*	(0 credit hours)

\* This is mandatory and non-credit hour course for all undergraduate programs

### Interdisciplinary Courses

ERP310	Enterprise Resource Planning
BIA211	Introduction to Business Analytics
ECO101	Fundamentals of Microeconomics (exemptions ICAP-CAF-2, ACCA-F1)
ECO102	Fundamentals of Macroeconomics (exemptions ICAP-CAF-2, ACCA-F1)

*MTH100 Basic Mathematics\*\**

*COM010 Intensive English\*\**

*(\*\* Remedial non-credit course to be taken by those students who have not been able to reach the desired level of competence in the admission test.)*

## **Required Core and Major Courses**

### **Accounting**

- ACC104 Accounting Principles (exemptions ICAP-CAF-1, ACCA-F3)
- ACC205 Intermediary Accounting (exemptions ICAP-CAF-5, ACCA-F3)
- ACC207 Principles of Taxation (exemptions ICAP – CAF-6, ACCA-F6)
- ACC208 Cost Accounting (exemptions ICAP – CAF-8, ACCA-F2)
- ACC309 Auditing 1: Conceptual Foundations of Auditing (exemptions ICAP – CAF-9, ACCA-F8)
- ACC310 Management Accounting for Decision Making (exemptions ICAP – CAF-8, ACCA-F5)
- ACC311 Financial Reporting (exemptions ICAP – CAF-5 & CAF-7, ACCA-F3)
- ACC313 Intermediary Financial Reporting (exemptions ICAP – CAF-7, ACCA-F7)
- ACC314 Advance Taxation (exemptions ICAP – CAF-6, ACCA-F6)
- ACC315 Auditing-II: The Practice of Auditing (exemptions ICAP – CAF-9, ACCA-F8)
- ACC403 Strategic Performance Measurement and Evaluation (exemptions ACCA-F5)
- ACC404 Islamic Accounting and Reporting
- ACC406 Internal Audit, Control, and governance (exemptions ICAP – CAF-9, ACCA-F8)
- ACC408 Advanced Audit and Assurance (exemptions ICAP – CAF-9, ACCA-F8)
- ACC409 Strategic Financial Reporting (exemptions ICAP – CAF-7, ACCA-F7)

### **Law**

- LAW204 Company Law & Secretarial Practices (exemptions ICAP-CAF-3, ACCA-F4)
- LAW202 Banking Laws in Pakistan
- LAW410 Consumer Protection and Intellectual Property Laws

### **Finance**

- FIN203 Principles of Business Finance (exemptions ACCA-F9)
- FIN204 Theory of Business Finance (exemptions ACCA-F9)
- FIN312 Islamic Finance: Principles and Practice
- FIN405 Applied Business Finance (exemptions ACCA-F9)
- FIN416 Technofinance
- FIN613 Financial Modelling for Decision Making

### **Management**

- MAN306 Introduction to Management and Organizational Behavior (exemptions ACCA-BT)
- MAN310 Leadership and Business Ethics (exemptions ACCA-BT)
- HRM301 Human Resource Management

### **Marketing**

- MKT202 Fundamentals of Marketing Management
- MKT304 Digital Media and Marketing

### **Management Information Systems**

- BIA301 Business Intelligence

### **Project**

- Capstone Project

### **Research**

- RES401 Research Methodology



## Course Structure

### First Semester

Course Code	Course Title	Credit Hours	Pre-requisite
COM107	Academic English	3	
MTH108	Business Mathematics and Statistics	3	
REL101	Islamic Studies	2	
ECO101	Principles of Microeconomics	3	
ACC104	Accounting Principles	3	
LAW105	Mercantile Law	3	

### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
LAW204	Company Law and Secretarial Practices	3	
COM205	Persuasive & Analytical Writing for Business Communication	3	COM107
STA104	Quantitative Techniques in Business	3	
ECO102	Principles of Macroeconomics	3	ECO101
ACC205	Intermediary Accounting	3	ACC104
MAN306	Introduction to Management and Organizational Behavior	3	

### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
SSC202	Environmental Studies	3	
FIN203	Principles of Business Finance	3	ACC104
ACC208	Cost Accounting	3	ACC104
ENT202	Entrepreneurial Business Operations	3	
PSC302	Ideology and Constitution of Pakistan	2	
MKT202	Fundamentals of Marketing Management	3	MAN306

### Fourth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACC207	Principles of Taxation	3	ACC208
FIN312	Islamic Finance: Principles and Practice	3	FIN203
HRM301	Human Resource Management	3	MAN306
CSC210	Applications of Information Communications Technologies	3	MAN306
COM202	Business & Professional Speech	3	COM205
SSC303	Service-Learning and Civic Responsibility	2	

### Fifth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACC309	Auditing 1: Conceptual Foundations of Auditing	3	ACC207
LAW202	Banking Laws in Pakistan	3	
ACC310	Management Accounting for Decision Making	3	ACC207
ACC311	Financial Reporting	3	
FIN204	Theory of Business Finance	3	FIN203
BIA211	Introduction to Business Analytics	3	CSC210

**Sixth Semester**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>Pre-requisite</b>
ACC315	Auditing-II: The Practice of Auditing	3	ACC309
ACC313	Intermediary Financial Reporting	3	ACC311
ACC403	Strategic Performance Measurement and Evaluation	3	
LAW410	Consumer Protection and Intellectual Property Laws	3	
MKT304	Digital Media and Marketing	3	
MAN310	Leadership and Business Ethics	3	BIA211

**Seventh Semester**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>Pre-requisite</b>
ACC404	Islamic Accounting and Reporting	3	FIN312
ACC406	Internal Audit, Control, and Governance	3	ACC315
RES401	Research Methodology	3	
ERP310	Enterprise Resource Planning	3	BDS153
FIN613	Financial Modeling for Decision Making	3	ACC403
BIA301	Business Intelligence	3	MAN310

**Eighth Semester**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>Pre-requisite</b>
ACC408	Advanced Audit and Assurance	3	ACC406
ACC409	Strategic Financial Reporting	3	
FIN405	Applied Business Finance	3	
	Capstone Project	3	
ACC314	Advance Taxation	3	ACC207
FIN416	Technofinance	3	

## MBA PROGRAM

MBA program is designed to produce transformational, ethical and change leadership for businesses and industry through an integrated curriculum, and 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 the delivery of the curriculum content. A significant value-adding feature is the 6 credit hours of a Graduate Capstone Project divided into two 3 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 interests of an industry mentor and evaluated in an open exhibition by executives and faculty members. A Capstone Project report has to be converted into a publishable case study as part of the degree requirement.

### Structure of the MBA program

MBA program at CBM is a 72-credit-hour program that most students can complete in two years. It is designed for students with a minimum of 16 years of education with degrees in a wide range of disciplines such as business, commerce, engineering, law, science, medicine, the arts and pharmacy. MBA program at CBM shares a unified structure consisting of a foundation level followed by the advanced and 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 in business as per PQF, Pakistan Qualification Framework. It consists of 36 credit hours.

The foundation level consists of 36 credit hours of coursework from areas such as Economics, Quantitative Analysis, Accounting, Finance, Management/HRM, Marketing, and Research in addition to other preparatory course work necessary for applicants coming from backgrounds unrelated to business studies. The program is divided into a foundation stage of 36 credit hours followed by the 36 credit hours of Advanced level MBA courses and the capstone project dealing with strategy and business transformation.

### Course Composition of MBA Program

- Foundation Level: 12 courses, 36 credit hours
- Advanced Level: 6 courses, 18 credit hours
- Capstone Projects: 2 projects, 6 credit hours
- Specialization Level: 4 courses, 12 credit hours

### Opting for Specialization

Students of 72 credit hours MBA will decide their specialization after completion of 36 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.

MBA students must select, at the time of admission, from one of the following shifts for their entire program;

- Morning week-days
- Evening week-days/Week-ends

## CBM offers MBA in the following specializations

- Marketing
- Management
- Accounting
- Finance
  - Corporate Finance and Risk Management
  - Conventional and Islamic Banking
- Business Intelligence & Analytics
- Human Resource Management
- Logistics and 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 36 credit hours of the Foundation Level of the standardized 72 credit hours MBA Program.
- Applicants with 4 years bachelor degree from IoBM in a non-business discipline can claim up to 4 course exemption from the foundation level for the equivalent courses completed in the bachelor program.
- Exemptions for Non IoBM Students
- MBA applicants from NBEAC accredited Higher Education Institutions (HEIs) or Universities may be eligible for the 36 credit hour exemption if they are from a 'W' category institution by fulfilling all other admission requirements of IoBM.
- For those from 'X' category institutions, exemptions will be considered on a case-by-case basis, subject to committee approval and the alignment with IoBM's criteria and requirements.
- Students coming from non-accredited business school (other than W and X category) will not be allowed to get any exemptions. These students will be enrolled in 72 credit hours MBA program.
- To avail the exemption of courses, B+ and above grade will be considered.

Students joining CBM for the first time are expected to have qualified the MBA Boot Camp

## Foundation Level Course

### Accounting

ACC500 Accounting for Managers  
ACC512 Managerial Accounting

### Finance

FIN516 Finance for Managers  
FIN522 Financial Management Practices

### Economics

ECO400 Microeconomics  
ECO403 Macroeconomics

### Management

MAN418 Management and Organizational Dynamics  
HRM410 Managing Human Capital

### Marketing

MKT402 Marketing Management  
MKT509 Consumer Behavior

### Quantitative

RES501 Applied Business Research  
SAT411 Quantitative Analysis for Decision Making

## MBA Structure – 72 Credit Hours

### First Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACC500	Accounting for Managers	3	
FIN516	Finance for Managers	3	
MKT402	Marketing Management	3	
ECO400	Microeconomics	3	
MAN418	Management and Organizational Dynamics	3	
STA411	Quantitative Analysis for Decision Making	3	



### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
ACC512	Managerial Accounting	3	ACC500
FIN522	Financial Management Practices	3	ACC500, FIN516
MKT509	Consumer Behavior	3	MKT402
ECO403	Macroeconomics	3	ECO400
HRM410	Managing Human Capital	3	MAN418
RES501	Applied Business Research	3	STA411

### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
SCM607	Strategic Supply Chain Management	3	
BIA501	Business Analysis and Forecasting	3	
FIN601	Strategic Financial Analysis and Design	3	FIN522
	Capstone I	3	
	Elective-I	3	
	Elective-II	3	

### Fourth Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MKT610	Marketing Strategies and Value Innovation	3	MKT402
HRM606	Leadership, Ethics and Change	3	BIA501
MAN513	Corporate Strategy	3	Capstone I
	Capstone II	3	
	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
SCM607	Strategic Supply Chain Management	3	
BIA501	Business Analysis and Forecasting	3	
FIN601	Strategic Financial Analysis and Design	3	
	Elective-I	3	

#### Second Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MKT610	Marketing Strategies and Value Innovation	3	
HRM606	Leadership, Ethics and Change	3	
	Capstone I	3	
	Elective-II	3	

#### Third Semester

Course Code	Course Title	Credit Hours	Pre-requisite
MAN513	Corporate Strategy	3	HRM606
	Capstone II	3	Capstone I
	Elective-III	3	
	Elective-IV	3	

## List of Elective/Specialization Courses

3 Credit Hours Each-12 CH

### Marketing

- MKT602 Marketing Analytics
- MKT605 Pricing Models and Strategies
- MKT611 Integrated Marketing Communications
- MKT613 Marketing of Financial Services
- MKT615 Brand Management
- MKT618 Advertising Management and Strategy
- MKT619 Marketing Research
- MKT621 Marketing Strategies for Emerging Economies
- MKT622 Marketing Strategies for Bottom of the Pyramid (BOP)
- MKT623 Pharmaceutical Marketing & Quality Assurance
- MKT625 Business to Business Marketing
- MKT626 Marketing for Social Impact
- MKT627 Future Marketing Technologies
- MKT628 Competitive Strategies
- MKT510 Direct and Digital Marketing
- MKT630 Growth Marketing
- MKT631 Shopper Marketing

### Management

- MAN500 Hospitality & Tourism Management
- MAN501 Total Quality Management
- MAN502 Business Process Re-engineering
- MAN505 Negotiation & Conflict Resolution
- MAN506 Digital Leadership in VUCA World
- MAN516 Organizational Psychology
- MAN514 Production and Operations Management
- MAN608 Technology Operations & Innovation
- MAN611 Project Management
- MAN613 Corporate Governance
- MAN622 Digital Commerce and Strategies
- MAN619 Emerging Organizational Models for Dynamic Change
- MAN620 Crisis Management & Sustainability
- MAN621 Change Management
- MAN510 International Management
- MAN508 Comparative Management
- MAN615 Corporate Social Responsibility

### Accounting

- ACC602 Advanced Managerial Accounting
- ACC607 Introduction to Forensic Accounting
- ACC605 Taxation laws
- ACC610 Audit and Assurance
- FRM512 International Risk and Financial Reporting

### Education Management

- EDM624 Innovations and Technology in Education
- EDM621 Edupreneurship in the Changing World
- EDM654 Lifelong Learning in Changing Contexts
- EDM656 Teacher Education
- EDM625 Distance Learning in the 21st Century
- EDM606 Global Trends in Education

### Finance

#### Corporate Finance and Risk Management

- FIN602 Behavioral Finance
- FIN603 Entrepreneurial Finance
- FIN610 Debt and Equity Markets
- FIN613 Financial Modeling for Investment Decisions
- FIN521 International Financial Management
- FIN614 Financial Derivative and Risk Management
- FIN617 FINTECH & Digital Finance
- FIN633 Mergers, Acquisitions and Restructuring
- FRM504 Theory of Risk and Insurance
- FRM505 Corporate Treasury and Risk Management
- FRM506 Financial Regulation for Risk Management
- FRM508 Financial Market Issues and Crisis
- FRM513 Project Risk Management
- FRM516 International Financial Reporting and Standards
- FRM518 Management of Insurance Institutions

#### Conventional and Islamic Banking

- FIN618 Investment Banking
- FIN514 Asset Liability Management
- ISF601 Economics for Islamic Finance
- ISF602 Islamic Banking Practices
- ISF603 Accounting for Islamic Finance
- ISF604 Islamic Financial Services Marketing
- ISF605 Islamic Capital Markets
- ISF606 International Islamic Finance Standards
- FRM514 Takaful and Risk Management in Islamic Products

#### Business Intelligence & Analytics

- BIA502 Data Visualization Techniques
- BIA503 Strategic Business Intelligence & Data Management
- BIA504 Managerial Decision-Making with BI Tools
- BIA505 Applied Business Analytics
- BIA506 Digital Consumer Analytics & Insights
- BIA507 Predictive Analytics for Business Strategy
- BIA602 Big Data Technologies for Business
- BIA603 Machine Learning Applications in Business
- BIA604 Data Governance and Ethics in Business
- BIA605 Business Process Analytics and Optimization
- BIA606 Blockchain and Data Security for Business

#### 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
- SCM625 Import Export Management
- SCM618 Lean Six Sigma and Lean Manufacture
- SCM537 Supply Chain Analytics



### **Human Resource Management**

HRM612 Strategic Human Resource Management  
HRM617 HR Analytics  
HRM618 Managing Diversity & Inclusion in Organization  
HRM619 Talent Acquisition  
HRM620 Labor Studies and Employee Relation  
HRM621 Learning and Organizational Development  
HRM622 Negotiations and Conflict Resolution Skills  
HRM623 Managing Organizational Change  
HRM624 Talent Management and Performance Development  
HRM625 Rewards Management

### **Health and Hospital Management**

MHM529 Health Policy and Analytics for Decision Making  
MHM629 Health Informatics  
MHM603 Health Ethics, Law and Jurisprudence  
MHM602 Health Service Delivery and Operation Management  
MHM628 Pharmacovigilance  
MHM606 Concepts of Primary Healthcare  
MHM609 Marketing of Health Services  
MHM627 Global and Local Public Health Challenges

### **Media Management and Marketing**

MKT620 Digital Marketing  
MAN616 Entrepreneurship and Ecommerce  
MMM401 Media & Social Change  
MMM603 Seminar in Strategic Media Marketing  
MMM604 Screenwriting for TV & Cinema  
MMM605 Advanced Documentary Filmmaking  
MMM606 Media Psychology  
MMM607 Media and Public Opinion

### **Industrial Management**

INM601 Facilities Planning  
INM602 Maintenance Management  
INM603 Industrial Safety, Health, And Environment  
INM604 Enterprise Life Cycle Management  
INM605 Industrial Technology Management  
INM606 Operation Research  
INM607 Enterprise Risk Management  
INM608 Logistic and Inventory control  
INM609 Advance Production Planning & Control  
INM610 Integrated Manufacturing Systems  
INM611 Advance Manufacturing Processes

### **Project Management**

MAN611 Project Management  
PMC601 Project Planning and Scheduling  
PMC602 Project Finance and Budgeting  
PMC603 Risk Management in Projects  
PMC604 Project Management Software and Tools  
PMC605 Sustainable Project Management Practices  
PMC606 Project Quality Management  
PMC607 Project Portfolio Planning and Execution

### **Environment and Energy Management**

EEM603 Air and Noise Pollution Management  
EEM604 Coastal Environment and Management  
EEM605 Climatic Changes and its Impact  
EEM606 Natural Resources Management  
EEM607 Hospital Waste Management  
EEM608 Solid and Hazardous Waste Management  
EEM609 Energy Audit  
EEM610 Energy Conservation  
EEM611 Energy Planning  
EEM612 Environmental Ethics  
EEM613 Public Awareness for Environment and Energy Sector  
EEM615 Risk and Disaster Management

## **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 first year 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

<b>Sr. No.</b>	<b>Modules</b>	<b>Number of Hours</b>
1	Business Communication	6 hrs
2	Economics	6 hrs
3	Introduction to Management and Case Method	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 an 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

CBM's PhD program in Environment and Energy Management is a rigorous, interdisciplinary research program focusing on building theoretical models in the area of energy and/or environment. The research develops models relating to areas such as energy supply, sufficiency, and security for meeting future energy requirements. The models may also focus on environmental sustainability, impact models and trends relating to water supply, air quality, waste, etc.

## Eligibility

### MS 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 to MS / MPhil or equivalent degree from HEC recognized institutions in a relevant discipline
- GRE subject specific or GAT subject test conducted by the NTS, HAT subject test of HEC or equivalent in the relevant discipline. A minimum of 60% (percentage) marks are required or a minimum of 70% marks in IoBM test
- An interview conducted by the Institute
- All other HEC stipulated requirements
- Complete deficiency courses

## Program Requirements

### PhD requires completion of course work and dissertation/thesis. 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.



## 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

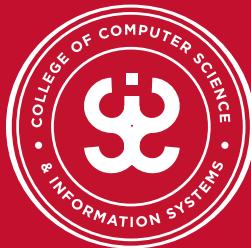
- Elective Courses (any two)
- EEM801 Advanced Environment Toxicology & Epidemiology
- EEM802 Advanced Pollution Control Technologies and Mitigation Options
- EEM803 Advances in Green Technology Mechanism
- EEM804 Disaster Risk Management and Mitigation Strategies
- EEM805 Trade and Environment
- EEM806 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)

The graduates of this program would have the confidence and skills to design ICT solutions and become technology entrepreneurs. The graduates may also join careers as software engineers and may move on to become analysts, designers, and architects in software houses or be freelance solution providers. They may also go into management careers that require strong analytical skills.

The program emphasizes the need for overall development including exposure to an integrated series of courses in technology, methodology, social sciences, liberal arts, and management. Project-based software development along with research assignments are also emphasized. 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 has been designed to prepare students to serve the productive needs of Pakistan's software industry. It requires completion of 138 credit hours of coursework and internship. Students are required to take 44 courses (including Final Year Project and relevant labs) & internship (3 credit hours), 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 Computer Science is given on Page No. 163.

### BS Computer Science students learn:

- To apply knowledge gained during the program effectively and efficiently in the software industry
- To contribute, manage, and lead, computer science and software development teams
- To actively pursue lifelong learning and innovation skills
- To equip themselves with latest software tools and techniques
- To groom so as to occupy senior technical and managerial positions
- To successfully bring innovation in IT technology as a whole

### Learning Outcomes for BS Computer Science Students include:

1. Successfully bring innovation in IT technology
2. To analyze, identify computing requirements appropriate to solution
3. Appreciate the challenges of 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

## BS Computer Science: Course Distribution

Area	Credit Hours	Courses
Computing Core [CC]	50	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]	31	12
Internship	3	1
REL010 Understanding the Holy Quran*	0	0
<i>*This is mandatory and non-credit hour course for all undergraduate programs</i>		
<b>Total</b>	<b>138</b>	<b>45</b>

## Program Structure (Semester Wise)

### Semester I

Course Code	Course Name	Credit Hours	Pre-requisite
CSC111	Intro to Info. & Comm. Technology [GER]	2+0	
CSC111	Intro to Info. & Comm. Technology Lab	0+1	-
CSC113	Programming Fundamentals [CC]	3+0	
CSC113	Programming Fundamentals Lab	0+1	-
COM107	Academic English [GER]	3+0	-
PHY111	Applied Physics [GER]	2+0	
PHY111	Applied Physics Lab	0+1	-
MTH107	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
CSC213	Object Oriented Programming [CC]	3+0	
CSC213	Object Oriented Programming Lab	0+1	CSC113
COM205	Persuasive & Analytical Writing for Business Communication [MSC]	3+0	COM107
CSC231	Discrete Structure [GER]	3+0	-
CSC115	Digital Logic and Design [CC]	2+0	
CSC115	Digital Logic and Design Lab	0+1	PHY111
MTH224	Multivariable Calculus [MSC]	3+0	MTH107
<b>Semester Total Credit Hours</b>		<b>16 (14+2)</b>	



### Semester III

Course Code	Course Name	Credit Hours	Pre-requisite
CSC215	Data Structures and Algorithms [CC]	3+0	
CSC215	Data Structures and Algorithms Lab	0+1	CSC213
COM202	Business and Professional Speech [GER]	3+0	COM107
CSC211	Comp. Organization & Assembly Lang. [CC]	3+0	
CSC211	Comp. Organization & Assembly Lang. Lab	0+1	-
MTH204	Linear Algebra [MSC]	3+0	MTH107
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
CSC217	Introduction to Database Systems [CC]	3+0	
CSC217	Introduction to Database Systems Lab	0+1	CSC215
CSC317	Introduction to Software Engineering [CC]	3+0	-
STA203	Probability Theory and Statistics [MSC]	3+0	-
CSC313	Operating Systems [CC]	3+0	
CSC313	Operating Systems Lab	0+1	CSC215
CSC315	Design & Analysis of Algorithms [CC]	3+0	CSC215
<b>Semester Total Credit Hours</b>		<b>17 (15+2)</b>	

### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
CSC347	Advance Database Management Systems [DC]	2+0	
CSC347	Advance Database Management Systems Lab	0+1	CSC217
CSC319	Computer Networks [CC]	3+0	
CSC319	Computer Networks Lab	0+1	-
MAN306	Introduction to Management & Organizational Behavior [GER]	2+0	-
CSC219	Professional Practices [GER]	2+0	-
CSC311	Theory of Automata & Formal Lang. [DC]	3+0	CSC231
CSC413	Artificial Intelligence [CC]	3+0	
CSC413	Artificial Intelligence Lab	0+1	STA203
<b>Semester Total Credit Hours</b>		<b>18 (15+3)</b>	

### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
CSCxxx	CS Elective 1 [DE]	3*	-
CSCxxx	CS Elective 2 [DE]	3*	-
CSC378	HCI and Computer Graphics [DC]	2+0	-
CSC378	HCI and Computer Graphics Lab	0+1	-
CSC411	Compiler Constructions [DC]	3+0	CSC311
CSC379	Computer Architecture [DC]	3+0	CSC211
CSC379	Computer Architecture Lab		
CSC380	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
CSCxxx	CS Elective 3 [DE]	3*	-
CSCxxx	CS Elective 4 [DE]	3*	-
MKT201	Marketing Management [ESC]	3+0	-
LAN10*	Foreign Language-I [GER]	3+0	-
CSC418	Parallel and Distributed Computing [DC]	3+0	CSC313
CSC491	Final Year Project I [CC]	0+3	CSC317
<b>Semester Total Credit Hours</b>		<b>18 (15+3*)</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
CSCxxx	CS Elective 5 [DE]	3*	-
CSCxxx	CS Elective 6 new [DE]	3*	-
CSCxxx	CS Elective 7 new [DE]	3*	-
CSC419	Information Security [CC]	3+0	-
PSC302	Ideology and Constitution of Pakistan [GER]	2+0	
CSC492	Final Year Project II [CC]	0+3	CSC491
<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

Course	Stream
BDS404 Machine Learning	Artificial Intelligence
BDS421 Deep Learning	Artificial Intelligence
CSC420 Reinforcement Learning	Artificial Intelligence
CSC469 Computer Vision	Artificial Intelligence
CSC487 Neural Network	Artificial Intelligence
CSC488 Fuzzy Logic	Artificial Intelligence
SEC473 Natural Language Processing	Artificial Intelligence
CSC373 Web Engineering	Software Engineering
CSC374 Mobile Application Development	Software Engineering
CSC473 Enterprise Systems	Software Engineering
CSC476 E-Commerce	Software Engineering
CSC481 Software Quality Assurance	Software Engineering
CSC489 Software Project Management	Software Engineering
SEC475 DevOps	Software Engineering
CSC477 IT Infrastructure	Network and Security
CSC468 Internet of Things	Network and Security
CSC483 Information Security Audit	Network and Security
CSC484 Network Security	Network and Security
CSC485 Cyber Security	Network and Security
CSC486 Wireless Network	Network and Security
SEC481 Cloud Computing	Network and Security
BDS102 Introduction to Data Science	Data Science
BDS301 Data Mining	Data Science
BDS420 Information Retrieval	Data Science
BDS429 Topics in Data Science	Data Science
BDS481 Social Network Analysis	Data Science
CSC474 Data Warehousing	Data Science
CSC475 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, finance and other 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 financing 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 141 credit hours of course work and 3 credit hours of internship of at least six weeks in an organization approved by the Institute. Students graduating with a CGPA of 2.5 on the scale of 4 are eligible to apply for MBA program offered by the Institute.

### Learning Outcomes

- Gain sufficient technical understanding to solve very demanding real-world financial and risk management problems
- Develop confidence and analytical skills to define and solve business 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 financial and actuarial modeling 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. 163.



## Required Courses

### Functional English

COM107 Academic English

### Expository Writing

COM205 Persuasive & Analytical Writing for Bus. Com.

### Social Sciences

ECO101 Principles of Microeconomics

ECO102 Principles of Macroeconomics

ECO410 Econometrics I

### Finance and Risk Management

FRM201 Principles of Risk Management

FRM202 Life and Other Contingencies

FRM204 Enterprise Risk Management

FRM206 Institutional Investments

FRM302 Computational Methods in Risk

FRM304 Risk Financing Techniques

FRM310 Project

### Marketing

MKT404 Methods in Business Research

### Civics & Community Engagement

SSC303 Service-Learning and Civic Responsibility

### Actuarial Science

ARM201 Introduction to Actuarial Science

ARM501 Stochastic Process/Modeling

ARM601 Models of Financial Economics-I

ARM602 Models of Financial Economics - II

### Finance

FIN201 Introduction to Business Finance

FIN406 Financial Econometrics

FIN503 Corporate Finance

FIN507 Portfolio Management

FIN509 Financial Derivatives

### Arts and Humanities

LAN 10\* Foreign Language I

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

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

\*8 = Introduction to Chinese

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

CSC111 Intro. to Information & Communication Technology (2+1)

### Natural Sciences

SSC202 Environmental Science (2+1)

### Entrepreneurship

ENP116 Introduction to Entrepreneurship

### Mathematics

MTH104 Calculus I

MTH105 Calculus II

MTH204 Linear Algebra

MTH209 Financial Mathematics I

MTH210 Financial Mathematics II

MTH211 Actuarial Mathematics

MTH405 Numerical Analysis

### Statistics

STA203 Probability Theory and Statistics

STA205 Probability Theory and Statistics II

STA210 Sampling Theory

STA301 Model and Inferences

STA302 Methods of Data Analysis

STA303 Time Series Analysis and Forecasting

STA305 Applied Regression Analysis

STA307 Decision Theory

STA309 Loss Models I

STA310 Loss Models II

### Political Sciences

PSC302 Ideology & Constitution of Pakistan

### Religious Studies

REL101 Islamic Studies

REL010 Understanding the Holy Quran\*

\* This is mandatory and non-credit hour course for all undergraduate programs

### Elective Courses

#### Finance and Risk Management

FRM503 Corporate Risk Management

FRM504 Theory of Risk and Insurance

FRM505 Corporate Treasury and Risk Management

FRM506 Financial Regulation for Risk Management

FRM508 Financial Market Issues and Crisis

FRM510 Energy Risk Management

FRM512 International Risk and Financial Reporting

FRM513 Project Risk Management

FRM514 Takaful and Risk Management in Islamic Products

FRM516 International Financial Reporting and Standards

FRM517 Property Risk Management

FRM518 Management of Insurance Institutions

## Course Structure

### First Semester

Course Code	Course Name	Credit Hours	Pre-requisite
COM 107	Academic English	3+0	-
ECO 101	Principles of Microeconomics	3+0	-
STA 203	Probability Theory and Statistics, I	3+0	-
MTH 104	Calculus I	3+0	-
REL 101	Islamic Studies	2+0	-
ARM201	Introduction to Actuarial Science	3+0	-

### Second Semester

Course Code	Course Name	Credit Hours	Pre-requisite
STA 205	Probability Theory and Statistics II	3+0	STA203
MTH 105	Calculus II	3+0	MTH104
ECO 102	Principles of Macroeconomics	3+0	ECO101
MTH 109	Financial Mathematics 1	3+0	MTH 104
PSC 302	Ideology & Constitution of Pakistan	2+0	
LAN 10*	Foreign Language	3+0	

### Third Semester

Course Code	Course Name	Credit Hours	Pre-requisite
CSC111	Introduction to Information and Communication Technology	2+1	
MTH204	Linear Algebra	3+0	MTH104
STA301	Model and Inferences	3+0	STA205
FIN201	Introduction to Business Finance	3+0	
COM205	Persuasive & Analytical Writing for Business Communication	3+0	COM107
MTH209	Financial Mathematics II	3+0	MTH109

### Fourth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
MTH405	Numerical Analysis	3+0	MTH105
ECO410	Econometrics I	3+0	ECO102
STA302	Method of Data Analysis	3+0	STA301
SSC303	Service-Learning and Civic Responsibility	2+0	
ENP116	Introduction to Entrepreneurship	3+0	
SSC202	Environmental Science	2+1	



### Fifth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
FIN509	Financial Derivatives	3+0	FIN201
MTH211	Actuarial Mathematics	3+0	MTH209
ARM501	Stochastic Processes	3+0	STA205, MTH104
FRM201	Principles of Risk Management	3+0	ARM201
FIN406	Financial Econometrics	3+0	ECO410
FIN503	Corporate Finance	3+0	FIN201

### Sixth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
FIN507	Portfolio Management	3+0	
FRM202	Life and Other Contingencies	3+0	MTH211
FRM204	Enterprise Risk Management	3+0	FRM201
STA210	Sampling Theory	3+0	SAT205
ARM601	Models in Financial Economics I	3+0	FIN206
MKT404	Methods in Business Research	3+0	STA305

### Seventh Semester

Course Code	Course Name	Credit Hours	Pre-requisite
FRM206	Institutional Investments	3+0	FRM201
ARM602	Models in Financial Economics II	3+0	ARM602
STA305	Applied Regression Analysis	3+0	STA205, ECO401
FRM302	Computational Methods in Risk Management	3+0	MTH210
STA309	Loss Models I	3+0	FRM202
	Elective I	3+0	

### Eighth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
STA307	Decision Theory	3+0	STA205, STA305
STA310	Loss Models II	3+0	STA309
FRM304	Risk Financing Techniques	3+0	FRM206
STA303	Time Series Analysis and Forecasting	3+0	STA305
	Project	0+3	
	Elective II	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 BS (Mathematics & Economics) is a four-year program. It requires completion of 144 credit hours of coursework including 6 credit hours of the project approved by the college and compulsory internship of at least six weeks of 3 credit hours in an organization approved by the Institute.

### 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 eligibility criteria for admission into BS Mathematics & Economics is given on page 163.



## Required Courses

### Religious Studies

REL101 Islamic Studies (2+0)  
REL010 Understanding the Holy Quran\* (0+0)

\* This is mandatory and non-credit hour course for all undergraduate programs

### Political Sciences

PSC302 Ideology and Constitution of Pakistan (2+0)

### Natural Science Course

SSC202 Environmental Science (2+1)

### Civics and Community Engagement

SSC303 Service-Learning and Civic Responsibility (0+2)

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

LAN 10\* Foreign Language  
\*1 = Introduction to Arabic      \*2 = Introduction to French  
\*4 = Introduction to German      \*6 = Introduction to Italian  
\*8 = Introduction to Chinese

### Management

MAN101 Principles of Management (3+0)

### Functional English

COM107 Academic English (3+0)

### Expository Writing

COM205 Persuasive & Analytical Writing for Business Comm. (3+0)

### Application of Information and Communication Technologies

CSC111 Intro. to information & communication technologies (2+1)  
CSC116 Programming for Analyst (2+1)  
CSC216 Object-Oriented Programming for analyst (2+1)

### Quantitative Reasoning

STA203 Probability Theory and Statistics  
STA301 Model and Inference

### Entrepreneurship

ENP116 Introduction to Entrepreneurship

### Communication

COM202 Business and Professional Speech

### Statistics (2 courses, 15 credit hours)

STA302 Methods of Data Analysis  
STA303 Time Series Analysis

## Mathematics

MTH104 Calculus I  
MTH105 Calculus II  
MTH203 Introduction to Formal Mathematics  
MTH204 Linear Algebra  
MTH224 Multivariable Calculus  
MTH303 Real Analysis I  
MTH304 Real Analysis II  
MTH344 Ordinary Differential Equations  
MTH346 Partial Differential Equations  
MTH404 Numerical Analysis  
MTH427 Topology  
MTH401 Complex Analysis  
MTH433 Optimization Techniques

## Economics (12 courses, 36 credit hours)

ECO101 Principles of Microeconomics  
ECO102 Principles of Macroeconomics  
ECO301 Managerial Economics  
ECO316 Macroeconomics Analysis  
ECO 323 Development Economics  
ECO302 International Trade  
ECO410 Econometrics I  
ECO307 Monetary Theory and Policy  
ECO303 Financial Economics  
ECO412 Econometrics II  
ECO411 Islamic Economics  
ECO402 Pakistan Economic Policy

## Final Year Project

PME491 Final Year Project I  
PME492 Final Year Project II

## Mathematics Elective (2 courses, 6 credit hrs)

MTH435 Advanced Optimization Technique  
MTH437 Functional Analysis  
MTH439 Dynamical Systems  
MTH456 Statistical Machine Learning  
MTH457 Deep Learning  
MTH416 Cryptography  
MTH405 Advanced Numerical Analysis  
MTH409 Financial Mathematics  
MTH211 Actuarial Mathematics

## Electives (Economics)

ECO314 Contemporary Issues in Macroeconomics  
ECO416 Growth Theories  
ECO418 Resource & Environmental Economics  
ECO526 Energy Economics  
ECO442 Public Finance  
ECO444 Economics of Logistics  
ECO321 General Equilibrium and Welfare Economics  
ECO310 History of Economic Thoughts  
ECO528 Economics and Social Equilibrium

## Course Structure

### First Semester

Course Code	Course Name	Credit Hours	Pre-requisite
COM107	Academic English	3+0	-
MTH104	Calculus I	3+0	-
MAN101	Principles of Management	3+0	-
ECO101	Principles of Microeconomics	3+0	-
CSC111	Introduction to information and communication technologies	2+1	-
REL101	Islamic Studies	2+0	
	<b>Total</b>	<b>17(16+1)</b>	

### Second Semester

Course Code	Course Name	Credit Hours	Pre-requisite
COM205	Persuasive & Analytical Writing	3+0	COM107
MTH105	Calculus II	3+0	MTH104
STA203	Probability Theory & Statistics	3+0	-
ECO102	Principles of Macroeconomics	3+0	ECO101
SSC202	Environmental Science	2+1	-
LAN10*	Foreign Language	3+0	-
	<b>Total</b>	<b>18 (17+1)</b>	

### Third Semester

Course Code	Course Name	Credit Hours	Pre-requisite
MTH224	Multivariable Calculus	3+0	MTH104, MTH105
STA301	Model & Inferences	3+0	STA203
ECO301	Managerial Economics	3+0	ECO101, ECO102
PSC302	Ideology and Constitution of Pakistan	2+0	-
CSC116	Programming for Analyst	2+1	-
MTH203	Introduction to Formal Mathematics	3+0	MTH105
	<b>Total</b>	<b>17(16+1)</b>	

### Fourth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
ENP116	Introduction to Entrepreneurship	3+0	-
SSC303	Service-Learning and Civic Responsibility	0+2	-
ECO316	Macroeconomics Analysis	3+0	ECO102
MTH204	Linear Algebra	3+0	MTH104
MTH301	Real Analysis I	3+0	MTH203
CSC216	Object Oriented Programming	2+1	CSC116
	<b>Total</b>	<b>17(14+3)</b>	



### Fifth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
ECO323	Development Economics	3+0	ECO102
STA302	Methods of Data Analysis	3+0	STA301
ECO302	International Trade	3+0	ECO103, ECO316
COM202	Business and Professional Speech	3+0	COM107
MTH344	Ordinary Differential Equation	3+0	MTH224
MTH311	Real Analysis II	3+0	MTH301
	<b>Total</b>	<b>18</b>	

### Sixth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
MTH401	Complex Analysis	3+0	MTH311
MTH403	Numerical Analysis	3+0	MTH204
ECO410	Econometrics I	3+0	STA301
ECO307	Monetary Theory and Policy	3+0	ECO316
MTH346	Partial Differential Equations	3+0	MTH344
ECO303	Financial Economics	3+0	ECO102
	<b>Total</b>	<b>18</b>	

### Seventh Semester

Course Code	Course Name	Credit Hours	Pre-requisite
ECO412	Econometrics II	2+1	ECO410
ECO411	Islamic Economics	3+0	ECO316
MTH427	Topology	3+0	MTH311
XXXXXX	Elective I	3+0	-
XXXXXX	Elective II	3+0	-
PME401	Final Year Project I	3+0	
	<b>Total</b>	<b>18(17+1)</b>	

### Eighth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
ECO402	Pakistan Economic Policy	3+0	ECO316
MTH433	Optimization Technique	3+0	MTH204
STA323	Time Series Analysis and Forecasting	2+1	STA321
XXXXXX	Elective III	3+0	-
XXXXXX	Elective IV	3+0	-
PME402	Final Year Project II	0+3	
	<b>Total</b>	<b>18</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 reaching closer to the solution.

This program has a dual emphasis on the basic principles of statistics and computer science, with foundational training in 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 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:

MTH011 Basic College Mathematics  
MTH012 Intermediate College Mathematics

**Eligibility Criteria:** The eligibility criteria for admission into BS Data Science is given on Page No. 163.

### Data Science students learn to:

- Define information needs of individuals and organizations;
- Select and transform data to increase usefulness for solving particular problems;
- Analyze and synthesize unstructured data to create actionable information;
- Create information visualizations for data exploration and presentation;
- Manage very large volume data sources from acquisition through disposal;
- Secure and preserve data in ways consistent with legal and organizational considerations.

### Learning Outcomes for Data Science students include:

1. Knowledge of how to apply analytic techniques and algorithms (including statistical and data mining approaches) to large data sets to extract meaningful insights.
2. Acquisition of hands-on experience with relevant software tools, languages, data models, and environments for data processing and data visualization.
3. Ability to communicate results of analysis effectively (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]	50	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]	31	12
Internship	3	1
REL010 Understanding the Holy Quran*	0	0
<i>* This is mandatory and non-credit hour course for all undergraduate programs</i>		
<b>Total</b>	<b>138</b>	<b>45</b>

## Program Structure (Semester Wise)

### Semester I

Course Code	Course Name	Credit Hours	Pre-requisite
CSC111	Introduction to Information & Comm. Technology [GER]	2+0	
CSC111	Introduction to Information & Comm. Technology Lab	0+1	-
CSC113	Programming Fundamentals [CC]	3+0	
CSC113	Programming Fundamentals Lab	0+1	-
COM107	Academic English [GER]	3+0	-
PHY111	Applied Physics [GER]	2+0	
PHY111	Applied Physics Lab	0+1	-
MTH107	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
CSC213	Object Oriented Programming [CC]	3+0	
CSC213	Object Oriented Programming Lab	0+1	CSC113
COM205	Persuasive & Analytical Writing for Business Communication [MSC]	3+0	COM107
CSC231	Discrete Structure [GER]	3+0	-
CSC115	Digital Logic and Design [CC]	2+0	
CSC115	Digital Logic and Design Lab	0+1	PHY111
MTH224	Multivariable Calculus [MSC]	3+0	MTH107
<b>Semester Total Credit Hours</b>		<b>16 (14+2)</b>	

### Semester III

Course Code	Course Name	Credit Hours	Pre-requisite
CSC215	Data Structures and Algorithms [CC]	3+0	
CSC215	Data Structures and Algorithms Lab	0+1	CSC213
COM202	Business and Professional Speech [GER]	3+0	COM107
CSC211	Comp. Organization & Assembly Lang. [CC]	3+0	
CSC211	Comp. Organization & Assembly Lang. Lab	0+1	-
MTH204	Linear Algebra [MSC]	3+0	MTH107
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
CSC217	Introduction to Database Systems [CC]	3+0	
CSC217	Introduction to Database Systems Lab	0+1	CSC215
BDS102	Introduction to Data Science [DC]	2+0	
BDS102	Introduction to Data Science Lab	0+1	-
STA203	Probability Theory and Statistics [MSC]	3+0	-
CSC313	Operating Systems [CC]	3+0	
CSC313	Operating Systems Lab	0+1	CSC215
CSC315	Design & Analysis of Algorithms [CC]	3+0	CSC215
<b>Semester Total Credit Hours</b>		<b>17 (14+3)</b>	

### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
BDS350	Advanced Statistics [DC]	2+0	
BDS350	Advanced Statistics Lab	0+1	STA203
CSC319	Computer Networks [CC]	3+0	
CSC319	Computer Networks Lab	0+1	-
MAN306	Introduction to Management & Organizational Behavior [GER]	2+0	-
CSC219	Professional Practices [GER]	2+0	-
BDS301	Data Mining [DC]	3+0	
BDS301	Data Mining Lab	0+1	-
CSC413	Artificial Intelligence [CC]	3+0	
CSC413	Artificial Intelligence Lab	0+1	STA203
<b>Semester Total Credit Hours</b>		<b>18 (14+4)</b>	



### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
BDSxxx	DS Elective 1 [DE]	3+0	-
CSCxxx	DS Elective 2 [DE]	3+0	-
CSC317	Introduction to Software Engineering [CC]	3+0	-
BDS401	Data Visualization [DC]	2+0	
BDS401	Data Visualization Lab	0+1	-
BDS351	Data Warehouse and Business Intelligence [DC]	2+0	
BDS351	Data Warehouse and Business Intelligence Lab	0+1	-
CSC380	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	-
MKT201	Marketing Management [ESC]	3+0	-
LAN10*	Foreign Language-I [GER]	3+0	-
CSC418	Parallel and Distributed Computing [DC]	3+0	CSC313
CSC491	Final Year Project I [CC]	0+3	CSC317
<b>Semester Total Credit Hours</b>		<b>18 (15+3*)</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
BDSxxx	DS Elective 5 [DE]	3+0	-
BDSxxx	DS Elective 6 new [DE]	3+0	-
BDSxxx	DS Elective 7 new [DE]	3*	-
CSC419	Information Security [CC]	3+0	-
PSC302	Ideology and Constitution of Pakistan [GER]	2+0	
CSC492	Final Year Project II [CC]	0+3	CSC491
<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

BDS201 Business Process Analysis	BDS481 Social Network Analysis
BDS404 Machine Learning	BDS482 Information Extraction
BDS417 Artificial Neural Networks	CSC311 Theory of Automata & Formal Lang.
BDS420 Information Retrieval	CSC347 Adv. Database Management Systems
BDS422 Platform & Architecture for Data Science	CSC378 HCI & Computer Graphics
BDS424 Speech Processing	CSC473 Big Data Analytics
BDS425 Text Mining	SEC473 Natural Language Processing
BDS429 Topics in Data Science	SEC481 Cloud Computing

## BS COMPUTATIONAL FINANCE

The BS in computational finance is an applied Mathematics program with a well-developed application in Finance structured for the students who might be interested in Mathematics and desired for a career in Business. BS COMPUTATIONAL FINANCE program offers a comprehensive variety of modules across mathematics, statistics, finance, and programming. The program will empower the student to cultivate expertise in creative problem-solving and logical reasoning, to analyze market forces, minimize risk and maximize profitability, which are in great demand in a wide range of career sectors.

BS in Computational Finance will be a 4-year degree program with two semesters in each year. It will require the completion of 135 credit hours of course work, 6 credit hours of the project approved by the college, and 3 credit hours of computational finance internship of at least 6 weeks in an approved firm. Students must take a minimum load of 12 credit hours (four courses) or a maximum load of 18 credit hours (six courses) in a semester. To obtain a BS degree in four years, a student is required to cover twelve courses in a year. Full load of six courses can be taken each in the Fall and Spring semesters with an option of four courses in the latter and making up the shortfall in the summer session. Students must maintain a CGPA of 2.5 for the conferment of the degree.

### BS Computational Finance students learn to:

- Learn the computational and modelling techniques used to price tradable assets such as bonds, securities, loans, energy and associated derivatives.
- Learn to generate, model, value, hedge and trade ingenious financial products.
- Acquire an analytical and strategic judgement for controlling the risk connected with complex financial transactions
- Be equipped with the engineering-driven approaches widely used to construct and deploy the financial transactions and processes that, in their context, function as the international financial system and capital markets.
- Be provided with the educational background to pursue increasingly responsible management roles in industry.
- Be prepared to enter leadership positions in the financial industry and government where they will use their quantitative skills and creativity to provide innovative solutions and develop new or improved products and services.

### Learning Outcomes for Business Analytics Students include:

1. Ability to apply knowledge of mathematics and mathematical methods to the pricing and hedging of financial derivative securities.
2. An ability to use empirical evidence to assess the validity of mathematical and financial argument. This shall involve the use of financial data and mathematical methodology, ability to interpret results and conduct appropriate mathematical analysis.
3. Ability to work effectively, both independently and as part of an interdisciplinary group.
4. A recognition of the need for and an ability to engage in lifelong learning.

### Eligibility Criteria

As mentioned in the Catalogue.

### Required Courses

#### Religious Studies

REL101 Islamic Studies (2+0)

#### Communication

COM202 Business and Professional Speech

#### Political Sciences (1 course, 2 credit hours)

PSC302 Ideology and Constitution of Pakistan

#### Programming

CSC113 Programming Fundamentals (3+1)

CSC313 Object-Oriented Programming (3+1)

#### Natural Science

SSC202 Environmental Science (2+1)



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

SSC303 Service-Learning and Civic Responsibility

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

LAN 10\* Foreign Language

\*1 = Introduction to Arabic

\*2 = Introduction to French

\*4 = Introduction to German

\*6 = Introduction to Italian

\*8 = Introduction to Chinese

**Social Science**

ECO101 Principles of Microeconomics

**Functional English and Expository Writing**

COM107 Academic English

COM205 Persuasive. &amp; Analytical Writing for Business Comm.

**Application of Information and Communication Technologies**

CSC111 Intro. to information &amp; communication technologies (2+1)

**Quantitative Reasoning**

MTH104 Calculus I

STA203 Probability Theory and Statistics

**Entrepreneurship**

ENP116 Introduction to Entrepreneurship

**Statistics**

STA301 Model and Inference

STA302 Methods of Data Analysis

STA303 Time Series Analysis

**Religious Studies**

REL010 Understanding the Holy Quran\*

\* This is mandatory and non-credit hour course for all undergraduate programs

**Mathematics**

MTH105 Calculus II

MTH203 Introduction to Formal Mathematics

MTH204 Linear Algebra

MTH209 Financial Mathematics I

MTH210 Financial Mathematics II

MTH224 Multivariable Calculus

MTH303 Real Analysis I

MTH344 Ordinary Differential Equations

MTH346 Partial Differential Equations

MTH404 Numerical Analysis

**Final Year Project**

PCF491 Final Year Project I

PCF492 Final Year Project II

**Mathematics Elective**

MTH437 Functional Analysis

MTH456 Statistical Machine Learning

MTH457 Deep Learning

MTH405 Advanced Numerical Analysis

MTH211 Actuarial Mathematics

MTH427 Topology

**Finance Elective**

FIN403 Islamic Banking and Finance

FIN506 Investment Banking and Security Analysis

FIN507 Portfolio Management

FIN511 Analysis of Financial Statement

FIN512 Money and Capital Market

FIN515 Foreign Trade and Banking

## Course Structure

### First Semester

Course Code	Course Name	Credit Hours	Pre-requisite
COM107	Academic English	3+0	-
MTH104	Calculus I	3+0	-
ECO101	Principles of Microeconomics	3+0	-
CSC111	Introduction to information and communication technologies	2+1	-
CSC113	Programming Fundamentals	3+1	-
REL101	Islamic Studies	2+0	
<b>Total</b>		<b>18(16+2)</b>	

### Second Semester

Course Code	Course Name	Credit Hours	Pre-requisite
COM205	Persuasive & Analytical Writing	3+0	COM107
MTH105	Calculus II	3+0	MTH104
STA203	Probability Theory & Statistics	3+0	-
ACC101	Introduction to Financial Accounting	3+0	-
CSC213	Object Oriented Programming	3+1	CSC113
PSC302	Ideology and Constitution of Pakistan	2+0	-
<b>Total</b>		<b>18 (17+1)</b>	

### Third Semester

Course Code	Course Name	Credit Hours	Pre-requisite
MTH224	Multivariable Calculus	3+0	MTH104, MTH105
STA301	Model & Inferences	3+0	STA203
ACC201	Intermediate Financial Accounting	3+0	ACC101
SSC202	Environmental Science	2+1	-
SSC303	Service-Learning and Civic Responsibility	0+2	-
CSC215	Data Structure and Algorithm	3+1	CSC213
<b>Total</b>		<b>18(15+3)</b>	

### Fourth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
ENP116	Introduction to Entrepreneurship	3+0	-
LAN10*	Foreign Language	3+0	-
FIN201	Introduction to Business Finance	3+0	ACC201
ECO102	Principles of Macroeconomics	3+0	ECO101
MTH204	Linear Algebra	3+0	MTH104
MTH203	Introduction to Formal Mathematics	3+0	MTH104
<b>Total</b>		<b>18</b>	



### Fifth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
FIN202	Financial Management	3+0	FIN201
STA302	Methods of Data Analysis	3+0	STA301
FIN209	Financial Mathematics I	3+0	MTH104, STA301
COM202	Business and Professional Speech	3+0	COM107
MTH344	Ordinary Differential Equation	3+0	MTH224
MTH311	Real Analysis I	3+0	MTH301
	<b>Total</b>	<b>18</b>	

### Sixth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
FRM201	Principles of Risk Management	3+0	-
MTH403	Numerical Analysis	3+0	MTH204
ECO410	Econometrics I	2+1	STA301
FIN503	Corporate Finance	3+0	FIN201
MTH210	Financial Mathematics II	3+0	MTH209
ARM501	Stochastic process/Modelling	3+0	STA203, MTH203
	<b>Total</b>	<b>18(17+1)</b>	

### Seventh Semester

Course Code	Course Name	Credit Hours	Pre-requisite
MTH346	Partial Differential Equations	3+0	MTH344
FIN509	Financial Derivatives	3+0	FIN202
MTH310	Discrete Time Finance	3+0	MTH310
XXXXXX	Elective I	3+0	-
XXXXXX	Elective II	3+0	-
	Final year Project I	3+0	
	<b>Total</b>	<b>18</b>	

### Eighth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
FIN536	Fintech	2+1	FIN202
MTH410	Continuous Time finance	3+0	MTH310
XXXXXX	Elective III	3+0	-
XXXXXX	Elective IV	3+0	-
	Final Year Project II	0+3	
	<b>Total</b>	<b>15</b>	

## BS SOFTWARE ENGINEERING (BS SE)

This program is devised to gear students in acquiring skills to undertake the issues of designing and developing reliable software with a clear understanding of problem-solving techniques, software quality, software testing, and management practices.

The graduates of this program would have the confidence and skills to become technology entrepreneurs. They may also join careers as software engineers and may move on to become analysts, designers, and architects in software houses or freelance solution providers. The program is designed to satisfy general requirements and meets 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 credit hours of coursework and internship. Students are required to take 44 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. 163.

### BS Software Engineering students learn:

- To enable the graduates to apply knowledge gained during the program effectively and efficiently in software industry
- To contribute, manage and lead, computer science and software development teams
- To actively pursue lifelong learning and innovation skills
- To equip graduates with latest software tools and techniques
- To groom graduates to occupy senior technical and managerial positions
- To successfully bring innovation in IT technology as a whole

### Learning Outcomes for BS Software Engineering Students include:

1. Equip themselves with latest software tools
2. Successfully bring innovation in Information technology
3. An ability to function effectively on teams to accomplish a common goal
4. An understanding of professional, legal, security and social issues of it
5. An ability to communicate effectively with a range of audiences
6. An ability to develop software systems of varying complexity
7. Will develop logical thinking process

### 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]	50	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]	31	12
Internship	3	1
REL010 Understanding the Holy Quran ( <i>Mandatory and Non-credit hours course</i> )	0	0
<b>Total</b>	<b>138</b>	<b>45</b>

## Program Structure (Semester Wise)

### Semester I

Course Code	Course Name	Credit Hours	Pre-requisite
CSC111	Introduction to Information & Comm. Technology [GER]	2+0	
CSC111	Introduction to Information & Comm. Technology Lab	0+1	-
CSC113	Programming Fundamentals [CC]	3+0	
CSC113	Programming Fundamentals Lab	0+1	-
COM107	Academic English [GER]	3+0	-
PHY111	Applied Physics [GER]	2+0	
PHY111	Applied Physics Lab	0+1	-
MTH107	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
CSC213	Object Oriented Programming [CC]	3+0	
CSC213	Object Oriented Programming Lab	0+1	CSC113
COM205	Persuasive & Analytical Writing for Business Communication [MSC]	3+0	COM107
CSC231	Discrete Structure [GER]	3+0	-
CSC115	Digital Logic and Design [CC]	2+0	
CSC115	Digital Logic and Design Lab	0+1	PHY111
MTH224	Multivariable Calculus [MSC]	3+0	MTH107
<b>Semester Total Credit Hours</b>		<b>16 (14+2)</b>	

### Semester III

Course Code	Course Name	Credit Hours	Pre-requisite
CSC215	Data Structures and Algorithms [CC]	3+0	
CSC215	Data Structures and Algorithms Lab	0+1	CSC213
COM202	Business and Professional Speech [GER]	3+0	COM107
CSC211	Comp. Organization & Assembly Lang. [CC]	3+0	
CSC211	Comp. Organization & Assembly Lang. Lab	0+1	-
MTH204	Linear Algebra [MSC]	3+0	MTH107
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
CSC217	Introduction to Database Systems [CC]	3+0	
CSC217	Introduction to Database Systems Lab	0+1	CSC215
CSC317	Introduction to Software Engineering [CC]	3+0	-
STA203	Probability Theory and Statistics [MSC]	3+0	-
CSC313	Operating Systems [CC]	3+0	
CSC313	Operating Systems Lab	0+1	CSC215
CSC315	Design & Analysis of Algorithms [CC]	3+0	CSC215
<b>Semester Total Credit Hours</b>		<b>17 (15+2)</b>	

#### Semester V

Course Code	Course Name	Credit Hours	Pre-requisite
SCE311	Software Construction and Development [DC]	2+0	
SCE311	Software Construction and Development Lab	0+1	STA203
CSC319	Computer Networks [CC]	3+0	
CSC319	Computer Networks Lab	0+1	-
MAN306	Introduction to Management & Organizational Behavior [GER]	2+0	-
CSC219	Professional Practices [GER]	2+0	-
SEC211	Software Design & Architecture [DC]	3+0	CSC231
CSC413	Artificial Intelligence [CC]	3+0	
CSC413	Artificial Intelligence Lab	0+1	STA203
<b>Semester Total Credit Hours</b>		<b>18 (15+3)</b>	

#### Semester VI

Course Code	Course Name	Credit Hours	Pre-requisite
SECxxx	SE Elective 1 [DE]	3*	-
SECxxx	SE Elective 2 [DE]	3*	-
SEC321	Software Quality Engineering [DC]	2+0	
SEC321	Software Quality Engineering Lab	0+1	-
SEC111	Software Requirement Engineering [DC]	2+0	
SEC111	Software Requirement Engineering Lab	0+1	-
MKT201	Marketing Management [ESC]	3+0	-
CSC380	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
SECxxx	SE Elective 3 [DE]	3*	-
SECxxx	SE Elective 4 [DE]	3*	-
CSC418	Parallel and Distributed Computing [DC]	3+0	CSC313
LAN10*	Foreign Language-I [GER]	3+0	-
SEC323	Software Project Management [DC]	2+0	
SEC323	Software Project Management Lab	0+1	-
CSC491	Final Year Project I [CC]	0+3	CSC317
<b>Semester Total Credit Hours</b>		<b>18 (15+3*)</b>	

### Semester VIII

Course Code	Course Name	Credit Hours	Pre-requisite
SECxxx	SE Elective 5 [DE]	3*	-
SEC xxx	SE Elective 6 new [DE]	3*	-
SEC xxx	SE Elective 7 new [DE]	3*	-
CSC419	Information Security [CC]	3+0	-
PSC302	Ideology and Constitution of Pakistan [GER]	2+0	
CSC492	Final Year Project II [CC]	0+3	CSC491
<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

BDS102 Intro. To Data Science	SEC472 Semantic Web
CSC311 Theory of Automata & Formal Languages	SEC473 Natural Language Processing
CSC347 Advanced Database Management	SEC474 Real-Time Systems
CSC373 Web Engineering	SEC481 Cloud Computing
CSC378 HCI & Computer Graphics	SEC482 Big Data Analytics
CSC379 Computer Architecture	SEC483 Multimedia Communication
CSC473 Enterprise Systems	SEC488 Software Verification and Validation
SEC462 Visual Programming	SEC489 Object Oriented Analysis & Design
SEC463 E-Commerce	SEC491 Management Information Systems
SEC464 Systems Programming	SEC493 Information Systems Audit
SEC465 Game Application Development	SEC494 Global Software Development
SEC466 Mobile Application Development	SEC499 Topics in Software Engineering
SEC471 Agent Based Software Engineering	

## BS - STATISTICS & BUSINESS ANALYTICS

BS (Statistics and Business Analytics) is designed to give you substantial hands-on digital skills, teaching you statistical theory and data analysis techniques with the perspective of business analytics. You will learn how to use these skills to solve business problems, applying them to specific areas in marketing, finance, and economics. In addition, you will learn international and sustainable business management from both theoretical and experiential viewpoints. The latest developments in Business Analytics' technology are playing a crucial role in automating the analysis process. It is also enabling both data analysis experts and business users to interpret data more easily and quickly. Business analytics are key differentiators, which provide a competitive edge to companies across industries.

BS (Statistics and Business Analytics) is a four-year degree program. It requires completion of 144 credit hours of coursework including 6 credit hours of the project approved by the college and compulsory internship of at least six weeks of 3 credit hours in an organization approved by the Institute. A major component of this degree is the final year two-semester project that teaches students how to apply statistical and computational principles to solve large-scale, real-world data analysis problems.

### Statistics and Business Analytics students learn to:

- Apply knowledge of Computing, Mathematics, and Statistics and integrate it with the business that is appropriate for the program.
- Get a thorough understanding of tools and methods and enhance their ability to do in-depth research.
- Analyze the data pertinent to business problems to explore solutions.
- Acquire the knowledge and skills to get a greater insight regarding the day-to-day challenges that businesses face.
- Use knowledge of data analytics to apply in the important branches of business management such as Marketing, Human Resource Management, Finance and Risk Management, Supply Chain Management.
- Change the world for the better – in areas like healthcare, transportation, and education, etc.

### 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.

### Career Path

1. Marketing Analyst	2. Financial Analyst	3. CRM Analyst
4. Supply Chain Analyst	5. Funds and Security Analyst	6. Research Scientist

### Prospective Firms/Companies

1. Banking Sector	2. Real Estate Sector	3. Business Industry
4. Communication Industry	5. Transportation & Supply Chain Sector	6. Government and Private Sector

### 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

### Accounting

ACC101 Introduction to Financial Accounting  
ACC201 Intermediate Financial Accounting

### Finance

FIN201 Introduction to Business Finance  
FIN202 Financial Management

### Management

MAN101 Principles of Management  
MAN302 Organizational Behaviour  
MAN303 Production and Operations Management

### Civics & Community Engagement

SSC303 Service-Learning and Civic Responsibility (0+2)

### Functional English

COM107 Academic English

### Expository Writing

COM205 Persuasive & Analytical Writing for Bus. Communication

### Marketing

MKT201 Marketing Management  
MKT404 Methods in Business Research

### Political Sciences

PSC302 Ideology & Constitution of Pakistan

### Social Sciences

ECO101 Principles of Microeconomics

### Arts & Humanities

LAN 10\* Foreign Language I

\*1 = Introduction to Arabic      \*2 = Introduction to French  
\*4 = Introduction to German      \*6 = Introduction to Italian  
\*8 = Introduction to Chinese

### Communication

COM202 Business and Professional Speech

### Economics

ECO102 Principles of Macroeconomics  
ECO410 Econometrics I  
ECO402 Pakistan Economic Policy

### Management Information Systems & CS

CSC111 Intro to Info. & Communication Technology  
CSC116 Programming for Analyst  
CSC216 Object Oriented Programming for Analyst

### Human Resource Management

HRM301 Human Resource Management

### Religious Studies

REL101 Islamic Studies

REL010 Understanding the Holy Quran\*

\* This is mandatory and non-credit hour course for all undergraduate programs

### Quantitative Reasoning

MTH101 College Algebra

MTH107 Calculus & Analytical Geometry

### Mathematics

MTH224 Multivariable Calculus

MTH204 Linear Algebra MTH403 Numerical Analysis

### Statistics

STA203 Probability Theory and Statistics I

STA205 Probability Theory and Statistics II

STA210 Sampling Theory

STA301 Model and Inferences

STA302 Methods of Data Analysis

STA305 Applied Regression Analysis

STA307 Decision Theory

STA311 Design of Experiment I

STA315 Design of Experiment II

STA303 Time Series Analysis and Forecasting

### Natural Science

SSC202 Environmental Science

### Entrepreneurship

ENP116 Introduction to Entrepreneurship

### Elective Courses

#### Statistics

STA313 Applied Multivariate Analysis

STA316 Operations Research I

STA317 Operations Research II

STA309 Loss Models I

STA310 Loss Models II

STA319 Statistical Quality Control

FRM201 Principles of Risk Management

#### Elective (Business Analytics)

MKT602 Marketing Analytics

BIA413 Applied Financial Analytics

BIA406 Big Data in Finance

BIA413 Human Capital Analytics

BIA415 Applied Supply Chain Analytics

BDS201 Business Process Analysis

BDS301 Data Mining

BDS404 Machine Learning

BDS417 Artificial Neural Networks

BDS420 Information Retrieval

BDS481 Social Network Analysis

## Course Structure

### First Semester

Course Code	Course Name	Credit Hours	Pre-requisite
COM107	Academic English	3+0	-
MTH101	College Algebra	3+0	-
STA302	Probability Theory and Statistics	3+0	-
ECO101	Principles of Microeconomics	3+0	-
CSC111	Introduction to information and communication technologies	2+1	-
REL101	Islamic Studies	2+0	
<b>Total</b>		<b>17(16+1)</b>	

### Second Semester

Course Code	Course Name	Credit Hours	Pre-requisite
COM205	Persuasive & Analytical Writing	3+0	COM107
MTH107	Calculus and Analytical Geometry	3+0	MTH101
STA205	Probability Theory & Statistics II	3+0	STA203
ECO102	Principles of Macroeconomics	3+0	ECO101
SSC202	Environmental Science	2+1	-
LAN10*	Foreign Language	3+0	-
<b>Total</b>		<b>18 (17+1)</b>	

### Third Semester

Course Code	Course Name	Credit Hours	Pre-requisite
MTH224	Multivariable Calculus	3+0	MTH104, MTH105
STA301	Model & Inferences	3+0	STA203
ACC101	Introduction to Financial Accounting	3+0	
PSC302	Ideology and Constitution of Pakistan	2+0	-
CSC116	Programming for Analyst	2+1	-
MAN101	Principles of Management	3+0	-
<b>Total</b>		<b>17(16+1)</b>	

### Fourth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
ACC201	Intermediate Financial Accounting	3+0	ACC101
STA302	Methods of Data Analysis (2+1)	2+1	STA301
MKT201	Marketing Management	3+0	MAN101
ENP116	Introduction to Entrepreneurship	3+0	-
SSC303	Service-Learning and Civic Responsibility	2+0	-
CSC216	Object Oriented Programming for Analyst	2+1	CSC116
<b>Total</b>		<b>17(15+2)</b>	



### Fifth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
ECO410	Econometrics I	2+1	ECO102
FIN201	Introduction to Business Finance	3+0	ACC101
MKT404	Methods in Business Research	3+0	MKT302
MTH204	Linear Algebra	3+0	MTH104
MAN302	Organizational Behavior	3+0	MAN101
COM202	Business and Professional Speech	3+0	COM107
	<b>Total</b>	<b>18</b>	

### Sixth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
FIN202	Financial Management	3+0	FIN201
ECO402	Pakistan Economic Policy	3+0	ECO102
STA305	Applied Regression Analysis	2+1	STA302
MTH403	Numerical Analysis	3+0	MTH204
HRM301	Resource Management (3+0)	3+0	MAN302
MAN303	Production and Operations Management	3+0	-
	<b>Total</b>	<b>18(17+1)</b>	

### Seventh Semester

Course Code	Course Name	Credit Hours	Pre-requisite
STA307	Decision Theory	3+0	STA301
STA210	Sampling Theory	2+1	STA302
STA311	Design of Experiment I	2+1	STA305
STAXXX	Elective I (STATISTICS)	3+0	-
STAXXX	Elective II (STATISTICS)	3+0	-
STA491	Final Year Project I	0+3	MKT404, STA305
	<b>Total</b>	<b>18(13+5)</b>	

### Eighth Semester

Course Code	Course Name	Credit Hours	Pre-requisite
STA315	Design of Experiment II	2+1	
STA303	Time Series Analysis and Forecasting	2+1	STA305
STAXXX	Elective III (STATISTICS)	3+0	-
XXXXXX	Elective I (BUSINESS ANALYTICS)	2+1	-
XXXXXX	Elective II (BUSINESS ANALYTICS)	2+1	-
STA492	Final Year Project II	0+3	STA491
	<b>Total</b>	<b>18(11+7)</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 & Transportaion 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 Research 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 conversion 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: 144
- 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:	144
Number of credit hours per semester:	15-18	Technology courses:	46 %
Non-Tech & Management courses:	54 %	Laboratory work:	03 hrs.
Total number of courses:		46 Courses + 9 weeks Internship	
Total credit hours: 144			

#### **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)
CME203	Data Structure & Algorithms	(3+1 credit hours)
TCE205	Signals and Systems	(3+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**

COM202 Business and Professional Speech	(3 credit hours)
COM205 Persuasive & Analytical Writing for Business Communication	(3 credit hours)

**Functional English**

COM107 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**

PSC302 Ideology and Constitution of Pakistan	(2 credit hours)
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**Religious Education**

REL101 Islamic Studies	(2 credit hours)
REL010 Understanding the Holy Quran*	(0 credit hours)

\* This is mandatory and non-credit hour course for all undergraduate programs

**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> Foundation 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) Business and Professional Speech (3+0) Ideology and Constitution of Pakistan (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 (3+1) Signals and Systems (3+1) Internship (3+0) Microprocessor & Microcontroller Systems (3+1) Persuasive & Analytical Writing for Bus. Communication (3+0)
<b>Semester Five</b> Introduction to Financial Accounting (3+0) Data Communication & Networks (2+1) Human Resource Management (3+0) Sensors and Instrumentation (2+1) Linear Control System (3+1) Technology Management (2+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)

# 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:	30
- 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)

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



# 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

COM107 Academic English  
LAN112 Urdu I  
LAN113 Urdu II  
MMM329 Creative Writing Workshop  
MMM398 Social Sciences for Media  
PSC302 Ideology and Constitution of Pakistan  
REL010 Understanding the Holy Quran\*

\* This is mandatory and non-credit hour course for all undergraduate programs

### Core Course (All Students)

LAW405 Media Law & Business Ethics  
MMM320 Editing and Post Production  
MMM344 Screenplay I  
MMM354 Introduction to Sound Design  
MMM360 Introduction to Photography  
MMM362 History of Filmmaking  
MMM363 Intro to Design Tools  
MMM374 Introduction to Journalism  
MMM376 Intro to Performing Arts  
MMM383 Introduction to Video Production  
MMM384 Design Thinking  
MMM386 Introduction to Podcast & Audio Journalism  
MMM394 Introduction to Creative Arts  
MMM395 Media History  
MMM396 Concept Art  
MMM405 Cinematography  
MMM406 Public Relations & Corporate Communication

### Core Courses (Production Major)

MMM342 Filmmaking – The Art & Craft: Thesis I (6C)  
MMM345 Screenplay II  
MMM351 Production Management  
MMM366 Filmmaking – The Art & Craft: Thesis II (6C)  
MMM369 Production Design  
MMM375 Advanced Sound Design  
MMM377 (Direction) (0 credit hours)  
MMM382 Editing & Post Production III (6C)

### Core Courses (Journalism Major)

MMM301 Photojournalism  
MMM318 Business Journalism  
MMM333 Sports Journalism  
MMM336 Human Rights & Gender Reporting  
MMM361 Fashion Journalism  
MMM367 Digital Journalism  
MMM372 Environmental Journalism  
MMM403 Investigative Journalism: Thesis I (6C)  
MMM392 Investigative Journalism: Thesis II (6C)

### **Elective Courses (Production Major)**

ENT403 Entrepreneurship & Small Business  
MMM301 Photojournalism  
MMM361 Fashion Journalism  
MMM367 Digital Journalism  
MMM373 Content Creation  
MMM386 Introduction to Podcast & Audio Journalism  
MMM387 Introduction to 3D Animation & Motion Graphics  
MMM391 Advanced Post Production  
MMM393 Content Distribution and Promotion  
MMM399 New Media Technologies: Tools & Applications  
MMM555 Discovering Film

### **Elective Courses (Journalism Major)**

MMM373 Content Creation  
MMM386 Intro to Podcast & Audio Journalism  
MMM399 New Media Technologies: Tools & Applications  
MMM555 Discovering Film  
ENT403 Entrepreneurship & Small Business

### **Special Summer Course offered to all BS/BBA students**

MMM555 Discovering Film

### **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 focuses on international negotiations for trade and commerce for business and economic advantage. In an increasingly interconnected world, the graduates of this program can evaluate the comparative advantage of trading with businesses and countries. They can assess the economic implications of GMO-related policies, geopolitical dynamics, trade routes, and economic corridors such as CPEC and the Belt and Road Initiative (BRI). To succeed in this dynamic landscape, the graduates can help large importers, exporters, and logistic organizations design their business strategies to navigate complex global markets. They can also help government bodies evaluate and design bilateral and multilateral agreements. The professional development of economists is a pivotal factor in building the human capital index, IoBM has always taken the lead in providing much-needed human capital to Pakistan's business industry. IoBM's 4-year BS in Economics program is specifically designed to equip students with the knowledge, skills, and expertise to excel in this exciting field. This 4-year program is tailored to meet the pressing needs of Pakistan's industrial, banking, civil service, and media sectors as it offers eight non-specialization courses in any two areas from Finance, International Relations, Law, and Media. The program's purpose is to provide a strong foundation in economics and integrate the core principles of effective management of organizations and the economy. There is a compulsory internship in a firm approved by IoBM. The program will be offered during the weekdays, with 144 credit hours of comprehensive coursework, including 11 general courses (30 credit hours), 24 courses in Economics (3 credit hours each) including 4 electives, 4 aligned courses (3 credit hours each), and 8 other non-specialization courses (3 credit hours each) along with Quranic Studies as a non-credit course.

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.

### Eligibility Criteria:

Intermediate (any group)/A-Levels with at least 50% marks CGPA 2.0 out of 4 from a recognized university/institution.

### 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
• Business Journalist/Content Developer	• Portfolio Manager/ Quantitative Risk Analyst
• Domestic and International Financial institutions	• Public Sector/Civil Service
• NGOs/Development Sector	



**General Courses**

REL101 Islamic Studies  
COM107 Academic English  
MTH107 Calculus with Analytical Geometry  
CSC210 Applications of Info. & Communication Technologies  
ENT202 Entrepreneurial Business Operations  
SSC202 Environmental Studies  
STA203 Probability Theory & Statistics  
COM205 Persuasive & Analytical Writing for Business Comm.  
PSY300 Introduction to Psychology  
PSC302 Ideology and Constitution of Pakistan  
SSC303 Service-Learning and Civic Responsibility  
REL010 Understanding the Holy Quran\*

\* This is mandatory and non-credit hour course for all undergraduate programs

**LAN10\*** Foreign Language

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

**Interdisciplinary Courses**

COM202 Business & Professional Speech  
MTH224 Multivariable Calculus  
STA301 Models and Inferences  
MAN310 Leadership and Business Ethics

**Economics (Core Courses)**

ECO101 Principles of Microeconomics  
ECO102 Principles of Macroeconomics  
ECO206 Mathematical Economics  
ECO207 Game Theory  
ECO208 Development Economic  
ECO301 Managerial Economics  
ECO302 International Trade  
ECO303 Financial Economics  
ECO307 Monetary Theory & Policy  
ECO310 History of Economics Thought  
ECO315 Microeconomics Analysis  
ECO316 Macroeconomics Analysis  
ECO321 General Equilibrium and Welfare Economics  
ECO325 Research Methodology in Economics  
ECO402 Pakistan Economic Policy  
ECO407 Analysis of Pakistan Industry  
ECO410 Econometrics-I  
ECO412 Econometrics-II  
ECO413 Contemporary Issues in Macroeconomics  
ECO431 Programming for Economics

**Non-specialization Courses**

**Finance**  
FIN201 Introduction to Business Finance  
FIN202 Financial Management  
FIN301 Financial Institution  
FIN503 Corporate Finance

**International Relations**

BIR301 Introduction to IR  
BIR302 Political Geography  
BIR303 World Politics  
BIR312 Globalization

**LAW**

LAW105 Mercantile Law  
LAW106 Company Law and secretarial practices (2)  
LAW202 Banking Laws in Pakistan  
LAW410 Consumer Protection and Intellectual Property Laws

**Media**

MMM367 Digital Journalism  
MMM374 Introduction to Journalism  
MMM385 Writing for Digital Media  
MMM395 Media History

**Economics (Electives)**

ECO411 Islamic Economics  
ECO416 Growth Theories  
ECO418 Resources & Environmental Economics  
ECO419 Agriculture and Food Security  
ECO442 Public Finance  
ECO444 Economics of Logistics  
ECO445 Issues in Political Economy  
ECO446 Labor Economics  
ECO 447 Behavioral Economics

## Course Structure

<b>Semester One</b> Academic English Introduction to Psychology Calculus and Analytical Geometry Islamic Studies (02 Credit Hours) Probability Theory and Statistics Principles of Microeconomics	<b>Semester Two</b> Models and Inferences (Pre-requisite: STA203) Environmental Studies Multivariable Calculus (Pre-requisite: MTH107) Persuasive & Analytical Writing for Business Communication (Pre-requisite: COM107) Principles of Macroeconomics (Pre-requisite: ECO101) Ideology and Constitution of Pakistan (02 Credit Hours)
<b>Semester Three</b> Development Economics (Pre-requisite: ECO101, ECO102) Microeconomic Analysis (Pre-requisite: ECO101) Mathematical Economics (Pre-requisite: ECO102 & MTH224) Entrepreneurial Business Operations Business and professional speech (Pre-requisite: COM205) Foreign Language	<b>Semester Four</b> Service-Learning and Civic Responsibility (02 Credit Hours) Macroeconomic Analysis (Pre-requisite: ECO102) History of Economic Thought (Pre-requisite: ECO316) Game Theory (Pre-requisite: ECO315 & ECO206) Non-Specialization Course A1 Non-Specialization Course B1
<b>Semester Five</b> Econometrics-I (Pre-requisite: STA203, ECO206) Managerial Economics (Pre-requisite: ECO315, ECO206) Research Methodology in Economics (Pre-requisite: ECO316) International Trade (Pre-requisite: ECO315) Non-Specialization Course A2 Non-Specialization Course B2	<b>Semester Six</b> Financial Economics (Pre-requisite: ECO301) Leadership and Business Ethics General Equilibrium and Welfare Economics (Pre-requisite: ECO315) Econometrics-II (Pre-requisite: ECO410) Non-Specialization Course A3 Non-Specialization Course B3
<b>Semester Seven</b> Monetary Theory & Policy (Pre-requisite: ECO303) Programming for Economics (Pre-requisite: ECO412) Contemporary Issues in Macroeconomics (E Pre-requisite: CO316) Non-Specialization Course A4 Economics Elective I Economics Elective II	<b>Semester Eight</b> Analysis of Pakistan Industry (Pre-requisite: ECO321) Pakistan Economic Policy (Pre-requisite: ECO314) Non-Specialization Course B4 Economics Elective III Economics Elective IV Capstone Project



## BS (HONORS) BUSINESS & PSYCHOLOGY

The BS (Hons) in Business and Psychology program is designed to provide strong foundation in business and to integrate core psychological principles. The main goal of this program is to produce graduates who have the ability to apply science of human behavior to practical business problems. Students learn to apply theories in psychology to business challenges. They learn to analyze business problems through psychological approach, utilizing research skills and developing effective solutions.

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 /A level

### General Education Courses

PSY300	Introduction to Psychology	(3 credit hours)
MTH102	Business Mathematics	(3 credit hours)
COM107	Academic English	(3 credit hours)
STA104	Quantitative Techniques in Business	(3 credit hours)
COM205	Persuasive & Analytical Writing for Business Communication	(3 credit hours)
SSC202	Environmental Studies	(3 credit hours)
SSC104	Principles of Sociology	(3 credit hours)
REL101	Islamic Studies	(2 credit hours)
PSC302	Ideology and Constitution of Pakistan	(2 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
ENT202	Entrepreneurial Business Operations	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
REL010	Understanding the Holy Quran*	(0 credit hours)

\* This is mandatory and non-credit hour course for all undergraduate programs

MTH100 Basic Mathematics \*\*

COM010 Intensive English\*\*

### Interdisciplinary Courses

ECO101	Principles of Microeconomics	(3 credit hours)
ECO102	Principles of Macroeconomics	(3 credit hours)
COM202	Business & Professional Speech	(3 credit hours)
BDS102	Introduction to Data Science	(3 credit hours)

LAN30\* Foreign Language (3 credit hours)

\*1 Arabic \*2 French

\*4 German \*6 Italian

\*8 Chinese

(\*\* Remedial non-credit course to be taken by those students who have not been able to reach the desired level of competence in the admission test.)

## Psychology Core Courses

PSY 301 Research Methods in Business Psychology  
PSY302 Writing Business Psychology Research  
PSY303 Introduction to Psychological Testing  
PSY304 Experimental Psychology  
PSY305 Contemporary Social Psychology  
PSY309 Developmental Psychology  
PSY311 Consumer Psychology  
PSY317 Personality psychology  
PSY320 Health Psychology  
PSY322 Cross-cultural Psychology  
PSY326 Organizational Psychology  
PSY312 Psychology Capstone Project

## Business Core Courses

ACC101 Introduction to Financial Accounting  
FIN201 Introduction to Business Finance  
ENP 419 Foundations of Entrepreneurial E-Commerce  
LAW303 Legal and Regulatory Environment of Business  
SCM501 Supply Chain Management  
MKT305 Fundamentals of Brand Management  
MAN302 Introduction to Management and Organizational Behavior  
MKT 201 Marketing Management  
MAN300 Integrated Management  
MAN310 Leadership and Business Ethics  
MAN405 Strategic Management

## Elective Courses

### Elective Psychology (4 Courses)

PSY 310 Positive Psychology  
PSY306 Understanding Individual: Personal Construct  
PSY307 Psychology of Organizational Change  
PSY308 Psychological Aspects of Advertising  
PSY507 Cyber Psychology, Behavior and Social Networking  
PSY508 Health Promotion in Corporate Setting

### Elective Business Courses (4 Courses)

HRM513 HR Automation  
HRM515 Employees Engagement & Wellbeing  
MKT507 Services Marketing  
MKT508 Personal Selling  
ENP416 Technopreneurship  
ENP418 Sustainable Business Designs

## Course Structure

<b>Semester One</b> Academic English Business Math Islamic Studies (02 credit hours) Principles of Microeconomics Introduction to Psychology Principles of Sociology	<b>Semester Two</b> Ideology and Constitution of Pakistan (02 credit hours) Quantitative Techniques in Business Principles of Macroeconomics (Pre-req: ECO101) Introduction to Financial Accounting Introduction to Management & Organizational Behavior Research Methods in Business Psychology
<b>Semester Three</b> Introduction to Business Finance (Pre-req: ACC101) Environmental Studies Entrepreneurial Business Operations Marketing Management Persuasive & Analytical Writing for Business Communication (Pre-req: COM107) Contemporary Social Psychology	<b>Semester Four</b> Business and Professional Speech (Pre-req: COM205) Service-Learning and Civic Responsibility (02 credit hours) Applications of Information Communications Technologies Organizational Psychology Introduction to Psychological Testing Personality Psychology
<b>Semester Five</b> Legal and Regulatory Environment of Business Supply Chain Management Introduction to Data Science Writing Business Psychology Research (Pre-req: PSY 301) Developmental Psychology Integrated Management	<b>Semester Six</b> Foreign Language Leadership and Business Ethics Cross-cultural Psychology Consumer Psychology Health Psychology Experimental Psychology
<b>Semester Seven</b> Fundamentals of Brand Management Foundations of Entrepreneurial E-Commerce Elective I (Psychology) Elective II (Psychology) Elective III (Business) Elective IV (Business)	<b>Semester Eight</b> Elective V (Psychology) Elective VI (Psychology) Elective VII (Business) Elective VIII (Business) Strategic Management Capstone / Final Year Project



## 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 Project Practicum (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)
MTH102	Business Mathematics	(3 credit hours)
COM107	Academic English	(3 credit hours)
STA104	Quantitative Techniques in Business	(3 credit hours)
COM205	Persuasive & Analytical Writing for Business Communication	(3 credit hours)
SSC202	Environmental Studies	(3 credit hours)
SSC104	Principles of Sociology	(3 credit hours)
REL101	Islamic Studies	(2 credit hours)
PSC302	Ideology and Constitution of Pakistan	(2 credit hours)
SSC303	Service-Learning and Civic Responsibility	(2 credit hours)
ENT202	Entrepreneurial Business Operations	(3 credit hours)
CSC210	Applications of Information Communications Technologies	(3 credit hours)
REL010	Understanding the Holy Quran*	(0 credit hours)

\* This is mandatory and non-credit hour course for all undergraduate programs

MTH100 Basic Mathematics \*\*

COM101 Intensive English\*\*

### Interdisciplinary Courses

ECO101	Principles of Microeconomics	(3 credit hours)
ECO102	Principles of Macroeconomics	(3 credit hours)
COM202	Business & Professional Speech	(3 credit hours)
BDS102	Introduction to Data Science	(3 credit hours)
LAN30*	Foreign Language	(3 credit hours)
*1 Arabic	*2 French	
*4 German	*6 Italian	
*8 Chinese		

(\*\* Remedial non-credit course to be taken by those students who have not been able to reach the desired level of competence in the admission test.)

## Core Courses

PSY317	Personality psychology	PSY303	Introduction to Psychological Testing
PSY318	Cognitive Psychology	PSY304	Experimental Psychology
PSY319	Clinical Psychology	PSY305	Contemporary Social Psychology
PSY320	Health Psychology	PSY306	Understanding Individual: Personal Construct
PSY321	Psychology of Education	PSY308	Psychological Aspects of Advertising
PSY322	Cross-cultural Psychology	PSY309	Developmental Psychology
PSY323	Project Practicum	PSY310	Positive Psychology
PSY324	Fundamentals of Psychological Counselling	PSY311	Consumer Psychology
PSY325	Research Methods in Psychology	PSY313	History of Psychology
PSY326	Organizational Psychology	PSY314	Psychopathology
PSY327	Writing Psychological Research	PSY315	Statistics in Psychology
PSY328	School Psychology	PSY316	Physiological psychology
PSY329	Psychological Crisis Management		

## Elective Courses [opt for any 6]

PSY501	Work Motivation and Attitude
PSY515	Projective Methods
PSY507	Cyber Psychology, Behavior and Social Networking
PSY508	Health Promotion in Corporate Setting
PSY503	Psychology of Diversity
PSY504	Forensic Psychology
PSY506	Quality of Work Life

## Course Structure

<b>Semester One</b> Academic English Introduction to Psychology Principles of Sociology Islamic Studies (2 Credit hours) Business Mathematics Principles of Microeconomics	<b>Semester Two</b> Quantitative Techniques in Business History of Psychology Research Methods in Psychology (Pre-requisite for PSY327) Ideology and Constitution of Pakistan (2 credit hours) Principles of Macroeconomics (Pre req: ECO101) Physiological psychology
<b>Semester Three</b> Persuasive & Analytical Writing for Business Communication (Pre-req: COM107) Environmental Studies Writing Psychological Research Developmental Psychology Entrepreneurial Business Operations Statistics in Psychology (Pre-requisite PSY327, PSY319, PSY320)	<b>Semester Four</b> Business and Professional Speech (Pre-req: COM205) Introduction to Psychological Testing Personality psychology Contemporary Social Psychology Service-Learning and Civic Responsibility (2 credit) Applications of Information Communications Technologies
<b>Semester Five</b> Introduction to Data Science Experimental Psychology Education in Psychology Cognitive Psychology Organizational Psychology Foreign Language	<b>Semester Six</b> Cross-cultural Psychology School Psychology Consumer Psychology Fundamentals of Psychological Counselling Psychological Aspects of Advertising Positive Psychology
<b>Semester Seven</b> Clinical Psychology Understanding Individual: Personal Construct Psychopathology Health Psychology Project Practicum Psychological Crisis Management	<b>Semester Eight</b> Elective I Elective II Elective III Elective IV Elective V Elective VI Internship



## 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 (8 Course)

BED120 Academic Writing and Seminar Skills  
BED301 Curriculum Development  
BED233 Evaluation and Assessment  
BED421 Sociology of Education  
BED206 Educational Psychology  
BED102 Philosophy of Education and its Psychological Roots  
BED231 Educational Policy and Economics  
BED248 General Pedagogies

### Content courses (3 Courses)

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

## Professional courses (18 Courses)

BED205 Early Childhood Education  
BED238 Interpersonal Communication Skills in Educational Settings  
BED282 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  
BED382 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)  
BED491 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 Research Methods in 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	<b>Semester Four</b> Contemporary Trends, Innovations and Issues in Education Sociology of 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)	

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



## 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 (8 Course)

BED102 Philosophy of Education and Its Psychological Roots  
BED248 General Pedagogies  
BED233 Evaluation and Assessment  
BED301 Curriculum Development  
BED337 Educational Counseling

### 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)  
BED491 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*	<b>Semester Two</b> Research Methods in Education Educational Counseling Area of Specialization – II* STREAM Education Strategic Management of Schools Innovations and Technology
<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.*



# 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.

## 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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*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."*

# 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)

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## 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

### Electives

MPE706 Global Trends in Education

MPE711 Readings and Critical Analysis in Education

MPE714 Innovations and Technology in Education

MPE717 Teacher Education

MPE721 Edupreneurship in the Changing World

MPE725 Distance Learning in 21st Century

MPE727 Lifelong Learning in Changing Contexts

MPE730 Planning Developing and Evaluating Curriculum

### Thesis

MPE790 Research Thesis (6 credit hours)

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## 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

### **Program Structure**

#### **Semester I**

Methods and Issues in Advanced Qualitative Research  
Methods and Issues in Advanced Quantitative Research  
Ways of Knowing  
Designing and Developing a Research Framework

#### **Semester II**

Elective I  
Elective II  
Elective III  
Elective IV



## Courses

### 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

### Elective Courses

- PED741 Application of Research Methods in Education
- PED831 Writing Proposals for Grants
- PED833 Independent Research Study
- PED835 Global Insights in Teacher Education
- PED837 Research and Innovation in Educational Leadership
- PED820 Innovation and Pedagogies in Teacher Education
- PED839 Designing & Conducting Action 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***

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

# PhD IN ECONOMICS

The PhD in Economics focuses on providing state-of-the-art teaching and research skills within the broader economics discipline. 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

BS 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 16 years of schooling that corresponds to BS or 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 course work and dissertation/thesis. Minimum duration is three years and maximum is eight years.

PhD course work requirements for MS/MPhil degree with Economics background consist of six graduate level courses (18 credit hours). for BS/MS/MPhil degree with non-economics background completion of four deficiency courses (12 credit hours) is also required. BS with Economics background are required to complete 11 additional graduate level courses (33 credit hours).

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

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 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

#### BS (Without Economics background) (Maximum 12 Credit hours)

four Economics courses to be selected from BS (Economics) courses by a Doctoral Committee of the department

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

ECO601 Microeconomics

ECO602 Macroeconomics

ECO603 Econometrics and Research Methods

ECO611 Mathematics for Economists



## BS degree/Background (33 Credit hours)

### Core Courses

- ECO601 Microeconomics
- ECO602 Macroeconomics
- ECO603 Econometrics and Research Methods
- ECO607 Development Economics I
- ECO608 Theory and Practice of Economic Policy
- ECO609 Mathematics for Economists
- ECO611 Applied Econometrics
- ECO612 Qualitative Research Methods
- ECO613 International Trade & Globalization
- ECO651 Independent Study I
- ECO652 Independent Study II

## PhD (18 Credit hours)

### Core Courses

- PDE701 Advanced Research Methodology
- PDE702 Advanced Applied Econometrics
- PDE704 New Dimensions in Economics and Public Policies
- PDE705 Advance 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
- PDE717 Topics in Labor Economics
- PDE718 Topics in Financial Economics
- PDE719 Political economy and Economic Policy Analysis
- PDE720 Topics in Environmental Economics
- PDE721 Economics of Governance
- PDE722 Topics in Health Economics
- PDE723 Agricultural Policy

### Research Thesis (30 credit hours)

#### For fall and spring semesters

PDE850 Research thesis (6 credit hours)

#### For Summer semester only

PDE849 Research thesis (3 credit hours)

#### for fall and spring semesters (For special cases only)

PDE851 Research thesis (9 credit hours)

## Course Structure (MS With Economics background)

Semester One	Semester Two	Semester Three
Advanced Research Methodology Advanced Applied Econometric Advance Microeconomics	New Dimensions in Economics and Public Policy Elective I Elective II	Research Thesis

## 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

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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 Al-Falah Limited
Akhawat 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
Alfalalah 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  
Dadaboy 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.  
Empact  
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.  
Evalution 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 Solutions  
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 Mobel  
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  
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Mushawar Consulting  
Mustafa & Co. Pvt. Limited  
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Nabiqasim Industries  
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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

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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
Akhawat 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  
Dadaboy Investments Pvt. Ltd.  
Dadex  
Daewoo Pakistan Express Bus Service  
Dalda Foods Pvt. Ltd.  
DAMCO Pakistan (Pvt) Ltd.  
Dany Technologies  
Daraz Pakistan  
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 of Companies  
Dot Images  
Drug Information Systems  
Dubai Islamic Bank Limited  
Duleaf  
Dupont Pakistan  
EDGE Financials  
EFU General Insurance Limited  
EFU Life Assurance Limited  
Ellahi Group  
Elixir Securities Pakistan Ltd.  
Empact  
Engage 24X7

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



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Industrial Development Bank of Pakistan  
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Institute of Chartered Accountants of Pakistan  
Intel Pakistan  
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Johnson & Johnson Pakistan Ltd.  
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Karachi International Container Terminal Ltd.  
Karachi Lubricants Pvt Ltd  
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KASB Funds Limited  
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K-Electric  
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Khaliq Fashion  
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Lakson Group of Companies  
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Lasmo Oil Pakistan Limited  
Levi Strauss & Co  
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Live Securities Pvt. Ltd.  
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Mandi Express  
Manhattan Leo Burnet  
Manzar Pakistan  
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Marie Stopes Society  
Markematics Pvt. Ltd.  
Martin Dow Limited  
Martin Dow Pharmaceutical  
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Mass Advertising Pvt. Ltd.  
Mayfair  
Mazars  
Mazars Consulting  
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

MGH Logistics Pakistan	Oxford University Press
Microsoft Corporation	Oxygene Pakistan
Midas Safety	P&O Nedlloyd
Mindshare Pakistan Pvt. Limited	Packages Limited
Minha Soft	Pak Mediacom Pvt. Limited
Mitchell's Fruit Farms	Pak Oman Microfinance Bank
Mitsubishi Corporation	Pak Petrochemical Industries
Mobil Askari Lubricants	Pak-Arab Refinery Limited
Mobilink	Pakistan Institute of Corporate Governance
Mobitel, KSA	Pakistan Institute of Management
Mondelz	Pakistan Mercantile Exchange Limited
Monsieur	Pakistan Petroleum Ltd.
MS Associates	Pakistan Refinery Ltd.
MullenLowe & Rauf	Pakistan Services Limited
Muller & Phipps Pakistan Pvt. Ltd.	Pakistan State Oil Company Ltd.
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National Bank of Pakistan	Pastel Communications
National Clearing Company of Pakistan	Path Group of Companies
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National Foods Limited	Pearl Packages
National Fullerton Asset Management Ltd.	Pegasus Consultancy (Pvt.) Ltd.
National Industrial Parks Ltd. (NIP)	Pfizer Laboratories Limited
National Insurance Company	Pharmatec
National Investment Company of Pakistan	PharmEvo (Pvt.) Ltd
National Investment Trust	Philip Morris International
National Marketing Services	Philips Electrical Co. of Pakistan
Naveena Export Pvt. Limited	Philips Pakistan
Nedo Corporation	PIRANA Group
Nestle Pakistan	Pixarch
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Next Generation Innovations	Polaris
Nielsen Pakistan	Premier Software (Pvt.) Ltd
Nike Pakistan Limited	Premier Systems Pvt. Ltd.
Nizam Bijli	Prestige Communications Ltd.
Novartis Pharma Pakistan Limited	Prestige Grey
OBS Group	Price Solution Pvt. Ltd.
Oman National Electronics, Dubai	Price Waterhouse Coopers Pakistan (PWC)
OMD Pakistan	Primatics Financial
OMV Pakistan Exploration	Prime HR
Optimus Capital Management	Procter & Gamble
Oratech Systems Pvt. Limited	Promotech Media Solution (Pvt) Ltd.
Orient Automotive Industries (PVT.) LTD	Protege Global
Orient Public Relations	Qineqt
ORIX Leasing Company	Qubee
Orix Pakistan Limited	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 into realistic achievable target determining in what areas the training is needed with a clear outcome. This process helps EMEC develops 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 Workshops

March 2022- July 2023

### Workshops

- Business Intelligence and Big Data Visualization, March 15 & 16, 2023
- Leading HR in the World of New Normal, January 28, 2023
- Predictive Maintenance using the Internet of Things (IoT), November 30 & December 1, 2022
- The Future Supply Chain: Supply Chain Transformation through Digital Disruptive Technologies, November 16 & 17, 2022
- Successful Talent Acquisition Strategies, November 12, 2022
- New Business Drivers Shaping the Future of Leadership Effectiveness, October 29, 2022
- Business Intelligence and Big Data Visualization, October 26 & 27, 2022
- Compensation and Benefits Strategy in Competitive Market, October 8, 2022
- Transitioning to Result-Driven Performance Management, September 25, 2022
- Futuristic Trends in Learning and Development, September 10, 2022
- Competency-Based People Management, August 6, 2022
- Employer Branding and Talent Management in a Disruptive World, July 2, 2022
- Aligning Business Strategy with HR, June 18, 2022

## Diploma

Four-month Undergraduate Diploma in Web development, Graphic Designing, Social Media and Freelancing, June 19 till October 18, 2023

## Training Programs

### Developing Leadership Excellence and Communication Skills

Two-day training for the officers of the School of Logistics, Pakistan Airforce (PAF) Airmen Academy on February 28 & March 1, 2023

### Capacity Building Training for the Teachers

Two-day Capacity Building training for the teachers of DHA College & School System (DHACSS), March 2022

### Capacity Building Consultative Workshops

Four-day training for the officers of Islamic Relief Pakistan, March 2022

## 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 NRPU 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.



## IoBM Research Office (IRO)

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**

## COMPREHENSIVE EXAMINATION

After completion of their MBA program, all students are required to pass a comprehensive examination conducted by the Institute. The comprehensive examination provides students an opportunity to integrate, synthesize and apply the various aspects of academic achievements and overall work done in their chosen majors and the core courses studied during 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.

## DISCIPLINE

IoBM stands out among other universities for its special emphasis on maintaining good order and discipline among its students. It reserves the right to prescribe such regulations from time to time 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 (Maxmimum 6 hours)				
Weekend Classes (3 hours)	2 absences absences (Maxmimum 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
Summer Session	Maxmimum 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 avial 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 atleast 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:**

- 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 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 Joint (Honors) in Business & Psychology
- BS (Honors) Accountancy, Management and Law
- BS (Honors) Media Studies
- BS Entrepreneurship
- BS Logistics and 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. 44 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. 44 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:

Undergraduate students	CGPA 3.75 with minimum 5 courses or 15 credit hours
Graduate students (Weekdays)	CGPA 3.80 with minimum 5 courses
Graduate students (Weekends/Evening)	CGPA 3.80 with minimum 4 courses

The tuition fee waiver is 50%.

### 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 specified criteria and GPA.

### 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 specified criteria and GPA in the first semester.

### 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 IoBM sports team. After the endorsement of student's application by the HoD sports, scholarship is awarded to student which is 50% of tuition fee.

### 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

### 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 RANEPA, Russia
- MacQuarie University, Australia
- Nagoya University of Commerce and Business, Japan
- Hanyang University, South Korea
- Erfurt University, Germany



## FEE STRUCTURE\*

IoBM operates on a self-financing basis as a non-profit institution. All students are required to pay a one-time CAUTION MONEY of Rs. 25,000.00 which is refundable only as per the policy.

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	24,300.00	8,100.00	145,800.00	155,800.00
All Master's (Regular) Programs	10,000.00	26,175.00	8,725.00	157,050.00	167,050.00
All Master's (Specialized / Weekend) Programs	10,000.00	26,175.00	8,725.00	157,050.00	167,050.00

\* 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. 44,160/- will be additional Lab Charges for BE Electrical Engineering in Electronics and Telecommunication program.*

*Rs. 44,160/- will be additional Lab Charges for BS Computer Science and BS Software Engineering program.*

*Rs. 20,000/- will be charged for MBA Boot Camp (Page No. 49) for MBA students joining IoBM for the first time.*

MBA executive and weekend students, planning to take less than a full load, would be charged registration and tuition fees accordingly. However, caution money will remain the same.

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	17,700.00	91,080.00
PhD Programs	5,000.00	19,200.00	460,000.00

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:

- a. Computer Laboratory: Compulsory for all students
- b. Science Laboratory: Compulsory for all students who enroll in one or more science subjects such as Biology, Chemistry, Physics etc.
- c. Engineering Laboratory: Compulsory for all engineering students.
- d. Medical Laboratory: Compulsory for Medical and Health Sciences students.
- e. Other Laboratory: Compulsory for students
- f. 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:

- In case the fee difference is Positive then the difference will be paid by the student.
- 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. Talib Syed Karim, President, IoBM
- Mr. Justice Jawad Akbar Sarwana
- Secretary, Universities & Board Department, Govt. of Sindh or his nominee
- Representative of Chairman HEC
- Mr. Muhammad Ali Tabba
- Mr. Masood Hashmi
- Dr. Sarosh Hashmat Lodi
- Dr. Tariq Rahim Soomro
- Dr. Muhammad Kashif
- Dr. Muhammad Abbas
- Dr. Nadia Ayub
- Dr. Shahid Amjad (non-voting)
- Dr. Ather Akhlaq (non-voting)
- Mr. M. W. Jahangir, Secretary.

## Academic Council

The Academic Council is responsible for:

- Advising the Executive Council on academic matters
- Regulating the conduct of teaching, research, publications and examinations
- Regulating the admission of students to courses of studies and examinations at the Institute
- Regulating the conduct and discipline of the students of the Institute
- Regulating award of financial assistance, exhibitions, medals and prizes
- Formulating courses of study, syllabi and outlines of all examinations conducted by the Institute

### External Members of the Council:

- Mr. Mazhar ul Haq Siddiqui
- 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
- Mrs. Sabina Mohsin, Vice President, FHE
- 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
- Mr. M. W. Jahangir, Secretary, BoG

# 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 a member of the 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 and Dean 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. Imam Uddin** earned his PhD in Islamic Business & Finance from University of Karachi. He also holds a Specialization Degree in Islamic Jurisprudence, Bachelor of Laws (LL.B), and Post Graduate Diploma in Islamic Banking & Finance from reputable Institutions & got the status of approved PhD supervisor in the field of Business Management & Business Education by HEC. Currently, he is Professor and Head of Department at IoBM. He brings more than 16 years of experience from industry, academia, and research. Dr. Imam has served the Islamic Banking Industry in the capacity of Islamic Finance expert for many years where he was engaged in product development and product management. He has also designed & developed courses for several Institutes in the field of Islamic Banking, Finance & Accounting. He has spoken at several International Conferences.



**Sharique Ayubi** holds a Master in Business Administration (MBA) from Institute of Business Administration (IBA), Karachi as well as an MA in Economics from the University of Karachi. He joined IoBM in 2004 and is working as an Associate Professor since 2010. His industry experience has been in the National Development Finance Corporation (NDFC), where he worked for fourteen years. He has been teaching courses in Finance, Accounting, Management and Marketing for over 25 years at various reputable universities and business schools. Sharique Ayubi served KASBIT Institute for four years as HOD, Management Sciences. He was awarded CIDA scholarship to attend "Training of Trainers" program under the LUMS-McGill Social Enterprise Development Program. His research interests are financial markets and institutions, Regulations in Banking and Securities Markets, and Comparative Management.



**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 20 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. He has been teaching subjects like corporate finance, business finance, international finance, behavior finance, financial management, analysis of financial statements, strategic financial management and others.



**Mehboob Moosa** 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.

**Dr. Bilal Ahmed Chishty** is Assistant Professor in the Department of Accounting and Finance. He has over 26 years of experience in accounting, finance, management, and teaching in middle and senior positions. He has been associated with private and public sector organizations in the country for various tasks and responsibilities. He holds a Master's degree in Business Administration (MBA) from Khadim Ali Shah Bukhari Institute of Technology (KASBIT), Karachi, and also did MS (Finance) from Hamdard Institute of Management Sciences (HIMS) Karachi. He completed his Ph.D. at the University of Malaysia Sarawak (UNIMAS) in the field of finance. His core areas of research are short-term financing, capital structure, corporate finance, behavioral finance, and financial inclusion. Besides teaching, he is managing and supervising various capstone projects. He is course coordinator, and course leader of financial management and fintech.



**Syed Sarmad Hasan** completed his CMA from ICMA Pakistan in 1994 and MBA from UMS, Malaysia in 2017 with distinction. He was trained as a Financial Strategy Specialist at the prestigious American Management Association (AMA), New York, USA in 2014. Currently, he is working as Assistant Professor in the Accounting & Finance department at IoBM and is also the program coordinator of BS – Accounting & Finance and BS – Economics & Finance. He has worked in the corporate sector and with international NGOs for 25 years in Pakistan, Thailand, Bangladesh and Malaysia at various positions including CFO and Director Finance. His areas of expertise include financial analysis, strategic planning, budgeting, financial reporting and performance measurement. He is pursuing his PhD in Finance from UMS, Malaysia. He has published several articles in peer reviewed international journals.



**Dr. Arslan Qayyum** is 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. Arsalan Hussain** 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. Nayeem Ansari** holds a PhD Degree in Management Sciences. He is an active academician and a researcher in the field of Energy & Finance. Currently, he is working as Assistant Professor in the Accounting & Finance department at IoBM. He has over 20 years of experience both in the corporate sector and academia. He has been acted as a Company Secretary, CFO & also a trainer in different corporate sectors.



**Dr. Ruqia Shaikh** is currently Assistant Professor - Accounting & Finance at CBM. She has a PhD in Management, with specialization in Accounting, from Zhongnan University of Economics and Law, China. She also has a Master's degree in Finance from Sukkur IBA University. In China, she worked as a Postdoc Scholar with Henan University, published her work in reputable journals, and taught Accounting and Finance at Zhengzhou and Wuhan Universities, as a Visiting Professor. She was awarded a PhD fellowship, and a distinguished PhD student grant by the Chinese Scholarship Council (CSC). Her research interests include Ownership and control mechanisms, Earnings management and Investment efficiency, and she is also interested in working on methodologies like textual analysis, and bibliometric analysis. Her work has been published in prestigious journals such as Managerial and Decision Economics, Technology in Society, and Environmental Science and Pollution Research.





**Dr. Kiran Jameel** currently Assistant Professor- Accounting & Finance department, and PhD Program coordinator at CBM, did her Ph.D. in Finance from the University of Karachi in 2018. She has worked before as an Assistant Professor at Hamdard University, Karachi, and at the University of Karachi. She has ten (10) years of experience in teaching, research, and consultancy in Management Sciences and Business Administration. She has published 18 research papers in HEC categorized national and International journals, as well as three book chapters for renowned international publishers i.e. Springer & IGI. She is also an external reviewer for several national and international journals. Her research interest includes Sustainable Financial Risk Management, Fintech, Behavioral Finance, and Islamic Financial Markets & SDGs.



**Kamran 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.



**Khawaja Masood Raza**, Senior Lecturer Accounting and Finance, holds an MPhil and Masters in Islamic Banking & Finance from the University of Karachi (KU), and is currently pursuing PhD in Islamic Banking & Finance from there. He is a Certified Shari'ah Advisor and Auditor (CSAA) from the Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI), Bahrain. His industry exposure extends over 30 years in banking, textile, information technology and consultancy, working with large organizations locally and internationally. While associated with the industry, he has been teaching Accounting, Finance, Islamic Banking, Islamic Finance and Taxation courses for over twenty years, at various universities and institutes. His area of expertise includes Accounting & Financial Management. His research interests are Accounting, Finance and Islamic Banking & Finance.



**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. He is also interested in Completing his PHD from IoBM.

**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 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 almost 24 years before joining IoBM full time in September, 2013. 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.



**Pir Muhammad** Senior Lecturer, Communication Skills, holds a master degree (equivalent certificate) in Arabic and Islamic Studies from the University of Karachi, a master degree in English Literature and Applied Linguistics from National University of Modern Languages (NUML). He completed his Dars-e-Nizami (Alim-e-Deen) course of eight years and Two-years specialization course in Islamic Jurisprudence from Almi Majlis-e-Muftiyan Kiram Lahore. He is an M Phil fellow at KU and recently, he has submitted his research thesis on the topic "Islamic Finance for Small and Medium Enterprises Opportunities, Challenges and Solutions. He has done a post graduate diploma in Islamic Banking and Finance from Center for Islamic Economics (CIE) Karachi. He is running an Islamic Seminary (Madrasah) and has been giving Jummah sermons in a Jamia Masjid since 2014. He was the lecturer of Quran, Hadith and Fiqh before joining the institute. He has been teaching Arabic language and Islamic Studies courses at IoBM since 2012. His area of interest is Arabic language, Islamic Studies and Islamic Finance.



**Ms. Kishwer Nazli**, Senior Lecturer in the Communication and Languages Department, completed her MSc in Geography, M.A in English Literature and Linguistics, and MS in Applied Linguistics from the University of Karachi. Her work experience with reputable universities such as FAST, ZIAUDDIN, KIET and NED extends over 14 years. She has published a paper in ICLAP titled "Gendered language in Media", and another on "A comparative analysis of monolingual and bilingual teaching" in IJRS. She is currently working on a paper focused on "Language and gender at the workplace". Her areas of interest are Critical Discourse Analysis and Second Language Teaching. She also trains teachers on the SPELT platform and others, and has hosted many conferences. She published a paper titled "The Role of Computer-Assisted Language Learning in Language Teachers' Professional Development" in January, 2023, as the first author.



**Lubna Ali**, currently working as a senior lecturer in the Communication and Languages Department, holds an MPhil from the Institute of Business Management, and a Master's degree in English Linguistics and Literature from the National University of Modern Languages. She has over seventeen years of teaching experience not only in Pakistan's reputable universities but also abroad, in Dubai and London. Her research interest lies in teaching English as a second language and second language acquisition. Besides teaching, she is an active member of the Society of Pakistan English Language Teachers (SPELT).



**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.

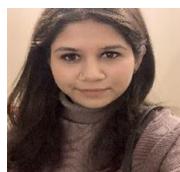




**Mariyam Rehan** is currently serving as a Senior Lecturer in the department of Communication and Languages. She brings a wealth of expertise and experience to the field of linguistics. She holds an MPhil in Applied Linguistics from Kinnaird College, Lahore, and a Masters in English Linguistics and Literature from the National University of Modern Languages, Islamabad. Having spent four years enriching the academic landscape at Army Public School and College System, Lahore, she has demonstrated her commitment to educational excellence. Her scholarly contributions extend beyond the confines of the classroom, highlighted by her publication in a HEC recognized journal. Her research interests are diverse, covering ELT, computational linguistics, corpus linguistics, discourse analysis, and intercultural communication. Moreover, she has imparted her knowledge through various workshops conducted at the Army Public Institute for Teachers Education, fostering professional growth within the educational community.



**Sqn Ldr (R) Mashooque Ali** is a seasoned professional with extensive experience in teaching, academic administration and research. Currently serving as a Senior Lecturer 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 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.



**Nida Zehra Abbas**, currently working at IOBM as Lecturer in the Department of Communication and Languages, has a Masters degree in English Literature, from the University of Karachi. Her professional experience includes teaching ESL and Business Communication Courses for over six years. She has taught a varied selection of English Language courses at higher secondary, undergraduate and graduate levels. She remains active in student counselling and society work at IOBM. Her academic achievements include being awarded a bronze medal for her Bachelors, and a gold medal for her Masters by the HEC.

## Environment and Energy Management



**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. He is a Professor and Heads the Department of Environment and Energy Management. Dr. Amjad represented Pakistan as a member of the UN International Seabed Authority, Jamaica. He participated as a scientist in the 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 over 30 National and International research publications to his credit.



**Dr. Jamshaid Iqbal**, currently Assistant Professor in the Department of Environment and Energy Management, CESD – IoBM, holds a PhD in Environmental Sciences from NUST - Islamabad. He has about 15 years of professional experience including teaching, research, industry and consultancy. He has been associated with various national and international organizations including World Bank (WB), IFC, ADB, USAID, and the International Islamic University, Islamabad. His key areas of research include solid waste management, climate change, energy management, environmental impact assessment and occupational health and safety. Dr. Iqbal is an HEC-approved PhD supervisor. He has published several research-based articles in peer reviewed and HEC recognized national and international journals. He is also Member - Reviewer Panel, for many peer- reviewed international and national journals.

## Entrepreneurship

**Dr. Marium Mateen Khan** is the Head of Department (Entrepreneurship), Program Head (BS Entrepreneurship), the Assistant Editor of JoED and the Faculty Advisor for ICE (IoBM's Club of Entrepreneurs) at IoBM. She holds a PhD in Marketing & Entrepreneurship from IoBM. She did her MBA and BBA (Honors) both in Marketing from PAF-KIET. Her areas of expertise include: Consumer Behavior, Brand Management, Entrepreneurship, Customer Relationship Management, Supply Chain Management, Sales Management, and Digital Marketing. She has 10+ years of research and teaching experience, having 20+ research publications in HEC recognized Y and X category journals. She has 25 conference proceeding publications out of which 7 conference proceedings are ISI indexed. She has supervised research theses of BBA level students. She has mentored 100+ startups with a success rate of 30%. She has also won the Inspirational Women Award in 2023.



**Dr. Omar Javaid**, currently serving as Associate Professor in the Entrepreneurship department, has a Ph.D. in Socially Sustainable Entrepreneurship, from the Institute of Business Management (IoBM), MS in Management Sciences from KIET, MBA-Exec from IoBM with majors in Marketing, and BE in Industrial & Manufacturing Engineering from NED University. Dr. Javaid has a total of 20 years of experience, working in corporate, non-profit, and education sectors. His core competency is in mentoring new startups and ventures. Since 2010, he has helped numerous students fulfill their entrepreneurial ambitions. He has also published numerous research articles in HEC-recognized journals, magazines, and newspapers. His research interest falls in the domains of Entrepreneurship, Social Entrepreneurship, Sustainability, Islamic Economics and Finance, Philosophy of Economics & Business Management, and Analytical Psychology. His startup manual titled: 'Business Startup Manual: A Practical Guide for Entrepreneurs' was published in 2024 by the National Book Foundation, Ministry of Federal Education & Professional Training, Government of Pakistan.



**Dr. Munir Hussain**, Associate Professor, Entrepreneurship Department, holds a PhD degree in European Business Studies. He is expert of corporate governance structures of SME's in European Union. Previously he has done MBA (International Business) from University of Wales Institute Cardiff, United Kingdom, Postgraduate Diploma in Business Administration from London School of Commerce, United Kingdom. He is author of an international book published by world's 15th best publisher SPRINGER and authored more than twenty international and national research article of world repute. He has been awarded the travel grant by Higher Education Commission of Pakistan for three of his international conferences in 2012, 2015 and 2017 (presented in Islamabad, Istanbul, and Abu Dhabi). He also has experience of dealing with HEC, NBEAC and other national educational regulatory bodies. Furthermore; national and international accreditations and memberships including United Nations Academic Impact, Microsoft Dynamics, SAP University Alliance etc. He is teaching courses of entrepreneurship since 2013. In addition, he has been involved in supervising entrepreneurial ventures of students, startup incubation and writing entrepreneurial business plans. His research areas are entrepreneurship in Pakistan, corporate structures of startup businesses and SMEs, Geo-economics and business-related regionalism.



**Saima Munawar** is an accomplished Senior Lecturer in the Entrepreneurship 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.



## Health and Hospital Management



**Dr. Ather Akhlaq** is an Associate Professor of Health Informatics and Health Management and currently holds the position of the Director of ORIC at IoBM. His PhD was from the University of Edinburgh, UK, ranked among the top 50 universities of the world. He is also currently heading the Health Management MBA program. He has a broad experience in interdisciplinary research covering the diffusion of innovation and digital technologies in healthcare, asthma, child abuse, and digital business. Dr Ather has extensively published his work in top journals of health and business topics. He is an expert in mixed methods data collection and analysis. He has contributed to many international research projects investigating digital and public health and recently won the HEC NRPU project of around 4 million.



**Dr. Syed Jamal Shah** is Assistant Professor in the Health & Hospital Management department. He secured his PhD from one of China's most prestigious institutes, "The Harbin Institute of Technology ( HIT)" in the field of Business Administration (OB/HR). He is also enrolled as a post-doctoral fellow, Health and Hospital Management, with Antai College of Economics & Management, Shanghai Jiao Tong University, which ranks among one of top 100 global universities as per QS. His research interest includes Human Resource Management, Healthcare Management, Organizational Behavior, Marketing and strategic management. His research work has appeared in journals such as the Baltic Journal of Management (SSCI), the International Journal of Occupational Safety and Ergonomics (SSCI), the International Journal of Conflict Management (SSCI), and Current Psychology (SSCI).

## Department of Graduate Business Research



**Dr. Abdur Rahman Aleemi** is Associate Professor and HoD Research (CBM). He is leading the MS/PhD programs in Business Management at the Graduate Business Research Department of the College of Business Management. He holds a PhD in Business Management from IoBM, an M.Phil. from IQRA University and MBA from Virtual University of Pakistan in Finance. His main research interests fall in the areas of Financial Economics, Corporate Finance, Digital Finance & Fintech. He is also a leading researcher in the areas of Islamic Banking, Banking Regulations, Stability, Market Power, Market Micro Structures and Financial Inclusion. Dr. Aleemi possesses more than 14 Years of diverse experience of industry and academia. He has served both in academia and industry at different positions for various projects and responsibilities. He has supervised several MS/PhD theses and published several research papers in peer reviewed journals and has also presented his work at national and international conferences. Last but not the least he is leading Capstone Projects and has been involved in funded projects with reputed organizations.

## Management and HRM

**Dr. Shagufta Ghauri** holds a doctorate in Business Management from IoBM. She is currently working as the Head of the Department Management & HR, Associate Professor and Faculty advisor SHRS,. She holds vast teaching experience across major universities of Karachi and has been associated with IoBM for the past 15 years teaching Management & HR courses and has also been involved with curriculum development and training manuals. Dr. Shagufta is an honorary member to the Pakistan Education Foundation. She has several conference presentations and research publications in HEC and Scopus recognized journals. She is also the Patron and faculty advisor of Strategic Human Resource Society and has been organizing the Zenith Leadership & Development Conference on an annual basis since the last eleven years.



**Javid Ahmed** holds an MBA degree with Distinction from Lancaster University Management School where his empirical research was awarded 1st prize by the now CMI and a BSc Engineering from the University of London, Kings College. He is the Head of Strategy & Accreditation, Consultant & Trainer Strategic Planning & Market Creation. He has been Head of the Departments of Marketing and Management/HRM. He is an IFC Certified Board Director, FCMI-Fellow of the Chartered Management Institute, FCIM-Fellow of the Chartered Institute of Marketing (UK), Member of MENSA and a UK Chartered Engineer. He brings to academia over 28 years of a successful top management career. He is the recipient of the 2013 Faculty Excellence Award conferred jointly by IoBM and the International Association of University Presidents. In 2020 he earned the Harvard University Premium Certificate of Teaching in Higher Education. Javid is case research active in competitive strategy and market creation, has supervised MPhil research and taught the pre-doctoral course on Strategy and Governance.



**Dr. Fazal Anwer Khalidi** has done MSc Marketing from Salford University, UK; MBA from IBA; and MBBS from Dow Medical College. He was awarded a Chevening Scholarship by the British Council to pursue a Master's program at Salford University. He is working as Assistant Professor with IoBM. He has 24 years of consultancy and senior management experience with multinational pharmaceutical companies. He has also been associated with leading business schools of Karachi as an adjunct member of faculty. He has also attended an executive development program at the Thunderbird School of Global Management, Arizona, USA.



**Dr. Mirza Dilshad Baig**, Assistant Professor at IoBM, has a Doctorate in Management Sciences. He has rich experience of over three decades in Human Resources and Organizational Development (HR&OD), in private, public and multinational organizations. He has served as Head of HR&OD in most of the organizations. Besides having successful corporate exposure, he was teaching in different educational institutions as a visiting faculty. His teaching expertise lies in the areas of HR Management, Organizational Change & Dynamics. He has several research papers in international journals. Dr. Baig 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. Muhammad Arif** holds a PhD in Management Sciences and an MBA in HRM from SZABIST, Karachi and Master in Maritime Affairs from Bahria University. He is a recipient of Tumgha-e-Imtiaz and currently working as Assistant Professor and Director Research at IoBM. He has held various command and staff appointments and has served as Base Commander PNS ABDOZE, Director Submarine Training center, Captain Training of all Karachi based Educational/Training organizations. He has a versatile and enriched teaching/management experience. He has served as a senior faculty member at the Pakistan Naval Academy as well as directing staff at Pakistan Navy Staff College Lahore, teaching Management/Leadership as well as supervising the research works of senior national and international military officers. As Director Submarine Training Center, Dr. Arif was awarded Tumgha-e-Imtiaz Military TI (M) by the President of Pakistan in recognition of his unique efforts. He is serving at IoBM since January 2019.





**Dr. Bilqeas Ghani** is an Assistant Professor in the HRM and Management department. She earned a Doctorate in Business Management with an emphasis on Human Resource Management and Organizational Behavior from the Institute of Business Management (IoBM). Her research has mainly appeared in international leading-ranked journals like Behavior and Information Technology, Asian Journal of Business Ethics, South Asian Journal of Business Studies, and Frontiers in Psychology. Her research interests draw upon social exchange theory, performance appraisal, and employee workplace attitudes and behaviors, especially extra-role behaviors. Previously, she worked for ITP (a family-owned business) for around 2-3 years. She also has been a part of a number of reputable corporate organizations, such as Abbott Laboratories, the Civil Aviation Authority of Pakistan, and Deloitte Pakistan, as an intern/trainee.



**Dr. Shiraz Ahmed** has recently achieved his Ph.D. in Business Management from IoBM. He is working as Assistant Professor in Management and HRM Department. He is ICF credentialed coach (PCC), EMCC accredited practitioner coach (EIA), and certified TPMA trainer from IFC-LPI. With over 10 years' experience, he has expertise in designing, developing and executing world-class programs in Management and Leadership Development and Executive Coaching. He has trained and coached mid-senior professionals and future CEOs from ASA, APAC, and MENA regions from fortune-500 Companies. In last 5 years, Shiraz has coached 40+ senior executives from such companies. He has developed and facilitated Leadership development programs for hundreds of junior-senior level professionals from different industries from Ethiopia, Ghana, China and many more countries.



**Dr. Muhammad Azeem Qureshi** is an Associate Professor in the Department of Management & HR at the Institute of Business Management (IoBM). He holds a PhD degree in the field of Business Management and completed his Postdoctorate from the University of Malaysia Perlis (UniMAP). He was awarded the Certificate of Merit for securing 3.96 CGPA in his PhD and a Gold Medal along with Summa Cum Laude Award in his MS for securing 4.00 CGPA. He has twenty years of professional experience in industry and academia. He has a wide range of research interests in the field of business management, including human resource management, leadership, entrepreneurship and marketing. He has supervised several M.Phil. & PhD students. He has more than 36 publications in his research portfolio, which have been featured in several national and international journals.



**Dr. Afaq Ahmed Kazi** holds a PhD in Human Resources Management, B. Pharmacy, LLLB, MBA and MPA from University of Karachi. He is working as an Associate Professor & Senior Management Consultant with IoBM. He got his professional training from various international bodies such as Pritchett Associates USA, Change Management and Business Process Restructuring by Catalyst Consulting Group USA. He is a senior Human Resources and Industrial Relations professional with over 27 years of professional experience. He has served the industry in HR and management at C-level positions at leading multinational companies in Pakistan and abroad. As a researcher, academician and trainer, he has been associated with a number of universities in Pakistan and provides consultancy services to the Industry. Dr. Kazi is also a specialist in Human Resources & Management with expertise in employment laws. As a researcher he has many research publications in local and international journals and international conferences.



**Dr. Junaid Ansari** is an Assistant Professor in the Management & HRM Department at IoBM. He completed his Postdoctoral fellowship from Universiti Malaysia Perlis in 2022. He holds the degrees of Ph.D. (Business Management), and MBA (Advertising & Media Management) from IoBM. His academic qualifications include Bachelors in Computer Science & IT from NED University, Karachi. At IoBM, he has been teaching MBA, MPhil and PhD level courses, and has published research-based articles in HEC, WoS, and Scopus recognized journals. Dr. Ansari has served the IT sector for more than 12 years, as an Entrepreneur/Head of Software Division, and developed software applications for key public and private-sector organizations in Pakistan, for which he received appreciation from P@SHA and APICTA.

**Dr. Saba Gulzar** is Assistant Professor in Management and HR Department at CBM. She holds a PhD in Business Management from IoBM. Her main research interests lie in the areas of Human Resource Management and Organizational Behaviour. She is also conducting research on HR Automation, Employees Competencies, Psychological Contract and Deviant Workplace Behaviour. Dr. Saba possesses more than 15 Years of diverse experience of academia. She has served in different positions and handled diverse responsibilities. She has supervised several BBA/MBA theses and published several research papers in well reputed peer-reviewed journals, and has also presented her research work at national and international conferences. She leads Capstone Projects to support and facilitate students.



**Dr. Syeda Tayyaba Fasih** is Assistant Professor in Management and HR department. She holds a Ph.D. in business management from IoBM, MSC from IoBM in HRM and organizational psychology, and BBA from Bahria University in Human Resource Management. Her main research interests fall in the areas of exclusive talent management practices, sustainable management practices, leadership, and entrepreneurial management. Dr. Tayyaba possesses more than 4.5 years of diverse experience in research and teaching. During this period, she has led Capstone Projects and taught various HRM core and elective courses. She is also supervising a Ph.D. thesis also has published research articles in impact factors international journals such as the "International Journal of Ethics and Systems", and in peer-reviewed journals and has also presented her work at national and international conferences.



**Bushra Javed** is currently pursuing her Ph.D in Business Management from IoBM. She holds an MPhil in Business Administration from the Air University, Islamabad. Prior to this, she did her MBA in Finance from University of Education. She is working as a Senior Lecturer with IoBM. Her research interests include Data Driven capabilities, Data driven culture, and Industry 4.0. She has over four years of experience in the academia. She has freelance working experience of academic writing and creative writing. 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.



**Salah Uddin** is an Adjunct Faculty, teaching at the College of Business Management since 2012. Having acquired Certified Board Director certification from International Finance Corporation (a World Bank member organization) and PICG, he is an MA in Economics with Management courses in Leadership, Strategy and Management from McGill University Montreal, Insead France, Copenhagen Business School Denmark and LUMS. Till recently, he served as the Executive Director, Management Association of Pakistan (MAP) and Board Member Asian Association of Management Organizations for 11 years, where he helped MAP in implementation of their vision: "To Lead the Change Process Towards Best Management Practices" into reality. He has also served as corporate trainer at the Management Association of Pakistan and extended his training services to local industry. Earlier, till 2009 he served in PIA at various management and marketing positions including Director Marketing PIA, Director Flight Services PIA, General Manager America PIA. Overall, he has 45 years of track record of building and developing management and marketing operations.



## Marketing



**Mohammad Ekhlaque Ahmed** is currently pursuing his MPhil in Business Management from IoBM. He holds a Master's in Business Administration from IBA, Karachi. He is working with IoBM as Assistant Professor, Head of the Department and Lead Capstone Course Projects. He has over 30 years of working experience in the corporate sector at various senior management positions in both multinational and local companies. He worked for Philips, Osram, Dadabhoy Cement and Rajby industries before joining IoBM as a permanent member of faculty. Besides basic marketing courses like Marketing Management, Principles of Marketing, Sales Management, he has also been teaching Strategic Marketing Planning, Marketing Strategies and Value Innovation, Distribution and Channel Management. He is also a corporate trainer in the field of Marketing & Management.



**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 multi-national brands.



**Dr. Muhammad Adnan Bashir**, Associate Professor in marketing, has done his Ph.D. in Marketing from IoBM, and MPhil & MBA from the Iqra University - Karachi. He holds BSc (Hons) & MSc degrees in Microbiology from the University of Karachi. 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. Syed Muhammad Fahim** is a PhD scholar at IoBM and holds his MS in Management Sciences from Institute of Business and Technology (IBT). He is currently working as Associate Professor with IoBM. He has an extensive experience in the field of research and marketing. With more than 25 research papers at his credit, he has developed specialized skills in partial least square Structural Equation Modeling (SEM). He received customized training on PLS SEM in Malaysia. His forte is structural equation modeling via Smart PLS. He has attended and conducted workshops on Smart PLS at various national and International forums.



**Dr. Aysha Karamat Baig** obtained her PhD from Swinburne University. She is currently working as an Assistant Professor at IoBM. Her doctoral study was on consumer boycott behavior where she specifically investigated the factors that drive Muslim consumers' participation in global macro-boycott campaigns. During her PhD, Aysha has developed a strong passion for understanding boycott behavior, and the factors related to cross-cultural consumer psychology that influence boycott behavior. Her research interests include Consumer Boycotts, Neuro-Marketing, Culture and Consumer Psychology. She also contributes as a reviewer to a few journals such as Pakistan Business Review and Journal of Islamic Marketing. Her teaching areas include Marketing Management, Consumer Behavior, Digital Marketing and Neuro-Marketing. Her articles have been published in peer reviewed journals.



**Dr. Fariha Raza**, Assistant Professor, Marketing, holds BBA (Hons) and MBA degrees from Institute of Business Administration (IBA), Karachi. She also has an MS in Management Sciences from Szabist, Karachi. Currently she is enrolled in PhD Management Sciences at Szabist, Karachi. Her forte is business research. She has a unique blend of corporate and academic experience spanning across 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 Research courses at undergraduate and graduate levels at IoBM, she also supervises capstone projects.

**Mukhtar Ahmed** has completed his MPhil course work in Business Management from IOBM. He holds a Master's degree in Business Management from "The Institute of Management Sciences" Lahore and Bachelor's degree in Pharmacy from "University of Sindh". He is working as a Senior Fellow in the Marketing Department. From 2016 to 2018, he was associated with Institute of Business Management (IoBM) Karachi, Institute of Business Management (IBM) Lahore, and Superior University Lahore as a visiting faculty. He has attended the European Leadership Program from Germany organized by Schering AG. He has a diverse experience of over 30 years in the corporate circuit, especially in pharmaceuticals. He spent his entire career in multinational organizations with in sales and marketing. He has worked in various positions from Sales Executive, Product Manager, to Business Unit Head.



**Dr. Arif Ashraf** is an Assistant Professor in the Marketing Department at the College of Business Management at the Institute of Business Management. He completed his Ph.D. in Marketing from the Institute of Business Management and a Masters in Marketing from Middlesex University, London. He possesses more than 10 years of teaching experience, teaching Bachelor's and Master's students' core and electives in marketing and research. His work was published in A category impact factor journal, The International Journal of Consumer Studies. His research interest revolves around consumer behavior, strategic marketing, integrated marketing communication, sustainability, social media marketing, and influencer marketing.



**Shah Muhammad Saleem**, currently serving as Senior Lecturer in Marketing department, received his MBA from Institute of Business Administration (IBA), M.Sc Applied Physics from University of Karachi and currently pursuing M.Phil leading to PhD program. A seasoned professional, with outstanding marketing & sales management, brand management, corporate management, business excellence, demand management and monitoring skills with the ability to support multiple business projects in a matrix organizational structure. Result-oriented, integrity-driven, and high-performing, has 30 years of corporate experience in Business Excellence, Demand Management, Marketing and Sales Management. He has served at Abbott Laboratories (Pakistan) Ltd. In different capacities i.e. as Head of Business Excellence & Demand Management, Marketing Manager, National Sales Manager, International Marketing Manager for Sri Lanka & Bangladesh and Group Product Manager. Prior to Abbott, has served in Knoll Pharmaceuticals, Boots Pharmaceuticals, Otsuka Pharmaceuticals and State Petroleum Refining & Petrochemical Corporation. He had also been associated with IBA, PAF KIET, Bahria University as a visiting faculty member for more than four years. His areas of interest include Brand management, Consumer Behavior, Sales Management, Demand Management, Business Excellence and diversifying learning strategies.



**Dr. Muhammad Tabish** serves as an Assistant Professor in the Marketing Department (CBM). He has demonstrated outstanding versatility through his eight years of corporate experience in a variety of national and multinational corporations, combined with seven years of enriching university teaching and administration experience. As a Ph.D. holder since 2021, his expertise in managing various corporate projects is complemented by a robust and expanding research and teaching profile. The publication of research papers in internationally renowned journals demonstrates his commitment to advancing knowledge in his discipline and his passion for teaching and research.



**Dr. Midhat Nadeem** is a Assistant Professor in the marketing department of IoBM. He holds an MBA with a specialization in Marketing from IoBM and has recently completed his PhD. His research interests lie in the areas of green marketing, digital marketing, artificial intelligence in marketing, environmentally sustainable consumer behavior, and brand management. Prior to his current role, 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.





**Syeda Dur-e-Afshan Ali** holds a Master Degree in Business Management with Majors in Marketing from IoBM. She has also completed a 6 weeks certificate course from INSEAD on Marketing and Sales Excellency. She is currently associated with IoBM as a Lecturer. Prior to that she has been associated with different organizations in the role of marketing and communication and holds 15 years' experience. BLITZ DBB, Manhattan Communications, Syngenta Pakistan are some organizations she has worked with. She has also served as an external trainer for National Bank of Pakistan. Before joining as permanent faculty at IoBM, she has taught at IU, PAK KIET, Karachi university and IOBM as visiting faculty for 6 years. Her area of interest is motivational speaking, trainings, learning and observing change and shifts in marketing landscape.



**Nida Shaukat** is currently pursuing her PHD in Marketing from IoBM. She holds A BBA from IBA and an MBA from Institute of Business Management with a Gold Medal with specialization in Marketing. She is working as a Senior Lecturer in the department of Marketing at IoBM. She started her corporate sector career as a Project Trainee Vaccine Department for Glaxosmithkline and later worked as a copy writer for Headline advertising, Marketing executive exhibitions for Dawn Media Group and Assistant Manager Distribution for K Electric. Nida started her career in academia with IOBM as a Lecturer in the Marketing department. She has taught in Dubai for 6 years in the marketing department at Murdoch University Australia (Dubai Campus). Currently she is serving as a Senior lecturer in the marketing department at IoBM.



**Asma Rehman**, is currently enrolled in PhD in Business Management at IoBM and is specializing in Marketing. She holds her MBA in Marketing and BS (H) from IoBM. She has been working as a Senior Lecturer with IoBM. She has been teaching in IoBM as a Visiting faculty for the last two years. Prior to working in Higher Education, she has worked in the capacity of Marketing Manager for a private firm. She is also the founding member and Marketing Consultant in an entrepreneurial venture called Murtafiyah, a Training & Consultancy Firm.



**Yamna Khan** is a Assistant Professor in the Department of Marketing at CBM. She has recently completed her PhD in Business Management from the Institute of Business Management (IoBM). Her major areas of research include marketing, food sustainability, and consumer behavior. She did her BBA as well as MBA from the Institute of Business Management. She has considerable experience of teaching Marketing-related courses. She has mentored students at both graduate and post-graduate levels, and led many student projects where students were required to gather first-hand information on marketing-related operations from different companies.

## Logistics and Supply Chain Management

**Dr. Syed Adeel Ali Shah** holds PhD in Business Management (Supply Chain) from the University of Kuala Lumpur, Malaysia. He also holds an MPhil (Supply Chain), an MBA (Marketing), and a BSc. Hons (Textile Sciences). In IoBM, Dr. Shah works as HOD and manages the supply chain department. He is a seasoned professional with extensive experience in the global supply chain, as well as expertise in teaching, training, and research. His career spans over twenty-one years, and he has worked in leadership positions at various organizations. Dr. Shah has established himself as a prominent researcher in the field of supply chain and has published several articles in QS ranking, Web of Science, Scopus, and HEC-recognized journals, along with authoring books under his name. The research interests include circular supply chains, leagile strategy, organizational performance, digital transformation, sustainability, human aspect in the supply chain, and Industrial Revolution 5.0.



**Dr. Muhammad Junaid** has completed his PhD in the field of Management Science and Engineering (Supply Chain Management) from Taiyuan University of Technology, China, and holds a Master's degree in Business Administration from Bahauddin Zakariya University, Multan. He is currently working as Acting HoD Assistant Professor at IoBM. He has seven years of teaching, research, and administrative experience. His key academic and professional achievements include receiving a Chinese government scholarship for PhD, working as an editorial board member of Journal of Business Management Studies (JBMS), working as head of the department Operations and Information Systems Management and director PhD Management Science Program at Mohammad Ali Jinnah University (MAJU), winning an excellent research paper award at ICMESS-2018, Japan, and several publications in the prestigious scientific journals indexed/ranked in SCI/SSCI, Scopus, ABDC. His research interests include supply chain risk management, supply chain digitization, supply chain mapping, sustainability, circular economy, and smart manufacturing.



**Sajid Nazir** is Senior Lecturer, Logistics & Supply Chain Management at IoBM. He earned his Master's degree in Supply Chain Management from Coventry University, UK, in 2018, and has participated in the Coventry University Global Leadership Program, that took him to different countries for presentations and provided him leadership training. He also has a Diploma in Global Leadership from the UK. He had earlier completed his BBA from Iqra University. Before Joining IoBM, Sajid worked in the corporate sector at national as well as international levels in Banking, Aviation, and Pharmaceutical industries among others, as a supply chain professional. He has more than 10 publications in reputed journals, to his credit. His certifications and memberships pertain to CISCOM, CSCA, and MCIPS.



**Dr. Zeeshan Asim** has a PhD in Technology Management from Universiti Malaysia Pahang. He also did his Masters from Coventry University, England. He obtained his BS in Electronic Engineering from Sir Syed University of Engineering and Technology. He is working as an Assistant Professor with IoBM. He has published several articles in high quality international scientific journals. Dr. Zeeshan Asim has about four years of industrial experience and six years Academic Experience in mentoring young Engineering professionals across various Universities and public sector R&D firms. He has worked for National Productivity Organizations, Asian Science Consortium, Jaguar- DHL joint venture Project in Coventry, UK and served as Senior Lecturer with Sir Syed University of Engineering and Technology, Karachi during the course of his career.



**Dr. Syed Muzzammil Wasim** is currently Assistant Professor in the Logistics and Supply Chain Department at IoBM. He completed his Ph.D. from Taiyuan University of Technology in 2020, with a specialization in the field of Supply chain management, and did his Post-Doc at the School of Economics and Management, Nanjing University of Science and Technology. He completed his Master's as well as Ph.D. on international scholarships. He has international teaching experience in different management subjects at the undergraduate and graduate levels, and has been part of many national and international journals as a reviewer, board member, and editor. His research interests are sustainable supply chain management, knowledge management, and sustainable performance.





**Saheer Ali** is a Senior Lecturer in the Logistics and Supply Chain Department. He is currently pursuing his Ph.D. in Management from Universiti Kebangsaan Malaysia. He completed his MBA from Staffordshire University, UK, 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 and managed various projects. He started his professional career in banking at Faysal Bank, and later joined Mohammad Ali Jinnah University as a lecturer. His primary research focus is on Supply Chain Management, Industry 4.0, and Green Supply Chain Management.



**Sherbaz Khan** is a PhD Scholar in the domain of Digital Marketing, studying the role of digital influencers on consumer behavior. He is Senior Lecturer in the Department of Supply Chain and Logistics, College of Business Management (CBM), as well as Managing Editor - Pakistan Business Review at CBM. He was the former Director of the Office of Research, Commercialization, and Innovation (ORIC) at Jinnah University for Women, Karachi until January 2023, and Associate Editor of the Journal of Independent Studies and Research at SZABIST. He did his MBA in Marketing from Greenwich University in 2013. His research interests cover, but are not limited to, Supply Chain resilience and Digital Marketing.



**Musawir Ali Soomro** completed his MBA (Logistics and Supply Chain Management) and BBA (Hons.) from IoBM. He is currently serving as a Lecturer in the Logistics and Supply Chain Management Department at IoBM. Prior to working at IoBM, he has worked at TCS as an Operations Coordinator. Because of his passion for teaching, he started his career in academia as a Research Associate at IoBM, and in light of that he has published articles pertaining to solid waste management, reverse logistics, forecasting practices in well-known journal.



**Syed Obaidullah Shah** is a Lecturer at the Logistics 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, along with a Certified Supply Chain Professional (CSCP) certification from PIQC Institute of Quality, Syed Obaidullah's current area of research includes applications of Blockchain technology to supply chain management and sustainability in supply chains. He is presently enrolled in Ph.D. program in business management, specializing in supply chain management. His industrial research projects include a study on reverse logistics of a supply chain with an e-commerce online marketplace. Before being associated with Institute of Business Management (IoBM), he has taught and started his teaching career from Ziauddin University's Faculty of Engineering Sciences, Technology and Management (ZUFESTM), where he has also worked as a material management professional.



**Naheed Ghaffar** is a professional holding an MPhil degree in Supply Chain Management from Iqra University, Karachi. Presently, she is serving as a Senior Lecturer within Logistics and Supply Chain Management Department (LSCM), accumulating her earlier five years of experience as Assistant Professor in academia. She has been actively engaged in teaching Supply Chain Management (SCM) electives and overseeing thesis projects for MBA students. Her academic journey has been marked by a profound interest in exploring service supply chain management, sustainability, supply chain visibility and risk management with her published article. Her career extends beyond academia, encompassing roles as a Software Designer and Trainer, Assistant Manager in Sales and Marketing at the Marine Services division of the Marine Group of Companies, and stints as a Business Development Manager and Operations Manager within the logistics industry makes a unique combination of experience and expertise. She brings the blended experience from industry-academia and research.

## College of Computer Science and Information Systems (CCSIS)

**Brig ® 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

**Prof. S. M. Ajil Burney** has a PhD in Mathematics, from Strathclyde University Glasgow-UK, with specialization in Statistics. He is currently a Senior Professor at the College of Computer Science and Information Systems (CCSIS), teaching Mathematics, Statistics, Actuarial Science & Risk Management. He is a member of the BASR and Academic Council of IoBM. He has taught for more than 49 years in the UK, and has been associated with IoBM since 2013. He has gained extensive experience in academic management and organization as Provost, Registrar, Project Director of various ICT projects, and is a Founding-Director of the IT Institute, University of Karachi. He is an approved HEC Supervisor, and has supervised 21 PhDs and 15 MS/M.Phil. scholars, in mathematics/computer science/statistics and data science. His research work has garnered 4125-plus citations.



**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, Intuitional 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.



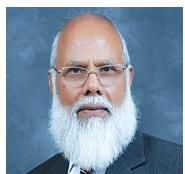
**Jahangir Baig** is currently pursuing his PhD in Statistics from University of Karachi. He holds an MPhil in Statistics, MSc in Statistics and a B.S in Computer Science from University of Karachi. He is working as a Senior Lecturer at IoBM. His areas of interest are Predictive Modeling, Statistical Inference, Data Mining, Sampling Designs. He has taught at University of Karachi, NED University, BBSUL Karachi, prior to joining IoBM.



**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.



## Mathematics and Statistics



**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.



**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. 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.



**Rizwan Ahmed** is currently pursuing PhD in Economics from IoBM. He holds his MSc in Statistics and MPA (Finance) from the University of Karachi, MAS (Applied Economics) from Applied Economics Research Center, University of Karachi and MS (Economics) degree from IoBM. He has been associated with IoBM since September 2006 and is currently working as an Assistant Professor in the Department of Mathematics & Statistics. He has Nine research publications in his credit out of which three in Pakistan Business Review ('X' category Journal) published by IoBM, two publications are in research journals indexed by Scopus. He also has completed an online certificate course on "On- line Teaching" from University of New South Wales, Australia. His areas of interest are Quantitative Analysis for Business and Management, Statistical Inference, Econometrics, Macroeconomics, Mathematical Economics and Financial Econometrics.



**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.



**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).

**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**, 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.



## Computer Science

**Dr. Ehsan Rehman** holds a PhD in Computer Science in Artificial Intelligence from the National University of Singapore (NUS). He completed his bachelor's from GIK institute. He is currently working as an Assistant Professor and HoD of the Computer Science Department at IoBM. His academic experience includes being a full-time teaching staff at NUS, and the HoD of Computer Science department at Karachi Institute of Technology and Entrepreneurship (KITE). His research interests include Robot Motion Planning, Artificial Intelligence, Machine Learning, Graph Algorithms, Probabilistic Algorithms and Blockchain Technology. He has published in top conferences and journals and has supervised various student projects. He has taught various courses of Computer Science and Mathematics, including among many others, Data Structures, Algorithms, Discrete Mathematics, and programming courses in C, C++, Java, and Python.



**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 Efrone 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** holds 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 Assistant 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.



**Engr. Khalid Bin Muhammad**, a PhD candidate in Computer Science, has over 25 years of professional experience in teaching and industry (Dawlance/PPL). He had headed I.T, at IoBM, and conducted various trainings and courses. His research interests include but are not limited to N.L.P (Urdu Language), Artificial Intelligence, Data Warehouse, Data Mining, Big Data, B.I, D.S, Image-recognition, IoT, Fuzzy Logic, H.C.C and M.L. He is proficient in various programming languages, especially Python. He serves as the Focal Person for Turnitin at IoBM. He is Life-time member of the P.E.C, IEEE-USA, IEEE C.S, IEEE I.E.S, Rapid Miner Community and Joint Secretary of IEEE Ex-Comm. He is also a reviewer for many High Impact Factor International Research Journals, and has published many research papers in local and international journals.



**Dr. Wazir Ali** has a PhD in Computer Science from the University of Electronic Science and Technology of China. He is presently working as Assistant Professor and Head of Research Department at IoBM. His professional experience includes teaching varied Data Science subjects. His academic and professional achievements include receiving a PhD scholarship from the Chinese Scholarship Council. His PhD project was fully funded by the National Key R&D Program of China. His research has been published in scientific journals, and presented them at major NLP conferences. One of his papers was nominated for Best Paper Award at RANLP-2021. More recently, his proposed dataset became part of the publicly available Stanza software package, released by the Stanford University NLP group. He also serves as Member - Scientific Committee, at various NLP conferences.



**Syed Farhan Mazhar** is pursuing his PhD in Canada. He completed his M.Phil course work from Department of ISPA, University of Karachi and received his M.Eng degree in Software Engineering and Intelligent System from the University of Alberta, Edmonton Canada. He also holds an MSc in Applied Physics with specialization in Electronics from University of Karachi. He is working as an Assistant Professor at IoBM and has worked in a variety of organizations in the educational and professional services industry, including national and international organizations; some of these being: NED University, Concordia University College, Canada, Capital Health, Edmonton, Canada. His areas of interest are Software Engineering, Semantic Web, Data Mining, ERP, Database Management System and Project Management.



**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).

**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



**Engr. 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.



**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".



**Ujala Rehan** holds a BS in Software Engineering from Ilma University and is a certified Web Engineer and SEO Expert from NED university. She is working as a Lab Supervisor at the Institute of Business Management. Her areas of interest are SEO, Web engineering, WordPress, and digital marketing. She has taught at Aptech prior to joining IoBM. She is also currently pursuing her MBA in Marketing from IoBM.



## College of Engineering and Sciences (CES)

### Electrical Engineering and Engineering Management



**Dr. Seema Ansari** holds a PhD degree in Telecommunication Engineering from the University of Malaga, Spain, MS/CS Telecommunications, from University of Missouri KC, USA, and B.E. Electronics from NED University of Engineering & Technology, Karachi Pakistan. She is Advisor to the Rector and Associate Professor at the College of Engineering Sciences (CES), IoBM. She was formerly Associate Dean and Head of the Department at CES. She has been Director Asia Pacific Institute of Information Technology, Karachi, (a joint venture of APIIT Malaysia and affiliated with Staffordshire University U.K. She has taught at NEDUET and DUET, Karachi. She has 70+ publications in international and national journals. Her research focus has been on Internet of Things (IoT), 5G, 6G, Underwater Communications, MAC strategies for Underwater Acoustic Wireless Sensor Networks.



**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.



**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.



**Abdullah Aziz** holds a Master's degree and a gold medal in Mechanical Engineering from NUST. He did his Bachelor of Engineering (Mechanical) from NED University of Engineering & Technology. He is working as a Lecturer with IoBM. He began his career at Karachi Shipyard & Engineering Works as Assistant Superintendent (ASP) and took charge as acting Manager (QHSE) before he began pursuing his career in academia. He is NEBOSH ICG1 & GC3 certified, ISO 22000 Associate, ISO 9001 Lead Auditor, OHSAS 18001 Auditor, and Six Sigma Green Belt.



**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.



**Tahniyat Aslam** is a PhD scholar 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 Lecturer. 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.



**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 PAFKET 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.



**Kubra Bashir** holds an M.E Degree in "Telecommunication Engineering" an B.E in "Telecommunication Engineering" from NED University of Engineering & Technology. She has worked as a Visiting Teacher in NED University of Engineering and Technology for 2 years and as Physics Lecturer in Excellence Intermediate College for 3 years. She is currently working as a Lecturer in Electrical Engineering Department of IoBM. Her area of interest is Optical Fibers, Signals & Systems and Electrical Circuits.



## Industrial Engineering & Management



**Dr. Mohammad Irshad Khan** holds a PhD degree in Chemical Engineering and a Postgraduate Diploma from University of Bradford, UK. He is working as Professor with IoBM. He has over 30 years experience of industry and management and is a registered consultant of the Islamic Development Bank, Jeddah and SMEDA, Pakistan. He is a professional member of Institute of Industrial Engineers, USA.



**Dr. Fahad Bin Abdullah** is an Assistant Professor with a PhD from the Institute of Business Management. His research articles in the fields of energy policy and analysis have been published in impact factor journals. He also has a BE Mechanical Engineering degree from NED University and an MSc in Mechanical Engineering and Management from London South Bank University. Production, operations, manufacturing techniques, energy efficiency, and energy management are among his teaching interests.



**Dr. Falak Shad** holds PhD Energy and Environment management from institute of business management. Previously she had completed her MBA (Finance) from Institute of Business Management and holds the bachelors of engineering (Industrial & Manufacturing engineering) from NEDUET. Dr. Falak has published her work in national and international journals and She also has presented her research articles in various international conferences. Her research interest focuses on environmental issues, climate change supply chain management and quality management. She also contributes in prestigious research journals as reviewer. She has six years of industrial experience in leading automotive industries as a head of production and purchase department. She is a certified ISO lead auditor by IRCA (UK) and possesses expertise on SAP in PP, MM and CO module. Dr. Falak also serving as assistant editor in Journal of Education and Educational Development. Dr. Falak also acts as faculty advisor of Entertainment Plus Society (EPS) of Institute of business management.

## Commercial and Professional Studies



**Rabia Sabri** is a qualified Chartered Management Accountant (CMA) ICMAP, MS in Finance, and MBA in Accounting and Finance. Currently, she is pursuing Ph.D. Finance and Chartered Financial Analyst Level 2 (CFA) from CFAI. She is currently Senior Lecturer and HoD Business & Professional Studies at IoBM. She has more than fifteen years of teaching and corporate experience. She has taught Accounting, Finance, Financial Reporting, and Economics courses at various universities in Karachi, served at two universities in Saudi Arabia, and taught ACCA and PIPFA courses. Her research areas are Financial Reporting, Behavioral Finance, Islamic Finance, Equity Valuation, and Fixed-Income Securities Analysis.



**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.



**Nayab Amjad Jumani** working as lecturer at Commercial and Professional Studies Department. A member of ACCA – UK and has experience working in auditing and fund accounting at various financial institutions including Ernst and Young and UBL fund Managers. Also has more than 8 years of experience lecturing ACCA courses.



## 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. Muhammad Ajaz Rasheed** holds a PhD in Economics at IoBM. He received an MPhil in Economics from IoBM, an MAS (Applied Economics) from the Applied Economics Research center (University of Karachi) and MSc (Statistics) from the University of Karachi. He is working as an Assistant Professor with IoBM. He has 30 years of professional, including teaching experience in the area of Statistics and Economics. His research primarily focuses on Macro-Economic Modeling and social sector development. He has published research papers in national and international journals and has contributed to many research projects of national interest. The area of his contribution has been as follows: Sindh Economic Survey, review of Pakistan's large-scale manufacturing sector 2010, comprehensive development strategy for Baluchistan and many other researches.



**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 Assistant 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. Hira Mujahid**, Assistant Professor in the Department of Economics at CESD, has a PhD in Economics. She is also Head of Research at CESD, and an HEC approved supervisor. She is also on the Editorial Team of the Journal for Business Education and Management - UIT University, Karachi, and Assistant Editor, Journal of Education and Educational Development, IoBM. She teaches courses such as Principles of Microeconomics and Macroeconomics, Managerial Economics, and Seminar in Economic Policy. She has supervised MPhil theses, and looking forward to supervising more on Governance Models and Macroeconomic issues. Her research articles are published in HEC and Scopus recognized national and international journals. She has participated in several international conferences and presented papers at several of them..



**Ch. Sohail Ahmed** holds an MSc in Statistics from KU, MPA from IBA, and an MAS in Economics from the Applied Economics Research Center, Karachi. He also holds a PGD (Computer Science) from the University of Karachi. He is currently working as a Senior Lecturer at IoBM. His research primarily focuses on International Trade and Econometrics. He is pursuing MPhil Degree in the area of International Trade. He has served for 30 years at various public and private institutions.

**Muhammad Zubair** is currently pursuing his 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.



**Sadia Mansoor** She received an MSc degree in Economics from Quaid- e-Azam University, Islamabad. She holds her MAS Economics in the Applied Economics Research Center from University of Karachi. She is currently working as a Senior Lecturer at IoBM. Her areas of research are development economics and public policy. She worked as a visiting faculty in different universities before joining IoBM as a full-time faculty member. She has attended a number of international conferences and has various publications to her credit. She is also a co-supervisor of MS thesis at IoBM. She has been associated with the Institute as visiting faculty in the past.



**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** is a Senior Lecturer in the Department of Economics. He earned his MPhil in Applied Economics from the Applied Economics Research Centre at the University of Karachi and holds an MSc in Economics from Quaid-i-Azam University Islamabad. Zia has been a member of the Department of Economics since July 2012. His research interests include globalization, Fiscal Policy, Urbanization, and Stock Markets, topics on which he has published various papers in reputed national and international journals. Additionally, he has collaborated on two projects at the institute with the International Union for Conservation of Nature (IUCN) and the World Wide Fund for Nature (WWF). He teaches Microeconomics, Macroeconomics, Business Economics and Health Economics to students of various programs.



**Yousuf Aboya** is a Ph.D. scholar in Economics at IoBM, has an M.Phil in Economics from IoBM and M.A in Economics from the University of Karachi. He is working as a Senior Lecturer at IoBM. He has eight years of teaching experience at various business institutions. His research interests are in Monetary Economics, Macroeconomics & International Trade. He has some research publications in reputable journals to his credit. He has also presented papers in various conferences.



## Education



**Dr. Sarwat Nauman** is currently heading the Department of Education as an Associate Professor. She has teaching experience of 19 years and has been associated with IoBM since 2010. She is also the Chief Editor of the Journal of Education and Educational Development and an HEC Pakistan approved supervisor. Her experience in the field of education is diverse and as such she has the experience of teaching Education, English Language, English Literature and Communication courses. Dr. Sarwat has appointed as the Country Director, Pakistan by Higher Education Teaching and Learning (HETL) since 2020. She has won many awards and was able to win the NRPU grant by HEC. She has conducted many seminars, workshops and conferences in the field of Education.



**Dr. Kiran Hashmi** 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. Zehra Habib** holds a PhD in Education from George Mason University, USA, and has received prestigious awards including a dissertation fellowship in 2012. With three decades of teaching experience, she earned a Master's in TESOL from American University, USA, and a Master's in English Literature from the University of Karachi, Pakistan. Dr. Habib is passionate about women, peace, and security issues, interning with ICAN in Washington DC, and engaging in research on Human Rights, Social Justice, and Post-Colonial Education. She has presented at numerous international conferences and received awards for her papers, notably from TIIKM. Her future projects focus on writing scholarly papers and contributing to conferences on Education, Social Justice, and Women's Rights.



**Diana Ambrose**, with 25 years in education, is currently a Senior Lecturer and a PhD candidate 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 Galliott'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



**Urfi Khalid** holds an MA in Physical and Political Geography from the University of Punjab. She is working as an Assistant Professor with IoBM. Prior to her current assignment, she was associated with IoBM as visiting member of faculty since 1997. She was teaching at various levels in international institutions in the Middle East before joining IoBM. Her research focus is on gender issues in the economic development of Pakistan. A research paper article by her was published in Pakistan Business Review, April 2011. She presented her paper on Gender Issues of Pakistan Textile Industry at the seminar on "EU Trade Concessions to the Textile Industry of Pakistan" held at IoBM. She has attended various conferences and seminars held at Karachi University and IoBM.



**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.



**Ambassador. G.R. Baluch** is Director Global and Regional Studies Center –IoBM and adjunct faculty 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 Koreas and Joint Secretary Prime Minister's Secretariat. 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 on Foreign Policy, and Public Policy issues. He is also regularly invited as a speaker to national and international seminars and workshops.



**Sa'adiah Syed Ali** has completed her BBA and Msc. in Organisational Psychology and Human Resource Management both, from the Institute of Business Management and is an IoBM alumna. Her teaching career spans over nearly 16 years and she has had the privilege of teaching at some of Karachi's most renowned Cambridge schools and universities, including IoBM. She is also a Level One certified Traditional Islamically Integrated Psychotherapist having completed this certification with Khalil Center (USA) in 2021. Ms. Sa'adiah also has a certificate in Islamic Psychology from International Association of Islamic Psychology and practices as an Islamic guidance counselor (privately). She has an interest in understanding and developing Islamically Integrated counseling/therapy sessions for industrial and business application in future.



## Business Psychology

**Dr. Nadia Ayub** (Profile on Page No. 201)



**Dr. Sana Sadia** is Acting HOD & Assistant Professor in the Department of Business 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. His 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 Synergyizer 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** holds MA in Filmmaking from Kingston University London, UK and Bachelor in Film and Television from Indiana University Bloomington, USA. He is working as an Assistant Professor of Practice and Head of Media Production Department at the level of Senior Manager. In the US, he interned for CNN's AC360 and went on to be a producer on a sports broadcast show on the Big Ten Network. After his return to Pakistan, Nabhan was an Assistant Producer at Stimulus Productions working on TV Commercials for big name brands and later on, started his own production company specializing in Digital Videos.



**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 Koetzier



## 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 Akhund MSC, Economics, IoBM	Danish Khalil MBA (Marketing & LSCM) IoBM	Dr. Mushtaq Ahmed PhD
Aneela M. Ramzan MSc. Karachi University	Dr. Abdul Khaliq Aboya Ph. D. in Philosophy	Dr. Noman Saeed PhD
Annan Waffi Sohail Qureshi MBA, Hamdard University	Dr. Amir Iqbal PhD	Dr. Qamar Abbas PhD
Aqeel Anwar Kamal MBA (Finance & Accounting)	Dr. Shahid Iqbal PhD	Dr. Sulaiman Fahad MBA (Health & Hospital Management) - 2013
Arbaz Ahmed Yar Khan LLB, Hamdard University	Dr. Aamir Hussain Siddiqui PhD	Dr. Syed Ammad Ali PhD
Arham Khan MBA, IoBM	Dr. Abdur Rasheed PhD	Dr. Syed Imran Zaman PhD. - 2018
Arif Deen MBA	Dr. Asghar Ali PhD	Dr. Syed Mehboobul Hassan Bukhari PhD
Arsalan Raza Hemani CFA	Dr. Faizan Iftikhar PhD	Iqra Ramzan M.Phil. (Clinical Psychology)



Ehsan Badar CFA, USA	Haris Ali Khan PhD, University of Karachi	MAIRA AKHTAR MBA from IoBM
Erum Rizvi MBA (HR & Marketing)	HARIS INAM MBA, IoBM	MALIK MANSSOR KABANI MBA & MPhil-Marketing
Fahad Hussain MBA (LSCM)	Harish Chander MBA - Gold Medalist from IOBM	MANSOOR ALI SHAHANI Msc. (Pakistan Studies)
Fahad Mushtaq Shaikh ACCA (UK) 2021	Hena Anwar MBA, IoBM	Maria Paola Spec. in Early Learning Method, Pedagogy
Faheem Vohra MBA, IOBM	Humza Mahfooz MBA, IoBM	Masood Ahmed Zia MBA (concentration HR)
Faisal Ali Shaikh MBA	Iqbal Hussain M.Phil. - 2020	Mian Sohail Sarwar BSc (Textile Engineering)
Faisal Durrani BBA (Marketing)	Irfan Ansari MBA, IBA - 2018	Midhat Arif MSc. Karachi University
Faisal Saleem Mushabbar M.A.(Economics), UK	Jamil Ahmed ACMA, ICMAP - 2018	Mirza Salman Baig MBA from IoBM
FAKHIR MUSHARRAF MBA, UK	Javed Malik (HRM) MBA	Mobashir Mussawar MBA (Marketing)
Faraz Ahmed Shaikh MA Philosophy, KU,	Jibran Siddiqui MBA, IoBM	Mohammad Mujeeb Beig MS (Islamic Finance) - 2021
FARAZ NASIM MBA, IoBM	JUNAID SAEED CFA - 2022	Muhammad Aftab Changi MBA (HR)
Farhan Ahmed Yousfani MBA	DR. KAMRAN ABBAS NAQVI PhD in Economics 2020	Muhammad Ahmad Qadar MBA, Uni. Of Punjab, CFA, Institute, USA
Farooq Shaikh MBA, IBA	Kashif Saleem ACCA - 2019	MUHAMMAD ALI CA
Fawad Alam MBA, UK	Kashif Shamim M.Sc (HRM)	Muhammad Asama A. Jabbar Bhadelia MBA (Marketing), IoBM
Fawaz Ahmed MBA (Marketing)	Kazim Jamil LLB	Muhammad Ather MBA (Marketing), IoBM
Hafiz Imtiaz Ahmed MSc (Biomedical Engineering)	Khurram Bashir CPA, Indiana State Board of Accountancy	Muhammad Hassaan MBA, Marketing, IoBM
Hafiz Muhammad Ali Amanullah ACCA - 2022, ICAEW (Finalist) - UK	Lubna Tahir Sheikh MBA (Marketing) - 1999	Muhammad Haziq Patel MBA (Marketing)
Hafiz Waqar Yousufi MA-Quran o Sunnah KU	Madiha Ashraf MS Finance	Muhammad Imran Khan MSc (Information Technology)
Hammad Asim MBA	Mahnoor Maqsood MBA (Marketing) - 2020	Muhammad Junaid PhD (Islamic Learning)
Hamza Kazi MBA from IoBM	Mahwish Baasit Hussain M Phil-Business management	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 Ajaz 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
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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



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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 (Europeon 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



**Muhammad Waziruddin Jahangir**  
General Manager and Senior Advisor to  
the President for Corporate Affairs  
CA Finalist, (ICAP)



**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 &  
Assistant Professor, HRM  
PhD (SZABIST)

	<b>Aslam Kurban Ali</b> Senior Manager Finance ACMA		<b>Nabhan Shah Karim</b> Senior Manager, Assistant Professor of Practice and Head of Marketing and Media Production MA (UK)		<b>Lt Col (R) Muhammad Faraz</b> Senior Manager Security, Maintenance & Proctor Office MS, Engineering Management
	<b>Imdad Ali Mugheri</b> Manager and HoD Admissions MBA, LLB		<b>Riaz Akbar Contractor</b> Manager Sports & Student Affairs B.Com		<b>Rabia Sabri</b> HoD Academics MBA (Acctt & Fin) PIMSAT
	<b>Nadeem Ahmed Khan</b> Manager Internal Audit MBA, CIMA Finalist (England) Chartered /Corporate Sec. FCIS (Pak/England)		<b>Syed Adnan Faisal</b> Manager, Maintenance BE, Electrical Engineering		<b>Asim Farooq</b> Manager and Head of Development MSc ERP, BCS, BCCI, FAST
	<b>Malik Barolia</b> Manager, Salary & Compensation MBA		<b>Fesal Bin Naseem</b> Controller of Examination MS, MSc Applied Physics		<b>Muhammad Azhar</b> Manager, Finance Professional Accounting Affiliate
	<b>Atif Shahab</b> Manager Quality Assurance MPhil		<b>Syed Faraz Ali</b> Manager (ORIC) MPhil		<b>Shaikh Muhammad Sharif Nasir</b> Librarian MLIS, KU
	<b>Raza Abbas</b> Head of SSK-BIC BA, USA		<b>Sartaj Hussain</b> Senior Assistant Manager & HoD Security BA		<b>Muhammad Hassan Sayeed</b> Senior Assistant Manager Financial Assistance & Scholarship Office MBA
	<b>Juveria Baig</b> Senior Assistant Manager & HoD Internship, Placement and International Office MBA (Marketing)		<b>Muhammad Umer Hafeez</b> Senior Assistant Manager & Head of Network Customer Support MS		<b>Abdul Khaliq</b> Assistant Manager, Internship, Placement and International Office MBA
	<b>Anjum Aziz</b> Proctor, Administration MBA		<b>Hammad Munir Magoon</b> Acting HoD, Assistant Manager, Purchase MBA		<b>Muhammad Adnan</b> Assistant Manager, Admissions MBA, MIS

	<b>Masood Hasan</b> Assistant Manager Finance MBA		<b>Syed Mustafa Hussain</b> Assistant Manager MA		<b>Abid Ali</b> Assistant Manager, Accounts & Taxation CA (Intermediate)
	<b>Abdul Sajid Khan</b> Assistant Manager, Oracle Database Administrator MCS, MBA		<b>Hafiz Humayun Baig</b> Assistant Registrar/ Assistant Manager MA		<b>Shayan Hussain</b> Assistant Manager and Lecturer MS
	<b>Muhammad Omar Iftikhar</b> Assistant Manager, Public Relations MBA		<b>Syed Muhammad Rehan Ali</b> Assistant Manager, HR MBA		<b>Muhammad Kamran</b> Assistant Manager, Examination MCS & MBA
	<b>Hassan Irfan</b> Assistant Manager, Sports & Student Affairs MSc		<b>Ameer Ali</b> Assistant Librarian MLIS		<b>Sidra Rehmani</b> Assistant Manager, HR MPA/MBA (HR)
	<b>Humaira Kanwal</b> Lecturer & Assistant Manager, ORIC MS				

<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 Irfan</b> Web Developer, Senior Officer BS (SW)	<b>Maria Asad</b> Senior Officer, QEC MSc
<b>Dania Raheel</b> Senior Officer, QEC MBA	<b>Muhammad Ishfaq Ullah Khan</b> Senior Officer, IT MBA	<b>Syed Muhammad Zeeshan</b> Senior Accounts Officer MA
<b>Shaikh Muhammad Fahad</b> Senior Officer, Salary & Compensations BCom	<b>Farooq Ahmed</b> Executive Secretary BA	<b>Syed Muhammad Ayaz</b> Administrative Officer MA
<b>Fasiullah Khan</b> Administrative Officer MA	<b>Amir Ali Khan</b> Admission Officer MA	<b>Umar Saeed Kirmani</b> Business Development Executive Officer MBA
<b>Nida Iqbal</b> Library Officer MLIS	<b>Sheroonia Zameer</b> Admission Officer MBA	<b>Madiha Khan</b> Senior Secretary to the President MBA
<b>Sana Shakil</b> Senior Secretary cum Teaching Associate MSc	<b>Abeera Jamil</b> Secretary Dean's Office (CBM) MBA	<b>Kanwal Hussain</b> Officer MPhil
<b>Sarfraz Ahmad</b> Officer, OGS MPhil	<b>Anamta Salam</b> Marketing Executive MBA	<b>Muhammad Qavi Hassan Tahir Khan</b> Editorial Officer, CCSIS MS
<b>Ghazalah Rizwan</b> Officer, Internship, Placement & Int. Office MBA	<b>Khizra Massab</b> Department Officer, Entrepreneurship MBA	<b>Munnaza Salman</b> Department Officer, Education MBA
<b>Dr. Rustam Ali Leghari</b> Medical Officer MBBS	<b>Hira Jamshaid</b> Department Officer, MHM MBA	<b>Syed Husain Shaharyar</b> Department Officer, MS
<b>Agha Muhammad Hassan Khan</b> Officer-SSK-BIC MBA	<b>Anam Iqbal</b> Assistant to Director Research Officer MBA	<b>Faria Awan</b> Assistant Editor (Officer-II), IJELCS MA/MBA
<b>Muhammad Faisal Nisar</b> IT Officer BCom	<b>Shahzeb Khan</b> Library Officer BLIS	<b>Riffat Shafique</b> Web Developer Officer BSIT
<b>Hussain Ali</b> Media Coordinator BS	<b>Asim Ahmed Khan Yousfi</b> Officer, Academics & Registration Diploma in Graphic Designing, BA (Uok)	<b>Asad Hussain</b> Outreach Officer BCom
<b>Arsalan Khan</b> Registrar's Officer BCom	<b>Tariq Majeed</b> Graphic Designer BS	<b>Zohaib Ali</b> Analyst Programmer / Officer BS (CS)
<b>Aamir Khan</b> Officer Salary & Compensations BCom	<b>Shahzaib Asim</b> Assistant to Director Research Officer BBA	<b>Muhammad Najam Alam Siddiqui</b> Account Officer ACMA Part Qualified
<b>Navera Abrar</b> Editorial Secretary / Officer, Education B.Ed	<b>Amna Khan</b> Social Media Coordinator BBA	<b>Manahil Sohail</b> Marketing Executive BBA
<b>Adeet Kumar</b> IoT Lab Engineer BE	<b>Mahwish</b> Web Developer, Officer MSCS	<b>Muhammad Mustafeez ur Rehman</b> Capstone Officer, LSCM BE
<b>Rahul Kumar</b> IoT Lab Engineer BE	<b>Ali Asghar Shabir</b> Videographer & Editor, Media Studies BS	<b>Shabbir Hussain Kerai</b> Department Officer, GBR BBA
<b>Zainab Maqbool</b> Capstone Officer Doctor of Pharmacy		



# ACADEMIC CALENDAR

## FALL 2024

Registration of Courses and Fee Payment (On board students)	Tuesday, August 20, 2024 Onwards
Orientation for newly admitted students	Saturday, September 7, 2024
Commencement of Classes	Monday, September 09, 2024
Eid-e-Milad-un-Nabi (SAW)*	Monday, September 16, 2024
Midterm/Assessments	Monday, October 28, 2024 to Sunday November 03, 2024
Last day to drop courses without penalty	Saturday, November 09, 2024
Last day to drop courses with penalty**	Saturday, November 30, 2024
Revision and Presentation Week	Monday, December 23 to Sunday, December 29, 2024
Quaid-e-Azam's Birthday	Wednesday, December 25, 2024
Final Exam	Monday, December 30, 2024 to Sunday, January 12, 2025
Classes End	Sunday January 12, 2025

### Exam/Assessments Schedule

Week	Exams	Dates
8th	Midterm/Assessments	28/10/2024 to 03/11/2024
17th & 18th	Final	30/12/2024 to 12/01/2025

\* Subject to the appearance of moon

\*\* Grade 'W' will appear in Transcript

**Note:**

*All dates are subject to change. Students will be informed of the changes well in advance.*

*For details of examination please visit the website.*



## SPRING 2025

Registration of Courses and Fee Payment (On board students)	Tuesday, January 14, 2025 Onwards
Orientation for newly admitted students	Saturday, January 25, 2025
Commencement of Classes	Saturday, February 01, 2025
Kashmir Day	Wednesday, February 05, 2025
Pakistan Day	Sunday, March 23, 2025
Last day to drop courses without penalty	Tuesday, March 25, 2025
Eid-ul-Fitr*	Monday, March 31, 2025 to Wednesday, April 02, 2025
Midterm/Assessments	Saturday, April 05, 2025 to Thursday, April 10, 2025
Last day to drop courses without penalty**	Thursday, April 17, 2025
Labor Day	Thursday, May 01, 2025
Revision and Presentation Week	Saturday, May 17, 2025 to Thursday, May 22, 2025
Final Exam	Saturday, May 24, 2025 to Thursday, June 05, 2025
Classes End	Thursday, June 05, 2025

### Exam/Assessments Schedule

Week	Exams	Dates
10th	Midterm/Assessments	05/04/2025 to 10/04/2025
17th & 18th	Final	24/05/2025 to 05/06/2025

\* Subject to the appearance of moon.

\*\* Grade 'W' will appear in Transcript.

**Note:**

*All dates are subject to change. Students will be informed of the changes well in advance.*

*For details of examination please visit the website.*

## SUMMER CRASH 2025

Registration of Courses and Fee Payment (On board students)	Monday, May 19, 2025 Onwards
Commencement of Classes	Saturday, June 14, 2025
Eid-ul-Azha*	Saturday, June 07, 2025 to Monday, June 09, 2025
Last day to drop courses without penalty	Monday, July 07, 2025
Ashura*	Saturday, July 05, 2025 to Sunday, July 06, 2025
Last day to drop courses with penalty**	Monday, July 21, 2025
Independence Day	Thursday, August 14, 2025
Revision and Presentation Week	Saturday, August 09, 2025 to Thursday, August 14, 2025
Final Exam	Saturday, August 16, 2025 to Saturday, August 23, 2025
Classes End	Thursday, August 23, 2025

### Exam/Assessments Schedule

Week	Exams	Dates
5th	Midterm/Assessments	12-07-25 to 17-07-25
10th	Final	16-08-25 to 23-08-25

\* Subject to the appearance of moon.

\*\* Grade 'W' will appear in Transcript

**Note:**

*All dates are subject to change. Students will be informed of the changes well in advance.*

*For details of examination please visit the website.*



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