



BUSINESS STUDIES

Bahria Business School have offers a portfolio of two departments and each department have the undergraduate and graduate levels. Our graduates enjoy a good employment rate in commerce and industry, which shows that employers repose confidence in their abilities. The Department is striving to become the best business school in the region.

- Master of Business Administration (MBA)
- Masters of Business Administration MBA (Pharma/Health)

Campuses

Islamabad, Karachi

Regular Program Duration

1.5/2 Years
3 /4 Semesters

Available Specialization

Marketing, Finance,
Entrepreneurship,
Supply Chain Management
Management Information System,
Human Resource Management,
Islamic Finance

Program Timing

Morning, Evening, (Weekend)

Entry Requirements

MBA (2 years): Four years Bachelor's degree with a minimum of 50% marks/CGPA 2.5/4.0 in any discipline.

MBA 1.5 Year

Four years bachelor's degree (Business education) with the minimum of 50% marks or CGPA 2.5/4.0 in a discipline.

Additionally, applicants must provide HEC verification of all academic certificates / degrees.

Objectives of the Degree Program

- To produce quality MBAs equipped with business and societal knowledge and skills.
- To arouse curiosity to know and resolve the business issues as business manager and leaders.
- To develop students to look critically at business issues and devise pragmatic resolves
- To develop an understanding of the linkages between business and social development.
- To increase the pool of socially responsible business managers and leaders in the society.

Learning outcome of the Degree Program

Our MBAs will be able to assume and discharge management/leading responsibilities of local/international business enterprises. Graduates will be able to promote ethical business practices at the work place. They will be able to become entrepreneur themselves or will be able to contribute to the realization of entrepreneurs' business vision. Our MBAs will be able to contribute to the development of the academic institutions by undertaking teaching and research responsibilities. Our graduates will be part of a dynamic business and social world by becoming active volunteers/members of such networks.

Why choose BU for the Stated Degree Program?

Bahria University MBA program targets on evolving student's intellectual ability, dynamic personality and decision-making skills through an appropriate combination of business and general courses. The MBA program offers students with a comprehensive business education of internationally recognized best practices with the option of adapting their knowledge towards developing an entrepreneurial mindset.



ROADMAP OF MBA 2 YEARS

Semester 1

Course Code	Course Title	CH
MKT 522	Marketing Management	3
ACC 501	Financial Accounting	3
MGT 501	Theories and Practices of Management	3
BCM 512	Business Communication	3
QTM 503	Stats & Maths for Management	3

Semester 2

Course Code	Course Title	CH
MGT 541	Human Resource Management	3
ACC 503	Cost and Managerial Accounting	3
ECO 520	Economics	3
FIN 502	Financial Management	3
RMT 620	Methods in Business Research	3

Semester 3

Course Code	Course Title	CH
MGT 662	Strategic Management	3
FIN 611	Corporate Finance	3
SDW 696	Dissertation (Proposal Development)	3
	Specialization I	3
	Specialization II	3

Semester 4

Course Code	Course Title	CH
MGT 653	Corporate Leadership and Social Responsibility	3
	Specialization III	3
	Specialization IV	3
MKT 600	Contemporary Issues in Business	3
SDW 698	Thesis Write up and Defense	3

MBA-1.5 Years (30 Credit Hours)**Semester-1:**

Course Code	Course Title	CH
MGT 662	Strategic Management	3
FIN 611	Corporate Finance	3
MGT 653	Corporate Leadership and Social Responsibilities	3
	Specialization I	3

Semester-2:

Course Code	Course Title	CH
MKT 600	Contemporary Issues in Business	3
	Specialization II	3
	Specialization III	3
SDW 696	Dissertation (Proposal Development)	3

Semester-3:

Course Code	Course Title	CH
SDW 698	Thesis Write up and Defense	3
	Specialization IV	3

Course Descriptions MBA

SEMESTER-1:

Marketing Management

Course Code: MKT 522

Prerequisite: MKT 510

This course is meant for students who have already studied Principles of Marketing. This course is designed towards providing an understanding of the rationale of marketing decisions from a managerial perspective. It seeks to provide a framework for decision-making that is logical but does not stifle creativity and as such it requires the integration of the theory and practice. Students are taught to make strategic marketing decisions based on analytical techniques they will learn in this course. They learn to design a marketing plan based on sound conceptual framework and to devise a strategy to implement the plans and decisions.

Financial Accounting

Course Code: ACC-501

Prerequisite: None

The course is to orient the students to accounting as part of a management information system. The course is designed to acquaint the students with reporting and analyzing functions of accounting. Emphasis is to educate students so that they are in a position to interpret and use accounting information intelligently and effectively.

Theories and Practices of Management

Course Code: MGT-501

Prerequisite: None

The course deals with the basic principles and methodologies of management. It teaches the application of these principles to various industrial sectors. Major functions of management such as

organizing, planning, leading, and controlling are the foundations of this course. Contemporary issues in both national and international scenarios are also taught to learners by providing them the understanding in decision making and planning especially the human resource of an organization.

Business Communication

Course Code: BCM 512

Prerequisite: BEN 511

This course is designed to provide students with a comprehensive view of communication, its scope and significance in business, and the role of communication in establishing an effective internal communication program. This course also aims to develop an awareness of the importance of succinct written expression to modern business communication. Effort would be made to hone the competencies of the students in the realm of communication with special emphasis on writing effective and concise business letters and memos, formulating business proposals, drafting informal and formal reports, and editing copies of business correspondence. In addition, students learn to present persuasive and informative business presentations.

Stats & Math for Management

Course Code: QTM 503

Prerequisite: None

The main objectives of this course are to equip students with the understanding of Probability and Statistics for the beginners. Statistics is considered by some to be a mathematical science pertaining to the collection, analysis, interpretation or explanation and presentation of data, so second

objective is to make students familiar with all these terms. Provide the opportunity to the business administrators and development practitioners to learn the basic concepts of statistical theory and tool and aim to familiarize the students with basic concepts of discrete and continuous probability distributions.

SEMESTER-2:

Human Resource Management

Course Code: MGT-541

Prerequisite: MGT-530

Course examines the functions, values and actions associated with contemporary HRM practices. It reviews changing service delivery with service quality evaluation. It covers the five major areas, which includes Framework of HRM and Challenges, Recruitment and Placement, Training, Development Assessment, Compensation, Protection, and Employee relations. After studying this course students gain knowledge and understanding in the different practices relating to Recruitment, Performance review, training, reward, staffing, approaches to HRM policy development and changing nature of work and employment.

Cost and Managerial Accounting

Course Code: ACC-503

Prerequisite: ACC-501

Managerial accounting is concerned with the application of accounting principles and methodologies to business problems. This course increases understanding of accounting and teaches a variety of techniques that allow the learner to solve business problems relating to costs, prices, revenues, profits etc. The course helps the learners to become better decision-makers

in a business or institutional context. It is also concerned with both theory and practice. The theory serves to sharpen analytical skills, and the practice gives experience in the application of the principles and techniques to real-world business problems.

Economics

Course Code: ECO 520

Prerequisite: None

This is a composite course of topics related to micro economics. This course has been designed to provide the learners with the tools of demand, Supply and variety of applications. The student will gain a market structures and produce profit maximization when operating in different markets conditions. The course also provides a solid understanding of macroeconomics concepts off social accounts, aggregate demand and aggregate supply, monetary and fiscal policies and international trade. The course path is studied with case studies as well as assignments related to tropical economic issues.

Financial Management

Course Code: FIN-502

Prerequisite: FIN-501

The theory of financial management enables the students to comprehend and analyze dynamic financial situations for accurate & correct application of business decisions in real time scenario. Course components have been designed to encourage critical thinking for evaluating the merits and demerits of alternative policies/projects/techniques of financial management. Course procedures emphasize solving problems through discussion and analysis including theoretical and numerical exercises.

Methods in Business Research

Course Code: RMT 620

Prerequisite: QTM-502

Course covers concepts and terminologies of empirical methods used in social science research and in other areas of business. Students gain an introductory knowledge of topics such as descriptive statistics, inferential statistics, and qualitative research methods. For quantitative methods, Emphasis throughout course remains on theory development with attention to concept formation and confirmation in a research program. Planning, Design and Sampling are also studied for various research methods. Selected experimental designs, survey research methods and qualitative methods are covered as they relate to problems in library and information science research.

SEMESTER-3:**Strategic Management**

Course Code: MGT 662

Prerequisite: MGT-501

The course is designed to equip the students with overview of strategic management and business policy process as a whole. It provides an insight into business and strategic processes, starting with strategy formulation, implementation and finally evaluation of the strategy. It helps the participants think through the organizational issues at a strategic level; to familiarize them with the various tools for strategic analysis and formulation; and to sensitize them to the social, political and moral structures that help shape decision making processes. This course uses a combination of theory, practical illustrations and cases.

Corporate Finance

Course Code: FIN 611

Prerequisite: None

This course provides an insight to the theory and practice of corporate finance. This course explores the investment and financing decisions of firms from the perspective of the corporate manager. It provides a framework for understanding how a corporation financing, investment, and dividend policies affect its value. It also provides the tools necessary for analyzing and making these decisions. Specific topics include capital budgeting, valuation, cost of capital determination, capital-structure decisions, and dividend policy.

SEMESTER-4:**Corporate Leadership and Social Responsibilities**

Course Code: MGT 653

Prerequisite: None

The course is to help students understand what leadership is, what leaders do and how they do things, and how they can understand leadership opportunities. A scholarly insight into contemporary leadership concepts, theories and their applications in organizations is also inculcated through the introduction of various leadership theories and examples of real-life leaders. The significance of a team or team leadership is a major highlight of this course. How to participate in team projects with an opportunity to be a team player or the leader is given significance in the teaching methodologies.

Contemporary Issues in Business

Course Code: MKT 600

Prerequisite: None

Course introduces students to new and attempts to give a holistic view of Marketing to students with undergraduate specializations in Marketing, Finance

and HR. The course follows and analyzes the new trends shaping the industry. It helps students in adopting new practices and improves inter-departmental working between Marketing and other departments in an organization.

Human Resource Management:

Course Code	Subject
HRM 666	Negotiations and Conflict Management
HRM 648	Organizational Development
HRM 676	International Human Resource Management
HRM 677	Seminars In HRM
HRM 689	Recruitment and Selection
HRM 679	Performance Management
HRM 690	HRM and HRD
HRM 691	Career Planning and Strategic Compensation Management
HRM 660	Training and Development
HRM 670	HR Planning
HRM 664	Job Analysis and Design
HRM 649	HR Research Methods
HRM 682	Industrial Relations and Employment Laws
HRM 671	HR Information Systems
HRM 681	Strategic HRM
HRM 665	HR Theory and Practice
HRM 692	Organizational Psychology

ELECTIVES MBA

Marketing:

Course Code	Subject
MKT 610	International Marketing
MKT 655	Services Marketing
MKT 660	Strategic Marketing
MKT665	Cases in Marketing
MKT635	New Product Development
MKT662	Brand Management
MKT688	Social Media Marketing
MKT691	Consumer Behavior And Psychology
MKT620	Marketing Research
MKT 690	Integrated Marketing Communication
MKT 650	Sales Management
MKT 620	Marketing Research
MKT 693	B to B and Personal Selling
MKT 663	Promotion and Advertising Management
MKT 689	Digital Marketing
MKT 691	Retail and Sales Management
MKT 692	Export Marketing
MKT 693	Marketing Issues in Pakistan
MKT 694	Public Rationing and Relationship Marketing
MKT695	Agriculture Marketing
MKT 603	Product Management
MKT 604	Distribution Management
MKT 605	Digital Analytics
MKT 606	Electronic CRM
MKT 697	Social Marketing

Finance:

Course Code	Subject
FIN 690	Financial Modeling
FIN 691	Strategic Finance
FIN 612	Analysis of Financial Statements
FIN 619	Financial Derivatives
FIN 611	Corporate Finance
FIN 692	Financial Markets and Institutions
FIN 693	Cases in Corporate Finance
FIN 694	Money and Banking
FIN 695	Investment Analysis and Portfolio Management
FIN 635	Management Corporate Turnaround
FIN 696	Financial Reporting
FIN 697	Taxation and Auditing
ACC 622	Accounting Information Systems
FIN 682	Corporate Restructuring
FIN 688	Islamic Finance Theory and Practices
FIN 649	Islamic Banking and Finance
ACC-609	Corporate Law
ACC-608	Advanced Corporate Reporting
FIN 649	Financial Institution Management

Entrepreneurship

Course Code	Subject
ENT 602	Cases in Entrepreneurship
ENT 603	Developing New Products and Services
ENT 620	Entrepreneurial Strategy in Emerging Markets
ENT 606	Innovations and Entrepreneurship
ENT 607	Managing Entrepreneurial Firms
ENT 608	Social Responsibility and Entrepreneurship
ENT 622	Business Growth and Entrepreneurial Finance
ENT 612	Entrepreneurial Marketing
ENT 613	Organizations and Leading Change
ENT 614	Economic of Location and Transportation
ENT 621	Retailing and International Entrepreneurship
ENT 617	Corporate Entrepreneurship
ENT 619	Technology Entrepreneurship

MIS:

Course Code	Subject
IT 655	Database Management System
IT 620	System Analysis and Design
IT679	Enterprise Resource Planning (ERP) Implementation
IT672	Web Application Development
IT 625	Business Process Re-Engineering
IT 680	Data Communication and Networking
IT 681	Information Security and System Auditing
IT 657	Knowledge Management Systems and Technologies
IT 658	Business Intelligence and Decisions Support
IT 608	Digital Analytics
IT 607	Electronic CRM

SCM:

Course Code	Subject
SCM 619	Strategic SCM
OPM 611	Operations and Production Management
SCM 650	Total Quality Management
SCM 600	Inventory Management
SCM 614	Strategic Operation Management
SCM 615	Sourcing and Logistics Management
SCM 616	Supply Chain Modeling
SCM 617	Demand Forecasting
SCM 618	Pricing In SCM
SCM 520	Purchasing
SCM 630	Strategic Procurement in Supply Chain
SCM 631	Operational Planning in Supply Chain
SCM 632	Execution and Control of Operations in SCM
SCM 633	Master Planning of Resources in SCM
SCM 634	Detailed Scheduling and Planning In SCM
SCM 635	Strategic Management of Resources In SCM
SCM 636	Green Supply Chain Management - GSCM
SCM 637	Shipping in SCM
SCM 639	Operational Planning in Supply Chain
SCM 638	Supply Chain Strategy, Design and Compliance
SCM 640	Supply Chain Implementation and Operations
SCM 641	Fundamentals of Supply Chain Management

Note: All Electives should have 3 Credit Hours.

Campus

Karachi

Regular Program Duration

2 Years

9 Semesters

Available Specialization

Pharma

Program Timing

Weekend

Entry Requirements

MBA (2 Years) Sixteen Years Of Non-Business Education MS(F) & MS (PM)

Additionally, applicants must provide HEC verification of all academic certificates / degrees.

Objectives of the Degree Program

- To produce quality MBAs equipped with business and societal knowledge and skills.
- To arouse curiosity to know and resolve the business issues as business manager and leaders.
- To develop students to look critically at business issues and devise pragmatic resolves
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- Graduates will be able to promote ethical business practices at the work place.
- They will be able to become entrepreneur themselves or will be able to contribute to the realization of entrepreneurs' business vision.
- Our MBAs will be able to contribute to the development of the academic institutions by undertaking teaching and research responsibilities.
- Our graduates will be part of a dynamic business and social world by becoming active volunteers/members of such networks.



ROAD MAP

MBA 2 years (Pharmaceutical & Health Management) (60 Credit Hours)

Semester 1

S.No	Course Code	Course Title	Credit Hours
1	MKT 522	Principles of Marketing	3
2	ACC 501	Financial Accounting	3
3	MGT 501	Theories and Practices of Management	3
4	BCM 512	Business Communication	3

Semester 2

S.No	Course Code	Course Title	Credit Hours
1	FIN 502	Financial Management	3
2	MGT 541	Human Resource Management	3
3	QTM 520	Bio Statistics	3
4	ECO 520	Economics	3

Semester 3

S.No	Course Code	Course Title	Credit Hours
1	RMT 620	Methods In Business Research	3
2	MGT 653	Corporate Leadership and Social Responsibilities 3	3
3	FIN 611	Project Management	3
4	MGT 662	Strategic Management	3

Semester 4

S.No	Course Code	Course Title	Credit Hours
1	HBM 615	Principles of Health Care Management	3
2	HBM /PBM 620	Regularity Affairs & Health Care Ethics	3
3		Elective 1	3

Semester 5

S.No	Course Code	Course Title	Credit Hours
1	HBM/PBM 630	MIS in Health Care Management	3
2	PBM 635	Pharmaceutical Business Development & Global Business Environment	3
3		Elective 2	3

Semester 6

S.No	Course Code	Course Title	Credit Hours
1		Elective 3	3
2	SDW 699	Project/Thesis	3

ELECTIVES

S.No	Course Code	Course Title	Credit Hours
1	PBM610	Pharmaceutical Brand Management and E Marketing	3
2	PBM 611	Pharmaceutical sales Management	3
3	PBM 612	Pharmaceutical Marketing and Quality Assurance	3
4	PBM 613	Economics and Management of Pharmaceutical industry 3	3
5	PBM 614	Pharmaceutical Brand Management	3
6	PBM 615	Financial application in Pharmaceutical Marketing	3
7	PBM 616	Pharmaceutical Business Strategy	3
8	PBM 617	Marketing of Bio technology Products	3
9	PBM 618	Consumerism and Public Health	3
10	HBM 625	Basics of Medical Health	3
11	HBM 626	Health Economics	3
12	HBM 627	Financial services of Health Services	3
13	HBM 628	Strategic Management of Health Services	3
			3
14	HBM 629	Concepts of Primary Health Care	3
15	HBM 630	Managing Professional Health Care Organization	3
16	HBM 631	Marketing Health Care Services	3