

BSMG Modular system

Batch 2014-15 to 2016-17

| FIRST YEAR | | | | | |
|--------------------|--------|---------------------------------------|-------------------|-----------|----------|
| Course Code | | Course Title | Credit Hrs | | |
| | | | Th | Pr | T |
| SPRING | MG-110 | Fundamentals of Management | 3 | 0 | 3 |
| | MT-113 | Business Mathematics | 3 | 0 | 3 |
| | MG-111 | Principles of Marketing | 3 | 0 | 3 |
| | CT-158 | Fundamentals of I.T. | 2 | 0 | 2 |
| | HS-104 | Functional English | 3 | 0 | 3 |
| | HS-105 | Pakistan Studies OR | | | |
| | HS-127 | Pakistan Studies for Foreigners | 2 | 0 | 2 |
| FALL | MT-155 | Introduction of Financial Accounting | 3 | 0 | 3 |
| | MT-153 | Principles of Economics | 3 | 0 | 3 |
| | MG-112 | Introduction to Sociology | 3 | 0 | 3 |
| | MG-113 | Introduction to Business Organisation | | 0 | 3 |
| | HS-205 | Islamic Studies OR | 2 | 0 | 2 |
| | HS-209 | Ethical Behaviour (for Non-Muslims) | 2 | 0 | 2 |

| SECOND YEAR | | | | | |
|--------------------|--------|----------------------------------|-------------------|-----------|----------|
| Course Code | | Course Title | Credit Hrs | | |
| | | | Th | Pr | T |
| FALL | MG-211 | Strategic Management | 3 | 0 | 3 |
| | MG-212 | Technology Management | 3 | 0 | 3 |
| | MG-213 | Introduction to Business Finance | 3 | 0 | 3 |
| | MT-253 | Micro Economics | 3 | 0 | 3 |
| | HS-201 | Oral Communication | 3 | 0 | 3 |
| | CT-153 | Programming Languages | 2 | 1 | 3 |
| SPRING | MT-214 | Applied Statistics | 3 | 0 | 3 |
| | MG-214 | Human Resource Management | 3 | 0 | 3 |
| | MG-215 | Business Law & Policy | 3 | 0 | 3 |
| | MG-216 | Managerial Accounting | 3 | 0 | 3 |
| | MT-256 | Macro Economics | 3 | 0 | 3 |

| THIRD YEAR | | | | | |
|-------------|--------|---|-------------|----|---|
| Course Code | | Course Title | Credit Hrs. | | |
| | | | Th | Pr | T |
| FALL | MG-311 | Product & Brand Management | 3 | 0 | 3 |
| | MG-312 | Business Research Methods | 3 | 0 | 3 |
| | MG-313 | Business Ethics & Corporate Social Responsibility | 3 | 0 | 3 |
| | IM-416 | Management Information System | 2 | 1 | 3 |
| | IM-303 | Production Management | 3 | 1 | 4 |
| | HS-301 | Business and Organizational Communication | 3 | 0 | 3 |
| SPRING | MT-355 | Financial Risk Management | 3 | 0 | 3 |
| | MG-314 | Operations Research & Management | 3 | 1 | 4 |
| | MG-315 | Business & Economic Forecasting | 2 | 1 | 3 |
| | HS-403 | Entrepreneurship | 3 | 0 | 3 |
| | MG-316 | Consumer Behaviour & Marketing Management | 3 | 0 | 3 |

| FINAL YEAR | | | | | |
|-------------|---------|-----------------------------|-------------|----|---|
| Course Code | | Course Title | Credit Hrs. | | |
| | | | Th | Pr | T |
| FALL | MG-4XX | Specialization-1 | 3 | 0 | 3 |
| | MG-4XX | Specialization-2 | 3 | 0 | 3 |
| | MG-4XX | Specialization-3 | 2 | 1 | 3 |
| | MG-4XX | Specialization-4 | 3 | 0 | 3 |
| | MG-4XX | Specialization-5 | 3 | 0 | 3 |
| | *MG-499 | Project | 0 | 3 | 3 |
| SPRING | MG-4XX | Specialization-6 | 3 | 0 | 3 |
| | MG-4XX | Specialization-7 | 3 | 0 | 3 |
| | CT-461 | E-Commerce | 3 | 1 | 4 |
| | MG-480 | Business Process Management | 3 | 0 | 3 |
| | MG-499 | Project | 0 | 3 | 3 |

| Batch 2014-15 to 2016-17 – Specialisations | | | | |
|--|---------------------------------------|------------|----|---|
| Course Code | Course Title | Credit Hrs | | |
| | | Th | Pr | T |
| Supply Chain Electives | | | | |
| MG-450 | Principles of Supply Chain Management | 3 | 0 | 3 |
| MG-451 | Green Supply Chain Management | 3 | 0 | 3 |
| MG-452 | Information Technology for SCM | 3 | 0 | 3 |
| MG-453 | Supply Chain Inventory | 3 | 0 | 3 |
| MG-454 | Supply Planning & Control Systems | 3 | 0 | 3 |
| MG-455 | Business Process Simulation | 3 | 0 | 3 |
| MG-456 | Procurement Management | 3 | 0 | 3 |
| Marketing Electives | | | | |
| MG-460 | Marketing Strategy | 3 | 0 | 3 |
| MG-461 | Global Entrepreneurial Marketing | 3 | 0 | 3 |
| MG-462 | Introduction to Advertising | 3 | 0 | 3 |
| MG-463 | Corporation & Consumer Behaviour | 3 | 0 | 3 |
| MG-464 | Personal Selling and Public Relation | 3 | 0 | 3 |
| MG-465 | Trade and Consumer Promotions | 3 | 0 | 3 |
| MG-466 | Advertising Management | 3 | 0 | 3 |