

BSMG Modular system

Batch 2020-21

FIRST YEAR					
Course Code		Course Title	Credit Hrs		
			Th	Pr	T
FALL	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
SPRING	EC-104	Financial Accounting	3	0	3
	MT-153	Principles of Economics	3	0	3
	MG-112	Introduction to Sociology	3	0	3
	MG-114	Introduction to Business	3	0	3
	HS-205	Islamic Studies OR	2	0	2
	HS-209	Ethical Behaviour (for Non-Muslims)	2	0	2
	HS-220	Chinese Language – I		NC	
	HS-200	Community Service		NC	

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
	HS-221	Chinese Language – II		NC	
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
	MG-481	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 2020 – Specialisations				
Course Code	Course Title	Credit Hrs		
		Th	Pr	T
Supply Chain Management 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-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-467	Strategies of Advertising	3	0	3
MG-468	Digital Marketing	3	0	3
MG-469	Corporate Strategy	3	0	3
MG-470	Public Relations	3	0	3
MG-471	Retail Management	3	0	3
MG-472	Sales Management	3	0	3