

BSMG Modular system

Batch 2021-22

| 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 OR | | | NC |
| | HS-231 | Turkish Language - I | | | 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 |
| | EC-101 | Microeconomics - I | 3 | 0 | 3 |
| | HS-201 | Oral Communication | 3 | 0 | 3 |
| | CT-153 | Programming Languages | 2 | 1 | 3 |
| | HS-221 | Chinese Language – II OR | | | NC |
| | HS-232 | Turkish Lanaguage – 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 |
| | EC-103 | Macroeconomics – I | 3 | 0 | 3 |
| HS-200 | Community Service | | | NC | |

| 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 |
| | EA-301 | Business and Organizational Communication | 3 | 0 | 3 |
| SPRING | MT-355 | Financial Risk Management | 3 | 0 | 3 |
| | MG-317 | Operations Research | 2 | 1 | 3 |
| | MG-315 | Business & Economic Forecasting | 2 | 1 | 3 |
| | MG-481 | Entrepreneurship | 3 | 0 | 3 |
| | MG-318 | Consumer Behaviour | 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 2021 – 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 |