

BSMG Modular system

Batch 2023-24

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
	EA-104	Functional English	3	0	3
	ES-105	Pakistan Studies OR			
	ES-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
	ES-205	Islamic Studies OR	2	0	2
	ES-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
	EC-101	Microeconomics - I	3	0	3
	EA-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
	EC-103	Macroeconomics – I	3	0	3
	EA-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
	EA/ES	Foreign Language – I	NC		

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
	EA/ES	Foreign Language – II	NC		
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 2023 – 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

Foreign Language - I		
EA-220	Chinese Language - I	NC
EA-231	Turkish Language - I	NC
EA-224	German Language - I	NC
EA-226	French Language - I	NC
ES-222	Arabic Language - I	NC
EA-233	Japanese Language - I	NC
EA-235	Russian Language - I	NC
Foreign Language - II		
EA-221	Chinese Language – II	NC
EA-232	Turkish Language – II	NC
EA-225	German Language – II	NC
EA-227	French Language – II	NC
ES-223	Arabic Language – II	NC
EA-234	Japanese Language - II	NC
EA-236	Russian Language – II	NC