

ABDUL WALI KHAN UNIVERSITY MARDAN



MBA (3.5) years Scheme of Study

**Department of Management Sciences,
AWKUM.**

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Proposed MBA Scheme of Study 3.5 years

Semester-I	Course Title	Cr.h	Semester-II	Course Title	Cr.Hrs
MBA-	Business Communication-I	3	MBA-	Advance Business Communication-II	3
MBA-102	Fundamental of Business	3	MBA-107	Human Recourse Management	3
MBA-103	Financial Accounting	3	MBA-108	Business Statistics	3
MBA-104	Principles of Management	3	MBA-109	Business Economics	3
MBA-105	Computer orientation and Packages	3	MBA-110	Principles of Marketing	3
Semester III	Course Title	Cr.hrs	Semester IV	Course-Title	Cr.hrs
MBA-115	Marketing Management	3	MBA-125	Financial Management	3
MBA-116	Strategic Management	3	MBA-126	Business Law	3
MBA-117	Cost Accounting	3	MBA-127	Consumer Behavior	3
MBA-118	Business Finance	3	MBA-128	Project Planning and Management	3
MBA-119	Organizational Theory And Behavior	3	MBA-129	Total Quality Management	3
Semester-V	Course Title	Cr. hrs	semester VI	Course-Title	Cr. hrs
MBA-135	Business Research Methods--	3	MBA-145	Financial Institution and Markets	3
MBA-136	Managerial Economics	3	MBA-146	SME and Entrepreneurship	3
MBA-137	International Business And WTO	3	MBA-147	E-commerce	3
MBA-	Elective – I	3	MBA-	Elective II	3
MBA-	Elective – II	3	MBA-	Elective – IV	3
Semester-VII	Course Title	Cr. Hrs			
MBA-151	Corporate Governance	3			
MBA-	Elective – V	3			
MBA-	Elective – VI	3			
MBA-	Comprehensive Research Thesis	6			

Total Cr. Hrs: 99+6^{*}=105

MBA ELECTIVE COURSES

Note: Elective courses will be offered from the field of specializations given below:

Specializations

Accounting & Finance

S/No.	Code No.	Course Title	Credit Hours
1	MBA-471	Corporate Finance	3
2	MBA-472	Investment and Portfolio Management	3
3	MBA-473	Islamic Banking & Finance	3
4	MBA-474	Auditing	3
5	MBA-475	Advance Accounting	3
6	MBA-476	Financial Risk Management	3
7	MBA-477	Treasury Management	3
8	MBA-478	International Financial Management	3
9	MBA-479	Credit Management	3
10	MBA-480	Banks Management	3
11	MBA-481	Advance Cost Accounting	3
12	MBA-482	Insurance Management	3
13	MBA-483	Management of Micro Finance	3
14	MBA-484	Financial Statement Analysis	3
15	MBA-485	Taxation Management	3
16	MBA-486	Accounting Information System	3
17	MBA-487	Consumer Banking	3
18	MBA-488	Banking Law and Practices	3

Human Resource Management

S/No.	Course No.	Course Title	Credit Hours
1	MBA-521	Training and Development	3
2	MBA-522	Compensation Management	3
3	MBA-523	Recruitment and Selection	3
4	MBA-524	Rural & Urban Dynamics	3
5	MBA-525	Employees Discipline	3
6	MBA-526	Performance Management	3
7	MBA-527	International HRM	3
8	MBA-528	H.R Development	3
9	MBA-529	Strategic HR Management	3
10	MBA-530	Organizational Dynamics	3
11	MBA-531	Leadership and Team Management	3
12	MBA-532	Labor Law in Pakistan	3
13	MBA-533	Industrial Relations	3

Marketing

S/No.	Course No.	Course Title	Credit
1	MBA-571	Sales Management	3
2	MBA-572	Brand Management	3
3	MBA-573	International Marketing	3
4	MBA-574	Marketing Research	3
5	MBA-575	Procurement Management	3
6	MBA-576	E-Marketing	3
7	MBA-577	Retail/ Retailing Management	3
8	MBA-578	Agriculture Marketing	3
9	MBA-579	Advertising and Promotion Strategy	3
10	MBA-580	Social Marketing	3
11	MBA-581	Supply Change Management	3
12	MBA-582	Marketing of Service	3
13	MBA-583	Export Marketing	3
14	MBA-584	Industrial Marketing	3