

Master of Business Administration

Kohsar University Murree

Introduction

The Master of Business Administration (MBA) program at Kohsar University's Department of Management Sciences, a significant addition to our academic offerings that embodies our department's core mission. Our MBA program is designed to provide high-quality education and research in the field of management sciences, aligning perfectly with our mission statement. We are committed to equipping our students with the skills, knowledge, and entrepreneurial mindset necessary to excel in a dynamic global landscape while fostering leaders who actively contribute to community growth.

The MBA program at Kohsar University represents the pinnacle of advanced business education. It serves as a testament to our commitment to preparing individuals for leadership roles in the ever-changing and competitive business world. Our curriculum is thoughtfully structured to deliver a deep understanding of advanced business concepts, innovative problem-solving strategies, and effective leadership skills. We integrate theoretical knowledge with real-world applications, all grounded in cutting-edge research. Through the MBA program, we are not only expanding our academic portfolio but also providing an enriching educational experience that will empower our graduates to lead, innovate, and make a meaningful impact on their chosen fields and communities.

Our MBA program covers a broad spectrum of subjects essential for success in today's complex business environment. Students will delve into areas such as strategic management, global business, organizational leadership, finance, marketing, entrepreneurship, and ethics. Our distinguished faculty, composed of experienced professionals and academic experts, will engage students in stimulating discussions, practical projects, and real-world case studies to ensure a comprehensive and applicable education.

Furthermore, research is a cornerstone of our MBA program. We encourage students to engage in research projects, internships, and experiential learning opportunities, providing them with valuable experience in applying their knowledge to solve real business challenges. Our department's commitment to fostering a culture of innovation and inquiry is evident in the world-class facilities and resources available, creating an environment that encourages intellectual exploration and academic excellence.

Mission Statement of MBA Program

"Our mission is to offer exceptional MBA programs that foster entrepreneurship, ethical excellence, and community growth, empowering our students to lead and drive positive industry change."

Program Educational Objectives (PEOs) for the MBA:

PEO1: To gain contemporary knowledge of Business Concepts and their application in problem-solving.

PEO2: To apply different tools for decision-making required for solving complex managerial problems with a passion for innovation.

PEO3: To develop leaders who can adapt to the needs of dynamic; domestic and global Business contexts.

PEO4: To develop students who are competent to take up independent entrepreneurial ventures.

PEO5: To produce industry-ready graduates having the highest ethical standards and concern for the environment.

Program Learning Outcomes (PLOs) for the MBA:

PLO1: Develop an understanding of key concepts and contemporary management theory and practice in the functional areas of business.

PLO2: Demonstrate the use of cross-functional approaches to solving organizational problems.

PLO3: Demonstrate disciplined managerial skills, including analysis, planning, and implementation, while considering the impacts of technology, globalization, emerging markets, and diversity in organizations.

PLO4: Build a foundation for constructive assessment and exercise of leadership, decision-making, team management, power, and communication skills.

Eligibility Criteria

1. A candidate must have 16 years or equivalent relevant/non-relevant education from HEC recognized University / Institute with a minimum 2.00/4.00 CGPA in the semester system or 50% in the annual system.
2. The applicant must pass the GRE/HAT General/Equivalent tests or KUM Entry Test with a minimum of **50%** marks prior to apply.
3. The applicant must not be already registered as a student in any other academic program in Pakistan or abroad.
4. Result waiting applicants may apply for admission, however their merit will be finalized only on submission of final BS/M.Sc or equivalent official transcript or degree.
5. Relevant Admission Committee will determine relevancy of terminal degree and decide deficiency course/s (if any) at the time of admission interview, the detail of which will be provided to the student in his/her admission letter/email.
6. Deficiency course/s will be treated as non-credit and qualifying course/s for which student will also pay extra dues as per fee policy. Those course/s will neither be mentioned in student's final transcript nor will be included for calculation of CGPA. However, the student may obtain his/her a separate transcript for completion of deficiency course/s.

Merit Criteria

16-year relevant/ non-relevant degree	60% weightage
Admission Test	30% weightage
Interview	10% weightage

Program Structure for MBA

Course Code	Courses	Crd Hrs
Semester-I		
MGT-501	Applied Statistics for Business	3(3-0)
MGT-503	Accounting for Managers	3(3-0)
MGT-505	Business Economics	3(3-0)
MGT-507	Management and Organizational Behaviour	3(3-0)
MGT-509	Marketing Management for Managers	3(3-0)
Semester-II		
MGT-502	Finance for Managers	3(3-0)
MGT-504	Managerial Economics	3(3-0)
MGT-506	Financial Accounting	3(3-0)

Course Code	Courses	Crđ Hrs
MGT-508	Business Analytics for Managers	3(3-0)
MGT-510	Human Resource Management	3(3-0)
Semester-III		
MGT-601	Cases in Management	3(3-0)
MGT-603	Strategic Marketing	3(3-0)
MGT-605	Operation and Supply Chain Management	3(3-0)
MGT-607	Strategic Management and Leadership	3(3-0)
MGT-609	Financial Reporting and Analysis	3(3-0)
Semester-IV		
MGT-602	Financial Markets and Institutions	3(3-0)
MGT-604	Service Marketing	3(3-0)
MGT-606	Corporate Governance	3(3-0)
MGT-608	Performance Management	3(3-0)
MGT-610	Final Year Project	3(3-0)
	20	
	60	

The degree may be completed in a minimum of 1.5 years by students with 16 years of relevant business education. Such students can earn an exemption of up to 30-36 crđ hrs to be decided by the Department of Management Sciences.

MS in Management Sciences

Kohsar University Murree

Introduction

The MS in Management Sciences program at Kohsar University's Department of Management Sciences, a significant addition to our academic offerings that uniquely aligns with our department's core mission. Our MS in Management Sciences program is designed to provide high-quality education and research with a special focus on addressing the pressing local community issues in Pakistan. This program embodies our commitment to equipping our students with advanced skills, knowledge, and a research-driven mindset necessary to excel in the dynamic global landscape, all while actively contributing to the growth and development of our local communities.

The MS in Management Sciences program at Kohsar University represents a pinnacle of advanced management education with a distinct emphasis on research that tackles local challenges. We are committed to producing graduates who are not only well-versed in advanced management concepts but also skilled in conducting relevant research that addresses the unique issues faced by local communities in Pakistan. Our curriculum is designed to provide a deep understanding of management theories, strategic planning, sustainable development, and ethical leadership, all within the context of local challenges and opportunities. Our faculty, composed of experienced professionals and academic experts, will guide students in conducting research that contributes directly to improving the lives of people in our communities.

Our research-driven approach extends beyond traditional classroom learning. We encourage students to engage in research projects that directly address local issues, collaborating with local organizations, governments, and community leaders. By fostering a culture of innovation and inquiry, we provide our students with the tools, knowledge, and resources necessary to make a tangible impact on local community development. The MS in Management Sciences program at Kohsar University is a testament to our commitment to not only offering advanced education but also promoting research that can drive positive change in our local communities in Pakistan.

Program Mission

"Our mission is to provide a top-tier MS in Management Sciences program that equips students to become impactful business researchers and leaders, driving positive change in the business world."

Eligibility Criteria

1. A candidate must have 16 Years of relevant Business Education BBA-BS-MBA-M. Com or 16-year relevant equivalent degree from HEC recognized University / Institute with a minimum 2.00/4.00 CGPA in the semester system or 50% in the annual system.
2. The applicant must pass the GAT (General) test or KUM Entry test with a minimum of 50% marks prior to applying.
3. The applicant must not be already registered as a student in any other academic program in Pakistan or abroad.
4. Result waiting for applicants may apply for admission, however their merit will be finalized only on submission of the final BS/M.Sc. or equivalent official transcript or degree.
5. Relevant Admission Committee will determine the relevancy of the terminal degree and decide deficiency course/s (if any) at the time of admission interview, the details of which will be provided to the student in his/her admission letter/email.
6. Deficiency course/s will be treated as non-credit and qualifying course/s for which student will also pay extra dues as per fee policy. Those courses will neither be mentioned in a student's final transcript nor will be included in the calculation of CGPA. However, the student may obtain his/her separate transcript for completion of deficiency courses.

Merit Criteria

BBA (4 Years), BS (4 Years), M.Com. or 16-year equivalent degree	60% weightage
KUM/GAT (General) Test	30% weightage
Interview	10% weightage

Program Educational Objectives (PEOs)

PEO1: To provide an opportunity for students to understand and comprehend 'Management' as a knowledge area.

PEO2: To ensure that students can apply the acquired knowledge to real-world situations through better skill building.

PEO3: To ensure that students develop analytical, synthesis and evaluation skills for better 'Management' (in general) or for further research.

Program Learning Outcomes (PLOs)

PLO1: Core Business Education: The capacity to comprehend and employ theoretical knowledge pertaining to fundamental business disciplines at a graduate level, consistent with expectations for MS-MS degree holders.

PLO2: Research Skills: The capability to conduct research for the purpose of comprehending, analyzing, and actively participating in academic dialogues at a level commensurate with the expectations for graduates holding an MS-MS degree.

PLO3: Critical Thinking: The aptitude to exhibit a critical thinking methodology in research, in accordance with the standards expected of MS-MS degree graduates.

PLO4: Teaching Skills: The proficiency to effectively communicate and disseminate knowledge at an elevated tier of higher education.

Program Structure for MS Business Administration:

Sr. No	Semester	Code	Course Title	Credit Hours
1	I	MGT-5011	Advance Research Methods	(3-0-3)
2		MGT-5013	Strategic Finance	(3-0-3)
3		MGT-5015	Strategic Marketing	(3-0-3)
4		MGT-5017	Organization Theory & Design	(3-0-3)
5	II	MGT-5012	Applied Econometrics	(3-0-3)
6			Elective-I	(3-0-3)
7			Elective-II	(3-0-3)
8			Thesis-I	(3-0-3)
9	III	MGT-6011	Data Analytics	(3-0-3)
10			Elective-III	(3-0-3)
11			Elective-IV	(3-0-3)
			Thesis-II	(3-0-3)
Total				36