



Sukkur IBA University
MS & PhD in Management Science

www.iba-suk.edu.pk

“ Sukkur IBA university is not just an Educational Institute, it is a thought process, a phenomenon...
A Silent Revolution. ”

Prof. Nisar Ahmed Siddiqui
Vice Chancellor Sukkur IBA University

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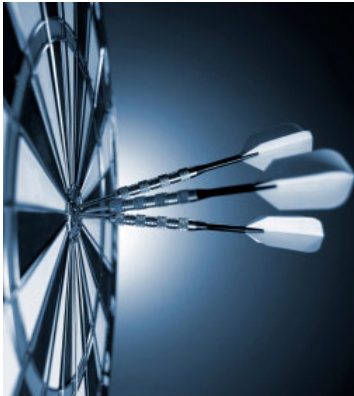
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Sukkur IBA University Vision & Mission

Vision

“To become a world-class university in the fields of Management Sciences, Information Technology, Engineering, Mathematics and Education.”



Mission

The mission of Sukkur IBA University is to contribute and serve community by imparting knowledge through innovative teaching and applied research at the global levels of excellence. We aim to establish and sustain a competitive meritorious environment by strengthening faculty and using state of the art technology to produce graduates with analytical & creative thinking, leadership skills and entrepreneurial spirit, who possess global outlook and are conscious of ethical values.

Sukkur IBA University Introduction

Beginning of a New Era – Spreading the Light of Education

Since its establishment, Sukkur IBA University has been successfully transforming the lives of people and uplifting their careers by offering quality education. Sukkur IBA University welcomes people from diverse backgrounds, majority of them have dreams in their minds but their realization is blur. Sukkur IBA University not only helps them realize their dreams but changes their lives by educating them and making them responsible citizens of Pakistan.

Sukkur IBA University does not believe in teaching through conventional means. It rather focuses on teaching through modern teaching methodology on market-based curriculum. Students are engaged through classroom lectures, video conferences, presentations, audio video learning aids, group discussions, role play exercises, practical projects, research work and other curricular and extracurricular activities. The purpose is to build capacity of students from all aspects by using all modern tools and techniques. This aids in increasing student analytical skills, decision making power and self-confidence, e risk taking thinking out of box, determination and self-awareness. These activities also create a strong link between theory from their books and practical, which they have to face after initiating their career.

How is Sukkur IBA University is Different?

- Quality Education at affordable Cost – what Sukkur IBA University offers and what it charges is far less than other Institutions of similar caliber.
- Assurance of Learning – Sukkur IBA University ensures learning through linking programs with institute mission and mapping curriculum to achieve desired academic goals.
- Linkages with reputable national and international institutions – for adopting best national and international academic practices to improve quality of education Sukkur IBA University has strong linkages with institutions of global caliber.
- Raising standard of education through unique foundation semester – to support students from poor academic and financial background to remove their academic deficiencies and prepare them to face challenges of higher education.
- Focus on Faculty Development – to invest a lot on faculty to build their capacity so that they can teach better and prepare students for challenges of professional life.



Facilities and Infrastructure at Sukkur IBA University

Career Development Center

Video Conferencing

State-of-the-art Central Library



Computer Science/IT Labs



Bloomberg Financial Trading Lab



High Speed Internet Connectivity
and Smart University Initiative



Uninterrupted Power Supply



Hostel Facility



PhD Research Lab



English Language Lab



Behavioral Lab

Department of Business Administration

Department of Business administration is created to address the issues of business and management in different cultural contexts. The primary mission of the department is to educate students in small, interactive classes where they can learn, acquire, skills and develop attitude and values appropriate for leading and serving in a global society. The department continuously strives hard to improve its teaching and research quality. National Business Education Accreditation Council (NBEAC) and Higher Education Commission (HEC) ranked department programs as “W” Category which is a highest possible category. University is currently implementing Assurance of Learning (AOL) for international accreditation of AACSB, an oldest and most reputable business accreditation authority across the globe.

Mission

Department of Business Administration strives to serve community by imparting research oriented knowledge. We aim to develop and sustain a meritorious culture of continuous improvement that encourages leadership, entrepreneurial capacity, and ethical consciousness in our graduates to flourish and contribute meaningfully to society.

Eligibility Criteria

Admission is purely merit-based and depends exclusively on the following factors:

- Academic Eligibility
- Performance in NTS/STS GAT General Test
- Interview Performance

Academic Eligibility

- For MS in Management Sciences
- BBA 4 years programme 124 – 136 Credit Hours with minimum CGPA of 2.2
- 16-years of education in related fields with first division from a HEC recognized institution OR having secured minimum 60%.
- **NTS/STS GAT General TEST**
 - The Applicant must have passed the NTS/STS GAT General test for admission.
 - GAT (General) Test conducted by NTS/STS with minimum 50% cumulative score at the time of admission.
- **Interview Performance**
 - Only shortlisted applicants on the basis of GAT (General) Test conducted by NTS/STS will be invited for interview.

Introduction to MS Program

Sukkur IBA University offers MS program in Management Sciences with the prime objective to prosper, flourish and extend the great knowledge and traditions of Management Science through rigorous research and dedicated education in order to benefit society and the country.

In this program, specializations include:

- Human Resource Management
- Marketing
- Finance

The minimum duration of completion of MS is 2 years (Four Semesters) and maximum duration is 4 Years.

Mission Statement

The mission of MS Program is to equip graduates with analytical and research skills for decision making to strengthen their academic and professional career by creating a learning environment, which encourages original and relevant research.

MS Program Goals and Learning Objectives

Goal 1 – Ethical Consciousness, Graduates will be

PLO(s):

- 1.1 Aware of importance of academic integrity in research.
- 1.2 Able to apply ethical reasoning in business decision making

Goal 2- Communication Skills, Graduates will be able

PLO(s):

- 2.1 To present research work with oral proficiency
- 2.2 To be proficient in academic writing

Goal 3- Research Skills, Graduates will be able

PLO(s):

- 3.1 To apply qualitative/ and quantitative research methods to business and social issues
- 3.2 To understand major streams of literature in the relevant field



Structure of MS Program

| Category of Area | MS with Thesis (CH) |
|---------------------------------|---------------------|
| Core Courses | 18 |
| Specialization Elective Courses | 06 |
| Thesis | 06 |
| Total Credit Hours | 30 |

Semester wise plan for MS

Semester I (Credit hrs: 06)

| Course Code | Course Title | Credits Hours |
|-------------|--|---------------|
| MGT-601 | Advanced Microeconomics Theory | 3 |
| MGT-602 | Advanced Research Methods | 3 |
| ENG-601 | Remedial English | 3 |
| MGT-608 | Business Calculus & Statistical Inferences | 3 |
| | Total Credit Hours | 12 |

Semester II (Credit hrs: 12)

| Course Code | Course Title | Credits Hours |
|-------------|----------------------------------|---------------|
| MGT-605 | Quantitative Research Techniques | 3 |
| MGT-606 | Applied Econometrics | 3 |
| MGT-604 | Qualitative Research Techniques | 3 |
| | Elective I | 3 |
| | Total Credit Hours | 12 |

Semester III (Credit hrs: 06)

| Course Code | Course Title | Credits Hours |
|-------------|-------------------------------------|---------------|
| MGT-603 | Strategic Management and Innovation | 3 |
| | Elective II | 3 |
| MGT-609 | Thesis proposal | 0 |
| | Total Credit Hours | 06 |

Semester IV (Credit hrs: 06)

| Course Code | Course Title | Credits Hours |
|------------------|--|---------------|
| MGT-609 | Thesis | 6 |
| OR | | |
| Elective Courses | Elective – I/Elective – II/Elective – III (If he/she is willing to opt courses in lieu of Thesis) | 9 |
| | Total Credit Hours | 06/09 |

Elective Courses for MS

Marketing

| Course Code | Course Title |
|-------------|---|
| MKT- 651 | International Marketing Strategy |
| MKT- 652 | Quantitative Research in Marketing |
| MKT- 653 | Marketing Theory and Practice |
| MKT- 654 | Consumer Behavior: and Marketing Strategy |
| MKT- 655 | Seminar in Marketing |
| MKT- 656 | Behavioral Decision Marketing |
| MKT- 657 | Marketing Issues in Pakistan |
| MKT- 658 | Applied Corporate Brand Management |
| MKT- 659 | Building Models for Marketing Decisions |
| MKT- 660 | Applied Marketing Analytics |
| MKT- 661 | Services Marketing |
| MKT- 662 | Digital Marketing |
| MKT- 663 | Experiential Marketing |
| MKT- 664 | Attitude and Persuasion |
| MKT- 665 | Cognitive Psychology |
| MKT- 666 | Topics in Judgment and Decision Making |
| MKT- 667 | Social Psychology |

Finance

| Course Code | Course Title |
|--------------------|---|
| FIN- 651 | Advanced Corporate Finance |
| FIN- 652 | Financial Derivatives and Risk Management |
| FIN- 653 | Financial Theory and Corporate Policy Decision |
| FIN- 654 | Advanced Topics in International Finance |
| FIN- 655 | Financial Econometrics |
| FIN- 656 | Behavioral Finance |
| FIN- 657 | Dynamics Asset Pricing Theory |
| FIN- 658 | Financial Economics |
| FIN- 659 | Forecasting Financial Time Series |
| FIN- 660 | SMEs and Rural Finance |
| FIN- 661 | Structural Equation Modeling in Financial Research |
| FIN- 662 | Assets Pricing and Macroeconomics |
| FIN- 663 | Advance Theory of Corporate Finance and Capital Markets |
| FIN- 664 | International Economics and Finance |
| FIN- 665 | Multivariate Time Series Analysis |
| FIN- 666 | Advanced Models of Option Pricing and Credit Risk |
| FIN- 667 | Applied Multivariate Analysis |

HRM

| Course Code | Course Title |
|--------------------|--|
| HRM- 651 | Human Resource Management: Concepts and Applications |
| HRM- 652 | HRM Strategic Integration and Organizational Performance |
| HRM- 653 | Human Resource Development |
| HRM- 654 | Leadership in Organization: Theory and Practices |
| HRM- 655 | Managing Employee-Employer Relationship through Psychological Contract |
| HRM- 656 | Corporate Social Responsibility |
| HRM- 657 | Negotiation Analysis |
| HRM- 658 | Human Resource Accounting |
| HRM- 659 | Change Management & Innovation |
| HRM- 660 | Advanced Performance Management |
| HRM- 661 | Structural Equation Modeling in HRM Research |
| HRM- 662 | HRM & Employee Well being |
| HRM- 663 | Human Resource and Knowledge Management |
| HRM- 664 | Human Resource Management Adoption |
| HRM- 665 | International Human Resource Management |

Introduction to PhD Program

Mission Statement

The mission of PhD Program is to develop scholars with the ability to create and impart business knowledge by creating a research environment, which encourages original, relevant, and rigorous research.

Eligibility Criteria

Admission is purely merit-based and depends exclusively on the following factors:

Academic Eligibility

- Performance in the GRE (International) / NTS / STS (GAT Subject Test) as per HEC passing criteria
- Interview Performance

Academic Eligibility

- MS (Management Science) 18 years degree
- 18-year Business graduates are eligible
- Students must possess the degree of MS/M.Phil with minimum of 70% or CGPA 3.0 (out of 4.0 in the Semester System) or
- First Division (in the Annual System) in MS/M.Phil Equivalent from the HEC recognized university/institution

Additional Requirements

- GRE (International) Subject Test with minimum 60% Percentile Score or
- In the case of GAT Subject test a minimum of 60% marks is required to pass the test
- Two references from the institute/university last attended
- Brief proposal indicating research interests

Interview Performance

- Only shortlisted applicants will be called for interview.
- Finally, applicants will be shortlisted on the basis of their academic performance and test scores

PhD Program Goals and Learning Objectives

Goal 2 – Communication Skills, Scholars will be able

PLO(s):

- 2.1 To orally present research work
- 2.2 To write research dissertation and articles

Goal 3- Research Skills, Scholars will be able

PLO(s):

- 3.1 To conduct original, relevant, and rigorous research
- 3.2 To apply research methods to address business and social issues
- 3.3 To understand and synthesize the literature in relevant area(s) of research

Goal 3- Discipline Knowledge, Scholars will be able

PLO(s):

- 4.1 To demonstrate analytical skills in specific research domain(s).

Structure of PhD Program

| Category of Area | Credit Hours |
|--|--------------|
| Course Work | 24 |
| Thesis/Dissertation | 30 |
| Total Credit Hours (Courses have 3 credits each) | 54 |

First Year: Semester I (Credit hrs: 12)

| Course Title | Credits Hours |
|----------------------------|---------------|
| Research Philosophy | 3 |
| Specialization Elective-I | 3 |
| Specialization Elective-II | 3 |
| Seminar-I | 3 |
| Total | 12 |

First Year: Semester II (Credit hrs: 12)

| Course Title | Credits Hours |
|-----------------------------|---------------|
| Teaching in Business | 3 |
| Specialization Elective-III | 3 |
| Specialization Elective -IV | 3 |
| Seminar-II | 3 |
| Total | 12 |

Second Year: Semester III

| |
|---|
| Comprehensive Examination |
| Writing of Research Proposal for Dissertation |
| First Seminar for Proposal |



Second Year: Semester IV

| |
|---------------------------|
| Comprehensive Examination |
|---------------------------|

| |
|--------------|
| Dissertation |
|--------------|

Third Year: Semester V

| |
|---------------------------|
| Comprehensive Examination |
|---------------------------|

| |
|--------------|
| Dissertation |
|--------------|

Third Year: Semester VI

| |
|---------------------------|
| Comprehensive Examination |
|---------------------------|

| |
|--------------|
| Dissertation |
|--------------|

Elective Courses for PhD

Marketing

| Course Code | Course Title |
|-------------|---|
| MKT- 751 | International Marketing Strategy |
| MKT- 752 | Quantitative Research in Marketing |
| MKT- 753 | Marketing Theory and Practice |
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| MKT- 758 | Applied Corporate Brand Management |
| MKT- 759 | Building Models for Marketing Decisions |
| MKT- 760 | Applied Marketing Analytics |
| MKT- 761 | Services Marketing |
| MKT- 762 | Digital Marketing |
| MKT- 763 | Experiential Marketing |
| MKT- 764 | Attitude and Persuasion |
| MKT- 765 | Cognitive Psychology |
| MKT- 766 | Topics in Judgment and Decision Making |
| MKT- 767 | Social Psychology |

Finance

| Course Code | Course Title |
|-------------|---|
| FIN- 751 | Advanced Corporate Finance |
| FIN- 752 | Financial Derivatives and Risk Management |
| FIN- 753 | Financial Theory and Corporate Policy Decision |
| FIN- 754 | Advanced Topics in International Finance |
| FIN- 755 | Financial Econometrics |
| FIN- 756 | Behavioral Finance |
| FIN- 757 | Dynamics Asset Pricing Theory |
| FIN- 758 | Financial Economics |
| FIN- 759 | Forecasting Financial Time Series |
| FIN- 760 | SMEs and Rural Finance |
| FIN- 761 | Structural Equation Modeling in Financial Research |
| FIN- 762 | Assets Pricing and Macroeconomics |
| FIN- 763 | Advance Theory of Corporate Finance and Capital Markets |
| FIN- 764 | International Economics and Finance |
| FIN- 765 | Multivariate Time Series Analysis |
| FIN- 766 | Advanced Models of Option Pricing and Credit Risk |
| FIN- 767 | Applied Multivariate Analysis |

HRM

| Course Code | Course Title |
|--------------------|--|
| HRM- 751 | Human Resource Management: Concepts and Applications |
| HRM- 752 | HRM Strategic Integration and Organizational Performance |
| HRM- 753 | Human Resource Development |
| HRM- 754 | Leadership in Organization: Theory and Practices |
| HRM- 755 | Managing Employee-Employer Relationship through Psychological Contract |
| HRM- 756 | Corporate Social Responsibility |
| HRM- 757 | Negotiation Analysis |
| HRM- 758 | Human Resource Accounting |
| HRM- 759 | Change Management & Innovation |
| HRM- 760 | Advanced Performance Management |
| HRM- 761 | Structural Equation Modeling in HRM Research |
| HRM- 762 | HRM & Employee Well being |
| HRM- 763 | Human Resource and Knowledge Management |
| HRM- 764 | Human Resource Management Adoption |
| HRM- 765 | International Human Resource Management |



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