



Scheme of Studies For

Executive MBA 2 Year Program

Summary

Core Courses	42	Credit Hours
Specialization Courses	15	Credit Hours
General Courses	12	Credit Hours
Project	3	Credit Hours
Total:	72	Credit Hours

Core Courses (42 Credit Hours)

S. NO	C. CODE	COURSE TITLE	Cr. Hours
1	EMBA-MGT202	Principles of Management	3
2	EMBA-ACT202	Fundamentals of Financial Accounting	3
3	EMBA-MKT201	Principles of Marketing	3
4	EMBA-ACT301	Cost Accounting	3
5	EMBA-MGT410	Legal & Regulatory Environment of Business	3
6	EMBA-MGT401	Entrepreneurship	3
7	EMBA-ECO500	Managerial Economics	3
8	EMBA-MGT505	Organizational Behavior and Leadership	3
9	EMBA-MGT 507	Operations Management	3
10	EMBA-MGT 506	Business Research Methods	3
11	EMBA-GEN 501	Business Communication & Report Writing	3
12	EMBA-FIN604	Managerial Finance	3
13	EMBA-MKT507	Marketing Management	3
14	EMBA-MGT610	Strategic Management	3

Graduate Specialization (12 Credit Hours)

S. NO	C. CODE	COURSE TITLE	Cr. Hours
1		Specialization 1 (MGT / MKT / FIN)	3
2		Specialization 2 (MGT / MKT / FIN)	3
3		Specialization 3 (MGT / MKT / FIN)	3
4		Specialization 4 (MGT / MKT / FIN)	3
5		Specialization 5 (MGT / MKT / FIN)	3



Specialization Courses

Management:

S. NO	C. CODE	COURSE TITLE	Cr. Hours
1	EMBA-MGT 602	Human Resource Management	3
2	EMBA-MGT 607	Compensation Planning & Performance Management	3
3	EMBA-MGT 505	Training Development&Job Design	3
	EMBA-MGT 504	Recruitment & Selection	
4	EMBA-MGT 608	Negotiation & Conflict Management	3
5	EMBA- MGT719	Supply Chain Management	3
6	EMBA-MGT 509	Project Management	3

Marketing:

S. NO	C. CODE	COURSE TITLE	Cr. Hours
1	EMBA-MKT601	Advertising&E-Commerce	3
2	EMBA-MKT713	Marketing Strategy	3
3	EMBA-MKT715	Customer Relationship Management	3
4	EMBA-MKT720	Ethics and Social Responsibilities in Marketing	3
5	EMBA-MKT725	Product Development &Brand Management	3
6	EMBA-MKT603	Global Marketing	3

Finance:

S. NO	C. CODE	COURSE TITLE	Cr. Hours
1	EMBA-FIN-704	Corporate Finance	3
2	EMBA-FIN-702	Analysis of Financial Statements	3
3	EMBA-FIN650	Security Analysis & Portfolio Management	3
4	EMBA-FIN655	Entrepreneurial Finance	3
5	EMBA-FIN715	Behavioral Finance	3
6	EMBA-FIN655	Financial Management	3

General Courses (12 Credit Hours)

S. NO	C. CODE	COURSE TITLE	Cr. Hours
1	GEN103	Understanding Quran I	3
2	GEN104	Understanding Quran II	3
3	GEN110	Islamic Studies	3
4	GEN113	Islamic Law for Business Transactions	3