



## Master of Business Administration (3.5 Years)

MBA 3.5 Years degree program has been designed for students with 14 years of education and aims to produce business executives with an excellent understanding of the business world. The students enrolled in this program have the option to either receive Bachelor of Business Studies (BBS) after completion of 60 credit hours or continue in MBA (3.5 Years) program. In essence, BBS degree is similar to old MBA (16 Years) degree program. BBS degree holders are eligible for admission in MBA (1.5 Year) as well as in MS Business Administration (1.5 year) program.

The Objectives of this program are:

1. To develop theoretical and practical understanding of core business curriculum among students so that they apply this knowledge in contemporary business world.
2. To develop oral communication and effective business writing skills of students so that they communicate effectively and precisely at the workplace and give effective presentations by using state of the art technology.
3. To develop analytical thinking of students so that they learn to break down complex problems for effective decision making in contemporary business workplace settings.
4. To develop social and ethical considerations of students so that they take into account moral consequences in decision making.
5. To develop leadership and entrepreneurial skills of students so that they apply them in today's multicultural and teamwork oriented workplace settings to effectively reach organizational goals through their co-workers.

### Study Plan (96 Credit Hours)

- Theory Work (90 credits hours)
- Final Year Project (6 credits hours) / Final Year Project (3 Credit Hours)



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## Eligibility Criteria

14 years of education (B.Com, B.A, B.Sc., etc.) or equivalent (100% weightage)

## **Semester-Wise Layout of Courses**

### Semester-I

Business Mathematics	3
Financial Accounting-I	3
Principles of Micro Economics	3
Principles of Management	3
Computer Application for Managers	3

### Semester-VI

Applied Corporate Finance Cases in Management Elective-I	3
Elective-I	3
Elective-II	3

### Semester-II

Principles of Marketing	3
Principles of Macro Economics	3
Financial Accounting-II	3
Organizational Behavior	3
Business Communications	3

### Semester-VI

Elective-III	3
Elective-IV	3
Final Year Project or Research Dissertation	6

### Semester-III

Statistics for Business	3
Business Finance	3
Marketing Management	3
Human Resource Management	3
Cost Accounting	3

(Written report and presentation as output of practical work with the industry)

### Semester-IV

Financial Management	3
Management Information System	3
Business Research & Report Writing	3
Business & Corporate Law	3
Entrepreneurship	3

### Study Duration

The minimum duration of study will be 7 semesters and maximum is 8 semesters as per HEC guidelines.

### Semester-V

Financial Reporting and Analysis	3
Research Methods	3
Strategic Marketing	3
Strategic HR & Leadership	3

### How to Apply

Apply online at [admissions.ntu.edu.pk](http://admissions.ntu.edu.pk)

## For More Information Please Contact or Visit:

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