

**2023-24**

DEPARTMENT OF  
**BUSINESS  
ADMINISTRATION**



# DEPARTMENT OF BUSINESS ADMINISTRATION

Welcome to the Department of Business Administration, offering undergraduate, postgraduate, and doctoral programmes. Our comprehensive curriculum covers key areas such as Accounting, Finance, Management, Marketing, and Human Resource Management, empowering students to excel in any business organization.

Through interactive teaching methods, practical experiences, and mandatory internships, our graduates emerge as well-rounded individuals ready to thrive in the dynamic business world. Join us and embark on a transformative educational journey that prepares you for success in the competitive landscape of business and management.

## Bachelor of Business Administration

The BBA programme provides students with a comprehensive and dynamic education in the field of business. This programme equips students with essential skills and knowledge in areas such as accounting, finance, marketing, management, and more, preparing them for successful careers in diverse industries. This four-year, broad-based degree programme is specifically designed to prepare students for the dynamic and ever-changing business landscape.

## Curriculum

PROGRAMME	CR HRS
Bachelor of Business Administration	136
Bachelor of Business Administration (2.5yrs)	79

## Bachelor of Science in Accounting and Finance

The programme is designed to enable students to cope successfully with the challenges of a rapidly evolving global business and financial environment. The degree provides a strong foundation for a successful career in accounting and finance and prepares students for higher studies. Teaching methodologies include lectures, interactive class discussions, case studies, article presentations, projects, reports, industrial trips, seminars, workshops, and guest speaker sessions.





**COMPETITIVE  
LEARNING IN THE  
FIELD OF BUSINESS  
AND MANAGEMENT**

## Curriculum

PROGRAMME	CR HRS
Bachelor of Science in Accounting And Finance	136

## Master of Business Administration

The programme is designed to develop strategic knowledge and leadership skills within students. MBA candidates can choose from diverse elective specializations, including Finance, Marketing, Human Resources, Supply Chain, Islamic Banking, and Accounting, opening doors to managerial positions in various industries such as consulting, finance, healthcare, and technology. The rigorous MBA curriculum focuses on enhancing analytical and critical thinking abilities for solving complex business challenges, exploring various business functions, cultivating leadership and management expertise, understanding global business practices, and providing networking opportunities with industry professionals. Overall, an MBA degree equips individuals for success in diverse business and management roles, leading to career advancement and increased earning potential.

## Curriculum

PROGRAMME	CR HRS
Master of Business Administration	72
Master of Business Administration	54
Master of Business Administration	36

## Master of Science in Management Science

Our research-driven MS programme emphasizes quality and meaningful contributions to various fields within manageable scope. Collaborative efforts with supervisors and administrators empower scholars to address societal, economic, and managerial challenges, bridging the gap between academia and industry. By fostering highly qualified human resources and practical solutions, we aim to advance our nation's position in the global knowledge-economy and overcome current challenges.

## Curriculum

PROGRAMME	CR HRS
Master of Science in Management Science	30

## PhD in Business Administration

The Ph.D. programme emphasizes the importance of research as evidence of an individual's ability to conceptualize, conduct, and communicate research effectively. Quality research addresses significant problems within the chosen field of study and contributes meaningfully to the profession's theory or practice. Our programme is designed to create highly qualified human resources in the field of management sciences, fostering intellectual development in both educational and industrial sectors. Through practical solutions, our scholars aim to address social, economic, and managerial challenges faced by our nation, bridging the gap between educational institutes and industries to generate valuable insights for overcoming current crises.

### Curriculum

PROGRAMME	CR HRS
PhD in Business Administration	36

Note: The curricula is subject to change because of the promulgation of HEC Undergraduate and Graduate Policy 2023

Scan the QR code for comprehensive curriculum details.



### Programmes Objectives and Outcomes

The comprehensive business education programmes prioritize essential skills and knowledge required to excel in various business disciplines. Our courses emphasize critical thinking, leadership, and ethical decision-making, equipping students with the ability to solve complex business problems both locally and globally. From fostering work ethics and promoting sustainable development goals to conducting original research for publication, our programmes prepare students for impactful contributions in the dynamic world of business.

- Exhibit work ethics and promote sustainable development goals.
- Illustrate critical thinking skills in solving complex business problems in a local and global environment.
- Demonstrate leadership skills in executing projects in a complex business environment.
- Apply ethical principles and show commitment towards sustainable development goals.

- Produce original research of quality appropriate for publication in high-quality peer-reviewed academic journals.
- Demonstrate an understanding and concern for the high ethical standards in business research.

## Career Opportunities

Upon completion of the respective programmes, you will have a wide range of career opportunities available to you. Some of the potential career paths include:

- Managerial roles in various industries, overseeing operations and making crucial business decisions.
- Excel in sales and marketing careers, utilizing their knowledge of consumer behavior and advertising to create successful marketing campaigns.
- Become financial analysts, investment bankers, or advisors, assisting businesses in making sound financial decisions.
- Human resources careers, managing the workforce and applying knowledge of organizational behavior and labor laws.
- Entrepreneurship, using their business acumen to launch and run successful ventures.
- Diverse career opportunities, including academic and non-academic fields, with job prospects in research-driven positions and higher education.

## Programme Facilities and Resources

We take pride in our well-equipped laboratories and facilities that provide an ideal environment for practical training and research. Our facilities include:

- Up to date, fully equipped and modern lecture rooms, seminar hall/auditorium, library, computer labs.
- Special access to various globally recognized academic research resources.
- Strong networking and collaboration with industry and organizations which provide our students with opportunities for internships, volunteer works and job opportunities.

## Collaboration & Partnerships

We have established MOUs for research and internships, providing students with valuable opportunities to collaborate with research institutions, organizations, and industry experts. This partnership aims to enrich their academic journey and equip them with practical skills for impactful careers in business administration.

## Fee Structure

The Undergraduate and Graduate programmes are being offered at Rs 6,200.00 per CrHr fee, whereas the Associate Degree is being offered at Rs 4,200.00 per CrHr fee, which are subject to change on a yearly basis.

## Additional Fee Details

In addition to tuition fees, the 1st semester fee includes the following non-refundable additional fees:

- Admission Fee: PKR 10,000
- Student Fund: PKR 1,250
- Library Fund: PKR 950
- Sports Fee: PKR 850
- Registration Fee: PKR 1,000
- Technology Fee: PKR 970
- Miscellaneous Fee: PKR 500

## Admission Requirement

To be eligible for admission to the Programme, students must have:

- For Undergraduate programmes, the applicant must have completed FSc / A Levels / Equivalent with at least 45% marks as certified by IBCC. For Associate Degree Programme minimum 35% marks in FSc / A Levels / Equivalent are required.
- Applicants for Bachelor Programmes must take the entrance test. Applicants with acceptable SAT, NTS-NAT, MCAT, GAT General & GAT Subject score will be exempted from the entrance test. The test will be conducted on a computer and will consist of one hundred MCQs of a two-hour duration. The admission test is comprised of:

UNDERGRADUATE PROGRAMMES	MATHEMATICS	30%
	English	40%
	Analytical	30%
MBA	Verbal Reasoning	35%
	Quantitative Reasoning	35%
	Analytical Reasoning	30%



- MBA applicants can either give GAT general (NTS) or the University Internal GAT Test
- PhD exam is based on percentage divided amongst the core areas of each subject (total 100%) . Applicants can either give GAT subject or the University Test
- After successfully clearing the admission test the students will be scheduled for an interview.

## Merit Based Scholarships

Iqra University's Islamabad campus extends merit-based scholarships to students enrolled in its undergraduate programmes . These scholarships are designed to cover a significant portion, up to 100%, of the tuition fees and are awarded based on the academic performance of the students in their HSSC or equivalent examinations. For detailed information regarding the specific scholarships available for each programme, please consult the table provided below.

PROGRAMMES	100%	75%	50%	25%	10%
BS ACCOUNTING & FINANCE AND BBA	95 & ABOVE	87-94.99	80-86.99	75-79.99	70-74.99

\*Additionally, a 5% scholarship has been announced for students from Gilgit-Baltistan and Azad Jammu Kashmir who meet the required eligibility criteria for our programmes and excel in the qualifying university admission test. Our mission is to provide access to the best education and modern infrastructure to talented individuals from all corners of Pakistan. This scholarship is our gesture to empower deserving students and ensure that financial constraints do not hinder their pursuit of academic excellence.

# RESOURCES AND INFRASTRUCTURE



## State-Of-The-Art Classrooms



Classroom with smart learning spaces, equipped with state-of-the-art smart boards and ample seating for over 60 students, enhancing interactive and engaging learning experiences.

## Auditorium



Auditorium with a capacity of up to 250 people, well-equipped for hosting presentations, lectures, and performances, supported by advanced audiovisual technology.

## Conference Room



Modern conference room with smart LED screens and a capacity for 30+ participants, promoting collaboration and immersive learning experiences.

## Library



Designed for independent, resource-based learning with a vast collection of books, periodicals, digital databases, manuscripts, and top-notch audio-visual facilities.

## Medical Facility/ Polyclinic



The Campus Polyclinic is staffed with skilled medical professionals dedicated to providing quality healthcare services for our students, staff, and faculty. These services include general consultations as well as specialized treatments, ensuring comprehensive care for all members of our community.

## Mosque



Designed to accommodate up to 500 students, providing a serene atmosphere for prayers and spiritual reflection.

## Cafeteria



Enjoy a variety of delicious meals prepared with care. From hearty comfort food to lighter options, there's something for everyone.

## Sports Complex



Dynamic sports complex, complete with dedicated Futsal areas illuminated by Flood-lit lamps for nighttime play, alongside International Quality Volleyball and Basketball courts, exclusive Cricket pitches, and Badminton courts.

## Transport Facility



The campus offers convenient third-party transportation services for students from twin cities and adjoining areas

## Hostels in Close Proximity



Facilitation in arranging exclusive hostels for boys and separately for girls situated within a convenient 2-4km vicinity, fostering a friendly and accessible accommodation zone for students relocating from different cities. Pick and drop facility available at designated hostels through third-party transport providers.

## Clubs and Activities



Nurturing holistic student development, we provide a myriad of events and activities, encompassing a diverse set of clubs like Sports Club, Environment Club, Adventure Club, Media Club, Dramatics Club, Music Club, and an active Alumni Society.





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