

INSTITUTE OF BUSINESS AND HEALTH MANAGEMENT
MS MANAGEMENT SCIENCES PROGRAM
(FALL 2026)

PROGRAM LEARNING OUTCOMES (PLOS)

By the completion of the MS Program, the graduates will be able to:

- a) Conduct independent and original research to generate new insights and solutions for complex business and management problems.
- b) Critically evaluate and integrate advanced theories, models, and frameworks to address strategic and operational challenges.
- c) Apply quantitative and qualitative research methods to collect, analyze, and interpret data for informed decision-making.
- d) Demonstrate the ability to lead, collaborate, and manage projects in diverse and interdisciplinary professional environments.
- e) Present research findings and professional analyses clearly and persuasively to academic, professional, and policy-making audiences.

SCHEME OF STUDIES

SEMESTER WISE BREAKUP WITH CREDIT HOURS

SEMESTER 1			
Course Code	Course Title	Category	Credit Hours
MSM711	Applied Research Design and Methods	Core	3+0
MSM712	Contemporary Business Strategy in the Digital Era	Core	3+0
XXXXXXXX	Elective – I	Elective	3+0
XXXXXXXX	Elective – II	Elective	3+0
MSM713	Fehm – e- Quran 1*	General Education	0+1
Total Credits (13)			
SEMESTER 2			
Course Code	Course Title	Category	Credit Hours
MSM714	Strategic Marketing	Core	3+0
MSM715	Strategic Financial Management	Core	3+0
XXXXXXXX	Elective III	Elective	3+0
XXXXXXXX	Elective IV	Elective	3+0
MSM716	Fehm-e-Quran II*	General Education	0+1



Total Credits (13)			
SEMESTER 3			
Course Code	Course Title	Category	Credit Hours
XXXXXXXX	Elective V	Elective	3+0
MSM717	Artificial Intelligence	Interdisciplinary	3+0
MSM718/ XXXXXXXX	Project 1 /Thesis-I / Elective VI	Research/Elective	3+0 /6+0/3+0
Total Credits (9)			
SEMESTER 4			
Course Code	Course Title	Category	Credit Hours
MSM719/ XXXXXXXX	Project 2 /Thesis-II / Elective VII	Research/ Elective	3+0 /Continued/3+0

Note:

* Muslim students are required to take Understanding of the Holy Quran/Fehm-e-Quran to complete the degree requirement. This course will be graded on a Pass/Fail basis and have no prerequisites. Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran/Fehm-e-Quran.

PROGRAM STRUCTURE

NQF Qualification Level		Level 7
Credit Hours		38
Course Work	GE Mandatory	- Muslim Students will take 2 Credit Hours (Fehm-e-Quran) as per HEC requirement - Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran/Fehm-e-Quran.
	Interdisciplinary	03 Credit Hours
	Mandatory Core Courses	12 Credit Hours
	Domain Specific Electives	15 Credit Hours
Thesis/Project/ 2 Electives		06 Credit Hours



Eligibility Criteria	• Minimum of 16-years of education in a relevant field from an HEC recognized institution. • Candidates with 16 years of education in a non-relevant domain may also apply and are required to undertake deficiency courses to comply with HEC requirements.
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DEFICIENCY COURSES

Candidates having a 16-year education (other than fields classified under Business & Management in ISCED - 2013) shall be required to undertake deficiency courses up to 30 credit hours. The quantum of deficiency shall be determined by the HEI offering admission on a case-by-case basis. The following is the list of such courses from which the deficiency courses may be selected. The listed courses are not exhaustive, however. HEIs may offer additional courses, if required, subject to approval by the relevant statutory bodies.

1. Principles of Accounting
2. Principles of Management
3. Principles of Marketing
4. Business Communication
5. Financial Accounting
6. Business Finance
7. Marketing Management
8. Oral & Public Speaking
9. Micro & Macro Economics
10. Organizational Behavior
11. Human Resource Management
12. Islamic Finance
13. Business Ethics and Legal Compliance
14. Entrepreneurship

MARKS DISTRIBUTION

The overall assessment for program courses will be structured as follows:

- **60%** allocated to internal assessment, including midterm examinations, projects, assignments, and other coursework.
- **40%** allocated to the final examination.

