Institute of Business & Health Management

Electives for MSMS Programs

Major	Master's Level	Course Title	Course Code for MS	Credit Hours
Finance	Postgraduate	Islamic Financing Structures and Instruments	EFI701	3
Finance	Postgraduate	Pricing and Management of Derivatives Securities	EFI702	3
Finance	Postgraduate	Corporate Treasury and Financial Resource Planning	EFI703	3
Finance	Postgraduate	Strategic Financial Modeling & Predictive Analysis	EFI704	3
Finance	Postgraduate	Tax Policy, Planning and Administration	EFI705	3
Finance	Postgraduate	Strategic Risk Management in Financial Institutions	EFI706	3
Finance	Postgraduate	Asset Allocation and Portfolio Strategies	EFI707	3
Finance	Postgraduate	Financial Technology and Innovation	EFI708	3
Finance	Postgraduate	Islamic Investment Strategies and Portfolio Optimization	EFI709	3
Finance	Postgraduate	Strategic Wealth Management in Islamic Finance	EFI710	3
Finance	Postgraduate	Financial Statement Analysis and Valuation	EFI711	3
Marketing	Postgraduate	Advertising & Media Planning	EMK701	3
Marketing	Postgraduate	Healthcare Service Marketing	EMK702	3
Marketing	Postgraduate	Strategic Brand Management	EMK703	3
Marketing	Postgraduate	Integrated Marketing Communication	EMK704	3
Marketing	Postgraduate	Strategic Biopharmaceutical Marketing	EMK705	3
Marketing	Postgraduate	B2C & B2B Selling	EMK706	3
Marketing	Postgraduate	Customer Relationship Management Technologies	EMK707	3
Marketing	Postgraduate	Strategic Retail Marketing	EMK708	3
Marketing	Postgraduate	E-Commerce & Entrepreneurial Marketing	EMK709	3

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Major	Master's Level	Course Title	Course Code for MS	Credit Hours
Marketing	Postgraduate	New Product Design & Development	EMK710	3
Business Analytics	Postgraduate	Analytical Business Strategies	EBA701	3
Business Analytics	Postgraduate	Computational Thinking for Business	EBA702	3
Business Analytics	Postgraduate	Data Management	EBA703	3
Business Analytics	Postgraduate	Business Intelligence & Strategic Analytics	EBA704	3
Business Analytics	Postgraduate	AI Concepts and Systems	EBA705	3
Business Analytics	Postgraduate	Data Science Principles	EBA706	3
Business Analytics	Postgraduate	Advanced Data Mining Techniques	EBA707	3
Business Analytics	Postgraduate	Social Media Analytics	EBA708	3
Business Analytics	Postgraduate	Cloud and Big Data Systems	EBA709	3
Business Analytics	Postgraduate	Visual Analytics for Decision Support	EBA710	3
Human Resource	Postgraduate	Compensation & Benefits	EHR701	3
Human Resource	Postgraduate	Performance Management	EHR702	3
Human Resource	Postgraduate	Strategic HR Planning	EHR703	3
Human Resource	Postgraduate	Talent Acquisition and Assessment Strategies	EHR704	3
Human Resource	Postgraduate	Talent Development	EHR705	3
Human Resource	Postgraduate	Organizational Transformation	EHR706	3
Human Resource	Postgraduate	Strategic Negotiation and Dispute Management	EHR707	3
Human Resource	Postgraduate	Strategic Talent Leadership	EHR708	3
Human Resource	Postgraduate	Legal Frameworks in Human Resource Management	EHR709	3

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Major	Master's Level	Course Title	Course Code for MS	Credit Hours
Human Resource	Postgraduate	Digital HR Analytics	EHR710	3
Supply Chain	Postgraduate	Supply Chain Optimization	ESC701	3
Supply Chain	Postgraduate	Inventory Planning and Control	ESC702	3
Supply Chain	Postgraduate	Supply chain management technology & application	ESC703	3
Supply Chain	Postgraduate	International Business Logistics	ESC704	3
Supply Chain	Postgraduate	Warehouse Management Systems	ESC705	3
Supply Chain	Postgraduate	Financial Strategies in Supply Chains	ESC706	3
Supply Chain	Postgraduate	Digital Supply Networks	ESC707	3
Supply Chain	Postgraduate	Artificial Intelligence in Logistics and Operations	ESC708	3
Supply Chain	Postgraduate	Green Logistics and Circular Supply Chains	ESC709	3
Supply Chain	Postgraduate	Risk Analytics in Supply Chains	ESC710	3
Supply Chain	Postgraduate	Global Trade and Import Export Management	ESC711	3