

**Elective Courses for  
BBA, MBA, MS, Ph.D. (MS), BS-Social Sciences.**

**2024**

**List of Elective Courses for BBA Program**

**Finance Specialization:**

S. No	Course Code	Course Title	Credit Hours
1	ELF 415	Investment Analysis and Portfolio Management	3
2	ELF416	Money Banking & Finance	3
3	ELF417	Money & Capital Markets	3
4	ELF418	Financial Statement Analysis	3
5	ELF419	Portfolio Management	3
6	ELF 420	Insurance Management & Practices	3
7	ELF 421	Financial Risk Management	3
8	ELF422	Risk Management & Insurance	3
9	ELF423	Behavioral Finance	3
10	ELF424	Financial Management	3
11	ELF425	Corporate Finance	3
12	ELF 311	Financial Reporting	3
13	ELF 312	Contemporary Issues in Finance	3
14	ELF 313	Public Finance	3
15	ELF 314	International Finance	3
16	ELF 315	Marketing of Financial Services	3
17	ELF 316	Mergers & Acquisitions	3
18	ELF 321	Strategic Financial Management	3
19	ELF 323	Audit & Taxation	3
20	ELF 324	Islamic Banking & Finance	3

**HRM Specialization:**

S. No	Course Code	Course Title	Credit Hours
1	ELH415	Performance and Compensation Management	3
2	ELH416	Training and Development	3
3	ELH417	Recruitment and Selection Practices	3
4	ELH418	Contemporary Issues in Human Resource Management	3
5	ELH419	Human Resource Information System	3
6	ELH422	Team Leadership	3
7	ELH423	Conflict and Negotiation Management	3
8	ELH424	Industrial Relations and Labor Laws	3
9	ELH425	Knowledge Management	3
10	ELH426	International Human Resource Management	3
11	ELH 431	Change Management	3
12	ELH 432	Human Resource Development	3
13	ELH 433	Human Resource Management in Public Sector	3
14	ELH 434	Cases in Human Resource Management	3
15	ELH 435	Talent Management	3
16	ELH 436	Total Quality Management	3
17	ELH 411	Introduction to Public Policy	3
18	ELH 412	Consultancy in Human Resource Management	3
19	ELH 413	Organizational Diagnosis and Transformation	3
20	ELH 414	Global Leadership and Personal Development	3
21	ELH 415	Human Resource Matrix	3

22	ELH416	Research Methods in Human Resource Management	3
23	ELH417	Sustainable Human Resource Management	3
24	ELH418	Artificial Intelligence for Human Resource Management	3
25	ELH419	Artificial Intelligence Revolution in Human Resource Management	3

**Marketing Electives:**

S. No	Course Code	Course Title	Credit Hours
1	ELM415	Industrial Marketing	3
2	ELM416	Advertising & Promotional Strategies	3
3	ELM417	Sales Management	3
4	ELM418	Retail Marketing	3
5	ELM419	Brand Management	3
6	ELM422	International Marketing	3
7	ELM423	E Marketing	3
8	ELM424	Contemporary Issues in Marketing	3
9	ELM425	Social Marketing	3
10	ELM 426	Organizational Buying Behavior	3
11	ELM 311	Marketing Research	3
12	ELM 312	Perspectives of Retailing & Franchise Management	3
13	ELM 313	Emerging Concepts of Channels & Distribution	3
14	ELM 314	Services Marketing	3
15	ELM 315	Digital Analytics	3
16	ELM 316	Copy Writing Concepts Protocols and Practices	3

17	ELM 321	Agriculture Marketing	3
18	ELM 322	Electronic CRM	3
19	ELM 323	Marketing Issues in Pakistan	3
20	ELM 324	Digital Marketing	3
21	ELM 325	Agriculture Marketing	3
22	ELM 326	Marketing Strategy	3
23	ELM 327	Cases in Marketing	3
24	ELM 328	Supply Chain Management	3

**Banking & Finance Electives:**

S. No	Course Code	Course Title	Credit Hours
1	ELBF 411	Financial Institutions & Markets	3
2	ELBF 412	Central, Commercial & Corporate Banking	3
3	ELBF 413	Computer Applications in Finance	3
4	ELBF 414	Investment Banking	3
5	ELBF 415	Branch Banking	3
6	ELBF 421	International Banking	3
7	ELBF 422	Regulations & Financial Markets	3
8	ELBF 423	Sharia Compliant Financial Markets & Institutions	3
9	ELBF 424	Treasury & Funds Management	3
10	ELBF 425	Empirical Research in Finance	3
11	ELBF 426	Corporate Governance	3
12	ELBF 427	Banking Operations & Management	3

## List of Elective Courses for MBA/MS Programs

### Finance Specialization:

S. No	Course Code	Course Title	Credit Hours
1	ELF 513	Advance Banking & Finance	3
2	ELF 515	Laws of Taxation	3
3	ELF522	Financial Markets & Institutions	3
4	ELF523	Financial Risk management	3
5	ELF525	Taxation Management	3
6	ELF526	Treasury & Funds Management	3
7	ELF 527	International Finance	3
8	ELF 529	Fund Raising Management	3
9	ELF 530	Independent Study in Finance	3
10	ELF 531	Strategic Managerial Finance	3
11	ELF612	Advances in Security & Portfolio Analysis	3
12	ELF613	Project Management in Finance	3
13	ELF614	Advanced Corporate Finance	3
14	ELF615	Financial Derivatives	3
15	ELF616	Financial Reporting & Analysis	3
16	ELF618	Applied Financial Econometrics	3
17	ELF619	Contemporary Issues in Finance	3
18	ELF 620	Advance Auditing	3
19	ELF 621	Financial Econometrics	3

20	ELF 622	Mergers & Acquisitions	3
21	ELF 623	Essential Software	3
22	ELF 624	Sharia Compliant Financial Markets & Institutions	3
23	ELF 625	Marketing of Financial Services	3
24	ELF 626	Branch Banking	3
25	ELF 627	Behavioral Finance	3
26	ELF 628	Sustainable Finance	3
27	ELF 629	Private Equity	3
28	ELF 632	Seminar in Finance	3
29	ELF 633	Islamic Banking & Finance	3

**HRM Specialization:**

S. No	Course Code	Course Title	Credit Hours
1	ELH 522	Organizational Development	3
2	ELH 523	Training and Development	3
3	ELH 524	Contemporary Issues in Diversity Management	3
4	ELH 525	Talent Management	3
5	ELH 526	Research Techniques in HRM	3
6	ELH 527	Change Management	3
7	ELH 528	Independent Study in HR	3
8	ELH 529	Labor Law	3
9	ELH 530	Art of Leadership and Management	3
10	ELH 531	Global Comparative Management	3
11	ELH 532	Strategic Human Resource Management & Planning	3

12	ELH 533	Group Dynamics	3
13	ELH 534	Human Resource Planning & Retention	3
14	ELH 535	Human Resource Development & Labor Markets	3
15	ELH 536	Union/Management Relations	3
16	ELH 539	Organizational Psychology	3
17	ELH 612	Cases in Human Resource Management	3
18	ELH 613	Human Resource in Public Sector	3
19	ELH 614	Performance Management	3
20	ELH 615	Compensation Management	3
21	ELH 616	Seminar in HR	3
22	ELH 622	Organization Design & Structure	3
23	ELH 623	Consultancies in Human Resource Management	3
24	ELH 624	Leadership & Team Management	3
25	ELH 625	Strategic Human Resource Management	3
26	ELH 626	Contemporary Issues in Human Resource Management	3
27	ELH 627	Conflict Management	3
28	ELH 628	Human Resource Matrix	3
29	ELH 629	Green Human Resource Management	3
30	ELH 630	Islamic Human Resource Management	3
31	ELH 631	Organizational Communication	3
32	ELH 632	Human Resource Management and Decision Making	3
33	ELH 633	SMART Human Resource Management	3
34	ELH 634	Research Methods in Human Resource Management	3
35	ELH 635	Sustainable Human Resource Management	3

36	ELH 636	Artificial Intelligence for Human Resource Management	3
37	ELH 637	Artificial Intelligence Revolution in Human Resource Management	3
38	ELH 638	Encyclopedia of Human Resource Management	3

**Marketing Electives:**

S. No	Course Code	Course Title	Credit Hours
1	ELM 522	Strategic Brand Management	3
2	ELM 523	Advance Strategic Marketing	3
3	ELM 524	Export Marketing	3
4	ELM 525	Social Marketing	3
5	ELM 526	Hospitality & Tourism Management	3
6	ELM 527	Market Segmentation	3
7	ELM 528	Customer Services & Customer Retention	3
8	ELM 529	Sales Promotion Analysis	3
9	ELM 531	Retail Marketing	3
10	ELM 532	Consumer Buying Decision Process	3
11	ELM 533	Cradle to Grave Marketing	3
12	ELM 534	Distribution Channel	3
13	ELM 535	Seminars in Marketing	3
14	ELM 536	Digital Marketing	3
15	ELM 612	Independent Study in Marketing	3
16	ELM 613	Event Management & Public Relations	3
17	ELM 614	Direct Marketing	3
18	ELM 615	Integrated Marketing Communications	3



19	ELM 616	Marketing Research	3
20	ELM 617	Relationship Marketing	3
21	ELM 618	Contemporary Issues in Marketing/Advertising	3
22	ELM 619	Sales Marketing	3
23	ELM 620	Personal Selling Marketing	3
24	ELM 621	Seminar Marketing	3
25	ELM 622	Critical Marketing	3
26	ELM 623	Case Study in Global Marketing	3
27	ELM 527	Marketing Strategy	3
28	ELM 533	International Marketing	3
29	ELM 524	Marketing Ethics	3
30	ELM 612	Theories & Practices in Marketing	3
31	ELM 613	B2B Marketing	3
32	ELM 614	New Product Development	3
33	ELM 622	Customer Relationship Management	3
34	ELM 625	Advertising & Promotional Strategies	3
35	ELM 511	Services Marketing	3
36	ELM 512	Brand Positioning	3
37	ELM 513	Digital Marketing	3
38	ELM 514	Agriculture Marketing	3
39	ELM 515	Supply Chain Management	3

**Project Management Electives:**

S. No	Course Code	Course Title	Credit Hours
1	PME 521	Project Risk Management	3
2	PME 522	Directed Research in Project Management	3
3	PME533	<a href="#">Project Planning and Controlling</a>	3
4	PME 524	Managing Complex Projects	3
5	PME 525	Project Procurement Management	3
6	PME526	<a href="#">Fundamentals of Project Management</a>	3
7	PME 527	<a href="#">Directed Computational Project Management</a>	3
8	PME 528	HRM in Projects	3
9	PME 611	Project Leadership	3
10	PME 612	Project Monitoring & Evaluation	3
11	PME 613	Advanced Project Management	3
12	PME614	<a href="#">Management of Development Projects</a>	3
13	PME 615	Project Stakeholder Management	3
14	PME616	<a href="#">Social Networks in Project and Enterprise Organizations</a>	3
15	PME 617	Software Project Management	3
16	PME 618	Seminars in Project Management	3
20	PME 623	Financial Management in Projects	3
21	PME624	<a href="#">Cases in Project Management</a>	3
22	PME 625	Project Schedule Management	3
23	PME 626	Project Quality Management	3
24	PME 627	<a href="#">Agile Project Management</a>	3

## List of Elective Courses for Ph.D. (MS)

### **MARKETING SPECIALIZATION**

S.No.	Course Code	Course Title	Credit Hours
01	ELM 721	Strategic Brand Management	3
02	ELM 722	Marketing Research	3
03	ELM 723	Electronic Marketing	3
04	ELM 724	Services Marketing Management	3
05	ELM 725	Consumer Psychology	3

### **MANAGEMENT AND HRM SPECIALIZATION**

S.No.	Course Code	Course Title	Credit Hours
01	ELH 721	Employee and Management Relations in Cross Cultural Context	3
02	ELH 722	Contemporary Issues in Human Resource Management	3
03	ELH 723	Current Perspectives in Training and Development	3
04	ELH 724	Advanced Compensation and Benefit	3
05	ELH 725	Organizations in the 21st Century	3
06	ELH 726	Advanced International HRM	3
07	ELH 727	Knowledge Management Theories and Practices	3
08	ELH 728	Advanced Management Theories in Developing Economies	3
09	ELH 729	Leadership in Developing Countries	3

### **FINANCE SPECIALIZATION**

S.No.	Course Code	Course Title	Credit Hours
01	ELF 721	Financial Risk Management	3
02	ELF 722	Behavioral Finance	3
03	ELF 723	Public Finance and Decision Making	3

04	ELF 724	Contemporary Issues in Finance	3
05	ELF 725	Theories in Finance	3
06	ELF 726	Research Methods in Finance	3
07	ELF 727	Financial Risk Management	3
08	ELF 728	Advanced Portfolio Management	3
09	ELF 729	Seminars in Finance	3
10	ELF 730	Micro Structure of Stock Market	3
11	ELF 731	Financial Modeling	3

## **List of General & Optional Courses for BBA Program**

### **General Courses:**

1. GEN 115 Introduction to Psychology
2. GEN 116 Introduction to Sociology
3. GEN 125 National & International Affairs
4. GEN 126 Public Relations
5. GEN 215 Humanities
6. GEN 216 Introduction to Political Science
7. GEN 225 Geography
8. GEN 226 Islamic History
9. GEN 313 Culture & Music
10. GEN 314 Social Work & Human behavior
11. GEN 315 Physical Education
12. GEN 316 Interpersonal Skills
13. GEN 414 Introduction to Gender Studies
14. GEN 415 Introduction to Geology
15. GEN 416 Chinese Language
16. GEN 424 Turkish Language
17. GEN 425 Arabic Language
18. GEN 426 German Language
19. GEN 114 Persian Language

### **Optional Courses:**

1. OPT 124 Logic & Critical Thinking
2. OPT 125 Self-Management Skills
3. OPT 126 National Resource Management
4. OPT 214 Business Ethics
5. OPT 215 Organizational Theory
6. OPT 216 Labor Law in perspective of CPEC
7. OPT 224 Small Business Management

### **List of General Courses for BS-Social Sciences Program**

1. GEN 315 Management for Non-Profit Organization
2. GEN 316 Marketing for Social Enterprises
3. GEN 317 Development of Social Enterprises
4. GEN 415 Fundamentals of Economics
5. GEN 416 Consumer Behavior
6. GEN 417 National & International Affairs
7. GEN 425 Political Science
8. GEN 426 Media Writing
9. GEN 427 Introduction to Corporate Law
10. GEN 325 Media & Society in Pakistan
11. GEN 326 Introduction to Logic
12. GEN 327 Art History
13. GEN 328 Sustainable Development