



SCHOOL OF BUSINESS ADMINISTRATION & SOCIAL SCIENCES

- BBA
- BS-Psychology
- BS-Accounting and Finance
- BS-Digital Marketing
- BS DigitalAnalytics
- BS Media Studies & Mass Communication
- MBA
- MS-Management Sciences
- Ph.D-Management Sciences



DEPARTMENT OF BUSINESS ADMINISTRATION & SOCIAL SCIENCES

ABOUT

The Business Administration & Social Sciences Department is akin to produce professionals suitable for the emerging needs of the market. We strongly believe that the educational environment, curriculum and teaching methodologies must lead to instilment of ethical and moral values coherent with the culture and religion of our society. To achieve these objectives, the programs offered by the Department of Business Administration & Social Sciences place a strong emphasis on ethical values.

The Department offers an array of different programs which includes PhD, MS, MBA, BBA, BS-Psychology, BS Digital Marketing, BS Accounting and Finance and Associate Degree Program and Media Studies. In an era

of globalization, the need of business education is vital for the success of any business. Our dedicated faculty and staff are committed to impart knowledge and our programs are designed in such a balanced way that not only cover the academic aspect but also provide the opportunity of research and interaction with business and industry. The aim of programs is to combine professional skill development with a critical awareness of the issues involved in learning and managing, complex organizations, with a particular emphasis on Business education, Finance, Marketing, Human Resource Management and Management Skills.

BS- Psychology program aims to guide students by ethics bringing in awareness, sensitivity and skill to work with wide array of clients by assessing, diagnosing and treating variety of psychological problems. Moreover, the program aims to create strong understanding of research and their use in clinical practice. Apart from that, Iqra National University is a place with countless opportunities. The purpose built campus with state-of-the-art facilities provides a unique learning experience for the student and help them grow both personally and intellectually.

CHAIRPERSON'S MESSAGE



Prof. Dr. Amna Ali

It is my privilege to serve as the Chairperson of the Department of Business Administration and Social Sciences. Our department is committed to delivering a comprehensive and dynamic business education, offering programs that range from the Bachelor of Business Administration (BBA) to a PhD in Management Sciences.

In alignment with evolving market trends and societal needs, we also offer specialized undergraduate programs in Psychology, Digital Marketing, and Accounting & Finance under the Social Sciences umbrella. Our curriculum is continuously updated to reflect the latest developments in business, industry, and academia, adhering to the guidelines set by the Higher Education Commission (HEC) and the National Business Education Accreditation Council (NBEAC). We take pride in fostering a progressive, student-centered learning environment. The department is equipped with modern facilities and supported by a dedicated and highly qualified faculty committed to the academic and professional development of our students. Our graduates have secured esteemed positions in both national and multinational organizations, while many others have leveraged their acquired skills to embark on entrepreneurial ventures, establishing themselves as successful business leaders.

I warmly welcome prospective students to join our department. We are dedicated to providing you with the knowledge, skills, and opportunities necessary to excel in the fields of management, research, and social sciences.

CHAIRPERSON

SCHOOL OF BUSINESS ADMINISTRATION & SOCIAL SCIENCES

VISION

To emerge as a leading school of business and social sciences aiming to achieve academic excellence to meet the global standards, market dynamism with the sense of corporate social responsibility.

MISSION

Fostering academic excellence in the fields of Business and social sciences through research and development by establishing national and international collaborations that facilitate students in acquiring managerial and social skills.

TESTIMONIAL

Jalal Hussain Shah

My journey at INU has been the most valuable and memorable part of my life. Besides my education it has given numerous amazing memories, which I can hold on to for eternity, seeing how the institute has grown and is growing further makes me proud. The department that makes me proud the most is the Career Development Centre: till now we had only heard about career drives being conducted in IM|Sciences, it was a myth to us. But the dedication on continuous effort of this particular department has brought dozens of employer to the institute to conduct career drives. Lucky you, now more sending your CV to places! I wish all the best to everyone who is part of this glorious institution, enjoy it and make the most of it while u still can.



Mominah Riaz

I had a splendid experience at IQRA National University. Including academic excellence, students at INU are also provided with the knowledge regarding realistic aspects of life and are continuously improved for career advancement. The faculty members have been a fruitful figure in engraving in us the sense of accountability, curiosity to learn and the enthusiasm to move beyond our potential. I, not only chose INU for my bachelor's degree but for master's program as well. INU not only caters with knowledge but also with character building and career development. This institute has the excellent, skilled, professional and highly qualified teaching staff which ensures the future of the students is in the best hands and they are at the right direction to turn into successful leaders, no matter which ever subject or program they select.



FACULTY MEMBERS

Prof. Dr. Adil Adnan
Dean/Professor Marketing
Ph.D (Management Sciences)

Prof. Dr. Amna Ali
Chairperson/HR Managemnt
Ph.D (Management Sciences)

Prof. Dr. Liaqat Ali
Professor Mathematics
Ph.D (Mathematics)

Dr. Qaiser Mehmood
Associate Professor HR/Managemnt
Ph.D (Management Sciences)

Dr. Asad Ullah
Assistant Professor Finance
Ph.D (Management Science)

Dr. Muhammad Ismail
Assistant Professor finance
PH.D (Management Sciences)

Dr. Faisal Sheraz
Associate Professor HR/Management
Ph.D Management Sciences

Dr. Zaigham Abbas
Assistant Professor Marketing
MS (Marketing)

Dr. Azmat Ali Shah
Assistant Professor Human Resource Mgt
MS (Management)

Dr. Mudassar Abdullah
Assistant Prof.
Ph.D Psychology

Dr. Naveed Azeem
Assistant Professor Finance
Ph.D Finance

Dr. Abdus Salam
Assistant Professor Psychology
Ph.D Psychology

Dr. Alam zeb Khattak
Associate Professor/Head of Psychology Program
Ph.D Psychology

Mr. Khalid Usman Khattak
Lecturer HR/Management
MS Management

Ms. Sara Khan
Lecturer Statistics
M.Phil Statistics

Mr.Amjad Hameed
Lecturer Finance
MS Finance

Mr. Omer Zeb
Lecturer Finance
MS Finance

Ms. Wajiha Amin
Lecturer Statistics/Economics
M.Sc (Economics)

Mr. Khubroo Qazi
Lecturer Project Management
MS Project Management

Mr. Zohaib Ali
Lecturer Economics
MS (Economics), (Ph.D in Progress)

Mr. Wajahat Gul
Lecturer Human Resource Mgt
MS (Management)

Ms. Beenish Shuja
Lecturer Social Sciences
MA (IR & Pak Studies)

Mr. Khalil Ullah Safi
Lecturer Marketing
MS Marketing

Mr. Muhammad Salman
Lecturer Marketing
MS Marketing

Mr. Ameer Taimur Ali Khan
Lecturer HR Management
MS Management, (Ph.D in progress)

Ms. Javaria Abid
Lecturer Psychology
MS Psychology

Mr. Fawad Ijaz Khattak
Lecturer Social Sciences
MS Political Science

Ms. Nawal Haider
Lecturer Psychology
MS Psychology

Mr. Awais Ahmad
Lecturer HR/Managemnt
MS Managemnt, (Ph.D in Progress)

Dr. Shah Hassan
Assistant Professor Finance
PhD Finance

Ms. Mehr Jabeen
Lecturer Economics
MS Ecnomics

Sosan Abbas
Lecturer Marketing
MS Marketing, (Ph.D in Progress)

Kiran Wazir
Lecturer Marketing
MS Marketing, (Ph.D in Progress)

Mr. Mehmood Ul Haq
Program Coordinator
BS (Hon)

Mr. Malik Ali Tashqain
Program Coordinator
MS

Muhammad Saeed
Lecturer
Ph.D in Progress

Nauman Khan
Producer/Lecturer
MS Media Studies and Mass Communication

Jawad Ahmad
Coordinator
Bsc Information & Communication Technology

Ms. Maimoona sadiq
Lecturer Finance
MS Finance, (Ph.D in Progress)

Surrayya Shahab
Lecturer Sociology
MS (Sociology)

Ms. Maryam
Lecturer Psychology
MS Psychology

Shahzad Hamayun
Lecturer Social Sciences
M. Phil Sociology

Shaukat Ayaz
Lecturer Marketing
MS Marketing, (Ph.D in Progress)

Ms. Zarmina Gul
Lecturer Political science
MS Political Science

Muhammad Sheraz
Computer Lab Assistant
MS.c Mathematics

Syed Abid Ali Shah
Program Coordinator
MA

Muhammad Faheem
Lecturer / HoP (media studies)
Ph.D in progress

Anum Hamid
Lecturer
Ph.D in Progress

Shahab Ali
Lecturer
Ph.D In Progress

Amjad Khan
Lecturer
MS in Journalism & Mass Communication

BACHELORS OF BUSINESS ADMINISTRATION

(4 YEARS)

COURSE OVERVIEW

It is a four year program consists of eight semesters, 44 courses and 133 credit hours. The program is based on three key elements. Element one consists of grounding in the core disciplines which are essential to management. The second consists of fertilizer courses from general education and supporting courses from variety of fields to pillar the critical and innovative thinking related to business dynamic environment. The third element consists of specialized instruction in the field of finance, marketing, and human resource management.

SPECIALIZATION

- Finance
- Marketing
- Human Resource Management
- Project Management
- Digital Marketing

ADMISSION CRITERIA

- HSSC, A Levels or Equivalent with Minimum 45% Marks as per HEC criteria.
- Departmental Test and Interview.



SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|---------|--|-----------|
| MGT-111 | Introduction to Business | 3 |
| MGT-112 | Principles of Management | 3 |
| GEN-111 | Business English | 3 |
| GEN-112 | Computer Applications To Business | 3 |
| MGT-141 | Principles of Marketing | 3 |
| GEN-113 | Islamic Studies/Ethics for Non-Muslims | 2 |
| Total | | 17 |

Semester 3

| Code | Subject Name | Cr. Hours |
|---------|---|-----------|
| IDC-211 | Introduction to Economics | 3 |
| GEN-211 | Quantitative Techniques for Decision Making | 3 |
| MGT-213 | Human Resource Management | 3 |
| IDC-212 | Fundamentals of Statistics | 3 |
| GEN-212 | Environmental Sciences | 3 |
| GEN-213 | Pakistan Studies | 2 |
| GSQ-211 | Fehm E Quran-II | 1 |
| Total | | 18 |

Semester 5

| Code | Subject Name | Cr. Hours |
|---------|---------------------------------|-----------|
| MGT-311 | Business law | 3 |
| MGT-312 | Management Information System | 2 |
| MGT-351 | Business Finance | 3 |
| MGT-345 | Consumer Behavior | 3 |
| MGT-352 | Introduction to Money & Banking | 3 |
| MGT-361 | Cost Accounting | 3 |
| Total | | 18 |

Semester 7

| Code | Subject Name | Cr. Hours |
|---------|--|-----------|
| MGT-411 | Project Management | 3 |
| MGT-412 | Corporate Governance | 3 |
| | Elective - I | 3 |
| ELF-312 | Contemporary Issues in Finance | |
| ELH-414 | Global Leadership & Personal Development | |
| ELM-424 | Contemporary Issues in Marketing | |
| DME-312 | Social Media Marketing | |
| PME-312 | Project Monitoring & Evaluation | |
| | Elective - II | 3 |
| ELF-324 | Islamic Banking & Finance | |
| ELH-434 | Cases in Human Resource Management | |
| ELM-416 | Advertising & Promotional Strategies | |
| DME-315 | Digital Sales Management | |
| PME-413 | Project Schedule Management | |
| INT-414 | Internship | 3 |
| Total | | 15 |

Total Credit Hours: 133

Semester 2

| Code | Subject Name | Cr. Hours |
|---------|-------------------------------------|-----------|
| GEN-114 | Technical report Writing | 3 |
| IDC-111 | Business Mathematics | 3 |
| GEN-115 | Business Ethics | 2 |
| MGT-161 | Principles of Accounting | 3 |
| GEN-116 | Introduction to Psychology | 2 |
| GEN-117 | Entrepreneurship | 2 |
| GEN-118 | Ideology & Constitution Of Pakistan | 2 |
| GSQ-111 | Fehm E Quran-I | 1 |
| Total | | 18 |

Semester 4

| Code | Subject Name | Cr. Hours |
|---------|--|-----------|
| IDC-213 | Statistical Interference | 3 |
| MGT-232 | Organizational Behavior | 3 |
| MGT-261 | Financial Accounting | 3 |
| MGT-241 | Marketing Management | 3 |
| GEN-214 | Data Analysis Using Statistical Packages | 3 |
| GEN-215 | Leadership & Community Engagement | 2 |
| Total | | 17 |

Semester 6

| Code | Subject Name | Cr. Hours |
|---------|---------------------------|-----------|
| MGT-251 | Financial Management | 3 |
| MGT-611 | Strategic Management | 3 |
| IDC-311 | Business Research Methods | 3 |
| MGT-363 | Fundamentals of Taxation | 3 |
| MGT-355 | E-Commerce | 3 |
| MGT-342 | Supply Chain Management | 3 |
| Total | | 18 |

Semester 8

| Code | Subject Name | Cr. Hours |
|---------|--|-----------|
| | Elective III | 3 |
| ELF-316 | Mergers & Acquisitions | |
| ELH-418 | Contemporary Issues in Human Resource Mng. | |
| ELM-313 | Emerging Concepts of Channels & Distribution | |
| PME-316 | Project Scope Management | |
| DME-412 | Search Engine Market & Analytics | |
| | Elective IV | 3 |
| ELF-422 | Risk Management & Insurance | |
| ELH-422 | Team Leadership | |
| ELM-324 | Digital Marketing | |
| PME-411 | Project Stakeholder Management | |
| DME-414 | Website Design & Development | |
| | Elective V | 3 |
| ELF-423 | Behavioral Finance | |
| ELH-418 | Artificial Intelligence for Human Resource Mang. | |
| ELM-327 | Case Study in Marketing | |
| DME-417 | Search Engine Operation | 3 |
| PME-412 | Project Procurement Management | |
| BRP-424 | Capstone Project | 3 |
| Total | | 12 |

BS BUSINESS ANALYTICS

ADMISSION CRITERIA

BUSINESS ANALYTICS is a four year degree program comprising of 8 regular semesters. The eligibility criteria is student who secured 45% or more in FSC or equivalent.

SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|---------|---------------------------|-----------|
| IND-111 | IT in Business | 3 |
| BAS-112 | Fundamental of Accounting | 3 |
| BUS-113 | Business Math-I | 3 |
| BAS-114 | Principles of Management | 3 |
| ENG-115 | English-I | 3 |
| IS-116 | Islamic Studies/Ethics | 2 |
| Total | | 17 |

Semester 3

| Code | Subject Name | Cr. Hours |
|---------|-------------------------------|-----------|
| ECO-231 | Micro Economics | 3 |
| CTH-232 | Critical Thinking | 3 |
| BAS-233 | Data Analysis for Business-II | 3 |
| IND-234 | Programming for Business | 3 |
| CMS-235 | Community Services | 3 |
| GSQ-211 | Fehm E Quran-II | 1 |
| Total | | 16 |

Semester 5

| Code | Subject Name | Cr. Hours |
|---------|--|-----------|
| BAS-351 | Consumer Behavior | 3 |
| PSY-352 | Introduction to Psychology | 3 |
| BAS-353 | Basic Econometrics | 3 |
| BAS-354 | Human Resource Management | 3 |
| IND-355 | Data Structures & Business Application | 3 |
| Total | | 15 |

Semester 7

| Code | Subject Name | Cr. Hours |
|---------|-----------------------------|-----------|
| BAS-471 | Business Data & Text Mining | 3 |
| BAS-472 | Entrepreneurship | 3 |
| BAS-473 | Financial Management | 3 |
| | Elective-II | 3 |
| INT-475 | Internship | 3 |
| Total | | 15 |

Semester 2

| Code | Subject Name | Cr. Hours |
|---------|------------------------------|-----------|
| BAS-121 | Financial Accounting | 3 |
| BAS-122 | Data Analysis for Business-I | 3 |
| BAS-123 | Marketing Management | 3 |
| BUS-124 | Business Math-II | 3 |
| ENG-125 | English-II | 3 |
| GSQ-111 | Fehm E Quran-I | 1 |
| Total | | 16 |

Semester 4

| Code | Subject Name | Cr. Hours |
|---------|---|-----------|
| BAS-241 | Business Finance | 3 |
| BAS-242 | Environmental Science & Sustainability for Business | 3 |
| SOS-243 | Introduction to Sociology | 3 |
| ECO-244 | Macro Economics | 3 |
| BAS-245 | Fundamentals of Business Analytics | 3 |
| CON-246 | Constitution & Ideology of Pakistan | 2 |
| Total | | 17 |

Semester 6

| Code | Subject Name | Cr. Hours |
|---------|---|-----------|
| BAS-361 | Machine Learning for Business Analytics | 3 |
| BAS-362 | Methods in Business Research | 3 |
| BAS-363 | Business Communication | 3 |
| BAS-364 | Data Base Systems for Business | 3 |
| | Elective-I | 3 |
| IND-367 | Business Law | 3 |
| Total | | 18 |

Semester 8

| Code | Subject Name | Cr. Hours |
|---------|--|-----------|
| BAS-481 | Decision Science for Business | 3 |
| BAS-482 | Legal & Ethical Issues in Business Analytics | 3 |
| BAS-483 | Business strategy | 3 |
| BRP-484 | Capstone Project | 3 |
| | Elective-II | 3 |
| Total | | 15 |

Total Credit Hours: 129



BS PSYCHOLOGY PROGRAM

OBJECTIVE:

The objective of the BS Program in Psychology is to let the students understand the fundamental principles of Psychology as a science of human behavior. Courses in this program provide the principles, methods and techniques that are essential for a critical and appreciative understanding of human behavior. Students will learn how to apply theoretical principles to human behavior problems. The students will also acquire the skills in experimental techniques and methods and their applications, across the board, in the field of Psychology. Students will develop critical and rational reasoning to be able to work on complex problems and be able to develop careers in teaching, research, industry and government.

PROGRAM STRUCTURE:

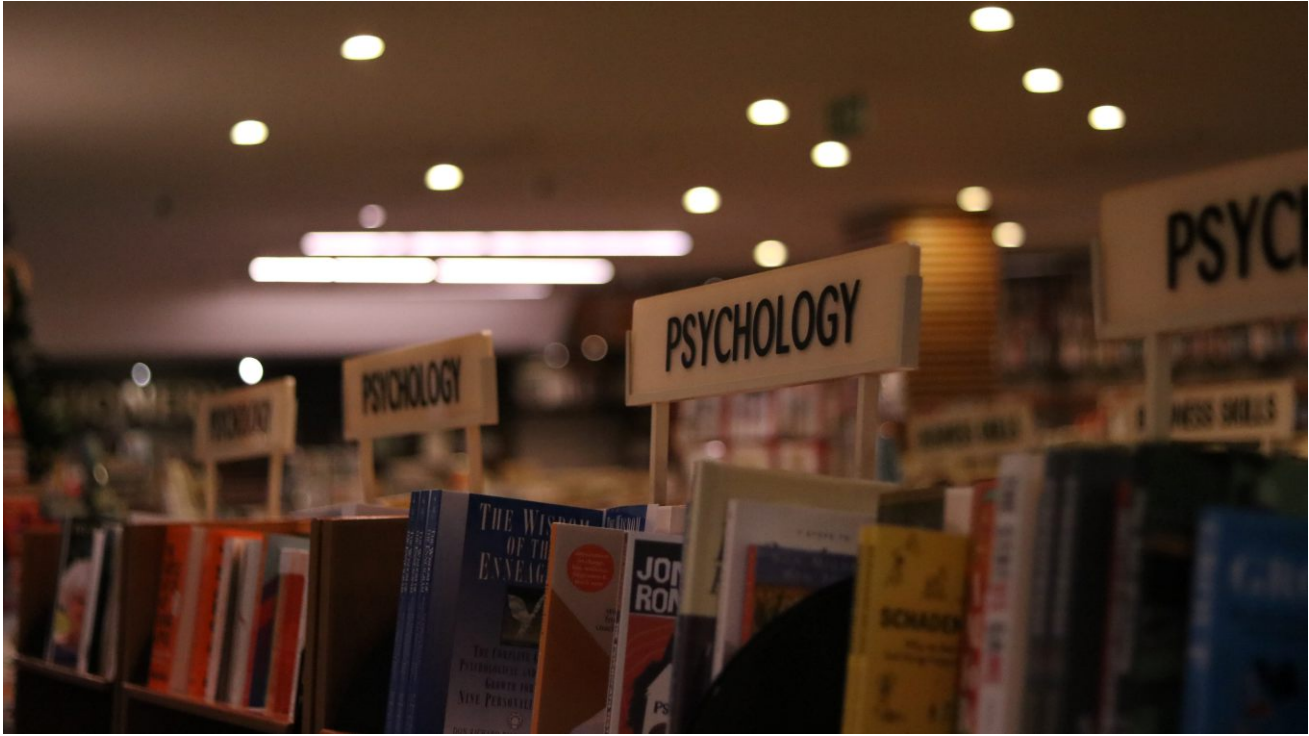
The BS- Psychology program requirement offers 136 credit hours.

ELIGIBILITY:

12 years of education with 45% marks as per HEC criteria.
F.A/FSC/A Level or equivalent with minimum 45% or 2nd division. As per HEC criteria.

PROGRAM DURATION

The minimum duration of the program is 4 years / 8 semesters.



SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|---------|-------------------------------------|-----------|
| PSY-111 | Introduction to Psychology | 3 |
| PSY-112 | Schools & Perspective in Psychology | 3 |
| IDC-214 | Quantitative Reasoning | 3 |
| IDC-114 | Biology | 3 |
| IDC-115 | Functional English | 3 |
| IDC-116 | Application of ICT | *3 |
| Total | | 18 |

Semester 2

| Code | Subject Name | Cr. Hours |
|---------|---|-----------|
| PSY-121 | Behavioral Neuroscience | 3 |
| PSY-122 | Experimental Psychology | 3 |
| PSY-123 | Theories Of personality | 3 |
| IDC-221 | Quantitative Reasoning-II | 3 |
| IDC-125 | Expository Writing/communication Skills | 3 |
| IDC-126 | Pakistan Studies | 2 |
| IDC-127 | Fehm E Quran-I | 1 |
| Total | | 18 |

Semester 3

| Code | Subject Name | Cr. Hours |
|---------|--|-----------|
| PSY-231 | Introduction to Social Psychology | 3 |
| PSY-232 | Cognitive Psychology | 3 |
| PSY-233 | Industrial & Organizational Psychology | 3 |
| PSY-234 | Ethics in Psychology | 3 |
| IDC-235 | Introduction to Philosophy | 2 |
| IDC-326 | Islamic Studies | 2 |
| IDC-237 | Ideology & Constitution of Pakistan | 2 |
| Total | | 18 |

Semester 4

| Code | Subject Name | Cr. Hours |
|---------|-------------------------------|-----------|
| PSY-241 | Psychological Testing | 3 |
| PSY-242 | Developmental Psychology | 3 |
| PSY-243 | Psycho pathology | 3 |
| PSY-244 | Environmental Psychology | 3 |
| IDC-245 | Criminology | 2 |
| MGT-246 | Entrepreneurship | 2 |
| IDC-247 | Civics & Community Engagement | 2 |
| Total | | 18 |

Semester 5

| Code | Subject Name | Cr. Hours |
|---------|--|-----------|
| PSY-351 | Cross Cultural Psychology | 3 |
| PSY-352 | Gender Psychology | 3 |
| PSY-353 | Sports Psychology | 3 |
| PSY-354 | Clinical Psychology | 3 |
| IDC-355 | Interdisciplinary Course-I (data analysis) | 3 |
| IDC-356 | Fehm E Quran-II | 1 |
| Total | | 16 |

Semester 6

| Code | Subject Name | Cr. Hours |
|---------------------------------------|-----------------------------|-----------|
| PSY-361 | Positive Psychology | 3 |
| PSY-362 | Counseling Psychology | 3 |
| PSY-363 | Islamic Psychology | 3 |
| PSY-364 | Practicum-I | 3 |
| IDC-365 | Interdisciplinary course-II | 3 |
| (Academic Writing & Research Methods) | | |
| Total | | 15 |

Semester 7

| Code | Subject Name | Cr. Hours |
|---------|------------------------------|-----------|
| PSY-471 | Forensic Psychology | 3 |
| PSY-472 | Practicum-II | 3 |
| PSY-473 | Disaster & Trauma Management | 3 |
| IDC-474 | Introduction to Anthropology | 3 |
| IDC-475 | Sustainable Development | 3 |
| PSY-476 | Internship | 3 |
| Total | | 18 |

Semester 8

| Code | Subject Name | Cr. Hours |
|---------|------------------------------------|-----------|
| PSY-481 | Psychology & Emerging Technologies | 3 |
| PSY-482 | Peace Psychology | 3 |
| PSY-483 | Cyber Psychology | 3 |
| PSY-484 | Educational Psychology | 3 |
| PSY-485 | Capstone/Project | 3 |
| Total | | 15 |

Total Credit Hours: 136

BS ACCOUNTING & FINANCE

ACCA EXEMPTIONS:

Syllabus coverage of the courses will allow the students not only to attain the BS (Hons) degree but also to attempt ACCA (UK) papers, within the 4 years. At the successful completion of this degree a candidate may become a graduate & professional qualification holder. It is envisioned that ACCA will offer exemption of first 9 papers to the graduated of INU, BS (Hons) Accounting & Finance program.

PROGRAM STRUCTURE:

The BS accounting and finance is of a 4 year duration, spread over 8 regular semesters and consist of 133 credit hours of studies. The normal duration for completion of BS (Accounting & Finance) degree is 8 semesters over a period of 4 years.

ELIGIBILITY:

FA, FSC or Equivalent qualifications with minimum 45% marks in any discipline.
Interview

PROGRAM DURATION

The minimum duration of the program is 4 years / 8 semesters.



SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|---------|-----------------------------------|-----------|
| GEN-111 | Business English | 3 |
| GEN-113 | Islamic Studies | 2 |
| MGT-162 | Fundamentals of Accounting | 3 |
| GEN-112 | Computer Applications to Business | 3 |
| MGT-111 | Introduction to Business | 3 |
| MGT-151 | Principles of Business Finance | 3 |
| Total | | 17 |

Semester 2

| Code | Subject Name | Cr. Hours |
|---------|-------------------------------------|-----------|
| GEN-114 | Technical Report Writing | 3 |
| GEN-119 | Logical & Critical Thinking | 2 |
| GEN-116 | Introduction to Psychology | 2 |
| GEN-117 | Entrepreneurship | 2 |
| GEN-118 | Ideology & Constitution of Pakistan | 2 |
| MGT-261 | Financial Accounting | 3 |
| IDC-111 | Business Maths | 3 |
| GSQ-111 | Fehm E Quran | 1 |
| Total | | 18 |

Semester 3

| Code | Subject Name | Cr. Hours |
|---------|-------------------------------------|-----------|
| IDC-211 | Introduction to Economics | 3 |
| MGT-262 | Management Accounting | 3 |
| GEN-212 | Environmental Science | 3 |
| GEN-211 | Quantitative Techniques in Decision | 3 |
| GEN-213 | Pak Studies | 2 |
| IDC-212 | Fundamental of Statistics | 3 |
| GSQ-211 | Fehm E Quran-II | 1 |
| Total | | 18 |

Semester 4

| Code | Subject Name | Cr. Hours |
|---------|-----------------------------------|-----------|
| GEN-214 | Data Analysis Using Statistical | 3 |
| GEN-215 | Leadership & Community Engagement | 2 |
| IDC-213 | Statistical Inference | 3 |
| MGT-263 | Corporate Accounting | 3 |
| MGT-264 | Accounting Theory & Practices | 3 |
| MGT-251 | Financial Management | 3 |
| Total | | 17 |

Semester 5

| Code | Subject Name | Cr. Hours |
|------------|-----------------------------------|-----------|
| MGT-311 | Business Law | 3 |
| MGT-357 | Financial Markets & Institutions | 3 |
| MGT-358 | Corporate Finance | 3 |
| MGT-362 | Introduction to Auditing | 3 |
| MGT-364 | Islamic Banking Theory & Practice | 3 |
| Elective-I | | 3 |
| EAC-312 | Advanced Financial Accounting | |
| EAF-419 | Financial Statement Analysis | |
| Total | | 18 |

Semester 6

| Code | Subject Name | Cr. Hours |
|---|---------------------------|-----------|
| MGT-356 | Money & Banking | 3 |
| MGT-363 | Fundamentals of Taxation | 3 |
| IDC-311 | Business Research Methods | 3 |
| MGT-355 | E-Commerce | 3 |
| Mergers, Acquisitions & Corporate Restructuring | | 3 |
| Elective-II | | 3 |
| EAC-319 | Financial Reporting | |
| EAF-312 | Behavioral Finance | |
| Total | | 18 |

Semester 7

| Code | Subject Name | Cr. Hours |
|-----------------------------------|------------------------------------|-----------|
| MGT-461 | Accounting Information System | 3 |
| Corporate Social Responsibilities | | 3 |
| Elective-III | | 3 |
| Elective-IV | | 3 |
| EAC-316 | Advanced Management Accounting | |
| EAC-413 | Advanced Financial Reporting | |
| EAF-416 | Non Banking Financial Institutions | |
| EAF-314 | Financial Risk Management | |
| INT-414 | Internship | 3 |
| Total | | 15 |

Semester 8

| Code | Subject Name | Cr. Hours |
|-------------------------------|-------------------------|-----------|
| Strategic Business Leadership | | 3 |
| Elective-V | | 3 |
| Advanced Audit & Assurance | | 3 |
| BRP-424 | Capstone Project | 3 |
| EAF-425 | corporate Governance | |
| EAC-317 | Advance Cost Accounting | |
| Total | | 12 |

Total Credit Hours: 133

BS DIGITAL MARKETING

PROGRAM STRUCTURE:

The BS Digital Marketing is of a 4 year duration, spread over 8 regular semesters and consists of 133 credit hours of studies. The normal duration for completion of the degree is 8 semesters over a period of 4 years.

ELIGIBILITY:

FA, FSC or Equivalent qualifications with minimum 45% marks in any discipline.

PROGRAM DURATION

The minimum duration of the program is 4 years / 8 semesters.



SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|---------|-----------------------------------|-----------|
| GEN-111 | Business English | 3 |
| GEN-113 | Islamic Studies | 2 |
| MGT-141 | Principles of Marketing | 3 |
| GEN-112 | Computer Applications to Business | 3 |
| MGT-112 | Principles of Mangement | 3 |
| MGT-111 | Introduction to Business | 3 |
| Total | | 17 |

Semester 2

| Code | Subject Name | Cr. Hours |
|---------|-------------------------------------|-----------|
| GEN-114 | Technical Report Writing | 3 |
| GEN-119 | logic & Critical Thinking | 2 |
| GEN-116 | Introduction to Psychology | 2 |
| MGT-152 | Marketing Management | 3 |
| MGT-142 | Introduction to Digital Marketing | 3 |
| GEN-118 | Ideology & Constitution of Pakistan | 2 |
| GEN-117 | Entrepreneurship | 2 |
| GSQ-111 | Fehm E Quran-I | 1 |
| Total | | 18 |

Semester 3

| Code | Subject Name | Cr. Hours |
|---------|---|-----------|
| IDC-214 | Graphics Design & Animations | 3 |
| MGT-241 | E-Commerce | 3 |
| GEN-212 | Environmental Science | 3 |
| GEN-211 | Quantitative Techniques for Decision Making | 3 |
| IDC-212 | Fundamentals of Statistics | 3 |
| GEN-213 | Pakistan Studies | 2 |
| GSQ-211 | Fehm E Quran-II | 1 |
| Total | | 18 |

Semester 4

| Code | Subject Name | Cr. Hours |
|---------|--|-----------|
| GEN-214 | Data analysis Using Statistical Packages | 3 |
| GEN-215 | Leadership & Community Engagement | 2 |
| IDC-213 | Statistical Inference | 3 |
| MGT-242 | Social Media Marketing | 3 |
| IDC-211 | Introduction to Economics | 3 |
| MGT-243 | Affiliate Marketing | 3 |
| Total | | 17 |

Semester 5

| Code | Subject Name | Cr. Hours |
|---------|--------------------------------------|-----------|
| MGT-359 | Digital Economy of Pakistan | 3 |
| RSH-311 | Digital Analytics | 3 |
| MGT-343 | Personalization in Digital Marketing | 3 |
| MGT-344 | Website Design & Development | 3 |
| MGT-345 | Online Consumer Behavior | 3 |
| MGT-353 | Financial Management | 3 |
| Total | | 18 |

Semester 6

| Code | Subject Name | Cr. Hours |
|-------------|--------------------------------------|-----------|
| MGT-346 | Digital Campaign Management | 3 |
| MGT-347 | Ethics in Digital Marketing | 3 |
| MGT-348 | Writing for Digital Space Management | 3 |
| MGT-349 | Digital Marketing Communication | 3 |
| Elective 1 | | |
| DME-312 | Social Media Marketing | 3 |
| Elective II | | |
| DME-315 | Digital Sales Management | 3 |
| Total | | 18 |

Semester 7

| Code | Subject Name | Cr. Hours |
|------------|------------------------------|-----------|
| MGT-441 | Digital Sales Management | 3 |
| MGT-442 | Digital Brand Management | 3 |
| Elective 3 | | |
| DME-417 | Search Engine Operation | 3 |
| Elective 4 | | |
| DME-414 | Website Design & Development | 3 |
| INT-414 | Internship | 3 |
| Total | | 15 |

Semester 8

| Code | Subject Name | Cr. Hours |
|------------|---|-----------|
| MGT-443 | Marketing Research Method | 3 |
| MGT-444 | Data Science Techniques | 3 |
| Elective 5 | | |
| DME-416 | Cyber Law & Ethics in digital Marketing | 3 |
| BRP-424 | Capstone Project | 3 |
| Total | | 12 |

Total Credit Hours: 133

MBA - 2 YEARS

BUSINESS BACKGROUND

COURSE OVERVIEW

It is a two years program consists of four semesters, 12 courses and Project Thesis (38 credit hours).

The main purpose of this program is to bring close integration between theory and practice which may be a helpful hand in the support of the corporate sector. Every single course has been purposely prepared to cater for the present and future business needs. It offers considerable options to students, thereby adequately preparing them for a variety of careers in both public and private sectors. The specialization courses allow students to focus on the fundamental areas of their choice and seek broader knowledge in Marketing, Finance and Human Resource Management.

ADMISSION REQUIREMENTS

- A minimum of 16 years of education in the field of Management Sciences, or relevant with minimum 45% Marks / 2.0 CGPA on the scale 4.00 as per HEC criteria.
- NTS General test with minimum 50% cumulative score, or 60% marks in university based test.
- The minimum duration for degree completion is 2 years.
- The maximum duration for degree completion is 4 years including statutory body approval.

OFFERED SPECIALIZATION

- Finance
- Marketing
- Human Resource Management
- Project Management
- Tourism & Hospitality Management
- Entrepreneurship
- Pharmaceutical Marketing
- Islamic Banking & Finance



SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|---------|--------------------------------------|-----------|
| MGT-631 | Strategic Human Resource Management | 3 |
| RSH-613 | Quantitative Techniques for Managers | 3 |
| IDC-621 | Fehm e Quran-I | 1 |
| | Elective - I | 3 |
| | Elective - II | 3 |
| Total | | 13 |

Semester 2

| Code | Subject Name | Cr. Hours |
|---------|--------------------------------|-----------|
| MGT-651 | Strategic Financial Management | 3 |
| RSH-614 | Applied Qualitative Techniques | 3 |
| IDC-622 | Fehm e Quran-II | 1 |
| | Elective - III | 3 |
| Total | | 10 |

Semester 3

| Code | Subject Name | Cr. Hours |
|---------|--------------------------------|-----------|
| MGT-641 | Strategic Marketing Management | 3 |
| | Elective IV | 3 |
| | Elective V | |
| Total | | 6 |

Semester 4

| Code | Subject Name | Cr. Hours |
|---------|-------------------------------------|-----------|
| BUS-613 | Project-Thesis / 2 Elective Courses | 6 |
| Total | | 6 |

Total Credit Hours: 38

MBA - 2 YEARS

NON - BUSINESS BACKGROUND

ADMISSION REQUIREMENT

- 16 years of education in any other field/program with 45% marks or 2.0 CGPA. NTS General with minimum 50% cumulative score, or 60% marks in university based test. Minimum 2nd division or CGPA of 2.0/4.0 and as per HEC criteria.
- Maximum duration for degree completion is 4 years including statutory body approval.

PROGRAM STRUCTURE

This is normally a 2 years program comprising of 4 semesters with minimum of 62 credit hours.

OFFERED SPECIALIZATION

- Finance
- Marketing
- Human Resource Management
- Project Management
- Tourism & Hospitality Management
- Entrepreneurship
- Pharmaceutical Marketing
- Islamic Banking & Finance



SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|---------|---------------------------|-----------|
| MGT-511 | Principles of Management | 3 |
| MGT-561 | Principles of Accounting | 3 |
| MGT-541 | Principles of Marketing | 3 |
| IDC-511 | Introduction to Economics | 3 |
| MGT-531 | Human Resource Management | 3 |
| IDC-621 | Fehm E Quran-I | 1 |
| Total | | 16 |

Semester 2

| Code | Subject Name | Cr. Hours |
|---------|---------------------------|-----------|
| MGT 551 | Business Finance | 3 |
| MGT 542 | Marketing Management | 3 |
| MGT 562 | Financial Accounting | 3 |
| IDC 512 | Managerial Economics | 3 |
| RSH 511 | Business Research Methods | 3 |
| IDC 622 | Fehm E Quran-II | 1 |
| Total | | 16 |

Semester 3

| Code | Subject Name | Cr. Hours |
|---------|---------------------------------------|-----------|
| MGT 552 | Financial Management | 3 |
| RSH 612 | Quantitative & Qualitative Techniques | 3 |
| | Elective I | 3 |
| | Elective II | 3 |
| | Elective III | 3 |
| Total | | 15 |

Semester 4

| Code | Subject Name | Cr. Hours |
|---------|------------------------------|-----------|
| MGT 611 | Strategic Management | 3 |
| | Elective - IV | 3 |
| | Elective-V | 3 |
| BUS 613 | Project-Thesis / 2 Electives | 6 |
| Total | | 15 |

Total Credit Hours: 62

MS - MANAGEMENT SCIENCES

COURSE OVERVIEW

This is normally a 2 years program comprising of 4 semesters with a minimum of 32 credit hours. There will be a fall and spring semester in each year.

ADMISSION CRITERIA

- 16 years of education in the field of Management Sciences and awarded 45% marks or 2.0 CGPA. NTS General with minimum 50% cumulative score, or 60% marks in university based test and as per HEC criteria
- Departmental Interview.
- Maximum time for degree duration is 4 years including statutory body approval.

SPECIALIZATION OFFERED

- Finance
- Marketing
- Human Resource Management
- Project Management
- Tourism & Hospitality Management
- Entrepreneurship
- Pharmaceutical Marketing
- Islamic Banking & Finance



SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|---------|--------------------------------|-----------|
| RSH 513 | Research Philosophy | 3 |
| RSH 512 | Advance Research Methods | 3 |
| RSH 611 | Advanced Reading in Management | 3 |
| IDC 621 | Fehm E Quran-I | 1 |
| Total | | 10 |

Semester 2

| Code | Subject Name | Cr. Hours |
|---------|-------------------------|-----------|
| RSH 514 | Quantitative Techniques | 3 |
| | Elective-I | 3 |
| | Elective-II | 3 |
| IDC 622 | Fehm E Quran-II | 1 |
| Total | | 10 |

Semester 3

| Code | Subject Name | Cr. Hours |
|---------|------------------------|-----------|
| RSH 515 | Qualitative Techniques | 3 |
| | Elective III | 3 |
| Total | | 6 |

Semester 4

| Code | Subject Name | Cr. Hours |
|---------|-------------------------------------|-----------|
| BUS-613 | Project-Thesis / 2 Elective Courses | 6 |
| Total | | 6 |

Grand Total: 32 Credit Hours

PHD - MANAGEMENT SCIENCES

ADMISSION CRITERIA

- A minimum 18 years of formal education as per HEC criteria.
- MBA/MS/M.Phil Degree or Equivalent degree in Management Sciences from HEC recognized university.
- 1st Division in case of annual system or CGPA 3/4 or above. Candidate must provide equivalency certificate from HEC in case of any foreign degree and MBA 1.5.
- 60% score in GAT-Subject Test by NTS or university based test passed with 70% marks.
- Affidavit to comply with university rules and regulations.
- Tentative Research Proposal.
- 6 Cr/hrs deficiency research work to be completed by those students who have MBA/MS without research or equivalent (paper published in “Y” Category Journal.

PROGRAM STRUCTURE

The Ph.D. program requirement is 50 credit hours, which includes minimum 18 credit hours of course work and 30 credit hours of Thesis involving research work. Students will be eligible to start their research work officially after qualifying the comprehensive exam. Research Proposals should be evaluated by Graduate Study Committee (GSC) before they are forwarded for approval to Board of Advance Studies and Research (BASAR).

PROGRAM DURATION

Minimum duration of Ph.D. program is 3 years and maximum duration is 8 years as per the guidelines by the Higher Education Commission (HEC).

OFFERED SPECIALIZATION

- Finance
- Marketing
- Management and Human Resource Management



SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|---------|------------------------------|-----------|
| RSH 711 | Advanced Research Techniques | 3 |
| RSH 712 | Critical Literature Review | 3 |
| | Elective - I | 3 |
| IDC 721 | Fehm E Quran-I | 1 |
| Total | | 10 |

Semester 2

| Code | Subject Name | Cr. Hours |
|---------|-----------------------------------|-----------|
| MGT 711 | Contemporary issues in Management | 3 |
| RSH 713 | Independent Study | 3 |
| | Elective - II | 3 |
| IDC 722 | Fehm E Quran-II | 1 |
| Total | | 10 |

Semester 3rd, 4th, 5th & 6th Semester (Year 2 & 3)

| Code | Subject Name | Cr. Hours |
|---------|--------------|-----------|
| ASC-733 | Ph.D Thesis | 30 |
| Total | | 30 |

Total Credit Hours: 50

B.S (HONS.) MEDIA STUDIES AND MASS COMMUNICATION

COURSE OVERVIEW

Program Duration:
4 years, 8 Semester

Credit Hours:
142 credit hours

Courses:
Total 49 courses and Internship

ELIGIBILITY

HSSC with 2nd division or A-Levels with 45% marks.
Associate Degree program available as per HEC Criteria.

SPECIALIZATION OFFERED

- 1: Advertising & Public Relations
- 2: Data & Computational Journalism
- 3: Development Communication
- 4: Digital Media Production
- 5: Electronic Media
- 6: Journalism
- 7: Media Ethics & Policy
- 8: Media Management
- 9: Social Media
- 10: Theater, Film & Television



SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|---------|------------------------------------|-----------|
| MCS 111 | Introduction to Mass Communication | 3 |
| MCS 112 | Mass Media in Pakistan | 3 |
| GEN 111 | Quantitative Reasoning-I | 3 |
| NS 111 | Environmental Sciences | 3 |
| ENG 111 | Functional English | 3 |
| MCS 115 | Application of ICT | 3 |
| | | |
| | Total | 18 |

Semester 2

| Code | Subject Name | Cr. Hours |
|---------|-----------------------------------|-----------|
| MCS 121 | Introduction to Advertising & PR | 3 |
| MCS 122 | Introduction to Digital Media | 3 |
| | Introduction to Political Science | 3 |
| GEN 121 | Quantitative Reasoning-II | 3 |
| MCS 123 | Expository Writing | 3 |
| GEN 122 | Pakistan Studies | 2 |
| GSQ 111 | Fehm E Quran-I | 1 |
| | Total | 18 |

Semester 3

| Code | Subject Name | Cr. Hours |
|---------|--|-----------|
| MCS 231 | Basics of Media Production | 3 |
| MCS 232 | Media & Information Literacy | 3 |
| MCS 233 | Fundamentals of News Reporting | 3 |
| | Introduction to Social Work | 3 |
| AH 231 | Photography | 2 |
| GEN 211 | Islamic Studies (religious edulethics for non-muslims) | 2 |
| GEN 212 | Ideology & Constitution of Pakistan | 2 |
| GSQ 211 | Fehm E Quran-II | 1 |
| | Total | 19 |

Semester 4

| Code | Subject Name | Cr. Hours |
|---------|-----------------------------------|-----------|
| MCS 241 | Communication Theories | 3 |
| MCS 242 | News Production & Current Affairs | 3 |
| MCS 243 | Media Ethics & Laws in Pakistan | 3 |
| MCS 244 | Sub Editing & Page Designing | 3 |
| SOS 221 | Journalism | 2 |
| GEN 221 | Civics & Community Engagement | 2 |
| GEN 222 | Entrepreneurship | 2 |
| | Total | 18 |

Semester 5

| Code | Subject Name | Cr. Hours |
|---------|-----------------------------------|-----------|
| MCS 351 | Development Support Communication | 3 |
| MCS 352 | Data Journalism | 3 |
| MCS 353 | Op-Ed Writing | 3 |
| | Climate Change | 3 |
| | AI & Data Analytics in Media | 3 |
| MCS 354 | Online Journalism | 3 |
| | | |
| | Total | 18 |

Semester 6

| Code | Subject Name | Cr. Hours |
|---------|--------------------------------|-----------|
| MCS 361 | Advanced Production Techniques | 3 |
| MCS 362 | Graphic Design & Animation | 3 |
| MCS 363 | Communication Research Methods | 3 |
| | Elective-I | 3 |
| | Elective-II | 3 |
| MCS 364 | Media Seminar | 3 |
| | | |
| | Total | 18 |

Semester 7

| Code | Subject Name | Cr. Hours |
|---------|---------------------------------|-----------|
| MCS 471 | Documentary Production | 3 |
| MCS 472 | Conflict & Crisis Communication | 3 |
| | Elective-III | 3 |
| | Elective-IV | 3 |
| | Elective-V | 3 |
| INT 471 | Internship | 3 |
| | | |
| | Total | 18 |

Semester 8

| Code | Subject Name | Cr. Hours |
|---------|-------------------------------|-----------|
| MCS 481 | Media & Enterprise Management | 3 |
| MCS 482 | Media Advocacy | 3 |
| | Elective-VI | 3 |
| | Elective-VII | 3 |
| MCS 485 | Capstone | 3 |
| | Total | 15 |

ELECTIVE / SPECIALIZED COURSES FOR SEMESTER 7:

*Student can opt for one of the three specialization sequences.

| Code | Print Media | Code | Electronic Media | Code | Advertising & PR |
|---------|-----------------------------------|---------|-------------------------------------|---------|---------------------|
| PMS 411 | Advanced Reporting | EMS 411 | Radio News Reporting and Production | APS 411 | Advertising- I |
| PMS 412 | Newspaper Management & Production | EMS 422 | TV News Reporting and Production | APS 422 | Public Relations- I |

| Code | Film and Broadcasting | Code | Media Management | Code | Digital Media |
|---------|-----------------------|---------|----------------------------------|--------|--------------------------------------|
| FBS 411 | Film Direction | MMS 411 | Human Resource Management | DMS411 | Contemporary Issues in Digital Media |
| FBS 412 | Story Boarding | MMS 412 | Leadership and Management Skills | DMS412 | Digital Storytelling |

ELECTIVE / SPECIALIZED COURSES FOR SEMESTER 8:

*Student has no choice.

| Code | Print Media | Code | Electronic Media | Code | Advertising & PR |
|-----------|----------------------------------|---------|--------------------------|---------|----------------------|
| PMS 421 | Sub Editing & Page Designing- II | EMS 421 | Radio Program Production | APS 421 | Advertising- II |
| PMSMC 422 | Magazine/ Book Production | EMS 422 | TV Program Production | APS 422 | Public Relations- II |

| Code | Film and Broadcasting | Code | Media Management | Code | Digital Media |
|---------|-------------------------|---------|------------------------------------|---------|------------------------|
| FBS 421 | Graphics and Animation | MMS 421 | Corporate Communication | DMS 421 | Advanced Digital Media |
| FBS 422 | Advanced Cinematography | MMS 422 | Integrated Marketing Communication | DMS 422 | Digital Media Analysis |

DEPARTMENT RULES AND REGULATIONS

- Attendance: 75% class Attendance is mandatory to appear in exams.
- Assignments, tasks and projects have to be done in time and when assigned, students will have three days to discuss otherwise no excuse will be accepted.
- Group activities will be done according to the groups assigned by instructor and not otherwise.
- During lectures or sessions Video and Audio recording from personal mobile phones or cameras will not be allowed. Only official equipment's can be used for this purpose with permission.
- Studio accessories are not allowed to be taken out of the university premises without signed permit of HOD.
- Equipment damage will be reported and student will be fined.
- Violation of any rule will be punishable.
- Department has the right to offer the specialization/s as per available resources and number of students.

CHAIRMAN'S MESSAGE



Prof. Dr. Sahibzada Aurangzeb

In the School of English, literature and linguistics, Iqra National University offers dynamic approaches in the field of English language and literature under the supervision of highly educated and dedicated faculty members, who are specialized in their respective areas of English language and Literature. The department offers graduate programs for the students who seek innovative opportunities in a collaborative learning environment. While designing the syllabi, the faculty has tried to strike a harmonious balance between Literature and Linguistics by observing the recommended guidelines of HEC.

As an English major, at Iqra National University, your academic career will strike an ideal with a wide array of academic programs, we brace up our undergraduate students to forge careers in professional and academic job markets. Our graduates thus leave empowered with skills in oral and written communication, critical thinking, and problem-solving. This enables them to collaborate and excel in an increasingly globalized employability in fields as diverse as teaching, media, communication, civil service, and many others. We also aim to foster an aptitude for advanced learning and research among our students. For this, our faculty members dedicate themselves to impart excellence and outstanding scholarship.

It Develops the language skills in connection with the surrounding social set up, understanding various approaches to second language acquisition/learning along with the multiple historical and cultural contexts of English language, literature and linguistics. Language and literature are two areas of study that go hand-in-hand. One must know a languageto study its literature. We pride ourselves in equipping our students with the analytical tools to engage critically in the global exchange of ideas.

Our education program opens you to various scope of societies, archives, and ways of thinking. Our language projects will prepare you to travel, convey, and function as a worldwide resident. We're focused on delivering exceptional yields, to produce public impact and significant social engagement. If you are thinking of studying in English language and literature, the faculty at Iqra National University Peshawar is committed to provide you world-class resources.

CHAIRMAN
SCHOOL OF ENGLISH (LITERATURE & LINGUISTICS)

VISION

To achieve academic excellence in the fields of English Literature and Linguistics based on international standards with a sense of market dynamism and corporate social responsibility.

MISSION

To develop academically, improve cross cultural understanding through national & international collaboration that encourage problem solving abilities across disciplines by, highlighting academic excellence, to produce highly analytical thinkers for the variety of careers.

BS - ENGLISH (LANGUAGE & LITERATURE)

ABOUT

BS English Program is a 04-year degree program with 136 credit hours, which has been specifically designed to cover core areas in English language, literature, and linguistics. It encourages learners to read and analyse critically a wide range of texts. The program will further orient them to various traditions of writing/speaking in English. Special emphasis is given to enhancing proficiency in oral and written English which subsequently ensures employability in various fields. Being highly interdisciplinary in nature, the program enables students to connect their knowledge of English language, literature, and linguistics with several areas of social sciences such as philosophy, psychology, globalization, sociology, etc. This program paves way for the students to trace and recognize current trends for conducting small-scale research in an area of interest.

BS English programme offers students individualised access to excellent teaching on British, American and World Literatures with a view to train students in methods of contextual reading, critical thinking, and writing. One of the core objectives of the programme is to engage students with ongoing debates about decolonising knowledge and sensitising them to pertinent contemporary concerns such as racial politics, migration, identity politics, displacement, gender, and climate change. The programme uses literary discourse to encourage sustained engagement with issues of power, positionality, ethics, and agency in local and transnational contexts. The courses draw upon a broad range of methodologies and theoretical approaches, such as historiography, postcolonialism, feminism, Marxism, post-structuralism, ecocriticism affect theory to mention just a few.

PROGRAM STRUCTURE

The BS- English program is spreaded over 8 semesters in 4 years with 138 credit hours.

The minimum duration of the program is 4 years / 8 semesters. The maximum duration of the program is 6 years.

ADMISSION CRITERIA

12 years of education with 45% marks as per HEC criteria.

Associate Degree Program available as per HEC Criteria.

ENTRY REQUIREMENT

12 year of education, HSSC education F.A./F. Sc./I.Com./I.C.S./A Level or an equivalent qualification with minimum 2nd division.

SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|---------|----------------------------------|-----------|
| GC-301 | Introduction to IR | 3 |
| GC-102 | Introduction to Geography | 3 |
| GC-103 | Pakistan Studies | 2 |
| ELL-101 | Reading and Writing Skills | 3 |
| ELL-102 | Introduction to Literary Studies | 3 |
| ELL-103 | Introduction to Language Studies | 3 |
| GC-107 | Understanding of Holy Quran | 1 |
| Total | | 18 |

Semester 3

| Code | Subject Name | Cr. Hours |
|--------|--|-----------|
| Gc201 | Introduction to Information & Computer Technology (ICT) Skills | 2+1 |
| MKT124 | Principles of Marketing | 3 |
| MKT411 | Entrepreneurship | 3 |
| ELL201 | Communication and Presentation Skill | 3 |
| ELL202 | Short Fictional Narratives | 3 |
| ELL203 | Introduction to Morphology | 3 |
| Total | | 18 |

Semester 5

| Code | Subject Name | Cr. Hours |
|--------|--|-----------|
| Gc301 | Introduction to International Relation | 3 |
| GC302 | Introduction to Environmental Studies | 3 |
| ELL301 | Romantic and Victorian Poetry | 3 |
| ELL302 | Foundations of Literary Theory & Criticism | 3 |
| ELL303 | Sociolinguistic | 3 |
| ELL304 | Popular Fiction | 3 |
| Total | | 18 |

Semester 7

| Code | Subject Name | Cr. Hours |
|--------|---|-----------|
| ELL401 | Research Methods and Term Paper Writing | 3 |
| ELL402 | Introduction to Applied Linguistics | 3 |
| ELL403 | Introduction to Stylistics | 3 |
| ELL404 | Literary Theory and Practice | 3 |
| ELL405 | Pakistani Literature in English | 3 |
| Total | | 15 |

Semester 2

| Code | Subject Name | Cr. Hours |
|--------|---------------------------------------|-----------|
| Gc104 | Islamic Studies/Ethics | 2 |
| GC105 | Elementary Mathematics & Stats | 3 |
| GC106 | Introduction to Philosophy | 3 |
| MGT111 | Introduction to Business | 3 |
| ELL105 | Introduction to Phonetics & Phonology | 3 |
| ELL106 | Literary Forms and Movements | 3 |
| GC204 | Understanding of Holy Quran-II | 1 |
| Total | | 18 |

Semester 4

| Code | Subject Name | Cr. Hours |
|--------|--|-----------|
| Gc204 | Human Rights & Citizenship | 3 |
| PSY111 | Introduction to Social Psychology | 3 |
| ELL205 | Classical and Renaissance Drama | 3 |
| GC401 | Ideology & Constitution of Pakistan | 3 |
| GC302 | Introduction to Environmental Studies | 3 |
| ELL208 | Rise of the Novel (18th to 19th century) | 3 |
| Total | | 18 |

Semester 6

| Code | Subject Name | Cr. Hours |
|--------|---------------------|-----------|
| ELL305 | Modern Poetry | 3 |
| ELL306 | Modern Drama | 3 |
| ELL307 | Modern Novel | 3 |
| ELL308 | Grammar & Syntax | 3 |
| ELL309 | Discourse Studies | 3 |
| ELL310 | Creative Nonfiction | 3 |
| Total | | 18 |

Semester 8

| Code | Subject Name | Cr. Hours |
|--------|-------------------------------------|-----------|
| ELL406 | Postcolonial Literature | 3 |
| ELL407 | American Literature | 3 |
| ELL408 | Introduction to Translation Studies | 3 |
| ENG499 | Research Project | 3 |
| ELL410 | World Englishes | 3 |
| Total | | 15 |

M.PHIL ENGLISH (LITERATURE)

ABOUT

To create a sense of critical analysis and train the individual to develop arguments based on facts for decision making purpose.

To equip the enrolled with latest research knowledge for leading position in any walk of life.

To enhance understanding of various culture by keeping in mind the cross culture disputes.

To obtain a higher position in the various institutions of Higher Education of Pakistan.

To create ability and confidence of separate literary research by following the already established norms of research.

To explore literature of the world and understand for comparative analysis.

To highlight the difference between/among various cultures of the world.

ADMISSION CRITERIA

The eligibility and enrolment criteria for M. Phil in English Literature is to be followed as recommended by HEC.

Sixteen years of schooling or 4 year education (124 credit hours) after HSSC/F.A./F.Sc/Grade 12 shall be required for admission in the MPhil English Literature.

A minimum of 2nd division in annual system of examination or 2.50 CGPA in semester system examination in the terminal degree as per the HEC criteria

ENTRY REQUIREMENT

The departmental test equivalent to GRE/GAT/HAT General with the passing score of 60% as per HEC guidelines.

SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|---------|---|-----------|
| ELIT701 | Advanced Literary-Cultural Methodology (Core) | 3 |
| ELIT702 | Critical Theories (core) | 3 |
| ELIT703 | Shakespearean Studies | 3 |
| ELIT704 | Post Modern American Literatutre | 3 |
| GC720 | Understanding of Holy Quran-I | 1 |
| Total | | 13 |

Semester 2

| Code | Subject Name | Cr. Hours |
|---------|-------------------------------------|-----------|
| ELIT705 | World Literature & Translation | 3 |
| ELIT706 | Pakistani Writing in English (Core) | 3 |
| ELIT707 | South Asian Literature | 3 |
| ELIT708 | Diasporic Literature | 3 |
| GC721 | Understanding of Holy Quran-II | 1 |
| Total | | 13 |

Semester 3

| Code | Subject Name | Cr. Hours |
|---------|--|-----------|
| ELIT709 | Thesis (Assign Supervisor as per HEC Criteria) | 3 |

Semester 4

| Code | Subject Name | Cr. Hours |
|---------|--|-----------|
| ELIT709 | Thesis (Assign Supervisor as per HEC Criteria) | 3 |

Total Credit Hours: 32

Note: Only five courses are to be offered in first two semesters. However, list of courses may be extended according to availability of Experts at Iqra National University Peshawar.

ELECTIVE COURSES FOR M.PHIL ENGLISH (LITERATURE)

The courses given in the table above may be replaced with those given in the following list, depending on the choice of students, research direction, and availability of local expertise in the institution.

- ELIT710 Contemporary Postcolonial Studies
- ELIT711 War Literature
- ELIT712 Literature and Globalization
- ELIT713 Literature and Environment
- ELIT714 Literature and Film Studies
- ELIT714 Women's Writings
- ELIT715 Postmodern Fiction
- ELIT716 Transnational Poetry
- ELIT717 Digital Humanities

FACULTY MEMBERS OF ENGLISH DEPARTMENT

Dr. Sahibzada Aurangzeb
Professor / HOD
Ph.D English

Mr. Shahzeb Khattak
Lecturer
M.Phil English

Dr. Muhammad Bilal
Associate Professor
Ph.D English

Ms. Rizwana Iqbal
Lecturer
Ph.D in Progress

Dr. Tabassum Javed
Assistant Professor
Ph.D English

Ms. Tamanna Sami
Lecturer
M.Phil

Ms. Quratulain Afridi
Coordinator
M.Phil

Muhammad Ijaz Ahmed
Lecturer
M.Phil

Ms. Wajeeha Usman
Lecturer
PhD in Progress

Muhammad Younis
Lecturer
M.Phil English

Ms. Mussarat Jabeen
Lecturer
M.phil

Ms. Noor Jahen
Lecturer
PhD in Progress

Mr. Imran Khan
Lecturer
M.phil

Ms. Samina Batool
Lecturer
M.phil

Ms. Hajra Iqbal
Lecturer
M.phil

