



WOMEN UNIVERSITY SWABI

KHYBER PAKHTUNKHWA-PAKISTAN

Department of Management Sciences





Vice Chancellor's Message

Welcome to Women University Swabi, a university that is committed to empower women through higher education and provide them opportunities to work in a wide array of settings such as education, business, industry, health, and social services sectors.

To me, the job of a university is not only to produce degree holders and commercially marketable human resources, but I believe it is more than that. Universities are required to produce loyal, honest and enlightened human beings who can empathetically understand the needs of society, reverentially work in both national and international community, and take better care of the future generations.

PROF. DR. SHAHANA UROOJ KAZMI
WOMEN UNIVERSITY SWABI
KHYBER PAKHTUNKHWA-PAKISTAN

Department of Social Work

Vision

To be one of the best business schools in the universities of the country, by imparting knowledge to females, empowering and enabling them to become successful professionals and researchers nationally and internationally.

Mission

We are committed to preparing students as successful leaders who combine managerial skills with an understanding of the socio-cultural system to meet the current and future needs of industry, society, and the environment at large. We encourage females to become independent and creative thinkers.

BBA

Bachelor of Business
Administration

MBA

Master in Business
Administration

M.Phil

Master in Philosophy in
Business Administration

Introduction

The Department of Management Sciences, based in Swabi Khyber Pakhtunkhwa, is a young, innovative, and enterprising business school for young females to compete with the other big management schools in the country. It was established in January 2017 and offers a range of courses such as BBA (Hons) and MBA (2 years) according to the need of society and the competitive market. Soon, it will also initiate MBA (1.5), M.Phil, and Ph.D. programs.

A degree program in management sciences encompasses a range of business subjects such as Finance, Marketing, Human Resource Management, Analytical, and Statistics. It is designed to prepare students for managerial positions requiring interpretations, decision making, and leadership. After graduation, students can join a wide range of professions, from personal business and entrepreneurship to banking, Finance, and accounting, as well as the noble teaching profession.

MBA (2 Years)

Master of Business Administration is one of the most remunerative degrees in the world. It is a two-year degree with different specializations offering employment across verticals. Some of the best MBA specializations include the following:

- Staffing Director
- Technical Recruiter
- Compensation Manager
- Employee Relations Manager
- Placement Manager

Career Opportunities

Bachelor of Business Administration: Being a three-year degree, [BBA](#) makes students well-acquainted with all the principles of business and Management. Once the candidates complete this degree, they can start working in the following positions:

- Business Administration Researcher
- Human Resource Executive
- Business Consultant
- Information Systems Manager
- Marketing Executive
- Career development officer
- Sales Executive
- Recruiting Coordinator
- Service Manager
- Customer relationship manager
- Front office executive
- Customer care executive
- Event manager
- Health service manager
- Sales coordinator
- Retail manager
- Auditor
- Consultant
- Business Analyst
- Finance Officer
- Sales Analyst
- Tax Accountant
- Stock Broker
- Economist
- Business Development Trainee

Entrepreneurship Opportunities

Our department aims to develop students' **entrepreneurial** mindset, drive innovation and advance value-creation. We plan to establish an incubation center to help the young female entrepreneur to start a new

Future Plans

The future plans of the Department of Management Sciences are as follows: Launch MBA (1.5), MS and Ph.D. programs.

- a Foster active participation and enthusiastic engagement in learning activities.
- b Link teaching and learning activities and assessment tasks to learning objectives.
- c Ensure that curriculum content is up-to-date, relevant, and future-
- d focused.
- e Design valid and reliable assessment that ensures academic standards are maintained at the highest levels.
- f To establish an incubation center.



Financial Aid & Scholarships

To assist the needy students in fulfilling their dreams of getting a quality education, the Department of Management Sciences offers the following scholarships to the students:

1. HEC need-based scholarship
2. Mora scholarship
3. Diya Pakistan scholarship
4. Pakistan Bait ul Mall scholarship
5. Benazir undergraduate scholarship

Success Stories

Our students inspire us with their courage and perseverance. They put into practice what they come through theoretically during their degree program at the "Department of Management Sciences", Women University, Swabi. Below is the success story of our student Hira. She is a successful entrepreneur.

Hira's Story

I introduced a business idea at an idea competition organized by WUS and USAID. Presently, I am a financially independent entrepreneur. I have changed my life and have become a successful entrepreneur by unlocking my potential through financial inclusion and empowerment. I must say that during my study program at the Department of Management Sciences, Women's University Swabi, I found the key to it.



Faculty Seminars and Projects

- a. Student study tour with the collaboration of accountability lab.
- b. Faculty project: Sharing knowledge and strengthening university partnership act in Khyber Pakhtunkhwa and Afghanistan.
- a. Professional development training: "Capacity building of women in a leadership role in academia."
- b. Enterprise development training
- c. Supply chain management training
- d. International training program on developing strategic leadership in higher education
- e. Capacity-building session pedagogy techniques.
- f. First position holder in the Idea design competition for females of WUS arranged by USAID.
- g. Blended learning and pedagogical skills workshops arranged by USEFP.
- h. Quality curriculum development and evaluation in higher education, challenges, barriers, and opportunities workshops arranged by USEFP.
- i. U.S-Pakistan Universities Grant Program, US project under the IBL AWKUM Mardan/



BBA

Bachelor of Business Administration (4 Years)

(4 Years)
8 Semesters

Total Credit Hours 130
Thesis/Dissertation/Project 6 Credit Hr

Eligibility Criteria:

- BBA (Hons): FA/F.Sc or Equivalent qualification with at least second division, securing 45% marks in aggregate. Qualifying for the admission test and interview is compulsory.
- MBA (2 years): Candidates possessing a 4-years Bachelor's degree in Business Administration of at least 130 credit hours or 2-years of Bachelor of Business Studies at least 60 credit hours and a minimum CGPA of 2.5 are eligible to apply. Qualifying for the admission test and interview is compulsory.

Scheme of Study BBA

Semester-1

(Cr Hrs=17)

| Course Code | Course Title | Category | Cr.H |
|-------------|-------------------------------|---------------------|------|
| ENG-301 | English Grammar & Composition | General-I | 3 |
| MS-302 | Economics-I | General-II | 3 |
| MS-321 | Principles of Management | Core (Foundation-I) | 3 |
| | Introduction to Computer | General-III | 3 |
| MS-303 | Pakistan Studies | Compulsory-III | 2 |
| MS-304 | Business Mathematics | Compulsory-IV | 3 |

Semester-2

(Cr Hrs=17)

| Course Code | Course Title | Category | Cr.H |
|-------------|------------------------------------|-----------------------|------|
| MS-305 | Basic Communication Skills | Compulsory-V | 3 |
| MS-306 | Business Statistics | Compulsory-VI | 3 |
| MS-322 | Principles of Accounting | Core (Foundation-II) | 3 |
| | Introduction to Mass Communication | General-II | 3 |
| MS-307 | Islamic Studies | Compulsory-VII | 2 |
| MS-323 | Principles of Marketing | Core (Foundation-III) | |

Scheme of Study BBA

Semester-3

(Cr Hrs=18)

| Course Code | Course Title | Category | Cr.H |
|-------------|---------------------------|-----------------------|------|
| MS-408 | Technical Report Writing | Compulsory-VIII | 3 |
| MS-424 | Business Finance | Core (Foundation-IV) | 3 |
| MS-425 | Human Resource Management | Core (Foundation-V) | 3 |
| MS-426 | Marketing Management | Core (Foundation-VI) | 3 |
| MS-427 | Principles of Psychology | General-III | 3 |
| | Economics-II | Core (Foundation-VII) | 3 |

Semester-4

(Cr Hrs=18)

| Course Code | Course Title | Category | Cr.H |
|-------------|-------------------------------------|------------------------|------|
| MS-409 | Business Communication | Compulsory-IX | 3 |
| MS-428 | Financial Accounting | Core (Foundation-VIII) | 3 |
| MS-451 | Organizational Theory & Behavior | Major (Elective-I) | 3 |
| | Quantitative Techniques in Business | Core (Foundation-IX) | 3 |
| MS-429 | Principles of Political Science | General-IV | 3 |
| | Introduction to Law | General-V | 3 |

Semester-5

(Cr Hrs=18)

| Course Code | Course Title | Category | Cr.H |
|-------------|----------------------------|-----------------------|------|
| MS-541 | Consumer Behavior | Core (Intermediate-I) | 3 |
| MS-531 | Business Research Methods | Core (Foundation-X) | 3 |
| MS-532 | Financial Management | Core (Foundation-XI) | 3 |
| MS-552 | Business Law | Major (Elective-II) | 3 |
| | Economy of Pakistan | General-VI | 3 |
| MS-511 | Active Citizenship Program | General-VII | 3 |

Scheme of Study BBA

Semester-6

(Cr Hrs=18)

| Course Code | Course Title | Category | Cr.H |
|-------------|--|-------------------------|------|
| MS-542 | Cost & Managerial Accounting | Core (Intermediate-II) | 3 |
| MS-543 | Strategic Management | Core (Intermediate-III) | 3 |
| MS-533 | Economics of entrepreneurship & Innovation | Core (Foundation-XII) | 3 |
| | Specialization-I | Specialization-I | 3 |
| MS-544 | Financial Institutions & Market | Core (Intermediate-IV) | 3 |
| | Introduction to International Relations | General-VIII | 3 |

Semester-7

(Cr Hrs=15)

| Course Code | Course Title | Category | Cr.H |
|-------------|--------------------|----------------------|------|
| MS-613 | Business Ethics | General-IX | 3 |
| | Specialization-II | Specialization-II | 3 |
| MS-653 | Project Management | Major (Elective-III) | 3 |
| MS-654 | Entrepreneurship | Major (Elective-IV) | 3 |
| | Specialization-III | Specialization-III | 3 |

Semester-8

(Cr Hrs=15)

| Course Code | Course Title | Category | Cr.H |
|-------------|-----------------------------------|---------------------|------|
| MS-655 | Management Information System | Major (Elective-V) | 3 |
| MS-656 | Production & Operation Management | Major (Elective-VI) | 3 |
| | Specialization-IV | Specialization-IV | 3 |
| MS-661 | Thesis/project/Internship | | 6 |

Faculty Member of Department of Management Sciences

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