

Management Studies Department

Introduction

The Management Studies Department (MSD) was established in 2002 in a new building within the historic campus of GC University. The reputation of the department is reflected in the keen competition for entrance to its programmes. Entry standards are demanding and successful candidates are of a high calibre. MSD aims to teach and research matters of practical importance to business. Students coming to the GC University's MSD will find themselves in a demanding intellectual environment that requires full-time commitment. The MBA programme offers tools and techniques of immediate utility in the business world stressing the importance of long term vision in business life. The MSD offers Management Degrees in the following areas:

- **BSc (Hons) Applied Management**
- **MBA**
- **EMBA**

Our unique B.Sc. (Hons) Applied Management, full-time MBA and executive MBA (EMBA) programmes help high-calibre individuals develop into more confident, knowledgeable, critical and responsible leaders in an increasingly complex global business environment. MSD expects from its students a commitment to excellence in all the activities. It demands supreme contribution to society and help in the spread of knowledge, enlightenment and social well-being.

Academic Programme

BSc (Hons) Applied Management

MSD has designed this new programme considering our changing academic environment. The programme builds upon the old 2-year Bachelor's Degree (BA, BSc, B.Com) and would enable the students to earn a four year Honours Degree after studying for another two years at the Management Studies Department. The programme is structured after reviewing undergraduate programmes at internationally renowned schools.

In terms of scope, these graduates would compete for the top public & private sector placements as well as be eligible to apply for a Master's degree programme anywhere abroad. The programme would also give us room to upgrade our existing MBA to a post-experience programme and to make it internationally acceptable in due course.

Programme Structure

In order to earn the Bachelor of Science (Honours) degree in Applied Management, the students are required to complete a minimum of 64 credit hours with a cumulative grade point average of 2.3. This would be in addition to their existing 2-yr degree which will be accepted for credit transfer and the students will have the necessary credits in the range of 126 – 132 to qualify for a 4 year Honours Degree.

- The first semester of this programme consists of four compulsory courses of 4 credit hours and one of 2 credit hours each offering a total of 18 credit hours.
- A skill building term of 6 credit hours follows focusing on personal productivity tools. This term is of vital importance to the students in the competitive environment where proficient use of information and communication technology is critical. The duration of this term is 5 weeks and it is sandwiched between two semesters.

- The second semester consists of three compulsory courses of 4 credit hours and three of 2 credit hours each offering a total of 18 credit hours.
- This would be followed by semester III which comprises six months of work-based learning. Students also take up to 9 credit hours of courses that match their work placement.
- The final semester comprises of one compulsory course, two electives and a research paper of 4 credit hours each and one compulsory course of 2 credit hours. The maximum total would be 18 credit hours.

The maximum credits offered would be 69 and the minimum required for graduation would be 64.

Curriculum

The following is the curriculum for the programme.

BSc (Hons) Applied Management		
Year- I		
Semester- I		
Course Code	Course Title	Credit Hours
MGMT-310	Quantitative Methods	4
MGMT-315	Elements of Financial & Managerial Accounting	4
MGMT-320	Management Communication	2
MGMT-325	Marketing Foundations and Applications	4
MGMT-330	Economics for Business & Management	4
Semester- II		
Course Code	Course Title	Credit Hours
MGMT-335	Manufacturing & Service Operations	3
MGMT-340	Fundamentals of Management	3
MGMT-345	Financial Management	4
MGMT-355	Applied Research for Business	3
MGMT-360	Behaviour in Organizations	3
Year-2		
Semester- III		
Course Code	Course Title	Credit Hours
MGMT-OBLI	Organization Based Learning I	6
MGMT-OBLII	Organization based Learning II	3
Semester- IV		
Course Code	Course Title	Credit Hours
MGMT-410:	Human Resource Management	3
MGMT-425:	Sales Management	2
MGMT-426:	Marketing of Services	2
MGMT-430:	Investment Analysis and Portfolio Management	4
MGMT-435:	Strategic Management	3
MGMT-490:	Thesis Writing	6

Summer Term

The summer term is designed to fulfill the credit hour requirement of a bachelors (Hons) degree which is 124-136. This term addresses the requirement of HEC, Pakistan, who suggested the university to offer courses (at least 10 credit hours) for bridging the gap between BA/BSC (under annual system) and BSc (Hons) Applied Management.

Master of Business Administration (MBA)

MBA at the Management Studies Department (MSD) is designed to meet the needs of the real business world. It brings together both—analytical skills as well as soft skills—to make it relevant to the ever changing business environment. At MSD it is ensured that students acquire key skills such as leadership, effective communication and change management and learn to work without prejudice to race, religion or colour.

The MBA provides rigorous training in the skills, techniques and knowledge relevant to a career in the private or the public sector and also takes a strong comparative international perspective in all areas. In addition to the core modules students are given the opportunity to select optional courses in areas which are of particular interest to them.

MBA Curriculum

Managerial success depends on acquiring and being able to use knowledge in a skilful manner. Our curriculum is committed to providing the best general management skills as a basis for success in business life. The structure of the programme develops the management skills of analysis and strategic decision-making and culminates in the MBA Consultancy Project.

Year-1		
Semester-1		
Course Code	Course Title	Credit Hours
MGMT-BC5101	Business Communication	3
MGMT-BE5102	Business Economics	3
MGMT-FA5104	Financial Accounting	3
MGMT-MM5105	Marketing Management	3
MGMT-QA5106	Quantitative Analysis	3
MGMT-MIS5107	Management Information System	3
MGMT-BO5203	Behaviour in Organization	3
MGMT-CF5103	Corporate Finance I	3
MGMT-OM5204	Operations Management	3
MGMT-CBMR5207	Consumer Behaviour & Marketing Research	3
MGMT-IN5206	Internship	3
Year-2		
Course Code	Course Title	Credit Hours
MGMT-CF6106	Corporate Finance II	3
MGMT-BAN6201	Banking & Finance	3
MGMT-MS6101	Marketing of Services	3
MGMT-PM6107	Project Management	3
MGMT-EN6108	Entrepreneurship	3
MGMT-BL6105	Business Law	3
	Elective I	3
	Elective II	3
MGMT-MBA6000	MBA Projects	3
MGMT-SBM6202	Strategic Brand Management	3
	Financial Modelling	3
MGMT-FM6204	Operating Models	3
MGMT-OM6206	Strategic Human Resource	3
MGMT-SBM6203	Contemporary Management	3

EMBA

The program has been designed for early to mid-career managers, working in decision-making capacity and entrepreneurs running their own small or medium-sized business ventures. The Programme has a futuristic problem-solving approach with focus on thorough coverage of key strategic as well as functional aspects of business.

Curriculum

The EMBA curriculum provides the best General Management skills as a basis for success in business life. The structure of the programme gradually develops the Management Skills needed for analysis and strategic decision-making, and culminates at the EMBA Consultancy Project. Following are the courses taught during two years of EMBA programme.

Year-1		
Semester-1		
Course Code	Course Title	Credit Hours
EMBA-5101	Financial Accounting	3
EMBA-5102	Managerial Economics (Micro & Macro)	3
EMBA-5103	Quantitative Methods	3
EMBA-5104	Management Communication	3
Semester-II		
Course Code	Course Title	Credit Hours
EMBA-5201	Contemporary Management	3
EMBA-5202	Marketing Management	3
EMBA-5203	Managerial Accounting	3
EMBA-5204	Management Information Systems	3
Summer-I		
Course Code	Course Title	Credit Hours
EMBA-5301	Financial Management	3
EMBA-5302	Consumer Behavior	3
EMBA-5303	Organizational Behavior & HRM	3
EMBA-5304	Boot Camp	3
Year-2		
Semester-III		
Course Code	Course Title	Credit Hours
EMBA-6101	Corporate Finance	3
EMBA-6102	Operations Management	3
EMBA-6103	Business Research Methods	3
EMBA-6104	Elective I	3



Semester-IV		
Course Code	Course Title	Credit Hours
EMBA-6201	Elective 2	3
EMBA-6202	EMBA Consultancy Project	3
EMBA-6203	Int. Term/Implementation Essay	3
EMBA-6204	Project Management	3
Summer-II		
Course Code	Course Title	Credit Hours
EMBA-6301	EMBA Consultancy Project	3
EMBA-6302	Strategic Management	3
EMBA-6303	Business & Corporate Law	3
EMBA-6304	Investment Analysis & Portfolio Management	3
Tentative Elective Courses		
Course Code	Course Title	Credit Hours
EMBA-6401	Financial Statements Analysis	3
EMBA-6402	Commercial Banking	3
EMBA-6403	Strategic Human Resource Management	3
EMBA-6404	Training and Development	3
EMBA-6405	Strategic Brand Management	3
EMBA-6406	Integrated Marketing Communications	3
EMBA-6407	Marketing of Services	3
EMBA-6408	Supply Chain Management	3
EMBA-6409	Financial Modeling	3
EMBA-6410	Prudential Regulation	3
EMBA-6411	Islamic Banking	3
EMBA-6412	Marketing of Financial Services	3

*The University reserves the right to change the courses without prior notice.

MBA Consultancy Project Objectives

After the completion of the first year of the MBA and EMBA programmes, and the Internships, students have gone through the fundamentals of business management and are now ready to tackle a real-life business situation and make possible suggestions for improvement.

The consultancy project provides the opportunity to the students to put this knowledge into practice and apply it in cooperation with managers and company leaders who must meet new challenges. In this respect, the supervised team project becomes a first rate educational tool in helping the student understand and master the subject.

The Consultancy Project essentially consists of a consulting mandate, working for a company or any other organization wanting to take advantage of the training provided by department.

The objectives of the consultancy project are to:

- Introduce the dimensions of change through a real work experience within a company.
- Put into practice newly acquired knowledge, skills and competencies.
- Develop further the ability to work in multidisciplinary teams.
- Improve capacity for planning, analysis and time management.
- Develop initiative and creativity in problem solving.

- Develop oral, written and visual communication skills with the presentation of the final report.

Features

- Use of Case-study method to emphasize critical thinking – skill of analysis beyond the ordinary
- Translating theory into practice – consultancy project and Organisation based learning
- Managing Change – an in-depth understanding of the organizational and management processes
- Personal development of transferable skills – concentrating on enabling students with hard skills to use in real business environment
- International standard – in line with the academic practices of the best schools of the world
- Smaller class size with personal tutoring and guidance
- The experienced managers – teachers being the experienced managers bring the flavour of real business environment to the class room
- The player manager – enabling students to achieve the goal even in the absence of ideal conditions.

Updated Curriculum

The programme will provide you with current management thinking, translating to practical business skills for advancing entrepreneurship and innovation in businesses.

Bringing Industry into Class

Professionals and successful entrepreneurs will conduct insightful seminars to illuminate the modules of study with many real world examples.

Extra-curricular workshops

Frequent workshops for participants wishing to hone their analytical reading, writing and presentation skills.

Knowledge Transfer Partnerships

MSD has also formed a society called Knowledge Transfer Partnerships.

The objectives for which the society has been established are:

- 1) To provide benefit to the industry from the knowledge and research of academia, and develop the potential of transferring academic know-how to industry through the creation of a knowledge transfer partnership;
- 2) To provide a forum to teachers through which they can transfer their real-time knowledge to the industry and reward them for their efforts;
- 3) To provide exposure to the industry environment for university graduates and students;
- 4) To provide prospecting and administrative support for consulting and training projects, and ensure rigorous academic quality for all deliverables;
- 5) To benefit from opportunities available for University-Industry linkages, and create a real-time learning opportunity for University teachers and graduates;
- 6) To print, publish, issue, circulate, carry on research, aid and assist in circulating and issuing papers, periodicals, books, publications and undertake other similar efforts in relation to the objectives of the society;
- 7) To develop platforms for interaction between University, Students and Industry.

International Term

MSD has successfully offered an international term to its students in MBA program for the last ten years. This is a very

good opportunity for participants to advance their capabilities and enhance their exposure to managerial skills. There has been tours to different developed economies including Netherland, Czech Republic, Singapore and Malaysia. MSD facilitates the process in arranging accommodation, air tickets and visits to various firms in those regions. A course work of up to 14 credit hours is also offered, benchmarked against the best universities around globe.

Furthermore, we bring our graduates a step closer to being truly global managers by arranging internship during their stay. It helps them get acquainted with diverse culture and environment. In brief, this international term gives a competitive edge to our students opening a gateway to better job placements.

MSD also provides an opportunity to its Executive MBA students to get accustomed with Dutch culture. This journey helps them to figure out their career objectives. This international term is compulsory for MBA and Executive MBA programs and optional for BSc Applied Management students. MBA students are sent to Czech Republic and Malaysia whereas Executive MBA students to Netherland. The host institutions visited frequently so far are Thomas Bata University (Czech Republic), Sunway University, Monash University (Malaysia Campus) and Utrecht University (Netherland). The most popular courses among students are Digital Marketing, Social Media Marketing and Business Platforms.

Muhammad Mannan Rahim Marketing Executive at Nishat Apparel Private Ltd

It was an enlightening experience, travelling to Czech Republic, the centre of Europe. I was able to learn so much about their culture, norms, life style and get more out of my study by being immersed in a varied experience. International term gave me a new outlook and awareness of life. All the aforementioned aspects made me a good time manager, communicator, problem solver and decision maker. I also found time to travel some European countries as there is learning in every journey you take. International term gave me confidence to credibly deal with global clients.

Organization Based Learning (OBL) Semester

OBL is NOT an internship but a genuine 6-month work placement program for students enrolled in BSc (Hons.) Applied Management program.

It is a rare opportunity for organizations to make use of a university educated potential manager for an extended duration at a much reduced pay. The expected stipend bracket is PKR 12,000 to 14,000 per month. These would-be managers are available for a period of six months starting July or August and are most suitable for any job or task where the organization needs hard working university educated individuals. Most organizations use this opportunity to develop management trainee program where they get to pre-test the students and determine their suitability before they offer them a job.

For organizations that are looking for the cream of the crop among university-educated, entry-level employees, our OBL is the best way to build a pipeline of talented, young professionals.

Lunch & Learn Club

Lunch & Learn Club has been formed to provide a learning opportunity to students through sharing of knowledge at lunch with business managers. The interaction of students with executives from industry better acquaints them with the professional practices. The club arranges different activities

around lunch on campus. The club also arranges a semester dinner for alumni of MSD.

Corporate Liaison & Placement Office:

MSD Alumni provides valuable networking opportunities for its students. Throughout the year there is a programme of guidance and advice for individual students in their career planning and job search strategies. Corporate Liaison and Placement Manager is dedicated for this purpose only.

At MSD we educate tomorrow's business leaders through learning and discovery and help them develop leadership and responsibility traits ultimately leading them to develop their intellectual capacities to the fullest. GCU MSD distinguishes itself from other leading business schools by developing distinctive initiatives that are based on partnerships with business and industry. Student groups led by widely experienced faculty are providing diversified consultancies on various critical, strategic and complex business issues of today and future. TCS, Packages, ICI, Willy Food, Pepsi Cola, Coca Cola, Warid Telecom, Nestle Pakistan, PEL, Interwood, Nirala Sweets and Reem Rice are some of the organizations taking benefit of this industry-academia relationship.

The corporate liaison and job placement office facilitates internships and placements of the graduates. This office offers counselling and placement services and undertakes a wide range of activities that include workshops on job search strategies, resume writing and interviewing skills, and company presentations and corporate evenings among others.

The objective is to help students and companies in evaluating options and making the right choice to match their respective needs.

MSD graduates have been able to get very good response from the job market and most of them have made their way into the leading and highly progressive multinational and national organizations. They are aptly applying the diverse skills and behavioural competencies at their workplaces and developing the reputation and the opportunities for many more to follow.

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