

Department of Management Science

DEPARTMENT OF MANANGEMNT SCIENCES

INTRODUCTION

The Management Science Department at shaheed benazir bhutto women university peshawar. At the Women's University Management Science Department, we are dedicated to fostering a culture of inclusivity, diversity, and equity. Our program welcomes students from all backgrounds and experiences and is committed to providing a supportive and inclusive community. Whether you are interested in pursuing a career in business, management, or entrepreneurship, the Management Science Department at Women's University is the perfect place to start your journey. We look forward to welcoming you into our community of passionate and driven learners.

Department Vision

The main aim of Management Science Department is providing quality education and a wide array of programs in the field of management science through promoting innovative learning environment for women and to promote and encourage research culture among the students.

Department Mission

The mission of Management Science Department is to prepare an individual for career building by providing innovative academic facilities and promoting research culture. We aim to contribute to the society through research, field knowledge, entrepreneurship, industrial linkage and collaboration with other organizations.

Objectives of the Department

- To impart quality education of a high level and conduct research, in the relevant areas.

- To prepare female students for successful professional careers, in the rapidly changing environments, who will assume the roles of future executive leaders.

INTENDED LEARNING OUTCOMES OF THE DEPARTMENT

- To produce highly competent female graduates, who will contribute to the overall efficiency and effectiveness of organizations.
- To produce high quality female graduate, for assuming the role of executives.
- To provide relevant information to the Public and Private sector organizations, for the improvement of their policies.

ADMISSION REQUIREMENTS ELIGIBILITY (BBA 4 years)

- Eligibility/ Pre-requisite for admission: FA/F.Sc or Equivalent

DURATION

- Four years program spread over 8 semesters, two semesters per year.

COURSE AND CREDIT REQUIREMENTS

- A total of 124-132 credits are required to complete BBA program.

FACULTY DEPARTMENT OF MANAGEMENT SCIENCES

Dr. Samra Kiran	Ph.D (IBL, AWKUM, Mardan)	Assistant Professor (Incharge)
Dr. Sadia Aziz	Ph.D (Imsciencs Peshawar)	Assistant Professor
Dr. Misbah Noor	Ph.D (Islamiya University Peshawar)	Lecturer
Dr. Sundus	Ph.D (Imsciencs Peshawar)	Lecturer
Dr faaila	Ph.D (Islamiya University Peshawar)	Lecturer
Ms Madiha	MBA (Imsciencs Peshawar)	Lecturer
Ms Mehwish Ehsan	MS (Islamiya University Peshawar)	Lecturer
Ms Komal	MS (Imsciencs Peshawar)	Lecturer
Ms AmreeN	MS (Islamiya University Peshawar)	Lecturer



PROGRAMS OFFERED

The Bachelor of Business Administration (BBA) program at SBBWU is designed specifically for ambitious women who want to excel in the dynamic and constantly evolving world of business.

The BBA program at our women's university offers a comprehensive education in all aspects of business administration, including finance, marketing, management, accounting, and entrepreneurship. Our curriculum is carefully crafted to equip you with the knowledge and skills necessary to succeed in a highly competitive and demanding business environment.

Our faculty comprises experienced and accomplished academics and industry professionals who are dedicated to providing a stimulating and challenging learning environment. They will guide you through the program and help you develop critical thinking, problem-solving, and leadership skills.

In addition to classroom learning, our BBA program also provides ample opportunities for hands-on learning through internships, case studies, group projects, and guest lectures by industry leaders. You will have the chance to network with peers and professionals, gain practical experience, and enhance your resume and career prospects.

We are committed to empowering women through education and ensuring that our graduates are well-prepared to thrive in the global business landscape. Join us and embark on an exciting and rewarding journey towards becoming a successful business leader.

MISSION STATEMENT OF PROGRAM

To provide business education in a comfortable study environment by highly educated faculty to the females of the region opening their minds to practicalities of the field in order to make them fulfill needs of market dynamism necessary for country success.

PROGRAM OBJECTIVES.

The four years BBA degree promises the graduates higher level employability at the entry level of management profession through helping them fulfill potential for high earnings and greater personal development. The program curricula offer to the students a rich blend of general education like English language, mathematics, Pakistan studies, Islamic studies economics; general management skills like oral and written communication, decision-making, leadership,

teamwork, quantitative method; discipline based core courses including finance & banking, marketing, and HRM etc. and the specialization based elective courses. The program builds in the student's potential for future and enables them to build and maintain balance between the targets of economic success and the limitations of increasing social and environmental responsibility.

Duration: 4 years

Eligibility Eligibility/ Pre-requisite for admission: FA/F.Sc or Equivalent

Scheme of Studies for BBA 4 years program

S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
1.	1 st	English-I	ENG-301	3
2.		Principles of Sociology	PSC-404	3
3.		Introduction to Communication & Information Technologies	CS -301	(2,1)
4.		Introduction to Business	MS-301	3
5.		Islamic Studies	ISL-301	2
6.		Business Mathematics	MTH-306	3
Total Credit Hours				17
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
7.	2 nd	English-II	ENG-302	3
8.		Business Statistics	STAT-303	3
9.		Logic	LOG-301	3
10.		Introduction to Management	MS- 304	3

11.		Foreign Language/Arabic	ISL-302	3
12.		Pakistan Studies	PST-323	2
Total Credit Hours				17
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
13.	3 rd	Business Communication I	ENG-402	3
14.		Principles of Micro Economics	ECO- 301	3
15.		Inferential Statistics	STAT-411	3
16.		Financial Accounting	MS-411	3
17.		Introduction to Human Resource Management	MS-401	3
18.		Basics of Marketing	MS-402	3
Total Credit Hours				18
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
19.	4 th	Principles of Macro Economics	ECO-302	3
20.		Marketing Management	MS-412	3
21.		Small and Medium Enterprises Management	MS-421	3
22.		Business Law		3
23.		Managerial Accounting	MS-431	3
24.		Understanding of Psychology	PSY- 301	3
Total Credit Hours				18
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
		Business Ethics	ETH-501	3
25	5 th	Fundamentals of Finance	MS- 501	3
26		Business Research Methods	MS-503	3
27		Money & Banking	MS-521	3
30		Specialization I		3
31		Specialization II		3
Total Credit Hours				18

S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
33.	6th	Organizational Behavior	MS-511	3
34.		Financial Management	MS-512	3
37.		Corporate Social Responsibility	MS-513	3
		Specialization III		3
38		Specialization IV		3
39				
Total Credit Hours				15
S.NO	SEMESTER	COURSE TITLE]	COURSE CODE	CREDIT HOURS
40		Entrepreneurship	MS-612	3
41		Consumer Behavior	MS- 614	3
42		Specialization V		3
43		Specialization VI		3
45	Total Credit Hours			12
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
40		Project Management	MS-613	3
41		Elective I		3
43		Elective II		3
44		Research /optional Subjects		6
Total Credit Hours				15

MBA (2 years)

The Master of Business Administration (MBA) program is designed to empower ambitious women with the knowledge, skills, and confidence needed to succeed in the ever-evolving world of business.

Our MBA program offers a rigorous and comprehensive education in all areas of business administration, including finance, marketing, management, accounting, and entrepreneurship. Our curriculum is carefully designed to provide you with a deep understanding of the fundamental principles of business and management, as well as the latest industry trends and best practices.

Duration: 2 years for students with non business background
1.5 years for students with business background

Eligibility

- For business students BBA (hons)/M.COM/BS Commerce/BS Accounting and finance or equivalent with minimum 2.5 CGPA or 45% marks in Annual System.
- For non business students 16 years education in any discipline with minimum 2.5 CGPA or 45% marks in Annual System

s

SCHEME OF STUDIES

S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
1.	1 st	Introduction to Management	MS – 711	3
3.		Fundamentals of Marketing	MS- 712	3
4.		Financial Accounting	MS-713	3
5.		Business Mathematics	MTH-706	3
6.		Principles of Micro Economics	ECO-701	3
		Business Finance	MS-714	3
Total Credit Hours				18

S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
7.	2nd	Business Statistics	STAT-701	3
8.		Marketing Management	MS -721	3
9.		Cost Accounting	MS-722	3
10.		Principles of Macro Economics	ECO-702	3
11.		Human Resource Management	MS-715	3
		Financial Management	MS-723	3
Total Credit Hours for non Business Students				18
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
12.	3 rd	Strategic Management (Elective I)	MS-731	3
13.		Applied Research Methods(ElectiveII)	MS-732	3
		Leadership & Management(ElectiveIII)	MS-733	3
14.		Specialization I		3
		Specialization II		3
Total Credit Hours				15
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
		Operations Management (ElectiveIV)	MS-734	3
16.	4 th	Specialization III		3
17.		Specialization IV		3
18.		Research Thesis		6

Total Credit Hours	15
---------------------------	-----------

NOTE: The students with business background will be exempted for first two semesters.

MS Management Science

The Master of Science (MS) program in Management Sciences is designed to equip women with advanced knowledge and skills in management and related disciplines, enabling them to become successful business professionals and leaders.

Our MS program in Management Sciences offers a comprehensive education in key areas of business management, including finance, marketing, organizational behavior, operations management, and strategic management. Our curriculum is designed to provide a deep understanding of the latest industry trends and practices, as well as critical thinking and problem-solving skills that are essential for success in today's business environment.

Program Objectives

- The Program will enable students to develop specialized skills with respect to various Management related issues and suggests possible solutions through research work.
- Foster critical thinking and problem-solving skills: The program will encourage students to develop critical thinking and problem-solving skills that will enable them to identify, analyze, and solve complex problems in a variety of settings.
- Develop effective communication and interpersonal skills: The program will help students to develop effective communication and interpersonal skills that are essential in the workplace.
- Promote ethical and socially responsible behavior: The program will promote ethical and socially responsible behavior among students and encourage them to apply these principles in their personal and professional lives.

- Provide opportunities for practical application of knowledge: The program will provide students with opportunities to apply their knowledge in real-world settings through internships, research projects, and other experiential learning opportunities.
- Develop leadership skills: The program will help students to develop leadership skills that will enable them to take on leadership roles in their future careers.

Eligibility Criteria

A candidate must hold 16 years of education in the relevant disciplines with a 2.5 CGPA (semester system) or second division in the annual system (with a minimum of 130 credit hours in bachelor's or 60 credit hours in the Master's program in the relevant field) from any HEC recognized University.

Qualifying the NTS-GAT general test or the university's own test with 60% marks and an interview is mandatory for admission

MS Management Science Scheme of Studies

S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
1.	1 st	Qualitative & Quantitative Techniques	MS-724	3
2.		Advance research methods	MS-735	3
3.		Specialization I		3
4.		Specialization II		3
				12
S.NO	SEMESTER	COURSE TITLE		CREDIT HOURS
7.		Strategic Management	MS-731	3

8.	2 nd	Logic and critical thinking	LOG-711	3
9.		Specialization III		3
10.		Specialization IV		3
11.				
12.				
Total Credit Hours				12
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
13.	3 rd	Specialization V		3
14.		Specialization VI		3
15.		Research thesis		6
16.				
17.				12

PhD MANANGEMENT SCIENCES IN PROGRESS

PhD in Management Science program offers a rigorous education in key areas of management, including operations research, decision analysis, statistics, game theory, and behavioral science. Our curriculum is designed to provide a deep understanding of the latest industry trends and practices, as well as critical thinking and problem-solving skills that are essential for success in the field.

MISSION STATEMENT

The primary aim of PhD program of Management Science Department, Shaheed Benazir Bhutto Women University is to provide a learning environment for females, in which faculty, staff and students can discover, examine critically, preserve, and transmit the knowledge, wisdom and values that will help ensure the survival of this and future generations and improve the quality of life for all. The program seeks to help students to develop an understanding and appreciation for the complex cultural and physical worlds in which they live and to realize their research potential of intellectual, physical and human development. It also seeks to attract and serve students from diverse social, economic and ethnic backgrounds

and to be sensitive and responsive to those groups which have been neglected in the past by higher education.

PROGRAM OBJECTIVES

The main objectives of this program are;

- To prepare students with the depth of knowledge and research competence of international level to fill positions in Research Organization, Industry, Management and Academic Institutions
- To improve the quantitative and qualitative problem-solving skills of teachers and professionals.
- To promote research activity in the domain of Management Science particularly in the context of the business sector in Pakistan and other emerging economies.

Eligibility Criteria/Entry Requirements

The candidates who have 18 years of MS / MPhil/ MBA OR Equivalent degree holder from a recognized institution, securing at least 60% marks in the annual system or at least CGPA 3.00/4.00 in the semester system and qualify 60% GAT Subject of NTS and 70% of departmental test are eligible for admission to PhD Program. In addition, candidates must provide a research proposal clearly showing their area of interest in research.

**PhD (Management Science)
SCHEME OF STUDIES
Session 2023 -2026 and Onwards**

Semester 1 09 Credit hours (03 courses)			
S. #	Course Title	Credit Hours	Course. Code
1	CORE COURSE I	3	
2	CORE COURSE II	3	

3	ELECTIVE I	3	
	Total Credit Hours	9	

Semester 2 09 Credit hours (03 courses)			
S. #	Course Title	Credit Hours	Course. Code
1	CORE COURSE III	3	
2	Elective II	3	
3	Independent Study I	3	
	Total Credit Hours	9	

Semester 3-6		
S. #	Course Title	Credit Hours
1	Dissertation	9
	Total Degree Credit Hours	27

OTHER FACILITIES

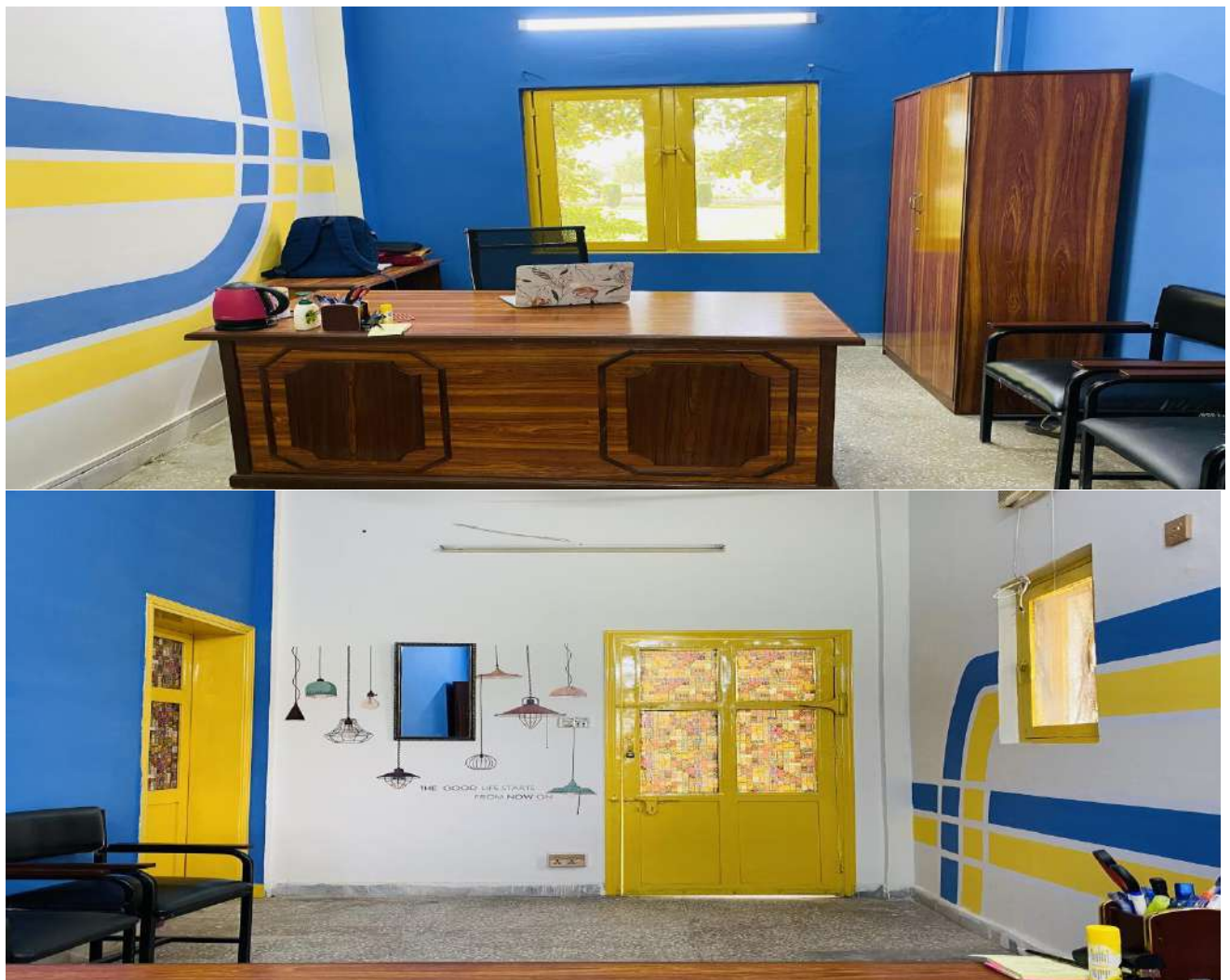
COMPUTER LAB DEPARTMENT OF MANGEMENT SCIENCES

At our department, we take great pride in fostering a dynamic learning environment that incorporates the latest technological advancements. To this end, we are thrilled to announce the integration of a state-of-the-art Computer Lab, designed to equip our students with the necessary tools and skills for success in the modern business world. The Computer Lab is equipped with cutting-edge hardware and software, ensuring seamless access to a wide array of business applications, data analysis tools, and collaborative platforms. With the guidance of our dedicated faculty, students will have the opportunity to harness the power of technology to solve complex business challenges, enhance decision-making processes, and gain a competitive edge in their respective fields.

EXTREME COMMERCE OFFICE

The Department of Management Science, Shaheed Benazir Bhutto Women University Peshawar signed an MoU on 16th of August 2022 with Extreme Commerce. It is the largest e-commerce knowledge-sharing and capacity building platform paving the way for Pakistanis living in Pakistan and abroad to lead in e-commerce marketplaces. The vision is to make Pakistan a global e-commerce back office hub and inject billions of dollars per annum offering their products and services to the world.

With this MoU, the Video boot Camp (VBC) having trainings by experts of over 100s of income streams will now be at the palm of each student of SBBWU.





WORK TO EMPOWER (WE)

Signed an MOU with WE which is a project of youth wing of Dost foundation. Under this MOU WE will provide attractive opportunities and training to the young girls of the university. Our students benefit from a range of opportunities to engage in hands-on learning experiences, including internships, co-op programs, and research projects. We also offer a variety of extracurricular activities, such as student clubs and organizations, guest speaker events, and networking opportunities.

Awareness Session on Entrepreneurship Skills Development for University Students at SBBWU, Peshawar

This awareness was conducted by members from National Institute of Banking and Finance (NIBAF), the training arm of **State bank of Pakistan**. **The main aim of this session was to provide** of awareness sessions on **Entrepreneurship Skills Development** for university students.

The session covered the following areas:

- Entrepreneurship development: availability of opportunities for new entrepreneurs and the need for skills acquisition and knowledge building .

The main deliverable of the sessions were:

1. Learn about financial services offered by banks (both assets & liability), especially those suiting the small enterprises and new entrepreneurs.
2. Know the SBP schemes for SMEs including new start ups
3. Know the skills/tools necessary for entrepreneurship development

WORKSHOP ON BASIC DIGITAL MARKETING

ORIC in collaboration with the Management Science Department is organized a workshop on Basic Digital Marketing on 25th November 2022, in Catering Hall. The the resource person for the training was Miss Madiha Hamid. Head of business DEMO.





AWARENESS SEMINAR ON INVESTOR EDUCATION REGARDING CAPITAL MARKETS OF PAKISTAN

The Department arranged an awareness seminar on Investor Education Regarding Capital Markets of Pakistan on 4th October, 2022. The workshop was attended by faculty and students from different departments. The resource persons for the session were Mr. Saqib Ali, Office In charge Pakistan Stock Exchange & Mr. Muhammad Shoaib, Regional Manager, Pearl Securities Limited Peshawar.





WORKSHOP ON SPSS BY MANAGEMENT SCIENCE DEPARTMENT

The Department arranged a one-day training workshop on SPSS on 26th May 2022. The workshop was attended by faculty and students from different departments. The resource person for the session was Dr. Mohammad Zahid, Dean & Professor Faculty of Management Sciences, Director center of sustainability City University of Science and Information Technology, Peshawar.



SPSS®



One Day Workshop on SPSS

Patron

Dr. Naseem Akhtar
Vice Chancellor SBBWUP

Chief Organizer

Dr. Samra Kiran

No Registration Fee

- ❖ Register Before 24th of May' 22
- ❖ Certificates will be issued to all the participants

Date

26th of May' 22

Venue

DVC Hall
10 am to 3 pm



Resource Person

Dr. Muhammad Zahid
Professor & Dean,
Director City University Centre
for Sustainability Studies
Faculty of Management Sciences
City University of Science and
Information Technology

Organized By Department of Management Sciences



WOMEN EMPLOYABILITY SUMMIT MARCH 2022

The Women Employability Summit 2022" was organized on 2nd and 3rd March 2022. The main objective of this Summit is to provide a platform to the graduates of Shaheed Benazir Bhutto Women University Peshawar (pioneer Women University in Khyber Pakhtunkhwa) and also the female graduates from other universities and colleges in Khyber Pakhtunkhwa to interact with the employers including industry leaders, employers and inspirational speakers, hence bridging the gap between industry and academia and providing a great opportunity for profiling of esteemed organizations, as well as exchange of ideas and information about employment opportunities between employers and students/graduates.



SHAHEED BENAZIR BHUTTO WOMEN UNIVERSITY PESHAWAR

Women Employability Summit 2022

Platform to Empower Women

2nd & 3rd March, 2022

HIGHLIGHTS

- Employers Stalls
- Panel Talk
- Inspirational and Motivational Speakers
- Storytellers Who Use their Voices to Motivate Youth
- Personal and Professional Development
- Connect, Inspires and Educates Women in Job Industry

For Registration Contact

Dr. Sadia Aziz

Lead Organizer WES / Head of
Management Science Department
SBBWU Peshawar

Contact: 091-9224780



Campus Facilities:

- Library facility
- Scholarships

- Laptop Scheme
- National/International seminars/conferences
- Exposure & access to national/international Islamic scholars
- Sports facilities
- Hostel facility
- Multimedia and smart classrooms
- Visit (Trips) to historical and religious places
- Transport facilities in Peshawar and nearest cities like Charsada, Noshehra.
- Endrom

PROMINENT ACHIVEMENTS OF OUR CURRENT STUDENTS

Name of Student	Activities	Dates of event
HAFIZA SUMMAYA	PARTICIPATION IN SESSION ON BLOOD ACTIVISIM	12 FEB 2022
HAFIZA SUMMAYA	WORKSHOP ATTENDED ON BECOME A CONFIDENT SPEAKER	1 ST FEB 2022
HAFIZA SUMMAYA	AWARDED ACTIVE PARTICIPATION IN 3 DAY WORKSHOP ON RISING TOGETHER WOMEN FOR WOMEN	15 TH -17 FEB 2022
HAFIZA SUMMAYA	PARTCIPATION IN DIGITAL YOUTH SUMMIT	12-14 NOV 2021
HAFIZA SUMMAYA	ACTIVE PARTICIPATION IN RANG BARSAY -ART EXIBITION	23-24 FEB, 2022
BISMA TAHSEEN	KAMJAB JAWAN CERTIFICATE IN MANAEMENT(COMPUTER APPLICATION& OFFICIAL CORRESPONDANCE)	JUNE,2021- FEB,2022
BISMA TAHSEEN	GRAPHIC DESIGING CERTIFICATE	9 JUNE, 2021
HAJRA FAZAL	4 MONTHS TAROON FREELANCE TRAINING PROGRAM	
HAFIZA SUMMAYA	4 MONTHS TAROON FREELANCE TRAINING PROGRAM	

PROMINENT ACHIVEMENTS OF OUR ALLIMNI

Alumni Name of Alumni	Session	Students Employed/ Entrepreneurship/Community service/Scholarships for higher studies/CSS/PMS/Tests/any other achievement
Maryam Taj	2014-2018	PRINCIPAL AT EDUCATORS (SCHOOL)
Maryam Rehman	2016-20	BSO AT BANK OF KHYBER
Faiza Iqal	MBA 3.5	Teacher at Educators School
Iqra Rubab	MBA 3.5	Teacher at Educators School
Shazia	MBA 3.5	Teacher at City Model School
Fatima D/O Javaid Mehmood	MBA 3.5	Air Foundation school system
Sobia	MBA 3.5	Tehsil Municipal Administration
Mehreen	MBA 3.5	University of Technology Nowshehra
Sana Riaz	MBA 3.5	University of Technology Nowshehra
Kainaat d/o Rohail Anjum	BBA (Hons)	Directorate of Higher Education
Fatima Amin	BBA (Hons)	HEC
Sakina Gulab Khan	BBA (Hons)	Unilever
Beenish Rehmat	BBA (Hons)	None
Fatima Amin	BBA(Hons)	Pharmaline Company
Shakila	MBA 3.5	Cash Officer Allied Bank
Sehrish Syed	MBA 3.5	Teacher at Allied school Kohat road Campus.
Mahnoor	BBA Hons	Teacher at Peshawar Model School
Naima Khan Durrani	MBA 3.5	Teacher at Allied School Daudzai Campus
Rabail Arif	MBA 3.5	Teacher at Education Employees Foundation.

Anita	BBA Hons	Cashier in UBL branch
Zarmish	BBA Hons	Hayatabad Model School
Hajira	BBA Hons	TMO, Bank of Khyber(BOK)