



SELF ASSESMENT REPORT (PREE)

BBA PROGRAM

**Department of Business Administration
Faculty of Management Sciences,
Ibn-e-Sina University Mirpurkhas**



IBN-E-SINA UNIVERSITY MIRPURKHAS (ISUM)

MISSION STATEMENT OF IBN-E-SINA UNIVERSITY MIRPURKHAS (ISUM)

Nurturing students' potential by providing them highest quality education thereby producing individuals with strong values, compassion, inclusiveness, leadership and professionalism, emphasizing community engagement particularly with marginalized segments of rural population, encouraging students to become empathetic and socially responsible professionals by training them in the best evidence- based practice, capable of contributing to advancements through research and innovation.

VISION OF IBN-E-SINA UNIVERSITY MIRPURKHAS

To be an internationally recognized institution, famous for its ethical work, emphasizing the importance of integrity, honesty and moral principles, highlighting the University's commitment to serving the community and producing unbiased and empathetic educated people who are inclusive and have leadership skills, encouraging them to engage in research, critical thinking, innovation and evidence- based best practices.

GOALS OF ISUM

In pursuing its Mission, the University has following goals:

- a. Prepare the younger generation to become future leaders and managers for a prosperous Pakistan especially in this underprivileged area of Sindh, through development of their physical, mental, moral and professional strengths.
- b. Ensure academic excellence through high quality education in disciplined and peaceful learning environment.
- c. To offer the benefits of successfully meeting the intellectual challenge and to nurture their skills.
- d. To inculcate qualities, they need for their professional careers ahead and to enable them to achieve their full potential as individuals.
- e. Constantly monitor and upgrade facilities and update the curricula to keep pace with the emerging trends and technologies.
- f. Coordinate, include and provide facilities for exchange of knowledge and applied research in the newly emerging fields in collaboration with national and international Universities and research institutions.



Department of Business Administration,
Department of Business Administration
Faculty of Management Sciences,

STANDARD 1 – Program Mission, Objectives, and Outcomes

Mission

Nurturing students' potential by providing them highest quality education thereby producing individuals with strong values, compassion, inclusiveness, leadership and professionalism, emphasizing community engagement particularly with marginalized segments of rural population, encouraging students to become empathetic and socially responsible professionals by training them in the best evidence-based practice, capable of contributing to advancements through research and innovation.

Program Objectives

The program is aimed at attaining the following objectives and goals:

- i. To inculcate business skills and capabilities in undergraduate students having different backgrounds, for example, pre-medical, pre-engineering, humanities, computer studies, etc.
- ii. To impart business knowledge so that they can successfully perform various managerial responsibilities.
- iii. To sharpen their analytical skills so that they could make intelligent and effective decisions.
- iv. To develop entrepreneurial skills and promote creative thinking so that they may start their own businesses.
- v. To produce graduates that could professionally contribute toward industrial and economic development.

Program Outcomes

The expected outcomes (EOs) as articulated in ISU BA's mission can be summarized as follows:

1. To sustain (and advance) the Department's reputation for producing graduates of exceptional quality.

Each and every alumnus of the Department contributes value, not only to the ISU community, but also to the society in general.

This outcome will be achieved by ensuring that we attract high quality students, provide them with contemporary, high-quality education at a national level, and in a suitable, modern learning environment. The quality of degree programs is increasingly assured by obtaining the accreditation from HEC Pakistan and other business regulating bodies nationally and internationally.

2. To make high quality intellectual contributions across a variety of disciplines relevant to the science of management.

Since management as a scientific discipline has roots in a wide array of technical and social sciences, ISU BA intends to make intellectual contributions not only to the science of management but also to other fields that nurture the foundations of this discipline. Coming from different backgrounds of management, economics, and engineering, the members of ISU BA faculty are celebrated scholars and prominent figures in their respective fields, recognized by the international scientific community, as measured by the value of their scholarly academic contributions.

3. To maintain and improve relationships with the business world, as well as Governmental and Non-Governmental organizations, at National and International levels.

ISU BA cherishes its close relationships with the business world, and sees this as one of the principal values that guide the Department's mission-related activities.

STANDARAD 2 – Curriculum Design and Organization

The Bachelor of Business Administration (BBA) program is offered to those with 12 years of education. The BBA program is of **4 Years** duration, spread over **8 Regular semesters**, and consists of **124-136 Credit Hours**. The primary aim of the program is to focus on the promotion of managerial skills and develop competency by introducing students to the contemporary ideas primarily in the areas of Management, Finance, HRM, Agribusiness, and Marketing and Health Care Management. The importance of developing problem solving and communication skills is emphasized, which enable students to improve their understanding of how to deal with complex business issues. Students who complete the BBA program are eligible to apply for admission to the MBA and MS programs.

Scheme of Studies for the BBA (Hons) Program as per HEC Guidelines

SEMESTER 1 **Credit Hours**

1. Freshman English – 1	03	
2. Introduction to Computing	03	
3. Islamic Studies/Ethics	02	
4. Pakistan Studies	02	
5. Contemporary Business World	03	
6. Business Mathematics	<u>03</u>	
Semester credit hours	16	

SEMESTER 2

1. Freshman English – 2	03	
2. Business Statistics	03	
3. Financial Accounting 1	03	
4. Human Psychology	03	
5. Micro Economics	03	
6. Introduction to Management	<u>03</u>	
Semester credit hours	18	

SEMESTER 3

1. Oral Communication	03	
2. Logic	03	
3. E-Commerce	03	
4. Introduction to HRM	03	
5. Macro Economics	03	
6. Financial Accounting 2	<u>03</u>	
Semester credit hours	18	

SEMESTER 4

1. Business Communication	03
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2. Pakistan Economics	03	
3. Principles of Marketing	03	
4. Business Finance	03	
5. Sociology	03	
6. Environmental Sciences	<u>03</u>	
Semester credit hours	18	

SEMESTER 5

1. Managerial Accounting	03	
2. Marketing Management	03	
3. Business & Corporate Law	03	
4. Financial Management	03	
5. Elective – 1	<u>03</u>	
Semester credit hours	15	

SEMESTER 6

1. Organizational Behavior	03	
2. Consumer Behavior	03	
3. Management Information System	03	
4. Business Ethics	03	
5. Elective – 2	<u>03</u>	
Semester credit hours	15	

SEMESTER 7

1. Business Research & Report Writing	03	
2. Operations Management	03	
3. Money & Banking	03	
4. Project Management	03	
5. Elective – 3	<u>03</u>	
Semester credit hours	15	

SEMESTER 8

1. Total Quality Management	03	
2. International Business	03	
3. Knowledge Management	03	
4. Entrepreneurship	03	
5. Elective – 4	<u>03</u>	
Semester credit hours	15	

Areas of Specialization for Elective Subjects in BBA Program

A. FINANCE

COURSE CODE	COURSE TITLE	CREDIT HOURS
FIN-650	Financial Reporting & Analysis	03
FIN-651	International Finance	03
FIN-652	Investment & Portfolio Management	03

FIN-653	Financial Institutions	03
FIN-654	Credit Management	03
FIN-655	Seminar in Finance	03
FIN-656	Insurance Management	03
FIN-657	Risk Management	03
FIN-658	Issues in Capital Budgeting	03
FIN-659	Islamic Banking & Finance	03
FIN-660	Auditing	03
FIN-661	Corporate Finance	03
FIN-662	Corporate Governance	03
FIN-663	Financial Derivatives	03
FIN-665	Issues in Capital Structure	03
FIN-666	Financial Econometrics	03
FIN-667	Computational Finance and Economics	03
FIN-668	Cases in Corporate Governance	03
FIN-669	Theory of Finance	03
FIN-670	Financial Engineering	03
FIN-671	Issues in Dividend Policy	03
FIN-672	Islamic Investment Principles	03
FIN-673	Mergers and Acquisitions	03

B. MARKETING AND AGRI-BUSINESS

COURSE CODE	COURSE TITLE	CREDIT HOURS
MKT-405	Strategic Marketing	03
MKT-406	Marketing Analytics	03
MKT-407	Sales & Distribution Management	03
MKT- 450	Integrated Marketing Communications	03
MKT- 451	Marketing Research	03
MKT- 452	Seminar In Marketing	03
MKT- 453	Personal Selling & Sales Management	03
MKT- 454	Societal Marketing	03
MKT- 455	Product Development	03
MKT- 456	Contemporary issues in Marketing	03
MKT- 457	Cases In Marketing	03
MKT-458	Retailing	03
MKT-459	Distribution Management	03
MKT-460	Industrial Marketing	03
MKT-461	Brand Management	03
MKT-462	Global/International Marketing	03
MKT-463	Agriculture Marketing	03
MKT-464	Services Marketing	03
MKT-465	Digital Marketing	03
MKT-466	Islamic Marketing	03
MKT-467	Research Issues in Marketing	03

MKT-468	Agricultural Products' Development	03
MKT-471	General Plant Production	03
MKT-470	Principles of Agricultural Marketing	03
MKT-471	Soil Science and Crop Production	03
MKT-472	Natural Resources Management	03
MKT-473	Agribusiness Entrepreneurs	03
MKT-474	Agricultural Economics	03
MKT-475	Energy Resources and Utilization	03
MKT-476	Managing Agriculture Supply Chain	03
MKT-477	Cooperative Farm Management	03
MKT-478	Specialized Human Capital in Agriculture	03
MKT-479	Agricultural Knowledge and Technology	03

MANAGEMENT

COURSE CODE	COURSE TITLE	CREDIT HOURS
MGT-505	Strategic Management	03
MGT-569	Performance Management	03
MGT-570	Non-Governmental Organization (NGO) Management	03
MGT-571	Seminar in Management	03
MGT-572	Knowledge Management	03
MGT-573	Change Management	03
MGT-575	Organizational Development	03
MGT-576	Organizational Theory & Design	03
MGT-577	Crisis Management	03
MGT-578	Crowd Management	03
MGT-579	Logistics Management	03
MGT-580	Comparative Management	03
MGT-581	Management of Health Care Services	03
MGT-582	Education Management	03
MGT-583	Environmental Management	03
MGT-584	Micro, Small & Medium Enterprises Management	03
MGT-585	Organizational Health Psychology	03
MGT-586	Positive Organization Psychology	03
MGT-587	Physical Security and Risk Management	03
MGT-588	Asset and Resource Management	03

HUMAN RESOURCE MANAGEMENT

COURSE CODE	COURSE TITLE	CREDIT HOURS
MGT-550	Recruitment and Selection	03
MGT-551	Compensation and Reward Management	03
MGT-552	Conflict and Negotiation Management	03
MGT-553	Team Management	03
MGT-554	Seminar in Human Resource Management	03
MGT-555	Labor Laws in Pakistan	03
MGT-556	Human Resource Development	03
MGT-558	Cross Cultural Human Resource Management	03
MGT-559	Strategic Human Resource Management	03
MGT-560	Training & Development	03
MGT-561	Human Resource Evaluation Systems	03
MGT-564	Industrial Relationship Development	03

SUPPLY CHAIN MANAGEMENT

COURSE CODE	COURSE TITLE	CREDIT HOURS
SCM-950	Procurement	03
SCM-951	Material Management	03
SCM-952	Inventory and Warehouse Management	03
SCM-953	Retail Logistics	03
SCM-954	Transportation Management	03
SCM-955	Sustainable Supply Chain Management	03
SCM-956	Contemporary Issues in Supply Chain Management	03
SCM-957	Humanitarian Logistics	03
SCM-958	Vehicle Routing	03
SCM-959	Research in Supply Chain Management	03
SCM-961	Risk in Supply Chain Management	03
MIS-762	Enterprise Resource Planning	03
SCM-963	Supply Chain Resilience	03
SCM-964	Outsourcing	03
SCM-965	Inventory & Production Models	03
SCM-966	Supply Chain Engineering	03
SCM-967	Sales & Distribution Management	03
SCM-968	Strategic Supply Chain Management	03
SCM-969	Cases in Supply Chain Management	03

ENTREPRENEURSHIP

COURSE CODE	COURSE TITLE	CREDIT HOURS
ENT-1250	Managing Innovation and Entrepreneurship	03
ENT-1251	Corporate Entrepreneurship	03
ENT-1252	Entrepreneurship in the Hospitality & Tourism	03
ENT-1253	Social Entrepreneurship	03
ENT-1254	Design Thinking for Innovation	03
ENT-1255	Family Enterprise Management	03
ENT-1256	Strategic Entrepreneurship	03
ENT-1257	Leadership and Entrepreneurial Success	03
ENT-1258	Psychology and Behavior of Entrepreneurs	03
ENT-1259	Entrepreneurial Marketing	03
ENT-1260	Marketing in Digital World	03
ENT-1261	Brand Management for Entrepreneurs	03
ENT-1262	Business Plan Development	03
ENT-1263	New Product Management	03
ENT-1264	Legal Aspects of Entrepreneurship	03
ENT-1265	Technology Management for Entrepreneurial Ventures	03
ENT-1266	Technology Entrepreneurship	03
ENT-1267	Entrepreneurial Finance	03
ENT-1268	Venture Capital and Private Equity Financing	03
ENT-1269	Corporate Development: Mergers & Acquisitions	03

STANDARAD 3 – Laboratories and Computing Facilities

Computing Facilities

ISU's campus is equipped with modern amenities to facilitate student learning:

- **Computer Access:** The university provides computer access to students, allowing them to utilize necessary software and resources for their coursework.
- **Internet Connectivity:** Students have access to internet services across the campus, enabling them to conduct research and complete assignments efficiently.
- **Technical Support:** The university offers technical support to assist students with any computing-related issues they may encounter.

Laboratory Facilities

Each department at ISU, including those related to the BBA program, is equipped with its own laboratory and tutorial rooms:

- **Departmental Laboratories:** These facilities are well-equipped to support practical learning and experimentation relevant to the specific disciplines.
- **Tutorial Rooms:** Designed to facilitate small group discussions and personalized instruction, enhancing the learning experience for students.

STANDARAD 4 – Student Support and Advising

To ensure that BBA students at Ibn-e-Sina University (ISU) Mirpurkhas receive adequate support for timely program completion and have ample opportunities to interact with instructors and receive guidance on program requirements and career alternatives, the following standards are implemented

1. Structured Academic Advising System

- **Advising Framework:** ISU's BBA program spans four years (eight semesters) and comprises 138 credit hours. The curriculum is designed to promote managerial skills and develop competencies in areas such as Management, Finance, HRM, Agribusiness, and Marketing.
- **Advising Mechanism:** While specific details about the advising system are not explicitly outlined in the available resources, it is standard practice for universities to assign academic advisors to students. These advisors guide students in course selection, monitor academic progress, and provide career counseling. Students are encouraged to proactively seek advising sessions to ensure they meet program requirements and explore career alternatives.

2. Regular Interaction with Instructors

- **Classroom Engagement:** BBA students are expected to engage actively in classroom discussions, participate in group projects, and attend seminars and workshops. This interaction facilitates a deeper understanding of the subject matter and fosters relationships with faculty members.
- **Office Hours:** Faculty members typically hold regular office hours to provide students with opportunities for one-on-one consultations. Students are encouraged to utilize these hours to seek clarification on course content, discuss academic concerns, and receive personalized guidance.

3. Career Counseling and Guidance

- **Career Services:** ISU is committed to preparing students for the workforce by offering career counseling services. These services include resume building workshops, interview preparation sessions, and job placement assistance.
- **Industry Partnerships:** The university collaborates with local businesses and organizations to provide students with internship opportunities. These internships offer practical experience and help students build professional networks.
- **Alumni Network:** ISU maintains an active alumni network that serves as a valuable resource for current students. Alumni share their career experiences, offer mentorship, and provide insights into various industries.

STANDARAD 5 – Process Control

To ensure that major functions within the Bachelor of Business Administration (BBA) program at Ibn-e-Sina University (ISU) Mirpurkhas are effectively delivered, controlled, periodically reviewed, evaluated, and continuously improved, the university has established a comprehensive Quality Management System (QMS) through its Directorate of Quality Enhancement (DQE).

1. Establishment of Quality Management System (QMS)

Standards, which provide a framework for establishing, implementing, and maintaining an effective QMS. This includes defining processes, establishing quality objectives, and ensuring consistent delivery of quality education.

- **Documentation and Standard Operating Procedures (SOPs):** The University has developed comprehensive documentation, including SOPs, work instructions, and quality manuals, to standardize processes and ensure consistency across all functions.

2. Periodic Review and Evaluation

- **Internal Audits:** Regular internal audits are conducted to assess the effectiveness of the QMS, identify non-conformities, and implement corrective actions. These audits involve reviewing processes, interviewing staff, and examining records to ensure compliance with established standards.
- **Management Reviews:** Top management conducts periodic reviews of the QMS to evaluate its performance, assess the need for improvements, and make strategic decisions to enhance the system's effectiveness.

3. Continuous Improvement

- **Feedback Mechanisms:** ISU encourages feedback from students, faculty, and staff through surveys, suggestion boxes, and direct communication channels. This feedback is analyzed to identify areas for improvement and implement necessary changes.
- **Training and Development:** The university invests in continuous training and development programs for staff and faculty to enhance their skills, knowledge, and understanding of quality management principles.
- **Benchmarking:** ISU engages in benchmarking activities to compare its processes and performance with other institutions, identifying best practices and areas for improvement.

4. Control and Monitoring

- **Key Performance Indicators (KPIs):** The university has established KPIs to monitor the performance of various functions, including academic delivery, student support services, and administrative processes. These indicators are regularly reviewed to ensure alignment with quality objectives.
- **Corrective and Preventive Actions (CAPA):** A systematic approach is employed to address non-conformities and prevent recurrence. This involves identifying root causes, implementing corrective actions, and monitoring their effectiveness.

STANDARAD 6 – Faculty

To ensure that the Bachelor of Business Administration (BBA) program at Ibn-e-Sina University (ISU) Mirpurkhas meets the criteria of having faculty members who are current and active in their discipline, possess the necessary technical depth and breadth, and provide continuity and stability, the university has implemented the following standards:

1. Qualified and Active Faculty Members

- **Academic Qualifications:** Faculty members are required to possess advanced degrees in relevant fields, such as MBAs, M.S., or Ph.Ds., to ensure they have the necessary technical depth and breadth to support the BBA program.
- **Professional Development:** Faculty members are encouraged to engage in continuous professional development activities, including attending workshops, seminars, and conferences, to stay current with the latest developments in their respective disciplines.

2. Adequate Faculty Strength

- **Faculty-to-Student Ratio:** The university maintains an appropriate faculty-to-student ratio to ensure that each student receives adequate attention and guidance throughout their academic journey.
- **Recruitment of Qualified Faculty:** ISU actively recruits qualified faculty members with expertise in various areas of business administration to cover the curriculum effectively and provide continuity and stability in the program.

3. Support for Scholarly Activities

- **Encouragement of Research:** Faculty members are encouraged to engage in scholarly research activities, including publishing research papers, conducting studies, and participating in academic conferences, to contribute to the advancement of knowledge in the field of business administration.
- **Research Resources:** The university provides access to research resources, including libraries, databases, and funding opportunities, to support faculty members in their scholarly endeavors.

STANDARAD 7 – Institutional Facilities

1. Classroom and Instructional Facilities

The university's academic infrastructure is designed to support the BBA program effectively:

- **Lecture Halls:** Equipped with modern audiovisual aids to facilitate interactive learning.
- **Tutorial Rooms:** Designed for small group discussions and personalized instruction.
- **Laboratories:** Available for practical sessions in subjects requiring hands-on experience.
- **Museums:** Specialized collections to support various academic disciplines.
- **Offices:** Dedicated spaces for faculty and administrative staff to manage academic and administrative tasks.

These facilities are part of a larger academic complex that includes auditoriums, conference halls, and multimedia rooms, all contributing to a conducive learning environment.

2. Administrative and Faculty Offices

The university maintains a well-organized administrative structure to support the BBA program:

- **Faculty Offices:** Provide spaces for faculty members to conduct research, prepare lectures, and meet with students.
- **Administrative Offices:** Handle admissions, student records, and other essential services.
- **Conference and Meeting Rooms:** Facilitate departmental meetings, faculty discussions, and academic planning sessions.

These offices are strategically located within the academic complex to ensure efficient communication and coordination among faculty, staff, and students.

3. Additional Facilities

To support the overall well-being and development of BBA students, ISU offers:

- **Hostels:** On-campus accommodation for both male and female students, ensuring a safe and supportive living environment.
- **Sports and Recreational Facilities:** Including basketball and badminton courts, table tennis facilities, and a gymnasium, to promote physical fitness and extracurricular engagement.
- **Cafeterias and Food Courts:** Providing a variety of dining options to cater to students' needs.
- **Transportation Services:** Ensuring easy access to and from the university.

These facilities are part of the university's commitment to providing a holistic educational experience

STANDARAD 8 – Institutional Support

Ibn-e-Sina University (ISU) Mirpurkhas demonstrates a strong commitment to providing the necessary institutional support and financial resources to ensure the success and sustainability of its Bachelor of Business Administration (BBA) program. The university's infrastructure, governance, and financial assistance initiatives collectively create an environment conducive to achieving the program's objectives and maintaining its strengths.

Institutional Support and Governance

- **Muhammad Foundation Trust:** ISU operates under the auspices of the Muhammad Foundation Trust, which owns the 40-acre campus and oversees the university's operations. This foundation's backing ensures a stable and supportive environment for academic programs.
- **Quality Enhancement Cell (QEC):** The Directorate of Quality Enhancement at ISU is dedicated to continuously improving the quality of education. Through academic audits, self-assessments, and accreditation activities, the QEC ensures that the BBA program meets high standards of academic excellence.

Financial Resources and Scholarships

- **Affordable Fee Structure:** While specific fee details for the BBA program are not publicly disclosed, ISU maintains a fee structure that is competitive and accessible, aiming to provide quality education without imposing significant financial burdens on students.
- **Financial Aid Initiatives:** The university offers various scholarships and financial aid programs to support students in need. These initiatives are designed to alleviate financial constraints and enable deserving students to pursue their academic goals.

Infrastructure and Facilities

- **Modern Campus:** The ISU campus is equipped with state-of-the-art facilities, including well-equipped classrooms, laboratories, and libraries, to support the academic needs of BBA students.
- **Hostel and Transportation:** On-campus hostels for both male and female students, along with reliable transportation options, ensure that students have convenient access to the university and comfortable living arrangements.

MARKETING

