

**MS (Management) Marketing**

<b><u>Course No.</u></b>	<b><u>Title of the Course</u></b>	<b><u>Credit Hours</u></b>
<b><u>1<sup>st</sup> semester</u></b>		
BM-716	Strategic Management	3(3-0)
BM-729	Strategic Marketing	3(3-0)
BM-730	Strategic Finance	3(2-1)
Stat-702	Statistical Methods for Business Management	3(2-1)
<b><u>2<sup>nd</sup> semester</u></b>		
BM-731	Advanced Research Methodology	3(2-1)
BM-748	Sales and Retail Management	3(3-0)
BM-750	Services Marketing	3(3-0)
BM-753	Innovation and Entrepreneurship	3(3-0)
<b><u>3<sup>rd</sup> semester</u></b>		
BM-719	Special Problem	1(1-0)
BM-745	Global Marketing	3(3-0)
BM-752	Supply Chain Management	3(3-0)
<b><u>4<sup>th</sup> semester</u></b>		
BM-720	Seminar	1(1-0)
	Dissertation	6(0-6)