



**PUNJAB UNIVERSITY, JEDDAH**

**PROSPECTUS 2013-2014**

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# BACHELORS OF BUSINESS ADMINISTRATION (HONORS)

## COURSE OBJECTIVES:

The BBA program spans over 4 years and covers 132 credit hours in four years. The motive of the program is to meet the need of the managers in the area of business administration. The prime emphasis is laid on raising the standard of education and improving the personality of the graduates. The whole package consists of 42 courses with compulsory 2 months business attachment to furnish the graduates with practical exposure. Presently the institute offers two areas of specialization i.e. marketing and finance.

## EDUCATIONAL OBJECTIVES:

The BBA (Honors) program has three main goals:

- Graduates will have grounding in skillset and concepts that are fundamentals to business,
- Graduates will experience deep expertise in one or more specific areas of business that are trendy in the market; and
- Graduates will have intensive exposure to non-business fields through general education courses.

## ADMISSION CRITERIA:

Candidates who have passed the Intermediate Examination, preferably in Business / Commerce from any recognized Board of Intermediate and Secondary Education or Diploma in Commerce from the Board of Technical Education, or any other equivalent examination are encouraged to apply.

## FEE STRUCTURE:

<b>Admission Fee:</b>	<b>2000 Saudi Riyals</b>
<b>Annual Fee:</b>	<b>12000 Saudi Riyals</b>



## COURSE DISTRIBUTION:

Examinations will be under annual system. Course details are as under:

### 1<sup>ST</sup> YEAR:

Sr. No	Course Code	Course Title
1	BBA 101	Islamic and Pakistan Studies
2	BBA 102	English (Functional)
3	BBA 103	Introduction to Business
4	BBA 104	Intro to Computer Science
5	BBA 105	Mathematics (Elementary)
6	BBA 106	Financial Accounting (Basic)
7	BBA 107	Principles of Management
8	BBA 108	Business communication
9	BBA 109	Sociology
10	BBA 109	Data Base Management System

### 2<sup>ND</sup> YEAR:

Sr. No	Course Code	Course Title
1	BBA 201	Cost Accounting
2	BBA 202	Financial management (Basic)
3	BBA 203	Principle of Marketing
4	BBA 204	Visual Programming Concept
5	BBA 205	Intro to Micro Economics
6	BBA 206	Introduction of Psychology
7	BBA 207	Financial Accounting (Advance)
8	BBA 208	Mercantile Law
9	BBA 209	Introduction to Macro Economics
10	BBA 210	Statistics (Elementary)
11	BBA 211	Money & Banking

### 3<sup>RD</sup> YEAR:

Sr. No	Course Code	Course Title
1	BBA 301	Credit management
2	BBA 302	Business Research Methods
3	BBA 303	Company Law
4	BBA 304	Web Engineering
5	BBA 305	Human Resource Management
6	BBA 306	Auditing
7	BBA 307	Taxation Management (Basic)
8	BBA 308	Management Information System
9	BBA 309	Development Economics
10	BBA 310	Current Business Affairs
11	BBA 311	Corporate Governance

### 4<sup>TH</sup> YEAR:

Sr. No	Course Code	Course Title
1	BBA 401	Small Business Management
2	BBA 402	Pakistan Economy
3	BBA 403	Mathematics (Advance)
4	BBA 404	Statistics (Advance)
5	BBA 405	E-Commerce
6	BBA 406	Financial Institutions and Services

## SPECIALIZATION COURSES:

### FINANCE (BBA)

Sr. No	Course Code	Course Title
1	BBA 407	Managerial Accounting
2	BBA 408	Financial Analysis
3	BBA 409	Financial Management (Advance)
4	BBA 410	Taxation Management (Advance)

### MARKETING (BBA)

Sr. No	Course Code	Course Title
1	BBA 411	Sales Management
2	BBA 412	Marketing Research
3	BBA 413	Advertising
4	BBA 414	Consumer Behavior

# BACHELORS OF COMPUTER SCIENCES (HONORS)

## COURSE OBJECTIVES:

The primary objective of the Bachelor of Computer Science (BCS Honors) program is to produce well-rounded graduates who have:

- A strong foundation in theoretical concepts in computing.
- The ability to apply these concepts to provide computer based solutions for problems involving intricate algorithms.
- The skills to design and implement complex software using multiple programming technologies under different operating systems and backend technologies.
- Strong academic preparation to pursue careers in local and international IT industry.
- Been prepared for the rigor of graduate studies in computing.
- Can communicate effectively
- Been enabled for continuing education through formal or informal methods.

## ADMISSION CRITERIA:

Candidates who have passed the Intermediate Examination, preferably in Computer Science (ICS), F.Sc Pre Engineering or Commerce with Mathematics from any recognized Board of Intermediate and Secondary Education or Diploma in Commerce from the Board of Technical Education, or any other equivalent examination are encouraged to apply.

## FEE STRUCTURE:

<b>Admission Fee:</b>	<b>2000 Saudi Riyals</b>
<b>Annual Fee:</b>	<b>15000 Saudi Riyals</b>

## COURSE DISTRIBUTION:

Examinations will be under annual system. Course details are as under:

### 1<sup>ST</sup> YEAR:

Sr. No	Course Code	Course Title
1	MA-101	Calculus I
2	MA-102	Calculus II
3	CMP-140	Programming Fundamentals
4	CMP-120	Digital Logic Design
5	NS-101	Basic Electronics
6	NS-103	Electricity and Magnetism

### 2<sup>ND</sup> YEAR:

Sr. No	Course Code	Course Title
1	CMP200	Discrete Mathematics
2	CMP240	Object Oriented Programming
3	CMP210	Data Structures and Algorithms
4	EN201	Communication Skills
5	EN205	Business and Technical Writing
6	CS211	Theory of Automata and Formal Languages
7	CMP223	Computer Organization & Assembly Language
8	MA210	Linear Algebra
9	MA250	Probability and Statistics



## **3<sup>RD</sup> YEAR:**

1	<b>CMP320</b>	<b>Operating Systems</b>
2	<b>CMP290</b>	<b>Software Engineering</b>
3	<b>CMP370</b>	<b>Database Systems</b>
4	<b>CS310</b>	<b>Analysis of Algorithms</b>
5	<b>MA105</b>	<b>Numerical Analysis</b>
6	<b>HM150</b>	<b>Islamic Studies I</b>
7	<b>HM250</b>	<b>Islamic Studies II</b>
8	<b>SS171</b>	<b>Pakistan Studies</b>

## **4<sup>TH</sup> YEAR:**

1	<b>CMP330</b>	<b>Computer Networks</b>
2	<b>CMP390</b>	<b>Object Oriented Analysis and Design</b>
3	<b>CS360</b>	<b>Artificial Intelligence</b>
4	<b>CS340</b>	<b>Internet Programming</b>

## **COURSE OBJECTIVES:**

The New course is designed to meet the demand of modern financial and business market integrated with comprehensive computer and Information Technology knowledge and practical experience at a business environment. It grooms the students by developing entrepreneurship and command over multiple tasks. Bachelors of Commerce from Punjab University is one of the most accepted and reputed courses in the market.

## **ADMISSION CRITERIA:**

Candidates who have passed the Intermediate Examination, preferably in Commerce from any recognized Board of Intermediate and Secondary Education or Diploma in Commerce from the Board of Technical Education, or any other equivalent examination are encouraged to apply.

## **FEE STRUCTURE:**

<b>Admission Fee:</b>	<b>2000 Saudi Riyals</b>
<b>Annual Fee:</b>	<b>12000 Saudi Riyals</b>

## **PRACTICAL TRAINING:**

Two month's practical training with a reputed Business, Information Technology and commercial organization will be an integral part of the B.Com Program. The students would be required to complete this training after appearing in the B.Com Part – II Examination.

## COURSE DISTRIBUTION:

Syllabus and courses of B.Com IT Part - I and Part - II (New IT Scheme) is a two year pass course examination. The details of scheme are as under:

### B.COM PART – I

Sr. No	Course Code	Course Title
1	BC-301	Business Statistics & Mathematics
2	BC-302	Computer Applications in Business
3	BC-303	Economics
4	BC-304	Financial Accounting
5	BC-305	Functional English
6	BC-306	Introduction to Business
7	BC-307	Money Banking & Finance
8	BC-308	Islamic Studies

### B.COM PART – II

Sr. No	Course Code	Course Title
1	BC-301	Business Statistics & Mathematics
2	BC-302	Computer Applications in Business
3	BC-303	Economics
4	BC-304	Financial Accounting
5	BC-305	Functional English
6	BC-306	Introduction to Business
7	BC-307	Money Banking & Finance
8	BC-308	Islamic Studies

# BACHELORS OF ARTS

## COURSE OBJECTIVES:

Bachelors in Arts (B.A) is a 2 year degree program. There shall be a University Examination at the end of second year. Each written paper has duration of 3 hours. There are Four B.A (Pass Course) examinations. Candidate shall be required to offer "English Language", "Islamiyat/ Ethics and Pakistan Studies" as compulsory subjects carrying 200 marks and 100 marks, respectively and two elective subjects, carrying 200 marks each. In addition there shall be one optional subject carrying 100 marks, provided that so candidate shall be permitted to offer as optional subject which he has offered as elective.

## ADMISSION CRITERIA:

Candidates who have passed the Intermediate Examination, from any recognized Board of Intermediate and Secondary Education are encouraged to apply.

## FEE STRUCTURE:

<b>Admission Fee:</b>	<b>2000 Saudi Riyals</b>
<b>Annual Fee:</b>	<b>8000 Saudi Riyals</b>

## **COURSE DISTRIBUTION:**

### **COMPULSORY COURSES:**

- 1- English Compulsory
- 2- Islamic Studies
- 3- Pakistan Studies

### **ELECTIVE COURSES:**

- 1- Political Science
- 2- Islamic Studies
- 3- International Relations
- 4- Journalism
- 5- Sociology
- 6- Education
- 7- Arabic Language

# MASTERS IN BUSINESS ADMINISTRATION (MARKETING/FINANCE)

## COURSE OBJECTIVES:

Masters in Business Administration (MBA) is a 3 ½ years program with specialized courses in Marketing & Finance. The objectives of this program are to meet the needs of the society for managerial talent by:

- Bringing forth management generalists having comprehensive and extensive training in Business Administration for socially responsible leadership in business and industry.
- Inculcating positive and optimistic approaches towards work habits and a competitive desire and drive for achievement and professional advancement
- Assisting students to achieve Special competence in selected functional areas of Business Administration.
- Encouraging students to strive for excellence, to search for truth, to live for others, and to develop a spirit of freedom, and
- Helping students develop their problem-solving and decision-making skills.

## ADMISSION CRITERIA:

Graduates having 16 years education or 14 years with four years executive level experience from a recognized University are encouraged to apply.

## FEE STRUCTURE:

<b>Admission Fee:</b>	<b>2000 Saudi Riyals</b>
<b>Annual Fee:</b>	<b>15000 Saudi Riyals</b>
<b>Fee for last:</b>	<b>Depends upon the subject of specialty.</b>



## **COURSE DISTRIBUTION:**

Masters of Business Administration is available in two specialties; Marketing and Finance. Syllabus with annual examination system and course details is as under:

### **YEAR - 1**

<b>Sr. No</b>	<b>Course Title</b>
1	Principles of Management
2	Business Communication & Report Writing
3	Financial Accounting
4	Economics
5	Principles of Banking
6	Principles of Marketing
7	Business mathematics and Statistics
8	Information Technology for Business Executives

### **YEAR - 2**

<b>Sr. No</b>	<b>Course Title</b>
1	Mercantile Laws
2	Financial Management
3	Human Resource Management
4	Production and Operation Management
5	Business Research Methods
6	Cost and Management Accounting
7	Auditing - Elective (Finance Specialization)
8	Business Taxation - Elective (Finance Specialization)
9	Consumer Behavior Elective (Marketing Specialization)
10	Advertising and Promotional Strategies Elective (Marketing Specialization)

## YEAR - 3

Sr. No	Course Title
1	Entrepreneurship
2	Strategic Management
3	Management Information System
4	Organizational Behavior
5	Logic and Critical Thinking
6	Economy of Pakistan
7	Corporate Finance - Elective (Finance Specialization)
8	Investment & Portfolio Management Elective (Finance Specialization)
9	Global International Business Elective (Marketing Specialization)
10	Marketing Research Elective (Marketing Specialization)

