SHAHEED BENAZIR BHUTTO UNIVERSITY
SHAHEED BENAZIRABAD

KNOWLEDGE - COMMITMENT - LEADERSHIP

PROSPECTUS
Session 2012-2013

ADMISSION IN
MBA Regular Evening Program
"With faith, discipline and selfless devotion to duty, there is nothing worthwhile that you cannot achieve."

Muhammad Ali Jinnah
"Leadership is the commitment to an idea, to a dream, and to a vision of what it can be. My dream is for my land and my people to cease fighting and allow our children to reach their full potential regardless of sex, status or belief."

*Shaheed Mohtarma Benazir Bhutto*
"We see our country and especially the province of Sindh, a society with improved social indicators, full literacy, highly qualified human resources, full employment and low poverty."

Dr. Ishrat-ul-Ebad Khan
Governor Sindh
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OUR MOTO

Knowledge Commitment Leadership

OUR VISION

To be recognized as a premier institution of learning

OUR MISSION

Teaching and research of international distinction with a view to face global challenges. Shaheed Benazir Bhutto University has been established with the objective of providing affordable quality education and development of manpower to accelerate the pace of socio-economic development in the country. SBBU's mission also encompasses passion for changing the society by developing students into committed professionals and responsible academia.
Shaheed Benazir Bhutto University (SBBU), Shaheed Benazirabad is a budding campus in the rural heartland of Sindh. Therefore the University has designed the courses that can give impetus to the new generation to march forward in the world of challenges with competence.

The advancement in every walk of life has compelled us to give a vision to our students to shoulder their responsibilities in the practical life. Consequently we have opened new avenues for the students.

There is no second opinion that the MBA program is designed to promote the far-reaching consequences with the positive standpoint and impact on the society. This will also develop efficient and cogent expertise that all create in students. We aim to produce students to face the challenges of 21st century with commitment and devotion.

Curriculum plays a vital role in building of careers and this aspect is also bound to unite learning with tangible application. The academic approach is definitely categorized by sharing in research especially community developing projects, that necessarily include the matters pertaining to various investigative fields.

This is pertinent to note that Bachelor programs in Education, Business Administration and English have already been introduced. Now the University proudly introduces Masters in Business Administration Regular Evening Program. The University will initiate such programs in the days to come.
Message

Definitely an educationist will bask in glory when the candle of knowledge spreads light all around. The happiness reaches to its pinnacles when the individual is counted on and trusted. Therefore I am no exception to it. I have an opportunity to bring the future leaders of our beautiful country in the lime light of success.

I have confidence in my students that they will earn good reputation for University and the nation. The University appeared on the horizon with the name of a martyr. History will remember the Daughter of the East and she remains in our memories forever. We know that students’ response is positive. The great leader’s vision will lead them further. The very imagination fills my heart with joy.

The fathomless depth of delight could not be measured but only by the person who has a chance to become a herald of the new brave world of the people who are competent enough to take reigns in their hands. I, being the Vice Chancellor of Shaheed Benazir Bhutto University Shaheed Benazirabad pledge to take every effort to bring the name of this University on the top.

My aim is to open various departments, while presently BS (English), BBA, B.Ed. are functioning and have exhibited their recognition by the community more than the expected calculations. No doubt the coming batches of the University will fulfill the promise with the ability and dedication.

As far as the faculty members are concerned they have capability to deliver the task assigned to them. They are highly qualified and have knack to meet the challenge. I am proud of them.

I wish the best of luck for everyone.
The considerable segment of our nation remains away from education because they are so much engrossed in the battle of life that they cannot achieve the academic goals. Such persons would also be able to get the benefit from the University that is recently established in their vicinity. Keeping in view, the education for all, the University has started an MBA Program in the evening. We believe that such initiatives are indispensable for the bright future of our generation. The millennium will not wait if we are not determined to make the best utilization of time, energy, resources both human and materialistic simultaneously.

Shaheed Benazir Bhutto University, Shaheed Benazirabad is offering Following 2-year for the Session 2012.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Faculty</th>
<th>Course</th>
<th>Program</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.</td>
<td>Business Administration</td>
<td>M.B.A</td>
<td>2-years</td>
<td>4-Semester</td>
</tr>
</tbody>
</table>

The MBA program aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and general education. The MBA curriculum provides students with a comprehensive management education of globally recognized best practices with flexibility of their adaptation to indigenous entrepreneurial and societal context.

Curriculum of the programme ascends from general management education to specialization in diverse business fields. General management skills like oral and written communication, decisionmaking, leadership, and teamwork developed among the students at the initial level of the programme provides them with a solid foundation for more advanced studies at the elective level during the subsequent stage. Core courses taught integrate information and theories from various disciplines, including communication, economics, financial accounting, quantitative methods, business strategy, marketing, finance, organizational structure and strategic management and prepare the students to think critically about business issues in order to enable them to develop strategic level understanding and demonstrate comprehension of complex theoretical constructs in the major business disciplines and technologies.

Objective of the program, thus, is developing the unique leadership qualities among the young students required for successfully managing business functions, an organizational unit or an enterprise. It aims at to develop students into broadly educated business managers and executives who understand the nature of business as a whole, with the tools and techniques applicable to a wide variety of business situations. The program gives the students a chance to bring together all of the
Programs

Theories, skills and tools studied during the program and integrate them into a learning experience that highlights the nature of competition and the kind of strategic maneuvering that must be done inorder to succeed.

Upon completion of the program, many graduates go on to become successful entrepreneurs, or to assume leadership positions in SMEs, major local and multinational corporations, in consulting firms, or in government service. In the field, the graduates are expected to be able to integrate human and other organizational resources with continually developing technology, while nurturing the entrepreneurial spirit that has always been one of the key characteristics to successful businesses. They are expected to adapt and apply complex business theories as they build an understanding of evolving organizational realities that require instant, skillful and ethical action as they aim through rapidly changing circumstances. They are also expected to be able to identify key ethical, global, and social issues surrounding business related choices and make decisions that balance corporate values and socially responsible action.

1. Effectively utilize various human relation skills including leadership; oral and written communication; teamwork and collaboration.
2. Demonstrate competence in applying the tools and techniques of business management, drawing on a broad-based knowledge of the major functions like accounting, economics, finance, information systems, marketing, strategy and management to solve complex business problems and make sound business decisions.
3. Use qualitative and quantitative methods and analytic tools to diagnose business challenges, identify and analyze alternatives in a business context and leverage technology and analytic reasoning to cultivate new ways to successfully recognize, mitigate and solve problems.
4. Demonstrate a thorough understanding of the internal structures and operations of businesses ranging in size from small to multinational.
5. Demonstrate a thorough understanding of how the interplay between business and various external forces, both domestic and international, e.g., regulatory, competitive, environmental and non-governmental interest groups shape management decisions strategies and outcomes.
6. Think critically and creatively in seeking solutions to practical and theoretical problems by using developed skills to evaluate information, solve problems, and make sound decisions.
7. Recognize legal and ethical problems that arise in the domestic and international environment and choose and defend solutions.
8. Recognize and reconcile cultural differences when solving complex business problems.
9. Identify, articulate and disseminate core organizational values, evaluate the ethical, global and social issues of various business options for all stakeholder groups and demonstrate the ability to propose feasible solutions to ethical, global, and social dilemmas consistent with stakeholder and organizational values.
Course Offered

Eligibility: B.Com, BA, BBA, B.Sc, BE, BS or equivalent
Program: Evening Regular Program
Available Session: 2012-2013

- Management
- Financial Accounting
- Mathematics & Statistics for Management
- Managerial Communications
- Economics (Micro & Macro)
- Computer Orientation & Packages
- Functional English (NC)
- Managerial Economics
- Total Quality Management
- Organizational Behaviour
- Entrepreneurship
- E-Commerce
- Small & Medium Enterprises
- Management Information System
- Financial Management
- Methods in Business Research
- Elective-I
- Elective-II
- Human Resource Management
- Marketing Management
- Cost & Management Accounting
- Elective-I
- Elective-II
- Business Internship as Partial Requirement for M.B.A (Direct) Degree Program
Areas of Specialization

**Marketing**
- Marketing Communication
- Retail Management
- Consumer Behaviour
- International Marketing
- Export Marketing
- Industrial Marketing
- Sales Management
- Personal Selling
- Brand Management
- Business Planning & Policy

**Finance:**
- Corporate Finance
- Analysis of Financial Statements
- International Financial Management
- Investment Theory & Practice
- Securities Analysis
- Portfolio Management
- Investment Banking
- Project Evaluation

**Management**
- Strategic Management
- Multinational Business Management
- Hotel & Tourism Management
- Production Management
- Company Law of Secretarial Practices
- Comparative Management
- Operations Management
- Industrial Management
- Logistics Management
- Business Planning & Policy
- Factory Management

**Human Resource Management**
- Industrial Relations
- Strategic Human Resource Management
- Public Enterprise Management
- Human Resource Planning
- Training & Development
- Japanese Model of HRM
- Personal Growth & Development
Facilities Available

Computing Facilities
University has established a fully equipped computer laboratory including internet facility. The main functions of the computer lab includes:

1. To impart instructions and trainings to the under-graduate students in learning the use of Computer.

2. To provide facility for teaching and research staff to use the day to day systems for research and development.

Library Facilities
Shaheed Benazir Bhutto University, Shaheed Benazirabad has established central library initially with approximately 2000 books and research journals of repute, the process of centralization. Besides the text books, the latest reference and other books will be purchased every year to keep the users of the library abreast with the latest knowledge.

Sports
The University is providing ample facilities to the students for participation in games and sports, both indoor and outdoor.

A sports committee comprising University teachers has been formed to supervise the sports activities. Facilities are provided for all the major sports including cricket, hockey, football, tennis, badminton, basketball, volley ball and athletics, a series of inter faculty and in-house tournament. Outstanding sports men shall be encouraged to take part in the inter University tournaments. Other facilities shall also be developed. the encouragement of the students with award of certificates, shields and trophies etc.

The in-house sports competitions shall be held every year at the campus, for the encouragement of the students with award of certificates, shields and trophies etc.
Financial Assistance

Financial aid in the form of limited number of scholarships, bursaries and free-ships will be awarded to deserving students. For this purpose a committee of the teachers under the chairmanship of the senior teacher will be formed. The committee will interview the applicants and recommend list of the deserving candidates for the award of financial aid to the Vice-Chancellor for final decision and approval. The financial aid will be granted on the basis of (i) student’s good conduct and academic performance in the University (ii) guardian’s annual income and (iii) student’s previous academic record. The total amount of financial aid depends upon the grant from the government and other sources.

Besides University, there are many other government and private organizations through which financial help to the meritorious and needy students shall be provided in the form of loans and scholarships on the recommendation of University authorities.
Admission Procedure  
(Masters Program)

Admission to the Master of Business Administration is made according to the policies laid down and rules framed by the authorities of the University from time to time. The University reserves the right to make any changes in the admission rules if deemed necessary after printing of this prospectus without notice. The whole process of admissions is conducted and processed by Registrar / Admission Committee appointed for this purpose by the Vice-Chancellor which takes decisions and announces all results, decisions, etc., with due approval of the Vice-Chancellor.

Eligibility for Admission (General)

The candidate(s) are eligible for admission in Shaheed Benazir Bhutto University who fulfill the following conditions:

i) For 02 years MBA Program the candidate(s) must have passed the (MA/M.Sc/BBA) (16 years education) or equivalent examination and have secured at least 50 percent marks institute.

ii) Candidates who apply for admission on the basis of fake certificates (detected before or after their admission), or make other false statements, shall be prosecuted under criminal law and their admissions shall be cancelled. In some cases, they may also be debarred for a period of three years from future admission.

iii) The candidates, who were admitted to any other institute / university before applying for admission in Shaheed Benazir Bhutto University and were rusticated, debarred or their admission was cancelled, shall not be considered for admission in the University. Additionally, if candidate(s) conceals information regarding such a disciplinary action and they were granted admission; their admission would be cancelled immediately after ascertaining such facts. The candidates who have been convicted involving moral turpitude shall also not be considered for admission in the University.

iv) The relevant provisions of other clauses described hereafter shall also apply.
Admission Procedure  
(Masters Program)

Specific Eligibility

In addition to the general eligibility mentioned above, the following eligibility conditions also apply in specific cases:

i) Candidates who have secured at least + 20% percent marks in Pre-admission test shall be eligible for admission on MERIT.

ii) No admission shall be allowed to a candidate who has passed the pre-requisition examination in third division. Application Form for Admission

Call for admissions are advertised in the prominent provincial / national newspapers as well as on web-site. The candidates are required to obtain application forms from Admission office S.B.B.U on payment of prescribed fees through a challan duly stamped deposited in the bank or application form can also be downloaded from university website www.sbbusba.edu.pk, which must be submitted in admission office of S.B.B.U along with prescribed fee through D.D/ pay order within the announced due date. The candidates are required to fill up the prescribed application form carefully; these application forms are then scrutinized and the in-eligible applications are rejected. After this scrutiny, all the eligible candidates are sent admission slips for entry to the Pre-admission Test. The admission shall be strictly on basis of MERIT and available seats.

Note: Since the application form is a legal document, any wrong information provided therein, overwriting or tampering in any other way is illegal and may result in outright rejection of the form without notice.
The candidates are required to submit the attested Photostat copies of all the certificates as indicated in the application form.

Pre-Admission Test

i) All eligible candidates shall compulsorily appear in the Pre-admission test to qualify for admission.

ii) A one hour MCQs based test will be conducted in the following subjects:

Mathematics  -  English  -  General Knowledge
Admission Procedure
(Masters Program)

The merit list of the candidates will be prepared by calculating the overall merit, based on the marks obtained in each of the examination and multiplying them with the respective weightage and adding the result up to calculate the Combined Merit Percentage (CMP) as described below:

After the receipt of the results of pre-admission test a comprehensive preliminary merit list is prepared and a substantial number of candidates is called for interview before the Admission Committee. The interviews will be held at Shaheed Benazir Bhutto University Campus as intimated on the day of entry test through pamphlet as well as on WEB-SITE of the University. The candidates are also required to bring their original certificates for verification, particularly the following three certificates, which shall be retained by the University authorities. The production of the original certificates is a must (especially marks sheet of HSC) without which admission would not be considered and name of the candidate will be deleted from merit list without issuing any notice.

1. Marks sheet of BA/B.Sc/B.Com or equivalent.
2. Marks sheet of HSC (Intermediate) or equivalent.

- The names of those candidates, who failed to appear for the interview before the Admission Committee on the scheduled date and time without any intimation and permission, shall be deleted from the merit list and they shall not be considered for admission. Personal Appearance of the candidates for interview before the Admission Committee is mandatory.

- All the admission(s) shall be provisional.

- The Vice-Chancellor may refuse admission to the University classes to any candidate without assigning any reason thereof.

In case of absence in interview no claim for admission would be entertained.
(a) Admission Fees

Per-Semester

(i) M.B.A 2-year Program .................... Rs. 18,000 (without admission fee)

(b) Fees Breakup to Master of Business Administration (Regular) evening program

<table>
<thead>
<tr>
<th>Class</th>
<th>Admission fee</th>
<th>Identity Card fee</th>
<th>Enrolment fee</th>
<th>Library security fee (refundable)</th>
<th>Tuition fee (per semester)</th>
<th>Total fee At the time of admission</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.B.A</td>
<td>15,000</td>
<td>100</td>
<td>300</td>
<td>1000</td>
<td>18,000</td>
<td>34,400</td>
</tr>
</tbody>
</table>
Semester Rules & Regulations

Students' Evaluation and Grading

Students' performance is evaluated through a system of testing spread over the entire period of their studies. In addition to the final examination at the end of each semester, students are tested through term exams, a series of short quizzes, class discussions, written assignments, research reports, presentations on different topics etc. All of these elements contribute to the final grade.

Students have to sit for two term examinations for each course; every semester (scores of both term examinations are counted towards the final grade). A number of surprise quizzes are also conducted during the semester to assess the performance of the students.

A Cumulative Grade Points Average (CGPA) is computed at the end of the semester. Final grades in each course are converted to grade points.

The following grading scheme is applied to evaluate a student's academic performance.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage / Marks</th>
<th>GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93 100</td>
<td>4.00</td>
</tr>
<tr>
<td>A-</td>
<td>87 92</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>82 86</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>77 81</td>
<td>3.00</td>
</tr>
<tr>
<td>B-</td>
<td>72 76</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>68 71</td>
<td>2.33</td>
</tr>
<tr>
<td>C</td>
<td>64 67</td>
<td>2.00</td>
</tr>
<tr>
<td>C-</td>
<td>60 63</td>
<td>1.67</td>
</tr>
<tr>
<td>Fail</td>
<td>Below 60</td>
<td>0.00</td>
</tr>
</tbody>
</table>

For Practical Examinations

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage / Marks</th>
<th>GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>46 50</td>
<td>4.00</td>
</tr>
<tr>
<td>A-</td>
<td>44 45</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>42 43</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>39 41</td>
<td>3.00</td>
</tr>
<tr>
<td>B-</td>
<td>37 38</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>35 36</td>
<td>2.33</td>
</tr>
<tr>
<td>C</td>
<td>32 34</td>
<td>2.00</td>
</tr>
<tr>
<td>C-</td>
<td>30 31</td>
<td>1.67</td>
</tr>
<tr>
<td>Fail</td>
<td>Below 30</td>
<td>0.00</td>
</tr>
</tbody>
</table>
The 50% Marks in Final Examination Rule

SBBU, SBA has implemented the obtaining of 50% marks policy in the final examination, of every course to improve quality of education. The minimum requirement for each candidate enrolled in any degree program of SBBU, SBA is to obtain 20 out of 40 marks in the final examination and 10 out of 20 marks in the final viva voce.

Practical Examinations

If a student fails in theory examination and manages to pass practical examination, he / she will have to repeat the complete course (theory and labs) and if a student clears theory examination and fails in practical examination then he/she will also repeat the complete course (theory and labs).

Minimum GPA Requirements

A student must maintain a minimum GPA of 2.2 on a cumulative basis during his/her stay at SBBU, SBA. Any student with a CGPA less than 2.0 is dropped from the rolls of the institute. A student securing a CGPA between 2.0 and 2.2 is put on probation for one semester. At the end of the semester, students on probation are required to improve their CGPA and bring it up to the required minimum of 2.2.

If a probationer shows an improvement, but his/her GPA is still below 2.2, his/her probation may be extended for another semester. If he/she still fails to bring his / her GPA to 2.2 by the end of the next semester, he/she is dropped from the rolls of the institute.

If a student fails to pass certain courses and yet manages to maintain his/her CGPA equal to or above 2.2, he is allowed to repeat and clear the course(s) or its substitute(s), wherever permissible, before the degree is awarded to him/her.

The CGPA is computed at the end of each semester, including a summer semester that a student might have enrolled in.
G.P.A (Grade Point Average):

The Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) of each student shall be determined as under:

(i) \( \text{G.P.A Per Semester} \) \( \frac{\text{Total G.P of courses per semester}}{\text{Total No. of courses per semester}} \)

(ii) \( \text{G.P.A Academic Year} \) \( \frac{\text{G.P.A of two semesters}}{2} \)

(iii) \( \text{C.G.P.A Academic Year} \) \( \frac{\text{G.P.A of Academic Year}}{n} \)

For award of MBA Degree, if the second fraction after decimal is 5 or more in such cases i.e. 2.95 / 2.96 and 3.95 / 3.96, it will be taken into account by raising the first fraction to the next higher digit/round figure i.e. 3.0 and 4.0 respectively provided no other person is effected / influenced with that change. No “make up” exam is allowed in any course under any circumstances.

GPA for Award of Degree:

The minimum G.P.A shall be 2.0 for award of MBA Degree to a student provided he/she has passed in all courses.

Disclaimer: The Competent Authority of SBBU, SBA reserves all rights to change and update any data and information presented herein and also amend the policies given herein.
Undertaking

Students shall follow conduct and discipline / regulations of Shaheed Benazir Bhutto University, Shaheed Benazirabad and undertaking is to be furnished by the candidates for admission on prescribed judicial stamp paper of Rs. 20/- at the time of admission.
Address:

Shaheed Benazir Bhutto University,
Shaheed Benazirabad, Civil Lines,
Nawabshah.

www.sbbusba.edu.pk

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Fax: 0244-9370521