



Management Programs

COURSE	GDBM Graduate Dip. in Business Management	MBA Master's in Business Administration {With Dual Specialization}	DMS Doctorate in Management Studies
Course Code	AIM-301	AIM-302	AIM-358
Eligibility Criteria	H.S.C or Diploma with Experience	Graduate or 3yr Diploma with Experience	MBA or Post Graduate with 5+ yr Experience
Syllabus	<p>Part I:- P297 Principles of Management P142 Consumer Behavior P283 Organizational Behavior P224 Human Resource Mgmt.</p> <p>Part:- II P198 Ethics in Business P120 Business Communication P119 Business Accounting P114 Corporate Law</p> <p>Part III P230 International Business P249 Marketing Management P105 Advertising Management P121 Business Management</p>	<p>Part I:- P297 Principles of Management P142 Consumer Behavior P198 Ethics in Business P144 Corporate law</p> <p>Part II:- P120 Business Communication P283 Organizational Behavior P231 International Finance Management P121 Business Management</p> <p>Part III:- P249 Marketing Management P224 Human Resource Management P105 Advertising Management P199 Export Management</p> <p>Part IV:- P230 International Business Specialization I Specialization II P305 Project</p>	<p>P297 Principles of Management P230 International Business P307 Quantitative Analysis & Techniques P310 Research Methodology Thesis / Research (Min 100 Pages)</p>
Course Duration	9 Months ~ 3 Years	1 Year ~ 2 Year	3 Months ~ 1 Year
Total Fees	RS. 40,000/-	RS. 50,000/-	RS. 50,000/-