

# FACULTY OF MANAGEMENT & ADMINISTRATIVE SCIENCE

*Department Of  
Management Science*

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*Department Of  
Public Administration*

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## DEGREE PROGRAM OFFERED

- BBA
- B.Com
- MS(Management Science)
- Ph.D. (Management Sciences)
- MBA (Regular)
  - (Specialization in Hospitality & Tourism Management)
  - (Specialization in Entrepreneurship)
  - (Specialization in Human Resource Management)
  - (Specialization in Finance)
  - (Specialization in Marketing)
- MBA Executive

## OVERVIEW

The Faculty of Management and Administrative Sciences is striving to equip prospective students with a broad spectrum of knowledge and skills, with special emphasis on analytical aspects of Management Sciences, Public Administration and Commerce. A key task of the faculty is to enable the students in getting expertise that help them to become efficient in managerial decision making, despite participating their careers as academicians or practitioners. All the programs in the faculty are undergoing various transformations. The emphasis is on the independent and critical thinking to make the graduates leaders, innovators and agents of change at national and international levels. The objective is to equip students with tools and techniques that enable them to understand issues and problems in their respective fields, and to devise the methods for resolving them. The teaching faculty and students are also motivated to actively participate in various co-curricular activities. In line with the Vision 2021 of LCWU, the faculty is envisaging and seeking high ethics, ambitions, professional growth and intellectual competence for community services among the students. All the programs in the faculty are trying their best to cooperate mutually.

## VISION

We aspire to become a reputable department with highly qualified faculty and facilities by providing excellence through business education and research in emerging fields to:

- Build an institution to provide quality education in the fields of Management Sciences, Public Administration and Commerce with missionary zeal and spirit through academic curriculum and research programs; provide education impetus through well organized information technology.
- Facilitate students by encouraging them to undergo personal transformation to adapt professional business environment and to educate them according to the parameters destined to start a career in reputable organizations and public groups.
- Inculcate high moral standards in our students.
- Be a center of excellence in provision of management sciences, public administration, commerce, research and consultancy.



## MISSION

“The faculty of Management & Administrative Sciences aims at providing the professional education to women who aspire positions of responsibility in business, government, and community service organizations. The faculty aims to local and national recognition as a professional Institute and center of academic excellence committed to student development and intellectual contributions that have significant impact on the community, and service to the larger society.”

### ACADEMIC DEPARTMENTS:

- Department of Management Sciences
- Department of Public Administration

### Department of Management Sciences Overview

Department of Management Sciences was established in Lahore College for Women University in 2001 with the aim of providing necessary expertise to female students required to become a leader or an effective member of any business enterprise. The department strongly believes in providing quality education through innovative teaching and quality research. Department of Management Sciences has contributed a lot towards providing the students with pertinent skills to critically analyze and investigate real managerial and organizational problems. These problems could be sorted out in comprehensive manners by using strategic management, entrepreneurship, project management, managerial finance, research & development and information systems design. Often, these solutions involve computerization and information systems, organizational change and restructuring. It also requires knowledge of the industry and functional business areas. Department of Management Sciences has always focused on providing quality education to the students by providing them practical exposure of the industry and arranges field trips, seminars, workshops and practical trainings for their professional growth.

### Learning Objectives:

- To develop understanding of business concepts issues for independent thinking and rational decision making.
- To develop students with outstanding managerial skills, providing them practical exposure and capacity building for sustained hard work.
- To encourage them to take responsibility for their own learning, to become active participants and leaders, and to apply their knowledge in real-world context.
- To develop social and cognitive skills such as self-confidence, poise, and verbal & non-verbal communication skills.



## Learning Outcomes:

- Students will have command over the core concepts of humanities, management, accounting, banking, finance, and marketing which will help them to start their own entrepreneurial venture or play a leading role in corporate sector.
- Students will be able to gain employment opportunities multinationals, banking sector, private as well as public sector after getting obtaining final degree.
- Students will have effective communication and strong interpersonal skills that will be helpful in establishing professionalism in them.
- Students would be able to apply their learned knowledge to sort out uncertainties facing the industry and business for informed decision making.

## Bachelor of Business Administration (BBA) Overview of the Program

Bachelor of Business Administration (BBA) program leads undergraduate female students to the next level in their business careers. At Lahore College for Women University, BBA students become knowledgeable about a wide variety of disciplines including finance, accounting, marketing, and human resource management. Students learn how to present their ideas professionally which hiring managers really analyze when they have to offer of appointment. Learning how to think critically, analyze data and problem solving are integral components to our Bachelor of Business Administration (BBA) degree.

### Eligibility Criteria (BBA):

F.A (Statistics/Economics/Mathematics), F.Sc. (Pre-Eng/Pre-Med), ICS, I.Com, A-Levels or equivalent. Female Students securing more than 60% marks at intermediate level are eligible to apply.

**Duration of Program:** 4 years

**Total Credit hours:** 136 Credit hours

## Bachelor of Commerce (B.Com) Overview of the Program

Bachelor of Commerce (B.Com) is a unique, professional program designed to provide the graduates a fast track accountancy qualification. This program aims to equip the students with the competencies in the field of business and commerce to pursue their professional careers. The degree emphasizes to meet the needs of entering into middle level management for being placed as executives in various companies. The passed out graduates receive a strong theoretical as well as practical training in accountancy & finance and acquire appropriate transferable skills. The skills and expertise gained during the degree set graduates on an upward trajectory.



**Eligibility Criteria B.Com:**

F.A (Statistics/Economics/Mathematics), F.Sc. (Pre-Eng/Pre-Med), ICS, I.Com, A-Levels or equivalent. Female Students securing more than 60% marks at intermediate level are eligible to apply.

**Duration of Program:** 4 years

**Total Credit hours:** 136 CH

**MS in Management Sciences****Overview of the Program:**

The MS Program is widely recognized as the most appropriate educational qualification for future academicians, senior managers as well as executives. The Department of Management Sciences aims to provide an educationally sound program which is directly relevant to those areas of the business, commerce and public service, which a Management Sciences graduate tends to enter. The overall objective of the MS Program is to develop managers and business leaders with the vision, creativity, research skills and entrepreneurial ability necessary to aware them with dynamic and strategic view of the organizations and to play an effective role within them.

**Eligibility Criteria MS (Management Science):**

- Female candidates with minimum 16 years of education in relevant field from HEC recognized institution.
- Must have obtained 2.5/4.00 CGPA in semester system or 1st division in annual system.
- Must obtain 50 % marks in entry test organized by University.
- Must qualify interview.
- All other requirements as per university policy.

**Duration of Program:** 2 years

**Total Credit hours:** 36 Credit hours

**Ph.D. (Management Sciences)****Overview of the Program:**

The Department of Management Sciences aims to provide exposure of global best practices, and training in rigorous research methods by offering Ph.D. (Doctorate in Philosophy) program. The proposed program is educationally sound and directly relevant to those areas of industry, commerce and public services in which Management Sciences graduates tend to offer their services. Ph.D. in Management Sciences is a unique and customized program for the female scholars who are socially, academically and interpersonally competitive from all over Pakistan, and beyond. The Ph.D. program provides high quality education to scholars to discover and impart culturally and globally relevant knowledge in management sciences. Female Ph.D. scholars will be encouraged and trained to carry out original research work which will make them able to meet local, national and global challenges. Ph.D. in Management Sciences pre-pares scholars for women leadership roles in complex & contemporary business environment and academia. This program equips the scholars with latest research tools, techniques and softwares, and provides them the opportunities to excel in research, academia, business, and public/private sector.



### **Eligibility Criteria for Ph.D. (Management Sciences):**

- Female candidates with minimum Eighteen years of education (MPhil/MS) or equivalent in the relevant field are eligible to apply.
- The candidate must have obtained 3.00/4.00 CGPA in semester system or first division in annual system.
- Candidates must have to pass NTS/GAT Subject (Management Sciences) with 60% marks or Departmental Entry test with 70% marks before admission.
- Candidates must have to appear in an Interview organized by the University for admission in P.hD. program.
- Candidates working in Government/semi-government institutions have to submit NOC from concerned organization

### **Additional Requirements:**

- Applicants are required to submit a well-developed research proposal.
- Admissions in P.hD program will be carried out once a year depending on the availability of seats.
- All other requirements as per university policy (University Admission Eligibility Criteria for Ph.D. Program)

## **Master of Business Administration (MBA)**

### **Overview of the Program:**

Master of Business Administration (MBA) is a unique, exclusive and customized program for the female students who are socially, academically and interpersonally competitive from all over Pakistan, and beyond. Keeping the global standards in mind, Faculty of Management & Administrative Sciences has developed this MBA Program using pattern, rigor, processes and benchmarks. Quality intake assessed on multiple components made this program very especial. Five specializations have been devised under the umbrella of MBA Program to meet the market requirements for the business students,

1. Specializations in Tourism and Hospitality Management
2. Specializations in Human Resource Management
3. Specializations in Finance
4. Specializations in Entrepreneurship
5. Specializations in Marketing

Leading academicians and corporate leaders from the renowned industry will teach the courses in this MBA program. The courses represent diversity and corporate relevance. Courses are taught using innovative teaching methodologies by best faculty in the region. We not only target top organizations in Pakistan for our female MBA graduates to be placed, but also worldwide. This MBA enables students to think globally.



### **Eligibility Criteria for MBA:**

- Female candidates with minimum 16 years of relevant business education (**BBA/B.Com/ACCA/ACMA/M.Com**) or equivalent are eligible to apply.
- The candidate must have obtained 2.50/4.00 CGPA in semester system or 1st division in annual system
- Entry Test (50% qualifying marks) & interview organized by university is mandatory for admission in MBA program.
- Candidates working in government/semi-government institutions have to submit NOC from concerned organizations.

### **Additional Requirements:**

- Specialization of courses will be provided subject to the availability of resource persons.
- All other requirements as per HEC eligibility criteria will be applicable.

## **Master of Business Administration (Executive MBA)**

### **Overview of the Program:**

The Executive-MBA is designed for middle to senior level female working professionals who are ready to take the next step in their careers. The Executive MBA program is more than an opportunity to gain or improve a particular skill set. It helps in evolving experience into an expertise that propels female entrepreneurs and managers to the next level within the organization.

The Executive-MBA program facilitates team-based learning by having students take all of their classes with a cohort of peers from diverse backgrounds, functions and industries. They are assigned projects from which they will benefit from the collective work experience of their classmates and are able to immediately apply their classroom learning at their workplaces.

### **Eligibility Criteria for Executive MBA:**

- Female candidates holding 16 years of education from any HEC recognized institution with minimum 3 years of professional experience are eligible to apply.
- Candidates must have obtained at least 2.50/4.00 CGPA in semester system or 1st division in annual system.
- Entry Test (50% qualifying marks) and interview organized by the department is mandatory for admission in MBA Executive program.
- Candidates working in government/ semi government organizations have to submit NOC from concerned organizations.

### **Additional Requirements:**

- All other requirements as per HEC criteria will be applicable.



### List of Permanent Faculty:

- **Dr. Muhammad Fiaz**, Associate Professor/HoD PhD in Management Sciences & Engineering, China.
- **Ms. Fouzia Ashfaq**, Asst. Professor MS in Management Sciences, Australia.
- **Ms. Rabia Asif**, Asst. Professor MS in Management Sciences, CUI Lahore.
- **Ms. Nadia Noor**, Asst. Professor Master of Philosophy Management, PU.
- **Ms. Beenish Neik Ch.**, Asst. Professor MS in International Management, UK International.
- **Ms. Maryam Gull**, Asst. Professor MS in Management Sciences, LCWU.
- **Ms. Sehirsh Ilyas**, Asst. Professor MS in Management Sciences, LCWU.
- **Dr. Adeel Nasir**, Asst. Professor (TTS) PhD in Management Sciences, CUI Lahore.
- **Dr. Saqib Rehman**, Asst. Professor (TTS) PhD in Management Sciences, NCBA&E Human Resource.
- **Ms. Malahat Jatoi**, Lecturer MS in Management Sciences, LCWU.
- **Ms. Humma Abid**, Lecturer MS in Management Sciences, LCWU.
- **Ms. Anum Shahid**, Lecturer MS in Management Sciences, LCWU,
- **Ms. Rabia Aslam**, Lecturer M.Phil. in Commerce, UCP.
- **Dr. Shaista Jabeen**, Lecturer PhD. (Commerce), PU.
- **Ms. Asvir Naveed**, Lecturer M.Com ( upgraded), PU.
- **Dr. Mobina Farasat**, Lecturer PhD (Management Science), FAST University.
- **Ms. Maryam Saeed Hashmi**, Lecturer MS in Management Sciences, CUI Lahore.(study leave)
- **Ms. Pazkeezah Butt**, Lecturer MS in Business Administration, CUI Lahore.(study leave)
- **Ms. Humaira Inayat**, Lecturer M.Phil. in Management.(study leave)
- **Ms. Fatima Arif**, Lecturer

### Contact Details:

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## DEGREE PROGRAM OFFERED

- BS Public Administration (BPA).

## OVERVIEW

The Department of Public Administration was founded in 2012 with the aim of developing excellence in professional “Public Management” through ingenious teaching and research. The BPA program offered by the department is serving as a practical guide to a better career in the field of Public Administration. The Department of Public Administration equips the students with essential competencies and skills to craft practical solutions towards real-world challenges regarding Public Management and Public Policy. Our multi-dimensional approach addresses the public management skills and related information like analytical reasoning, effective communication and wide-ranging knowledge that students need to lead the public organizations and for effective and efficient provision of public goods and services.

## Vision

“Our vision is to prepare females having a deep understanding of moral and political context of Public Administration that are important in initiating change in public organizations”.

## Mission

Our mission is “To provide professional and relevant education to women who aim to craft responsibilities in public sector management and service organizations. We provide opportunities to foster learning environment which improves the academic skills as well as ethical behavior of students to prepare them to behave professionally in all fields of life”.

## Eligible Criteria for BS

- F.A (Mathematics/Statistics/Economics)/ F.Sc. (Pre-Medical & Pre-Engineering)/ ICS/ I.Com / A-level and equivalent.
- Students securing 60% and above marks at Intermediate level are eligible to apply for BPA Program.

**Duration of Program:** 4 years

**Total Credit hours:** 136 Credit hours

## Learning Objectives:

This 4 years degree program of Bachelors of Public Administration (BPA) offers a wide variety of courses designed to meet the needs of students intending to adopt career in public organizations in the field of Human Resource Management, Marketing, Finance and related professions. A degree in Public Administration opens a pathway to work in Federal, Provincial and Local Governments. However, its scope is not restricted to the public sector only, as the degree holders can also pursue their careers in non-governmental and corporate sector as well.



The major learning objectives of this degree program in Public Administration are the following:

- To gain a broad base of knowledge about Public agencies at federal, provincial and local levels as well as their operations, history, structure and policy making process.
- To have a practical and action oriented perspective of learning, having know-how of actual experiences of administration and skills necessary to make the practices of public sector more efficient and effective.
- To develop insight and abilities that will help them become more effective and responsible performer in technical expertise, interpersonal skills and other managerial skills that are important in initiating change in public organizations.
- To inculcate the knowledge and capability to compete in the Competitive Examinations including Central Superior Services of Pakistan (CSS), Provincial Management Services (PMS) and other province based selection tests for getting hired in public sector organizations of Pakistan.
- To identify and understand major governance problems in Pakistan and also to become active female managers in the executive division of Federal, Provincial, Local government and in Non-Governmental Organizations (NGOs).

## Outcomes

We provide opportunities to foster learning environment which would improve the academic skills as well as ethical behavior of students to prepare them to behave professionally in all endeavors of life. The courses offered during the degree program open a vast career scope where students may find the potential job opportunities in the following fields:

- Civil Services of Pakistan (Central Superior Services of Pakistan (CSS), Provincial Management Services (PMS), Public Service Commission etc.)
- Corporate Sector
- Non-Governmental Organizations/ Non-Profit Organizations/
- Research Institutes      • Academia      • Entrepreneurship/Self-employment

### Human Resource Management:

- Performance Management
- Strategic Human Resource Management
- Organization Change and Development
- Training and Development

### Marketing:

- International Marketing
- Consumer Behavior
- Sales Management
- Advertising Management

### List of Specialized Courses:

#### Finance:

- Taxation Management
- Financial Reporting and Analysis
- Investment and Portfolio Management
- Corporate Finance

### List of Permanent Faculty:

- **Ms. Sobia Hassan**, Incharge, MPA (PU), M.Phil. (UOL), PhD Scholar (PU).
- **Ms. Mahnoor Farooq**, Lecturer, MPA(Upgraded)(PU), PhD Scholar (PU).
- **Ms. Atiq Maryam**, Lecturer, M.Phil. Management (PU) (on leave for PhD).
- **Ms. RahatulAin**, Lecturer, MPA (Upgraded)(PU) (on leave for PhD).

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