



MS Business Administration (1.5 Year)

The Objectives of this program are:

- To develop in students the skills of analysis, synthesis, and evaluation in the context of business decisions.
- To develop in students an awareness of the changing and integrated nature of business problems and the ability to explore and deal with those problems.
- To develop in students the ability to identify and evaluate the ethical, global, and societal implications of doing Research.
- To develop in students the importance of research orientation and focus on academic research having practical applications in real life.
- To develop hands-on experience with analytical tools and software that are widely applied in Business Research.
- To develop in students an ability to communicate the analysis and findings of a research project in an efficient manner to decision makers and policy makers.

Study Plan (36 Credit Hours)

- Theory Work (30 credits hours)
- Research Dissertation (6 credits hours)

www.ntu.edu.pk/ogsr

For an informal discussion about more study options, call Graduate Studies & Research Office at +92 41 9230081-85 (Ext-257-258) or email at ogsr@ntu.edu.pk



MS Business Administration (1.5 year)

Eligibility Criteria

BBA-BS TMM - MBA - M.Com or 16 years equivalent business degree from HEC recognized University / Institute with minimum 2.00/4.00 CGPA in semester system or 60% marks in annual system.

The applicant must pass NTU-GAT (General) test conducted by National Textile University, as per HEC guidelines and adopted by Advanced Studies and Research Board of NTU, Faisalabad with a minimum of 50% cumulative score.

The applicant must not be already registered as a student in any other academic program in Pakistan or abroad.

Merit Criteria

BBA (4 Years), BSTMM (4 Years) BBS, M.Com or 16 year equivalent degree	60% weightage,
NTU-GAT (General)	30% weightage
Interview	10% weightage

Semester-Wise Layout of Courses Semester-I

Credit Hours

Advance Research Methods	3
Strategic Finance	3
Strategic Marketing	3
Organization Theory & Design	3

Semester-II

Project Management	3
Leadership and Organizational Behavior	3
Elective-I	3
Elective-II	3

Semester-III & IV

Research Dissertation	6
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Study Duration

The minimum duration of study will be 3 semesters and maximum of 8 semesters as per HEC guidelines.

Specializations:

1. Human Resource Management
2. Marketing
3. Finance

How to Apply

Apply online at admissions.ntu.edu.pk

For More Information Please Contact or Visit:

Office of the Graduate Studies & Research, National Textile University, Faisalabad, Sheikhpura Road, Faisalabad.
Ph. +92 41 9230081-82 (Ext.257-258) or email at ogsr@ntu.edu.pk website: www.ntu.edu.pk/ogsr