

Course Outline

Comprehensive Exam

Specialized MBA

(ACM, EM, FRM, IM, MM, & TCM)

September 24, 2011

Management:

- Internal and external environment
- Social responsibility and ethics in management
- Managerial decision making
- Organizational structure
- Leadership
- Controlling the Organization
- Quality control and the concept of TQM
- Managing Organizations through Change

Advertising & Communication Management:

- Advertising's role in Marketing
- Essential advertising-related concepts from a "customer behavior" perspective
- Creative strategy / executive
- Comparative evaluation of advertising creatives

Education Management:

- Impact of education policies
- Staff retention and training
- Ethics in education

Finance & Risk Management:

The Comprehensive Exam of Financial Risk Management illustrates the case study of financial institutions, in which the case illustrates a number of financial risk management application & failures. The Risk management professional share many common financial risk management themes, such as, cash flow, Hedging consequences and strategies and other important risk management oversight.

Industrial Management:

- Structural Analysis of Industries
- Process Control
- Work Measurement
- Issues in Pakistan Economy
- Competitor's Analysis
- Total Quality Management

Media Management:

- It is questioned whether the ethical and professional aspects of Media Management and Public Relations upheld in principle are also followed in practice towards personal and institutional credibility as well as for public welfare.
- The emphasis needs to be envisioned on print and electronic media, advertising and out-of-home media, public relations and event management.
- Such aspects as diversified careers, the human factor, creativity features, economizing of resources, quality management and enhancement are covered.
- Such concerned areas are covered as PR and business promotion, media ethics and law, media in World affairs, video-making and film production.

Telecommunication Management:

- Management of Technology
- Telecommunication Systems
- Advanced Network Design
- Optimization of Switching Systems
- Network Security
- Customer Report and Field Service
- Product Policy, Pricing and Distribution
- Mobile and Wireless Communication
- Queuing and Optimization Techniques
- Telecommunication Traffic

Comprehensive Exam Schedule

Management	9:00 to 10:30 am
Short Break	
Specialisation	11:00 to 12:30 pm