

Superior Gives you Exposure



Study
ONE HALF in
SUPERIOR UNIVERSITY
OTHER HALF in any of our
INTERNATIONAL
PARTNER UNIVERSITIES

Today is the era that requires utmost need for widening one's horizons. Superior University has introduced Split Degree Program to bring international exposure for our students under which more than 30 students from Superior University have got visas and now studying in international top ranking institutes.

Benefits

Guaranteed Better Academic Performance

While enrolling yourself for the Split Degree Program you will be required to complete half part of the degree at Superior and the other half at one of our collaborating partner universities. This program offers an ideal mix of local as well foreign education that blends in a better standard degree compared to other overseas students.

Time & Cost Effectiveness

The keenly developed split degree program saves the students half of the fee and half the course duration compared to the other random degree programs abroad.

Visa Processing Facility

The Foreign Student Support Desk facilitates the applicants in the visa processing to any country of our partner institutes.

For further details and inquiries you are welcome to email at :
splitdegree@superior.edu.pk

Head Offices

Main Campus: 31-Tipu Block New Garden Town.Lahore.
042-111-00-00-78
University Campus: Main Raiwind Road.Lahore. 042-35330361-3

Regional Offices:

Burewala: 94 I Block Civil Lines **Daska:** Pasroor By - Pass Road **Depalpur:** Opposite Grid Station Okara Road
Faisalabad: 103-C, Peoples Colony-1. 041-8724881-2 **Gujranwala:** 7-8/A S.I.E Main G.T Road. 055-3844831-4
Gujrat: Near Small Industrial State, GT Road **Jhelum:** Jada Chungi GT Road
Jhang: Near Sultan Colony, Main Gojra Road **Khanpur:** By- Pass Road City Garden **Multan:** Neel Kot, Boson Road. 061-6512530-2 **Okara:** Jawad Avenue. 0442-527932 **Pasroor:** Defence Town Daska Road **Pattoki:** Main GT Road **Rahim Yar Khan:** East Bank Sadiq Canal, Darri Sanghi. 068-5042531-2 **Rawalpindi:** 34 B-1, Chandni Chowk Settlaite Town **Sahiwal:** Nazim Town Main G.T Road Multan, Near Wapda Grid Station
Sargodha: 91-92 A, Satellite Town. 048-3223670-2 **Sheikhupura:** Opposite Farabi College of Commerce, Saim Pull Stop, Lahore Sheikhupura Road
Sialkot: Kashmir Road Pacca Garha. 052-4293442

admissions@superior.edu.pk

www.superior.edu.pk

MBA Executive



be SUPERIOR &

BECOME DOCTOR, ENGINEER,
PILOT, MANAGER, LAWYER, IT PROFESSIONAL
OR A JOURNALIST

MBA Executive : at Superior University is one of the evening programs offered to the candidates who are working in different business set ups and have minimum two years of experience. The on job professionals do understand the importance of MBA in this business world. As it is all related to your executive skills, Superior University has planned 24 courses related with finance, marketing, accounting and management etc. MBA (Executive) at Superior University helps the working professionals to understand the core concepts of strategic management, brand regulations, marketing, and taxation during their job routines.



Studying here has always been very challenging and more rewarding, especially when huge emphasis is laid on critical thinking and professional development. The mature learning environment at Superior is adding value to my personal and professional grooming.

Why MBA Executive from Superior?

The program of MBA Executive is specially designed for the working professionals to strengthen their expertise without disrupting their work and personal pursuits and to facilitate them in the advancement towards the highest levels of corporate ladder.

Unique Point:

- Educational rich environment through collective professional experience of its participants
- Planned curriculum in an executive setting
- Trained and highly experienced faculty
- Foreign faculty exchange program
- Cost effective program
- Special Scholarships for Working Professionals

Total Cr. Hrs.: **78**

Total Courses: **24+Dissertation/Research Project**

Total Semesters: **5**

Eligibility: **Minimum 14 years of education with second division + Minimum 4 years job/ work experience in grade 17 or having income tax number**

Semester 1	
Principles of Management	3
Business Finance	3
Financial Accounting	3
Communication Skills & Professional Development	3
Computer Application in Business	3
Semester 2	
Leadership & Community Development	3
Marketing Management	3
Financial Management	3
Management Information System	3
Business Mathematics & Statistics	3

Semester 3	
Human Resource Management	3
Entrepreneurship & SME	3
Marketing Channels	3
Cost & Management Accounting	3
Business Economics	3
Semester 4	
Elective I	3
Elective II	3
Elective III	3
Elective IV	3
Elective V	3
Semester 5	
Elective I	3
Elective II	3
Elective III	3
Elective IV	3
Dissertation/Research Project	6
Elective Courses Marketing	
Sales Force Management	3
Retailing Management	3
Advertisement	3
Strategic Marketing Management	3

Supply Chain Management	3
Service Marketing	3
Brand Management	3
Marketing Communications	3
International Marketing	3
Human Resources	
Strategic Management	3
Human Resources Development	3
Recruitment & Selection	3
TQM	3
Industrial Relation & Labor Laws	3
Performance & Compensation	3
Leadership & Team Management	3
Change Management	3
Project Management	3
Finance	
Corporate Finance	3
Advanced Auditing	3
Financial Markets & Institutions.	3
Analysis of Financial Statements	3
Islamic Finance	3
Taxation Management	3
Risk management	3
Taxation Management	3
Investment analysis & Portfolio Management	3