



**SUPERIOR  
UNIVERSITY**



There are no limits to  
what you can accomplish  
Exceed the limits of your  
imagination.

# ADP Business Administration

**ASSOCIATE DEGREE PROGRAMS**



**RANKED NO. 1 IN  
QUALITY OF EDUCATION  
IN PAKISTAN**

WORLD RANK IN  
QUALITY OF EDUCATION  
**101-200**

OVERALL RANK IN  
WORLD'S TOP  
**401-600**

AMONG THE  
**TOP 10**  
UNIVERSITIES OF  
PAKISTAN

# 3U1M<sup>®</sup>

## 3 Years in University and 1 year in Market

3U1M is our unique and distinctive framework which is focused on enabling and empowering the youth to create social and economic impact. This research-informed experiential learning program has been designed to ensure student success by teaching not only theories but their practical implications to equip our students with the skills of 21st-century graduates. This employability ensured program is a milestone in our mission for developing an economically Superior Pakistan.

### Year 2 - Exploration PBL 2

In year 2 students explore the emerging concepts of the relevant industry and gain experiential learning through Project based learning Level 2.

### Freshman Program

A rigorous on-boarding program for a smooth transition to university education through IQ & EQ Accelerators preparing students for entering university life.

### 1M-Market Intensive Year

For the final Market Intensive Year "1M" (one year in the market), we have designed four indigenous career streams i.e., Design Challenge, Startup, Scaleup & Superior Go Global so our students may choose any track according to their aptitude.

## Career Pathways

**Startup:** to become a successful entrepreneur by getting incubated at our **Innovation District 92 (ID-92)**



**Scaleup:** to uplift your family business by getting trained at our accelerator "ScaleupPk"



**Design Challenge:** to become a valuable resource for corporate world by solving a real-time industry problem following **Design Thinking** approach



**Superior Go Global:** to prepare you to explore career and immigration opportunities through our 'Go Global Stream'



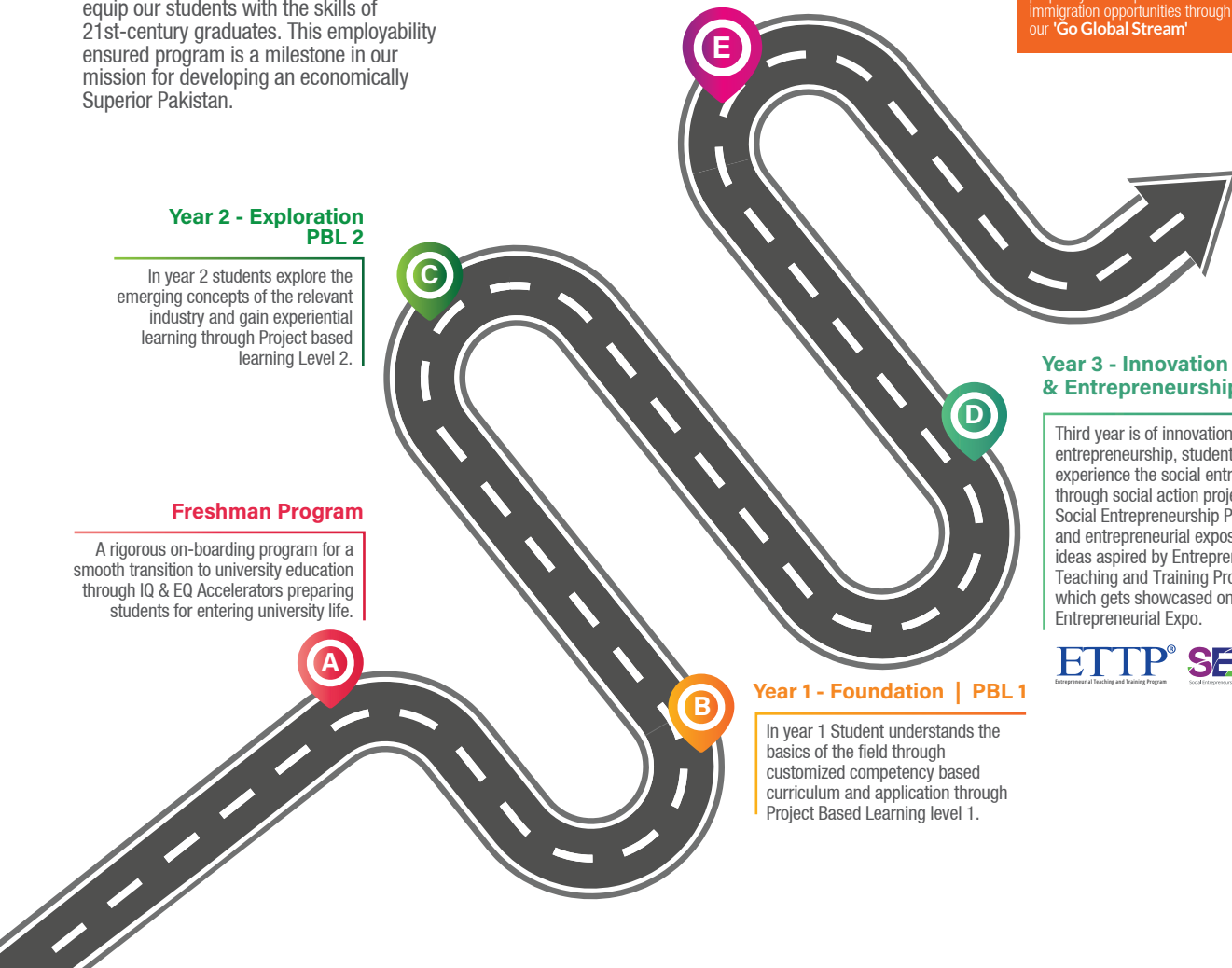
### Year 3 - Innovation & Entrepreneurship | PBL 3

Third year is of innovation and entrepreneurship, students will experience the social entrepreneurship through social action projects under Social Entrepreneurship Program (SEP) and entrepreneurial exposition of new ideas aspired by Entrepreneurship Teaching and Training Program (ETTP) which gets showcased on Superior Entrepreneurial Expo.



### Year 1 - Foundation | PBL 1

In year 1 Student understands the basics of the field through customized competency based curriculum and application through Project Based Learning level 1.



# Associate Degree

## in Business Administration

This ADP is designed to provide an in-depth understanding of the contemporary market realities to enable students to meet the needs of the global business environment and land jobs in different business management firms in administrative roles.

Course Duration	2 Years
Semesters	4
Total Credit Hours	67

### Eligibility

Intermediate or Equivalent.

#### Semester 1

Money, Banking & Finance	3
Functional English - I	3
Business Mathematics	3
Financial Accounting - I	3
Computer Application in Business	3
Islamic Studies	2

#### Semester 3

Principles of Management	3
Sociology	3
Principle of Marketing	3
Entrepreneurship	3
Business Communication & Report	3
Writing	
Management Accounting	3

#### Semester 2

Financial Accounting - II	3
Functional English - II	3
Business Statistics	3
Microeconomics	3
Business Studies	3
Pakistan Studies	2

#### Semester 4

Introduction to Psychology	3
Human Resource Management	3
Financial Management	3
Consumer Behaviour	3
Internship	3



# 3U1M<sup>®</sup> WITH GLOBAL EXPERIENCE

## CAREER SCOPE

- Acquire jobs as an Assistant Manager
- Become an Admin Officer
- Set up your career as an entrepreneur in a small scale business
- Opportunities to seek global exposure for higher education, internship, job or immigration through 3U1M Stream 'Superior Go Global'

## DISTINCTIVE FEATURES

- Develop professional skills through national and international certifications
- Market ready graduates with market-oriented skills
- Personality development through internship programs

To apply online, please visit  
[admissions.superior.edu.pk](http://admissions.superior.edu.pk)  
042-111-00-00-78



### University Campus, Lahore

17-KM, Main Raiwind Road, Lahore.  
Ph: 042-38103777

### Sargodha Campus

10-KM, Lahore Road, Sargodha.  
Ph: 048-211-00-00

### Faisalabad Campus

13-KM Satiana Road, Near Khanuana  
Bypass, Faisalabad. Ph: 041-8792007-8

### Rahim Yar Khan

East Bank Sadiq Canal Road, Darri Sanghi,  
Rahim Yar Khan. Ph: 068-5958009