



GIFT UNIVERSITY

Converting Knowledge into Practical Experience

تعلیم سے کاروبار تک

Education to Entrepreneurship



PROSPECTUS
2024-25

23 years
of Academic Excellence



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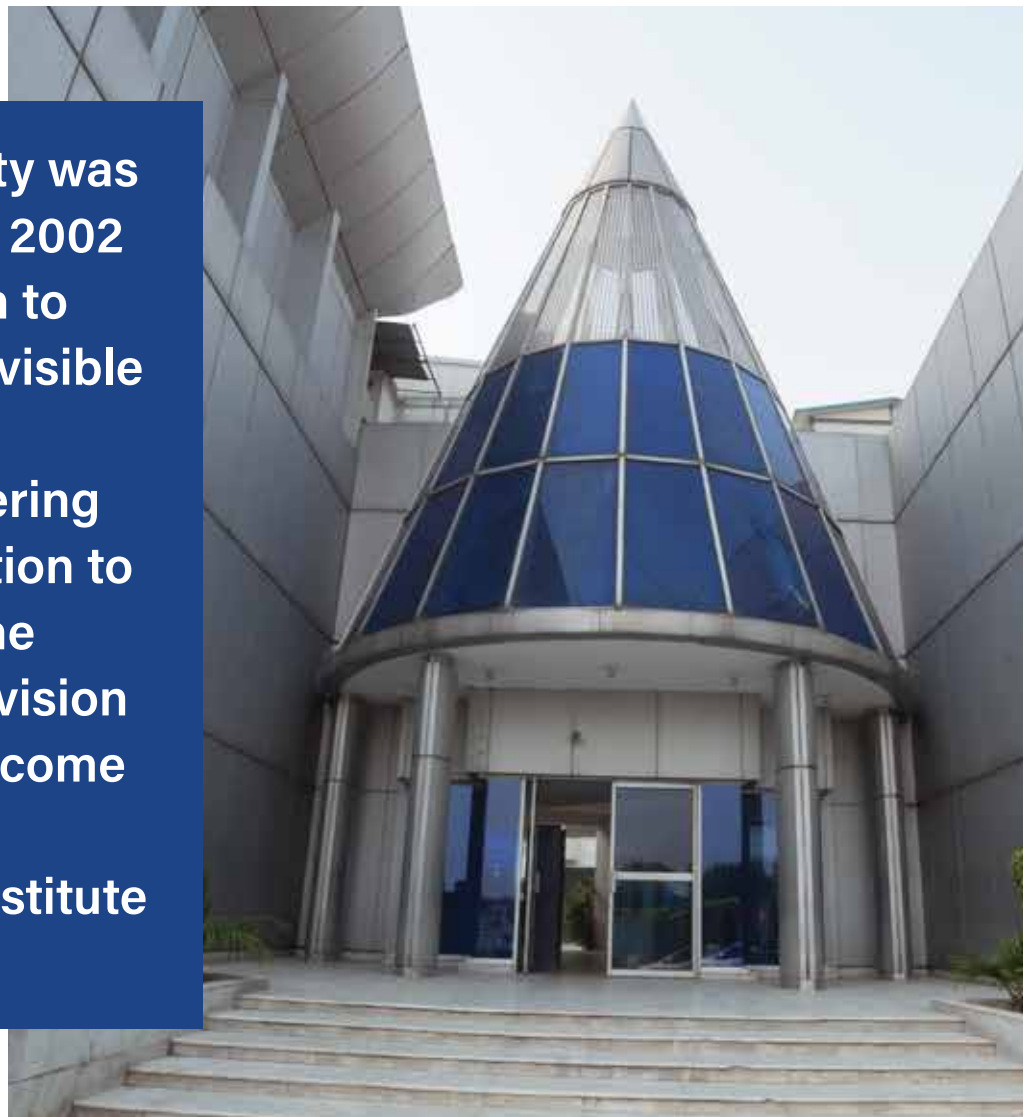


Welcome to GIFT University

The best modern campus spanning over an area of 320 kanals, the highest number of degree programs, the highest number of international linkages & opportunities for credit hours transfer to foreign universities and growing demand of GIFT graduates in leading national & multinational companies makes GIFT University the best place to build your future careers. GIFT University maintains a close liaison with the industry, including the Gujranwala Chamber of Commerce and Industry, Gujranwala Business Centre, Federation of Pakistan Chambers of Commerce and Industry, SMEDA, NPO, and a number of other organizations to provide practical experience to its graduates.

GIFT University, with a mission to ensure international quality education to the youth of this region, has provided them with modern world facilities, internationally experienced faculty, and the best infrastructure to maintain the quality of education.

GIFT University was established in 2002 with the vision to bring about a visible change in the society by offering quality education to the youth of the Gujranwala division and also to become a leading educational institute of the region.



The Emerging Entrepreneurial University in Pakistan

Strong leadership, noble governance and a culture of partnerships, and internationalization are some of the essential elements of an entrepreneurial university. The primary goal of establishing a university is nation building through innovation, commercialization and entrepreneurship.

GIFT University is the Emerging Entrepreneurial University in Pakistan, which focuses on technology and innovation as the key drivers of innovation.

Today's academic era is all about technological interaction and learning through visual and multimedia sources. Moreover, research and development serves as a basis for innovation and entrepreneurial notions.

GIFT University is home to business incubation facility. Our Office of Research, Innovation and Commercialization (ORIC) actively works to support its students to materialize unique and productively innovative business ideas to create more entrepreneurs contributing to the welfare of the economy.

Moreover, GIFT University not just emphasizes the exchange of ideas and knowledge but also encourages culture exchange of its students and staff, to promote internationalization. To serve this purpose, the Corporate and International Relations Office (CIRO) makes arrangements for such institutional partnerships and corporate liaisons in the form of Semester Exchange, Boot camps, tours and faculty training.

GIFT University is strongly emerging as one of the benchmark institutes promoting quality education with an entrepreneurial approach.

GIFT University

Maintaining the Entrepreneurial spirit of the Golden Triangle



Since its inception in 2002, GIFT University is actively playing its role in maintaining and further enhancing the entrepreneurial spirit of the people of Gujranwala Division by providing quality education to the young souls of the region along with practical experience.

The division, famous for its Golden Triangle, is a hub of large industrial units and a vast cottage industry. Being the most significant and most extensive industrial base of the country, the Gujranwala region will continue to support and promote entrepreneurship. GIFT University, for the last one decade, is helping the industry by providing trained quality resources to the business, commerce, fashion, social sciences, and computer software sectors of the region.

Our Entrepreneurs



Anosha Nayab
Designer / Founder
NG Concepts



Ijaz Saleem
Founder & CEO
eFAIDA



Mehboob Alam
CEO
Infinkey Solutions



Hamza Sarfraz
CEO
Octa Solutions



Faraz Abid Sheikhu
Designer / Director
FAS Design Studio



Junaid Sarfraz
CEO
Virjee Foods & Virjee Enterprises



Omer
CEO
Food and Restaurant Business

Muhammad Anwar Dar

Chairman

GIFT University

As the Chairman of our university, I extend a warm welcome to all students who have chosen to embark on their educational journey with us. At our institution, we prioritize three fundamental pillars: theoretical, practical, and ethical. Our mission is to foster your entrepreneurial spirit during your study period at GIFT University.

We are committed to providing you with an enriching learning environment that goes beyond traditional classroom education. Through hands-on experiences, industry collaborations, and a focus on ethics, we aim to empower you to make a meaningful impact in your chosen field.

By investing in your education, you have placed your trust in us, and we value that trust deeply. It is our responsibility to ensure that your investment yields a significant return. Our dedicated faculty and management staff are here to support you every step of the way, guiding you towards achieving tangible earnings even during your time as a student.

Join our university and seize the opportunity to not only gain knowledge but also develop practical skills and foster an entrepreneurial mindset. Together, we can contribute to the national economy while creating a brighter future for yourselves and our society.

Once again, welcome to our university. We are excited to embark on this educational journey with you, and we look forward to witnessing your growth and success.



Dr. Shahid Qureshi

Rector

GIFT University

GIFT University is an Emerging Entrepreneurial University in Pakistan, which focuses on technological advancements as the key drivers of innovation and entrepreneurship. GIFT University is working to spearhead the entrepreneurial revolution in Pakistan by promoting environmentally, socially, and ethically sensitive businesses and a nation-building mindset. GIFT University has positioned itself to be an Innovator in curriculum design, pedagogy, future technologies, and alternative management and business models. The University offers lifelong learning opportunities to people of all ages and prepares a new breed of human beings for the gig economy.

The GIFT University education carries a strong emphasis on foundational knowledge, applied research, and hands-on experience with real-world challenges. The curriculum at GIFT University is developed with the motto of "converting knowledge into practical experience". The applied perspective is reinforced through its center for entrepreneurial development (GIFT-CED), various business incubators, experiential learning, and a thoughtfully designed social interaction program.

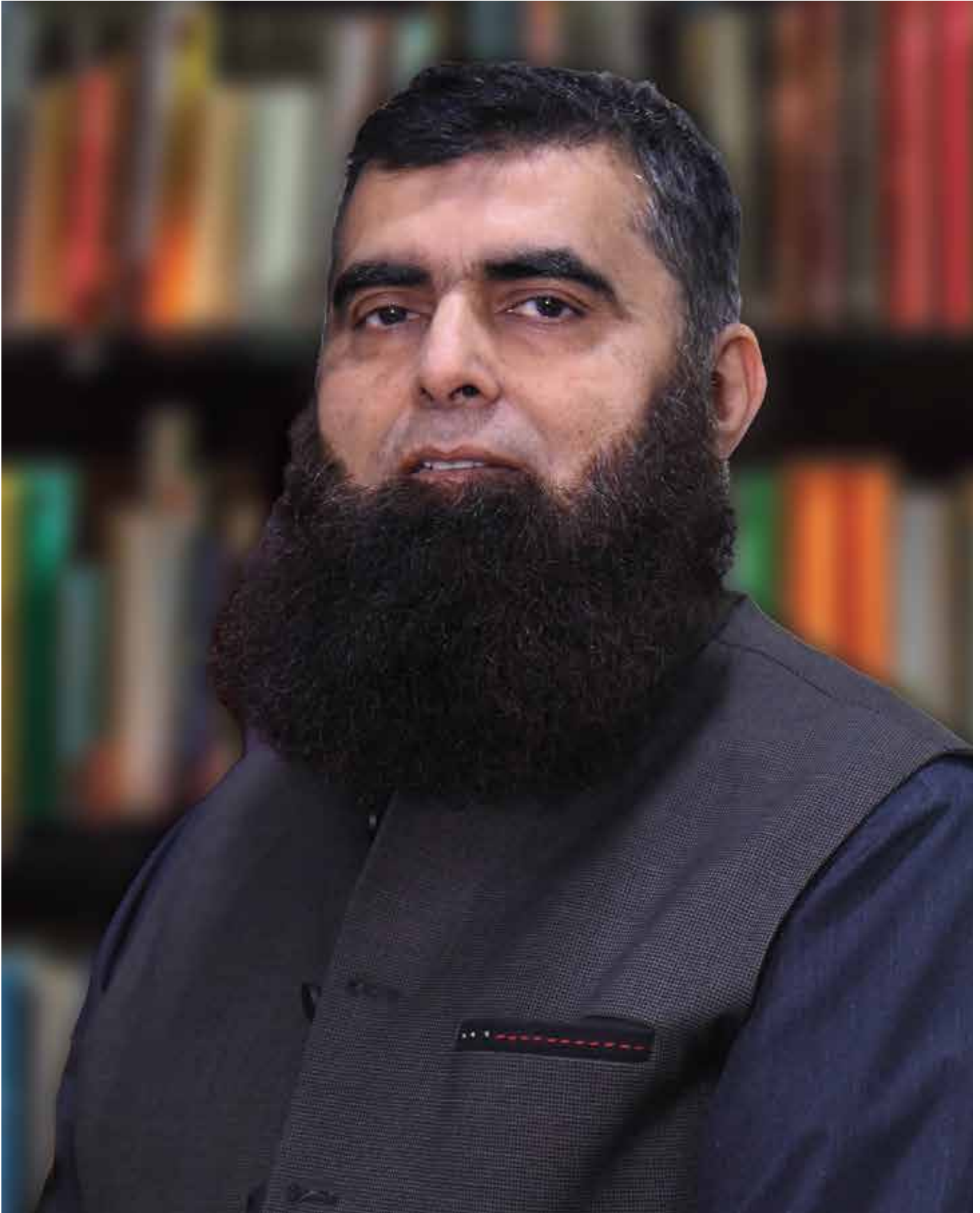
The University is working on preparing well-rounded individuals with an entrepreneurial mindset i.e., finding their best self (concept of Khudi), belief in resource abundance, a sense of purpose (looking beyond profit), sense of wonder (seeing the world through an effectual lens) and service. We believe that the application of the entrepreneurial mindset can help the youth in not only new venture creation but also help existing business, private and governmental organizations in terms of problem-solving, introducing innovation, and growth.

The participants can apply this mindset along with their knowledge in Business, Computer Science, Arts, Mass Communication, Textile, Fashion Design, etc to navigate real-life situations, putting what they learn into practice to make a difference on campus and around the world. At GIFT University, we encourage young and energetic minds to step up to share their innovative business ideas for new startups, SMEs, and large corporations.

GIFT University provides active support to our students and graduates in international exchanges, admission for higher education in leading foreign universities, and career placements in medium and large corporate organizations.

We look forward to welcoming you to the GIFT University Family to be a part of the nation-building journey.

جہاں تازہ کی افکار تازہ سے بے نمود
کہ سنگ و خشت سے ہوتے نہیں جہاں پیدا



Founders



Mr. Muhammad Anwar Dar



Mr. Muhammad Farooq Dar



Mr. Hafeez-ur-Rehman



Mr. Syed Imtiaz-ul-Hassan



Mr. Mehfooz ur Rahman

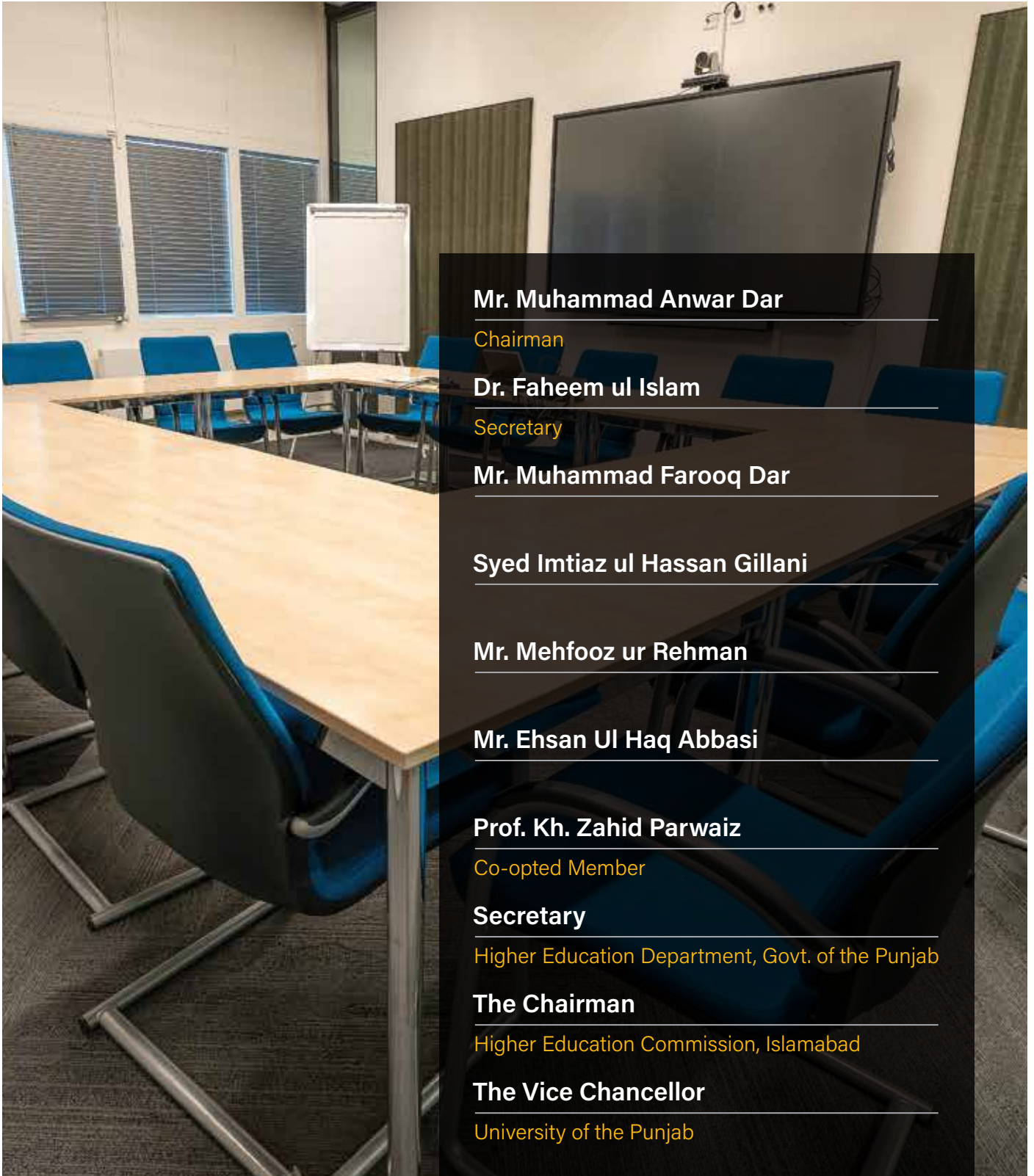


Mr. Ehsan-ul-Haq Abbasi



Mr. Muhammad Rafiq (Late)

Board of Governors



Mr. Muhammad Anwar Dar

Chairman

Dr. Faheem ul Islam

Secretary

Mr. Muhammad Farooq Dar

Syed Imtiaz ul Hassan Gillani

Mr. Mehfooz ur Rehman

Mr. Ehsan Ul Haq Abbasi

Prof. Kh. Zahid Parwaiz

Co-opted Member

Secretary

Higher Education Department, Govt. of the Punjab

The Chairman

Higher Education Commission, Islamabad

The Vice Chancellor

University of the Punjab

Dr. Zaheer Abbas

Position: **Dean & Associate Professor**

Faculty: **GIFT Business School**

I am honored and grateful to serve the GIFT Business School (GBS) as its dean. The school provides the best educational and research experience in the fields of business administration, entrepreneurship, accounting, finance, economics, and commerce within the region. Building on the university's vision of converting knowledge into practical experience, GBS aims to develop professional competencies and character of business leaders who will make a difference by delivering value to society. In addition to preparing professionals for the job markets, the school is actively creating opportunities for students to launch their innovative business ventures by joining our state-of-the-art business incubation program and thereby generate more jobs in the country.

There are numerous reasons to join our business school. First, the depth of learning experienced by our students is far richer than any other institution in the region. Second, our highly qualified faculty ensures that you learn relevant knowledge, skills, moral values, and long-term vision to begin your careers as leaders and entrepreneurs, confidently. Third, the school is located in the region where entrepreneurship is in the air. The industrial and export-oriented network of three industrial cities of Gujranwala, Gujrat, and Sialkot provides tremendous opportunities to learn from businesses in these cities directly. Fourth, the school offers several global opportunities whereby you can visit and learn from renowned international business schools located in countries such as USA, UK, Australia, China, Russia, Malaysia, and Thailand. Last but not least, you will be able to develop your professional network by connecting with our alumni, who are holding leading positions in prominent national and multinational companies in Pakistan and abroad.

I invite you to become part of our vibrant community of academics, scientists, leaders, and entrepreneurs because now is the time to achieve your full potential.



Dr. Muhammad Ziad Nayyar

Position: **Dean**

Faculty: **Engineering & Applied Sciences**

I welcome you, on behalf of the faculty and staff, at the GIFT School of Engineering and Applied Sciences (GSEAS). We take pride in providing our students with a well-balanced mix of hands-on education with a strong theoretical foundation that allows graduates to function effectively and confidently in the workplace. Our graduates are highly sought after and known by employers to be work-ready. Our curricula in core Electrical Engineering and Computer Science disciplines, combined with strong interdisciplinary coursework, internships in the field, extra-curricular activities, and research opportunities, enable our graduates to remain a step ahead of the competition in today's crowded job market.

Let me highlight a few of our strengths:

- We offer the best programs in Electrical Engineering and Computer Science in this region.
- Our curricula expose students to real-world problem solving and decision making using state-of-the-art technology and integrated laboratory experiences. In our hands-on classes, students learn theory in the context of working on projects.
- Working closely with local industry leaders and the Chamber of Commerce, the school has a clear vision of its role as a leader of innovation, technology commercialization, and production of engineers and computer scientists. We must continue to provide outstanding talent for companies engaged in fiercely competitive global markets.
- We involve our students from engineering and computer science in real industrial projects that helps the industry as well as the students.
- In the last 3 years, our students have shown their skills by winning a number of national programming competitions all over Pakistan.
- We have taken on the challenge of fulfilling the ever-increasing demand for engineering and computer science graduates to feed our growing technology sector. To this end, over the last 5 years, the student body of the school has increased by almost 300 percent.
- Our graduates (and in some cases, existing students) have established new companies that create new jobs.



Dr. Muhammad Asir Ajmal

Position: **Dean**

Faculty: **Arts, Social Sciences, Fine Arts, Design and Architecture**

A broad-based liberal arts education is necessary for the well-rounded development of our young people. Pakistan needs young men and women who can think originally, creatively, and deeply about the issues facing the nation. The School of Arts and Social Sciences provides a broad-based education in languages, mass communication, and religious studies, including Islamic history, culture, and civilization. We also offer the whole range of social sciences, including psychology, political science, sociology, education, and many other subjects. We cater to the needs of the mothers of tomorrow by offering courses in home economics, interior design, and food & nutrition, among other disciplines. We also provide support to our professional schools by providing them with liberal arts courses so that their students also receive the right balance between highly specialised training and a well-rounded education.

Gift Language Center offers IELTS training as well as Chinese, Turkish and Russian languages at the moment. We plan to bring more languages to our Campus. While GIFT is dedicated to the mission of bringing applied knowledge to our region, the School of Arts and Social Sciences provides the theoretical and philosophical background necessary to give meaning to any professional enterprise undertaken by the student.

The School of Fine Arts, Design, & Architecture (SFADA) is known for its trained designers and entrepreneurs who have changed the face of fashion in Gujranwala. Its innovative programs attract most of the creative and enthusiastic students, not just from Gujranwala but also from across the region.

SFADA is committed to providing a distinctively holistic and hands-on experience where the diverse student body is encouraged to develop knowledge and skills. We place a great deal of emphasis on collaboration with the industry and also have active partnerships with national and international organisations. Our culture of internships, placements, and the practical experience of our graduates as designers in the industry and at design houses has been the hallmark of our programs.

Our mission is to foster innovation by encouraging students to employ innovative design thinking and creative problem-solving strategies to create effective, sustainable, ethical, and responsible design solutions.





Management Staff



Waseem Ullah Dar
Registrar



Numan Ihsan
Treasurer



Naveed Ahmed
Controller of Examinations



Awais Umar Nawaz
Director
QEC



Zia-Ul-Haq
Consultant Services



Faisal Munir
Director
Academics and Planning



Hafiz Tariq Aziz
Director
IT



Naeem Akbar
Deputy Director
Finance & Planning



Saima Aziz
Deputy Director
Corporate & International Relations



Maryam Sohail
Deputy Director
Student Development Center



Mohsin Ali Shams
Deputy Director
C.CAD



Muqaddas Firdous
Deputy Director
Human Resource & Coordination



Muhammad Sherjeel Adil
Deputy Director
Secretariat of Student Societies



Umara Qaiser
Deputy Director
Student Facilitation Center



Major Sajid Mehmood
Deputy Director
Security and Administration



Riaz Zafar
Deputy Manager
CECP



Beenish Akram
In-charge Library

23 Years of Academic Excellence



of Academic Excellence

Looking back at the year 2002, we see no university between Lahore and Islamabad region, which could educate the young souls and prepare them to play their meaningful roles in the development and progress of the industry.

GIFT University takes pride not only to be the first university in the region but also the only chartered university of Gujranwala having a W4 category ranking (highest ranking offered by HEC).

GIFT University is a project of Credence Group, which is one of the leading business conglomerates in Pakistan. GIFT University has expanded fast since its inception in terms of academic facilities, infrastructure, and degree programs.

GIFT University, with a mission to provide international standard education to the youth of this region, has provided modern world facilities, internationally experienced faculty and best infrastructure to ensure the quality of education for the youth and young professionals of this region.

Why Choose GIFT University?



- Collaboration with more than 50 Universities around the World
- Most Engaging Campus Life with 33 vibrant Societies & Centres
- All Degree Programs are Government and HEC Approved
- Computer Science Program Accredited by NCEAC
- B.Sc. Electrical Engineering is fully accredited with Pakistan Engineering Council (PEC)
- Purpose-built, best modern campus spanning over 320 Kanal of Land
- Highest Number of PhD Faculty Members in the Region
- Highest Number of Degree Programs
- Around Rs. 1200 Million of Scholarships and Financial Aid every Year
- Collaboration with Harvard Business School
- Strong Network of 3000+ Alumni
- Strong International Linkages and Credit Hours Transfer Opportunities to Foreign Universities
- Growing Demand of GIFT Graduates in National and Multinational Companies
- Resourceful on-ground and Digital Library
- Convenient, Safe and Air-conditioned Transport Facility
- Separate Hostels for Boys & Girls Furnished with Modern Amenities and Reliable Security
- Impacting Community Services through Social Integration Program (SIP)
- Dynamic and Enjoyable Campus Life
- Relevant level NTS Test is also acceptable for admissions
- Advanced, Uninterrupted, and Digital Academia – GIFTX
- Promoting Extra-curricular activities through GIFT Connect – the only Digital Non-Academic Forum

Vision

To bring about a change in society by becoming a leading educational and research institution that utilizes the latest technology and provides intellectually stimulating, professionally relevant, progressive, and innovative education that is consistent with our national values and is accessible to all.



Mission

- Employ highly qualified faculty with established research credentials.
- Hire competent and professional administrative staff.
- Ensure the quality intake of the students.
- Utilize the latest technology in teaching, research, and administration.
- Provide adequate infrastructure and facilities for teaching and learning.
- Establish linkages with industry and collaborate with national and international institutions.
- Provide state of the art library, computer laboratories, and other research resources.
- Develop professionally relevant and updated curricula recognized at national and international levels.
- Create a conducive research environment.
- Set up mechanisms and policies to ensure sustainable growth.
- Reinforce ethical and national values.
- Provide merit scholarships and financial assistance to students, based on need.
- Adopt established and innovative pedagogical practices leading to independent and life-long learning.
- Produce graduates with strong analytical skills.
- Establish support systems for job placement of graduates.

Values

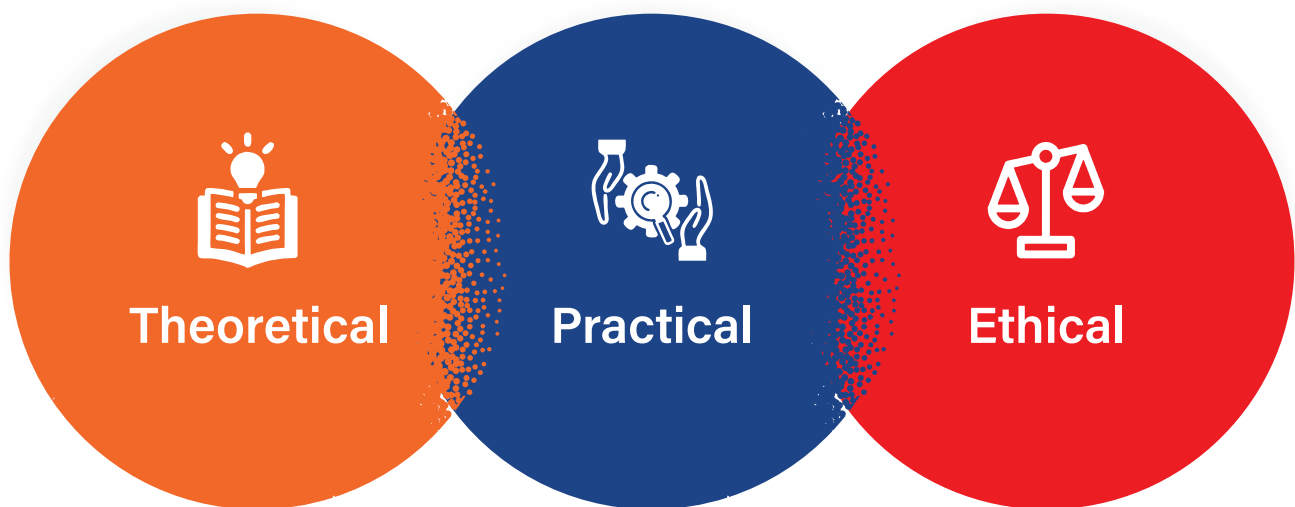
The university adheres to and promotes the following core values:

- Uphold Islamic values of human dignity, equality, social justice, fairness, and ethical conduct resulting in an educational institution that provides equal opportunity for all and does not discriminate based on gender, caste, colour, creed, or financial status.
- Practice - professionalism, transparency, and accountability.
- Strive for the highest standards of scholarship.
- Implement consultative decision-making.

Our Motto

Developing Ethical Graduates by Converting Knowledge into Practical Experience

GIFT University believes in the transformation of students into Leadership Roles through Academic Excellence, Practical Experience, and Highest Levels of Ethical Values & Morality.



What really distinguishes GIFT graduates from the others is their practical experience during their academic journey. Every program that we offer makes our students not only learn theory but also asks them to practice the theory by doing projects or perform other practical activities. The course design for every program is mixed with practical and up to date information about the respective industry, and our teaching style (methodology) is also designed more like professional training.

At GIFT University, we consider our students as professionals from day one. We believe any applicant who enrolls with us is about to start his/her professional life, and it is our responsibility to value their opinions and ideas as well as train them for success.

At GIFT University, we believe that our graduates not only outshine in the professional corporate world but also play their role for the betterment of the community.

Social Integration Program (SIP) initiated at GIFT University is aimed to impart social and ethical values of our culture in the minds of young professionals of the society.

Respect for fellow beings and communities, honesty, hard-work, patience, transparency, and intellectual collaboration are the fundamental values to create Ethical Graduates.

Corporate & International Relations Office (CIRO)



The main agenda of CIRO is

1. Faculty and Student Exchange Program
2. Progression of Associate Degree Graduates into the BS Program
3. Recruitment of Undergraduates in Postgraduate
4. Placement of Faculty and MS/MPhil Graduates in the Ph.D. Program
5. Scholarship Hunting for Employees and Students
6. Arranging Corporate Internships for Students in the USA, UK, Australia, Russia, Turkey, Malaysia, Indonesia, and the Middle East

To bring about a change in society by becoming a leading educational and research institution that utilizes the latest technology and provides intellectually stimulating, professionally relevant, progressive, and innovative education that is consistent with our national values and is accessible to all.

The International Relations Office of GIFT University is the central point of coordination and administration of all the procedures related to international collaborations and partnerships at the university. It works with all the departments to develop its global agenda, including international agreements, opportunities, information on student exchanges, participation in visits, and profile-raising.

The International Office provides every service, from the application process to visa filing for the students, pick-up, and drop-off from and to the airport, accommodation, internal transportation, and food at the international destination.

In the last few years, CIRO has organized four UK Study Exchange Programs in Collaboration with the British Council. Another exciting opportunity to explore British education, industry, and culture is offered to the student this year.

A group of students, along with faculty members, attended Boot Camp in the UAE, and another group of students took part in an international exchange program in Turkey. CIRO is also planning student tours in the UK and the USA this academic year.

Recently, a group of students from the Student Development Center, and an international office delegation visited Turkey for their social and corporate internships in collaboration with the Yunus Emre Institute. They explored export and business opportunities and also visited Istanbul Aydin University for academic opportunities.

International Linkages and Collaborations



**HARVARD
BUSINESS SCHOOL**



**University
of Dundee**



**Ural Federal
University**
named after the first President
of Russia B.N.Yeltsin



**YASAR
ÜNİVERSİTESİ**



JUST RESULTS™
nuts and bolts for the new economy



Student Testimonials



Mr. Arsalan Khalid Cheema

No matter where we are or what we are doing in life, we are always developing applicable and imperative skills that can be utilized throughout our lives. But I am still passionate about travelling and self-development, and that is how I believe a business student should be. Therefore, to observe cultural diversity, I opted to learn an Executive MBA from the University of Greenwich, based in London's cultural capital.

Through my Executive MBA studies at the University of Greenwich, I hope to gain the skills required to manage organizational structures and resources and implement strategic decisions proficiently. I am obliged to the International Relations Office, GIFT University, for helping me realize my career dreams!



Mr. Junaid Amjad

My journey from Gujranwala, Pakistan, to Birmingham, UK, would not have been possible without GIFT University's management and faculty, who went the extra mile to help me and provided me with a strong base for my career aspirations. The teaching and training provided at GIFT University prepare the students for every challenge in their future lives. Their new collaborations with global educational institutions and their international relations with foreign universities from the UK, USA, Turkey, and many others, have in real terms, opened new doors of future possibilities for current and prospective students in Pakistan.

The efforts of GIFT University have immensely helped shape the lives of students from rural and urban areas in and around Gujranwala and the province of Punjab. I thank all my peers at the University's International Relations Office, who helped me through all my queries and provided me with a step-by-step guide because of which I am currently studying at Birmingham City University, UK.



Mr. Talha Haider

My interest in business and love for calculations influenced me to choose a business school at GIFT University as they were offering a unique degree that focuses on both areas of my interest, which helped me polish my skills and abilities.

The University management helped me not only during my studies but also after my graduation. The International relations office enabled me to achieve my future goals as it was my dream to get a master's degree from a foreign university, which became possible with the help and guidance provided by them. I scored admission in one of the UK's best business schools, which has been awarded the TEF Gold for their work and excellence. This opportunity helped enhance my knowledge and learn things from an utterly diversified culture, and have high exposure in business.



Ms. Shuneem Sarfraz

I joined GIFT University as it has the perfect combination of qualified faculty and quality education that I needed to excel as a business professional. The University has helped me in fine-tuning my skills. I had always wanted to explore other cultures and houses of knowledge. The International Relations Office (IRO) helped me in achieving this by allowing me to go to the United Kingdom through its Third UK Tour. The office further extended its support by helping me secure a place in an MPhil program in Global Business and Digital Arts from one of the top Canadian institutes, the University of Waterloo.

With this opportunity, I will be able to enhance not only my education and let me become business-oriented, but the culturally diverse and accepting country of Canada will be an experience that will help me to overall become a better member of society.

Global UGRAD Achiever



Zeeshan Ali

The International Relations Office (IRO) at GIFT University helped me realise my potential as an inspiring business professional. As a leading student of Accounting and Finance, I was able to secure a place on the Global UGRAD Cultural Exchange Semester Scholarship. The fully-funded scholarship by the Government of the United States allowed me to spend time in the country, learning more about my field of interest.

During my time in the U.S., I learned more than just about accounting and finance. I was exposed to the diverse range of cultures and communities that make up the country. I thank the IRO at GIFT University for enabling me to experience and gain knowledge, which helped me grow as a professional and as a person.



Humna Javeid

My love for being on screen compelled me to join the Mass Communication program at GIFT University to achieve my dream career as a professional newscaster. I am thrilled that the International Relations Office (IRO) helped me take another step in this direction by supporting my selection for the Global UGRAD Program scholarship.

The cultural exchange semester scholarship is a fully funded program by the United States, and I am looking forward to experiencing the culture of the US. The country provides a good level of opportunity in my field of media studies and mass communication. I look forward to learning and bringing diverse experiences back to GIFT University.



Safa Irfan

GIFT University and IRO department have helped me to realize my potential and my skills, to become a successful student academically, as well as to build my experience in different areas.

I am proud to announce that I have been selected for the prestigious UGRAD program, and I owe this accomplishment to the excellent guidance and support of my teachers, my respected HOD, and the International Relations Department (IRO). They have always motivated me to push my limits and helped me at every step of my academic journey. I want to extend my sincere gratitude to GIFT University for providing me with platforms for my academic and professional development by giving me opportunities for social work, community service, and exposure by participating in different student societies as a core body member. I am very thankful and honoured for all the appreciation and to be a part of GIFT University.



Aiqa Ali

I am Aiqa Ali, and I wanted to take a moment to thank GIFT University for everything it has done for me. I am grateful to the university, the English department, and the International Relations Office (IRO) for the education and experience I have acquired, which have enabled me to succeed in both my personal and professional endeavors.

I value the effort and dedication of the teachers and staff who have helped me along the way in my academic career and have given me the skills and information I need to succeed in my chosen field, i.e., BS English, and in life apart from my field.

I also appreciate every opportunity that GIFT University has given me, such as the chance to participate in internships, career resources, and extracurricular activities, and because of these experiences, I managed to get accepted into the "Global UGRAD Cultural Exchange Semester Scholarship."

Student Exchange Programs



GIFT Students Making Inroads into Top-Ranked International Universities



Over the years, GIFT University students have been placed in prestigious universities such as:

1. University of Hertfordshire, UK
2. Coventry University, UK
3. University of Dundee, UK
4. University of East London, UK
5. The University of Greenwich, UK
6. The University of Waterloo, Canada

GIFT University, the only international University in the region, encourages its students to pursue their education at the international level. The University provides multiple opportunities for its students to further their educational spirit at the global level. As a result, GIFT students have been able to secure admissions to various universities around the world.

With students promoted at these educational institutions and many others aspiring to explore what other universities have to offer in terms of unique educational experiences, GIFT students are making their mark on the global education map and making their way into international universities.

International Internships

With the aim of students' development at the international level, CIRO has designed a blended International Internship program where students from GIFT University, in collaboration with the Student Development Centre (SDC) and Corporate Relations Department (CRD), are engaged with the partner international universities for their Social Work Internship, Corporate Internship, and Professional Development Program.

Corporate Internship:

A group of students from Business School did their international internship under the supervision of the Corporate Relations Department (CRD) with the University of Dundee, UK, and St. Petersburg State Transport University, Russia, in the summer of 2020.

A group of students visited Turkey in September 2021 for a corporate internship, explored the industry, top practices, and trends, and linked with the top businesses for their export opportunities.

Technical Internship:

A group of Top 50 students from the School of Engineering and Applied Sciences did their internships with the top-ranked universities, including Technical University Berlin, Germany, and Ural Federal University, Russia, in summer 2020.

Another group from the same department was engaged with the University of Dundee, UK, and St. Petersburg State Transport University, Russia, for their technical internship.

Social Work Internship:

A group of students visited Turkey in September 2021 for their Social Integration Program. The students were engaged in social activities with the collaboration of the Yunus Emre Institute and learned the top practices of the most empathetic nation and country.

Five students, in collaboration with the Student Development Centre (SDC), were engaged with JUST RESULTS for the Youth Development Program. Students attended sessions, meetings and also shared their ideas for the development of underprivileged areas. Working with USAID as a student ambassador in itself, provided a vast opportunity to connect and introduce students to people around the globe. At GIFT, students will earn huge grants for development purposes.

Semester Exchange Program

International Exchange Programs provide broad-based benefits to students where they get the opportunity to seek international exposure and acquaint themselves with new cultures and global educational standards. Such activities are an essential part of a student's overall development, giving them awareness and help adopt alternative, multi-faceted approaches to learning with changing global economic conditions. International exchange programs are becoming viable and effective prospects for learning and gaining international exposure. GIFT University has concluded many agreements with different countries to provide a valuable study-abroad experience. This is an excellent opportunity to improve your foreign language skills, develop yourself academically and culturally and make international friends.

Under the semester exchange program, two of our bright students were successfully selected for the virtual semester exchange program at **Istanbul Aydin University, Turkey**. These students are currently enrolled in spring 2021 and undergoing the course "**Brand Management**".





Talha Khalid

BBA (Hons)

My experience at Aydin University, Istanbul, has honestly been one of my best experiences until now since I was able to meet many friends from different backgrounds like Syria, Turkey, and the Philippines. I also gained much knowledge, primarily through the case studies that were discussed in class. The method of teaching is unique and helpful for us. I want to thank GIFT University for giving me the opportunity to study abroad through an exchange program. After this program, I am motivated to participate in other international activities in the future as well.

Hafiz Usman Anwar

BBA (Hons)



I am honored to be one of the recipients of this prestigious Scholarship at Aydin University, Istanbul. I am thankful to GIFT University for their generous support and for providing me with this opportunity to study in an international culture through the exchange program. This opportunity has every single facility a student could dream of, a chance to increase awareness, skills, confidence, and results for communicating effectively, accurately, and respectfully across cultures. Studying in a country that differs significantly from my own country provided me with all kinds of experiences. These experiences stimulate you to socialize with others to create international linkages, make new friends and profitable relationships, discover new methods and ways to do things, appreciate different perspectives, be flexible, and determine what is relevant based on new insights. I conclude my note by thanking GIFT University's International Office, as it was a very nice experience that helped me learn new things, broaden my vision, and reflect on the multiple important aspects of life by seeing international trends.

Training, Research, and Development

Training, Research, and Development (TRD) is one of the dynamic CIRO units that aims to provide global standard training programs to the staff at GIFT University. The primary purpose is to develop the staff's professional skills and provide them with a platform to comprehend an internationally recognized code of conduct within an organization. Moreover, the following unit will also involve facilitating international conferences to encourage the research culture of GIFT University. In this way, the TRD unit will be engaged in organizational development by enhancing the professional profile of the staff at GIFT University and advancing the University's international affairs by hosting foreign delegates and projects.

The Corporate and International Relations Office is working on the following areas under this heading:

- International Conferences
- Panel Discussions
- Seminars
- Joint R&D Projects
- Talk Series
- International Webinars
- Co-Teaching
- Research Supervisions

GIFT University arranged its first Cross-Departmental virtual talk with Ural Federal University, Russia for the Department of Social Sciences. The guest speaker was Dr. Anna Gurrarii from the Partner University.

Recently, The Corporate and International Relations Office (CIRO) arranged an international talk with the collaboration of Ural Federal University (URFU), Russia for the promotion of literature and languages from both countries. The key speaker, Dr. Taimoor Kayani, explained the connection and influence of Russian literature on Urdu literary work. A large number of students and management members from both partner institutions attended the talk.

International Scholarships Achieved by GIFT Students



School of Fine Arts, Design, and Architecture (SFADA) is moving towards internationalization by forming alliances with top Art and Design schools around the world. This initiative is bringing many exciting and important opportunities for SFADA students, like scholarships, student exchange, and teacher training programs. The ultimate goal is to produce graduates with problem-solving abilities and prepare them to work in the global market.

One of our collaborators is Wuhan Textile University, China, which is one of the top textile universities in the world. Wuhan Textile University is providing master's scholarships for SFADA students. These scholarships are exclusively for the graduating students from SFADA so they can pursue their dreams of higher education at the international level. This year, four of our graduates secured these scholarships on the basis of their outstanding work during their time at SFADA.

We heartily congratulate four of our graduates who have successfully secured scholarships for a Master's Degree in Fashion Design at Wuhan Textile University, China.

The following students have secured the scholarship:



Aansa Ibrahim



Filza Akhtar



Suwaiba Fawad



Qasim Hussain

Global Engagement

The Corporate and International Relations Office (CIRO) is striving hard to connect the world of GIFT with the international community, experts, and professors to learn and adopt best practices around the globe. With this objective, CIRO is linked with Senior Expert Services (SES) in Germany and PUM in the Netherlands to connect experts from different fields.

As part of this program, an expert in Business Strategy, Mr. Norbert Michael Alexy, visited GIFT University twice for the workshop for industry and students and also attended sessions with management, faculties, and students.

Another education expert Mr. Hans Jakob Schmitz also visited GIFT for student and teacher training in the Department of Education. He conducted sessions and classroom teaching. He also visited neighboring schools for the observation and training of our school's teaching system.

International Student Exchange Program

Under the student exchange program, Mr. Daniel Marek Pieniawski, a student from Technical University Berlin, visited GIFT University for market research for his final year project in Gujranwala. He attended entrepreneurship sessions and explored the market and business trends in Gujranwala, Pakistan.



Converting Knowledge into Practical Experience

GIFT University is an entrepreneurial institution dedicated to socio-economic development, impactful community services and positive change in society. GIFT has established various specialized centers to achieve our vision and mission by providing ethical values, practical experiences, entrepreneurial mindset and promoting experiential learning.

Entrepreneurship & Employability

Centre for Entrepreneurial Mindset

- cultivates a business-oriented mindset and provides valuable networking opportunities.

- Bridging theory & practice through **Centre for Experiential Learning** skill based learning.

Centre for Social Entrepreneurship

- supports innovation & tech-driven social entrepreneurs.

Centre for Employability connecting academia with industry & supporting careers.



Community Outreach

- **Centre of Student Societies** offers hands on experience and exposure through social interaction.

- **Centre for Community Awareness & Development** is driving positive change and growth through community engagement.



Ethics & Career Mentorship

- **Centre for Student Mentorship** supporting students with mentorship and guidance.
- **Manwaan Changian Development Centre** is uplifting society while blending education and values.
- **Social Integration Program** integrates service, social growth & community projects.
- Holistic support through **Centre for Career Development** for students' career growth.

Global Networking

- Facilitating global research collaboration and academic exchange through **Centre for International Relations**.
- **GIFT Language Center** offers tailored international language courses and corporate trainings.



Research & Tech

- **Centre for Emerging Technology** empower students with tech skills for self sufficiency.
- Promoting Research, Innovation and commercialization through **Office of Research, Innovation and Commercialization**.



Centre for Experiential Learning



The Center for Experiential Learning Center's (CEL) vision is to empower students to become impactful and socially responsible leaders. The CEL achieves its vision by providing students with immersive experiences and resources that equip students with practical skills, an entrepreneurial mindset, and a sense of social responsibility.

All the courses offered under the CEL are skill-based and focus on enhancing the student's entrepreneurial acumen. The practical approach of learning by doing enriches the students' engagement and ability to see the world through the lens of effectuation.

Further, CEL provides opportunities for students to reflect on their experiences and explore the ethical aspects of their actions. This approach aligns with the university's goal of providing students with a well-rounded education that facilitates them to convert knowledge into practical experience. This will transform the student's perceptual field which further allows them to connect with their authentic self (khudi).

Moreover, CEL has created a collaborative space for the GIFT stakeholders (students, staff, faculty, alumni, and community) to share their knowledge, skills, and resources. This shared space will create a sense of responsibility and accountability in the students towards society (looking beyond profit). This will lead to a more ethical way of being in the professional world.

Course Offering in 2023

This semester, CEL is offering three skill-based courses that are highly relevant to the current industry landscape. These courses equip students with relevant, practical, and valuable skills that will help them become financially independent.

- Digital Marketing
- Graphic Designing
- Business on campus

Overall, these skill-based courses offered by CEL not only provide students with industry-relevant knowledge and expertise but also empower them to excel in their chosen fields and make a meaningful impact in the professional world.

Centre for Social Entrepreneurship



The Center for Social Entrepreneurship (CSE) nurtures a social entrepreneurial approach in students through practical business experience, focusing on societal impact and economic development. Its GROW Incubation Center (GIC) allows students to engage in real-world ventures on campus. CSE emphasizes resource utilization, social contribution, ethical practices, eco-friendly innovation, and collaboration with other university initiatives to advance socio-economic development.

Objectives

- The Centre aims to foster entrepreneurs over jobseekers, promoting import substitution and exports through locally-made, sustainable products and ethical business practices.
- We offer interest-free loans for student businesses and encourage collaborations with national and international industries.
- Additionally, faculty training is provided to enhance mentorship.
- Real-life business understanding is prioritized to benefit the industry.
- Applied research is encouraged to support industry needs.

GIFT Language Centre (GLC)



The GIFT Language Center (GLC) offers diverse programs tailored to specific language learning needs, from foundational courses like IELTS I for undergraduates to advanced teacher preparation (PGD in ELT) for aspiring educators. We also teach international languages such as Chinese and Turkish and conduct workshops on professional communication skills. GLC's successful corporate training with the Credence group highlights our impact and potential for future services to firms.

Objectives

- The Centre aims to enhance your language skills and cultural understanding.
- GLC offers collaborative workshops, short courses, webinars, study tours, and cultural events.
- The programs ensure you excel in English, regional languages, and local dialects.
- Language Centre will bridge communication gaps and cultivate mutual respect.
- You will gain invaluable skills for your future.

Centre for Entrepreneurial Mindset



The Center for the Entrepreneurial Mindset (CEM) cultivates creative and innovative thinking in students, equipping them with an entrepreneurial mindset to transform limited resources into viable business opportunities and stable income. CEM aims to develop problem solvers and opportunity creators, promoting socio-economic growth and societal welfare. This will have a profound positive impact on society and drive societal growth.

Objectives

- Encourage creativity, personal growth, and teamwork across different fields.
- Provide educational programs and opportunities for networking.
- Equip students with the mindset and skills needed to start businesses with limited resources.
- Assist aspiring entrepreneurs through workshops, training sessions, and resources that emphasize resilience, diversity, and social responsibility.
- Aim to maximize the number of successful entrepreneurs.

Centre of Emerging Technology



"The Centre of Emerging Technology (CET) is a leading entrepreneurial institution which empowers students with tech and innovative skills for self-sufficiency. The Centre for Emerging Technologies (CET) prepares students to create AI content and promote businesses, aiding in reducing Pakistan's unemployment by enabling earnings through digital platforms.

Objectives

- The Centre focuses on faculty training and development to enhance teaching and learning.
- It fosters a tech-oriented mindset among students.
- It offers tech expertise to various departments and bridges the gap between academia and industry.
- It enhances employability through a combination of technical skills, soft skills, and industry experience.
- CET promotes self-sustainability and encourages freelancing.

Centre of Student Societies



"The Centre of Student Societies (CSS) endeavours to convert knowledge into practical experience, developing ethical graduates with an entrepreneurial mindset to drive social impact and economic growth in Pakistan. The university's co-curricular and extra-curricular activities promote ethical values, healthy living and industry-academia linkages through various events and training. These efforts focus on societal impact and economic development.

Objectives

- Build networks with peers and professionals.
- Develop valuable leadership and communication skills.
- Explore interests outside academics.
- Boost career prospects through internships and job placements.
- Increase cultural awareness by engaging with diverse communities.

Centre for Student Mentorship

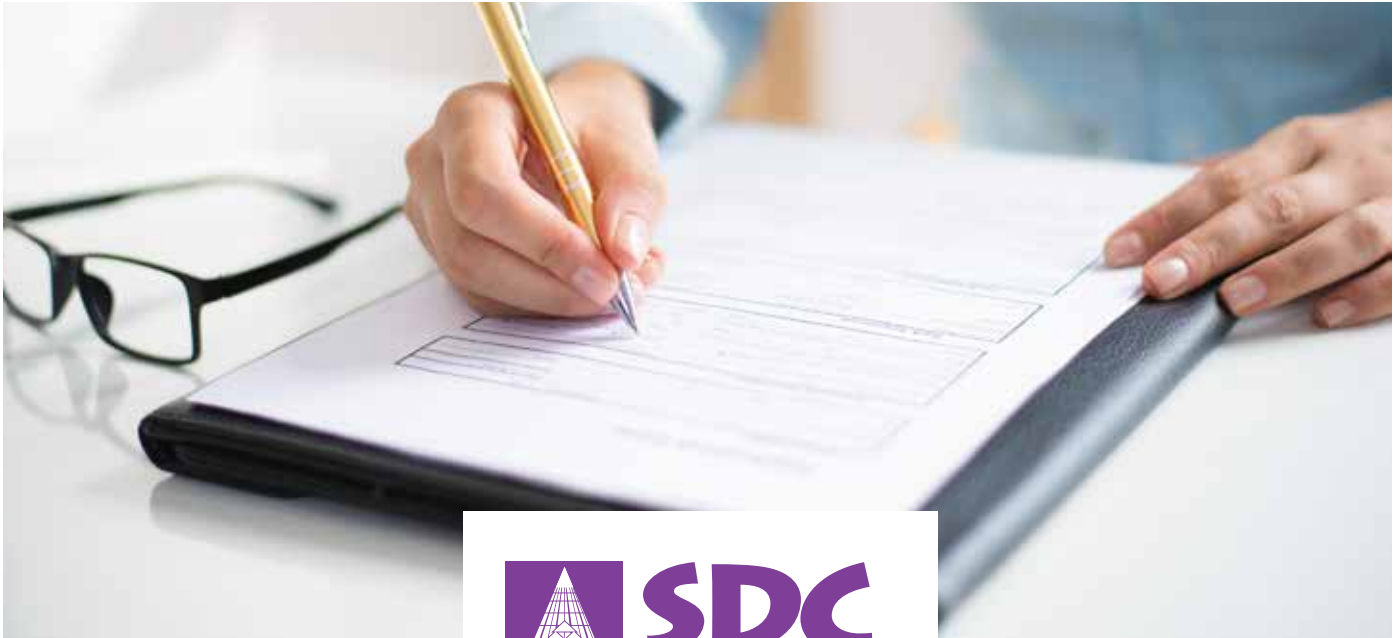


The Center for Student Mentorship (CSM) empowers students to thrive academically, personally and professionally by providing comprehensive, individualized support. Our dedicated mentors assist with enrollment, personal challenges and university policies, ensuring no obstacle hinders educational success. We offer a safe space for students to seek guidance, explore resources, and develop skills to achieve their goals.

Objectives

- The Centre provides tailored support through mentors for each student.
- Issues related to mental health, academic performance, or personal/domestic problems are professionally addressed and resolved.
- Through CSM, students have access to a safe space for guidance and resource exploration.
- Students can confidently seek guidance and explore resources.
- Essential skills are developed to overcome challenges and achieve aspirations.

Student Development Centre



Vision

The Student Development Centre (SDC) is committed to working on the Ethical, Social, Psychological, Professional, and Personal development of students. SDC provides, organizes, and coordinates various services and opportunities to help students grow holistically.

Our vision is to transform students into more confident, self-directed young people with a positive outlook on life.

Our Mission:

- Developing Ethical Graduates by Converting Knowledge into Practical Experience
- To provide them with opportunities for internships in National and International Corporate and Social sector organizations to prepare students for engagement as Global Citizens.
- To develop soft skills, civic values, and teamwork within students by providing them the chance to volunteer for the betterment of communities
- To encourage the students to take initiatives on independent projects over the global issues of environment, health, education, and poverty.

Objectives:

SDC aims to Develop Social and Professional Ethics among students through:

- | | |
|------------------------|--|
| ▪ Team Work | ▪ Self-Awareness (Steps taken, methodology) |
| ▪ Empathy | ▪ Skill Development Activities (past & future plans) |
| ▪ Community Engagement | ▪ Encourage the Acceptance of others |
| ▪ Self-Management | ▪ Professional Training and Workshops |

Social Integration Program



Social Integration Program (SIP) is an outreach program with the core objective of instilling the spirit of social welfare in the students so that they not only become good professionals but also good human beings as well. The students are encouraged to help and support the deprived and less privileged members of society.

Mission:

The Social Integration Program (SIP) of GIFT University upholds the mission, as evident from the statement: "To emphasize the value of service to others, rather than the commonly accepted concept of service to others. The program aims to create a "better community".

Vision:

"From the Community to the Community"

Goals and Objectives:

The goal of the program is to "build vibrant communities that are creative, innovative, inclusive, and self-reliant, where participation in community life is enabled and encouraged." By involving students in the participatory community development processes, we help them be educated for excellence in social work practice.

Program Structure:

The program evolves as a platform where faith and action, service and learning, and research and resolution intersect. This is a 3-credit-hour program. The students are sent to various community service organizations in the region to experience hands-on knowledge and skills in social services and social learning.

The students not only learn about organizational diversity, dynamics, culture, and opportunities but, more importantly understand the role they are responsible for performing in these organizations to execute social service initiatives. Every student has to spend 144 hours with the organization and we ensure that this cycle is sustainable throughout the year.

Centre for Career Development



The Career Development Center (CCD) is committed to empowering students to achieve their full potential and transition seamlessly into rewarding careers. The center recognizes that the path to professional success is not always linear, and that students may face various personal, academic, or behavioral challenges along the way. As such, the center adopts a holistic approach to career development, providing comprehensive support and resources to address the diverse needs of the student community.

Objectives

- Help students identify strengths, interests and career goals through assessments and counseling.
- Offer tailored advice on job search, informed decision-making, and achieving career aspirations.
- Facilitate workshops and resources to enhance resumes, interviewing, networking, and career-readiness skills.
- Support students facing personal, academic, or behavioral challenges through counseling, mentorship, and campus resources.
- Promote academic integrity, responsible conduct, and student well-being through workshops, programs, and collaboration with the Dean of Students.

Center for Community Awareness & Development



The Center for Community Awareness and Development (CCAD) is your catalyst for positive change. Committed to fostering community engagement and growth, CCAD offers innovative programs and initiatives aimed at enhancing social awareness and development. Through collaborative efforts and strategic partnerships, we strive to empower individuals and communities to create lasting impact.

Objectives

- Foster community engagement growth by enhancing social awareness and development through innovative programs.
- Empower individuals and communities through collaborative efforts and strategic partnerships.
- Promote sustainable development recognizing the imperative need for collective action.
- Harness storytelling and the latest technological advancements to craft compelling narratives that resonate deeply with audiences, fostering inclusive communities and driving social change.
- Provide comprehensive event coverage.

Centre for Global Engagement



The GIFT Centre for Global Engagement (CGE) supports in elevating GIFT University's global engagement and academic excellence through international collaborations, exchanges, and partnerships. By promoting cross-cultural learning, research and professional development the centre enhances the university's global profile. We strive to create an inclusive environment that fosters cultural understanding, academic innovation and professional growth connecting our students & faculty with global academic communities, industries, and institutions.

Objectives

- Facilitating faculty and student exchanges.
- Fostering international linkages and collaborations.
- Promoting cultural exchange and intercultural awareness.
- Facilitating placements of faculty and students at international institutions.
- Supporting scholarship opportunities for employees and students.

Offices of Research, Innovation and Commercialization



At GIFT, Office of Research, Innovation and Commercialization (ORIC) has been developed to facilitate the faculty to achieve their R&D endeavors by providing them WITH a supportive environment. One of the main challenges is to develop industrial linkages and provide them with the relevant support. Gujranwala division is a region of entrepreneurs with lots of small and medium size industries contributing towards the national economy. However, most of these industries are working in silos with hardly any collaboration with academia. With such a large potential available and doing things indigenously, it may be good enough to stay as a small or medium size industry. However, some basic changes in their infrastructure, management and quality output will enable them to grow into a large scale business and make impact at the international level. For this purpose, the research and development (R&D) infrastructure of the university can be used, which would help both the industry and the university to grow. ORIC is committed to look forward to provide this support and create a win-win situation.

Entrepreneurship is already in the roots of this region; however, the office will further help develop and polish the innovative skills of students through its Business Incubation Center (BIC). It will not just provide the seed funding but also the required platform, environment and human expertise to train the students in developing and then maturing their ideas into business opportunities.

Objectives

ORIC aims to accomplish the following objectives:

- Build R&D environment
- Create industrial linkages
- Seek funding opportunities
- Impart trainings
- Promote entrepreneurship
- Research Commercialization
- Build Business Incubation Center (BIC)

GIFT University Offices

Faculty Development Department



Vision

Vision of the GIFT Faculty Development Department is in line with GIFT University's vision. It aims to develop & enable its faculty to bring about change in society through ethical development, high-quality teaching, innovative research, and entrepreneurship, and train them in the use of the latest technology, which helps them provide intellectually stimulating, professionally relevant, and progressive education that is consistent with our national values.

Mission

Our mission is to train our faculty to deliver excellence in education, research, and academic administration and to align their competencies with the strategic goals (ethical, practical, and theoretical) of GIFT University.

Objectives

Our objective is to nurture a sustained, long-term faculty development strategy to accomplish organisational goals, develop core competencies, and increase work effectiveness through faculty & staff orientation & training programs aligned with the vision of GIFT University.

This will include, but is not limited to:

1. Developing an Entrepreneurial Mindset
2. High Quality Teaching
 - Philosophy of Education
 - Curriculum Development
 - Designing and Delivering a Course
 - Student Engagement
 - Learning Environment
 - Examination & Assessment Methods
 - Developing Teaching Portfolios
 - Introducing Flipped classrooms
 - Introducing Technologies in Education
 - Teaching Ethics
 - Effective use of LMS
 - Online Teaching
 - ODL- On-line Distance Learning
 - Self-Assessments/ SARs
3. Research & Innovation
 - Bringing Research up to International Standards
 - Research Ethics
 - Improved Research Supervision
 - Publications and Oral Research Presentations
 - Colloquiums

Academic Administration

- Developing Degree Programs
- Managing an Academic Department
- Managing Degree Programs
- Managing Societies and Extracurricular Activities
- Compliance with Educational laws, Rules & Regulations
- Working in Committees
- Effective Meetings
- Team Work

Quality Enhancement Cell



To uphold the quality of higher education, GIFT University instituted the Quality Enhancement Cell (QEC) in 2012, as per the orders of the Higher Education Commission (HEC). QEC, at GIFT University, is accountable to develop a methodical and efficient approach to monitor and report the quality of the University's academia. The operational function of this particular cell is to enhance, evaluate, and augment the quality of academic core curriculum and learning; research and examination; and management and departmental execution. Moreover, it is designed to reinforce the research trends, the ethical research module, and internal managerial goals. To confront the rising global academic change, QEC aims at adopting the best strategies for conforming to the international academic standards of higher education.

Quality Enhancement Cell (QEC) at GIFT University is responsible for:

- Ensuring improved and maintained standards for awarded degrees.
- Reviewing the quality of coaching, teaching, and learning in each subject area. Ensuring that the Self-Assessment process is in place and implemented as per HEC's guidelines.
- Developing policy standards required to be carried out by each department as a point of reference.
- Setting up the qualification framework (attributes and abilities of students) and curriculum roadmaps for offered programs Also ensuring that faculty are appointed as per HEC Eligibility Criteria.
- Conducting Quality Assurance of Masters, MPhil and PhD degree programs.
- Carrying out class monitoring to ensure classes are being conducted as per University's guidelines and policies.
- Carrying out Institutional Performance Evaluation as per HEC's guidelines.
- Ensuring that processes/procedures for getting student/employer feedback are in place.

Accreditations & Affiliations:

- | | |
|--|--|
| ▪ Higher Education Commission (HEC) | ▪ National Computing Education Accreditation Council (NCEAC) |
| ▪ Punjab Higher Education Commission (PHEC) | ▪ Member of the International Network for Quality Assurance Agencies in Higher Education (INQAAHE) |
| ▪ Pakistan Engineering Council (PEC) | |
| ▪ Higher Education Department (HED), Govt. of Punjab | |

Corporate Relations Department



The Corporate Relations Department (CRD) facilitates students and graduates of GIFT University in securing internships and career jobs. Internships are a part of the curriculum, and students are placed in organizations to learn the practical operations of organizations in light of their academic knowledge. CRD also works with employers to recommend candidates for open positions according to their requirements. Employers are also facilitated to run On-Campus Recruitment Drives and Interviews.

Value and Ethics Committee (VEC):

Student Development Centre (SDC) is a department that supervises certain activities, reports disciplinary issues, and promotes student development considering ethical and moral values. Therefore, GIFT University has designed a Value and Ethics Committee (VEC) to inculcate civic values, foster self-management, self-awareness, and prepare students for engagement as global citizens.

Campus Affairs:

Campus Affairs observe and maintain discipline and a respectable environment within the University premises. It is also responsible for keeping a proper check and balance on the university assets used by students. The office also deals with Student Facilitation, Campus Maintenance, and cleanliness.

Campus Affairs takes care of and manages events with the coordination of the Security Department as well as helping the organisers maintain smooth operations. The office also monitors Entry & Exit Protocols and administrates the QAQC Standards at the University's Café.

Medical Aid:

Campus Affairs coordinate with relevant departments in case of any urgency, medical emergencies in the time of need.

GIFT Women Centre



GIFT Women Centre is the most spacious private space of excellence reserved for female staff and female students, where they can unwind and relax by using state-of-the-art facilities. The women center's warm and cozy environs give girls the perfect setting to engage in small talk or take a break from lectures. A range of following scheduled activities provide real-life knowledge to women with practical experience:

- Self-grooming Sessions
- Workshops
- Huddle Room
- Yoga Sessions
- Festivals and Social Awareness Events
- Comfortable sitting area
- POS to Encourage Young Entrepreneurs
- Comprehensive Book Shop
- Hall for Indoor Games
- Speaker Series
- Wi-Fi and Web Browsing Point
- Peaceful Prayer Room with Wazoo Khana
- Technology Sessions
- Air-conditioned Halls
- Elegant Dressing Room



Student Life



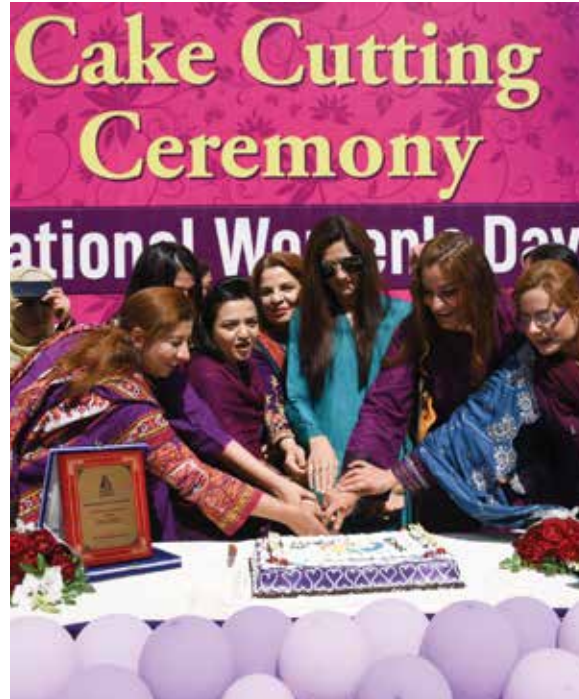


Student Life



Societies & Forums

 GIFT UNIVERSITY DIGITAL CAMPUS ON CLOUD	 NMF "Promoting Communications for Strengthening Societies".	 SOCIETY OF ISLAMIC THOUGHT & CULTURE	 GIFT ENGINEERING AND TECHNOLOGY SOCIETY
 ENGLISH SCHOLASTIC SOCIETY	 OPEN FORUM OF PSYCHOLOGY	 Society Of Finance & Accounting Scholars	 Shes Society of Home Economics Skills
 TEXPRENEURS PK Textile & Fashion Incubator Pakistan Texpreneurs Federation	 YES YOUNG ECONOMISTS SOCIETY	 MANAGEMENT SCHOLARS FORUM	 COCA Center for Oriental Cultures and Arts
 Sport Society @ GIFT	 TEAM ACADEMY Promoting Entrepreneurship, SMEs and Family Business	 YCPS YOUNG COMPUTER PROFESSIONALS SOCIETY	 GDPSS GIFT DEBATING & PUBLIC SPEAKING SOCIETY
 GIFT FOR LIFE	 FATIMA JINNAH PROFESSIONAL FORUM	 NIID NATIONAL INSTITUTE FOR INCLUSIVE DEVELOPMENT	 Social Entrepreneurship Development Centre SEDC
 Enterprise & Leadership Development Centre	 GIFT EVENT MANAGEMENT SOCIETY	 GCBS GIFT Character Building Society	 GIFT LANGUAGE LEARNING CENTRE
 GIFT YOGA HEALTH SOCIETY	 GIFT UNIVERSITY EDUCATION SOCIETY	 GIFT BLOOD DONORS SOCIETY	 earnWhile YouLearn
 نیرنگ خیال گفٹ یونیورسٹی لٹریچر سوسائٹی	 GIFT GOT TALENT	 GIFT UNIVERSITY Clinical Society	 GIFT SOCIETY OF INNOVATION & DEVELOPMENT
 SOCIETY OF INTERNATIONAL AND POLITICAL LINKAGES S.I.P.L.	 YES Youth Entrepreneur Society	 GMC GIFT MATHEMATICAL CLUB	



Modern Facilities & Resources

GIFT University strives hard to ensure that our students get the best education along with grooming and overall personal development. We seek to create an atmosphere that is stimulating and enriching and gives our students the confidence to lead in their choice of career path. GIFT University also focuses on extra-curricular activities to give students the chance to express themselves creatively and display individual talent.

The faculty is extremely supportive, and it gives students ample room to express themselves and share their thoughts. We have an open-door policy, and any student can meet the faculty to express their suggestions or concerns privately. GIFT University goes to great lengths to ensure that our students enjoy the learning experience, and gain the confidence to become true assets for their respective organizations in their future roles as employees.

Higher education places high demands on institutions to impart a quality of learning that not only relies on traditional methods but employs modern, up-to-date techniques. GIFT University was envisioned to be one of the leading and premier educational institutes in the country; and thus, it leaves no stone unturned to ensure that the quality of learning facilities is not compromised.



Women Centre

Women centre is private space reserved for female students. A state-of-the-art, spacious and cozy environs of the women centre give girls the perfect setting to engage in small talk or just take a break from lectures. The worth-seeing infrastructure is being constructed at GIFT University due to the growing population of female students and also to cater to the need of their privacy concerns. Women Centre is specifically designed to promote healthy and productive female-oriented activities to help them in developing their mind and personality.

Salient Features of Women Centre:

- Peaceful prayer room with wazoo khana
- Technology-driven smart photocopy and printing facility
- Cozy coffee shop
- Comfortable service area
- Comprehensive book shop
- Wi-Fi and web browsing point
- Air-conditioned halls
- Huddle room
- Comfortable sitting area
- Hall for indoor games



IT and Computing Facilities

We regularly update our systems to keep abreast of changing technology and indecisive circumstances so that students and staff can access information faster and more efficiently. The campus is equipped with seven computer labs outfitted with the latest computers. Facilities available include high-speed internet, email, file storage space, library databases, and high-quality printing services. The presence of wireless networks on campus enables students to stay connected to information services, whether they are in one place or on the go.

GIFT University has also developed an IT Support Center, which operates as a unit of three teams to manage internet requests and issues, provide remote facilities, and provide professional instruction to run practical softwares and equipment to keep pace with the developments and to satisfy the current needs. The GIFT IT Support Centre is fully equipped and trained to offer the following online services:

- Google Class Rooms
- GIFT Course Directory (GCD)
- Emails and WhatsApp Group Creation
- GIFT Education System Connectivity
- Software Installation
- Zoom & MS Team Orientation
- Any other IT related queries
- VPN Network Access (Student, Faculty & Management)
- Digital Library & Research Access

Advanced Lecture Theaters

GIFT University uses leading teaching aids to make the most of learning. The lecture theatres are designed to be comfortable and resourceful, employing a number of teaching aids such as whiteboards, projection screens, microphones, video projectors, and the Internet. By using modern technology, we are able to enrich the learning experience and make the most of the time students spend in lecture theatres. All our lecture theatres are temperature controlled to ensure that students are always comfortable and can focus on what is being taught.



Student Information System on Mobile App

GIFT realizes its vision to be the most technologically advanced University of Pakistan. It is the first University introducing android and IOS-based Mobile App providing:

- Ease of access to parents and students
- Semester registration through mobile phone
- Accessibility of records like attendance, results, fee statement, timetable, date sheet for parents and students
- Quick notification about events, important dates, functions





Resourceful Library

An ever-expanding library feeds the student's inquisitiveness and helps them tap a wealth of knowledge from books by leading authors. GIFT University Library is a multi-disciplinary and updated database reservoir with the latest books, periodicals, journals, and case studies. GIFT library is a great place to work on assignments in a peaceful atmosphere. The library facilitates the users with more than 20,000 print books and 240,000 e-books accessible through the HEC Digital library. Moreover, the GU library has access to more than ten international databases to facilitate its faculty staff and researchers. The library is also connected to the internet so students can tap an ever-increasing database of knowledge.

Digital Library

A digital library helps to keep students connected with the most up-to-date journals and helps them research their subject matter more thoroughly. It has over 26,000 books, case studies, journal articles, and educational videos. The digital library is handy for the young generation, which is more at home with technology and can use it more effectively to search for the information they need.



Library Resources

GIFT Library facilitates its users, including faculty, staff, students, and researchers, by cultivating different resources. The following are the collective resources to foster and cater to the academic needs of its users.

- Print Book Collection
- Reference Print and Digital Collections
- Periodical Collection
- Research and Projects
- Digital Library Corner including Digital Sharpener, Digital Paper Puncher and Stapler, and hi-tech Digital Scanner
- Electronic Books and Resources
- WiFi / Scanning
- Computer lab for digital resources
- Similarity Index (Plagiarism Report)
- Distance Learning Support Services
- InterLoan Book Borrowing Services
- Circulation Desk and Access Services

Hostel Facilities

GIFT University has made adequate arrangements to benefit students coming from other cities. The university has separate hostels for boys and girls, which are well equipped with all modern facilities such as laundry rooms, kitchens, TV lounges, dining facilities, and common rooms.





Cafeteria & GIFT Crave Food Truck

The cafeteria is a hotspot that attracts students as well as faculty members. It has been specially designed to be the perfect place to unwind, relax with friends, share the latest gossip, and enjoy quality snacks. The quality of food served in the cafeteria is strictly monitored to ensure that it conforms to quality and hygiene standards. The cafeteria serves quality food at subsidized prices to students as well as faculty members. Adding colors to the university's glance, GIFT Crave – Food Truck is another happy hunting ground for food-lovers to enjoy live cooking and appetizing food conforming to the standards of healthy eating. This open-air food point is a leisure stop for food lovers to enjoy food and celebrate birthdays.

Resource Centre

The resource centre aims to be a one-stop-shop where students and staff alike can avail all kinds of additional facilities and study resources. The Resource Centre is a great place to get textbooks, stationery items, photocopy facilities, computer accessories, GIFT souvenirs, bookbinding services, and other everyday items.



High Technology Textile Studios

GIFT University features four high technology studios that have been specially designed to aid students enrolled in textile and design courses. The studios include a design studio, drawing studio for screen printing and concept boards, sewing studio with the latest stitching machines, and a weaving studio that instructs students in the basics of weaving. These studios enhance student's understanding of the textile industry and help them practically test their concept and skills.



Seminar Hall

A seminar hall is a great place for gatherings of up to 125 people. It stays active throughout the year, hosting seminars, small events, conferences, and other curricular & extra-curricular activities. The seating arrangements are excellent and the hall is equipped with modern audio-visual aids including multimedia projector, projection screen & voice transmission, and recording facilities.

Spacious Mosque

A mosque is available on campus to cater to the religious obligations of students and staff alike. Prayers are regularly offered five times a day under the supervision of an Imam.



Transport Facility

For the convenience of students and staff, GIFT University has a fleet of modern air-conditioned buses that ply on different routes in Gujranwala and surrounding cities. The coaches provide safe and secure transportation facilities from convenient locations around the Gujranwala division. The buses adhere to strict schedules to ensure timely pick and drop services.

Centrally Air-Conditioned Campus

GIFT has built up a comfortable international level infrastructure to provide the best learning environment for the students. The whole building has been centrally air-conditioned including the entire range of classrooms, labs, library, seminar hall, studios, discussion rooms, and cafe enveloped in the gentlest of airs, providing a soothing effect on the mind, creating an atmosphere wholly congenial to learning.

Discussion Rooms

Teamwork is greatly emphasized at GIFT, and it is a significant component of various subjects. Students have to work on various assignments and projects as a team. The university, therefore, actively supports and facilitates group discussions. Several discussion rooms are available on campus to help students put their heads together and engage one another in discussions.

ATM at GIFT

For the convenience of both faculty and students, an ATM is installed within the GIFT University Campus. The facility saves precious time of students and staff as they can make online transactions at campus whenever they want.



Student's Corner

The student's corner is a unique project of its kind. Students learn from real-life business challenges during their education. The project is conceived to give students confidence and the courage to become future business leaders.



Fatima Jinnah Transport Service

(Door to Door Service, only for females)

For the convenience of female students, GIFT University has started door to door service for female students only under the umbrella of Fatima Jinnah Transport.

Fatima Jinnah Transport Service (Routes)

People's Colony	Commissioner Road	Model Town
Satellite Town	Hamilton Road	Shaheen Abad
Fareed Town	Khokherki	Nomania Road
Sialkot Road	Sui Gas Road	Dhullay
Delta Road	Nowshera Road	Muridke
Gill Road	Hafizabad Road	Tatlaywali
Civil Line	Baghban Pura	Hafizabad
Garjakh	Jinnah Road	

Power-House

GIFT University has invested heavily in backup systems to ensure that educational pursuits are not affected by power breakdowns. To overcome power outages, GIFT University has installed its powerhouse that provides an uninterrupted supply of power 24 hours a day. The powerhouse is equipped with high-power generators that automatically switch on in case of a power outage. The University has also taken the initiative to introduce Green Energy System; hence, increasing the efficiency of solar panels and powerhouses. GIFT University has endowed to install 360 KW Green Energy Solar Panel successfully to make the induction process efficient and reliable.



Academic Block III

(Only for Females)

GIFT University is proud to announce Academic Block III specifically for female students. GIFT University is the only university in the region that has a separate facility for female students who do not want to study in the co-education system. The Girls Block contains modern facilities such as photocopy and printing facilities, coffee shops, internet facility, etc.



Degree Programs being offered at Academic Block III:



BS Home Economics - Interior Design
BS Home Economics - Food and Nutrition
BS Education
BS Psychology
BS Clinical Psychology
BS Sociology

Our Entrepreneurs



Graduate Employment

Going the extra mile to help students and to enable them to realize their career objectives, GIFT University has a dedicated on-campus Department of Corporate Relations that assist the aspirants in Consultation, Internship Opportunities, Professional Development, and Potential Recruitment at large.

The Department works in line with its organizational goal to "Convert Knowledge into Practical Experience" and helps students through various on-campus activities to improve their practical knowledge about the professional norms established in society.

Internship Opportunities

As a core part of a students' academic requirement, The Corporate Relations Department arranges a six-week internship program for its qualifying candidates, as per their degree paths, every year. The practice of doing an internship is another effort to make the candidate more aware of his or her practical skills and hands-on experience of how organizations work. Moreover, it is reflected in their final resumes and added to the work experience; thus, increasing their chances of getting hired or boosting their ventures as they incessantly learn throughout the process.

The due priority of the Department is to place students, as per their convenience, in the best organizations of Gujranwala region with a proven track record, through its channels. The type of industry, locality, nature of the job, academic relevance of the candidate, and his or her preferences are taken accordingly under consideration during the placements of the students. A set mechanism then assures the effectiveness of the whole program and consequent evaluation of his or her resume is then developed with the Department's assistance, which becomes more competitive in the open market.

Graduate Employment

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Employment Opportunities & Recruitment Drive

GIFT University's Corporate Relations Department is currently the largest fresh graduates' resource provider to organizations across the region. Students graduating from GIFT University are equipped with the latest theoretical developments in their fields of study, along with practical implications in the form of skills and learning. The University designs and revises the curriculum annually as an advanced practice to ensure that the students do not lack behind in any professional dimension and acceptability in the corporate sector. Thus, our graduates are better equipped to deal with the ever-changing business scenario and fit seamlessly into their aspired professional careers.

With a proven track record of having our students placed at esteemed organizations, not only in Pakistan but abroad as well like in Europe, Middle East, and Australia, The Corporate Relations Department ensures placement of career seekers at best possible opportunities. The Department, following the University's open-door policy, provides equal importance to students' requests and help them to secure a permanent job.

The Corporate Relations Department conducts Recruitment Drives at a suitable time twice a year to facilitate graduating students and start their career with renowned National and International Industrial Organizations. The purpose of the drive is to create career opportunities and provide students with maximum beneficial prospects to excel in multiple fields.

Career Counselling Session

The Corporate Relations Department arranges for Career Counselling Sessions frequently along with Resume Writing Workshops to prepare the final year students to appear in interviews, make an influencing profile, and select the best profession out of their basic skills set. The purpose of the sessions is to enable graduating students to know their abilities and strengths for advancement in a particular field and career.

Industrial Meetups

The Corporate Relations Department organizes the On-campus Industrial Meetups and invites Industrial Experts and Organizations for collaboration, advancement and progression by working in partnership with the corporate and industrial sector, also meeting the industrial requirement to develop career growth opportunities for the final year student graduates and alumni.

Collaboration with Partner Organization

The Corporate Relations Department fully complies with the vision and mission of the University and thus believes in "Converting Knowledge into Practical Experience". Healthy collaboration with partner organizations enables the department to place the students in different industrial groups for their practical, industrial and corporate exposure.

Professional Development Program

A Signature Training Program of GIFT University is a one of a kind practice carried out in this part of the world, in lines with the Harvard University's Annual Professional Development Program, which inducts all post graduating business students in a two-week-long training workshop full of new learning and approaches and introduces the participants through their direct interaction with professional corporate trainers and senior employees of reputed organizations who visit and deliver their training at GIFT University.

The University chooses the trainers through various recommendations and discussions of their profiles, followed by a detailed review and approval from The Rector's Office. It equips the students in multiple aspects of their professional capability, whether they aspire to join the services sector or become entrepreneurs or take care of their family businesses. The program under discussion is a typical training session for all potential career initiatives/ practices and corresponds personal development that is aimed to be achieved by the participant.

With a proven track record of having our students placed at esteemed organizations, not only in Pakistan but abroad as well like in Europe, Middle East, and Australia, The Corporate Relations Department ensures placement of career seekers at best possible opportunities. The Department, following the University's open-door policy, provides equal importance to students' requests and help them to secure a permanent job.

Industrial Projects

To make the transition of a student to being a professional, the Department facilitates the eligible near graduates annually to take up real-time projects that have a practical outcome from industries. The students work closely with managers of different organizations to accomplish the assigned task and to develop a final-project which is then presented to and cross-evaluated by both academic and corporate supervisors and taken as a credit for the students.

Industrial Tours

The Corporate Relations Department facilitates students with guided tours of the best possible organizations relevant to their academic fields. The trips are briefed by managers of the facility who provide insight knowledge along with real-time display to the visiting students at their disposal.

Digital Presence/ Networking with Alumni

The University manages online pages and profiles at different social/ professional digital platforms like LinkedIn, and Facebook where jobs are regularly posted and can be viewed by former as well as current students, which are then remotely facilitated to get shortlisted for the interviews.

Employer & Internship Organizations

GIFT University is proud to announce Separate Girls Block specifically for female students. GIFT University is the only university in the region that has a separate facility for female students who do not want to study in the co-education system. The Girls Block contains modern facilities such as photocopy and printing facilities, coffee shops, internet facility, etc.

- GEPCO
- Shell Pakistan
- Jay-log
- ICI Pakistan Ltd.
- Woodco Furnitures
- Mobilink
- Telenor Pakistan
- Master Tiles
- Royal Fan Pakistan
- Nishat Linen
- Nishat Apparel
- Sapphire Textile
- Zong Pakistan
- Ali Akbar Group
- PTCL
- Careem
- Super Asia
- Med Care Hospital
- Indus Plastic Industry
- Kashan Furnitures
- Interwood
- KFC
- ARY Digital
- Rafia, KLK Textile
- Al Baraka Bank
- Toyota
- BOSS Plastic
- Appcrates
- Coca Cola Beverages
- Servis Industries
- Bank Alfalah Ltd.
- The Bank of Punjab
- MCB Bank Limited
- IPA
- Habib Bank Limited
- Allied Bank Limited
- MNR Design Studio
- FAS Design Studio
- US Apparel & Textile
- Bank Al-Habib
- Pakistan Cricket Board
- Jadeed Dastgir Group
- TOTAL Parco Pakistan Ltd.
- Pakistan State Oil Ltd.
- Standard Chartered Bank
- Nestle Pakistan Limited
- Gondal Medical Complex
- Nishat Dyeing & Finishing
- Chamber of Commerce & Industry
- Al-Shifa Future Hospital
- International General Insurance Co.
- Furnitures-Pakson International
- Ali Zeeshan Theatre and Studio
- Zarai Taraqiati Bank Limited
- Berger Paints Pakistan
- Nippon Paints Pakistan

Overseas

- Al Naboodah (Dubai)
- MAF Company Dalkia, (UAE)
- Dalkia Inc. Dubai (UAE)
- U.S Aid
- Star Prefab Hanses HFZ, (Sharjah)
- Services - Sultanate of Oman

Industrial Linkages



GIFT Business School (GBS)

In Pakistan, universities and industry largely work in isolation. We strongly believe that our organizations and economy can only compete effectively in global markets when our business education is aligned well with the industry needs. The industry meet-ups bridge this gap by connecting our faculty and students with industry.

School of Engineering and Applied Sciences (SEAS)

GIFT University puts dedicated efforts to make their graduates compatible with the current market trends in relevant industries as per their areas of expertise. A dedicated Department of Industrial Linkages at the School of Engineering and Applied Sciences (SEAS) develops and maintains cordial relations with respective industries like Regional Tech Houses, Industry Representatives and the Business Chamber, for carrying out student developments like on-campus recruitment drives, workshops, internships at both local and international levels as well as share regional job leads and create awareness amongst its students about the latest industry trends.

School of Arts and Social Sciences (SASS)

Office of the Industry Linkages and Development, Faculty of Arts & Social Sciences, GIFT University Gujranwala was established in the last week of January 2021. The main object of establishing this office is to develop strong relationship with the industry and society as well as to equip our students with industry knowledge and exposure, preparing them for their careers ahead.

School of Fine Arts, Design and Architecture (SFADA)

Learning is not confined to the classrooms only, but ample industrial interaction in terms of seminars, workshops, industrial trips, vigorous internships and exposure in national and international events, articulate students' potential and make them ready to respond to challenges effectively. Therefore, we believe that international collaborations are necessary to support the exchange of ideas, innovation and creativity. Our faculty and students are striving to promote and perform in the global art and design community through research, conferences, exhibitions, fashion shows.



Permanent Faculty

Faculty of Business & Commerce



Dr. M. Shahid Qureshi
Rector & Professor



Dr. Zaheer Abbas
Dean & Associate Professor



Dr. Khawaja Jahanzeb
HoD & Assistant Professor



Dr. Sobia Bano
Associate Professor



Dr. Qasim Saleem
Associate Professor



Dr. Umer Mukhtar
Assistant Professor



Dr. Fahad Javed
Assistant Professor



Dr. H. M. Abubakar
Assistant Professor



Dr. Ummara Yousaf
Assistant Professor



Naveed Ahmad
Assistant Professor



Asim Ilyas
Assistant Professor



Suleman Anwar
Assistant Professor



Hassan Jabbar
Assistant Professor



Qasim Nasim Mir
Lecturer



Hafiz Tahir Nawaz
Lecturer



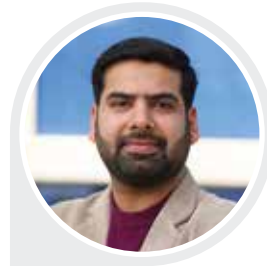
Faisal Rashid
Lecturer



Toqeer Yousaf
Lecturer



Khurram Mehtab
Lecturer



Aqib Javed
Lecturer



Iqra Mazhar
Lecturer



Humna Javeid
Lecturer



Beenish Saeed
Lecturer



Muhammad Umar
Lecturer



Abdullah Mustafa
Lecturer

Faculty of Computer Sciences



Dr. M. Ziad Nayyar
Dean & Assistant Professor



Dr. M. Faheem
HoD & Assistant Professor



Dr. Fakhar Ul Islam
Professor



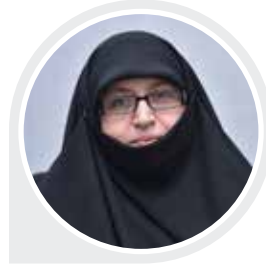
Dr. Habib Ahmad
Professor



Dr. Qaiser Shehryar D.
Professor/Dean ORIC



Dr. Waseem Khalid
Associate Professor



Dr. Nameeqa Firdous
Assistant Professor



Dr. Syed Qamar A.
Assistant Professor



Dr. Muhammad Awais
Assistant Professor



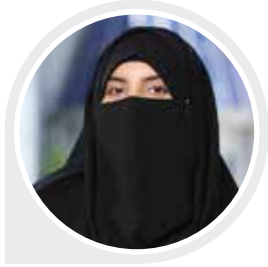
Dr. Zulfiqar Ahmed
Assistant Professor



Dr. M. Aqeel Aslam
Assistant Professor



Dr. Hassan Imran
Assistant Professor



Fiza Abdul Razzaq
Lecturer



M. Awais Zafar Cheema
Lecturer



Arslan Tariq
Lecturer



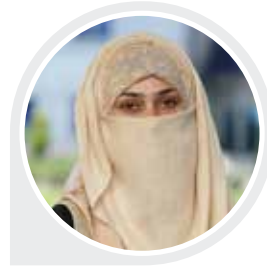
M. Waqas Ilyas
Lecturer



Usman Ali
Lecturer



M. Hamza Sarwar
Lecturer



Shazma Noor
Lecturer



Isha Loak Choudhry
Lecturer



Almas Ilyas
Lecturer



Rahima Tanveer
Lecturer



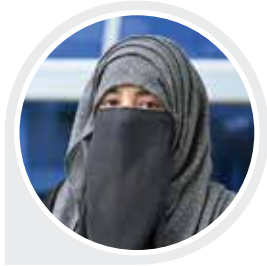
Vaneeza Shahid
Lecturer



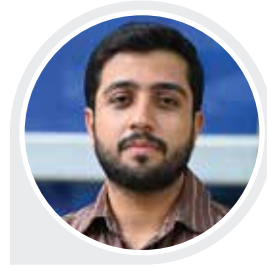
Zuhaib Hussain Butt
Lecturer



Rabia Naeem
Lecturer



Anam Shahzadi
Lecturer



Hamza Ali
Lecturer



Sayyam Malik
Lecturer



Sajiya Tariq
Lecturer



M. Yasir Butt
Lecturer



Athar Ikhtlaq
Lecturer



M. Umer Ramzan
Lecturer



Shafaa Qadeer
Lecturer



Ali Munir
Lecturer



Humble Hassan
Lecturer



M. Saleh Rashid
Lecturer



M. Hassan Shahid
Lecturer



Sadaf
Lecturer



Faizan Ul Mustafa
Lecturer



Aneeka Shayan
Lecturer



Tayyba Sana
Lecturer



Muhammad Asim
Lecturer



Amina Zafar
Lecturer



Fouqia Zafeer
Lecturer



Iqra Tariq
Lecturer



Itrooba Marrium
Lecturer



Muhammad Shahbaz
Lecturer



Sumbal Fatima
Lecturer



Sadaf Saleem
Lecturer



Nayyab Ranna
Lecturer



Engr. Ahmad Raza
Lecturer

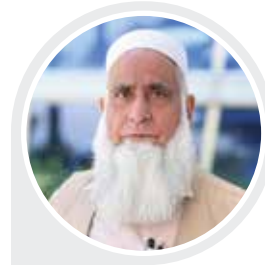
Faculty of Islamic Studies



Dr. Hafiz Farhan Arshad
HoD & Assistant Professor



Dr. M. Ammar Khan
Assistant Professor



Dr. Hafiz Mahmood A.
Professor



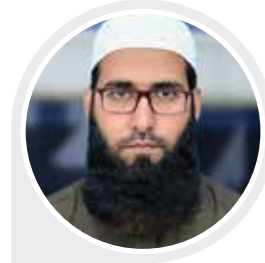
Dr. Hafiz M. Waseem
Assistant Professor



Dr. Sofia Mehboob
Assistant Professor



M. Nasir Meer
Lecturer



Ziauddin
Lecturer



Muhammad Ashfaq
Lecturer



Muhammad Usman
Lecturer

Faculty of Mass Communication & Media Studies



Tahir J. Malik

Director & Assistant Professor HOD & Assistant Professor



Mohsin Ali Shams

HOD & Assistant Professor



Waqas Mahmood

Lecturer



Kiran Sajid

Lecturer



Madiha Iqbal

Lecturer



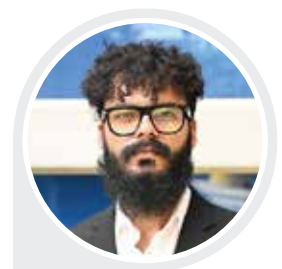
Faiq Ul Nabi

Professor of Practice



Abu Bakar Butt

Professor of Practice



Ahmad Malik

Professor of Practice



Hafiz M. Harris Hammad

Professor of Practice

Faculty of Humanities & Social Sciences



Dr. M. Asir Ajmal
Dean & Professor



Dr. M. Iqbal Gondal
Professor



Dr. Um-E-Laila
Associate Dean & Professor



Dr. M. Hayat Khan
Assistant Professor



Dr. Sehrish Khan
Assistant Professor



Dr. Zainab Iftikhar
Lecturer



Fouzia Hassan
Lecturer



Tayyab Habib
Lecturer



Sarah Inam Ullah
Lecturer



Naila Afzal
Lecturer



Sabaina Tahir
Lecturer



Hadiba Kanwal
Lecturer



Sana Rehman
Lecturer



Maryam Zaheer
Lecturer



Nashrah Abbas
Lecturer



Shahrukh Siddique
Lecturer



Ather Mujitaba
Lecturer



Faiza Khalid
Lecturer



Habiba Tariq
Lecturer



Hira Fatima
Lecturer



Hajra Imran
Lecturer



Rabbia Saeed
Lecturer



Anum Raheem
Lecturer



Javeria Riaz
Lecturer



Maham Arshad
Lecturer



Khushnood Fatima
Lecturer



Sibgha Farooqi
Lecturer



Daud Afzal
Lecturer



Abu Bakar Hashmi
Lecturer

Faculty of English



Dr. Taimur Kiyani
Associate Professor



Dr. M. Ajmal Khan
Associate Professor



Dr. M. Babar Jamil
Associate Professor



Dr. Shazia Riaz Dar
Assistant Professor



Humaira Yaqub
Assistant Professor



Anna Ali
Lecturer



Saima Sarfraz
Lecturer



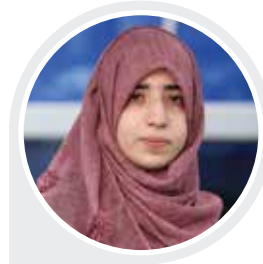
Rizwan Ullah Ijaz
Lecturer



Afeef Tahir Butt
Lecturer



Saiqa Andleeb
Lecturer



Sidrah Ejaz
Lecturer



Hunny Manzoor
Lecturer



Ashar Hasan Dhariwal
Lecturer



Javed Iqbal
Lecturer



Mahreen
Lecturer



Sarah Meer
Lecturer



Arslan Ali
Lecturer



Juvaria Mubashir
Lecturer



Sadia Dilawar
Lecturer

Faculty of Fine Arts, Design & Architecture



Dr. M. Hussnain Sethi
HoD & Assistant Professor



Rubab Afzaal
Assistant Professor



S. Khuram Shahzad
Lecturer



Mashal Junaid
Lecturer



Mirza Jabbar Ul Najam
Lecturer



Mahnoor Asim
Lecturer



Maryam Zaheer
Lecturer



Zainab Saeed
Lecturer



Umaira Saeed
Lecturer



Rida Shafiq
Lecturer



Mahad Bhutta
Lecturer



M. Mohsin Arshad
Lecturer



Muzahir Abbas
Lecturer

Programs Offered

Associate Degree Programs

- AD Accounting and Finance
- AD Computer Science
- AD Home Economics
- AD Textile and Fashion
- AD Graphic Design
- AD Mass Communication & Media Studies
- AD Islamic Studies
- AD Psychology
- AD Clinical Psychology
- AD Education
- AD Sociology
- AD Political Science
- AD International Relations
- AD Economics
- AD Management Sciences

AD Accounting & Finance

Career Prospects:

Graduates of the ADP Accounting and Finance program have a wide range of career prospects, including roles as accountants, financial analysts, auditors, tax specialists, and financial managers. They can work in public accounting firms, corporations, government agencies, or non-profit organizations, utilizing their skills in financial analysis, auditing, tax accounting, and financial management to make informed decisions and ensure compliance with regulations. The program prepares students for success in the finance industry, offering diverse and rewarding opportunities for professional growth and advancement.

Program Objectives:

The objectives of a 2-year ADP in Accounting and Finance include providing students with a foundational understanding of accounting principles, financial management, and related business concepts. The program aims to equip students with the necessary skills to analyze financial data, prepare financial statements, and make informed financial decisions. Additionally, the program seeks to develop critical thinking and problem-solving abilities within the context of accounting and finance, preparing students for entry-level positions in accounting firms, financial institutions, or related industries. Practical experience through internships or hands-on projects is often integrated to enhance real-world application of knowledge, while also fostering professional development and encouraging lifelong learning in the field of accounting and finance.

Program Description:

The 2-years ADP Accounting and Finance program is designed to provide students with a comprehensive understanding of financial principles, accounting practices, and business management. Students will learn how to analyze financial data, prepare financial statements, and make informed decisions based on financial information. The program covers a wide range of topics, including financial accounting, managerial accounting, taxation, auditing, and financial management. Through a combination of theoretical knowledge and practical skills development, students will gain the expertise needed to succeed in the field of accounting and finance. The program also emphasizes critical thinking, problem-solving, and communication skills, preparing students to excel in a variety of roles within the finance industry.

Upon completion of the ADP Accounting and Finance program, students will be equipped with the knowledge and skills necessary to pursue careers in accounting firms, financial institutions, government agencies, and corporate finance departments. Graduates will also be prepared to pursue professional certifications such as Certified Public Accountant (CPA) or Chartered Financial Analyst (CFA).

Minimum Eligibility Criteria:

The University welcomes applications from candidates who have successfully completed Grade 12 schooling. The most eligible qualifications and specific criteria for admission are as follows:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Any other equivalent grade 12 degree approved by the Ministry of Education.
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.



AD Economics

Career Prospects:

Completing a 2-year Associate Degree Program (ADP) in Economics opens up a variety of career prospects. Graduates can pursue roles in financial institutions, government agencies, consulting firms, market research companies, and non-profit organizations. They may work as economic analysts, financial advisors, research assistants, policy analysts, or entry-level positions in banking and finance. The strong analytical and critical thinking skills acquired during the program equip graduates to excel in diverse fields such as data analysis, economic research, financial planning, and public policy development.

Program Objectives:

The 2-year Associate Degree Program (ADP) in Economics aims to provide students with a comprehensive understanding of economic principles, theories, and analytical tools. The program is designed to develop students' critical thinking skills, quantitative reasoning abilities, and knowledge of economic systems to prepare them for entry-level positions in various sectors. Through a combination of theoretical coursework, practical applications, and experiential learning opportunities, the program seeks to equip students with the foundational knowledge and skills necessary to analyze economic trends, make informed decisions, and contribute effectively to the workforce or pursue further education in economics or related fields.

Program Description:

The 2-year Associate Degree Program (ADP) in Economics offers a comprehensive curriculum that covers key economic principles, theories, and applications to provide students with a solid foundation in the field. Through a blend of theoretical coursework, practical exercises, and real-world case studies, students will develop critical thinking skills, quantitative reasoning abilities, and analytical tools essential for understanding and interpreting economic phenomena. The program aims to prepare students for entry-level positions in diverse industries or for further education by fostering a deep understanding of economic systems, policies, and trends, while also emphasizing the importance of ethical decision-making and effective communication in the field of economics.

Minimum Eligibility Criteria:

The University welcomes applications from candidates who have successfully completed Grade 12 schooling. The most eligible qualifications and specific criteria for admission are as follows:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Any other equivalent grade 12 degree approved by the Ministry of Education.
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.



AD Management Sciences

Career Prospects:

Upon completion of a 2-year ADP program in Management Sciences, graduates can pursue various career prospects in the field. Graduates may find opportunities in entry-level management positions in a wide range of industries, including business administration, human resources, marketing, operations, and project management. They may also explore roles in consulting firms, government agencies, non-profit organizations, or start their own entrepreneurial ventures. With a solid foundation in management principles, problem-solving skills, and critical thinking abilities, graduates are well-equipped to take on roles that involve strategic decision-making, team leadership, and organizational development. Additionally, further education or certifications in specialized areas of management sciences can open up even more career opportunities for graduates of the program.

Program Objectives:

The objective of a 2-year ADP program in Management Sciences is to provide students with a comprehensive understanding of key management principles and practices essential for success in various organizational settings. Through a combination of theoretical knowledge and practical skills development, the program aims to equip students with the necessary tools to effectively lead teams, make strategic decisions, and solve complex business problems. Additionally, the program seeks to cultivate critical thinking, communication, and leadership skills in students, preparing them for entry-level management positions or further academic pursuits in the field of management sciences. By fostering a strong foundation in management theory and application, the program aims to empower students to thrive in dynamic and competitive business environments.

Program Description:

The 2-year ADP program in Management Sciences is designed to provide students with a comprehensive education in key management principles and practices. Through a combination of theoretical coursework and hands-on practical experience, students will develop a strong foundation in areas such as strategic planning, organizational behavior, marketing, finance, and human resource management. The program aims to equip students with the skills and knowledge necessary to succeed in a variety of management roles in both the public and private sectors. With a focus on critical thinking, problem-solving, and effective communication, graduates of the program will be well-prepared to tackle the challenges of today's dynamic business environment and make meaningful contributions to their organizations.

Minimum Eligibility Criteria:

The University welcomes applications from candidates who have successfully completed Grade 12 schooling. The most eligible qualifications and specific criteria for admission are as follows:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Any other equivalent grade 12 degree approved by the Ministry of Education.
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.





GIFT UNIVERSITY
Converting Knowledge into Practical Experience



Programs Offered

Undergraduate Programs (After 12 Years of Education)

- BS Business Administration (BBA)
- BS Accounting and Finance
- BCom (Hons.)
- BS Business Economics
- BS Business Intelligence
- BS Entrepreneurship
- BS Public Administration
- BS Computer Science
- BS Software Engineering
- BS Data Science
- BS Mathematics
- BS Home Economics (Interior Design)
Girls Block - Only for Females
- BS Home Economics (Food and Nutrition)
Main Block / Girls Block - Only for Females
- BDes (Hons) Textile and Fashion
- BDes (Hons) Graphic Design
- BS Interior Design
- BS Mass Communication & Media Studies
- BS Social Media
- BS English
- BS Islamic Studies
- BS Psychology
Main Block / Girls Block - Only for Females
- BS Clinical Psychology
Main Block / Girls Block - Only for Females
- Bachelor of Education (B.Ed.)
Main Block / Girls Block - Only for Females
- BS Sociology
- BS Political Science
- BS International Relations

Undergraduate Programs (After 14 Years of Education)

- BS Business Administration (BBA)
- BS Accounting and Finance
- BCom (Hons.)
- BS Mathematics
- BS Home Economics (Interior Design)
Girls Block - Only for Females
- BS Home Economics (Food and Nutrition)
Girls Block - Only for Females
- BS Mass Communication & Media Studies
- BS English
- BS Islamic Studies
- BS Psychology
Main Block / Girls Block - Only for Females
- BS Clinical Psychology
Main Block / Girls Block - Only for Females
- Bachelor of Education (B.Ed.)
Main Block / Girls Block - Only for Females
- BS Political Science
- BS International Relations

BS Business Administration

Career Prospects:

BS Business Administration degree offers the best career paths for long-term employment, satisfaction, financial rewards, and even international level recognition of qualifications and opportunities to work abroad. Our business graduates are placed in various industries ranging from banking, telecom, beverages, education, manufacturing, and services, both in national and multinational firms. Our graduates are capable of creating successful business ideas with an aptitude to put them into reality, within budgetary and other constraints. They can understand and implement the management models, theories, and concepts in a competitive corporate world. Many of them are running their businesses successfully and contributing to the enhancement of the regional and national economy.

BS Business Administration professionals can pursue a different higher degree as MBA, MPhil Economics, and MPhil in Management Sciences after completing graduation.

Program Description:

The bachelor's degree in business administration is a four-year program that prepares students for specialized higher education in their areas of interest. The program offers courses in diverse knowledge streams that include management, tourism and hospitality management, management information system, human resource, marketing, business law, finance, accounting, information technology, economics, quantitative methods, social sciences, language and communication skills. During the four years, students go through a rich variety of academic experiences in terms of lectures, seminars, industry visits, examinations, assignments and research projects. The first two years focus on developing foundations and the last two years cover the specialized body of knowledge in all streams. In the final year of the degree, students are allowed to specialize in their area of interest.

Program Objectives:

- A thorough and broad management undergraduate program with focus on deliberate practice. Pedagogy applied to business and functional areas related to Finance, Accounting, Marketing and Human Resource Management.
- Understand the management models, theories and concepts with their basic application to industry and society.
- Develop skills to create successful product ideas with an ability to put these into practice, within budgetary and other constraints.
- Work in project-oriented teams through a core focus on teamwork and problem-solving.
- Use management techniques to solve data collection and data analysis problems.
- Ethically take all the management functions.

Minimum Eligibility Criteria:

The University welcomes applications from candidates who have successfully completed up to Grade 12 schooling. The most eligible qualifications and specific criteria for admissions are follows:

- F.Sc (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- Any other equivalent grade 12 degree approved by the Ministry of Education.



BS Accounting & Finance



Career Prospects:

BS degree in Accounting & Finance offers the best career paths for long-term employment, satisfaction, financial rewards, and even international level recognition of qualifications and opportunities to work abroad. Strong focus on accounting makes the graduates highly employable in a large number of sectors as an accountant, internal auditor, tax examiner, stockbroker, actuarial analyst, management accountant, and company secretary. Similarly, a bachelor's degree in finance is ideal for different fields, such as banking, investments, and financial services. Typical employers include securities and commodities brokers, banks, insurance carriers, government agencies, real estate companies, and trust management. Accounting & Finance professionals can pursue a different higher degree as MBA, CA, ACCA, CIMA, ACMA, CFA, MPhil Economics, and MPhil in Management Sciences after completing graduation.

Program Objectives:

The goals of the four-year BS degree program are:

- To prepare the students for skill development and capacity building in the field of accounting and finance.
- To equip them with, as much as possible, knowledge in the relevant areas through theory and practical exposure, which will enable them to perform essential accounting responsibilities and to handle the necessary financial functions.
- To equip the students with the knowledge and skills of computer technology in accounting and finance for improved decision making.
- To enable students to evaluate problems and innovations in accounting and finance and their impact on managerial decision making.

- To make them proficient with applying techniques and tools of accounting and finance for the evaluation of costs and benefits of various strategic decisions.
- To understand the applications and effects of financial reporting standards, GAAP and ethical standards in accounting and finance.

Program Description:

BS Accounting and Finance is a four-year program with a mix of strong accounting and finance conceptual framework and soft skills needed to excel in the areas of accounting, finance, auditing and taxation. This program also improves the technical and interpersonal skills of students. The program has been designed to offer expanded business knowledge and skills to students, which are vital to the financial profession in today's technology-driven, global business environment.

The program offers a broad range of course work in accountancy, financial management, and economics. Similarly, technology, business laws and ethics, e-business, management techniques, critical thinking, problem-solving, research methods, and statistical analysis are the other main components of the curriculum. Through these contents of the program, students are emphasized to develop the skill of critical analysis and are prepared for the future with real work experience through real-time projects and internships. The program also focuses on the character building of the young students and strives to make them responsible citizens through course works and social internship and placement.

After completing two years of study, this four years' program also gives the students an exit route and the university awards an associate Degree in Accounting & Finance, after completing two years of study.

Program Features:

The program:

- Provides a foundation in accounting, tax and finance.
- Generates capability to concentrate in the fields of accounting, finance, audit and banking.
- Develops innovative skills to handle independent tasks.
- Widens intellectual horizon to pursue further studies in the area of specialization.
- Prepares and trains for professional qualifications like ACCA, CMA, CA, and CIMA.
- The syllabus is intended to progressively widen and deepen the knowledge, skills, and professional values as the ACCA syllabus. ACCA has granted exemption of 4 papers (F-1 to F-4) and the syllabus not only covers all the papers of ACCA at the knowledge and skills module level but also wraps two papers of professional level. More specifically, syllabus completely covers 11 papers of ACCA out of 14 papers.
- Detailed preparation and training for CFA Level-I qualification. The syllabus is designed to progressively broaden and deepen the knowledge, skills and professional values as per the requirement of CFA Level-I. The syllabus completely covers all modules of CFA Level-I.
- Comprehensively covers 12 papers out of 20 papers for CA program.
- Comprehensive preparation of 17 papers out of 21 papers for CMA program.
- Complete coverage of PIPFA program.

Minimum Eligibility Criteria:

The University welcomes applications from candidates who have successfully completed Grade 12 schooling. The most eligible qualifications and specific criteria for admission are as follows:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Any other equivalent grade 12 degree approved by the Ministry of Education.
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.

BCom (Hons)



Career Prospects:

BCom (Hons) degree offers the best career paths for long-term employment, satisfaction, financial rewards, and even international level recognition of qualifications and opportunities to work abroad. Strong focus on accounting makes the graduates highly employable in a large number of sectors as accountants, internal auditors, tax examiner, stockbroker, actuarial analyst, management accountant, and company secretary. Similarly, a bachelor's degree in commerce is ideal for different fields such as business, banking, investments and financial services. Typical employers include securities and commodities brokers, banks, insurance carriers, government agencies, real estate companies, and trust management. Commerce professionals can pursue a different higher degree as MBA, CA, ACCA, CIMA, ACMA, CFA, MPhil Economics, and MPhil in Management Sciences after completing graduation.

Program Objectives:

The goals of the four-year honors degree program are:

- To prepare the students for skill development and capacity building in the field of accounting and finance.
- To equip them with, as much as possible, knowledge in the relevant areas through theory and practical exposure, which will enable them to perform essential accounting responsibilities and to handle the necessary financial functions.
- To equip the students with the knowledge and skills of computer technology in accounting and finance for improved decision making.
- To enable students to evaluate problems and innovations in accounting and finance and their impact on managerial decision making.

- To make them proficient with the application of techniques and tools of accounting and finance for evaluation of costs and benefits of strategic decisions.
- To understand the applications and effects of financial reporting standards, GAAP, and ethical standards in accounting and finance.

Program Description:

The Faculty of Accounting and Finance has been instrumental in providing students with thorough knowledge and understanding of the principles of commerce and business.

BCom (Hons) Program encompasses rigorous training involving class presentations, case studies, field research reports and team-based learning. This unique pattern of study helps students in personality development and also prepares them to accept future challenges in the fast-growing corporate world. The successful firms of the future will be those that constantly reinvent themselves. For that reason, our program inculcates student's openness to change and innovation. We take pride in delivering a program that is designed with input from area companies, which infuses information technology into the curriculum. A blend of wide-ranging business courses creates opportunities for students to pursue diverse areas of interest. Furthermore, social science and humanities courses provide a context for understanding how business is interwoven with the fabric of society. True business leaders must understand how people behave, as individuals and in organizations, to develop new ventures that not only turn a profit, but also add value to the community in socially responsible ways.

Main Features:

The program features:

- A recognized and accepted degree.
- Qualified faculty committed to excellence and able to relate theory with practice.
- A curriculum that will develop communication, presentation, interpersonal and technical skills.
- A wide variety of market-driven specialization options.
- An environment that will provide a professional, intellectually stimulating, challenging and enjoyable experience.

Minimum Eligibility Criteria:

The University welcomes applications from candidates who have successfully completed up to Grade 12 schooling. The most eligible qualifications and specific criteria for admissions are follows:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Any other equivalent grade 12 degree approved by the Ministry of Education.
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.

BS Business Economics



Career Prospects:

Business Economics, as a subject, is very vast in knowledge and is one of those qualifications that offer various career opportunities that reflect strong demand for highly numerate graduates throughout the global labor market. Careers in this field are as diverse as the subject itself. It covers all fields of life starting from food and agriculture to business and banking. This degree enables the graduates to enter multiple industries as a professional economist, or as any other successful professional with an eye for economics like in teaching, research, finance, central and high street commercial banks, government departments, international organizations, industry; hence, any type of company or enterprise small or large. If someone wants to develop some specific analytical skills, depending on his area of interest, an economics degree will help in succeeding as actuarial analysts, financial risk analysts, investment analyst etc. A business economics degree boosts the chances of employability, by providing the skills of entrepreneurship and leadership.

Along with these fields, graduates of business economics can also open new doors with some extra qualifications in a vertical direction, as MPhil and PhD in Economics and Business, or horizontal direction, by getting some professional degrees like MBA, CA, ACCA, CIMA, ACMA and CFA.

Program Objectives:

Aim of this four-year degree program of Business Economics is:

- To equip graduates with enough knowledge and skill for entering diverse field of jobs in government, banking, insurance or other financial sectors, private sector businesses, or even open their businesses.
- To enable the students to pursue their employment positions in actuarial science or more analytical fields by providing them a strong base of quantitative courses.

- To enable the students to become successful analysts, advisors, and economists in the public and private sectors.

Program Description:

Economics, as a discipline, deals as a central point of understanding in a broad spectrum. This subject helps in the exploration of all aspects related to resource management in different areas, for example, consumer behavior, business enterprises, markets, government policies for growth and development, trade and international issues, globalization, health, development, and the environment. The BS degree in Business Economics is a challenging degree program, which emphasizes in the study of quantitative techniques along with economics. The course of study requires a more intensive background in math and statistics, reflecting the quantitative character of modern economics and the business world. This program provides the preparation for employment in technical and scientific areas like planning, decision making and banking.

The curriculum of BS Business Economics allows students to take electives that focus on various aspects of economics, such as growth, finance and monetary economics. Study areas available include microeconomics, macroeconomics, mathematical economics, econometrics, development economics, growth economics, financial markets, international markets & trade, along with the core subjects of the business management.

Program Features:

The program provides:

- A solid foundation in economics as well as in business.
- Understanding about the economic relationships that occur between business, households and government as well as the principles that govern these relationships.
- Analytical skills to prepare students for a career in business, government or education.
- The groundwork that students will need if they decide to pursue a graduate degree in economics or related fields.
- An emphasis on transforming concepts into practice.
- Innovative skills to handle independent projects.

Minimum Eligibility Criteria:

The University welcomes applications from candidates who have successfully completed up to Grade 12 schooling. The most eligible qualifications and specific criteria for admissions are as follows:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- Any other equivalent grade 12 degree approved by the Ministry of Education.

BS Business Intelligence



Program Description:

The Bachelor of Science in Business Intelligence is a four-year program that equips students with the skills to analyze complex data, improve decision-making, and drive strategic business initiatives. The curriculum covers data mining, statistical analysis, and business analytics tools and techniques. Students gain practical experience through hands-on projects and internships, preparing them for careers in data analysis, business analytics, and consulting. Graduates are well-prepared to transform data into actionable insights that enhance organizational performance. The program combines technical knowledge with business acumen to meet the growing demand for data-driven decision-making professionals.

The program offers a broad range of coursework in business and management, information systems and technology, statistical modelling, and data analysis, data visualization and reporting. Similarly, business laws and ethics, critical thinking, problem-solving and effective communication skills are the other main components of the curriculum. The program also focuses on the character building of young students and strives to make them responsible citizens through coursework, internship, and practical learning labs.

Program Objectives:

The Bachelor of Science in Business Intelligence (BSBI) program aims to achieve the following objectives:

- Develop comprehensive knowledge in finance, accounting, marketing, and management to understand the core principles of business operations.
- **Enhance Analytical and Technical Skills:** Equip students with the ability to collect, clean, analyze, and interpret data using various quantitative and qualitative techniques and tools, including database management, data warehousing, data mining, and data visualization.

- **Foster Ethical Understanding and Industry Insight:** Understand the role of business intelligence and analytics across different industries and the ethical considerations in data management and analysis.
- **Cultivate Critical Thinking and Problem-Solving Abilities:** Develop skills to identify business problems and opportunities, create data-driven solutions, and effectively communicate insights to stakeholders.
- **Promote Effective Communication and Collaboration:** Learn to present insights clearly to diverse audiences and work efficiently in cross-functional teams, gaining hands-on experience through projects and internships.

Career Prospects:

Graduates of the BS in Business Intelligence program have a wide array of career opportunities available to them, leveraging their expertise in data analysis and strategic decision-making. Here are some potential career paths:

- **Data Analyst/ Scientist:** Analyzes large datasets to uncover trends, patterns, and insights and employing statistical modeling, and machine learning techniques to solve complex business problems and help businesses make informed decisions.
- **Business Intelligence/ Operations Analyst:** Develops and manages BI solutions, creates data visualizations, and reports to help organizations optimize their operations.
- **Market Research Analyst:** Studies market conditions to examine potential sales of a product or service, gathering and analyzing data on consumers and competitors.
- **Entrepreneur:** Leverages business intelligence skills to start and manage data-driven ventures, identifying market opportunities, optimizing operations, and making informed strategic decisions.
- **Freelance Consultant:** Provides expert advice on data strategy, analytics implementation, and business process improvements to various clients, offering flexibility and diverse project opportunities.

Minimum Eligibility Criteria:

The University welcomes applications from students who have completed up to Grade 12 schooling with a minimum of 45% score. The more specific criteria follow:

- FSC (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A Levels).
- Any other equivalent grade 12 degree approved by the Ministry of Education.

BS Entrepreneurship



Program Description:

The Bachelor of Science in Entrepreneurship is a four-year program that prepares students for specialized higher education in their areas of interest. The Bachelor's in Entrepreneurship program aims to equip students with the skills, knowledge, and mindset necessary to start, manage, and grow their businesses or to innovate within existing organizations. The program offers courses in diverse knowledge streams that include entrepreneurship, management, human resources, marketing, business law, finance, accounting, information technology, economics, quantitative methods, social sciences language, and communication skills. During four years, students go through a rich variety of academic experiences in terms of lectures, seminars, industry visits, examinations, assignments, and research projects and practical experience through different hands-on-experience projects. The first two years focus on developing foundations and the last two years cover a specialized body of knowledge in the stream. In the last year, students have to complete a corporate project.

Program Objectives

The Bachelor of Science in Entrepreneurship (BSEN) program aims to achieve the following objectives:

- To build entrepreneurial skills by teaching how to create business plans, manage finances, and market their products to start their own businesses.
- To encourage innovation by helping students think creatively to spot business opportunities and solve problems in new ways.
- To provide hands-on experience by giving practical experience through real projects and internships to apply what they learn in real situations.

- To develop management skills by instilling strategic thinking regarding core operations of the businesses.
- To help students understand business ethics and legal issues so they can make responsible decisions in their own ventures.

Career Prospects:

Graduates of the Bachelor of Science in Entrepreneurship program have diverse career prospects. They can start their businesses, leveraging skills in business planning, finance, marketing, and innovation management to launch and manage startups. They are well-suited for roles as business consultants, providing expertise to help other entrepreneurs and businesses improve operations and strategies. Graduates can work as corporate innovators or intrapreneurs, bringing entrepreneurial thinking to established companies to drive growth and competitiveness.

Minimum Eligibility Criteria:

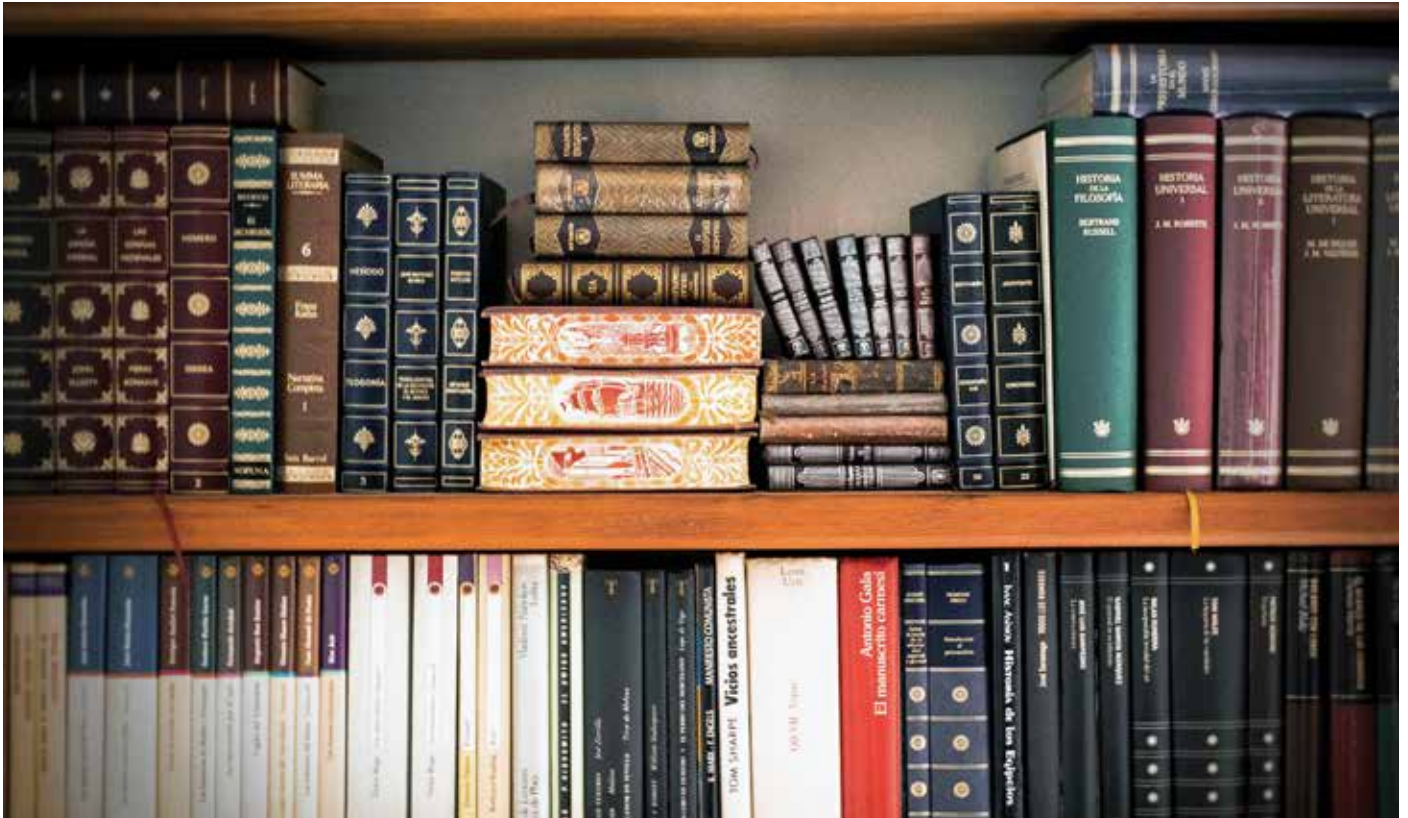
The University welcomes applications from students who have successfully completed up to Grade 12 schooling with minimum of 45% score. The more specific criteria follow:

- FSC (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Any other equivalent grade 12 degree approved by the Ministry of Education.

Admissions Criteria:

Admission will be based upon the previous academic performance.

BS Public Administration



Program Description:

The Bachelor of Science in Public Administration (BSPA) is designed to provide students with a thorough understanding of the theories and practices of public administration, preparing them for a career in public service. The program focuses on developing essential skills in leadership, management, and communication, alongside a strong foundation in policy analysis and ethical governance. Students will explore various aspects of public administration, including financial management, human resource management, and local government administration. Through a combination of core courses, supporting subjects, and electives, the BSPA program equips students with the tools needed to analyze and evaluate public policies, manage public resources efficiently, and address contemporary issues in public administration. Additionally, the program emphasizes research skills, enabling students to conduct meaningful research in the field of public administration. This multidisciplinary approach ensures that graduates are well-prepared to contribute effectively to the public sector.

Program Objectives

The Bachelor of Science in Business Intelligence (BSPA) program aims to achieve the following objectives:

- To equip students with a thorough understanding of public administration theories and practices to prepare them for diverse careers in public service.
- To develop essential leadership, management, and communication skills that are critical for effective operation within public sector organizations.
- To emphasize the importance of policy analysis and ethical governance to enable students to evaluate and formulate effective public policies.

- To provide students with expertise in financial management, human resource management, and local government administration to address current challenges in the public sector.
- To foster strong research skills that empower students to conduct meaningful research, contributing to enhanced public administration practices and policies.

Career Prospects:

A Bachelor of Science in Public Administration (BSPA) opens a wide range of career opportunities in the public, private, and nonprofit sectors. Graduates can pursue roles in government agencies at the local, state, and federal levels, such as policy analysts, city managers, public relations specialists, and urban planners. They may also work as human resources managers, budget analysts, and program coordinators, contributing to the efficient administration of public services.

Minimum Eligibility Criteria:

The University welcomes applications from students who have successfully completed up to Grade 12 schooling with minimum of 45% score. The more specific criteria follow:

- FSC (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Any other equivalent grade 12 degree approved by the Ministry of Education.

Admissions Criteria:

Admission will be based upon the previous academic performance.

BS Computer Science

Career Prospects:

Computer Science is one of the most sought after degrees in the world. Graduates of this program are offered lucrative career prospects in diverse professional fields, including the local and global software industry. A large number of students end up setting up their own software houses or are self-employed and are developing software and providing services to global clients as freelancers. This degree is exceptionally suitable for females in our socio-economic structure, where a female can very efficiently work from home as a freelancer for international projects and, at the same time, fulfill her domestic responsibilities.

Program Objectives:

The primary goal of the BS Computer Science degree program is to prepare students in the theoretical as well as the practical aspects of software development and related activities. Our degree emphasizes the development of analytical skills, acquisition of knowledge and understanding of systems, languages, and tools required for effective computation-based problem solving with a major focus on hands-on practical knowledge of cutting edge technologies. The program; thus, prepares them for a successful career in computing as well as for advanced degrees. These students are also groomed to understand their social obligations and behave as responsible citizens of the society.

Program Description:

The main focus of a bachelor's degree in computer science is to prepare students in the theoretical as well as the practical aspects of software development and related activities, and equip them to meet the current and future challenges in computer science. The program provides a unique hands-on practical exposure to our students by involving them in real software projects, being developed by a specially designed "Teaching Software House", engaged in the development of real projects for real clients. The program is slightly different from the software engineering program as it is tilted slightly towards the theoretical side, which gives them an in-depth understanding of computer systems, whereas, the software engineering program is more focused on the industrial requirements.

Minimum Eligibility Criteria:

The University welcomes applications from students who have successfully completed their intermediate or equivalent qualification in Pre-Engineering / ICS / Pre-Medical or another combination with Mathematics. Further details are given below:

- Matric and intermediate or equivalent with a minimum of 50% marks.
- The prospective students will have to appear in a written admission test.
- Only those who meet the minimum eligibility criteria and clear written test are recommended for admission.
- The student with Pre-Medical background must pass deficiency courses of Mathematics of 6 credit hours within one year of their regular studies.



BS Software Engineering

Career Prospects:

Graduates of this program are offered lucrative career prospects in diverse professional fields, including software development as well as project management in the local and global software industry. A large number of students end up establishing their own software houses or are self-employed, and are developing software and providing services to global clients as freelancers. This degree is exceptionally suitable for females in our socio-economic structure, where they can work from home very efficiently, as a freelancer for international projects and, at the same time, fulfill her domestic responsibilities.

Program Objectives:

The Bachelor of Science in Software Engineering program emphasizes the skills required to develop "industrial strength" software systems. Through this program, we intend to equip our students with analytical skills as well as knowledge and understanding of systems, languages and tools required for the software industry. This program stresses hands-on practical knowledge of cutting edge technologies and prepares the students as socially responsible citizens, who are ready to meet current and future challenges in software engineering and a successful career in computing as well as for advanced degrees.

Program Description:

The main focus of this program is to prepare students in the practical aspects of software development and related activities. A significant amount of time is spent on system analysis, design, implementation, quality and project management related tasks. The program provides a unique hands-on practical exposure to our students by involving them in real software projects being developed by a specially designed "Teaching Software House" engaged in the development of real projects for real clients. The program is different from the computer science program as it is tilted slightly towards the practical side, which gives a better ability to handle market requirements; whereas, the computer science program is more focused on the theoretical aspects.

Minimum Eligibility Criteria:

The University welcomes applications from students who have successfully completed their intermediate or equivalent qualification in Pre-Engineering / ICS / Pre-Medical or another combination with Mathematics. Further details are given below:

- Matric and intermediate or equivalent with a minimum of 50% marks.
- The prospective students will have to appear in a written admission test.
- Only those who meet the minimum eligibility criteria and clear written test are recommended for admission.
- The student with Pre-Medical background must pass deficiency courses of Mathematics of 6 credit hours within one year of their regular studies.



BS Data Science

Career Prospects:

Data Science is amongst the most sought after skills in the world. Graduates of this program are offered lucrative career prospects in diverse professional fields, including local and global software industry, data centers and analytics-based organizations. Graduates can work as freelancers and get lucrative assignments as well, whereas, the opportunity to work with medium to large organizations, in the local and international market, is also there.

Program Objectives:

Data Science is an emerging and futuristic area of knowledge. The emergence of big data, machine learning and related security issues have opened up a vast area of new fields. Even though there have been significant developments in this field, yet it is considered as an emerging field. GIFT University's Computer Science Department has felt the need to impart knowledge in this innovative area of study. The BS Program will impart the skills of large data handling and analysis to the students.

Program Description:

BS in Data Science is a 4-year undergraduate academic degree. The main focus of this degree is to prepare students in theoretical as well as practical aspects of data science and related activities. The program has been designed to have common courses during the first two years with two other Computer Science degree programs, namely BS(CS) and BS(SE). From the third year onwards, the students will learn about the specialized area of data science.

Minimum Eligibility Criteria:

The University welcomes applications from students who have successfully completed their intermediate or equivalent qualification in Pre-Engineering / ICS / Pre-Medical or another combination with Mathematics. Further details are given below:

- Matric and intermediate or equivalent with a minimum of 50% marks.
- The prospective students will have to appear in a written admission test.
- Only those who meet the minimum eligibility criteria and clear written test are recommended for admission.
- The student with Pre-Medical background must pass deficiency courses of Mathematics of 6 credit hours within one year of their regular studies.



BS Mathematics

(Specialization in Computational Mathematics)



Introduction:

Mathematics is the science that deals with the logic of shape, quantity and arrangement. Math is all around us, in everything we do. It is the building block for everything in our daily lives, including mobile devices, architecture (ancient and modern), art, money, engineering, and even sports.

People often wonder what relevance mathematicians serve today. In a modern world, math, such as applied mathematics, is not only relevant, it is crucial. Applied mathematics is a branch of mathematics that is involved in the study of the physical, biological, or sociological world. The idea of applied math is to create a group of methods that solve problems in science. Modern areas of applied math include mathematical physics, mathematical biology, control theory, aerospace engineering, and mathematical finance. Applied math not only solves problems, but it also discovers new problems or develops new engineering disciplines. Applied mathematicians require expertise in many areas of math, science, physical intuition, common sense and collaboration. The common approach in applied math is to build a mathematical model of a phenomenon, solve the model and develop recommendations for performance improvement.

Mathematics is both an art and a science- and pure mathematics lies at its heart. Pure mathematics explores the boundary of mathematics and pure reason. It has been described as "that part of mathematical activity that is done without explicit or immediate consideration of the direct application," although what is "pure" in one era often becomes applied later. Finance and cryptography are current examples of areas to which pure mathematics is applied in significant ways. Pure mathematics is driven by abstract problems and used to design a mathematical model of real-world problems. Much of what is pursued by pure mathematicians can have their roots in concrete physical problems, but a deeper understanding of these phenomena brings about problems and technicalities. These abstract problems and technicalities are what pure mathematics attempts

to solve and these attempts have led to major discoveries for mankind, including the Universal Turing Machine. Computational mathematics involves mathematical research in areas of science, where computing plays a central and essential role, emphasizing algorithms, numerical methods and symbolic methods.

Program Objectives:

- To enhance the knowledge of students for higher levels of independent learning.
- To be a resource in the mathematical sciences for other disciplines, with activities that have an ever-increasing need for the power of mathematics.
- To work closely not only with colleagues from other disciplines within the university, but also with colleagues from the local schools and community colleges who share the responsibility of ensuring the flow of a mathematically literate and confident generation of new students.
- To embrace the notion such that change, which is manifested in computer technologies and educational reforms, can be beneficial.
- To enhance learning and enrich the intellectual environment.
- To utilize mathematics as a tool in various fields of industrial and applied sciences.
- To provide quality education with modern and scientific tools so that graduates may possess a global outlook.

Learning Outcomes:

- Use mathematical models to solve a practical problem.
- Read mathematics with understanding and communicate mathematical ideas with clarity and coherence.
- Perform standard mathematical computations with accuracy.
- Use technology to solve mathematical problems.

Minimum Eligibility Criteria:

- Intermediate or equivalent qualification with any of the following combination:
 - i. Pre-Engineering
 - ii. Any other combination with Mathematics
 - iii. ICS (Intermediate with Computer Sciences)
 - iv. FA with Mathematics

Note:

The applicant must have scored 50% marks in Matriculation as well as in Intermediate.

Selection Criteria:

Inter marks or equivalent Diploma and written test.

BS Home Economics (Interior Design)

at Academic Block III (Only for Female)

Career Prospects:

Students of BS Home Economics (Interior Design) can explore their utility as:

- Interior designer in the furnishing industry
- Exhibition designer
- Interior designer in media houses
- Entrepreneur
- Furniture designer
- Space planner in event management companies

Program Objectives:

The main objectives of the program are:

- To help students to prepare themselves for home and family living.
- To apply knowledge of science and humanities.
- To integrate and apply knowledge from all areas of home economics.
- To create awareness of research for professional development.
- To prepare students for career and profession in different areas of home economics.
- Demonstrate the application of principles of art and design by using skills, techniques and materials related to drawing, painting, printmaking, and ceramics.
- Apply the concept of 2D, 3D and colors in interior design projects by proposing space planning, interior finishes and material, furniture and fixtures as per user's needs.

Program Description:

Home economics is a field of study and a profession that draws from a range of disciplines, to achieve optimal and sustainable living for individuals, families and communities. The central focus of home economics education is the well-being of people. It is about becoming independent, connecting with others and taking action towards preferred futures that support individual and family well-being.

The main areas of study included in Bachelors of Home Economics are food and nutrition, clothing and clothing construction, housing (including interior planning and design), resource management and family interaction. Home economics is a field of formal study including topics such as interior design, home furnishing, cleaning, handicrafts, sewing, clothing and textiles, commercial cooking, home cooking, nutrition, food preservation, hygiene, child development, managing money and family relationships.

GIFT University, a premier educational institution, offers BS (Hons) Home Economics, a 4-year program with a specialization in Interior Design.

Minimum Eligibility Criteria:

The University welcomes applications from students who have successfully completed up to Grade 12 schooling. The more specific criteria follow:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- Any other equivalent grade 12 degree approved by the Ministry of Education.
- Applicants with BA in Home Economics will be admitted to the 5th (bridging) semester of the program.
- Applicants with AD Home Economics will be admitted to the 5th semester of the program.



BS Home Economics (Food & Nutrition)

at Main Block (for both Male & Female Students)
at Academic Block III (Only for Female)



Program Description:

Home Economics is a field of study and a profession that draws from a range of disciplines to achieve optimal and sustainable living for individuals, families, and communities. The central focus of home economics education is the well-being of people. It is about becoming independent, connecting with others, and taking action towards preferred futures that support individual and family well-being. Through home economics education, students become empowered, active, and informed members of the society.

The main areas of study included in Bachelor of Home Economics are food and nutrition, clothing and clothing construction, housing (including interior planning and design), resource management, and family interaction. Home Economics is a field of formal study including such topics as interior design, home furnishing, cleaning, handicrafts, sewing, clothing and textiles, commercial cooking, home cooking, nutrition, food preservation, hygiene, child development, managing money, and family relationships.

GIFT University, a premier educational institution, offers BS (Hons) Home Economics, a 4-year program with a specialization in Food & Nutrition.

Program Objectives:

The main objectives of Home economics are:

- To help students to prepare themselves for home and family living.
- To apply knowledge of science and humanities.
- To integrate and apply knowledge from all areas of Home Economics.
- To create awareness of research for professional development.
- To prepare students for a career and profession in the food and nutrition field.

Program Learning Outcomes:

The main objectives of Home Economics are:

- To understand and apply the practice of food hygiene, food preservation, and professional cooking.
- Enhance their creativity and skills employed in meal presentation.
- To develop skills to carry out the various steps in nutrition education and counselling process.
- To develop an advanced understanding of the role of nutrients in the prevention of deficiency and chronic diseases.

Department Infrastructure:

The department is equipped with the following state of the artfully air-conditioned kitchen and laboratories, which are professionally designed to perform different tasks.

Kitchen Laboratory: The laboratory is equipped with state-of-the-art kitchen and classroom. Various components of cooking, baking, and hygiene studies are carried out on the latest types of equipment. The lab is equipped with the latest tools to perform various nutrition practical.

Nutrition Laboratory: Nutritional Analysis is the scientifically done for assessing the types, amount, and nature of nutrients available in a given food sample

Physio & Anatomy Laboratory: To Study the fundamental concepts of human physiology that includes reproductive, neural, muscular, cardiovascular, respiratory, renal, endocrine and sensory systems—using hands-on experiments and computer simulations.

Art & Design Laboratory: Drawing, design elements, fashion sketching & illustration assignments are carried out in Design Laboratory.

Textile & Clothing Laboratory: Pattern making, cutting, sewing, fabric dyeing, printing, and textile developments are carried out in Textile Laboratory.

Interior Design Laboratory: The laboratory equipped with modern facilities to exercise the technical and aesthetic concepts of interior design.

Computer Laboratory: The computer lab is well-equipped with sophisticated computer hardware to carry-out multiple Computer-Aided Design (CAD) tasks, including Adobe Photoshop and Corel Draw.

Minimum Eligibility Criteria:

- Applicants who have passed the intermediate or equivalent examination with one or more home economics subjects.
- Applicants who have passed the intermediate/A' Levels or equivalent examination with science subjects (e.g., Pre-Medical).
- The minimum aggregate marks for all above are 45%.
- Students will be admissible in the 5th semester of the program with degrees of AD Home Economics and Bachelor of Science (Botany, Zoology, or Home Economics).

BDes (Hons) Textile & Fashion



Program Description:

The program provides:

- A curriculum thoroughly designed and approved by HEC, Pakistan.
- Knowledge and skills required to select a broad range of career opportunities in fashion (women's, men's, and Kid's wear which also includes fashion textiles).
- An understanding of the vital social, cultural, historical, and business concepts relevant to contemporary fashion.
- Skills required to perform research, build up initial design ideas, and develop designs through a finished 3D prototype.
- Design skills through interactive and vigorous assignments.
- Broad understanding of textile surface treatment techniques.
- Awareness and practice of tools and techniques of CAD, pattern cutting, draping, sewing, and illustration.
- Corporate internships with leading fashion labels, brands, and textile Industries.
- An atmosphere that encourages students to participate in prestigious national and international competitions for young designers.
- Students with the opportunity and atmosphere to develop individual portfolios reflecting personal design philosophies.
- Effective career development and dedicated job placement in the field of interest in the fashion industry.
- Encouragement of entrepreneurial spirit and skills, fostering the ability to start and manage one's Fashion-related business ventures.
- Cultivation of problem-solving capabilities tailored to the dynamic challenges of the fashion industry, empowering students to address issues such as market fluctuations, consumer demands, and sustainability.
- Exposure to global fashion market trends, preparing students for careers in an increasingly interconnected world.
- Integration of industrial exposure through corporate internships with leading fashion labels, brands, and textile mills, providing firsthand experience in addressing industrial issues and finding their practical solutions.

Program Objectives:

School of Fine Art, Design, and Architecture (SFADA) at GIFT University has emerged as one of the premier institutes in Pakistan and is renowned for its excellence in fashion design studies and entrepreneurial insight. An HEC-approved curriculum, experienced faculty, state-of-the-art infrastructure, and active liaison with fashion brands are the hallmarks of SFADA. Fashion Design is an energetic and dynamic field where individuals delve into imagination, exploration, discovery, and creation. Skilled designers not only reflect current trends but also can forecast and shape the future of fashion impacting lives Worldwide. This inherent dynamism renders fashion design studies both exhilarating and challenging. SFADA fosters a culture of creativity and innovation with an emphasis on industry connections and practical experience, students benefit from internships, collaborations, and mentorship opportunities with leading fashion brands. The program's track record of alumni success serves as a testament to its commitment to excellence, preparing graduates to thrive in the fast-paced, competitive, and ever-growing fashion industry.

Career Prospects:

The program's standout feature lies in its exceptional ability to facilitate students in securing top-tier internships and coveted job placements within their chosen field. Noteworthy among the organizations where students annually secure internships are HSY, Nayna, Nikki & Nina, Mehdi, Tehzeeb, Nilofer Shahid, Muneeb Nawaz, Sara Rizwan, Ammar Bilal, Elan, MNR, Generations, Cotton Web, Azgard 9, Nishat Apparels, Rafia, Crescent Bauhman, Interloop, KLK Textile, Naqshi, Master Tiles, and Humbel Textiles. Upon completing their studies, graduates are presented with a spectrum of career avenues, ranging from fashion designing and illustration to textile print design, fashion consulting, bespoke design, pattern making, fashion styling, and even fashion design instruction. This comprehensive array of opportunities ensures the graduates are well-equipped to excel and thrive dynamically and competitively industry

Learning Outcomes

- Proficiency in Design: Students develop strong design skills in fashion and textiles, enabling them to create innovative and visually appealing products.
- Technical expertise: Through practical coursework, students gain proficiency in pattern making, garment construction, textile printing, and fabric manipulation.
- Critical thinking and problem-solving: The degree cultivates students' ability to think critically and solve design challenges creatively, preparing them to address real-world problems in the fashion and textile industry.
- Ethical and Sustainable Practices: Students learn about ethical and sustainable practices in design and production, preparing them to consider environmental and social implications in their work.
- Mastery of Digital tools: Students become adept at utilizing digital design tools, such as Adobe Photoshop and Illustrator, to enhance their creativity process and produce high-quality designs in Fashion and textiles.

Department Infrastructure:

GIFT University boasts state-of-the-art studios and specialized computer laboratories tailored to the needs of design students. These high-tech facilities, including design, drawing, sewing, draping, and fashion studios, provide students with hands-on experience and opportunities to practically test their concepts and skills, fostering a deeper understanding of the design industry while honing their problem-solving abilities.

Minimum Eligibility Criteria:

The University welcomes applications from students who have completed up to Grade 12 schooling. The more specific criteria follow:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate in Arts, General Science, or Commerce
- Advanced Levels (A Levels).
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- Any other equivalent grade 12 degree approved by the Ministry of Education.

BDes (Hons) Graphic Design

Program Description:

In the Graphic Design program, students embark on an enriching journey of problem-solving and creativity, mastering the fusion of language, imagery, and typography to convey compelling ideas. Our curriculum is meticulously designed to foster technical prowess, ignite creative innovation, and cultivate critical thinking. Through a series of immersive courses, students delve into theoretical foundations, creative processes, and professional practices, equipping themselves with the skills to tackle complex design challenges and craft impactful print media solutions for both traditional and contemporary platforms.

Program Objectives:

- To enable students to communicate concepts, design solutions, and arguments clearly and concisely through visual, verbal, and written means.
- To nourish the design skills of a student by giving them exposure to classical and contemporary design practices.
- To apply the principles of color, composition, hierarchy, and typography as they relate to digital and print media.
- To enable students to draw, sketch, and illustrate the products by learning classical and contemporary work.
- To learn and practice modern digital design tools and develop commercially viable solutions.
- To enable students to demonstrate the ability to use design thinking strategies in the print media design process.

Learning Outcomes:

Upon completion of the program, students will be able to:

- Apply key elements and principles of design thoughtfully in design projects, demonstrating proficiency in problem-solving.
- Utilize industry-standard software applications to create visually appealing illustrations, documents, publications, videos, and motion graphics, showcasing enhanced design skills.
- Develop a portfolio of personal design samples and propose design solutions for print media, reflecting a high level of creativity, innovation, and problem-solving ability.

Department Infrastructure:

GIFT University boasts state-of-the-art studios and specialized computer laboratories tailored to the needs of design students. These high-tech facilities, including design, drawing, and graphic studios, provide students with hands-on experience and opportunities to practically test their concepts and skills, fostering a deeper understanding of the design industry while honing their problem-solving abilities.

Career Paths:

Graduates of the program are equipped with a diverse skill set that opens doors to various career opportunities, such as:

- Textile Print Designer
- UI/UX Designer
- Graphics & Communication Designer
- Illustrator
- Design Consultant
- Multimedia Artist
- Video Advertisement Producer
- Animator
- Graphic Design Instructor
- Entrepreneur
- Marketing Specialist
- Filmmaker
- Fashion & Product Photographer
- Entrepreneur

Minimum Eligibility Criteria:

The University welcomes applications from students who have completed up to Grade 12 schooling. The more specific criteria follow:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate in Arts, General Science, or Commerce
- Advanced Levels (A' Levels).
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- Any other equivalent grade 12 degree approved by the Ministry of Education.



BS Interior Design



Program Description:

The Bachelor of Design (Hons) Interior Design degree at GIFT University is a comprehensive four-year program designed to immerse students in the multifaceted world of interior design by highlighting its unique features, educational philosophy, and career prospects. From residential spaces to commercial environments, students will explore the art and science of transforming interior environments into functional, aesthetically pleasing, and culturally relevant spaces.

Our program is structured to provide students with a balanced blend of theoretical knowledge, practical skills, and hands-on experience. Through a series of core courses, elective modules, design studios, and industry internships, students will develop a deep understanding of design principles, spatial dynamics, materiality, sustainability, and the socio-cultural implications of design.

Program Objectives:

- To foster creativity and innovation in interior design concepts.
- To develop proficiency in utilizing design software and technical drawing tools.
- To cultivate a strong understanding of architectural and interior design history and theory.
- To encourage interdisciplinary collaboration and problem-solving skills.
- To prepare students for successful careers in the diverse fields of interior design, including residential, commercial, and institutional sectors.

Learning Outcomes:

Upon completion of the Bachelor of Design (Hons) Interior Design degree, students will be able to:

- Demonstrate proficiency in using design software such as AutoCAD, Sketch Up, Lumion, Enscape, Revit, and Adobe Creative Suite.
- Apply principles of spatial planning and human-centered design to create functional and aesthetically pleasing interior spaces.
- Analyze and interpret architectural and interior design briefs to develop innovative design solutions.
- Communicate design concepts effectively through visual presentations, sketches, and 3D renderings.

- Collaborate with architects, engineers, and clients to execute design projects from concept to completion.
- Understand the ethical and sustainability considerations in interior design practice.
- Critically evaluate historical, cultural, and social influences on design trends and movements.

Department Infrastructure:

The Department of Interior Design at GIFT University is equipped with state-of-the-art facilities to support students' learning and creativity. Our infrastructure includes:

- **Design Studios:** Spacious and well-equipped studios provide students with dedicated workspaces for design projects and collaborative work.
- **Computer Labs:** High-performance computers with industry-standard design software for digital drafting, rendering, and visualization.
- **Resource Library:** A comprehensive collection of books, journals, and digital resources covering interior design theory, history, and contemporary trends.
- **Model-Making Workshop:** Facilities for prototyping and model-making to bring design concepts to life in tangible forms.
- **Exhibition Spaces:** Platforms for students to showcase their work to peers, faculty, and industry professionals.
- **Industry Partnerships:** Collaborations with leading design firms, manufacturers, and industry professionals provide students with real-world experience and networking opportunities.

Career Paths:

Upon graduation, students will be equipped with the skills, knowledge, and portfolio necessary to pursue a variety of career paths in the field of interior design, including:

- Interior Designer
- Residential Designer
- Commercial Designer
- Hospitality Designer
- Retail Designer
- Exhibition Designer
- Set Designer
- Sustainable Design Consultant
- Furniture Designer
- Lighting Designer

Whether students aspire to work for design firms, architectural practices, or real estate developers, or start their design businesses, our program prepares them to thrive in the dynamic and competitive field of interior design.

Eligibility Criteria:

The University welcomes applications from students who have completed up to Grade 12 schooling. The more specific criteria follow:

- FSc (Pre-Engineering/Pre-Medical).
- Intermediate in Arts or General Science, or Commerce.
- Advanced Levels (A Levels).
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- Any other equivalent grade 12 degree approved by the Ministry of Education.

BS Mass Communication and Media Studies



Program Description:

Mass Communication is an ever-evolving field requiring skilled professionals in various domains of media. Our Bachelor's in Mass Communication and Media Studies offers a comprehensive 4-year program tailored to meet the current and future needs of the industry. It encompasses theoretical and practical courses in audio, video, and digital production, along with concentrations in journalism, PR, advertising, and online broadcasting. Whether students aim for journalism, media research, or strategic communication, our program equips them with the necessary skills for success in the media landscape.

Program Objectives:

Graduates of the Mass Communication/Media Studies Program will gain expertise in practical journalism, ethical and legal media issues, critical thinking, television news production, media research, effective communication, and multimedia advertising campaigns.

Career Prospects:

Our graduates find opportunities in print, broadcast, and online media, as well as advertising, public relations, media research, and television stations. Career options include roles such as speechwriters, crisis communicators, news casters, content writers, photographers, videographers, reporting, Video Editors, Communication Experts, Advertising executives, and public relations professionals.

Minimum Eligibility Criteria:

Applicants must have completed intermediate or grade 12 schooling with a minimum of 45% marks, or equivalent qualifications approved by the Ministry of Education.

BS Social Media



Program Description:

Social media has revolutionized global communication, offering unprecedented opportunities for interaction and influence. Our BS in Social Media program delves into the dynamics of social media and its impact on society, covering theories, research, mobile technologies, and user behavior. With specializations in Social Media and Digital Media Communication, students gain practical experience through internships and independent projects.

Program Objectives:

This course introduces students to social media tools, key concepts, and platforms, emphasizing collective resourcing, user-generated content, and media production. Students explore the changing landscape of media and its implications on virtual communities.

Career Prospects:

Graduates of our Social Media program find diverse opportunities in the media, business, and tech industries, including roles such as digital strategists, social media managers, online community managers, and digital marketing specialists.

Minimum Eligibility Criteria:

Applicants must have completed grade 12 schooling with a minimum of 45% marks, or equivalent qualifications such as FSc, FA, A-Levels, or American High School.

BS English



Career Prospects:

BS English will fetch jobs to its students in government offices, embassies, academic institutions, and policy and cultural research institutes as translators, officers, managers, teachers, customer relations officers, researchers etc. The graduates of BS English program will have the capacity for freelance work like editing, translation, proofreading, data processing etc. Another possible employment option is journalism, where the English language and literature graduates are often employed. Students can do reporting and write for newspapers, magazines, and books, or they can find positions in content/blog writing and critique. If someone loves to write, he/she could be an author.

Program Objectives:

- To equip students with the skills, knowledge, and mindset needed to thrive in the dynamic and challenging world of entrepreneurship.
- To enhance students' proficiency of the receptive skills (listening & reading) and the productive skills (speaking & writing) in the English Language.
- To provide students with a solid foundation in linguistic theories to make them aware of the structure and function of language.
- To provide students with the knowledge of the diversity of cultures in literature theories to make them aware of how literature reflects and shapes cultural identities.
- To encourage students to conduct research using scholarly resources and databases.

Program Description:

BS English program runs under two intertwined tracks: literature and linguistics. The program has been designed with the view that both literature and linguistics are organically linked. The practice of early narrow specialization has been avoided, and open disciplinary spaces have been created through a variety of subject combinations. The combinations of subjects offered, at the undergraduate level, fulfill the academic and intellectual needs of the students with diverse aptitudes and varied plans for the future. BS English is a broad-based graduate-level program with an essentially modern outlook. It equips the students with a vast array of skills vital for future professional success.

BS English Program Outcomes

The BS English program has the following intended learning outcomes. The students must:

- Develop entrepreneurial mind set and use knowledge and skills for the entry in a diverse career fields: government sector jobs, private sector jobs and business.
- Learn the linguistic competence and communicative proficiency needed to succeed in academic, professional, and social settings.
- Gain proficiency in the field of linguistics and demonstrate a strong command of the English language, including grammar, vocabulary, and usage.

- Possess a deep understanding of various literary genres, periods, movements, and authors in the English literature.
- Become proficient in using digital tools and technologies for research, writing, communication, and presentation purposes.

Strengths

- Focus on converting theoretical knowledge into practical experience
- A diverse range of courses covering literature, linguistics, writing, and cultural studies
- Experienced and qualified faculty members who are experts in their respective fields
- Interactive teaching methodology
- Mandatory internship to provide the necessary professional exposure to the students
- Diverse mix of students bringing in multi-cultural/societal perspectives
- HOD, Program Manager and faculty have an open-door policy, and availability of academic and career counseling
- A special focus on enhancement of communication skills
- Focus on community development, ethics, and social responsibility
- Various scholarship opportunities
- Effective student feedback system and student facilitation center. Survey feedbacks from graduating students are always taken in consideration while ensuring the compliance with HEC policies and compatibility with the program and university's vision and mission.
- Writing centers, tutoring services, or workshops to help students improve their writing and communication skills
- Professional development opportunities for faculty members to stay updated on best practices in teaching, assessment, and curriculum design
- Co-curricular activities such as drama competitions, debate competitions, recreational tours, study tours, research conferences tours
- Research conferences with the engagement of national and international researchers

Weaknesses

- Permanent-Visiting faculty ratio needs to be improved.
- Lecture classrooms for students
- Effectiveness of the internship needs to be improved so that the student can get an enriched professional experience rather than performing only the mundane petty duties
- Training sessions on experiential learning projects
- Several different course outlines against each course
- Asymmetrical delivery of course contents in class
- Weak alumni presence and contribution towards their Alma mater

BS English – Future Development Plans

- Hands-on experience and real-world skills for students through experiential-learning projects
- Engagement of faculty in designing a well-organized course content list for several sections of each course
- Well-designed course outlines of each course on the university website to achieve transparency
- Engagement of faculty in scholarly activities such as research, publication, or conference presentations to enhance their expertise and contribute to the field of English studies
- Linkages on Inter-departmental level and with NGOs for the internships/jobs such as content writers, communication skill trainers etc.
- More research related activities

Minimum Eligibility Criteria:

The University welcomes applications from students who have successfully completed up to Grade 12 schooling.

The more specific criteria follow:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- Any other equivalent grade 12 degree approved by the Ministry of Education.

BS Islamic Studies

Career Prospects:

One of the most densely populated regions, Gujranwala has its own peculiarities to highlight the need for BS Islamic Studies Program. Almost every family has an urge to educate its young ones with an Islamic orientation. While, there is no other university in the region that offers such a popular degree, especially for young promising girls, who are, no doubt, in thousands. This program, in the long-run, will lead students to pursue MPhil in the discipline. This program is designed to focus on educational and organizational sociology in the Islamic perspective; thus, achieving the national goals of a progressive and sustainable society.

Program Description:

This program focuses on the learning of core disciplines in Islamic studies. It will lay the foundation of Islamic learning, leading students to higher studies of MPhil and PhD degrees offered at GIFT and other universities of the country. Keeping in view the key importance of core disciplines in Islamic Studies, like Qur'an, Hadith, Seerah, and Fiqh, GIFT has structured the BS Islamic Studies Program as a combination of research and course work. With an experienced faculty and highly conducive environment of teaching and learning on campus, the University will be able to produce graduates possessing academic competence and problem-solving qualities.

Program Objectives:

The main objectives of the program are:

- To prepare young scholars at graduate levels in the discipline of Islamic sciences, realizing the national goals of a progressive and sustainable society.
- To produce young social scientists that are committed to the pursuit of excellence and are endowed with vision, courage and dedication towards society and its problems.
- Improve academic standards in this region through the generation, assimilation, and dissemination of knowledge in Islamic studies.
- Integrating academic, research and development activities in the larger national interest and comprehensive orientation of Islamic studies students, creating a balanced approach towards religion in a modern perspective.

Minimum Eligibility Criteria:

The University welcomes applications from students who have successfully completed up to Grade 12 schooling. The more specific criteria follow:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- Any other equivalent grade 12 degree approved by the Ministry of Education.



BS Psychology

at Main Block (for both Male & Female Students)
at Academic Block III (Only for Female)

Career Prospects:

One of the most densely populated regions, Gujranwala has its peculiarities that highlight the need for the BS Psychology Program. There is no other university in the region that offers such a popular degree, catering needs of specialization in the domain of psychology. It is equally beneficial for male as well as female students. This program is designed to prepare professionals at the graduate level in the disciplines of educational, organizational, clinical psychology, and counseling with community development; thus, achieving the national goals of a progressive and sustainable society. It will open up many prospects of a bright future for young professionals as academicians, rehabilitation specialists, social service specialists, psychiatric technicians, market researchers, probation and parole officer, child care worker, case manager, career counselor, and content writers; they may even serve in armed forces.

Program Description:

Psychology is the study of human behavior, performance, and mental processes. The subject lies at the intersection of applied, educational, and theoretical science. It is an applied and theoretical human science associated with education and human development. GIFT's bachelor degree program, in the long-run, will lead students to pursue higher studies in social sciences with majors in psychology and sociology. This degree program has the capacity to perform a lead role in preparing and updating competent professional psychologists of different fields so that they can deeply nurture with vision and be strongly committed to the obligations of this profession.

Program Objectives:

The main objectives of this program are:

- To prepare young social psychologists, who can play an important role in reforming a society into a socially integrated society.
- To improve the academic standards of young learners in this region through the generation, assimilation, and dissemination of knowledge in different areas of social sciences.
- To share information and knowledge with various segments of the society on different professional forums, as a tool for lifelong learning and improvement in human capital.
- To make a significant and meaningful contribution to the social and economic betterment of Pakistan, through the development of these human resources.

Minimum Eligibility Criteria:

The University welcomes applications from students who have successfully completed up to Grade 12 schooling. The more specific criteria follow:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- Any other equivalent grade 12 degree approved by the Ministry of Education.
- The students with 14 years of education BA / BSc in the relevant field or equivalent, securing minimum CGPA of 2.5/second division (in annual system), may be admitted in the 5th (bridging) semester of the program to avail two years exemption on case-to-case basis.



BS Clinical Psychology

at Main Block (for both Male & Female Students)
at Academic Block III (Only for Female)

Program Description:

Clinical psychology takes general psychology a step ahead. While psychologists study the fundamentals of mental behaviors and processes, clinical psychologists apply these principles in real-world situations. They translate basic concepts into practical approaches that are used to diagnose and treat mental illnesses or disorders in patients. This program is designed to prepare professionals at graduate levels as clinical psychologists, child psychologists, clinical case managers, counselling psychologist, medical psychologists, psychotherapists, rehabilitation psychologists, school psychologists, and substance abuse counsellors.

Program Objectives:

- To inculcate psychology skills in young, dynamic psychologists of the country.
- To perform a lead role in preparing competent professionals, nurtured with vision, and a strong commitment to the obligations of this profession.
- To improve the academic standard in this region through the generation, assimilation, and dissemination of knowledge in clinical psychology.
- To organize and participate in national, regional, and international seminars and conferences in different aspects of psychology to share experiences and forge academic bonds with the community.
- To make a significant and meaningful contribution to the social betterment of Pakistan, through the development of these human resources.

Minimum Eligibility Criteria:

The University welcomes applications from students who have successfully completed up to Grade 12 schooling. The more specific criteria follow:

- FSc (Pre-Engineering / Pre-Medical).
- Intermediate with Arts or General Science or Commerce.
- Advanced Levels (A' Levels).
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- Any other equivalent grade 12 degree approved by the Ministry of Education.
- The students with 14 years of education BA / BSc in the relevant field or equivalent, securing minimum CGPA of 2.5 / second division (in annual system), may be admitted in the 5th (bridging) semester of the program to avail two years exemption on case-to-case basis.



BS Education

at Main Block (for both Male & Female Students)
at Academic Block III (Only for Female)



Program Description:

The emerging needs and shortage of human development resources, mixed with higher qualities of leadership in the field of education at the national level, demands personnel, who have a sound professional and academic background, in the field of teacher education. This program is aimed at providing education and training facilities to teachers, administrators, and future educationists in the country.

Program Objectives:

- To prepare professionals at the graduate and postgraduate levels in the discipline of education/teaching studies for realizing the national goals of a progressive and sustainable society.
- Develop high-quality professionals and behavioral scientists that are committed to the pursuit of excellence and are endowed with vision, courage, and dedication.
- Improve academic standards in this region through the generation, assimilation, and dissemination of teaching skills.
- Make a significant and meaningful contribution towards the social and academic standard of Pakistan through the development of these human resources.
- Integrating academic, research and development activities in the national interest, at large.

Minimum Eligibility Criteria:

- 12 years education with FA / FSc / A' Levels.
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- The students with 14 years of education BA / BSc in the relevant field or equivalent, securing minimum CGPA of 2.5/second division (in annual system), may be admitted in the 5th (bridging) semester of the program to avail two years exemption on case-to-case basis.

BS Sociology



Program Description:

Sociology is an important field as it helps human beings study the behaviors of individuals and come up with ways of improving life. It studies human beings from the basic unit, which is a family, to a global outlook. This helps in understanding intricate details about society. Keeping in view the advancement in various disciplines of social sciences, GIFT has structured the BS Sociology Program as a combination of research and course work. With an experienced faculty, well-equipped library and highly conducive environment of teaching and learning on campus, it would enable the university to produce graduates, possessing professional competence in the various fields of sociology, along with humanistic, moral, and problem-solving qualities. The Social Sciences Department also houses a computer laboratory, having 40 systems connected with a wireless network, providing free access to HEC digital library and e-library.

Program Objectives:

- To prepare professionals, at graduate levels, in the discipline of sociology and population studies for realizing the national goals of a progressive and sustainable society.
- Develop high-quality professionals and behavioral scientists, committed to the pursuit of excellence, and are endowed with vision, courage, and dedication.
- Improve academic standards in this region through the generation, assimilation, and dissemination of knowledge.
- Make a significant and meaningful contribution towards the social and economic betterment of Pakistan, through the development of these human resources.
- Integrating academic, research, and development activities in the national interest, at large.

Minimum Eligibility Criteria:

- 12 years education with FA / F. Sc / A' Levels.
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- The students with 14 years of education BA / BSc in the relevant field or equivalent, securing minimum CGPA of 2.5/second division (in annual system), may be admitted in the 5th (bridging) semester of the program to avail two years exemption on case-to-case basis.

BS Political Science



Program Description:

The state is an alternative term used for a politically organized society. The question of whether a society is politically organized, or otherwise, is dependent on the extent to which the citizens, as one of the constituent elements of the state, are conscious of their rights and duties towards the polity.

The 4-year Integrated Program for BS Political Science is designed to streamline the education of political science in Pakistan and bring it in line with the international standards. The course is designed to broaden the knowledge of graduates in diverse fields of political science. For this purpose, different streams of specialization have been provided to be opted by the students in the last two semesters. The program aims at the development of a literary community that is equipped with the potentials to cope effectively with the challenges of the modern world.

Program Objectives:

- Students will be able to understand the functions of various institutions of government, both in Pakistan and elsewhere.
- Students will be able to discuss a broad array of concepts related to government and politics, such as the most important political theorists and the ideas associated with them, basic political and governmental structures, processes, and policies at the national and international levels.
- The learners will be able to understand the history, structure, and operation of the international system, the principal arguments for and against alternative forms of government.
- The scholars will explain the structural context within which politics takes place, including the role of the economy, society and culture, and conflicts over and within those domains.

Minimum Eligibility Criteria:

- 12 years education with FA / F. Sc / A' Levels.
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- The students with 14 years of education BA / BSc in the relevant field or equivalent, securing minimum CGPA of 2.5/second division (in annual system), may be admitted in the 5th (bridging) semester of the program to avail two years exemption on case-to-case basis.

BS International Relations



Program Description:

The primary purpose of the program, of BS 4-Year in International Relations, is to prepare graduates in having an in-depth knowledge of the subject, as well as the ability to analyze any given situation and draw out conclusions. For this purpose, an intensive and extensive program, spread over 4-Year BS International Relation, is designed to enable the students to interact with other branches of knowledge and strengthen their understanding of the society.

Program Objectives:

The syllabus of subjects is designed by keeping in view the following objectives:

- The graduates passed under this program will have a sound knowledge of the subject. Moreover, they would also have a broader view of other disciplines of social as well as physical sciences.
- The graduates will be equipped with the essential tools and techniques of research. It will enable them to analyze any given situation/issue and suggest its possible solution.
- The graduates will be empowered to establish and develop a viable and forceful link between theory/concepts and practice in the field, for its proper implementation and utilization by the students, scholars, policy-makers, and planners.

Minimum Eligibility Criteria:

- 12 years education with FA / FSc / A' Levels.
- Minimum 45% or equivalent marks in intermediate or equivalent qualification.
- The students with 14 years of education BA / BSc in the relevant field or equivalent, securing minimum CGPA of 2.5/second division (in annual system), may be admitted in the 5th (bridging) semester of the program to avail two years exemption on case-to-case basis.



Graduate & Postgraduate Programs

- **Master of Business Administration (MBA)**
Business Graduates / Non-Business Graduates
- **MS Computer Science**
- **MPhil Economics**
- **MPhil Psychology**
- **MPhil Islamic Studies**
- **MPhil English**
- **MPhil Management Sciences**
- **MPhil Applied Linguistics**
- **Advanced Diploma in Clinical Psychology**
- **PGD in English Language Teaching**
- **B.Ed. (1.5 years)**





MBA Master of Business Administration

Career Prospects:

Our MBA graduates are groomed enough to formulate, implement, and evaluate the business-level strategies, keeping in mind the multidisciplinary nature of the business and industry. They can analyze various business situations and propose workable solutions to real-life business problems. MBA graduates can diagnose the opportunities for entrepreneurial business in national as well as global markets. Our graduates are positioned in top national and multinational organizations of Pakistan and the world.

Upon successful completion of the MBA program, the graduates would pursue their lucrative careers in business, government, and not-for-profit organizations. They would also be able to have managerial level jobs in public and private sectors, including large-scale business organizations. The graduates would also be able to pursue their career as successful entrepreneurs, on the basis of their in-depth knowledge and the practical exposure, provided to them in pursuit of an MBA degree.

Program Objectives:

The aim of this program is to provide an exhaustive, meticulous, and comprehensive management studies program with an in-depth focus in diverse business subjects as finance, marketing and HRM. The program gives students strong technical and analytical skills and high moral and ethical values. The program uses modern teaching pedagogy, especially the well-known participant-based learning, to improve decision-making skills, communication skills and leadership potential. The main objectives of the MBA program are but not limited to:

- Enhance the essential leadership skills and abilities of students.
- Develop competencies of the students to broaden their vision.
- Develop and enhance the decision-making skills and capacities of the students.
- Enhance the ability of the students and groom them to deal with the multifaceted business circumstances.
- Impart students with well-versed entrepreneurial knowledge and skills to enable them to start their own ventures.
- Prepare the students for understanding the national and global business settings and equip them with the skill of preparing effective business strategies and plans.

Program Description:

It is a rigorous 2 years industry-focused program, aimed at developing competencies that are needed for superior managerial performance. The program introduces students to contemporary management issues, theories, and principles. It also focuses on the practical application of the principles and concepts that govern today's modern business enterprises. Students learn the core principles of management, refine their career interests, develop an in-depth understanding of one or more curricular areas of interest, and build the portfolio needed to succeed in a competitive job market.

The MBA program comprises core courses, elective/specialization courses, and industry projects. The core courses are mostly taken in the first three academic semesters. In the last academic semester, the program offers students the possibility to choose among a broad range of elective and specialization courses, which allow students to specialize in an area compatible with their career interests. The quality of teaching and guidance of highly qualified and experienced faculty, participant-centric learning experience, international exposure and efficient corporate job placements make our MBA program different, unique and the first choice for students.

This program offers specialized education that develops analytical and problem-solving skills to be applied in real-world situations. To achieve this, the University provides students with modern technological and conceptual tools. Classes focus on gaining practical experience, based on business cases and real-world situations, and promote interaction with the business community. Academic knowledge is complemented with assignments and projects that increase managerial competences of the graduates, which includes communication and leadership skills, creativity, teamwork, and the ability to deal with ambiguity and uncertainty.



This MBA program is designed to provide the necessary skills and knowledge needed by the leaders in today's organizations. This includes the ability to critically analyze the problems, develop creative but practical solutions, communicate clearly and respond to business challenges and uncertainty with integrity. Students will also have the opportunity to take specialty executive certificate courses during the regular semesters. This program may be offered in the morning, evening and weekend format.

This program is equivalent to MS/MPhil Management Sciences and the graduates will be eligible for the admission in PhD program as per the HEC criteria.

Specializations:

The MBA program offers a choice of three areas of concentration. To earn a concentration in any of these areas, three elective courses must be completed from the selected area. Concentrations are offered in the following areas:

- Marketing
- Finance
- Human Resource Management

Project Work:

The MBA program culminates with a comprehensive project worth 6 credit hours. This project provides the students with an opportunity to integrate the knowledge, gained in different MBA courses, and apply it to develop a new business proposal or solve a real life management problem of the industry. The project involves extensive academic and applied research. The projects are evaluated on the basis of continuous assessment done by the supervisor during different stages of the project, final project report and an oral presentation of the report in front of a graduate committee.

The student may opt for two courses from the area of specialization in place of the project. However, students with project work will have an added advantage at the time of admission, at a higher level.

Eligibility Criteria for Business Education Background:

This pathway is for the candidates having 16 years of business education. They need to complete 30 credit hours in 1.5 years. The other 30 credit hours will be exempted on the basis of their prior business degree. All students, entering the MBA program through this pathway, must have completed 16 years of education with an undergraduate or graduate degree from HEC recognized University/Institution in Business Education. The most eligible qualifications for admissions are:

- Bachelor of Business Administration (BBA Hons).
- Bachelor of Commerce (BCom Hons).
- Master of Business Administration (MBA 16-Years).
- Master of Commerce (M. Com).
- Master of Science in Accounting & Finance (MSc AF).
- Associate Cost & Management Accountants (ACMA).
- Associate Chartered Accountants (ACA).
- Other relevant equivalent qualification.
- The candidate must have obtained a minimum of 45% marks (for Annual System) or CGPA 2.0/4.0 (for semester system) or equivalent in the relevant degree program.
- Must have passed the GIFT University Admission Test OR GRE / GAT / NTS (General) with at least a 50% score.
- An equivalence certificate is mandatory from the Higher Education Commission (HEC) in case of an equivalent qualification.

Eligibility Criteria for Non-Business Education Background:

This pathway is for the candidates having non-business education. They need to complete 60 credit hours in 2 years. All students entering the MBA program through this pathway must have completed 16 years of education with an undergraduate or graduate degree from HEC recognized University/Institution. The most eligible qualifications for admissions are:

- 16 years Master in any Non-Business Discipline.
- Bachelor (Hons) in any Non-Business Discipline.
- LLB or 4-years BA/BS programs.

- MBBS / BE (Engineering) / BSc Agriculture.
- The candidate must have obtained a minimum of second division (for annual system) or CGPA 2.0 / 4.0 (for semester system) or equivalent in the relevant degree program.
- Must have passed the GIFT University Admission Test OR GRE / GAT / NTS (General) with at least a 50% score.
- An equivalence certificate is mandatory from the Higher Education Commission (HEC) in case of an equivalent qualification.

Admissions Criteria:

A variety of factors, both academic and personal, are considered while awarding admission to the applicants. The factors considered are academic ability, enthusiasm for intellectual challenge and managerial and leadership potential. Academic ability is assessed on the basis of past academic grades and performance in GIFT Comprehensive Admissions Test (GCAT). Personal factors are judged through a personal interview conducted by the admission committee.



MS Computer Science

Career Prospects:

This program has been designed to prepare the students for doctoral-level studies as well as cope with the ever-growing demands of a very rapidly changing software industry and academia. After completing this degree, the working professionals can assume the role of software designers, architects, senior team leads, senior analyst, and process engineers. Graduates can also start their careers as faculty members or go for doctoral studies. A large number of students end up setting up their own software houses or are self-employed and developing software and providing services to global clients as freelancers.

Program Description:

This program has; thus, been organized and designed with a fine balance between the theoretical and applied sides of computer science and has been structured in a manner to facilitate the working professionals without compromising on the quality or time requirements to complete the degree. There are two options towards completing the degree: (a) with the thesis, (b) with the project. Depending upon their specific situations, students can choose any one of these options to complete their degrees. The program is 100% compliant with the HEC curriculum guidelines and is equivalent to MPhil programs offered elsewhere.

Program Objectives:

MS Computer Science, at GIFT University, was launched with two primary objectives. First, to provide opportunities to the students with outstanding academic performance in the undergraduate programs, to prepare them for studies at the doctoral level. Second, professionals, who are already working in the field, could enroll in such programs with a desire to enhance their knowledge to make progress in their professional careers and better serve their respective organizations. Through this program, the University also intends to produce local faculty to serve the growing needs of IT education in the region and beyond.

Minimum Eligibility Criteria:

The University welcomes applications from students who have successfully completed their 4 years BS (CS) or equivalent with CGPA 2.0 and no third division in his/her academic career. Further details are given below:

- The prospective students will have to appear in a written admission test.
- The students who clear the written admission test will have to appear before a departmental committee for an interview.
- Only those who meet the minimum eligibility criteria and clear written and oral tests are recommended for admission.
- Also, in order to qualify, a candidate must have taken the following courses in his/her undergraduate studies: Analysis of Algorithms, Assembly Lang., Computer Architecture, Computer Networks, Computer Programming, Data Structures, Database Systems, Operating Systems, Software Engineering and Theory of Automata.

A student selected for admission having a deficiency in the above-stated courses may be required to study a maximum of four courses, which must be passed in the first 2 semesters. Deficiency courses shall be determined by the Graduate Studies Committee before admitting the student.

A student cannot register in MS courses unless all specified deficiency courses have been passed.

A student has the option to pursue MS by undertaking either a 6 credit hour MS thesis OR a three-credit-hour taught course and a three-credit-hour MS project according to HEC eligibility criteria.



MPhil Economics

Career Prospects:

Two-year MPhil program is an advanced level Masters in Economics, which gives an excellent starting point for PhD with a similar skill set. This degree is an achievement in its own right. It creates knowledge and leads to the development of methods for testing the robustness of existing theories. After its completion, the best career is to opt for the PhD programme. Mostly, students obtain a PhD position in different universities as the Faculty of Economics/ Business or one of the other participating faculties. However, this is not the only way, and graduates with MPhil degree can also track their professions as economists, analysts, and an academician. This higher-level degree provides an excellent foundation for those planning their careers in consultancy or policy advice.

Program Description:

To enhance the analytical skills and economic reasoning, in line with market needs, MPhil Economics program is being offered under the faculty of Business & Commerce of GIFT University, Gujranwala. This degree will provide support to the industrial sector and the community in a wide variety of areas, along with high-quality education in the field of economics and econometrics. Similarly, the focus of the MPhil Economics program is to develop economic reasoning and analytical skills to fulfill the industrial as well as corporate sector need of understanding the advance level economic decisions and planning.

The two years program consists of 30 credit hours all together, offering course work. In the first year of the degree, students will take 2 elective courses along with the core area of microeconomics, macroeconomics, and econometrics, for a thorough and in-depth knowledge of economics. In second year, students will register themselves in additional elective and core courses for a comprehensive command over the essentials of the degree.

Program Objectives:

The main objectives of these degrees are:

- To provide an integrated knowledge of theory and practical in advanced fields of economics.
- To provide advanced and specialized study in economics for further learning and research.
- To prepare the students for critical analysis of the current issues and enable them for further discussion.
- To provide a bridge for students willing to study Doctor of Philosophy (PhD).
- To prepare experts in the field of economics, who are capable of resolving different challenges in all spheres of life.

Program Features:

The program provides:

- Updated and advanced understanding in the field of microeconomics, macroeconomics, and econometrics.
- Refine academic skills to analyze economic, business, and humanities issues and controversies of the real world.
- The ability to pursue a doctoral program in economics with 18 years of economics background.
- Job opportunities in a variety of markets like academia, financial and banking sector, planning and development agencies, government organizations and departments, industries, NGOs, research organizations, etc.

Minimum Eligibility Criteria:

To be eligible for admission to the MPhil Economics program, a candidate:

- Must possess a relevant Bachelor's or Master's degree of a minimum of 16 years of education or equivalent qualification from recognized University/Degree Awarding Institute (DAI).
- Must have passed GRE / GAT / NTS (General) OR pass the GIFT University admission test with at least a 50% score.
- Shall have obtained a minimum cumulative grade point average (CGPA) of 2.5 / 4.0 in the semester system or a minimum of 2nd division in the annual system in the last qualifying degree.
- An equivalence certificate is mandatory from the Higher Education Commission (HEC) in case of an equivalent qualification.
- In addition to the above, the applicant may also be required to fulfill any further eligibility criteria if specified by the HEC.



MPhil Psychology

Career Prospectus:

Psychology is not just the study of behavior; it is also the study of mental functions. Those employed in this field consider it a science, a philosophy, and an art. The main goal of psychology is to explain, predict, and control behavior and mental processes.

When deciding to major in psychology, it is important to understand the many subfields and specializations within this broad major. These areas of psychology include statistics, organization/industrial, clinical, neuroscience, cognitive, behavioral, social, developmental, and educational aspects. There are many career options for an undergraduate psychology major to pursue.

Program Objectives:

The focus of MPhil Psychology research work is to train students on the principles of research so that they can carry out independent researches in their professional careers. The research work activity would encourage students to explore diverse issues so that their findings would be helpful for different institutions.

Program Description:

GIFT University is initiating a program of MPhil Psychology. This is a two-year degree program. The purpose of launching this program is to provide opportunities to students in the diverse areas of psychology. This program would benefit scholars to advance and refine their knowledge in the discipline of psychology. This program would ultimately help psychology students to sharpen their skills in this field that would eventually provide them with better opportunities to practice their skills in academic, clinical, and other organizational settings.

Minimum Eligibility Criteria:

As per criteria defined by HEC:

- The candidate must have completed sixteen years of education (130 credit hours) after HSSC/FA/FSc/Grade 12 equivalent for admission in MPhil.
- The GAT General test conducted by the National Testing Service with a minimum 50% cumulative score will be required at the time of admission to MPhil. The GAT General test is valid for a period of two years.
- For the MPhil degree, candidates will need to complete 24 credit hours of course work along with a minimum of 6 credit hours for research work/thesis, which is mandatory for MPhil.
- The four compulsory courses (3 credit hours each) will be offered in the 1st and 2nd semesters. M.Phil. research thesis will continue to be offered during the 3rd and 4th semesters.



MPhil English

Career Prospects:

The MPhil English Program opens up career prospects in higher education in Pakistan. It prepares the graduates for a diverse range of professional fields, including teaching, journalism, law, publishing, fashion, and fine arts. The graduates also pursue careers in creative writing and a host of public and private sector fields, from content design to research and consultancy, which requires analytical thinking and advanced writing skills. Students of the department of English enter a variety of areas, including civil services, educational administration, translation, public relations, creative art, advertising, and media (television, film, radio, newspapers, magazines, blogs etc.).

Program Description:

MPhil English is an intensive degree program that provides its students with a firm ground, both in linguistics and literature. The program encourages independent reading, observation, and analysis; thus, preparing the students for quality academics at the highest level. Overall, it is a well-rounded and thorough program that will enhance a student's knowledge of language and literature. GIFT University engages some of the best-known teachers and researchers to teach at MPhil level. In addition to on-campus teaching, GIFT provides academic and logistic support to the students to participate in multiple conferences, attend seminars, and engage with other institutes of higher learning.

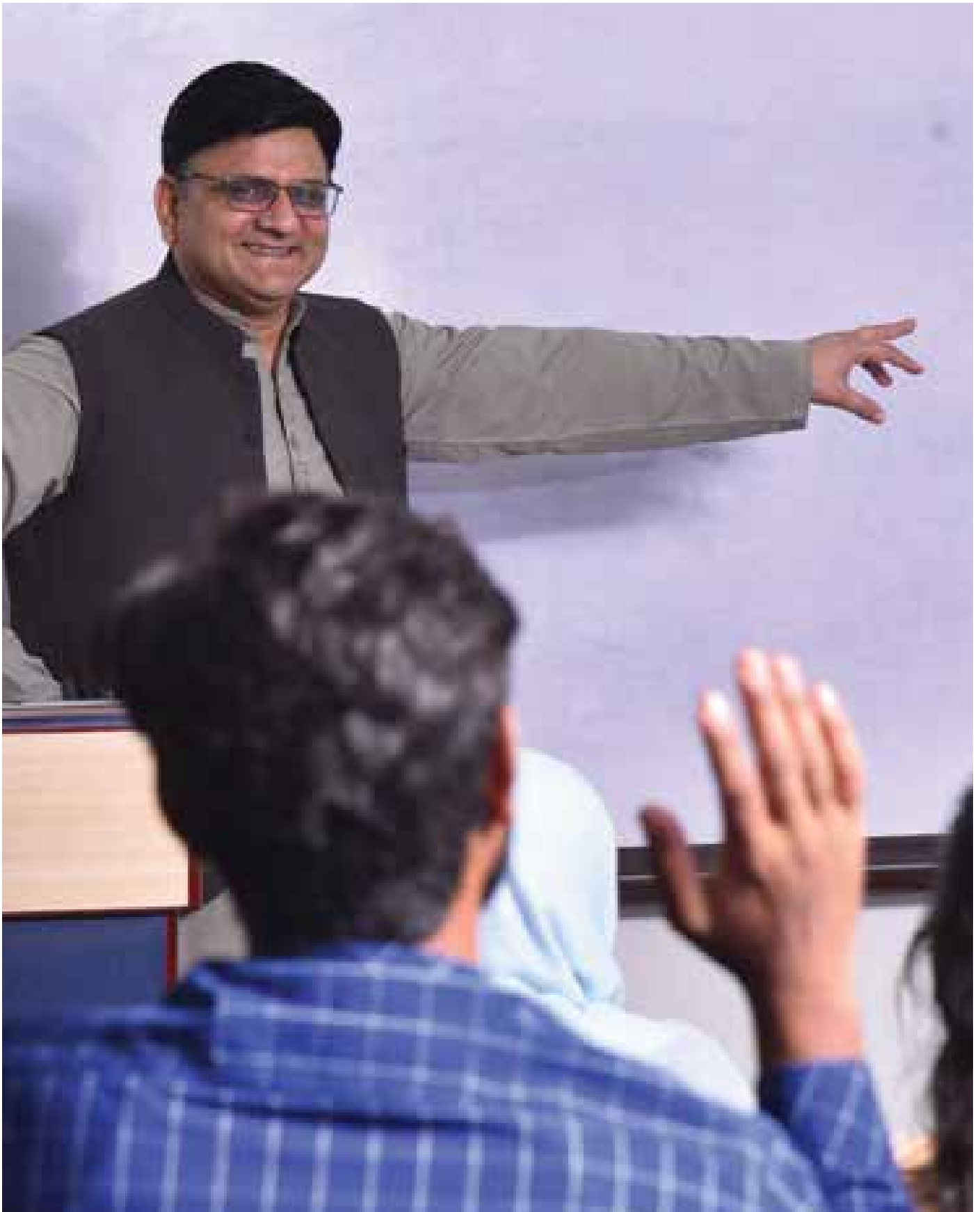
Program Objectives:

With the rising demand for English language teachers at a higher level of education, GIFT University has launched a broad-based program that caters to the needs of the market. The program is designed for English language and literature teachers, who want to enhance their knowledge, teaching skills, and language understanding in the field of English literature and linguistics. In addition to the taught courses, the MPhil program provides a unique opportunity for the students to excel in a highly competitive environment so that they may pursue a doctoral degree in Pakistan and abroad.

Minimum Eligibility Criteria:

Graduates holding MA English, MA English Language Teaching (ELT), and MA Teaching of English as Foreign Language (TEFL) degrees, or any other equivalent qualification, recognized by the HEC, with minimum second division or 2.50 CGPA are eligible to apply.

- Passed the previous degree with a cumulative GPA score of 2.5/4.0 (under a semester system) or a second-class Master's degree (earned under annual system).
- Candidate has to pass MPhil GIFT University Admission Test with 50 % marks. Alternatively, passed the GAT-General, conducted by NTS at the time of admission and must be valid. However, a provisional admission can be granted, which will be confirmed by the University after the candidate passes the GAT-General test conducted by NTS.



MPhil Islamic Studies

Career Prospects:

A higher degree in Islamic studies help teachers to secure selection and promotion to higher ranks in their professional careers. MPhil Islamic Studies is largely beneficial for nation builders who contribute as teachers; while working in different academic and social institutions. This is an advanced level study for Master degree holders, designed for their further learning, proficiency as professionals, and their selection in the same fields. This degree will enhance the future employment opportunities of the youth, seeking jobs and will enrich the skillset of the faculty members, who are already employed.

Program Description:

This program provides students with a strong grounding in various sub-disciplines of classical and modern Islamic learning. Candidates enrolled in this program will either need to complete 32 credit hours of course work or, alternatively, complete 26 credit hours of course work along with 6 credit hours of research work/thesis. Eligibility for research work will be determined through Language Competency Test (LCT) of 100 marks.

Program Objectives:

The major objective of this research degree program is to prepare competent and committed scholars of Islamic Studies that have grasp on modern issues, being faced in an Islamic perspective. The Department of Islamic Studies provides its students with all intellectual and physical resources to cater for quality research in Islamic studies. This ensures our commitment to lead in higher education and to establish our university as a center of excellence. The medium of instruction is primarily Urdu, with a special emphasis on Arabic, to integrate the students with the original sources of Islamic thought and learning, and along with English as a language of knowledge and technology.

Minimum Eligibility Criteria:

The applications for admission are welcomed from candidates with:

- MA Islamic Studies/BS Islamic Studies with minimum 2.5 CGPA/2nd division in annual system of examination or an equivalent degree like Shahadat ul A'alamiah, recognized and verified by HEC, with minimum 2nd division.
- Passed the previous degree with a cumulative GPA score of 2.5/4.0 (under a semester system) or a second-class Master's degree (earned under annual system)
- Passed the GAT-General, conducted by NTS at the time of admission and must be valid. Alternatively, candidates have to pass MPhil GIFT University admission test with 50% marks.
- Relevant level NTS test is also acceptable for admissions.



MPhil Management Sciences

Career Prospects:

Two-year MPhil program is an advanced level masters in management sciences degree by course work, which gives an excellent starting point for PhD with a similar skill set. It creates knowledge and leads to the development of methods for testing the robustness of existing theories. The MPhil graduates are expected to work with the leading national and multinational organizations to serve their managerial needs. Most students will obtain a PhD position in different universities in the faculty of Business/Management or at one of the other participating faculties. However, this is not the only way, and graduates with MPhil degree can also track their professions as member of managerial bodies, analysts, and top business managers. This higher-level degree provides an excellent foundation for those planning their careers in consultancy or policy advice.

Program Description:

The MPhil program offers a degree in core management areas with a particular emphasis on the identification and solution of issues pertaining to marketing, finance and human resource management.

The coursework for the MPhil program in Management Sciences will introduce the scholars with classic and contemporary theories developed by management science researchers across the globe. The coursework consists of 10 courses that are to be offered in four semesters. The program offers 10 -12 streams of professional elective courses. Students will also have the opportunity to take specialty executive certificate courses during the regular semesters. The content will proceed with an understanding of the current management thought towards developing a practical skill in the areas pertaining to marketing, finance, strategy, and human resource management.

The two years program consists of 30 credit hours of course work altogether. In a first year of the degree, students will take 2 elective courses, along with the core courses, for a thorough and in-depth knowledge of management sciences. In the second year, students will register themselves for two additional elective courses and core subjects.

Program Objectives:

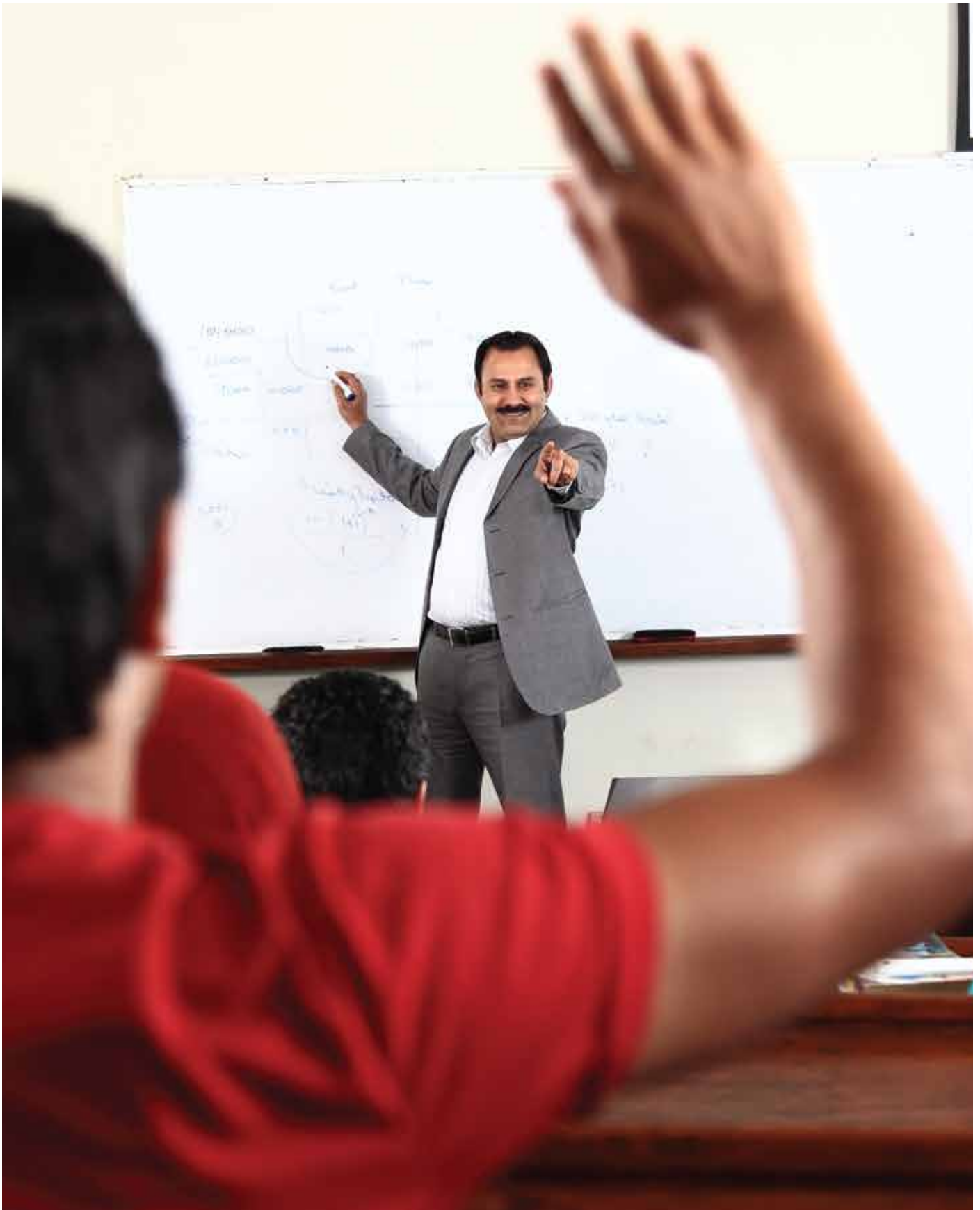
The main objectives of this degree are:

- To provide an integrated knowledge of theory and practical in advanced fields of management.
- To provide advanced and specialized study in Management for further learning and research.
- To be able to independently diagnose problems and offer workable solutions - meeting the needs of senior managerial positions.
- To enable them to conceive managerial problems with relevant solutions by making them independent researchers.
- To prepare the students for critical analysis of the current issues and enable them for further discussion.
- To provide a bridge for students willing to study Doctor of Philosophy (PhD).
- To prepare experts in the field of management, who are capable of resolving different challenges in all fields of life.

Minimum Eligibility Criteria:

To be eligible for admission to the MPhil Management Sciences program, a candidate:

- Must possess a relevant Bachelor's or Master's degree of a minimum of 16 years of education or equivalent qualification from recognized University/Degree Awarding Institute (DAI). However, candidates with a non-business degree may also be admitted, but they have to complete deficiency courses before the regular roadmap of the program.
- Must have passed GRE / GAT / NTS (General) OR pass the GIFT University admission test with at least a 50% score.
- Shall have obtained a minimum cumulative grade point average (CGPA) of 2.5 / 4.0 in the semester system or a minimum of 2nd division in the annual system in the last qualifying degree.
- An equivalence certificate is mandatory from the Higher Education Commission (HEC), in case of an equivalent qualification.
- In addition to the above, the applicant may also be required to fulfill any further eligibility criteria, if specified by the HEC.



MPhil Applied Linguistics



Program Introduction:

MPhil Applied Linguistics is designed to help students develop the skills and experience they need for a successful career in teaching English as a second language. Pakistan's educational institutes are in need of graduates with qualifications and expertise in teaching English. It will also be of interest to those who are already teachers and would like to increase their professional expertise by advancing their analytical knowledge and teaching theories. This program will equip students with an in-depth understanding of the language structure at different levels of analysis and the relationship between language and its use. Students will critically analyze how people learn languages, how English can be taught, and gain an in-depth understanding of the assessment and testing, used to teach English. Students will discuss and evaluate a range of perspectives in the language teaching curriculum and its delivery with which informed decisions about policy and practice can be taken. Students will also have the opportunity to study a range of optional modules in an area that is of particular interest and suits their career plans.

Program Objectives:

The program objectives are:

- To provide students with the necessary background in linguistic theory and related topics at an intermediate and advanced level using a range of approaches and methodologies;
- To enable students to acquire expertise in their specific research interests in part by offering the opportunity of specialization through pathways in the linguistics of particular languages;
- To offer the opportunity to participate in the research culture within and beyond the Faculty, for example within the Language Sciences community, by attending and contributing to postgraduate seminars and reading groups; and

- To develop the research skills required to conduct independent research such as:
 - Formulating a realistic research proposal, with suitably delineated aims, objectives, methods and scope;
 - Mastering the construction of a valid theoretical argument;
 - Selecting and mastering suitable research methods;
 - Collecting relevant bibliography;
 - Using computer databases and corpora;
 - Using the relevant software, including statistical packages where appropriate; and
 - Presenting well-argued academic material to the wider research community.

Program Scope:

There are excellent opportunities within Pakistan and around the world for teachers with an MPhil in Applied Linguistics. This program is specifically tailored to meet the job requirements of the education sector. The MPhil Applied Linguistics program opens up career prospects in the higher education sector in Pakistan. It prepares the graduates for a diverse range of professional fields, including English language teaching, journalism, and publishing. Related career possibilities include policy adviser, trainer of trainers, and even designer of teaching materials. Applied linguistics is a beneficial basis for a range of careers in publishing, editing, and communication.

Learning Outcomes for MPhil Applied Linguistics

- Students will develop a comprehensive understanding of the core theories and concepts in linguistics, including phonetics, phonology, morphology, syntax, semantics, pragmatics, corpus linguistics, discourse analysis, research methods and English language teaching.
- Students will analyze and interpret linguistic phenomena using linguistic theories and concepts in real-world contexts, such as language teaching and learning, language assessment, language policy, language planning, and language use in various social and cultural settings.
- Students will cultivate critical thinking skills, enabling them to evaluate and critique existing research, theories, and methodologies in applied linguistics and to propose innovative approaches to addressing language-related issues.
- Students will produce effective materials relevant to applied linguistics, including lesson plans for language learning and clearly articulated policy position papers.
- Students will develop strong research skills, including formulating research questions, designing research studies, collecting and analyzing data using appropriate methods and techniques, and interpreting research findings.
- Students will acquire the skills and knowledge necessary for professional development and career advancement in fields related to applied linguistics, such as language teaching, translation and interpreting, language policy and planning, language assessment, and academic research

Minimum Eligibility Criteria:

Graduates holding BS English, MA English, MA English Language Teaching (ELT), MA Teaching of English as Second Language (TESL) degrees or any other equivalent qualification recognized by the HEC, with minimum 2.45 CGPA or second division via the annual system, are eligible to apply.

Note:

- Courses will be offered subject to the availability of Faculty.
- Courses within Core and Elective modules are interchangeable on the discretion of the Dean and BOF.

Advanced Diploma in Clinical Psychology

Introduction:

Flagship of the department, the one-year full time Advance Diploma in Clinical Psychology program aims to train clinical psychologist to acquire professional skills like assessment and management by using different therapeutic interventions and clinical research. For professionals, the skills in working with special educational settings, to deal with behavioral and emotional difficulties of children, adults and psychiatric patients, are paramount.

Scope:

- Clinical psychologist in Government/ private hospital and clinics
- Placements in NGOs
- Counselling psychologists in educational Institutions
- Therapist at rehabilitation centers
- Academicians at colleges, medical colleges and universities
- Child Psychologists
- Recruitment in forces such as Army, Police, Rescue 1122, Atomic Energy Commission, Forensic Department and others

Campus Features:

- Clinical setup at campus
- Testing and assessment laboratory
- Fully equipped library
- Clinical practice exposure at DHQ Hospital
- Highest number of PhD faculty members in the region

Minimum Eligibility Criteria:

- 16 Years of education with CGPA 2.0 / 4.0 (for semester system) or second division (for annual system).
- Relevant level NTS test is also acceptable for admissions.



B.Ed. (1.5 years)



Program Objectives:

The program aims to prepare skilled educators and administrators for today's schools by integrating modern technology into teaching and school management. Additionally, it focuses on developing innovative assessment methods and nurturing creative and critical thinking skills. The goal is to create a dynamic learning environment that equips students with the tools they need for success.

Career Prospects:

Explore the diverse career opportunities within the field of education:

- Become a specialized educator, guiding and shaping the learning journey of future generations.
- Lead educational institutions as school administrators and influential leaders.
- Contribute to educational innovation and progression as a curriculum developer.
- Provide expert guidance and support as an educational consultant.
- Bridge the gap between technology and education as a technology integration specialist.
- Enhance learning outcomes through specialized assessment and evaluation expertise.
- Engage in impactful educational research, driving advancements in the field.
- Empower educators through professional development training, fostering growth and excellence.

Minimum Eligibility Criteria:

16 Years of Education (Academic Disciplines other than Education)
MA / MSc / BA (4-Year) / BS (4-Years) with minimum 45% marks.

Duration

1.5 Years (3 Semester)

How to Apply?



General Criteria to Apply:

- The candidate fulfills the eligibility conditions of the program.
- The candidate must have earned the eligibility qualification from a recognized educational institution.
- The candidate has not been debarred on disciplinary grounds during earlier educational career.

Admission Application:

Applications for admissions are invited through advertisements in the media. The prospective candidates are advised to obtain the university prospectus, application form and admission schedule from the admissions office. They may make queries to the officer on duty for further information.

Admission applications should be submitted together with all the required documents, within the prescribed time limit, in the admission office.

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Disclaimer



All aspects covered in this prospectus are subject to change at any time without prior notification by the University and are not liable to be challenged on any ground whatsoever by anyone and anywhere. Any matter or its part, thereof, shall not be deemed to be part of any contract with GIFT University by any person.




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