



PRESTON UNIVERSITY

Chartered by the Government of KP
Recognized by Higher Education Commission

Six-Month Diploma One-Year Postgraduate Diploma

On-Campus & Online Programs:
Occupational Health and Safety
Environment Management
Digital Marketing
Human Resource Management
Supply Chain Management
Corporate Finance
Project Management
Artificial Intelligence
Cyber Security

INTRODUCTION

Preston University, Pakistan was established as School of Business and Commerce in 1984 to foster academic excellence. Preston University is seriously committed to improving the quality of higher education in Pakistan and abroad. Since its inception in 1984, Preston University has imparted knowledge and skills to thousands of individuals through many teaching programs.

The experience at this University has played an important role in the professional and personal development of our students. Preston University will continue to fulfill its responsibilities to the society by creating and providing facilities for personal and professional growth of individuals who wish to make a career in the fields of business administration, information technology, engineering and technology, natural and applied sciences, social sciences and education.

Preston University is the first private university of Pakistan. Being pioneer in the private-sector higher education in Pakistan, we are proud that Preston University plays an important role as a leader and pace-setter in higher education.

MISSION STATEMENT

Preston University is committed to providing university education of the highest quality to prepare students for professional and managerial positions. The mission of Preston is to offer students the opportunity for personal growth and development, skill enhancement, or professional job advancement through the provision of high quality education.

PROGRAM STRATEGY

The program strategy of Preston University is to provide university education opportunities of the highest quality at a reasonable and affordable cost.

CHARTER / NOC

Preston University, Kohat NWFP has been chartered by the Government of NWFP through Ordinance No.LII of 2002, and is recognized by the Higher Education Commission, Government of Pakistan. HEC has placed the University in the highest category 'W'.

Preston University, Karachi has been chartered by the Government of Sindh through Sindh Act No.V of 1999, published in 2004, and is recognized by the Higher Education Commission, Government of Pakistan. HEC has placed the University in the highest category 'W'.

ACCREDITATION

Preston University campuses are fully recognized and accredited by Higher Education Commission (HEC) and placed in highest category 'W'.



PROGRAM DURATION:

Diploma: 6 months
Postgraduate Diploma: 12 months

TOTAL CREDIT HOURS:

Diploma: 12 credit hours
PGD: 30 credit hours

ELIGIBILITY:

Minimum BA/BSc/BEngg/MBBS or Equivalent Bachelor's Degree.
Exemptions/transfer credits are allowed for similar courses previously completed at recognized institutions.

PROGRAM REQUIREMENTS:

A student must complete at least 12 credit- hour coursework for Diploma or 30 credit- hour coursework for PGD, and must pass all required courses with minimum Cumulative GPA of 2.0 on a scale of 0.0 – 4.0.

MODES OF DELIVERY:

The courses are offered in the following two modes. Students may select any one mode of delivery.

Online Mode: Synchronous and Asynchronous online learning.

Classroom Mode: Classroom study blended with online study/online materials. For classroom mode, physical classes are held in the evenings at Islamabad Campus.

PROGRAM BENEFITS:

- The programs are designed to give you latest, cutting-edge knowledge and skills in the discipline of your study.
- The Diploma and Postgraduate Diploma programs enhance your job potential, employability and career promotion to higher professional positions.
- The credits earned in Diploma or PGD programs may be accepted as transfer credits towards masters programs (MA/MSc) at top universities in Europe, USA or Canada, thereby reducing both duration and cost of earning a Master's degree from a reputed university.

ASSESSMENT AND GRADING:

Assessment is done through assignments, quizzes, mid-term test and final examination for each course. Grading scale comprises of five grades:

Grade F (fail)	: 0-49%
Grade D	: 50-59%
Grade C	: 60-69%
Grade B	: 70-79%
Grade A	: 80-100%

FEE STRUCTURE

FEE DETAIL	Diploma		PGD	
	Local	Foreign	Local	Foreign
Admission Fee	Rs. 10,000	US\$ 100	Rs. 10,000	US\$ 100
Registration Fee (Rs 6000/\$60/Qtr)	12,000	120	24,000	240
Tuition Fee (Rs 4000/\$25 per Cr Hr)	48,000	300	120,000	750
Total Fee	Rs 70,000	US\$ 570	Rs 154,000	US\$ 1,090

Payment Methods (Either make a lumpsum payment or chose monthly/quarterly plan)

Plan	Local	Foreign	Local	Foreign
Monthly Plan				
First Month	Rs. 20,000	US\$ 120	Rs. 22,000	US\$ 210
Subsequent Months	10,000 (5 months)	80 (5 months)	12,000 (11 months)	80 (11 months)
Quarterly Plan				
First Quarter	Rs. 40,000	US\$ 270	Rs. 49,000	US\$ 310
Subsequent Quarters	30,000 (1 quarter)	250 (1 quarter)	35,000 (3 quarters)	260 (3 quarters)



Curriculum

Occupational Health and Safety

Diploma (Quarters 1-2)

PGD (Quarters 1-4)

First Quarter

- Principles of Occupational Safety 3
- Principles of Occupational Health 3

Second Quarter

- Management of Physical Hazards 3
- Management of Chemical & Biological Hazards 3

Third Quarter

- Strategic Risk Management 3
- Environmental Management 3

Fourth Quarter

- Risk Perception and Communication 3
- Disaster and Emergency Management 3
- Project 6

Environment Management

Diploma (Quarters 1-2)

PGD (Quarters 1-4)

First Quarter

- Introduction to Environmental Issues 3
- Environmental Policy 3

Second Quarter

- Environmental Management 3
- Environmental Impact Assessment 3

Third Quarter

- Management of Chemical and Biological Hazards 3
- Strategic Risk Management 3

Fourth Quarter

- Environmental Economics 3
- Disaster and Emergency Management 3
- Project 6

Digital Marketing

Diploma (Quarters 1-2)

PGD (Quarters 1-4)

First Quarter

- Introduction to Digital Marketing 3
- Consumer Behavior 3

Second Quarter

- Digital Analytics 3
- Social Media Marketing 3

Third Quarter

- Digital Strategy and Market Plans 3
- Online Business Models 3

Fourth Quarter

- Search Engine Optimization 3
- Online Customer Services 3
- Project 6

Project Management

Diploma (Quarters 1-2)

PGD (Quarters 1-4)

First Quarter

- Introduction to Project Management 3
- Project Planning 3

Second Quarter

- Project Management Techniques 3
- Environmental Impact Assessment 3

Third Quarter

- Project Financial Analysis 3
- Project Risk Management 3

Fourth Quarter

- Project Monitoring and Evaluation 3
- Project Management Software 3
- Project 6

Supply Chain Management

Diploma (Quarters 1-2)

PGD (Quarters 1-4)

First Quarter

- Basics of Supply Chain Management 3
- Customer Relationship Management 3

Second Quarter

- Inventory Management 3
- Retail Management 3

Third Quarter

- Logistics Management 3
- Supply Chain Modeling 3

Fourth Quarter

- Enterprise Resource Planning 3
- Purchasing Management 3
- Project 6

Curriculum

Human Resource Management

Diploma (Quarters 1-2)

PGD (Quarters 1-4)

	Cr Hrs
First Quarter	
● Human Resource Management	3
● Organizational Dynamics	3
Second Quarter	
● Recruitment and Selection	3
● Human Resource Planning	3
Third Quarter	
● Performance Management	3
● Human Resource Development	3
Fourth Quarter	
● Training and Development	3
● HRM and Effective Communication	3
● Project	6

Corporate Finance

Diploma (Quarters 1-2)

PGD (Quarters 1-4)

	Cr Hrs
First Quarter	
● Fundamentals of Accounting-I	3
● Financial Management - I	3
Second Quarter	
● Fundamentals of Accounting-II	3
● Financial Management - II	3
Third Quarter	
● Financial Statement Analysis	3
● Introduction to Banking	3
Fourth Quarter	
● Working Capital Management	3
● Investment Management	3
● Project	6

Artificial Intelligence

Diploma (Quarters 1-2)

PGD (Quarters 1-4)

	Cr Hrs
First Quarter	
● Fundamentals of AI	3
● Algorithms for Intelligent Systems	3
Second Quarter	
● Machine Learning-I	3
● Image Processing	3
Third Quarter	
● Machine Learning-II	3
● Natural Language Processing	3
Fourth Quarter	
● Deep Learning	3
● Neural Networks	3
● Project	6

Cyber Security

Diploma (Quarters 1-2)

PGD (Quarters 1-4)

	Cr Hrs
First Quarter	
● Introduction to Cyber Security	3
● Information Security Threats	3
Second Quarter	
● Hacking Processes	3
● Network Scanning and Enumeration	3
Third Quarter	
● Vulnerability Analysis	3
● Cloud Security	3
Fourth Quarter	
● Critical Infrastructure Security	3
● Remote Working Cyber Security	3
● Project	6



PRESTON
UNIVERSITY

ISLAMABAD CAMPUS

85, Street 3, Sector H-8/1, Islamabad, Pakistan

Tel: 051-8491300 Email: admissioninfo@preston.edu.pk



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