

Admission Autumn 2021

AIOU

Associate Degree Programmes

- Associate Degree in Education
- Associate Degree in Business Administration (with three specializations)
 - i) Islamic Banking
 - ii) HRM
 - iii) Marketing



Allama Iqbal Open University, Islamabad

www.aiou.edu.pk

Help Line: (051) 111-112-468

Final: 30-8-2021
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admission dept. for uploading
on AIOU-website

PROSPECTUS

OF

ASSOCIATE DEGREE IN BUSINESS ADMINISTRATION

- **ISLAMIC BANKING (IB)**
- **HUMAN RESOURCE MANAGEMENT (HRM)**
- **MARKETING**

FOR

SEMESTER: AUTUMN 2021



Allama Iqbal Open University
Islamabad

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Vice-Chancellor's Message

Dear Student,

السلام عليكم

Allama Iqbal Open University (AIOU) is one of the mega universities of the world and it occupies a unique position in the education sector of Pakistan. Because of its affordability and high quality distance and online academic programs. AIOU has now turned into the most favorite university of the country with high international of repute. The university made a landmark progress by ensuring access to quality education rural areas under-privileged students for the people of all ages particularly the females can now select and join the programs of their choice while sitting at their residence and along with continuing their jobs. After assessing the success of many degree programs in Pakistan, AIOU is now going to offer a ranges programs for the students in UAE, Saudi Arabia, Kuwait, Qatar, Bahrain, Oman, USA and many other countries currently. More than 1.3 million students are getting benefits from the high quality educational services of AIOU in all regions of the country through more than fifty regional offices of the university. It offers-suggests many undergraduate and Post Graduate programs at rural and remote areas providing an unparalleled opportunity to all the poor and deprived sections of the society at an affordable cost. The university has recently digitalized all its student-support services for facilitating its students on priority basis. This digitization of the system, it is hoped, will enable AIOU students to get all kinds of educational using their Learning Management system (LMS) portal support online.

Committed for your bright future.



Prof. Dr. Zia-Ul-Qayyum
Vice Chancellor
AIOU

IMPORTANT ACTIVITIES TO BE REMEMBERED

Activity	Spring Semester	Autumn Semester
Admissions	March – April	September – October
Mailing of Books	April – June	October – December
Study Period	June – October	December – April
Examinations	October – November	April – May
Result	January	July

Note: Contact concerned Regional office for exact schedule of activities. Continuing Students are sent information for all activities by post. Simultaneously information is placed on website (www.aiou.edu.pk), students can download if not received by post.

It is informed that the students of all Postgraduate programs are required to upload their assignments (in typed form) on AAGHI LMS PORTAL from Spring 2020 Semester onward. Hand written assignments shall not be accepted in any case.

Minimum and Maximum Duration/Semesters: Programs on ODL Mode

Sr. No.	Degree Level	Minimum Duration	Maximum Duration
1	Matric /FA	2 years / 4 semesters	5 years
2	Certificate (6 Months)	6 Months / 1 Semester	1 Year
3	All Postgraduate Diplomas (1 Year)	1 Year / 2 Semesters	3 Years
4	Associate Degree (2-years)	2 years / 4 Semesters	4 Years
5	BEd (1.5 Years)	1.5 Years / 3 Semesters	3 Years
	BEd (2.5 Years)	2.5 Years / 5 Semesters	5 Years
6	BS/BBA/BEd (4-years)	4 Years / 8 Semesters	8 Years
7	MEd (1 Year)	1 Year / 2 Semesters	3 Years
8	All Master Degree Programs (2 Years)	2 Years / 4 Semesters	4 Years

Note: Maximum time duration includes semester freeze period.

COMPLETE PROCEDURE TO ENROLL IN AIOU PROGRAMME AND SUBMISSION OF FORM IN AIOU ISLAMABAD

All fresh and continue students can submit their admission using online system.

Follow these instructions to apply:

APPLY ONLINE (FRESH STUDENTS):

1. Visit website: <https://online.aiou.edu.pk>
2. Press link “Admission for Fresh applicants”. Associate Degree in Business Administration.
3. After filling the admission form, print out your “Challan Form”.
4. Using printed challan form submit your fee in any branch of FWBL, ABL, MCB or UBL.
5. You can also deposit fee through Upaisa, Jazzcash & Easypaisa.

APPLY ONLINE (CONTINUE STUDENTS):

1. Visit website: <https://online.aiou.edu.pk>
2. Press link “Enrollment Form for Continue students”;
3. Enter your User ID & Password.
4. Select courses and print challan form.
5. Using printed challan form submit your fee in any branch of FWBL, UBL, MCB or ABL. Keep save copy of your challan form after submission of fee. **You need not to send challan to the University** but University can ask for copy of challan form any time if required.
6. You can also deposit fee through Upaisa, Jazzcash & Easypaisa.

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ALLAMA IQBAL OPEN UNIVERSITY

Allama Iqbal Open University, a mega university was established in 1974 under an Act of Parliament. The main campus of the university is situated in sector H-8, Islamabad. It was the second open university of the world and the first of its kind in Asia and Africa. The aim of establishing AIOU was to provide affordable and accessible education through distance learning at the door-steps to those people who could not continue their education journey through formal system of education. The University (AIOU) operates on semester system and admits students in Autumn and Spring semesters. Under graduate admissions are offered in both the semesters where-as post graduates are offered once a year. The enrolled students are given course books specially prepared by the university on self-instructional principles. However, at post graduate level reprints of foreign books alongwith allied material and university prepared study guides help students to polish their skills.

At present, the AIOU is offering programmes from Matric to PhD level in diverse disciplines comprised of four faculties. The university has established study centres across the country where distance education students are provided necessary

guidance by their respective tutors. Moreover, the university has established full-time study centres wherein the students of MBA (IT), MBA (Banking and Finance), MBA (Marketing), MBA (HRM), BS (CS), MSc/BS Chemistry, MSc/BS Microbiology etc. are being provided instruction, guidance and counselling through face-to-face education. AIOU is also offering four years' under-graduate degrees.

Apart from curricular and extra-curricular activities during the academic year, the AIOU and its regional centres actively participate in the co-curricular activities by arranging educational and literary seminars, workshops and conferences, attended not only by the students and faculties of the university but also by the renowned dignitaries and scholars. For the science students and the research scholars, a science complex has been built where they use the latest equipment of international standard for experiments and research. To meet the present day challenges, internet facility is also available in the student hostel and the Central Library where computers have been provided to enable students to access latest information available through open source databases.

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

First established in 1981 with five departments, the Faculty of Social Sciences and Humanities has, over the years, flourished to become, by far, the largest Faculty of the University. It, today, consists of 14 departments offering masters programmes in major areas of Social Sciences and Humanities like, Business Administration, Economics, Mass Communication, Sociology, Urdu, Library & Information Sciences, History, Pakistan Studies and Teaching of English as a foreign Language (TEFL). Additionally, efforts are afoot to plan and launch post-graduate programmes in Pakistani Languages and Law.

The Commonwealth-collaborated master's programmes in the areas of Business and Public Administration, which are specially tailored for the modern day busy executives, were launched in Spring 2002 semester.

In tune with the government's policy of promoting and strengthening a culture of higher education and research in the country, the AIOU's Faculty of Social Sciences and Humanities has shown a lot of dynamism over the past few years. It has launched MPhil/PhD programmes in Iqbaliat, Urdu and Mass

Communication and History while preparations are being made to launch MPhil Business Administration, Applied Linguistics.

The Faculty of Social Sciences & Humanities also offers several bachelors' level programmes in such professional areas like Bachelors in Library & Information Sciences (BLIS), BS-Business Administration, BS-Commerce and Mass communication. Tens of thousands of students comprising all demographic groups and, from all over the country, enroll, each year, in these bachelor's level programmes.

The Faculty has expanded vitally and its programmes have gained a high popularity as is clear from rapidly rising trend of enrolment during the past decade. During the period under report, the Faculty accorded high priority towards quality improvements and to modify its programmes in accordance with the current challenges of 21st century.

The Faculty proposed to launch Post-Graduate programmes in the disciplines of Political Science and International Relations, Psychology, Public Administration and Social Work

**ASSOCIATE DEGREE IN BUSINESS ADMINISTRATION
(Islamic Banking, HRM, and Marketing)**

It is an industry integrated program, designed for the professionals who want to enhance the knowledge and skills in the areas of Islamic Banking, HRM and Marketing. Further, these professionals will achieve excellence through development of practical skills through the applications of theory across the field of Islamic Banking, HRM and Marketing.

It is a comprehensive educational program that will be offered through blended modes of learning consists of four semesters covering 20 courses. Students would have to complete internship / project as per the HEC guidelines and AIOU practice. All the courses are designed in such a manner to able the professionals to fulfill the need of industry and can provide financial solutions anywhere as where and when required.

Objectives:

Associate Degree in Business Administration is designed for achieving the following objectives:

- i. To develop managerial skills in the areas of Islamic Banking, HRM and Marketing.
- ii. To enable professionals to work in complex and dynamic environment of corporate sector

- iii. To inculcate analytical insight to deal with the different related issues in order to cater the need of the country.

Eligibility Criteria:

Applicants having 12 years of education (F.A./F.Sc or equivalent) from any recognized Board of Intermediate and Secondary Education /University with at least second division (45% marks) would be eligible to apply.

ASSOCIATE DEGREE IN BUSINESS ADMINISTRATION (ISLAMIC BANKING)

Sr. No.	Course title	Course Code	Cr. Hrs.
FIRST SEMESTER			
1	Islamic Studies /Ethics	5436 / 5437	3
2	Pakistan Studies	5438	3
3	Fundamentals of Business	5402	3
4	Basics of ICT	5403	3
5	Compulsory English-I	5404	3
SECOND SEMESTER			
1	Principals of Accounting	5401	3
2	Applied Mathematics for Business and Social Sciences	5405	3
3	Micro Economics	5406	3
4	Compulsory English-II	5411	3
5	Sociology	5415	3

Sr. No.	Course title	Course Code	Cr. Hrs.
THIRD SEMESTER			
1	Principals of Marketing	5407	3
2	Business Communication	5409	3
3	Cost Accounting	5410	3
4	Statistics for Management	5412	3
5	Principles of Management	5414	3
6	Macro Economics	5416	3
FOURTH SEMESTER			
1	Fundamentals of Islamic Finance	5446	3
2	Takaful Management	5447	3
3	Islamic Capital Markets	5448	3
4	Sakuk Management	5449	3
5	Islamic Branding and Marketing	5450	3
6	Internship	5440	3

**ASSOCIATE DEGREE IN
BUSINESS ADMINISTRATION
HUMAN RESOURCE MANAGEMENT (HRM)**

S. No.	Course Title	Course Code	Cr. Hrs.
FIRST SEMESTER			
1	Islamic Studies /Ethics	5436 / 5437	3
2	Pakistan Studies	5438	3

3	Fundamentals of Business	5402	3
4	Basics of ICT	5403	3
5	Compulsory English-I	5404	3
SECOND SEMESTER			
1	Principals of Accounting	5401	3
2	Applied Mathematics for Business and Social Sciences	5405	3
3	Micro Economics	5406	3
4	Compulsory English-II	5411	3
5	Sociology	5415	3
THIRD SEMESTER			
1	Principals of Marketing	5407	3
2	Business Communication	5409	3
3	Cost Accounting	5410	3
4	Statistics for Management	5412	3
5	Principles of Management	5414	3
6	Macro Economics	5416	3
FOURTH SEMESTER			
1	Business Law	5413	3
2	Human Resource Management	5431	3
3	Organizational Behavior	5432	3
4	Social Policy and Strategy	5423	3
5	Internship	5440	3

**ASSOCIATE DEGREE IN
BUSINESS ADMINISTRATION (MARKETING)**

S. No.	Course Title	Course Code	Cr. Hrs.
FIRST SEMESTER			
1	Islamic Studies /Ethics	5436 / 5437	3
2	Pakistan Studies	5438	3
3	Fundamentals of Business	5402	3
4	Basics of ICT	5403	3
5	Compulsory English-I	5404	3
SECOND SEMESTER			
1	Principals of Accounting	5401	3
2	Applied Mathematics for Business and Social Sciences	5405	3
3	Micro Economics	5406	3
4	Compulsory English-II	5411	3
5	Sociology	5415	3
THIRD SEMESTER			
1	Principals of Marketing	5407	3
2	Business Communication	5409	3
3	Cost Accounting	5410	3
4	Statistics for Management	5412	3
5	Principles of Management	5414	3
6	Macro Economics	5416	3

FOURTH SEMESTER			
1	Business Law	5413	3
2	Advertising and Seles Promotion	5435	3
3	Marketing Management	5433	3
4	Marketing Research	5434	3
5	Internship	5440	3

The Associate Degree is equivalent to two years' graduation. This degree is skill oriented education and better as compared to general graduation.

Sr. No.	Nature of Courses	Credits
1	Compulsory Courses	21
2	Foundation Courses	12
3	Major Courses including Project/ Internship Report	27
4	Elective Courses supporting the Major	09
	Total	69

Duration:

The Associate Degree program has two-year duration. It consists of four semesters.

Admission Criteria:

Intermediate or equivalent having at least 2nd division (45% marks). The qualifying candidates as per criteria mentioned above are required to deposit their fee in the approved branches of banks given in the prospectus along with the admission form and testimonials.

Methods of Instruction:

- i. The Program will be offered at blended mode of learning.
- ii. The outline of courses along with the required reading material and assignments will be provided to the students. Electronic books/ video conference and online education methods may also be applied in this regard.
- iii. Fourteen online classes of two hours each will be conducted for a course. Two days’ workshop and six tutorials will be conducted for each course. CDs may also be provided for some courses. Attendance in tutorials is not compulsory.
- iv. At least 70% percent class attendance of students would be mandatory to qualify them for appearing in exams.

EVALUATION SCHEME

Assignments

The students will submit two compulsory assignments of each course to their teachers as per schedule who will return the same after marking and provide necessary academic guidance.

Assessment

Assessment criteria as per rules & regulations of University will be as under:

Assessment Component	Weightage in the aggregate result
Assignment 1	15%
Assignment 2	15%
Final Examination	70%

- i. For successful completion of each course, the student will be required to qualify in each component.
- ii. To appear in final examination, the student has to pass in assignments, and 70% attendance in the classes.

- iii. The conditions to qualify each component are given below:
 - a. A minimum of 50% pass marks in both assignments (aggregate).
 - b. A minimum of 50% pass marks in the final written examination.
 - c. Attendance in the workshop will be compulsory for completion of course.

DEGREE REQUIREMENTS

Following are the requirements for the award of Associate Degree:

- i. Successful completion of all required courses.
- ii. Successful completion of Project/ Internship in the relevant industry:
- iii. A student will be required to complete Internship/Project of 06 Credit Hours as per AIOU rules, and submit report to the Regional Director; reports would be evaluated on the guidelines given by AIOU.
- iv. Guidelines regarding the Internship/ Project will be provided by the department and according to AIOU rules and regulations
- v. Viva voce examination: On successful completion of Internship/ Project, viva voce examination shall be held according to AIOU rules. The Viva Voce can be arranged at the Main Campus/ Regional Officers as per decision of the Competent Authority.

For any query may contact on mba@aiou.edu.pk

FACULTY MEMBERS:

1. **Prof. Dr. Syed Hassan Raza**
Chairman
Ph: 051-9057722
Email: hassan_raza@aiou.edu.pk
2. **Dr. Muhammad Majid Mahmood Bagram**
Associate Professor
Ph: 051-9057406
Email: majid_mahmood@aiou.edu.pk
3. **Dr. Adnan Riaz**
Assistant Professor
Ph: 051-9057272
Email: adnan_riaz@aiou.edu.pk
4. **Dr. Salman Ali Qureshi**
Assistant Professor
Ph: 051-9057840
Email: Salman_qureshi@aiou.edu.pk
5. **Dr. Mubashar Hassan Zia**
Assistant Professor,
Ph: 051-9057855
Mubashir.hassan@aiou.edu.pk
6. **Mr. Mahmood-ul-Hassan**
Lecturer
Ph: 051-9057855
Email: mehmoood_ul_hassan@aiou.edu.pk
7. **Mr. Sadar Ayub Khan**
Lecturer
Ph: 051-9057416
Email: Sadar_ayub@aiou.edu.pk
8. **Mrs. Mobashira Hamid Alvi**
Lecturer
Ph: 051-9057186
Email: Mobashira.alvi@aiou.edu.pk
9. **Mr. Ahmed Hassan Jamal**
Lecturer
Ph: 051-9057379
10. **Syeda Attiya Rahat**
Lecturer
Ph: 051-9057250
11. **Mr. Ehsan Javaid**
Lecturer
Ph: 051-9057855
12. **Staff:**
Ph: 051-9057723

GENERAL INFORMATION

- i. The certificates/degrees of AIOU are equivalent to any other recognized Board/University.
- ii. If an applicant of post-graduate/research level programme does not receive any information regarding admission within three months from submission of application, he/she should presume non-selected.
- iii. The address of a student will not be changed during the semester.
- iv. Admission to courses for both the Spring and Autumn semesters are generally offered in the months of March and September, respectively, whereas, examinations commenced in November and May respectively. The continuing students may enroll through online system on AIOU website within due date.
- v. Fee cannot be refunded once paid for admission nor can it be adjusted for any other programme
- vi. On payment of the registration fee, each student will be issued a student ID. This number must be quoted in all the future correspondence.
- vii. Study material shall be available on AIOU website for downloading.
- viii. Rules and regulations framed, enhanced and changed from time to time by the authorities, bodies of the university will be effective as deemed necessary. The student will have to abide by all such rules and regulations from the date of their implementation.
- ix. A student who fails in continuous assessment component is not eligible to reappear but will be allowed to re-register for the same course at its next offering semester by the university.
- x. It is the responsibility of the student to remain in touch with the department regarding the academic activities.
- xi. A student already admitted to a programme or a specialization of a programme shall not be allowed to transfer or to get admission to another programme unless he/she formally postpones it till the completion of the new programme or withdraws from the previous programme.
- xii. After completion of a programme successfully, a student has to apply to Controller of Examinations for issuance of certificate/degree.
- xiii. The university reserves the right to change contents of this prospectus without any prior notice as per university policy.
- xiv. In case of discrepancies in the name of student/ Father's name of the student or difference in name mentioned in his/her other educational certificates, the name on the Matric certificate of the student will be considered as correct name. The Examination Department shall also issue certificate/ degree on the said name.
- xv. In case provision of forged documents for admission, not only the admission will be refused to the applicant but the fee deposited by him/her will also be forfeited. The university may proceed further in the matter.

PROCEDURE FOR DEPOSITING FEE

Eligible candidates for (Open Merit Programmes) are required to deposit fee in any branch of the following banks:

- (1) Allied Bank Limited (ABL)
- (2) First Women Bank (FWB)
- (3) Muslim Commercial Bank (MCB)
- (4) United Bank Limited (UBL)

Fee can also be deposited through Jazz Cash, Easy Paisa and Upaisa Mobile App/USSD String *786#, Retailer Agent, Franchise and Branches of Mobilink, Telenor and Ubank. For more detail please visit university website.

The Banks/Mobile App/Retailer Agents/Franchise/Branches will provide Transaction ID of deposited fee.

Note: Beware that University has not authorized any person or private institute to collect payment/forms. All the students are instructed to deposit fee by themselves in designated bank branches. In case of any discrepancy in admission fee/admission form the University will not be responsible and the student will have to face the consequences.

REGULATIONS FOR REFUND OF ADMISSION FEE

1. The students who has submitted their fees for Admission but do not wish to continue and have applied for refund of fee before dispatch of the fees will be refunded after deduction @ 10% of total fee.
2. the student who was not eligible but deposited fee for Admission, the fee shall be refunded after deduction @ 15% of total fee.
3. The students who have deposited their fee in excess of due fee the total excess amount shall be refunded or adjusted as the case may be.
4. The Treasurer Department shall verify the fee of students and shall send the case to the audit for pre-audit.
5. the cheque will be issued to the candidate by the campus payment section, Treasurer Department.
6. Admission fee will be refunded/ adjusted maximum up to one year.
7. After dispatching the study material, the candidate shall not be eligible for the refund of fee.

GENERAL CONDITIONS FOR REFUND

1. The University must have received the fees in its bank account.
2. All refund requests must be submitted on the Fee Refund Application form. The Bank Challan/Deposit Slip, any other record of fee and ID Card copy must be attached to it.
3. All applications shall be addressed to the Treasurer and will be received directly in the Treasurer Department with full particulars. The Treasurer Department will get report from concerned Department and verify the amount from system as the case may be and will process the case accordingly.
4. The refund will be made after deduction of any recoverable amount.
5. The refund will be made to the same person or firm from whom the payment was received, through cross cheques.
6. If the University makes an offer on the basis of incorrect or incomplete information, misstatements, concealment of facts, fake certificates or use of any other unfair means by the applicant/ student, the admission will be cancelled, and refund will not be allowed. Department reserves the right to take disciplinary action also.
7. Any type of Processing Fee will not be refunded.
8. In the case of death or physical incapacity, the full refund will be made only in instances of sever unavoidable and incapacitating circumstances.
9. In case the students who are not allowed/granted admission to a program offered by the University due to less enrollment/non formation of viable group/ non-offering of courses, full fee will be refunded to them.

REFUND OF OTHER FEE

1. All kind of other fee including but not limited to Degree fee, Re-appear exams fee, change off name/father name, examiner registration fee, tutor registration fee, workshop center change, late assignment evaluation fee, analysis fee, rechecking of answer scripts fee, NOC fee, subject/group change fee, thesis evaluation fee, thesis extension fee, job fee, tender fee tec. will not be refunded. Only excess fee deposited will be refunded/adjusted.
2. The extension in thesis fee in excess shall be refunded on approval of concerned Dean with certificate that fee was deposited in excess.
3. The amount deposited in University accounts by any person/firm (other than student), by mistake or in excess shall be refunded after verification of the amount deposited.

IMPORTANT TELEPHONE NUMBERS

Sr. #	Name	Telephone Nos.
1.	Director Admissions	051-9057298 051-9250043 051-9250162 (Fax)
2.	Assistant Registrar (Mailing)	051-9057281-82 051-9250185, 051-9057611
3.	Controller of Examinations	051-9057310 051-9057328 051-9250012
4.	Director Students Affairs	051-9250174
5.	Dy. Registrar (Teachers Education)	051-9057428 051-9057299

ALLAMA IQBAL OPEN UNIVERSITY, REGIONAL NETWORK

FEDERAL AREA, ISLAMABAD

Additional Regional Director,
Regional Campus, AIOU,
Block No.27, (Services Block)
SectorH-8, ISLAMABAD.
Ph: (051)9250171(051)9057608
Email: reg_isb@aiou.edu.pk

PUNJAB

Deputy Regional Director,
Regional Centre, AIOU, Street No.5, Major
Tahir Sadiq Road, Dar-ul-Salam Colony,
ATTOCK. Ph: (057)2610610,9316418
Email: rd_attock@aiou.edu.pk

Additional Regional Director,
Regional Campus, AIOU, Chak No. 12-A/BC,
Near Airport Hasilpur By Pass Road,
BAHAWALPUR. Ph: 0304-9983138-9
Email: rd_bahawalpur@aiou.edu.pk

Assistant Regional Director,
Regional Centre, AIOU, Opposite Allied Park,
Near Food Godam Railway, By Pass Road,
CHAKWAL. Ph: (0543)553566
E mail: rd_chakwal@aiou.edu.pk
Additional Regional Director,
Regional Campus, AIOU,
Railway Road, Near Veterinary Hospital,
DERA GHAZI KHAN. Ph: (064) 9260386-7
Email: rd_dgkhan@aiou.edu.pk

Regional Director,
Regional Campus, AIOU, F-Block, Near STN
Tower, Millat Town, **FAISALABAD.**
Ph: (041) 9330790-3
Email: rd_faisalabad@aiou.edu.pk
Regional Director,
Regional Campus, AIOU,
10-X Block, Peoples Colony, **GUJRANWALA.**
Ph: (055)9230251-3
Email:rd_gujranwala@aiou.edu.pk

Additional Regional Director,
Regional Campus, AIOU, Toba Road,
Opposite Officers Colony, **JHANG.**
Ph: (047) 7630953,7631166
Email: rd_jhang@aiou.edu.pk

Assistant Regional Director,
Regional Centre, AIOU, Ghaffar Chwok
(Bhatta Corianwal), Main Road, **KASUR
CITY.** Ph: 0492-723723
Email: rd_kasur@aiou.edu.pk

Additional Regional Director,
Regional Campus, AIOU, 346 - Raza Block,
Allama Iqbal Town, **LAHORE**
Ph: (042)99260023-9
Email: rd_lahore@aiou.edu.pk

Incharge,
Model Study Center, AIOU, Near Sat
SiraChowk, Marala Road,
MANDI BAHAUDDIN. Ph: (0546)571171
Email: msc_mbdin@aiou.edu.pk

Additional Regional Director,
Regional Campus, AIOU, Near Under Pass,
MIANWALI. Ph: (0459) 920024-6
Email: rd_mianwali@aiou.edu.pk

Additional Regional Director,
Regional Campus, AIOU, CF-7, Shah Rukn-e-
Alam Colony, Near Thana Stop, **MULTAN .**
Ph: (061)6772499, 9220202-03
Email: rd_multan@aiou.edu.pk

Assistant Regional Director,
Regional Centre, AIOU, Al Huda Street, Amin
Colony, Near Govt. High School, **NAROWAL.**
Ph:(0542)413122, 412122
Email: rd_narowal@aiou.edu.pk

Deputy Regional Director,
Regional Campus, AIOU, Hidayat Campus,
Near Sheikh Zaid Air Port, **RAHIM YAR
KHAN,** Ph: (068)9239046, 9239166
Email: rd_rykhan@aiou.edu.pk

Additional Regional Director,
Regional Campus, AIOU, House No.CB/190-
A, Lane No.4, Street No.1, Near Maryam
Memorial Hospital, Peshawar Road,
RAWALPINDI. Ph: 051-9334264-5
E mail: rd_rawalpindi@aiou.edu.pk

Deputy Regional Director,
Regional Centre, AIOU, House No.88, Main
Road Bilal Colony, **SAHIWAL**
Ph: (040) 9330456-7
Email: rd_sahiwal@aiou.edu.pk

Assistant Regional Director,
Regional Centre, AIOU, House No. 145,
Muradabad Colony, Near Daewoo Terminal,
University Road, **SARGODHA CANTT.**
Ph: (048)3211217-8
Email: rd_sargodha@aiou.edu.pk

Deputy Regional Director,
Regional Centre, AIOU, Mohallah Mumtaz
Pura, Haji Pura, Daska Road, **SIALKOT.** Ph:
(052)3241300, 3241400
Email: rd_sialkot@aiou.edu.pk

Deputy Regional Director,
Regional Centre, AIOU, House No. P06,
Mohallah Faiz Colony, Qasmia Road,
TOBA TEK SINGHPh: (046)9201020, 9201021
Email: rd_ttsingh@aiou.edu.pk

Deputy Regional Director,
Regional Centre, AIOU, House No. 166,
Faisal Town, Opposite Govt. Boys Post
Graduate College, **VEHARI.**
Ph:(067)3360636-7
Email: rd_vehari@aiou.edu.pk

Assistant Regional Director,
Regional Centre, AIOU, Opposite Office of
Punjab Food Authority, Near Railway Phattak,
Main Chishtian Road, **BAHAWALNAGAR.**
Ph: (063)9330012
Email: rd_bahawalnagar@aiou.edu.pk

Deputy Regional Director,
Regional Centre, AIOU, Street No. 01, Jamil
Town, Lahore Road, Near Superior College
HEIKHUPURA. Ph: (056)3545041
Email: rd_sheikhupura@aiou.edu.pk

Deputy Regional Director,
Regional Centre, AIOU, Mujahid Abad, Near
Jada, Main G.T.Road, **JHELUM.**
Ph:(0544)273378-9
Email: rd_jhelum@aiou.edu.pk

SINDH

Deputy Regional Director,
Regional Centre, AIOU, Bungalow No.46, B1-
8, Unit No.02. Railway Employee Housing
Society, Autobahn Road Latifabad, Near Lal
Qila Resurant, **HYDERABAD.**
Ph: (022)9330052-3
Email: rd_hyderabad@aiou.edu.pk

Assistant Regional Director,
Regional Campus, AIOU, ST-6, D-1, Block
No.14, Federal 'B' Area, **KARACHI.**
Ph: (021) 99246099-101
Email: rd_karachi@aiou.edu.pk

Additional Regional Director,
Regional Centre, AIOU, Bungalow No. A-05,
Garden City, Dadu Road, **MORO.**
Ph: 0321-3139843
Email: rd_moro@aiou.edu.pk

Assistant Regional Director,
Regional Centre, AIOU, Sachal Colony,
Banglow No.67, Near City Hospital
(Bakhtiarwar Park), **LARKANA CITY.**
Ph: (074)9239044
Email: rd_larkana@aiou.edu.pk

Assistant Regional Director,
Regional Centre, AIOU, Post Graduate Block,
Govt. Boys Degree College, **MITHI,**
Ph: (0232)261289, 26163,
Email: rd_mithi@aiou.edu.pk

Incharge,
Regional Centre, AIOU, Banglow/H. No. 74,
Main Ghulamullah Raod, Near City School
Makli Society, **THATTA.** Ph: (0298)920717-8
Email: rd_thatta@aiou.edu.pk

Deputy Regional Director,
Regional Centre, AIOU, Plot No. 31,
Block-A, Jaffria Co-operative Housing Society,
Shikarpur Road, **SUKKUR.** Ph: (071)5807213
Email: rd_sukkur@aiou.edu.pk

Incharge,
Noor Model Study Centre, AIOU, Old Girls
College Hostel, Opp: DCO Office, **UMERKOT.**
Ph:(0238)920010-16
Email: msc_uk@aiou.edu.pk

Incharge,
Model Study Centre AIOU, House No.61,
Shaheed Zulfiqar Colony, Near Daro Road,
DADU, Ph: (025)9239072
Email: msc_dadu@aiou.edu.pk

Assistant Regional Director,
Model Study Centre Malir, AIOU, First Floor,
Plot No. 16, ROW A, Block II Survey NC 90 Deh
Khanto, Sindhi Jamat Cooperative Housing
Society, Bin Qasim Town, District Malir,
KARACHI. Ph: 021-99333846
Email: msc_malir@aiou.edu.pk

KHYBER PUKHTOON KHWA

Deputy Regional Director,
Regional Campus, AIOU, Murree Road,
Adjacent B.I.S.E, **ABBOTTABAD.** Ph:
(0992)390925-390927
Email: rd_abbottabad@aiou.edu.pk

Assistant Regional Director,
Regional Centre, AIOU, Near BISE Peshawar
Camp Office, Governor Cottage Road
Goldoor, Chitral Town, District Lower,
CHITRAL. Ph: (0943) 413811 -412138
Email: rd_chitral@aiou.edu.pk

Assistant Regional Director,
Regional Campus, AIOU, NeeliKothi, Behind
District Auditorium, District Courts, **DERA
ISMAIL KHAN** Ph: (0966) 9280168-9280178
Email: rd_dikhan@aiou.edu.pk

Additional Regional Director,
Regional Campus, AIOU, Plot No.14, Sector
A-3, Phase V, Hayatabad **PESHAWAR**
Ph: (091)9217603-6
Email: rd_peshawar@aiou.edu.pk

Deputy Regional Director,
Regional Centre, AIOU, College Colony,
Opposite Shahuda Park, Saidu Sharif, **SWAT.**
Ph: (0946)9240205-6
Email: rd_swat@aiou.edu.pk

Deputy Regional Director,
Regional Centre, AIOU, Bunglow No. 237,
Sector-E, Sadberg Road, Sheikh Maltoon
Township, **MARDAN.** Ph: (0937)841020,
841030
Email: rd_mardan@aiou.edu.pk

Additional Regional Director,
Regional Centre, AIOU, House No.43, Sector
A/2, Phase No. II, KDA, **KOHAT.**
Ph: 0922-513882
Email:rd_kohat@aiou.edu.pk

Assistant Regional Director,
Regional Centre, AIOU, Blambat Road,
TIMERGARA. Ph: 0945-9250070
Email: rd_timergara@aiou.edu.pk

BALUCHISTAN

Assistant Regional Director,
Regional Centre, AIOU, Bus Stand Road,
Near Ghazali Public School, Gola Chowk,
DERA MURAD JAMALI Ph: (0838)710375
Email: rd_dmjamali@aiou.edu.pk

Assistant Regional Director,
Regional Centre, AIOU, Near B & R Rest
House, **KALAT** Ph: (0844)210569
Email: rd_kalat@aiou.edu.pk

Additional Regional Director,
Regional Campus, AIOU Eastern By Pass
Takhtani Road, **QUETTA ,** Ph: (081)2674429-
2674398, Email: rd_quetta@aiou.edu.pk

Deputy Regional Director,
Regional Campus,
AIOU, Pishkan Road, Near Bahria
Collage, **GWADAR.** Ph: (0864)410300
Email: rd_turbat@aiou.edu.pk

Assistant Regional Director,
Regional Centre,
AIOU House No. G/176, KhawajaKhal House,
Khawaja Khal Mohallah, **ZHOB.**
Ph: 0822-413018
Email: rd_zhob@aiou.edu.pk

Incharge, Model Study Centre,
AIOU, Near Wapda Office, **KHARAN**
Ph: 0332-8099850
Email: msc_kharan@aiou.edu.pk

GILGIT BALTISTAN

Additional Regional Director,
Regional Centre, AIOU, Shakra-i-Quaid-i-
Azam, Near Army Public School & College,
Khumer Cantt. **GILGIT.**
Ph:(05811) 960378, 960603
Email: rd_gilgit@aiou.edu.pk

Assistant Regional Director,
Regional Campus, AIOU, Near Elementary
College Sundus, **SKARDU.**
Ph:(05815)960258, 960915
Email:rd_skardu@aiou.edu.pk

Incharge, Model Study Centre,
AIOU, Village Thole, Tehsil Sikandarabad,
District **NAGAR.** Ph:05813-923028
Email: msc_nagar@aiou.edu.pk

AZAD JAMMU KASHMIR

Deputy Regional Director,
Regional Campus, AIOU, House No.1-A,
Sector, F-1, Kotli Road, **MIRPUR (A.K)**
Ph:05827-960028,960029
Email: rd_mirpur@aiou.edu.pk

Assistant Regional Director,
Regional Campus, AIOU, Zero Point,
Jalalabad, **MUZAFFARABAD (A.K)**
Ph: (05822)960839 Fax: (05822)960840
Email:rd_muzaffarabad@aiou.edu.pk

Incharge,
Regional Centre, AIOU, Officer Colony Near
New Rawalakot, International Hotel
CMH/Bagh Road, Supply Bazar,
RAWALAKOT (POONCH) A.K.Ph:
(05824)960241
Email: ard_rawalakot@aiou.edu.pk