

Department of Management Sciences

0248 Bachelor of Business Administration

Shift : Morning

Duration : 4 years, 8 semesters, 130 credit hours

Eligibility : Intermediate or equivalent qualification with at least 50% marks from any recognized Board

1st Semester

| Course | Course Title | Credit Hours |
|------------|--------------------------------|--------------|
| CSC-101(2) | Introduction to Computing | 2 |
| CSC-101(L) | Introduction to Computing | 1 |
| ENG-111 | Freshman English I | 3 |
| HUM-101 | Islamic Studies | 3 |
| MGT-103 | Business in Contemporary World | 3 |
| MTS-104 | Business Mathematics | 3 |

2nd Semester

| Course | Course Title | Credit Hours |
|---------|----------------------------|--------------|
| ECO-102 | Micro Economics | 3 |
| ENG-207 | Freshman English II | 3 |
| HUM-102 | Pakistan Studies | 3 |
| MGT-106 | Introduction to Management | 3 |
| PSY-101 | Fundamental of Psychology | 3 |

3rd Semester

| Course | Course Title | Credit Hours |
|---------|---------------------------|--------------|
| ACC-211 | Financial Accounting 1 | 3 |
| ECO-103 | Macro Economics | 3 |
| ENG-209 | Oral Communication | 3 |
| HRM-202 | Human Resource Management | 3 |
| HUM-103 | Sociology | 3 |
| MTS-217 | Business Statistics | 3 |

4th Semester

| Course | Course Title | Credit Hours |
|---------|---|--------------|
| ACC-212 | Financial Accounting II | 3 |
| ECO-301 | Economy of Pakistan | 3 |
| ENG-201 | Business Communication | 3 |
| FIN-202 | Business Finance | 3 |
| MGT-204 | International Relations & Current Affairs | 3 |
| MKT-201 | Principles of Marketing | 3 |

5th Semester

| Course | Course Title | Credit Hours |
|---------|---------------------------|--------------|
| ACC-301 | Cost Accounting | 3 |
| FIN-301 | Money and Banking | 3 |
| FIN-303 | Financial Management | 3 |
| HUM-201 | Logic & Critical Thinking | 3 |
| MGT-307 | Business Laws | 3 |
| MKT-203 | Marketing Management | 3 |

6th Semester

| Course | Course Title | Credit Hours |
|---------|------------------------------------|--------------|
| CSC-409 | Management Information System | 3 |
| HRM-201 | Organization Behavior | 3 |
| MGT-309 | Business Ethics | 3 |
| MGT-311 | Business Research & Report Writing | 3 |
| MGT-408 | Leadership | 3 |
| MKT-402 | Consumer Behavior | 3 |

7th Semester

| Course | Course Title | Credit Hours |
|---------|-------------------------------|--------------|
| MGT-302 | Entrepreneurship | 3 |
| MGT-306 | E-Commerce | 3 |
| ----- | Elective-I (FIN/HRM/MKT/ENT) | 3 |
| ----- | Elective-II (FIN/HRM/MKT/ENT) | 3 |
| MGT-499 | Research Project* | 3 |

8th Semester

| Course | Course Title | Credit Hours |
|---------|-----------------------------------|--------------|
| MGT-402 | Operations Management | 3 |
| MKT-403 | International Business Management | 3 |
| ----- | Elective-III (FIN/HRM/MKT/ENT) | 3 |
| ----- | Elective-IV (FIN/HRM/MKT/ENT) | 3 |
| MGT-499 | Research Project* | 3 |

*Instead of research a student can opt for project report of 6 credit hours or can opt for two additional courses

Note: Pre-requisite for the award of degree:

The BBA programme students shall complete 6 to 8 weeks Internship in an organization acceptable to the university and shall get an internship letter from the concerned organization.

The students who are already in service shall be exempted from Internship.



Department of Management Sciences

Elective Courses for Specialization in Bachelor of Business Administration

A. Human Resource Management

- HRM-401 Organizational Development
- HRM-402 Human Resource Development
- HRM-403 Strategic Human Resource Management
- HRM-404 Training & Development
- HRM-405 Compensation Management
- HRM-406 Industrial & Labour Laws
- HRM-407 Staffing & Performance Management
- HRM-408 Change Management
- HRM-409 Conflict Management
- HRM-412 Case Studies in HRM

B. Finance

- FIN-401 Islamic Banking
- FIN-402 Financial Institutions & Capital Markets
- FIN-403 Investment & Portfolio Management
- FIN-404 Financial Statement Analysis
- FIN-405 Islamic Financial System
- FIN-406 Corporate Finance
- FIN-407 Micro Business and Islamic Finance
- FIN-408 Business Taxation
- FIN-409 Financial Management
- FIN-410 Islamic Banking & Finance

C. Marketing

- MKT-401 Strategic Marketing
- MKT-402 Consumer Behavior
- MKT-403 International Business
- MKT-404 Advertising
- MKT-405 Marketing of Services
- MKT-406 Contemporary Issues in Marketing
- MKT-407 New Product Management
- MKT-408 Strategic Brand Management
- MKT-409 Social Marketing
- MKT-410 Export Marketing
- MKT-412 Integrated Marketing Communication

D. Entrepreneurship

- Generating new startup and venture ideas
- New venture feasibility
- Entrepreneurial strategies
- Social innovation and entrepreneurship
- Product design and marketing
- Project integration and planning
- Environmental issues and ecosystem for business
- Corporate Entrepreneurship
- Entrepreneurship Theories

Note: Number of elective courses for specialization are not limited to the above mentioned list.

