

## 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-I	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	Pakistan Economy	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	Logical and 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	Organizational Behavior	3
MGT-309	Business Ethics	3
MGT-311	Business Research & Report Writing	3
MGT-408	Leadership	3
MKT-402	Consumer Behaviour	3

### 7th Semester

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

### 8th Semester

Course	Course Title	Credit Hours
MGT-412	Operations Management	3
MKT-403	International Business	3
-----	Elective-III(HRM/FIN/MKT)	3
-----	Elective-IV (HRM/FIN/MKT)	3
MGT-499	Research Project	3

#### 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.

## 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
MKT-413	International Marketing

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