

## BBA

Admissions: Fall

Program Duration: 4 years

Total Semesters: 8

Total Credit Hours: 128

### Scheme of Studies:

SEMESTER 1		
Course Code	Course Title	Credit Hour
ENG-501	Functional English	3(3-0)
SOC-501	Introduction to Sociology	2(2-0)
MGT-501	Introduction to Business	3(3-0)
HIS-501	Introduction to History	2(2-0)
ICT-501	Applications of Information & Communication Technologies	2(2-0)
ICT-501	Applications of Information & Communication Technologies (LAB)	1(0-1)
ICP-501	Ideology & Constitution of Pakistan	2(2-0)
SEMESTER 2		
Course Code	Course Title	Credit Hour
ENG-502	Expository Writing	3(3-0)
MGT-502	Financial Accounting- I	3(3-0)
ISL-501	Islamic Studies	2(2-0)
ES-501	Introduction to Environmental Sciences	2(2-0)
ES-501	Introduction to Environmental Sciences (LAB)	1(0-1)
MGT-503	Principles of Management	3(3-0)
ENT-501	Entrepreneurship	2(2-0)
CCE-501	Civics & Community Engagement	2(2-0)
SEMESTER 3		
Course Code	Course Title	Credit Hour
ECO-501	Principles of Micro Economics	3(3-0)
QRE-501	Quantitative Reasoning-1	3(3-0)

MGT-506	Business Communication 1	3(3-0)
MGT-504	Principles of Marketing	3(3-0)
FIN-501	Financial Accounting -II	3(3-0)
PKS-501	Pak Studies	2(2-0)
MGT-505	Fundamentals of Business Finance	3(3-0)
SEMESTER 4		
<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hour</b>
ECO-502	Principles of Macro Economics	3(3-0)
QRE-501	Quantitative Reasoning-II	3(3-0)
MGT-509	Marketing Management	3(3-0)
HRM-511	Introduction to HRM	3(3-0)
MGT-514	Managerial Finance	3(3-0)
MGT-518	Business Law	3(3-0)
THQ-501	Translation of Holy Quran-1	0(0-0)
SEMESTER 5		
<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hour</b>
MGT-526	International Business	3(3-0)
MIS-501	Management Information System	3(3-0)
MGT-519	Financial & Regulatory Institutions	3(3-0)
FIN-502	Financial Management	3(3-0)
MGT-521	Organizational Behavior	3(3-0)
SEMESTER 6		
<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hour</b>
ECO-503	Managerial Economics	3(3-0)
MGT-524	Business Analytics	3(3-0)
MGT-522	Project Management	3(3-0)
MGT-523	Business Ethics	3(3-0)
MGT-520	Production & Operation Management	3(3-0)
SEMESTER 7		
<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hour</b>
MGT-525	Business Research Methods	3(3-0)

MGT-527	Total Quality Management	3(3-0)
MGT-528	Semester project	3(3-0)
MGT-529	Specialization I	3(3-0)
MGT-530	Specialization II	3(3-0)
<b>SEMESTER 8</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hour</b>
MGT-531	Strategic Management	3(3-0)
MGT-533	Corporate Governance	3(3-0)
MGT-532	Specialization III	3(3-0)
MGT-534	Specialization IV	3(3-0)
<b>Areas of Specialization</b>		
<b>Finance</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hour</b>
MGT-531	International Finance	3(3-0)
MGT-519	Financial & Regulatory Institutions	3(3-0)
MGT-528	Investment & Portfolio Management	3(3-0)
MGT-530	Financial Risk Management	3(3-0)
MGT-533	Corporate Governance	3(3-0)
MGT-522	Financial Statement Analysis	3(3-0)
MGT-526	Corporate Finance	3(3-0)
<b>Marketing</b>		
MKT-501	International Marketing	3(3-0)
MKT-502	Customer Relationship Management	3(3-0)
MKT-503	Services Marketing	3(3-0)
MKT-504	Consumer Behavior	3(3-0)
MKT-505	Advertising and Event Management	3(3-0)
MKT-506	Brand Management	3(3-0)
MKT-507	Sales Management	3(3-0)
<b>Human Resource Management</b>		
HRM-501	Performance Management	3(3-0)
HRM-502	Training and Development	3(3-0)

HRM-503	Strategic Human Resource Management	3(3-0)
HRM-504	Organizational Development	3(3-0)
HRM-505	Change Management	3(3-0)
HRM-506	Career Management	3(3-0)
HRM-507	Compensation and Reward Management	3(3-0)
HRM-507	Recruitment and selection/ staffing	3(3-0)