



Grand Asian University, Sialkot

Faculty of Management Science (FMS)

Department of Business Administration & Economics

Bachelor of Business Administration (BBA)

Program Duration: 4 years

Total Semesters: 8

Total Credit Hours: 130

1. Introduction

The **Bachelor of Business Administration (BBA)** program is a comprehensive undergraduate degree designed to develop students' intellectual ability, managerial skills, and business acumen required to succeed in today's dynamic and competitive global environment. The program aims to provide a strong foundation in core business disciplines such as finance, marketing, human resource management, accounting, entrepreneurship, and strategic management.

The BBA program emphasizes both theoretical knowledge and practical application. It equips students with critical thinking, problem-solving, communication, and leadership skills necessary for effective decision-making in complex business situations. Through case studies, projects, internships, and industry interaction, students gain real-world exposure and hands-on experience.

2. Program Vision

The vision of the **Bachelor of Business Administration (BBA)** program is to develop competent, ethical, and innovative business professionals who can lead organizations in a dynamic and globalized environment. The program aspires to foster critical thinking, entrepreneurial mindset, and leadership capabilities while promoting sustainability, social responsibility, and lifelong learning.

It aims to produce graduates who are equipped with modern business knowledge, digital competencies, and strategic insight to contribute effectively to economic development and societal well-being at both national and international levels.

3. Program Mission

The mission of the **Bachelor of Business Administration (BBA)** program is to provide high-quality business education that integrates theoretical knowledge with practical application. The program is committed to developing students' analytical, managerial, and leadership skills through an interactive learning environment, industry engagement, and experiential learning opportunities.

It aims to nurture ethical values, social responsibility, and a global perspective among students, enabling them to make informed and responsible business decisions. The program also strives to foster innovation, entrepreneurship, and digital competency to prepare graduates for evolving business challenges and diverse career paths.

4. Scope of the Program

The **Bachelor of Business Administration (BBA)** program offers a broad and versatile scope, preparing graduates for diverse career opportunities in both local and international markets. The program equips students with comprehensive knowledge and practical skills across major business domains including finance, marketing, human resource management, operations, and entrepreneurship.

Graduates of the BBA program can pursue careers in corporate organizations, banking and financial institutions, multinational companies, government agencies, and non-profit organizations. The program also provides a strong foundation for entrepreneurial ventures, enabling students to start and manage their own businesses.

5. Program Learning Outcomes (PLOs)

After completing the MS Management Sciences program, students will be able to:

PLO 1: Business Knowledge

Demonstrate comprehensive knowledge of core business disciplines including finance, marketing, human resource management, accounting, and management.

PLO 2: Critical Thinking and Problem Solving

Analyze complex business problems using logical reasoning, quantitative techniques, and evidence-based decision-making.

PLO 3: Communication Skills

Communicate effectively in oral and written forms in professional and business contexts.

PLO 4: Teamwork and Leadership

Work effectively in teams and demonstrate leadership skills in achieving organizational goals.

PLO 5: Ethical and Social Responsibility

Apply ethical principles and demonstrate social responsibility in business practices and decision-making.

PLO 6: Digital and Technological Competence

Utilize modern business tools, information systems, and digital technologies to solve business problems.

PLO 7: Entrepreneurship and Innovation

Identify business opportunities and apply entrepreneurial skills to develop innovative solutions and ventures.

PLO 8: Global and Strategic Perspective

Understand global business environments and apply strategic thinking to compete in international markets.

6. Course Learning Outcomes (CLOs)

Each course in the BBA program will have specific CLOs. A general format is as follows:
By the end of any course, students will be able to:

1. Understand Core Concepts
2. Explain fundamental theories and concepts related to the subject.
3. Apply Knowledge
4. Apply theoretical knowledge to real-world business situations.
5. Analyze Problems
6. Evaluate business problems using appropriate tools and techniques.
7. Develop Solutions
8. Propose effective solutions to business challenges.
9. Communicate Effectively
10. Present ideas clearly through reports, presentations, and discussions.
11. Work in Teams
12. Collaborate effectively in group tasks and projects.
13. Use Technology

Utilize relevant software and tools for business analysis

Scheme of Studies

SEMESTER I			
Course Code	Course Title	Credit Hour	Category
QRE-501	Quantitative Reasoning-I	3(3-0)	General Education
ENG-501	Functional English	3(3-0)	General Education
ICT-501	Applications of ICT	3(2+1)	General Education
MGT-501	Principles of Management	3(3-0)	Major
BAN-501	Business Analytics	3(3-0)	Core
ECO-501	Economics	3(3-0)	Interdisciplinary
SEMESTER II			
Course Code	Course Title	Credit Hour	Category
QRE-502	Quantitative Reasoning-II	3(3-0)	General Education
PAD-502	Public Administration	2(2-0)	General Education
ENG-502	Expository Writing	3(3-0)	General Education
ES-501	Environmental Science	3(2+1)	General Education
UHQ-501	Understanding of Holy Quran-I	1(1-0)	General Education
MGT-502	Organizational Behavior	3(3-0)	Major
ACC-502	Principles of Accounting	3(3-0)	Major
SEMESTER III			
Course Code	Course Title	Credit Hour	Category
HIS-500	Islamic History	2(2-0)	General Education
ISL-501	Islamic Studies	2(2-0)	General Education
PKS-501	Pakistan Studies	2(2-0)	General Education
UHQ-502	Understanding of Holy Quran-II	1(1-0)	General Education
ACC-503	Financial Accounting	3(3-0)	Major
MGT-503	Sustainable Business Practices	3(3-0)	Core
BAN-503	Data Analytics	3(3-0)	Interdisciplinary
SEMESTER IV			
Course Code	Course Title	Credit Hour	Category
CCE-501	Civics & Community Engagement	2(2-0)	General Education
PST-504	Ideology & Constitution of Pakistan	2(2-0)	General Education
ENT-504	Entrepreneurship	2(2-0)	General Education

FIN-504	Business Finance	3(3-0)	Major
MKT-504	Digital Marketing & Social Media Strategy	3(3-0)	Core
FIN-504	Fintech & Block chain for Business	3(3-0)	Core
MKT-504	Principles of Marketing	3(3-0)	Major

SEMESTER V			
Course Code	Course Title	Credit Hour	Category
MKT-505	Marketing Management	3(3-0)	Major
FIN-505	Financial Management	3(3-0)	Major
HRM-505	Human Resource Management	3(3-0)	Major
LAW-505	Business Law	3(3-0)	Interdisciplinary
MIS-505	Management Information System	3(3-0)	Core
SEMESTER VI			
Course Code	Course Title	Credit Hour	Category
QTB-506	Quantitative Techniques for Business	3(3-0)	Core
OPM-506	Operations & Production Management	3(3-0)	Core
SDG-506	Sustainable Development Goals	3(3-0)	Interdisciplinary
	Elective-I	3(3-0)	Specialization
	Elective-II	3(3-0)	Specialization
SEMESTER VII			
Course Code	Course Title	Credit Hour	Category
RM-507	Business Research Methods	3(3-0)	Major
AIB-507	AI in Business	3(3-0)	Major
LDR-507	Leadership in the Digital Age	3(3-0)	Core
	Elective-III	3(3-0)	Specialization
	Elective-IV	3(3-0)	Specialization
SEMESTER VIII			
Course Code	Course Title	Credit Hour	Category
GBT-508	Global Business & Trade	3(3-0)	Core
	Elective-V	3(3-0)	Specialization
	Elective-VI	3(3-0)	Specialization
CAP-508	Capstone Project	3(3-0)	Capstone Project

INT-508	Internship	3(3-0)	Field Experience
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List of Electives

FIN-506	Financial Derivatives	3(3-0)
Finance		
Course Code	Course Title	Credit Hour
FIN-506	Algorithmic & Quantitative Trading	3(3-0)
FIN-506	Analysis of Financial Statements	3(3-0)
FIN-506	Block chain for Finance	3(3-0)
FIN-506	Corporate Finance	3(3-0)
FIN-506	Financial Institutions Management	3(3-0)
FIN-506	Financial Markets and Institutions	3(3-0)
FIN-506	Financial Modeling for Decision Making	3(3-0)
FIN-507	Financial Risk Management	3(3-0)
FIN-507	Financial Statement Analysis	3(3-0)
FIN-507	Fin Tech	3(3-0)
FIN-507	International Financial Management	3(3-0)
FIN-507	Investment Analysis and Portfolio Management	3(3-0)
FIN-507	Project Appraisal	3(3-0)
FIN-508	Risk Management and Insurance	3(3-0)
FIN-508	Sustainable Finance	3(3-0)
FIN-508	Techno finance	3(3-0)
Marketing		
Course Code	Course Title	Credit Hour
MKT-506 –	Advertising and Promotional Strategies	3(3-0)
MKT-506 –	Brand Management	3(3-0)
MKT-506 –	Consumer Behavior	3(3-0)
MKT-506 –	Customer Relationship Management	3(3-0)
MKT-506 –	Digital Marketing	3(3-0)

MKT-506 –	Digital and Social Media Marketing	3(3-0)
MKT-507	International Marketing	3(3-0)
MKT-507	Marketing Analytics	3(3-0)
MKT-507	Marketing for Nonprofit Organizations	3(3-0)
MKT-507	Marketing Research	3(3-0)
MKT-507	Pricing Strategies	3(3-0)
MKT-507	Retail Management	3(3-0)
MKT-507	International Marketing	3(3-0)
MKT-508	Sales Management	3(3-0)
MKT-508	Services Marketing	3(3-0)
MKT-508	Social Marketing	3(3-0)
MKT-508	Strategic Marketing	3(3-0)
MKT-508	Tourism Marketing	3(3-0)
Human Resource Management		
HRM-506	AI in HRM	3(3-0)
HRM-506	Compensation and Benefits Management	3(3-0)
HRM-506	Cross-Cultural and International HRM	3(3-0)
HRM-506	Data-driven Decision-making in HR	3(3-0)
HRM-506	Digital HR Transformation	3(3-0)
HRM-506	HR Analytics and Metrics	3(3-0)
HRM-506	HR Metrics, Dashboards, and Decision Support	3(3-0)
HRM-507	Human Resource Information Systems (HRIS)	3(3-0)
HRM-507	Industrial Relations & Labor Laws	3(3-0)
HRM-507	Leadership and Team Dynamics	3(3-0)
HRM-507	Negotiation and Conflict Management	3(3-0)
HRM-507	People Analytics and Workforce Intelligence	3(3-0)
HRM-507	Organizational Development and Change Management	3(3-0)
HRM-508	Performance Management Systems	3(3-0)
HRM-508	Strategic Human Resource Management	3(3-0)
HRM-508	Talent Management and Recruitment Strategies	3(3-0)
HRM-508	Training and Development	3(3-0)

HRM-508	Workforce Planning and HR Forecasting	3(3-0)
HRM-508	Virtual Collaboration and Digital Team Management	3(3-0)
HRM-508	Performance Management Systems	3(3-0)
HRM-508	Strategic Human Resource Management	3(3-0)
HRM-508	Talent Management and Recruitment Strategies	3(3-0)
Business Analytics		
BAN-506	Applications of Artificial Intelligence in Business Administration	3(3-0)
BAN-506	Business Analytics and Decision Science	3(3-0)
BAN-506	Big Data Analytics	3(3-0)
BAN-506	Data Governance and Ethics	3(3-0)
BAN-506	Data Analysis and Visualization	3(3-0)
BAN-507	Database Management Systems	3(3-0)
BAN-507	Data Mining for Business Intelligence	3(3-0)
BAN-507	Financial Analytics	3(3-0)
BAN-507	Machine Learning for Business Decision Making	3(3-0)
BAN-508	Marketing Analytics	3(3-0)
BAN-508	Predictive Analytics and Forecasting	3(3-0)
BAN-508	Statistical Methods for Business	3(3-0)
Digital Business and E-Commerce		
DBE-506	Artificial Intelligence in Digital Marketing	3(3-0)
DBE-506	Blockchain for E-Commerce	3(3-0)
DBE-506	Business Model Innovation in the Digital Age	3(3-0)
DBE-506	Customer Relationship Management (CRM) Systems	3(3-0)
DBE-506	Cybersecurity and Legal Issues in E-Business	3(3-0)
DBE-507	Data-Driven Decision Making for E-Business	3(3-0)
DBE-507	Digital Branding and Online Reputation Management	3(3-0)
DBE-507	Digital Business Models	3(3-0)
DBE-507	Digital Marketing and Performance Analytics	3(3-0)
DBE-507	E-Commerce Strategies and Technologies	3(3-0)
DBE-508	Ethics, Sustainability, and Digital Business	3(3-0)

DBE-508	Innovation and Entrepreneurship in Digital Markets	3(3-0)
DBE-508	Online Consumer Behavior and Engagement	3(3-0)
DBE-508	Payment Systems and Fintech in E-Commerce	3(3-0)
DBE-508	Search Engine Marketing (SEM) and Optimization (SEO)	3(3-0)
DBE-508	Social Media Marketing and Content Strategy	3(3-0)
DBE-508	Supply Chain and Fulfillment in Digital Commerce	3(3-0)
DBE-508	Web and Mobile App Development for Business	3(3-0)
Entrepreneurship and Innovation		
ENT-506	Business Model Innovation	3(3-0)
ENT-506	Design Thinking and Prototyping	3(3-0)
ENT-506	Digital Entrepreneurship	3(3-0)
ENT-506	Entrepreneurial Thinking and Mindset	3(3-0)
ENT-507	Family Business Management	3(3-0)
ENT-507	Innovation and Change Management	3(3-0)
ENT-507	Legal and Regulatory Aspects of Startups	3(3-0)
ENT-507	New Venture Creation	3(3-0)
ENT-508	SMEs Management	3(3-0)
ENT-508	Social Entrepreneurship	3(3-0)
ENT-508	Startup Financing and Venture Capital	3(3-0)
ENT-508	Technopreneurship	3(3-0)
Islamic Banking and Finance		
IBF-506	Islamic Banking Deposit Products & Treasury Op.	3(3-0)
IBF-506	Islamic Business Ethics	3(3-0)
IBF-506	Islamic Banking Financing Products	3(3-0)
IBF-507	Islamic Financial Institutions & Markets	3(3-0)
IBF-507	Islamic Law of Sales & Contract	3(3-0)
IBF-507	Islamic Wealth Planning & Management	3(3-0)
IBF-508	Pool Management in Islamic Banking	3(3-0)
IBF-508	Shariah Foundations of Business and Finance	3(3-0)
IBF-508	Shariah Standards	3(3-0)
IBF-508	Takaful Practices in Islamic Finance	3(3-0)

Project Management		
PMG-506	Business Ethics and Governance	3(3-0)
PMG-506	Circular Economy and Business Models	3(3-0)
PMG-506	Climate Change and Business Strategy	3(3-0)
PMG-507	Corporate Social Responsibility	3(3-0)
PMG-507	Environmental Economics	3(3-0)
PMG-508	Green Marketing and Branding	3(3-0)
PMG-508	Social Impact Assessment	3(3-0)
PMG-508	Sustainability Reporting and ESG Metrics	3(3-0)
Operations and Supply Chain Management		
SCM-506	Blockchain	3(3-0)
SCM-506	Contemporary Issues in Supply Chain Management	3(3-0)
SCM-506	Customer Relationship Management	3(3-0)
SCM-506	Demand Planning and Forecasting	3(3-0)
SCM-507	Humanitarian Logistics	3(3-0)
SCM-507	Inventory Management	3(3-0)
SCM-507	Maritime Logistics	3(3-0)
SCM-508	Procurement	3(3-0)
SCM-508	Routing & Fleet Management	3(3-0)
SCM-508	Supplier Relationship Management	3(3-0)
SCM-508	Supply Chain Analytics	3(3-0)
SCM-508	Shipping, Freight, and Port Management	3(3-0)
SCM-508	Supply Chain Finance	3(3-0)
SCM-508	Supply Chain Risk Management	3(3-0)
SCM-508	Sustainable Supply Chain Management	3(3-0)
SCM-508	Transportation Management	3(3-0)