



Grand Asian University, Sialkot

Faculty of Management Science (FMS)

Department of Business Administration & Economics

ADP Business Studies

Program Duration: 2 years

Total Semesters: 4

Total Credit Hours: 70

1. Introduction

The **ADP Business Studies** 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 **ADP Business Studies** 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 **ADP Business Studies** 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 **ADP Business Studies** 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 **ADP Business Studies**, 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 ADP 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 Information and Communication Technologies	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 and Community Engagement	2(2-0)	General Education
PST-504	Ideology and 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 and Blockchain for Business	3(3-0)	Core
MKT-504	Principles of Marketing	3(3-0)	Major