



UNIVERSITY OF POONCH RAWALAKOT
Faculty of Management, Humanities and Social Science
Department of Business Administration
SCHEME OF STUDY
(Under New Graduate Policy v1.1) Fall -2023

Layout of BBA Program under version 1.1 Undergraduate Policy

Sr. No.	Clusters	Total Courses	Credit. Hrs	Total
1.	General Education Cluster	11	30(28+2)	30
2.	Interdisciplinary	04	12(12-0)	12
3.	Discipline Specific	22	66(66-0)	63
4.	Electives (HRM, Marketing and Finance)	06	18(18-0)	18
5.	Internship	1	3(3-0)	3
6.	Caps Town Project	1	3(3-0)	3
			Grand- Total	132

SEMESTER WISE BREAKUP**

SEMESTER I, YEAR I				
Sr #	Course Name	Course Code	Category	Cr.Hrs
1	Functional English	GEN-3101	General Education Cluster	3(3-0)
2	Islamic Studies	GEN-3102	General Education Cluster	2(2-0)
3	Quantitative Reasoning (a)	GEN -3103		3(3-0)
4	Introduction to Business	BBA-3104	General Education Cluster	3(3-0)
5	Principles of Management	BBA-3105	Discipline -Specific	3(3-0)
6	Financial Accounting I	BBA-3106	Discipline -Specific	3(3-0)
			Total Cr.Hrs	17(17-0)

SEMESTER II, YEAR I



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Sr #	Course Name	Course Code	Category	Cr.Hr
1	Expository Writing	GEN-3201	General Education Cluster	3(3-0)
2	Ideology and Constitution of Pakistan	GEN-3202	General Education Cluster	2(2-0)
3	Quantitative Reasoning-II	GEN -3203	General Education Cluster	3(3-0)
4	Principles of Marketing	BBA-3204	Discipline -Specific	3(3-0)
5	Financial Accounting II	BBA-3205	Discipline -Specific	3(3-0)
6	Business Math	BBA-3206	Discipline -Specific	3(3-0)
			Total Cr.Hrs	17(17-0)

SEMESTER III, YEAR II

Sr #	Course Name	Course Code	Category	Cr.Hr
1	Arabic (Basic and understanding of Qur'an)	GEN-4301	General Education Cluster	2(2-0)
2	Applications of Information and Communication Technologies (ICT)	GEN-4302	General Education Cluster	3(2+1)
3	Introduction to Sociology	GEN -4303	General Education Cluster	2(2-0)
4	SME-Management	BBA-4304	Discipline -Specific	3(3-0)
5	Business Finance	BBA-4305	Discipline -Specific	3(3-0)
6	Cost Accounting I	BBA-4306	Discipline -Specific	3(3-0)
			Total Cr.Hrs	16(16-0)

SEMESTER IV, YEAR II

Sr #	Course Name	Course Code	Category	Cr.Hr
1	General Science	GEN-4401	General Education Cluster	3(2+1)
2	Entrepreneurship	GEN-4402	General Education Cluster	2(2-0)



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3	Civic and Community Engagement	GEN - 4403	General Education Cluster	2(2-0)
4	Financial Management	BBA-4404	Discipline -Specific	3(3-0)
5	Business Communication and Report Writing	BBA-4405	Discipline -Specific	3(3-0)
6	Human Resource Management	BBA-4406	Discipline -Specific	3(3-0)
			Total Cr.Hrs	16(16-0)

SEMESTER V, YEAR III

Sr #	Course Name	Course Code	Category	Cr.Hr
1	Management Information System	MIS-5501	Interdisciplinary	3(3-0)
2	Organization Behavior	BBA-5502	Discipline -Specific	3(3-0)
3	Business Research Methods.	BBA -5503	Discipline -Specific	3(3-0)
4	Managerial Economics	BBA-5504	Discipline -Specific	3(3-0)
5	Business Statistics	BBA-5505	Discipline -Specific	3(3-0)
6	Marketing Management	BBA-5506	Discipline -Specific	3(3-0)
			Total Cr.Hrs	18(18-0)

SEMESTER VI, YEAR III

Sr #	Course Name	Course Code	Category	Cr.Hr
1	Strategic Management	BBA-5601	Discipline -Specific	3(3-0)
2	Econometrics in Business	BBA-5602	Discipline -Specific	3(3-0)
3	Economic Theory and Practices	ECO-5603	Interdisciplinary	3(3-0)
4	E-Commerce	BBA-5604	Discipline -Specific	3(3-0)
5	Elective-I	BBA-5605	Discipline -Specific	3(3-0)
6	Elective –II	BBA-5606	Discipline -Specific	3(3-0)
			Total Cr.Hrs	18(18-0)

SEMESTER VII, YEAR IV

Sr #	Course Name	Course Code	Category	Cr.Hr
1	Statistical Inferences	STAT-6701	Interdisciplinary	3(3-0)



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2	International Business	BBA-6702	Discipline -Specific	3(3-0)
3	Elective III	BBA -6703	Discipline -Specific	3(3-0)
4	Elective IV	BBA-6704	Discipline -Specific	3(3-0)
5	Internship	INT-6705	Discipline -Specific	3(3-0)
			Total Cr.Hrs	15(15-0)

SEMESTER VIII, YEAR IV

Sr #	Course Name	Course Code	Category	Cr.Hr
1	Financial Institution	BBA-6801	Discipline -Specific	3(3-0)
2	Project Management	PM-6802	Interdisciplinary	3(3-0)
3	Elective –V	BBA -6803	Discipline -Specific	3(3-0)
4	Elective –VI	BBA-6804	Discipline -Specific	3(3-0)
5	Caps Town Project	CTP-6805	Discipline -Specific	3(3-0)
			Total Cr.Hrs	15(15-0)
			Grand-Total	132 (130+2)

Course Outlines Semester-wise (1-8) BBA V(3)

SEMESTER I, YEAR I				
Sr #	Course Name	Course Code	Category	Cr.Hrs
1	Functional English	GEN-3101	General Education Cluster	3(3-0)
2	Islamic Studies	GEN-3102	General Education Cluster	2(2-0)
3	Quantitative Reasoning (a)	GEN -3103		3(3-0)
4	Introduction to Business	BBA-3104	General Education Cluster	3(3-0)
5	Principles of Management	BBA-3105	Discipline -Specific	3(3-0)
6	Financial Accounting I	BBA-3106	Discipline -Specific	3(3-0)
			Total Cr.Hrs	17(17-0)



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List of Courses Cluster Wise	
Sr. No.	
1	General Education Cluster
1)	Arts and Humanities
2)	Natural Sciences
3)	Social Sciences
4)	Functional English
5)	Expository Writing
6)	Quantitative Reasoning
7)	Islamic Studies
8)	Ideology and Constitution of Pakistan
9)	Application and information of Communication Technologies
10)	Entrepreneurship
11)	Civic and Community Engagement
2	Interdisciplinary
1.	Management Information System
2.	Economic Theory and Practices
3.	Statistical Inferences
4.	Project management
3	Discipline Specific
1)	Introduction to Business
2)	Principles of Management
3)	Financial Accounting I
4)	Principles of Marketing
5)	Business Math
6)	Business Finance
7)	Organizational Behavior
8)	Financial Accounting II
9)	SME Management
10)	Financial Management
11)	Business Communication and Report Writing
12)	Human Resource Management
13)	Cost Accounting I
14)	Business Research Methods
15)	Managerial Economics
16)	Business Statistics
17)	Marketing Management



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18)	Strategic Management
19)	Econometrics in Business
20)	E-Commerce
21)	International Business
22)	Financial Institutions
4.	Elective Courses:EI- EVI (Human Resource Management, Marketing and Finance)
5.	Internship
6.	Caps- Town Project

List of Elective Courses				
1 Human Resource Management				
Sr.No	Course Name	Elective	Semester	Course Code
1.	Crisis and Conflict Management	Elective-I	Semester-VI	HRM-5605
2.	Recruitment and Selection	Elective-II	Semester-VI	HRM-5606
3.	Human Resource Information System	Elective -III	Semester-VI	HRM-6703
4.	Training and Development	Elective-IV	Semester-VI	HRM-6704
5.	Strategic HRM	Elective-V	Semester-VII	HRM-6703
6.	Compensation Management	Elective-VI	Semester-VII	HRM-6704
7.	Change Management	Elective-VII	Semester-VII	HRM-6807
8.	Human Resource Development	Elective-VIII	Semester-VII	HRM-6808
9.	Cultural Communication	Elective-IX	Semester-VIII	HRM-6806
10.	Creative Leadership	Elective-X	Semester-VIII	HRM-6807
11.	Industrial Psychology	Elective-XI	Semester-VIII	HRM-6808
12.	Staffing and Performance Management	Elective-XII	Semester-VIII	HRM-6809
2 Marketing				
1)	Consumer Behavior	Elective-I	Semester-VI	MKT-5605
2)	Sales and Selling	Elective-II	Semester-VI	MKT-5606



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3)	Advertising and Promotion	Elective -III	Semester-VI	MKT-6703
4)	Digital Marketing	Elective-IV	Semester-VI	MKT-6704
5)	Service Marketing	Elective-V	Semester-VII	MKT-6803
6)	Supply Chain Management	Elective-VI	Semester-VII	MKT-6804
7)	E-Marketing	Elective-VII	Semester-VII	MKT-6807
8)	Industrial Marketing	Elective-VIII	Semester-VII	MKT-6808
9)	New Product Development	Elective-IX	Semester-VIII	MKT-6806
10)	Brand Management	Elective-X	Semester-VIII	MKT-6807
11)	Integrated Marketing Communication	Elective-XI	Semester-VIII	MKT-6808
12)	Social Marketing	Elective-XII	Semester-VIII	MKT-6809
3.	Finance			
1)	Money and Banking	Elective-I	Semester-VI	FIN-5605
2)	Corporate Finance	Elective-II	Semester-VI	FIN-5606
3) s	Financial Statement Analysis	Elective -III	Semester-VI	FIN-6703
4)	Financial Risk Management	Elective-IV	Semester-VI	FIN -6704
5)	Investment Analysis &Portfolio Management	Elective-V	Semester-VII	FIN-6803
6)	Strategic Finance	Elective-VI	Semester-VII	FIN-6804
7)	Islamic Banking & Finance	Elective-VII	Semester-VII	FIN-6807
8)	International Finance	Elective-VIII	Semester-VII	FIN-6808
9)	Financial Institutions and Markets	Elective-IX	Semester-VIII	FIN-6806
10)	Venture Capital and Private Equity	Elective-X	Semester-VIII	FIN-6807
11)	Behavioral Finance	Elective-XI	Semester-VIII	FIN-6808



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12)	Advance Financial Management	Elective-XII	Semester-VIII	FIN-6809
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