

Scheme of Study of BBA

1st Semester		
Code	Course Title	Credit Hrs
BBA-111	Introduction to Business	3
ENG-112	Business English	3
Math-113	Business Math-II	3
COMP-114	Application of Computer Software in Business	3
ECO-115	Economic Theory(Micro)	3
ISL-116	Islamic Studies	2
2nd Semester		
Code	Course Title	Credit Hrs
BBA-121	Introduction to Management	3
ECO-122	Economic Theory(Macro)	3
MATH-123	Business Math-II	3
BBA-124	Financial Accounting-I	3
ENG-125	Business Report Writing Skills	3
PAKS-126	Pak. Studies	2
3rd Semester		
Code	Course Title	Credit Hrs
STAT-231	Statistics for Business	3
BBA-232	Financial Accounting-II	3
BBA-233	Fundamentals of Marketing	3
ECO-234	Managerial Economics	3
BBA-235	Organizational Behavior	3
ENG-236	Communication Skills	
4th Semester		
Code	Course Title	Credit Hrs
BBA-241	Business Finance	3
BBA-242	Business Research Method	3
BBA-243	Marketing Management	3
COMP-244	System Analysis and Design	3
BBA-245	Cost Accounting-I	3
BBA-246	Introduction to Strategic Management	3
5th Semester		
Code	Course Title	Credit Hrs
STAT-351	Statistical Inference	3
BBA-352	Financial Management	3
BBA-353	CSR	3
BBA-354	Operations Management	3
BBA-355	Corporate Law	3
ECO-356	Pak.Eco-Environment	3
6th Semester		
Code	Course Title	Credit Hrs
BBA-361	SME Management	3
BBA-362	Cost Accounting-II	3
COMP-363	E-Commerce	3

BBA-364	Human Resource Management	3
BBA-365	International Business	3
BBA	Elective-I	3
BBA	Summer Internship	S/U Basis
7th Semester		
Code	Course Title	Credit Hrs
BBA-471	Entrepreneurship	3
BBA-472	Financial Institutions	3
COMP-473	MIS	3
BBA	Elective-II	3
BBA	Elective-III	3
8th Semester		
Code	Course Title	Credit Hrs
BBA-481	Project Management	3
RAB-482	Arabic	2
BBA	Elective-IV	3
BBA	Elective-V	3
BBA	Elective-VI	3

ELECTIVE & SPECIALIZATION COURSES

Marketing

Code	Course Title	Credit Hrs
BBA-117	Consumer Behavior	3
BBA-118	International Marketing	3
BBA-120	E-Marketing	3
BBA-127	New Product Development	3
BBA-128	Integrated Marketing Communication	3
BBA-129	Brand Management	3
BBA-130	Services Marketing	3
BBA-237	Industrial Marketing	3
BBA-238	Marketing Research	3
BBA-239	Social Marketing	3
BBA-240	Advertising & Event Management	3
BBA-247	Direct Marketing & Sales Promotion	3

Finance

Code	Course Title	Credit Hrs
BBA-372	International Finance	3
BBA-373	Investment & Portfolio Management	3
BBA-374	Advanced Financial Management	3
BBA-375	International Financial Institutions & Capital Markets	3
BBA-376	Credit Management	3

BBA-377	Corporate Finance	3
BBA-378	Commercial Banking	3
BBA-379	Financial Statement Analysis	3
BBA-380	Business Taxation	3
BBA-381	Islamic Finance	3
BBA-382	Seminar in Finance	3

Human Resource Management

Code	Course Title	Credit Hrs
BBA-383	Crisis & Conflict Management	3
BBA-384	Human Resource Development	3
BBA-385	Compensation Management	3
BBA-386	Human Resource Information Systems	3
BBA-387	Organizational Development & Change Management	3
BBA-388	International HRM	3
BBA-389	Strategic HRM	3
BBA-390	Culture Communication	3
BBA-391	Organization Development	3
BBA-392	Public policy	3
BBA-393	Management of Innovation & Change	3
BBA-394	Seminar in HRM	3