

BBA

Bachelor of Business Administration (4 Years)

(4 Years)
8 Semesters

Total Credit Hours 130
Thesis/Dissertation/Project 6 Credit Hr

Eligibility Criteria:

- BBA (Hons): FA/F.Sc or Equivalent qualification with at least second division, securing 45% marks in aggregate. Qualifying for the admission test and interview is compulsory.
- MBA (2 years): Candidates possessing a 4-years Bachelor's degree in Business Administration of at least 130 credit hours or 2-years of Bachelor of Business Studies at least 60 credit hours and a minimum CGPA of 2.5 are eligible to apply. Qualifying for the admission test and interview is compulsory.

Scheme of Study BBA

Semester-1

(Cr Hrs=17)

Course Code	Course Title	Category	Cr.H
ENG-301	English Grammar & Composition	General-I	3
MS-302	Economics-I	General-II	3
MS-321	Principles of Management	Core (Foundation-I)	3
	Introduction to Computer	General-III	3
MS-303	Pakistan Studies	Compulsory-III	2
MS-304	Business Mathematics	Compulsory-IV	3

Semester-2

(Cr Hrs=17)

Course Code	Course Title	Category	Cr.H
MS-305	Basic Communication Skills	Compulsory-V	3
MS-306	Business Statistics	Compulsory-VI	3
MS-322	Principles of Accounting	Core (Foundation-II)	3
	Introduction to Mass Communication	General-II	3
MS-307	Islamic Studies	Compulsory-VII	2
MS-323	Principles of Marketing	Core (Foundation-III)	

Scheme of Study BBA

Semester-3

(Cr Hrs=18)

Course Code	Course Title	Category	Cr.H
MS-408	Technical Report Writing	Compulsory-VIII	3
MS-424	Business Finance	Core (Foundation-IV)	3
MS-425	Human Resource Management	Core (Foundation-V)	3
MS-426	Marketing Management	Core (Foundation-VI)	3
MS-427	Principles of Psychology	General-III	3
	Economics-II	Core (Foundation-VII)	3

Semester-4

(Cr Hrs=18)

Course Code	Course Title	Category	Cr.H
MS-409	Business Communication	Compulsory-IX	3
MS-428	Financial Accounting	Core (Foundation-VIII)	3
MS-451	Organizational Theory & Behavior	Major (Elective-I)	3
	Quantitative Techniques in Business	Core (Foundation-IX)	3
MS-429	Principles of Political Science	General-IV	3
	Introduction to Law	General-V	3

Semester-5

(Cr Hrs=18)

Course Code	Course Title	Category	Cr.H
MS-541	Consumer Behavior	Core (Intermediate-I)	3
MS-531	Business Research Methods	Core (Foundation-X)	3
MS-532	Financial Management	Core (Foundation-XI)	3
MS-552	Business Law	Major (Elective-II)	3
	Economy of Pakistan	General-VI	3
MS-511	Active Citizenship Program	General-VII	3

Scheme of Study BBA

Semester-6

(Cr Hrs=18)

Course Code	Course Title	Category	Cr.H
MS-542	Cost & Managerial Accounting	Core (Intermediate-II)	3
MS-543	Strategic Management	Core (Intermediate-III)	3
MS-533	Economics of entrepreneurship & Innovation	Core (Foundation-XII)	3
	Specialization-I	Specialization-I	3
MS-544	Financial Institutions & Market	Core (Intermediate-IV)	3
	Introduction to International Relations	General-VIII	3

Semester-7

(Cr Hrs=15)

Course Code	Course Title	Category	Cr.H
MS-613	Business Ethics	General-IX	3
	Specialization-II	Specialization-II	3
MS-653	Project Management	Major (Elective-III)	3
MS-654	Entrepreneurship	Major (Elective-IV)	3
	Specialization-III	Specialization-III	3

Semester-8

(Cr Hrs=15)

Course Code	Course Title	Category	Cr.H
MS-655	Management Information System	Major (Elective-V)	3
MS-656	Production & Operation Management	Major (Elective-VI)	3
	Specialization-IV	Specialization-IV	3
MS-661	Thesis/project/Internship		6