

Curriculum for BBA (Batch 2009)

SEMESTER 1

Course Code	Name	Credit Hours
ECS-101	Basic Communication Skills	3
ACT-101	Financial Accounting I	3
CIT-101	Introduction to Computing	3
SSH-101	Organizational Psychology	3
MGT-101	Principles of Management	3
Semester Total		15
Grand Total		15

SEMESTER 2

Course Code	Name	Credit Hours
ECS-102	Academic Writing	3
MAT-101	Business Mathematics I	3
STA-101	Business Statistics I	3
CIT-102	Computing for Business & Economics	3
SSH-102	Ideology of Pakistan	3
ECO-101	Introduction to Micro Economics	3
Semester Total		18
Grand Total		15

SEMESTER 3

Course Code	Name	Credit Hours
MAT-201	Business Mathematics II	3
STA-201	Business Statistics II	3
ECS-201	English Literature & Creative Writing	3
ACT-201	Financial Accounting II	3
ECO-201	Introduction to Macro Economics	3
MKT-201	Principles of Marketing	3
Semester Total		18
Grand Total		51

SEMESTER 4

Course Code	Name	Credit Hours
ECS-202	Business Communication	3
CIT-201	E-Business	3
SSH-201	Economy of Pakistan	3
FIN-201	Financial Management I	3
MGT-201	Organizational Behavior	3
Semester Total		15
Grand Total		66

SEMESTER 5

Course Code	Name	Credit Hours
MKT-301	Consumer Behavior	3
ACT-301	Cost & Management Accounting	3
FIN-301	Financial Management II	3
MGT-301	Productivity Management	3
BRM-301	Research Methodology	3
MGT-302	Total Quality Management	3
Semester Total		18
Grand Total		84

SEMESTER 6

Course Code	Name	Credit Hours
MGT-303	Human Resource Management	3
SSH-301	Islamic Studies	3
MKT-302	Marketing Management	3
FIN-302	Money and Banking	3
MGT-304	Operations Management	3
Semester Total		15
Grand Total		99

SUMMER III

Course Code	Name	Credit Hours
PRO-301	Industrial Research & Project	3
INT-301	Internship	0
Semester Total		3
Grand Total		102

SEMESTER 7

Course Code	Name	Credit Hours
MGT-401	Operations Research	3
SSH-401	Sociology	3
XXX-XXX	Specialization I	3
XXX-XXX	Specialization II	3
MGT-402	Supply Chain Management	3
Semester Total		15
Grand Total		117

SEMESTER 8

Course Code	Name	Credit Hours
SSH-402	Business Ethics	3
MGT-403	Entrepreneurship	3
MGT-404	Global Business Environment	3
XXX-XXX	Specialization III	3
XXX-XXX	Specialization IV	3
Semester Total		15
Grand Total		132

ELECTIVE COURSES

Finance

- Corporate Financial Management
- International Finance
- Money and Capital Markets (with special reference to Pakistan)
- Investment and Portfolio Management
- Financial Modeling
- Risk Management
- Mergers and Acquisitions
- Commercial Banking
- Investment Banking
- Financial Statement Analysis & Valuation
- Islamic Finance
- Seminars in Finance
- Cases in Finance

Accounting

- Intermediate Accounting
- Advanced Financial Accounting
- International Accounting
- Advanced Cost and Management Accounting
- Auditing
- Business Taxation
- Accounting Information Systems

Marketing

- Industrial Marketing (B2B Marketing)
- International Marketing
- Brand Management
- Cyber-marketing/Internet Marketing
- New Product Development
- Services Marketing
- Advertising & Event Management
- Sales Management
- Direct Marketing & Sales Promotion
- Integrated Marketing Communication
- Marketing of IT & Telecom Products
- Marketing of Financial Products
- Agricultural Marketing
- Seminar in Marketing

Human Resource Management

- Business & Labor Laws
- Contract Management
- Strategic HRM
- Training and Development
- Compensation Management
- Human Resource Information Systems (HRIS)
- Career Management and Planning
- Crisis and Conflict Management
- International HRM
- Culture Communications
- Management of Innovation & Change
- Seminars in HRM

Information Technology

- System Analysis and Design
- Database Design
- Advance Programming in Computer

- Computer Architecture and Operating Systems
- Data Communication and Computer Networks
- Computer Application to Management
- Database Management
- Computer Programming
- Web Technologies and Programming
- Data Communication & Networks
- Mobile communication
- Broad Band Communication
- Software Project management
- Enterprise Resource Planning Software
- Seminar in IT