

# Curriculum for BBA

## SEMESTER 1

Course Code	Name	Credit Hours
ECS-101	Basic Communication Skills	3
MAT-101	Business Mathematics I	3
STA-101	Business Statistics I	3
SSH-101	Ideology of Pakistan	3
CIT-101	Introduction to Computing	3
<b>Semester Total</b>		<b>15</b>
<b>Grand Total</b>		<b>15</b>

## SEMESTER 2

Course Code	Name	Credit Hours
ECS-102	Academic Writing	3
MAT-102	Business Mathematics II	3
STA-102	Business Statistics II	3
CIT-102	Computing for Business & Economics	3
ECO-101	Introduction to Micro Economics	3
<b>Semester Total</b>		<b>15</b>
<b>Grand Total</b>		<b>30</b>

## SEMESTER 3

Course Code	Name	Credit Hours
ECS-201	English Literature & Creative Writing	3
ACT-201	Financial Accounting I	3
ECO-201	Introduction to Macro Economics	3
SSH-201	Islamic Studies	3
MGT-201	Principles of Management	3
MKT-201	Principles of Marketing	3
<b>Semester Total</b>		<b>18</b>
<b>Grand Total</b>		<b>48</b>

## SEMESTER 4

Course Code	Name	Credit Hours
ECS-202	Business Communication	3
CIT-201	E-Business	3
SSH-202	Economy of Pakistan	3
ACT-202	Financial Accounting II	3
FIN-201	Financial Management I	3
MGT-202	Organizational Behavior	3
<b>Semester Total</b>		<b>18</b>
<b>Grand Total</b>		<b>66</b>

## 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
<b>Semester Total</b>		<b>18</b>
<b>Grand Total</b>		<b>84</b>

**SEMESTER 6**

<b>Course Code</b>	<b>Name</b>	<b>Credit Hours</b>
MGT-303	Human Resource Management	3
MKT-302	Marketing Management	3
FIN-302	Money and Banking	3
MGT-304	Operations Management	3
SSH-301	Organizational Psychology	3
<b>Semester Total</b>		<b>15</b>
<b>Grand Total</b>		<b>99</b>

**SUMMER III**

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

**SEMESTER 7**

<b>Course Code</b>	<b>Name</b>	<b>Credit Hours</b>
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
<b>Semester Total</b>		<b>15</b>
<b>Grand Total</b>		<b>117</b>

**SEMESTER 8**

<b>Course Code</b>	<b>Name</b>	<b>Credit Hours</b>
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
<b>Semester Total</b>		<b>15</b>
<b>Grand Total</b>		<b>132</b>

## **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