

Scheme of Studies for BBA 2 Years

Revised Scheme of Studies for BBA 2 Years in the light of the National Qualifications Framework (NQF) given by National Curriculum Review Committee (NCRC) and issued by HEC on March 28, 2019.

Introduction

This BBA program is a two-year degree program designed for the students who have 14 years of education in either business related or non-business related domain. These students are required to study few deficiency business related courses to complete the degree program. In order to bring our graduates at par with the traditional 4 years BBA degree program, this program as well gives exposure to multiple subjects during the 2 years of studies like management, marketing, finance, economics, business communication, human resource, accounting along with 3 credit hour project. Moreover, FMS refines the skills of the students by encouraging them to participate in intellectual debates, class room discussion, workshops and seminars. So, our graduates learn how to think critically, analyze data, and solve problems in business enterprises.

Vision

To be a leading Pakistani business education institution delivering state of the art degree to its business graduates.

Mission

Teaching our graduates, the core foundational concepts so as to prepare them to be successful professionals and business entrepreneurs, who can use relevant business knowledge to solve problems and make decisions, in an ethical and professional manner.

Program Objectives	Program Outcomes
To produce graduates who can distinguish, understand and apply the functional components of business i.e. economics, marketing, accounting, finance, law, and management	Graduates will have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business. They will be able to apply theoretical and technical knowledge and skills to provide socially and ethically responsible evidence-based business solutions.
To develop graduates who will be able to utilize independent, critical thinking and reasoning skills to identify problems and apply problem-solving abilities	Attain problem solving, decision making and critical thinking skills to provide viable solutions for business problems.
To develop young intellectuals having a good sense of personal and professional ethics	Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business
To develop young entrepreneurs who will	Able to use their creativity to turn opportunities into viable

generate employment and boost our national and international economy	business options as an entrepreneur
To cultivate both qualitative and quantitative skills in graduates for analyzing and interpreting the data	Acquire qualitative and quantitative skills to consolidate, synthesize, and analyses business information.

Program Structure

HEC Requirement Courses	25 CH
General/University Requirement Courses	09 CH
Undergraduate Core Courses	39 CH
Project	3 CH
Total Credit Hours	76 CH

HEC requirement Courses

S. No	Course Code	Course Title	Credit Hrs
1	GEN107	Business English I	3
2	GEN108	Business English II	3
3	GEN303	Oral Communication & presentation	3
4	GEN401	Business Communication & Report Writing	3
5	QNT302	Mathematics & Statistics for Business	3
6	MGT402	Business Research Methods	3
7	TM201	IT in Business	3
8	GEN113	Pakistan Studies	2
9	GEN109	Islamic Studies	2
		Sub Total	25

University Requirement Courses

S. No	Course Code	Course Title	Credit Hrs
1	GEN101	Understanding of Quran I	3
2	GEN102	Understanding of Quran II	3
3	GEN112	Islamic Law of Business Transactions	3
		Sub Total	9

Undergraduate Core Courses

S. No	Course Code	Course Title	Credit Hrs
1	ACT302	Cost Accounting	3
2	FIN301	Financial Management	3
3	FIN401	Financial Institutions & Markets	3
4	MKT301	Marketing Management	3
5	MKT401	Consumer Behavior	3
6	ECO401	Business Economics	3

7	MGT303	Human Resource Management	3
8	MGT416	Business Policy & Strategy	3
9	MGT405	Entrepreneurship	3
10		Specialization I	3
11		Specialization II	3
12		Specialization III	3
13		Specialization IV	3
		Sub Total	39

Deficiency Courses

S. No	Course Code	Course Title	Credit Hrs
1	ACT301	Financial Accounting	Non-Credit
2	FIN201	Business Finance	Non-Credit
3	MKT201	Principles of Marketing	Non-Credit
4	MGT201	Principles of Management	Non-Credit

UNDERGRADUATE SPECIALIZATIONS

1. Undergraduate Specialization: Finance

S. No	Course Code	Course Title
1	FIN407	Entrepreneurial Finance
2	FIN410	Corporate Finance
3	FIN411	Financial Statements Analysis & Reporting
4	FIN412	International Financial Management
5	FIN413	Security Analysis & Portfolio Management
6	FIN414	Behavioral Finance
7	FIN416	Financial Modeling
8	FIN417	Finance Theory
9	FIN420	Financial Risk Management
10	FIN421	Financial Engineering
11	FIN422	Financial Derivatives
12	FIN423	Mergers and Acquisitions
13	FIN424	Financial Intermediation
14	FIN425	Issues in Financial Reporting
15	FIN426	Financial Markets Regulations
16	FIN427	Cases in Finance

2. Undergraduate Specialization: Accounting

S. No	Course Code	Course Title
1	ACT403	Auditing & Taxation
2	ACT405	Advance Accounting
3	ACT406	Management Accounting & Control
4	ACT407	Advanced cost & Management Accounting
5	ACT408	Accounting Theory & Contemporary Accounting Practices
6	ACT409	Seminars in Accounting
7	ACT410	Accounting for Islamic Banking Institutions

3. Undergraduate Specialization: Management

S. No	Course Code	Course Title
1	MGT406	Leadership & Decision Making
2	MGT413	Total Quality Management
3	MGT414	Corporate Governance
4	MGT415	Corporate Social Responsibility & Managerial Ethics
5	MGT417	International Management

4. Undergraduate Specialization: Information Technology Management

S. No	Course Code	Course Title
1	ITM466	Computer Networking
2	ITM467	Operating System
3	ITM468	Experts System & Artificial Intelligence
4	ITM469	System Analysis & Design
5	ITM470	Seminar in MIS
6	ITM471	Networking Management

5. Undergraduate Specialization: Marketing

S. No	Course Code	Course Title
1	MKT404	Advertising
2	MKT405	Entrepreneurial Marketing
3	MKT406	Global Marketing
4	MKT407	Personal Selling
5	MKT408	B 2 B Marketing
6	MKT409	Marketing Research
7	MKT410	Brand Management
8	MKT411	Relationship Marketing
9	MKT412	Strategic Services Marketing
10	MKT413	Strategic Marketing
11	MKT414	New Product Development
12	MKT415	Islamic Marketing
13	MKT416	Management of Distribution Channels
14	MKT417	Public Sector Marketing
15	MKT418	Marketing Ethics
16	MKT419	Social Marketing
17	MKT420	Direct Marketing
18	MKT421	C 2 C Marketing
19	MKT422	Sales and Selling Management
20	MKT423	Customer Relationship Management

6. Undergraduate Specialization: Hospitality Management

S. No	Course Code	Course Title
1	HPM401	Hotel Services Marketing
2	HPM402	Hotel Financing Budgeting
3	HPM403	Food & Beverages Management
4	HPM404	Introduction to Hospitality Management
5	HPM405	Events/Conferences Management
6	HPM406	Strategic Services Marketing
7	HPM407	Culinary Art
8	HPM408	Hotel Management
9	HPM409	Hotel Operations
10	HPM410	Advertising & Event Management
11	HPM411	Restaurant Management

7. Undergraduate Specialization: Banking & Finance

S. No	Course Code	Course Title
1	BAN459	Practice & laws of Banking
2	BAN460	Consumer Banking
3	BAN461	Investment Banking
4	BAN462	Banks Management
5	BAN463	Advanced Islamic banking & Finance
6	BAN464	E-Banking
7	BAN465	CRM and Retail Banking
8	FIN411	Financial Statements Analysis & Reporting
9	FIN412	International Financial Management
10	FIN413	Security Analysis & Portfolio Management
11	FIN420	Financial Risk Management
12	FIN424	Financial Intermediation

8. Undergraduate Specialization: Human Resource Management

S. No	Course Code	Course Title
1	MGT407	Change Management
2	MGT408	Negotiation & Conflict Management
3	MGT409	Employee Training & Development
4	MGT410	Strategic Human Resource Management
5	MGT411	Talent Acquisition & Staffing
6	MGT412	Performance & Compensation Management
7	MGT418	Occupational Health & Safety

SEMESTER WISE SCHEME OF STUDY - BBA 02-YEARS

Semester 1

S.No	Course Code	Course Title	Credit Hrs.
1	ACT301	Financial Accounting	Non-Credit
2	FIN201	Business Finance	Non-Credit
3	MKT201	Principles of Marketing	Non-Credit
4	MGT201	Principles of Management	Non-Credit
5	GEN113	Pakistan Studies	2
6	ECO401	Business Economics	3
Total			05

Semester 2

S.No.	Course Code	Course Title	Credit Hrs.
1	GEN401	Business Communication & Report Writing	3
2	GEN112	Islamic Law of Business Transactions	3
3	MGT303	Human Resource Management	3
4	MKT301	Marketing Management	3
5	FIN301	Financial Management	3
6	MGT405	Entrepreneurship	3
Total			18

Semester 3

1	MKT401	Consumer Behavior	3
2	ACT302	Cost Accounting	3
2	MGT416	Business Policy & Strategy	3
4	MGT402	Business Research Methods	3
5		Specialization I	3
6		Specialization II	3
Total			18

Semester 4

1	GEN303	Business English III (Oral Communication & presentation)	3
2	GEN109	Islamic Studies	2
3	FIN401	Financial Institutes and Markets	3
5		Specialization III	3
5		Specialization IV	3
6	PR400	Project	3
Total			17