

## Scheme of Studies for BBA 4 Years Program

Revised Scheme of Studies for BBA 4 Years Program 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:

The Bachelor of Business Administration (BBA) program provides students with four years of rigorous undergraduate education and leads them onto the next step in their business careers. The program promises graduates to become knowledgeable not only in business subjects: including Finance, Accounting, Management, Human Resources, Marketing, General Management, and Information System; but are also introduced to the basic concepts of social sciences, applied sciences, and liberal arts. Our faculty, beside from providing business education, also help students in developing their business communication skills. Group discussions and Class presentations are encouraged, making students learn how to critically think, analyze information, discuss and present their ideas professionally.

### Vision:

Preparing the best young business graduates that are knowledgeable, dynamic and embedded with Islamic values

### Mission Statement

Maintaining a knowledgebase with state of the art business technologies. Instilling dynamism through course work and interactive liaison with experts and the industry at large. Personality development through discussions on Islamic values and their application in business.

Program Objectives	Program Outcomes
To offer a program that provide students with an aptitude to identify and examine business opportunities and develop sound methodological skills to foster decision making in business.	Our graduates will be able to acquire and demonstrate his knowledge in business world; to learn and apply new techniques that may help in understanding business opportunities; make in-time decision, create business ideas and solve business problems.
To develop critical thinking and communication skills, thereby allowing graduates to conduct research independently.	Our graduates will be able demonstrate identification of business problems, development of solutions and communication to a larger audience
To broaden the horizon of thought through updated curriculum and interaction with the industry	Our graduates will be able to demonstrate new learning through application in exams and projects. Moreover, Measureable interactions with experts and industry in the forms of lectures, seminars, field trips and internships.
Encourage self-improvement and professional growth based on Islamic values and to apply these values in solving business problems	Our graduates will be able to <ol style="list-style-type: none"><li>Exhibit an orientation towards professional Excellence.</li><li>Continuous personality development through</li></ol>

	<p>visible application of learned values.</p> <p>c) Demonstrate skills in delineating ethical issues in business operations and applying Islamic values to resolve those issues.</p>
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### Program Structure

HEC Requirement Courses	25 CH
General/University Requirement Courses	27 CH
Undergraduate Core Courses	48 CH
Undergraduate Elective/Specialization Courses	33 CH
Project	3 CH
<b>Total Credit Hours</b>	<b>136 CH</b>

**HEC requirement Courses**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hrs</b>
GEN107	Business English I	3
GEN108	Business English II	3
GEN303	Business English III(Oral Communication & presentation)	3
GEN401	Business Communication & Report Writing	3
QNT302	Mathematics & Statistics for Business	3
QNT401	Statistical Inference	3
TM201	IT in Business	3
GEN113	Pakistan Studies	2
GEN109	Islamic Studies	2
	<b>Sub Total</b>	<b>25</b>

<b>University Requirement Courses</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hrs</b>
GEN101	Understanding of Quran I	3
GEN102	Understanding of Quran II	3
GEN112	Islamic Law of Business Transactions	3
GEN302	Creative Thinking & Reasoning	3
GEN201	Introduction to Philosophy	3
GEN202	Introduction to Psychology	3
GEN203	Introduction to Sociology	3
FIN402	Islamic Banking & Finance	3
MGT402	Business Research Methods	3
	<b>Sub Total</b>	<b>27</b>

<b>Undergraduate Core Courses</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hrs</b>
ACT201	Principles of Accounting	3
ACT301	Financial Accounting	3
FIN201	Business Finance	3
FIN301	Financial Management	3
MKT201	Principles of Marketing	3
MKT301	Marketing Management	3
MGT201	Principles of Management	3
MGT303	Human Resource Management	3
ECO201	Principles of Microeconomics	3
ECO202	Principles of Macroeconomics	3
ACT302	Cost Accounting	3
FIN401	Financial Institutions & Markets	3
MKT401	Consumer Behavior	3
MGT304	Organizational Behavior	3
MGT403	Operations Management	3
TM401	MIS and E-Business	3
	<b>Sub Total</b>	<b>48</b>

### Undergraduate Elective Courses

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hrs</b>
MKT402	Integrated Marketing Communication	3
MKT403	Digital Marketing	3
MGT404	Project Management	3
MGT416	Business Policy & Strategy	3
MGT405	Entrepreneurship	3
FIN428	Introduction to Fintech	3
ACT403	Auditing and Taxation	3
	Specialization I	3
	Specialization II	3
	Specialization III	3
	Specialization IV	3
	<b>Sub Total</b>	<b>33</b>

## **UNDERGRADUATE SPECIALIZATIONS**

### **1. Undergraduate Specialization: Finance**

<b>S. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Name Change/ New course</b>
1	FIN407	Entrepreneurial Finance	
2	FIN410	Corporate Finance	
3	FIN411	Analysis of Financial Statements	Financial Statements Analysis & Reporting
4	FIN412	International Financial Management	
5	FIN413	Security Analysis & Portfolio Management	
6	FIN414	Behavioral Finance	
7	FIN416	Quantitative Methods for Finance	Financial Modeling
8	FIN417	Finance Theory	
9	FIN420	Risk Management	Financial Risk Management
10	FIN421	Financial Engineering	
11	FIN422	Derivatives	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**

<b>S. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Name Change/ New course</b>
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	Name Change/ New course
1	MGT406	Leadership & Decision Making	
2	MGT413	Total Quality Management	
3	MGT414	Corporate Governance	New Course
4	MGT415	Corporate Social Responsibility & Managerial Ethics	New Course
5	MGT417	International Management	New Course

### 4. Undergraduate Specialization: Information Technology Management

S. No	Course Code	Course Title	Name Change/ New course
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	Name Change/ New course
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 (New name proposed instead of Hotel Management)**

<b>S. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Name Change/ New course</b>
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	New Course
7	HPM407	Culinary Art	New Course
8	HPM408	Hotel Management	New Course
9	HPM409	Hotel Operations	New Course
10	HPM410	Advertising & Event Management	New Course
11	HPM411	Restaurant Management	New Course

**7. Undergraduate Specialization: Banking & Finance (New)**

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

**8. Undergraduate Specialization: Human Resource Management (New)**

<b>S. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Name Change/ New course</b>
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	New Course

**SEMESTER WISE SCHEME OF STUDY - BBA 04-YEARS****Semester 1**

<b>S.No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hrs.</b>
1	GEN107	Business English I	3
2	TM201	IT in Business	3
3	GEN101	Understanding Quran- I	3
4	GEN203	Introduction to Sociology	3
5	GEN202	Introduction to Psychology	3
6	GEN109	Islamic Studies	2
<b>Total</b>			<b>17</b>

**Semester 2**

<b>S.No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hrs.</b>
1	GEN108	Business English II	3
2	QNT302	Mathematics & Statistics for Business	3
3	GEN102	Understanding of Quran II	3
4	GEN201	Introduction to Philosophy	3
5	MGT201	Principle of Management	3
6	ECO201	Principles of Microeconomics	3
<b>Total</b>			<b>18</b>

**Semester 3**

<b>S.No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hrs.</b>
1	GEN303	Business English III(Oral Communication & presentation)	3
2	GEN302	Creative Thinking & Reasoning	3
3	ECO202	Principles of Macroeconomics	3
4	MKT201	Principles of Marketing	3
5	ACT201	Principles of Accounting	3
6	QNT401	Statistical Inference	3
<b>Total</b>			<b>18</b>

Semester 4			
S.No.	Course Code	Course Title	Credit Hrs.
1	GEN401	Business Communication & Report Writing	3
2	FIN402	Islamic Banking and Finance	3
3	GEN112	Islamic Law of Business Transactions	3
4	FIN201	Business Finance	3
5	ACT301	Financial Accounting	3
6	MGT303	Human Resource Management	3
Total			18
Semester 5			
S.No.	Course Code	Course Title	Credit Hrs.
1	MGT403	Operations Management	3
2	MKT301	Marketing Management	3
3	FIN301	Financial Management	3
4	MGT405	Entrepreneurship	3
5	TM401	MIS and E-Business	3
6	GEN113	Pakistan Studies	2
Total			17
Semester 6			
S.No.	Course Code	Course Title	Credit Hrs.
1	MKT401	Consumer Behavior	3
2	ACT302	Cost Accounting	3
3	FIN428	Introduction to Fintech	3
4	FIN401	Financial Institutions & Markets	3
5	MKT403	Digital Marketing	3
6	MGT304	Organizational Behavior	3
Total			18
Semester 7			
S.No.	Course Code	Course Title	Credit Hrs.
1	MKT402	Integrated Marketing Communication	3
2	MGT416	Business Policy & Strategy	3
3	MGT402	Business Research Methods	3
4		Specialization I	3
5		Specialization II	3
Total			15
Semester 8			
S.No.	Course Code	Course Title	Credit Hrs.
1	MGT404	Project Management	3

2	ACT403	Auditing and Taxation	3
3		Specialization III	3
4		Specialization IV	3
5	PR400	Project	3
<b>Total</b>			<b>15</b>