

SCHEME OF STUDY FOR BACHELOR OF BUSINESS ADMINISTRATION (BBA)
4 YEARS/8 SEMESTERS PROGRAMME

The BBA (Hons) programme will spread over a minimum of 8 semester (4 years) period extendable up to maximum of 12 semester (6 years) in line with the University undergraduate semester rules. The students of BBA (Hons) are required to complete minimum of 132 credit hours of studies. The students will also be required to go through an internship in any organization of repute for six to eight weeks duration in the last summer vacation commencing prior to the completion of the programme. They will submit an internship report describing the internship activities as per standard format of the department. The internship activity and report will carry a weightage of 3 credit hours (100 marks). The students will be required to pass a comprehensive examination followed by a comprehensive viva voce after passing all the required subjects of the programme. The comprehensive and viva voce examination will carry a weight of 3 credit hours (100 marks).

Code No.	Semester-I	CHr	Code No.	Semester-II	CHr
MGT-405	Introduction to Computer	3	MGT-351	Principle of Management	3
MGT-302	Islamic Studies	2	MGT-352	Business English-II	3
MGT-306	Pak Study	2	MGT-301	Introduction to Business	3
MGT-303	Business English-I	3	MGT-354	Business Mathematics	3
MGT-304	Micro Economics	3	MGT-355	Fundamentals of Accounting	3
MGT-305	Introduction to Sociology	3	MGT-353	Macro Economics	3
Code No.	Semester-III		Code No.	Semester-IV	
MGT-402	Financial Accounting	3	MGT-453	Organizational Theory Behavior	3
MGT-403	Business and Inferential Statistics	3	MGT-502	Financial Management	3
MGT-404	Business Communication	3	MGT-503	Entrepreneurship & SME	3
MGT-401	Principles of Marketing	3	MGT-552	Cost Accounting	3
MGT-451	Human Resource Management	3	MGT-307	International Relations (IR)	3
MGT-454	Business Finance	3	MGT-452	Marketing Management	3
Code No.	Semester-V		Code No.	Semester-VI	
MGT-554	Business Law	3	MGT-551	Project Planning and Management	3
MGT-504	Business Research Methods	3	MGT-308	Introduction to Psychology	3
MGT-456	Logic and Critical Thinking	3	MGT-555	Operations and Production Mgt	3
MGT-601	Business Ethics	3	MGT-456	Strategic Management	3
MGT-602	Management Information System	3	MGT-603	Economy of Pakistan	3
MGT-	Elective I	3	MGT-	Elective II	3
Code No.	Semester-VII		Code No.	Semester-VIII	
MGT-309	Journalism and Mass Communication	3	MGT-310	Tourism & Hospitality	3
			MGT-605	QTM	3
MGT-312	International Business & Trade	3	MGT-	Elective-VI	3
MGT-	Elective-III	3		Internship Report	6
MGT-	Elective-IV	3			
MGT-	Elective-V	3			

BBA ELECTIVE COURSES

Note: Elective courses will be offered from the field of specializations given below:

Human Resource Management Specialization

Course Codes	Course Title	Credit Hours
MGT - 651	Training and Development	3
MGT - 652	Compensation Management	3
MGT - 653	Recruitment and Selection	3
MGT - 654	Conflict and Dispute Management	3
MGT - 655	Performance Management	3
MGT - 656	International HRM	3
MGT - 657	Strategic HRM	3
MGT - 658	Leadership and Team Management	3
MGT - 659	Labor & Industrial Law	3
MGT - 660	Industrial Relations	3

Marketing Specialization

Course Codes	Course Title	Credit Hours
MGT - 661	Sales Management	3
MGT - 662	Brand Management	3
MGT - 663	International Marketing	3
MGT - 664	Marketing Research	3
MGT - 665	Procurement Management	3
MGT - 666	E-Marketing	3
MGT - 667	Retail/ Retailing Management	3
MGT - 668	Agriculture Marketing	3
MGT - 669	Advertising and Promotion Strategy	3
MGT - 670	Social Marketing	3
MGT - 671	Supply Chain Management	3
MGT - 672	Service Marketing	3
MGT - 673	Export Marketing	3
MGT - 674	Industrial Marketing	3

Finance Specialization

Course Codes	Course Title	Credit Hours
MGT- 680	Corporate Finance	3
MGT – 681	Investment and Portfolio Management	3
MGT – 682	Islamic Banking & Finance	3
MGT – 683	Auditing	3
MGT – 684	Advance Accounting	3
MGT – 685	Financial Risk Management	3
MGT – 686	Treasury Management	3
MGT – 687	International Financial Management	3
MGT – 688	Credit Management	3
MGT – 689	Banks Management	3
MGT – 690	Advance Cost Accounting	3
MGT – 691	Insurance Management	3
MGT – 692	Management of Micro Finance	3
MGT – 693	Financial Statement Analysis	3
MGT - 694	Taxation Management	3
MGT – 695	Accounting Information System	3
MGT – 696	Consumer Banking	3
MGT – 697	Banking Law and Practices	3
MGT – 698	Strategic Finance	3
MGT – 699	Advanced Accounting II	3