

Semester 1

BBA REVISED SCHEME OF STUDIES

Course No.	Course Title	Course Type	Credit Hours
ENG-301	Composition and Communication Skills	General	3(3-0)
BBA-301	Financial Accounting-I	Major	3(3-0)
BBA-303	Arabic	General	3(3-0)
BBA-305	IT in Business	General	3(2-1)
BBA-307	Principles of Microeconomics	Major	3(3-0)
IS-401 or SSH-402	Islamic Studies or Ethics (For Non-Muslims/ Foreigners)	General	3(3-0)
Total Credit Hours			18

Semester 2

Course No.	Course Title	Course Type	Credit Hours
BBA-302	Freshman English II	General	3(3-0)
SSH-302	Pakistan Studies	General	2(2-0)
BBA-304	Human Psychology	General	3(3-0)
BBA-306	Principles of Macroeconomics	Major	3(3-0)
BBA-308	Business Mathematics	General	3(3-0)
BBA-310	Introduction to Management	Major	3(3-0)
Total Credit Hours			17

Semester 3

Course No.	Course Title	Course Type	Credit Hours
BBA-401	Management Information System (MIS)	Major	3(2-1)
BBA-403	Business Statistics	General	3(2-1)
BBA-405	Principles of Marketing	Major	3(3-0)
BBA-407	Financial Accounting II	Major	3(3-0)
BBA-409	Introduction to HRM	Major	3(3-0)
BBA-411	Introduction to Sociology	General	2(2-0)
Total Credit Hours			17

Semester 4

Course No.	Course Title	Course Type	Credit Hours
BBA-402	Business Communication	General	3(2-1)
BBA-404	Fundamentals of Agribusiness Management	Major	3(3-0)
BBA-406	Introduction to Banking	Major	3(3-0)
BBA-408	Environmental Sciences	General	3(3-0)
BBA-410	Pakistan Economics	General	3(3-0)
BBA-412	Business Finance	Major	3(3-0)
Total Credit Hours			18

Semester 5

Course No.	Course Title	Course Type	Credit Hours
BBA-501	Cost Accounting	Major	3(3-0)
BBA-503	Marketing Management	Major	3(3-0)
BBA-505	Oral Communication and Presentation	General	2(1-1)
BBA-507	Financial Management	Major	3(2-1)
BBA-509	Taxation Theory and Practices	General	3(3-0)
	Elective 1	Specialization	3(3-0)
Total Credit Hours			17

Semester 6

Course No.	Course Title	Course Type	Credit Hours
BBA-502	Business Ethics	General	2(2-0)
BBA-504	Organizational Behaviour	Major	3(3-0)
BBA-506	Consumer Behaviour	Major	3(3-0)
BBA-508	Business and Corporate Law	Major	3(3-0)
BBA-510	Entrepreneurship	Major	3(3-0)
	Elective 2	Specialization	3(3-0)
Total Credit Hours			17

Semester 7

Course No.	Course Title	Course Type	Credit Hours
BBA-601	Business Research and Report Writing	Major	3(3-0)
BBA-603	Operations Management	Major	3(3-0)
BBA-605	International Business Management	Major	3(3-0)
BBA-607	Contemporary World	General	3(3-0)
BBA-609	Logic	General	2(2-0)
	Elective 3	Specialization	3(3-0)
Total Credit Hours			17

Semester 8

Course No.	Course Title	Course Type	Credit Hours
BBA-602	Research Project	Major	3(0-3)
BBA-604	Business Policy	Major	3(3-0)
BBA-606	Total Quality Management	Major	3(3-0)
BBA-608	E-Commerce	General	3(3-0)
	Elective4	Specialization	3(3-0)
Total Credit Hours			15

List of Elective Courses

Banking and Finance Specialization

Course No.	Course Title	Credit Hours
BBABF-511	Money and Banking	3(3-0)
BBABF-512	Financial Statement Analysis	3(2-1)
BBABF-601	Corporate Finance	3(3-0)
BBABF-602	Islamic Financial System	3(3-0)
BBABF-603	International Financial Management	3(3-0)
BBABF-604	Investment and Portfolio Management	3(2-1)

Marketing Specialization

Course No.	Course Title	Credit Hours
BBAMK-511	Marketing Research	3(3-0)
BBAMK-512	International Marketing	3(3-0)
BBAMK-601	Advertising and Sales Promotion	3(2-1)
BBAMK-602	WTO Agreements: Implications for Developing Countries	3(3-0)
BBAMK-603	Sales and Selling	3(3-0)
BBAMK-604	Supply Chain Management	3(3-0)
BBAMK-605	Marketing of Services	3(3-0)
BBAMK-606	New Product Development	3(2-1)

Human Resource Management Specialization

Course No.	Course Title	Credit Hours
BBAHR-511	Strategic Human Resource Management	3(3-0)
BBAHR-512	Performance Management	3(3-0)
BBAHR-601	Organization Development	3(2-1)
BBAHR-602	Conflict and Negotiation Management	3(3-0)
BBAHR-603	Case Studies in Human Resource Management	3(3-0)
BBAHR-604	Personnel Training and Development	3(2-1)
BBAHR-606	Leadership and Team Management	3(3-0)