**BBA- (4-Year) Degree Program**

From (Fall-2023)

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| **Design Summery** | |
| **Normal Duration** | **4.0** - Year (8-Semester) |
| **Total Credit Hours** | **135** CHs |
| **Total Number of Courses** | - **39** Courses (3 CHs each) -  - **06** Courses (2 CHs Each)  - **1** Capstone Project (3 CHs)  - **1** Field Experience (3 CHs)  - (39x3)+(6 x 2) +(1x3)+ (1x 3) = **135** CHs |
| **Entry Requirement** | - **12**-year education (with minimum **50%** marks),  - **IBHM** Admission Test (with minimum **50%** marks)  - Selection Interview (**satisfactory**) |

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| **S No.** | **Course Code** | **Course Title** | **Credit**  **Hours** | **Prerequisite**  **Course(s)** |
| **SEMESTER-1** | | | | |
| 1 | **MIS101** | Application of Information and Communication Technologies | 2+1 | None |
| 2 | **ECO102** | Microeconomics. | 3-0 | None |
| 3 | **MTS103** | Business Mathematics. | 3-0 | None |
| 4 | **SSC104** | Islamic Studies/Ethics. | 2-0 | None |
| 5 | **SSC105** | Functional English. | 3-0 | None |
| 6 | **MGT106** | Principles of Management. | 3-0 | None |
|  | | | **17-0** |  |
| **SEMESTER-2** | | | | |
| 7 | **SSC107** | Expository Writing. | 3-0 | SSC105 |
| 8 | **ECO108** | Macroeconomics | 3-0 | ECO102 |
| 9 | **MTS109** | Introduction to Statistics | 3-0 | None |
| 10 | **MKT110** | Principles of Marketing | 3-0 | None |
| 11 | **ACC111** | Principles of Accounting | 2+1 | MTS103 |
| 12 | **SSC112** | Ideology and Constitution of Pakistan | 2-0 | None |
|  | | | **17-0** |  |
| **SEMESTER-3** | | | | |
| 13 | **SSC201** | Civics and Community Engagement. | 2-0 | None |
| 14 | **MKT202** | Marketing Management | 3-0 | MKT110 |
| 15 | **SSC203** | Foreign Language (Arabic) | 2-0 | None |
| **SSC204** | Foreign Language (Chinese) | 2-0 | None |
| **SSC205** | Foreign Language (Germen) | 2-0 | None |
| **SSC206** | Foreign Language (French) | 2-0 | None |
| 16 | **ACC207** | Financial Accounting | 3-0 | MTS103 & ACC111 |
| 17 | **MTS208** | Inferential Statistics | 2+1 | MTS109 |
| 18 | **SSC209** | International Relations and Current Affairs | 2-0 | None |
|  | | | **15-0** |  |

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| **SEMESTER-4** | | | | | | |
| 19 | **MGT210** | | Organizational Behavior | | 3-0 | MGT106 |
| 20 | **MKT211** | | Services Marketing | | 3-0 | MKT202 |
| 21 | **ACC212** | | Cost Accounting | | 3-0 | ACC207 |
| 22 | **MGT213** | | Business Ethics | | 3-0 | None |
| 23 | **SSC214** | | Environmental Sciences | | 2+1 | None |
| 24 | **ECO215** | | Pakistan Economy | | 3-0 | MTS103 & ECO108 |
|  | | | | | **18-0** |  |
| **25** | | **INT216** | | Field Experience / Internship\* | 3-0 | None |
| **SEMESTER-5** | | | | | | |
| 26 | **MGT301** | | Human Resource Management | | 3-0 | MGT210 |
| 27 | **FIN302** | | Introduction to Business Finance | | 2+1 | MTS103 & ACC207 |
| 28 | **LAW303** | | Business Law | | 3-0 | None |
| 29 | **SSC304** | | Business Communication | | 3-0 | SSC107 |
| 30 | **MKT305** | | Consumer Behavior | | 3-0 | MKT202 |
| 31 | **MGT306** | | Operations Management | | 3-0 | MGT106 |
|  | | | | | **18-0** |  |
| **SEMESTER-6** | | | | | | |
| 32 | **ACC307** | | Managerial Accounting | | 3-0 | ACC212 |
| 33 | **SSC308** | | Business Research Methods | | 2+1 | MTS103 & MTS208 |
| 34 | **MKT309** | | Sales Management | | 3-0 | MKT202 |
| 35 | **MTS310** | | Business Analytics | | 3-0 | MTS103 & MTS208 |
| 36 | **FIN311** | | Financial Management | | 2+1 | FIN302 |
| 37 | **FIN312** | | Islamic Finance | | 3-0 | FIN302 |
|  | | | | | **18-0** |  |
| **SEMESTER-7** | | | | | | |
| 38 | **MKT401** | | Digital Marketing | | 3-0 | MKT202 |
| 39 | **MGT501** | | Business Policy | | 3-0 | MKT202, MGT301,  FIN311 |
| 40 | **SSC402** | | Entrepreneurship | | 2-0 | MKT202, FIN311 |
| 41 | **FIN403** | | Financial Markets & Institutions | | 3-0 | FIN311 |
| 42 |  | | Elective-**I** | | 3-0 | As per Elective |
| 43 | Elective-**II** | | 3-0 | As per Elective |
|  | | | | | **18-0** |  |
| **SEMESTER-8** | | | | | | |
| 44 | RPJ502 | | Capstone Project | | 3-0 | SSC308 |
| 45 |  | | Elective-**III** | | 3-0 | As per Elective |
| 46 | Elective-**IV** | | 3-0 | As per Elective |
| 47 | Elective-**V** | | 3-0 | As per Elective |
|  | | | | | **12-0** |  |
| **Total Credit Hours** | | | | | **135-0** |  |

**Degree Awarding CGPA:** Completion of the prescribed course work with the minimum degree awarding CGPA 2.0 out of 4.0