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

From (Fall-2023)

|  |
| --- |
| **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**) |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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** |  |

|  |
| --- |
| **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