



Program Requirement

Duration	4 Years
Undergraduate Core Courses	60
Undergraduate Electives	24
Undergraduate Specialization	12
Project / One Additional course	3
Internship	6-8 Weeks
Total Credits Hours	135

SCHEME OF STUDIES FOR
BBA (HONS) 4 YEARS PROGRAM

Summary

General Courses	36
Undergraduate Core Courses	60
Undergraduate Electives	24
Undergraduate Specialization	12
Project / One Additional course	3
Total Credit Hours	135

Undergraduate Core Courses

S.NO	C. CODE	TITLE	
1.	ACT201	Principles of Accounting	
2.	ACT501	Financial Accounting	
3.	ACT301	Cost Accounting	
4.	FIN201	Business Finance	
5.	FIN505	Financial Institutions & Markets	
6.	FIN501	Financial Management	
7.	MKT201	Principles of Marketing	
8.	MKT507	Marketing Management	
9.	MGT202	Principles of Management	
10.	MGT502	Human Resource Management	
11.	MGT501	Organizational Behaviour	
12.	MGT507	Operations Management	
13.	MGT401	Entrepreneurship	
14.	MGT506	Business Research Methods	
15.	GEN501	Business Communication & Report Writing	
16.	ECO201	Principles of Microeconomics	
17.	ECO202	Principles of Macroeconomics	
18.	GEN303	Creative Thinking and Reasoning	
19.	FIN301	Islamic Banking & Finance	
20.	QNT501	Mathematics & Statistics for Business	
	Sub Total		60

GENERAL COURSES

S.NO	C. CODE	COURSE TITLE	Cr
1.	GEN103	Arabic-I	
2.	GEN104	Arabic-II	
3.	GEN110	Islamic Perspective of Business	
4.	GEN113	Islamic Law of Business Transactions	
5.	GEN111	Pakistan Studies	
6.	GEN107	Functional English-I	
7.	GeN108	Functional English-II	
8.	MGT201	Oral Communication & presentation	
9.	ITM201	IT in Business	
10.	GEN202	Human Behaviour	
11.	GEN301	Introduction to Sociology	
12.	GEN302	Business, Society & Ethics	
		Sub Total	36

Undergraduate Electives of 24 Credit Hours from the following list:

S.NO	C. CODE	TITLE	
1.	MKT503	Buyer Behaviour	
2.	MGT302	Business Law and the Legal Environment	
3.	MGT508	Project Management	
4.	ITM501	MIS and E-Business	
5.	QNT401	Statistical Inference	
6.	QNT402	Quantitative Methods	
7.	QNT502	Business Econometrics	
8.	ECO404	International Business & WTO	
9.	ECO403	Pakistan Economy	
10.	ECO404	Global/International Business Management	
11.	MGT510	Environment Science/Management	
12.	MGT511	History Development of Islamic Business Institutions	
13.	ECO402	Money and Banking	
		Sub Total	24

Undergraduate Specialization

1.	Specialization-I	
2.	Specialization –II	
3.	Specialization –III	
4.	Specialization –IV	
	Sub Total	12
	Project / One Additional Course	3

Total Credits **135**

Undergraduate Specialization Courses of Marketing

S.NO	C. CODE	COURSE TITLE
1	MKT521	Consumer Marketing
2	MKT522	Industrial Marketing
3	MKT523	Integrated Marketing Communication
4	MKT524	Internet Marketing / Cyber Marketing
5	MKT525	Personal Selling
6	MKT526	Services Marketing
7	MKT527	Retail Marketing
8	MKT528	Marketing of Financial Services
9	MKT529	Direct Marketing

Undergraduate Specialization Courses of Finance

S.NO	C. CODE	COURSE TITLE
1	FIN521	Accounting & decision Making
2	FIN522	Accounting for Managers
3	FIN523	Auditing and Internal Control Systems
4	FIN524	Financial Management of Family and Closely Held Firms
5	FIN525	Functional and Strategic Finance
6	FIN526	Insurance Management
7	FIN527	Venture Capital and Private Equity
8	FIN528	Islamic Banking & Finance

Undergraduate Specialization Courses of Banking

S.NO	C. CODE	COURSE TITLE
1	BAN521	Practice & laws of Banking
2	BAN522	Consumer Banking
3	BAN523	Credit Analysis & Investment Banking
4	BAN524	Banks Management

Undergraduate Specialization Courses of Economics

S.NO	C. CODE	COURSE TITLE
1	ECO521	Public Finance
2	ECO522	Managerial Finance
3	ECO523	Financial Economics

Undergraduate Specialization Courses of Information Technology

1	ITM521	Computer Networking
2	ITM522	Operating System
3	ITM523	Experts System & Artificial Intelligence
4	ITM524	System Analysis & Design
5	ITM525	Seminar in MIS
6	ITM526	Networking Management

Undergraduate Specialization Courses of Management & HR

S.NO	C. CODE	COURSE TITLE
1	MGT521	Business Marketing and Sales
2	MGT522	Compensation Management
3	MGT523	Creating Value Through Corporate Restructuring
4	MGT524	International Management
5	MGT525	Job Analysis & Design
6	MGT526	Leadership & Team Management
7	MGT527	Leading Innovative Ventures
8	MGT528	Legal Aspects of Management
9	MGT529	Management Control Systems
10	MGT530	Management of the Family Business
11	MGT531	Micro Organizational Dynamics
12	MGT532	Change Management
13	MGT533	Performance Management and Organizational Control
14	MGT534	Personal Management/Management Skills
15	MGT535	Crises Management
16	MGT536	Comparative Management
17	MGT537	Knowledge Management
18	MGT538	Health-Care Services Management
19	MGT539	Education Management
20	MGT540	NGO' s Management
21	MGT541	Environment Management
22	MGT542	Hospital Management
23	MGT543	SME Management
24	MGT544	Industrial Personnel & Labour Management
25	MGT545	Labour Laws in Pakistan
26	MGT546	Workforce Planning & Design
27	MGT547	Rural & Urban Dynamics
28	MGT548	Training Intervention in Job Skills

Undergraduate Specialization Hotel Management

1	MGT549	Hotel Services Marketing
2	MGT550	Hotel Financing Budgeting
3	MGT551	Food & Beverages Management
4	MGT552	Hospitality Management
5	MGT553	Events/Conferences Management