

BBA (Hons) 2024 and Onwards

Curriculum

Semester I

- AH-111** International Relations
- GENG-101** Functional English
- GCCE-201** Civics and Community Engagement
- GISL-101** Islamic Studies
- BBA-101** Fundamentals of Accounting
- BBA-102** Fundamentals of Management
- HQ-001** Understanding of the Holy Quran-1

Semester 2

- SS-121** Sociology
- GQR-101** Quantitative Reasoning-1
- GENT-201** Entrepreneurship
- GICP-101** Ideology and Constitution of Pakistan/Pakistan Studies
- BBA-111** Financial Accounting
- BBA-112** Introduction to Human Resource Management
- HQ-002** Understanding of the Holy Quran-1

Semester 3

- GICT-201** Application of Information and Communication
- GENG-201** Expository Writing
- BBA-202** Principles of Marketing
- BBA-203** Fundamentals of Financial Management
- BBA-204** Principles of Auditing
- HQ-003** Understanding of the Holy Quran-1

Semester 4

- NS-221** Ecology
- GQR-102** Quantitative Reasoning-II
- BBA-221** Marketing Management
- BBA-222** Cost & Management Accounting
- BBA-223** Behavioral Sciences for Management
- HQ-004** Understanding of the Holy Quran-1

Semester 5

- BBA-311** Financial Institutions and Markets
- BBA-312** Microeconomics
- BBA-313** Corporate Governance and Business Ethics
- BBA-314** Business Research and Report Writing
- BBA-315** Performance Management
- HQ-005** Understanding of the Holy Quran-2
- Specialization-I

Semester 6

- BBA-321** Critical Reasoning
- BBA-322** Macroeconomics
- BBA-323** Corporate Law
- BBA-324** Taxation Management
- BBA-325** Operations Management

HQ-006 Understanding of the Holy Quran-2

– Specialization-II

Semester 7

BBA-411 Strategic Management

BBA-412 Essentials of Supply Chain Management

Internship

BBA-413 Organizational Development

BBA-414 Small and Medium Enterprises

HQ-007 Understanding of the Holy Quran-2

– Specialization-III

Semester 8

BBA-421 Capstone Project

BBA-422 Entrepreneurial Ventures and Business Plan

BBA-423 Management Information System

BBA-424 Business Analytics

BBA-425 Industry Analysis

HQ-008 Understanding of the Holy Quran-2

– Specialization-IV

Marketing Specialization

MKT-431 Consumer Behavior

MKT-432 Advertising

MKT-433 Sales Management

MKT-434 Marketing Research

Finance Specialization

FIN-421 Financial Reporting and Analysis

FIN-422 Managerial Accounting

FIN-423 Investment Analysis and Portfolio Management

FIN-424 Financial Management-II

HRM Specialization

HRM-441 Strategic Human Resource Management

HRM-442 Human Resource Development

HRM-443 Organizational Development

HRM-444 Labour Law in Pakistan