

# **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