

# Bachelor of Business Administration (BBA)

## Curriculum Plan and Model

<b>BBA-H Course Distribution</b>		
UM for University Mandatory	13	37
CO for Common Optional	8	24
Business Courses (core)	25	75
<b>Total Credit Hours</b>		<b>136</b>

## Semester Plan

### Semester 1

<b>Code</b>	<b>Course title</b>	<b>Cr Hr</b>	<b>Pre-Requisite</b>
HUM111	Functional English	3	
CSC111	Introduction to Computer Science	3	
HUM112	Personal Development	3	
BUS111	Fundamentals of Management	3	
CSC104	Introduction to Maths (CO1)	3	
	<b>Total</b>	<b>15</b>	

### Semester 2

<b>Code</b>	<b>Course title</b>	<b>Cr Hr</b>	<b>Pre-Requisite</b>
HUM231	Communication Skills	3	
HMT121	Islamiat Studies	2	
HMT122	Pakistan Studies	2	
HUM233	Introduction to Philosophy & Critical Thinking	3	
BUS121	Micro Economics	3	
BUS122	Fundamentals of Marketing	3	
MSA361	Introduction to Statistics (CO2)	3	
	<b>Total</b>	<b>19</b>	

### Semester 3

<b>Code</b>	<b>Course title</b>	<b>Cr Hr</b>	<b>Pre-Requisite</b>
HUM121	Academic & Professional Writing	3	
HUM232	Ethics and Social Responsibility	3	
SSC231	World History	3	
BUS231	Financial Accounting Principles	3	
	Common Optional 3	3	
	Common Optional 4	3	
	<b>Total</b>	<b>18</b>	

#### Semester 4

Code	Course title	Cr Hr	Pre-Requisite
HUM113	Introduction to Sociology	3	
HUM241	World Literature	3	
BUS241	Introduction to Entrepreneurship	3	
BUS242	Macro Economics	3	
	Common Optional 5	3	
	Common Optional 6	3	
	<b>Total</b>	<b>18</b>	

#### Semester 5

Code	Course title	Cr Hr	Pre-Requisite
BUS351	Cost Accounting	3	None
BUS352	Principles of Finance	3	
BUS353	Organizational Behaviour	3	
BUS354	Business Statistics	3	
	Common Optional 7	3	
	Common Optional 8	3	
	<b>Total</b>	<b>18</b>	

#### Semester 6

Code	Course title	Cr Hr	Pre-Requisite
BUS361	Management Accounting	3	
BUS362	Research Methods and Skills	3	
BUS363	Operations Management	3	
BUS364	Business Analytics	3	
BUS365	Human Resource Theory and Practice	3	
BUS366	Marketing Planning & Applications	3	Fundamentals of Marketing
	<b>Total</b>	<b>18</b>	

#### Semester 7

Code	Course title	Cr Hr	Pre-Requisite
BUS471	Research Project I	3	Research Methods & Skills
BUS472	Financial Management & Applications	3	Principles of Finance
BUS473	Supply Chain Management	3	Operations Management
BUS474	Islamic Banking and Finance	3	Principles of Finance
BUS475	Managing the Entrepreneurial Venture	3	Intro to Entrepreneurship
	<b>Total</b>	<b>15</b>	

## Semester 8

Code	Course title	Cr Hr	Pre-Requisite
BUS481	Research Project II	3	RPI-I
BUS482	Business Law and Taxation	3	HR Theory& Practice
BUS483	Organizational Theory & Design	3	HR Theory& Practice
BUS484	Consumer Behaviour	3	Marketing Planning & Applications
BUS485	International Business	3	HR Theory& Practice
	<b>Total</b>	<b>15</b>	

## Bachelor of Business Administration (BBA 2.5)

BBA for 14 Years of Education-B. Com, BA, BSc, B-Tech (3 years), simple BBA (2 years). This schedule is applicable for the students with relevant and non-relevant background (i.e....14 years) of the subject area. The student with 15 years of non-relevant background will also be adjusted with guidelines of this schedule. This adjustment will be finalized by the Department head.

### Compulsory Courses (Refer to C: 8a (1))

Code	Course title	Type	Cr Hr	Pre-Requisite
HUM111	Functional English	core	3	
HUM231	Communication Skills	core	3	
HUM121	Academic and Professional writings	core	3	communication Skills
HUM241	Research Methods and Skills	core	3	
HMT221	Pakistan Studies	core	2	
HMT231	Islamic Studies	core	2	
CSC381	IT for Managers	core	3	
ASC361	Business Maths and Stats	core	3	
ASC461	Statistical Inference for Managers	core	3	Business Maths and Stats
	<b>Credit Hours</b>		<b>25</b>	

### Discipline Related Courses (Refer to C:8a (3))

Code	Course title	Type	Cr Hr	Pre-Requisite
BUS122	Fundamentals of Marketing	Marketing	3	
BUS485	Consumer Behaviour	Marketing	3	Fundamentals of Marketing
BUS111	Fundamentals of Management	Management	3	
BUS365	Human Resource Theory and Practice	Management	3	Fundamentals of Management
BUS352	Principles of Finance	Finance	3	
BUS472	Financial Management and Applications	Finance	3	Principles of Finance
BUS231	Financial Accounting Principles	Accounting	3	
ACT431	Cost and Management Accounting	Accounting	3	Financial Accounting Principles
ECO211	Microeconomics	Economics	3	
BUS242	Macroeconomics	Economics	3	Microeconomics

BUS241	Entrepreneurship	Intermediate- mgmt	3	Fundamentals of Management ,Fundamentals of Marketing
BUS473	Supply Chain Management	Intermediate- Mkt	3	Fundamentals of Management, Fundamentals of Marketing
BUS474	Islamic Banking and Finance		3	Financial Accounting Principles, Principles of Finance
BUS482	Business Law and Taxation		3	Principles of Finance
HUM232	Ethics and Social Responsibility		3	
HUM233	Introduction to Philosophy & Critical Thinking		3	
BUS471	Research Project I		3	Research Methods and Skills, Business Maths and Stats
BUS483	Research Project II		3	Research Project I
	<b>Credit Hours</b>		<b>54</b>	
	<b>Total Credit Hours</b>		<b>79</b>	

### References:

C1(c): Students with a 14 years' education will be admitted to BBA program (75-78 credit hours)

8a (1): 25 credit hours of compulsory courses already decided by HEC

C:8a (3) i: 24 credit hours for four main Functional areas of Business (Mgmt, Mkt, Fin, Acct) 6 cr hrs each

C:8a (3) ii:6 credit hours of Economics courses

C;8a (3) iii:6 credit hours of optional courses decided by the institute.

C:8a (3) iv: 12 credit hours of intermediate level.

### Finance Specialization

Code	Course Title
FIN501	Corporate Finance
FIN502	Working Capital Management
FIN503	Taxation Management
FIN504	Companies Law
FIN505	Treasury & Fund Management
FIN506	Security Analysis
FIN507	Project Evaluation
FIN511	Analysis of Financial Statement
FIN531	Micro Finance

FIN643	Portfolio Management
FIN531	International Finance
FIN563	Investment Banking

### Marketing Specialization

Code	Course Title
MKT501	Advertising
MKT502	Sales Management
MKT503	Brand Management
MKT504	Services Marketing
MKT506	Strategic Marketing
MKT507	International Marketing
MKT511	Consumer Behaviour
MKT512	Internet Marketing
MKT571	New Product Development
MKT603	Retail Marketing

### HR Specialization

Code	Course Title
MGT501	Recruitment & Selection
MGT502	Industrial Relations
MGT503	Organizational Development
MGT504	Training & Development
MGT505	Compensation Management
MGT506	Strategic Human Resource Management
MGT507	Performance Management
MGT509	Human Resource Development
MGT511	Organizational Theory & Design
MGT583	Human Resource Laws
MGT584	Motivation & Reward Management
MGT585	Strategic Leadership
MGT586	Human Resource Information System
MGT623	Advance Organizational Development

### Hospitality Management Specialization

Code	Course Title
HOM501	Hospitality Marketing Management for Services
HOM502	Hospitality & Human Resources Management
HOM503	Competitive Strategies Hospitality Industry
HOM504	Customer Relationship Management
HOM505	Hotel Operations

### Supply Chain Management

Code	Course Title
SCM631	Procurement and Sourcing

SCM621	BPR/ERP
SCM604	Strategic Logistics Management
SCM622	SCM Technology and Applications
SCM542	Distribution and Channels Management

### **Project Management**

<b>Code</b>	<b>Course Title</b>
PM501	Framework Standard & Time Management
PM502	Quality Scope & Human Resource Management
PM503	Integration Procurement & Risk Management
PM504	Monitoring Evaluation & Cost Management

### **Management Information Systems (MIS)**

<b>Code</b>	<b>Course Title</b>
INF501	Data Communication & Networking
INF502	Software Development Methodologies
INF505	E-Commerce Strategies
INF503	Visual Programming Tools MT
INF504	Technology Management
INF506	Internet Development Technologies
INF507	Oracle IT
INF508	Information Security, Audit & Control

### **Technology Management**

<b>Code</b>	<b>Course Title</b>
TM501	Principles of Technology Management
TM502	Managing New Product Development and R & D
TM505	Technology Forecasting & Assessment
TM503	International Marketing of Technology