



**MBS**

**Mirpur University of Science & Technology (MUST)**

**MUST Business School**

**Mirpur Azad Jammu & Kashmir**

**Phone No: 05827-961113**

### **Scheme of Study for BBA-Bachelors of Business Administration Fall-2016**

<b>Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
<b>First Semester</b>		
BBA-111	Principles of Accountings	3
BBA-112	IT in Business	3
BBA-113	Pak. Studies/ Islamic Studies	3
BBA-114	Introduction to Psychology	3
BBA-115	Freshman English-I	3
BBA-116	Business Mathematics-I	3
	<b>Total Credit Hours</b>	<b>18</b>
<b>Second Semester</b>		
BBA-121	Micro Economics	3
BBA-122	Business Mathematics-II	3
BBA-123	Business Ethics	3
BBA-124	Financial Accounting	3
BBA-125	Freshman English-II	3
	<b>Total Credit Hours</b>	<b>15</b>
<b>Third Semester</b>		
BBA-231	Principles of Marketing	3
BBA-232	Macro Economics	3
BBA-233	Introduction to Sociology	3

BBA-234	Business Statistics-I	3
BBA-235	Business Communication	3
	<b>Total Credit Hours</b>	<b>15</b>
<b>Fourth Semester</b>		
BBA-241	Research Methods & Report Writing	3
BBA-242	Principles of Management	3
BBA-243	Marketing Management	3
BBA-244	Business Finance	3
BBA-245	Business Statistics-II	3
	<b>Total Credit Hours</b>	<b>15</b>
<b>Fifth Semester</b>		
BBA-351	Cost Accounting	3
BBA-352	Human Resource Management	3
BBA-353	Organizational Behavior	3
BBA-354	Financial Management	3
BBA-355	Business Law	3
	<b>Total Credit Hours</b>	<b>15</b>
<b>Sixth Semester</b>		
BBA-361	Financial Institutions	3
BBA-362	Consumer Behavior	3
BBA-363	Money & Banking	3
BBA-364	Elective-I	3
BBA-365	Elective-II	3
	<b>Total Credit Hours</b>	<b>15</b>
<b>Seventh Semester</b>		
BBA-471	Strategic Management	3
BBA-472	Operations Management	3
BBA-473	Managerial Accounting	3
BBA-474	Elective-III	3
BBA-475	Elective-IV	3

	<b>Total Credit Hours</b>	<b>15</b>
<b>Eighth Semester</b>		
BBA-481	Project	6
BBA-482	Entrepreneurship	3
BBA-483	Total Quality Management	3
BBA-484	Elective-V	3
BBA-485	Elective-VI	3
	<b>Total Credit Hours</b>	<b>18</b>
	<b>Grand Total Credit Hours</b>	<b>126</b>

**Director**  
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## Electives

<b>ACCOUNTING &amp; FINANCE</b>		
<b>Course Code</b>	<b>Title</b>	<b>Credit Hrs.</b>
BBA-360	Advanced Financial Accounting	3
BBA-367	Auditing Theory & Practice	3
BBA-370	Investment Banking and Financial Services	3
BBA-368	Analysis of Financial Statements	3
BBA-369	International Finance	3
BBA-478	Taxation Management	3
BBA-477	Corporate Finance	3
BBA-470	Investment Analysis and Portfolio Management	3
BBA-479	Financial Markets	3
BBA-480	Risk Management	3
BBA-486	Islamic Banking	3

<b>MARKETING</b>		
<b>Course Code</b>	<b>Title</b>	<b>Credit Hrs.</b>
BBA-488	Advertising	3
BBA-489	Strategic Marketing	3
BBA-490	Export Marketing	3
BBA-491	Social Marketing	3
BBA-492	International Marketing	3
BBA-493	Sales Management	3
BBA-494	Brand Management	3
BBA-495	Seminars in Marketing	3

<b>HUMAN RESOURCE MANAGEMENT &amp; MANAGEMENT</b>		
<b>Course Code</b>	<b>Title</b>	<b>Credit Hrs.</b>
BBA-496	Management of Public Enterprises	3
BBA-497	Conflict Management	3
BBA-498	Change and Innovation Management	3
BBA-499	Training & Development	3
BBA-356	Seminars in Human Resource Management	3
BBA-357	Recruitment and Selection	3
BBA-358	Compensation and Benefits Management	3
BBA-359	Industrial Relations Management	3
BBA-246	Human Resource Development	3
BBA-247	Occupational Health and Safety	3
BBA-248	International Business	3
BBA-249	Strategic Human Resource Management	3