

**SEMESTERWISE BREAKDOWN OF COURSES FALL-2022****Scheme of Study for BBA-Bachelor of Business Administration**

<b>Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
<b>First Semester</b>		
BBA-1101	Financial Accounting-I	3
PS-1117	Pakistan Studies	3
COM-1105	Introduction to Computers	3
ENG-1107	Functional English-I	3
MAT-1115	Business Mathematics-I	3
PSY-1119	Introduction to Psychology	3
<b>Total Credit Hours</b>		<b>18</b>
<b>Second Semester</b>		
BBA-1201	Financial Accounting-II	3
BBA-1202	Business Ethics	3
ECO-1206	Microeconomics	3
ENG-1207	Functional English-II	3
ISL-1212	Islamic Studies	3
MAT-1215	Business Mathematics-II	3
<b>Total Credit Hours</b>		<b>18</b>
<b>Third Semester</b>		
BBA-2301	Principles of Marketing	3
BBA-2302	Business Statistics-I	3
BBA-2303	Business Communication	3
ECO-2306	Macro Economics	3
SOC-2321	Introduction to Sociology	3
<b>Total Credit Hours</b>		<b>15</b>
<b>Fourth Semester</b>		
BBA-2401	Research Methods & Report Writing	3

BBA-2402	Principles of Management	3
BBA-2403	Marketing Management	3
BBA-2404	Business Finance	3
BBA-2405	Business Statistics-II	3
<b>Total Credit Hours</b>		<b>15</b>
<b>Fifth Semester</b>		
BBA-3501	Cost Accounting	3
BBA-3502	Human Resource Management	3
BBA-3503	Organizational Behavior	3
BBA-3504	Financial Management	3
BBA-3505	Business Law	3
BBA-3506	Internship	S/U
<b>Total Credit Hours</b>		<b>15</b>
<b>Sixth Semester</b>		
BBA-3601	Financial Institutions	3
BBA-3602	Consumer Behavior	3
BBA-3603	Money & Banking	3
.....	Elective-I	3
.....	Elective-II	3
<b>Total Credit Hours</b>		<b>15</b>
<b>Seventh Semester</b>		
BBA-4701	Strategic Management	3
BBA-4702	Operations Management	3
BBA-4703	Managerial Accounting	3
BBA-4704	Project-I	3
.....	Elective-III	3
.....	Elective-IV	3
<b>Total Credit Hours</b>		<b>18</b>
<b>Eighth Semester</b>		

BBA-4801	Project-II	3
BBA-4802	Entrepreneurship	3
BBA-4803	Total Quality Management	3
	Elective-V	3
	Elective-VI	3
<b>Total Credit Hours</b>		<b>15</b>
<b>Grand Total Credit Hours</b>		<b>129</b>

**Elective Courses:**

<b>FINANCE</b>		
<b>Course Code</b>	<b>Title</b>	<b>Credit Hrs.</b>
FIN-3604	Advanced Financial Accounting	3
FIN-3605	Auditing Theory & Practice	3
FIN-3606	Investment Banking and Financial Services	3
FIN-3607	Analysis of Financial Statements	3
FIN-4705	International Financial Management	3
FIN-4706	Taxation Management	3
FIN-4707	Corporate Finance	3
FIN-4708	Investment Analysis and Portfolio Management	3
FIN-4804	Financial Markets	3
FIN-4805	Risk Management	3
FIN-4806	Islamic Banking	3

<b>MARKETING</b>		
<b>Course Code</b>	<b>Title</b>	<b>Credit Hrs.</b>
MKT-3604	Advertising	3
MKT-3605	Strategic Marketing	3
MKT-3606	Export Marketing	3
MKT-4705	Social Marketing	3
MKT-4706	International Marketing	3

MKT-4707	Sales Management	3
MKT-4804	Brand Management	3
MKT-4805	Seminars in Marketing	3
MKT-4806	Digital Marketing	3
MKT-4807	Services Marketing	3

<b>HUMAN RESOURCE MANAGEMENT</b>		
<b>Course Code</b>	<b>Title</b>	<b>Credit Hrs.</b>
HRM-3604	Management of Public Enterprises	3
HRM-3605	Conflict Management	3
HRM-3606	Change and Innovation Management	3
HRM-3607	Training & Development	3
HRM-4706	Recruitment and Selection	3
HRM-4707	Compensation and Benefits Management	3
HRM-4708	Industrial Relations Management	3
HRM-4804	Human Resource Development	3
HRM-4805	Occupational Health and Safety	3
HRM-4806	International Business	3
HRM-4807	Strategic Human Resource Management	3

## Bridging Semester BBA Program

BBA-1101	Financial Accounting-I	3
COM-1105	Introduction to Computers	3
MAT-1115	Business Mathematics-I	3
ENG-1107	Functional English-I	3
BBA-2401	Research Methods & Report Writing	3
BBA-2402	Principles of Management	3
	<b>Total Credit Hours</b>	<b>18</b>
<b>Fifth Semester</b>		
BBA-3501	Cost Accounting	3
BBA-3502	Human Resource Management	3
BBA-3503	Organizational Behavior	3
BBA-3504	Financial Management	3
BBA-3505	Business Law	3
BBA-3506	Internship	S/U
	<b>Total Credit Hours</b>	<b>15</b>
<b>Sixth Semester</b>		
BBA-3601	Financial Institutions	3
BBA-3602	Consumer Behavior	3
BBA-3603	Money & Banking	3
.....	Elective-I	3
.....	Elective-II	3
	<b>Total Credit Hours</b>	<b>15</b>
<b>Seventh Semester</b>		
BBA-4701	Strategic Management	3
BBA-4702	Operations Management	3
BBA-4703	Managerial Accounting	3
BBA-4704	Project-I	3

.....	Elective-III	3
.....	Elective-IV	3
	<b>Total Credit Hours</b>	<b>18</b>
<b>Eighth Semester</b>		
BBA-4801	Project-II	3
BBA-4802	Entrepreneurship	3
BBA-4803	Total Quality Management	3
	Elective-V	3
	Elective-VI	3
	<b>Total Credit Hours</b>	<b>15</b>
	<b>Grand Total Credit Hours</b>	<b>65</b>

### Elective Courses:

ACCOUNTING & FINANCE		
Course Code	Title	Credit Hrs.
FIN-3604	Advanced Financial Accounting	3
FIN-3605	Auditing Theory & Practice	3
FIN-3606	Investment Banking and Financial Services	3
FIN-3607	Analysis of Financial Statements	3
FIN-4705	International Financial Management	3
FIN-4706	Taxation Management	3
FIN-4707	Corporate Finance	3
FIN-4708	Investment Analysis and Portfolio Management	3
FIN-4804	Financial Markets	3
FIN-4805	Risk Management	3
FIN-4806	Islamic Banking	3

MARKETING		
Course Code	Title	Credit Hrs.

MKT-3604	Advertising	3
MKT-3605	Strategic Marketing	3
MKT-3606	Export Marketing	3
MKT-4704	Social Marketing	3
MKT-4705	International Marketing	3
MKT-4706	Sales Management	3
MKT-4804	Brand Management	3
MKT-4806	Digital Marketing	3
MKT-4807	Services Marketing	3
<b>HUMAN RESOURCE MANAGEMENT</b>		
<b>Course Code</b>	<b>Title</b>	<b>Credit Hrs.</b>
HRM-3604	Management of Public Enterprises	3
HRM-3605	Conflict Management	3
HRM-3606	Change and Innovation Management	3
HRM-3607	Training & Development	3
HRM-4706	Recruitment and Selection	3
HRM-4707	Compensation and Benefits Management	3
HRM-4708	Industrial Relations Management	3
HRM-4804	Human Resource Development	3
HRM-4805	Occupational Health and Safety	3
HRM-4806	International Business	3
HRM-4807	Strategic Human Resource Management	3

Director  
FMBS