

SEMESTER WISE SCHEME OF STUDIES
BBA (BA/BSc Based AD other than Business
Administration) 2.5 years
Programme Code: 5513

Duration:

Two and half (2.5) years consisting of five semesters.

Admission Criteria:

Candidates having bachelor (BA/BSc/B.Com/BBA/AD other than Business Administration) or equivalent qualification (14-years of education) other than Business Administration with at least 45% marks are eligible to apply for admission.

BRIDGING SEMESTER

S.r	Course Title	code	Cr.Hrs
1.	Principles of Accounting	8401	3
2.	Fundamental of Business	8402	3
3.	Principles of Marketing	8407	3
4.	Cost Accounting	8408	3
5.	Business Communication I	8410	3
6.	Introduction to Business Finance	8414	3

FIRST SEMESTER

S.r	Course Title	code	Cr.Hrs
1.	Statistical Inferences	8417	3
2.	Production & Operations Management	8418	3
3.	Management Theory and Practice	8419	3
4.	Business Ethics	8420	3
5.	Business and Labor Laws	8421	3

SECOND SEMESTER

S.r	Course Title	code	Cr.Hrs
1.	Financial Management	8422	3
2.	Marketing Management	8423	3
3.	Entrepreneurship	8424	3
4.	Human Resource Management	8425	3
5.	Introduction to E- Business	8426	3

THIRD SEMESTER

S.r	Course Title	code	Cr.Hrs
1.	Organizational Behavior	8427	3
2.	Consumer Behavior	8428	3
3.	Management Information System	8429	3
4.	Project Management	8430	3
5.	Business Research	8431	3
6.	Economy of Pakistan	8432	3

FOURTH SEMESTER

S.r	Course Title	code	Cr.Hrs
1.	Elective – I	Specialization	3
2.	Elective – II		3
3.	Elective – III		3
4.	Elective – IV		3
5.	Term Paper Or Two courses mentioned below in lieu of term paper	8445	6

6.	Corporate Governance	5017	3
7.	Total Quality Management	5011	3
Elective/Specialization Courses:			
Marketing			
2.	International Marketing	8433	3
3.	Marketing of Services	8434	3
4.	Marketing Research	8435	3
5.	Distribution Channels	8436	3
Human Resource Management			
2.	Human Resource Development	8437	3
3.	Training and Development	8438	3
4.	Compensation Management	8439	3
5.	Leadership and Team Management	8440	3
Banking and Finance			
2.	Financial Markets and Institutions	8441	3
3.	Auditing	8442	3
4.	Taxation Management	8443	3
5.	Banking Law and Practice	8444	3

Medium of Instructions

Medium of instructions and examination will be English.

Method of Instructions:

The program will be offered according to ODL Education Policy, i.e. Asynchronous/synchronous/ Blended Mode of Learning. Learning Management Systems (LMS) shall be sourced for hosting academic material delivery of Instructions.

Evaluation system:

Assessment criteria for BS level program will be applicable as under:

Award of Degree: Following are the requirements for the award of degree:

- Successful completion of all required courses.
- Student will require to complete a term paper of 6 credit hours and submit to the department for evaluation.
- After successful completion of 20 courses, students are required to undertake internship in any organization for a period of 6-8 weeks. Internship completion certificate issued by the respective organization must be submitted to the department. Detailed guidelines in this regard would be shared with the student accordingly.
- Viva voce examination: On successful completion entire scheme of studies, viva voce shall be held as per AIOU rules. The said exam will be arranged at AIOU main campus only.

Fee Tariff

Item	Fee
Registration Fee (once, if not already registered with AIOU)	550
Admission Fee	1100
Technology Fee (per semester)	550
Tuition fee per 3 Credit Hours Course = Rs.3090 × 6 = 18540	18,540
Total Rs.	20740/-