

## **Course Schema for BBA Program**

### **Semester-I**

<b>Course Code</b>	<b>TITLE</b>	<b>Credit Hours</b>	<b>Pre-Req</b>
ENG-101	Functional English	2+1	
MTS-101	College Algebra	3+0	
ECO-101	Principles of Microeconomics	3+0	
SSC-101	Human Behavior	3+0	
SSC-102	Pakistan and Islamic Studies / Ethics	2+0	
CSC-101	Computer Applications to Business	2+1	

### **Semester-II**

<b>Course Code</b>	<b>TITLE</b>	<b>Credit Hours</b>	<b>Pre-Req</b>
ECO-102	Principles of Macroeconomics	3+0	ECO-101
ENG-102	Creative Writing	3+0	
LAG-102	Optional 1: (Languages)	3+0	
SSC-103	Social Psychology and Self-Development	3+0	SST-101
ACC-101	Principles of Accounting	3+0	
STS-101	Business Statistics	3+0	

### **Semester-III**

<b>Course Code</b>	<b>TITLE</b>	<b>Credit Hours</b>	<b>Pre-Req</b>
SST-201	Optional 2: (Social Sciences & Thinking)	3+0	
FIN-201	Introduction to Business Finance	3+0	
MGT-201	Principles of Management	3+0	
MKT-201	Principles of Marketing	3+0	
MTS-201	Business Mathematics	3+0	

ACC-201	Corporate Accounting	3+0	ACC-101
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#### Semester-IV

Course Code	TITLE	Credit Hours	Pre-Req
MGT-202	Organizational Behavior	3+0	MGT-201
ENG-201	Business Communication	3+0	
DGT-201	Optional 3: (Digital Technologies)	3+0	CSC-101
FIN-301	Financial Institutions and Markets	3+0	FIN-201
MTS-202	Business Calculus	3+0	MTS-101
ECO-201	Development Economics	3+0	ECO-101

#### Semester-V

Course Code	TITLE	Credit Hours	Pre-Req
LAW-301	Business Law	3+0	
ISF-301	Islamic Economics and Finance	3+0	FIN-301
MKT-301	Marketing Management	3+0	MKT-201
HRM-301	Human Resource Management	3+0	MGT-201
STS-301	Statistical Inferences	2+1	STS-101
MGT-301	Entrepreneurship	3+0	

#### Semester-VI

Course Code	TITLE	Credit Hours	Pre-Req
ACC-301	Managerial Accounting	3+0	ACC-101
LAW-302	Laws of Taxation	3+0	LAW-301
MKT-301	Methods of Business Research	2+1	STS-101
MGT-302	Production and Operations Management	3+0	MGT-201
MGT-303	Business Ethics & CSR (Merged)	3+0	MGT-202

	Elective I	3+0	
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### Semester-VII

Course Code	TITLE	Credit Hours	Pre-Req
ECO-401	International Business	3+0	ECO-101
AGB-401	Agribusiness	3+0	MKT-201
ECO-402	Basic Econometrics	2+1	ECO-102, STS-101
FIN-401	Financial Management	3+0	FIN-201
	Elective II	3+0	
	Elective III	3+0	

### Semester-VIII

Course Code	TITLE	Credit Hours	Pre-Req
MGT-401	Comparative Management	3+0	MGT-201,202,301
DGT-401	Optional 3: (Digital Technologies)	2+1	CSC-101-201
MGT-403	Business Strategy	3+0	MGT-201,301
	Elective IV	3+0	
	Elective V	3+0	

## **Other Requirements:**

- Internship (Six weeks) Compulsory after 6<sup>th</sup> semester.

## **ELECTIVES COURSES FOR BBA PROGRAM**

### **FINANCE**

<b>Code</b>	<b>Course</b>	<b>Cr. Hrs</b>	<b>Pre. Req.</b>
FIN-410	International Finance	3	FIN-201
FIN-411	International Financial Management	3	FIN-201
FIN-412	Security Analysis	3	FIN-201
FIN-413	Investment Analysis And Portfolio Management	3	FIN-201
FIN-414	Corporate Finance	3	FIN-201
FIN-415	Fixed Income Securities	3	FIN-201
FIN-416	International Banking	3	FIN-201
FIN-417	Regulation of Financial Markets	3	FIN-201
FIN-418	Islamic Banking & Finance	3	FIN-201
FIN-419	Strategic Financial Management	3	FIN-201
FIN-420	Portfolio Management	3	FIN-201
FIN-421	Venture Capital And Private Finance	3	FIN-201
FIN-422	Risk Management	3	FIN-201
FIN-423	Financial Econometrics	3	FIN-201
FIN-424	Financial Derivatives	3	FIN-201
FIN-425	Treasury And Fund Management	3	FIN-201
FIN-426	Investment Banking	3	FIN-201
FIN-427	Project Evaluation	3	FIN-201
FIN-428	Advance Corporate Finance	3	FIN-201
FIN-429	Behavioral Finance	3	FIN-201
FIN-430	Actuarial Finance	3	FIN-201
FIN-431	Applied Portfolio Management And Modeling	3	FIN-201

FIN-432	Financial Reporting and Analysis	3	FIN-201
FIN-433	Banking Operations	3	FIN-201
FIN-434	Micro Finance	3	FIN-201
FIN-435	Applied Trading Strategies	3	FIN-201

## ISLAMIC FINANCE

Course Code	Title	Credit Hours	Pre-requisite
IBF-410	Islamic Economic System	3	
IBF-421	Islamic Law of contracts	3	
IBF-411	Islamic Banking		
IBF-412	Islamic Treasury operations	3	
IBF-413	Shariah Audit and Compliance	3	
IBF-414	Islamic Modes of Finance and Investments	3	
IBF-415	Islamic Capital Markets and Instruments	3	
IBF-416	Risk Management in Islamic Financial Institutions	3	
IBF-417	Islamic Insurance (Takaful) and Underwriting	3	
IBF-418	Accounting for Islamic Financial Institutions	3	
IBF-419	Designing and Development of Islamic Financial Services	3	
IBF-420	Islamic Wealth Planning and Management	3	
IBF-421	Shariah Issues in Islamic Finance	3	
IBF-422	Commercial Law and Legal Documentation for Islamic Financial Services	3	
IBF-423	Islamic Microfinance	3	

## HUMAN RESOURCE MANAGEMENT

Code	Course	Cr. Hrs	Pre. Req.
HRM-410	Employee Staffing And Training	3	MGT-201
HRM-411	Talent Acquisition	3	MGT-201
HRM-412	Training Techniques And Practices	3	MGT-201

HRM-413	Occupational Health And Safety	3	MGT-201
HRM-414	Executive Leadership	3	MGT-201
HRM-415	Foundation Of Human Resource Development	3	MGT-201
HRM-416	Industrial Relations Management	3	MGT-201
HRM-417	Organizational Development	3	MGT-201
HRM-418	Human Resource Development	3	MGT-201
HRM-419	Compensation And Benefits Management	3	MGT-201
HRM-420	Succession Planning	3	MGT-201
HRM-421	Conflict Management	3	MGT-201
HRM-422	Team Management	3	MGT-201
HRM-423	Leading The Change Process	3	MGT-201
HRM-424	Strategic Human Resource Management	3	MGT-201
HRM-425	Performance Management	3	MGT-201
HRM-426	Resourcing and Talent Management	3	MGT-201
HRM-427	HRM in Organizational Context	3	MGT-201
HRM-428	Recruitment and Selection	3	MGT-201

## MARKETING

Code	Course	Cr. Hrs	Pre. Req.
MKT-410	Digital and Web Marketing	3	MKT-201
MKT-411	Advertising Management	3	MKT-201
MKT-412	Consumer Behavior	3	MKT-201
MKT-413	Export Marketing	3	MKT-201
MKT-414	Personal Selling	3	MKT-201
MKT-415	Sales Management	3	MKT-201
MKT-416	Industrial Marketing	3	MKT-201
MKT-417	International Marketing	3	MKT-201
MKT-418	Services Marketing	3	MKT-201

MKT-419	Strategic Export Marketing	3	MKT-201
MKT-420	Brand Management	3	MKT-201
MKT-421	Seminars In Marketing	3	MKT-201
MKT-422	Strategic Brand Management	3	MKT-201
MKT-423	Experiential Marketing	3	MKT-201
MKT-424	Marketing Communication	3	MKT-201
MKT-425	Event Management	3	MKT-201
MKT-427	Retail Management	3	MKT-201
MKT-428	Strategic Marketing Management	3	MKT-201
MKT-429	Social Marketing	3	MKT-201
MKT-430	Product Development	3	MKT-201

## ENTREPRENEURSHIP

Code	Course	Cr. Hrs	Pre. Req.
ENT-410	Entrepreneurial Marketing	3	MGT-302
ENT-411	Entrepreneurial Management	3	MGT-302
ENT-412	Entrepreneurial Finance	3	MGT-302
ENT-413	Corporate Entrepreneurship	3	MGT-302
ENT-414	Developing Entrepreneurial Opportunities	3	MGT-302
ENT-415	Social Enterprise Management	3	MGT-302
ENT-416	New Technology Ventures	3	MGT-302
ENT-417	Creativity and Innovation	3	MGT-302
ENT-418	Business Law for Entrepreneurship	3	MGT-302
ENT-419	Web Marketing	3	MGT-302
ENT-420	Sales Strategy in an Entrepreneurial Venture	3	MGT-302
ENT-421	Sustainable Entrepreneurship Strategies	3	MGT-302
ENT-422	Family Business Management	3	MGT-302
ENT-423	Financing Entrepreneurial Ventures	3	MGT-302

ENT-424	Public Policy Entrepreneurship	3	MGT-302
ENT-425	Women's Entrepreneurship & Leadership	3	MGT-302
ENT-426	Micro Entrepreneurship	3	MGT-302

### OPTIONAL POOL 1: LANGUAGES

Code	Course	Cr. Hrs	Pre. Req.
LAG-101	Contemporary Sindhi/ Sindhi Literature	3	
LAG-102	Contemporary Urdu/ Urdu Literature	3	
LAG-103	Chinese	3	

### OPTIONAL POOL 2: SOCIAL SCIENCES & THINKING

Code	Course	Cr. Hrs	Pre. Req.
SST-201	International Relations	3	
SST-202	International Political Economy	3	
SST-203	Sociology	3	
SST-204	Anthropology	3	
SST-205	World History	3	
SST-206	Journalism	3	
SST-207	Pakistan Affairs	3	
SST-208	Geo-Economics	3	
SST-208	Philosophy	3	
SST-210	Mathematical Thinking	3	
SST-211	Pedagogies	3	
SST-212	Geography	3	

### OPTIONAL POOL 1: DIGITAL TECHNOLOGIES

Code	Course	Cr. Hrs	Pre. Req.
DGT-410	Management Information System	3	

DGT-411	AI for Business	3	
DGT-412	Block chain Technologies	3	
DGT-413	Enterprise Resource Planning	3	
DGT-414	Fundamental of Programming	3	