

<https://shu.edu.pk/FoMS/bachelor-of-business-administration/>

Undergraduate Program

**Bachelor of Business
Administration (BBA)**

[Faculty of Management Science](#)

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Introduction

Welcome to the Bachelor of Business Administration (BBA) program, a comprehensive and dynamic undergraduate degree that prepares students for success in the fast-paced and ever-changing world of business. Our program is designed to provide students with a solid foundation in business principles, theories, and practices, as well as the skills and knowledge necessary to succeed in a variety of professional settings.

Through a combination of core courses, electives, and experiential learning opportunities, BBA students will gain a deep understanding of business concepts, including finance, marketing, management, accounting, and more. Our expert faculty, state-of-the-art resources, and strong industry connections will help students develop the skills and expertise needed to excel in their chosen career path.

Whether your goal is to start your own business, pursue a career in a multinational corporation, or simply gain a deeper understanding of the business world, our BBA program will provide you with the tools and knowledge necessary to achieve your goals.

Industry Advisory Board (IAB) & Platforms

Our BBA program is recognized by its strong industry connections and the guidance of our Industry Advisory Board. Comprised of leaders, entrepreneurs and innovators from top leading companies, this board plays a crucial role in shaping our curriculum, ensuring that our students are equipped with market driven skillset and knowledge of today's changing landscape be it employers demand or setting up your entrepreneurial **mindset**.

Why BBA from SHU?

Interdisciplinary Approach:

The BBA program offers a well-rounded education, covering essential business disciplines such as management, finance, marketing, corporate analytics, business intelligence, HRM and entrepreneurship to promote idea building, strategy development, Freelancing and entrepreneurial spirit.



Practical Exposure through Modern Teaching Pedagogies:

The program offers real-world learning through case studies, simulations, and project-based learning.



A Tight Knit of Industrial Exposure:

The program offers intensive industry exposure through internships, experiential learning projects, and frequent industrial visits. Students gain valuable experience by interacting with professionals and entrepreneurs to understand how businesses operate in real-time. This strong network opens vast industry, startup, and freelancing opportunities for students.



Foreign Qualified Faculty:

The faculty is not only highly qualified but also deeply invested in student success. They offer personalized guidance and mentorship, helping students navigate their academic and career journeys.



Industry-Driven Curriculum:

Our curriculum is constructively designed and regularly updated in collaboration with industry experts to bridge the gap between academic learning and professional practices.



Education career opportunities concept The graduate's hat as a bridge from poverty to success
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Leading with Integrity – CSR in Our BBA Program:

The program instills ethical decision-making and social responsibility skills among students through various CSR activities and community services, transforming them into well-rounded individuals.



About Program

► Details



Internship and Career Prospects

► Details

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Scheme of Study (Semester wise)

Duration: 4 Years

Semesters: 8

Credit Hours: 142

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