



HIGHER EDUCATION COMMISSION

H-9, Islamabad (Pakistan)

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Deputy Director (Curriculum)

No. 9-1/COMSATS/Business/Curri./HEC/2012/ 125.
March 28, 2012

Subject: LAUNCHING OF BUSINESS STUDIES PROGRAM.

Dear Sir,

With reference to your office letter No. CIIT-Rec/1.1/12/10936 dated 10 March 2012 on the subject cited above, it is informed that the HEC- National Curriculum Revision Committee (NCRC) has recently revised and developed an unified curriculum in Business Administration for BBA, BBS & MBA in its final meeting held on January 11-13, 2012.

2. The National Curriculum Revision Committee (NCRC) in Business Administration has also recommended award of Bachelor of Business Studies (BBS) degree of 60-66 credit hours for the students having 14 year of previous education. In essence, BBS is similar to old 16 year MBA.

3. It is therefore recommended that the nomenclature of the proposed degree should be in accordance with HEC-NCRC guidelines. The Curriculum for Business Administration is under process of printing and will be circulated to Universities / DAIs programmes for adoption / implementation.

With best regards,

Yours faithfully,

(Dr. Muhammad Tahir Ali Shah)

PS to Rector

COMSATS Institute of Information Technology,
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For kind information Sir
A. discus

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