***University of Lakki Marwat***

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Department of Business and Management Sciences

BBA 4 Years Program

# Objectives of the Program

The aim of the BBA (4-year program) is to furnish the students with fundamental principles of Business administration and overall understanding of the subject. The overall objectives of this academic bachelor’s program (BBA-4 year) is to develop the students’ intellectual capacity, executive personality, and managerial skills in a way that enables them assume entry-level managerial positions in business and industry, public sector organizations, consultancy companies and other organizations. Graduates of the program may also choose to start their own entrepreneurial business ventures. In addition, the program prepares students for master’s degree studies in management. Successful completion of this 4 years program leads to the Bachelor of Business Administration (BBA) qualification which is awarded by ULM. The BBA is an internationally known and respected qualification that provides opportunities for entry level managerial positions in business enterprises and other organizations. Additionally, the qualified graduates will be able to utilize the knowledge of Business in practical life which will beneficial for the society. The basic aim of the program is to provide a quality education in the subject area to produce qualified individuals who can compete for challenges of the modern world.

## The main objectives of BBA 4-year program are:

* Student will be able to use analytical and reflective thinking techniques to identify and analyze business problems, develop viable solutions, and make effective decisions.
* To apply the appropriate quantitative and qualitative techniques in solving business problems.
* Demonstrate competency in the underlying concepts, theory and tools taught in the core curriculum.
* Identify and analyze relevant factors that influence decision-making in business.
* Develop viable alternatives and make effective decisions in an international business context.
* Student will be able to effectively address important international and multicultural issues that impact business.
* Students will develop and acquire skills and competencies in the field of international business and finance.
* To offer courses, necessary for the career develop in various government and public sector organizations.
* To develop in-depth understanding in some specialized areas in Business such as (Human resource management, marketing, finance etc.) according to tendencies, by opting for a number of elective courses.

**Scheme of Study for BBA, Fall-2020**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Subject** | **Credit Hours** | **Remarks** |
| **Course Code** | **Semester-I** | |  |
| XXX | Everyday Science | 03 |  |
| XXX | Information and Communication Technology | 03 |  |
| XXX | Islamic History | 03 |  |
| XXX | English-I | 03 |  |
| XXX | Principles of Sociology | 03 |  |
| XXX | Probability & Statistics | 03 |  |
|  | Total credit Hours | 18 |  |
| **Semester-II** | | |  |
| XXX | Business Math | 03 |  |
| XXX | Fundamentals of Geography | 03 |  |
| MGT-123 | Principles of Management | 03 |  |
| XXX | English II | 03 |  |
| XXX | Islamic studies | 03 |  |
| XXX | Constitutional law | 03 |  |
|  | Total credit Hours | 18 |  |
| **Semester-III** | | |  |
|  |  |  |  |
| MGT-121 | Financial Accounting-I | 03 |  |
| MGT-232 | Principles of Marketing | 03 |  |
| XXX | English III | 03 |  |
| MGT-113 | Introduction to Business | 03 |  |
| 235-MGT | Human Resource Management | 03 |  |
| XXX | Pakistan Studies | 03 |  |
|  | Total credit Hours | 18 |  |
| **Semester-IV** | | |  |
| MGT-233 | Financial Accounting-II | 03 |  |
| MGT-241 | Business Finance | 03 |  |
| MGT-234 | Business Law | 03 |  |
| ECO-112 | Micro-Economics | 03 |  |
| MGT-245 | Entrepreneurship | 03 |  |
|  | Total credit hours | 15 |  |
| **Semester-V** | | |  |
|  | Macro Economics | 03 |  |
|  | Cost Accounting | 03 |  |
|  | Strategic Management | 03 |  |
|  | Marketing Management | 03 |  |
|  | Financial Management | 03 |  |
|  | Organization Behavior | 03 |  |
|  | Total credit hours | 18 |  |
| **Semester-VI** | | |  |
|  | Project Management | 03 |  |
| MGT/FIN/HRM/MKG- | Elective-I | 03 |  |
| MGT/FIN/HRM/MKG- | Elective-II | 03 |  |
| MGT/FIN/HRM/MKG- | Elective-III | 03 |  |
| MGT/FIN/HRM/MKG- | Elective-IV | 03 |  |
|  | Total credit hours | 15 |  |
| **Semester-VII** | | |  |
| MGT/FIN/HRM/MKG- | Elective-V | 03 |  |
| MGT/FIN/HRM/MKG- | Elective-VI | 03 |  |
| MGT/FIN/HRM/MKG- | Elective-VII | 03 |  |
| MGT/FIN/HRM/MKG- | Elective-VIII | 03 |  |
|  | Total credit hours | 12 |  |
| **Semester-VIII** | | |  |
| MGT/FIN/HRM/MKG- | Elective-IX | 03 |  |
| MGT/FIN/HRM/MKG- | Elective-X | 03 |  |
| MGT/FIN/HRM/MKG- | Elective-XI | 03 |  |
| MGT/FIN/HRM/MKG- | Elective-XII | 03 |  |
|  | Total credit Hours | 12 |  |
| MGT-501 | Internship-VIVA | 06 |  |
|  | Overall Total credit Hours | 132 |  |