**BACHELOR IN BUSINESS ADMINISTRATION (BBA )**

**PROGRAM LENGTH**

Duration: 04 years

Semesters: 08

Maximum Credit Hrs. 132

**ENTRY REQUIREMENTS (Eligibility Criteria)**

* F.Sc. Pre-Engg/ F.Sc. Pre-Medical (with additional Maths)/ICS/F.A. (Inter Science)/DAE/DBA (Two Years)/D.Com.
* Inter exams passed with at least 45% marks and 40 score in Entry Test

**ANNUAL INTAKE**

There are 40 places available annually.

**Course Structure**

|  |  |  |  |
| --- | --- | --- | --- |
| **1stSemesters** | | | **1st year** |
| **S.No** | **Course Title** | **Credit Hrs.** |
|  | Introduction to Business | 3 |
|  | Islamiyat and Pak Study | 3 |
|  | Business English-I | 3 |
|  | Microeconomics | 3 |
|  | Introduction to Sociology | 3 |
| **2ndSemesters** | | |
|  | Principle of Management | 3 |
|  | Business English-II | 3 |
|  | Macroeconomics | 3 |
|  | Business Mathematics | 3 |
|  | Fundamentals of Accounting | 3 |
| **3rd Semesters** | | | **2nd year** |
|  | Principles of Marketing | 3 |
|  | Financial Accounting | 3 |
|  | Business Statistics | 3 |
|  | Business Communication | 3 |
|  | Introduction to Computer | 3 |
| **4thSemesters** | | |
|  | Human Resource Management | 3 |
|  | Marketing Management | 3 |
|  | Organizational Theory Behavior | 3 |
|  | Business Finance | 3 |
|  | Statistical Inference | 3 |
|  | Logic and Critical Thinking | 3 |
| **5th Semesters** | | | **3rd year** |
|  | Managerial Economics | 3 |
|  | Financial Management | 3 |
|  | Entrepreneurship & SME | 3 |
|  | Business Research Methods | 3 |
|  | Office Management Tools | 3 |
| **6th Semesters** | | |
|  | Project Planning and Management | 3 |
|  | Cost Accounting | 3 |
|  | Consumer Behaviour | 3 |
|  | Business Law | 3 |
|  | Operations and Production Management | 3 |
| **7th Semesters** | | | **4th year** |
|  | Business Ethics | 3 |
|  | Management Information  System | 3 |
|  | Economy of Pakistan | 3 |
|  | Elective-I | 3 |
|  | Elective-II | 3 |
|  | Elective-III | 3 |
| **8th Semesters** | | |
|  | Money and Banking | 3 |
|  | Quantitative Techniques in Management | 3 |
|  | Financial Institutions and Market | 3 |
|  | Elective-IV | 3 |
|  | Elective-V | 3 |
|  | Internship Report plus  Comprehensive exam and Viva | 3+3 |

**BACHELOR OF BUSINESS STUDIES (BBS)**

**PROGRAM LENGTH**

Duration: 02 years

Semesters 04

Maximum Credit Hrs. 66

**ENTRY REQUIREMENTS (Eligibility Criteria)**

* Bachelor degree (14 years of education) in relevant field with minimum 2.0/4.0 CGPA or 50% marks (annual system) from an accredited educational institution and 40 score in Entry Test

**ANNUAL INTAKE**

There are 40 places available annually.

**Course Structure**

|  |  |  |  |
| --- | --- | --- | --- |
| **1st Semesters** | | | **1st year** |
| **S.No** | **Course Title** | **Credit Hrs.** |
|  | Financial Accounting I | 3 |
|  | Principles of Management | 3 |
|  | Business Math and Statistics | 3 |
|  | Fundamentals of Marketing | 3 |
|  | Information Technology in business | 3 |
| **2nd Semesters** | | |
|  | Business Communication | 3 |
|  | Principles of Micro Economics | 3 |
|  | Marketing Management | 3 |
|  | Financial Accounting | 3 |
|  | Introduction to Business Finance | 3 |
| **3rd Semester** | | |
|  | Cost and Management Accounting | 3 | **2nd year** |
|  | Human Resource Management | 3 |
|  | Organizational Behaviour | 3 |
|  | Business Research Methods | 3 |
|  | Principles of Macro Economics | 3 |
|  | Financial Management | 3 |
| **4th Semester** | | |
|  | Business Law | 3 |
|  | Consumer Behaviour | 3 |
|  | Entrepreneurship | 3 |
|  | Project Management | 3 |
|  | Management information System | 3 |
|  | Strategic Management | 3 |

**MASTER IN BUSINESS ADMINISTRATION (MBA)**

**PROGRAM LENGTH**

Duration: 3.5 years

Semesters: 08

Maximum Credit Hrs. 96

**ENTRY REQUIREMENTS (Eligibility Criteria)**

* F.Sc. Pre-Engg/ F.Sc. Pre-Medical (with B.A (Stat-Eco)/ICS/F.A/B.Sc. (Inter Science)/DAE/DBA (Two Years)/D.Com.
* Inter exams passed with at least 45% marks plus 40 score in Entry Test

**ANNUAL INTAKE**

There are 40 places available annually.

**Course Structure**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1st Semester** | | | | | **1st year** |
| **S.No** | **Course Title** | | | **Credit Hrs.** |
|  | Principles of Management | | | 3 |
|  | Principles of Marketing | | | 3 |
|  | Financial Accounting-I | | | 3 |
|  | Microeconomics | | | 3 |
|  | Functional English | | | 3 |
| **2nd Semester** | | | | |
|  | Business Mathematics |  | | 3 |
|  | Financial Accounting-II | MS121 Financial accounting-I | | 3 |
|  | Macro Economics | ECO 171 Microeconomics | | 3 |
|  | Business Communication |  | | 3 |
|  | Computer Application in Business |  | | 3 |
| **3rd Semester** | | | | | **2nd year** |
|  | Human Resources Management | MS141 Principles of Management | 3 | |
|  | Business Finance | MS122 Financial Accounting-II | 3 | |
|  | Marketing Management | MS131 Principles of Marketing | 3 | |
|  | Managerial Accounting | MS122 Financial Accounting-II & Financial Accounting-I | 3 | |
|  | Business Statistics |  | 3 | |
| **4th Semester** | | | | |
|  | Entrepreneurship |  | 3 | |
|  | Business law |  | 3 | |
|  | Organizational Theory and Behavior | MS141 Principles of Management | 3 | |
|  | Corporate Governance |  | 3 | |
|  | Financial Management | MS124 Business Finance | 3 | |
| **5th Semester** | | | | | **3rd year** |
|  | Inferential Statistics | MS 162 Business Statistics | 3 | |
|  | Project Management | MS141 Principles of Management | 3 | |
|  | Elective-I |  | 3 | |
|  | Elective-II |  | 3 | |
|  | Elective-III |  | 3 | |
| **6thSemester** | | | | |
|  | Business Research Methods |  | 3 | |
|  | Quantitative Techniques in Business Research | MS162 Business Stat &  MS263 Inferential Stat | 3 | |
|  | International business |  | 3 | |
|  | Elective-VI |  | 3 | |
|  | Elective-V |  | 3 | |
|  | Strategic Management | MS141 Principles of  Management | 3 | |
| **7thSemester** | | | | | **4th year** |
|  | Thesis |  | 6 | |

**MASTER IN BUSINESS ADMINISTRATION (MBA)**

**PROGRAM LENGTH**

Duration: 1.5 years

Semesters: 03

Maximum Credit Hrs. 36

**ENTRY REQUIREMENTS (Eligibility Criteria)**

* BBA(HONS)/M.Com/BBS with at least 50% marks and 50% marks in NTS.

**ANNUAL INTAKE**

There are 40 places available annually.

**Course Structure**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **1st Semester** | | | | | | **1st year** |
| **S.No** | **Course Title** | | | | **Credit Hrs.** |
| 1 | Qualitative Research Methods | | | | 3 |
| 2 | Quantitative Research Methods | | | | 3 |
| 3 | Strategic Management | | | | 3 |
| 4 | Elective 1 | | | | 3 |
| 5 | Elective 2 | | | | 3 |
| **2nd Semester** | | | | | |
| 1 | Econometrics | |  | | 3 |
| 2 | Project Planning & Management | |  | | 3 |
| 3 | Organizational Th. &Behavior | |  | | 3 |
| 4 | Elective 3 | |  | | 3 |
| 5 | Elective 4 | |  | | 3 |
| **3rd Semester** | | | | | | **2nd year** |
|  | Research Thesis |  | | 6 | |

|  |  |  |
| --- | --- | --- |
| **Elective Courses** | | |
| **Finance Specialization** | **Integrated Marketing Communication** | **HR Specialization** |
| Advanced Financial | Seminar in Marketing | Strategic HRM Conflict Management |
| International Corporate Finance | Marketing Research | Total Quality Management |
| International Finance | Strategic BrandManagement | Performance Management |
| Corporate Governance | Issues in Brand Management | Training and Development |
| Behavioural Finance | Supply Chain Management | Compensation and Benefit Management |
| Investment and Portfolio Management | Customer relationship Management | Organization Development and Change |
| Risk Management | ------------------------ | Financial Markets and institutions |
| Banking Law and Practice in Pakistan | ----------------------------- | ----------------- |

**Note:**

1. Elective courses can be introduced subject to the availability of competent and qualified teachers and market demand. Moreover, any specialization will only be offered if there are at least 10 candidates available for that.

2. The scheme of MBA 1.5 year’s program shall have a minimum of 10 courses of 30 credit hours and dissertation/research project of 06 credit hours.

3. Three specializations in the field of Finance, Marketing and

HRM will be offered in MBA.