

BBA Scheme of Studies.

Course Code	Semester-I	CHr	General Education / Major/ Interdisciplinary	Total CHr
Psychology	Introduction To Sociology	3	General Education	
B.English	Functional English	3	General Education	
ITC	Applications of Information and Communication Technologies	3	General Education	
	Islamic Studies	2	General Education	
	Pak Studies	2	General Education	
Micro Eco	Economics (Micro, Macro)	3	Interdisciplinary-1	
		16		18
Code No.	Semester-II	CHr		
	Quantitative Reasoning-I	3	General Education	
	Islamic History	2	General Education	
	Expository Writing	3	General Education	
	Environmental Science Natural Science Cluster	3	General Education	
	Fehm-e-Quran – I (for Muslim Students)	1	General Education	
	Fundamentals of Business Management	3	Core Course	
	Principles of Accounting Mandatory Core II	3	Mandatory Core Accounting	
		18		36
Code No.	Semester-III	CHr		
	Quantitative Reasoning-II	3	General Education	
	Principles of Management	3	General Education	
	Human Resource Management	3	General Education	
	Fehm-e-Quran – II (for Muslim Students)	1	General Education	
	Principles of Marketing Mandatory Core III	3	Mandatory Core Marketing	
	E-Commerce and Digital Business Core Course-II	3	Core Course	
		16		52
Code No.	Semester-IV	CHr		
	Civics and Community Engagement	2	General Education	
	Ideology and Constitution of Pakistan	2	General Education	
	Entrepreneurship	2	General Education	
	Business Finance Mandatory Core IV	3	Mandatory Core	
	Business Communication Core Course-III	3	Core Course	
	Globalization and Emerging Markets Core Course-IV	3	Core Course	
	Financial Accounting	3	Mandatory Core	

	Mandatory Core V			
		18		70
Code No.	Semester-V	CHr		
	Marketing Management Mandatory Core VI	3	Mandatory Core	
	Financial Management Mandatory Core VII	3	Mandatory Core	
	Organizational Behavior Mandatory Core VIII	3	Mandatory Core	
	MIS Interdisciplinary-III	3	Interdisciplinary	
	International Business or Global Trade Core Course-V	3	Core Course	
	Elective-I	3	Specialization	
		18		88
Code No.	Semester-VI	CHr		
	AI in Business Core Course-VI	3	Core Course	
	Business Analytics Core Course-VII	3	Core Courses	
	Business Law Interdisciplinary-IV	3	Interdisciplinary	
	Elective-II	3	Specialization	
	Elective-III	3	Specialization	
	Internship/ Field Experience	3	Field Experience	
		18		106
Code No.	Semester-VII	CHr		
	Business Research Methods Mandatory Core (IX)	3	Mandatory Core	
	Digital Marketing Mandatory Core (XI)	3	Mandatory Core	
	Business Law Core Course -VIII (Business & Management Relevant Certification)*	3	Core Course	
	Sustainable Development Goals (SDGs)	3	Interdisciplinary	
	Elective-IV	3	Specialization	
	Elective-V	3	Specialization	
		18		121
Code No.	Semester-VIII	CHr		
	Financial Markets and Institutions Core Course-IX	3	Core Course	
	Elective-VI	3	Specialization	
	Capstone Project	3	Capstone Project	
	Elective-VII	3	Specialization	
	Elective-VII	3	Specialization	
		15		136