

BBA (Hons.)

- 1st Semester
 - Code No. Subject**
 - BBA-101 Arabic-I
 - BBA-102 Business Mathematics
 - BBA-103 Freshman English-I
 - BBA-104 Contemporary World
 - BBA-105 Introduction to Computer Concepts and Applications
 - BBA-106 Islamic Studies

- 2nd Semester
 - Code No. Subject**
 - BBA-107 Arabic-II
 - BBA-108 Introduction to Human Resource Management
 - BBA-109 Financial Accounting-I
 - BBA-110 Freshman English-II
 - BBA-111 Introduction to Management
 - BBA-112 Microeconomics

- 3rd Semester
 - Code No. Subject**
 - BBA-113 Financial Accounting-II
 - BBA-114 Business Statistics
 - BBA-115 Macroeconomics
 - BBA-116 Oral Communication
 - BBA-117 Sociology
 - BBA-118 Principles of Marketing

- 4th Semester
 - Code No. Subject**
 - BBA-119 Business Communication
 - BBA-120 Financial Management-I
 - BBA-121 Cost Accounting-I
 - BBA-122 Banking and Money
 - BBA-123 Marketing Management
 - BBA-124 Human Rights and Fundamental Rights

- 5th Semester
 - Code No. Subject**
 - BBA-125 Business Law
 - BBA-126 Cost Accounting-II
 - BBA-127 Human Psychology
 - BBA-128 Pakistan Studies
 - Specialization I (any one course from area of specialization)
 - BBA-151 Financial Reporting and Analysis
 - BBA-161 Consumer Behaviour
 - BBA-171 Strategic Human Resource Management

- 6th Semester
 - Code No. Subject**
 - BBA-129 Business Ethics
 - BBA-130 Business Statistics-II
 - BBA-131 Taxation Management-I
 - BBA-132 Organizational Behaviour
 - Specialization II (any one course from area of specialization)
 - BBA-152 Managerial Accounting
 - BBA-162 Advertising
 - BBA-172 Human Resource Development

- 7th Semester
 - Code No. Subject**
 - BBA-133 Business Research & Report Writing
 - BBA-134 Strategic Management I
 - BBA-135 Data Base Management System (DBMS)
 - BBA-136 Project/Two Elective Courses (Entrepreneurship)
 - Specialization III (any one course from area of specialization)
 - BBA-153 Investment Analysis and Portfolio Management
 - BBA-163 Sales Management
 - BBA-173 Organizational Development

- 8th Semester
 - Code No. Subject**
 - BBA-137 Operations Management
 - BBA-138 Management Information Systems
 - BBA-139 Logic
 - BBA-140 Project/Two Elective Courses (International Business Management)
 - Specialization IV (any one course from area of specialization)
 - BBA-154 Financial Management-II
 - BBA-164 Marketing Research
 - BBA-174 Labour Laws in Pakistan

- Specialization Courses:
 - Finance:**
 - BBA 151 Financial Reporting and Analysis
 - BBA 152 Managerial Accounting
 - BBA 153 Investment Analysis and Portfolio Management
 - BBA 154 Financial Management-II
 - Marketing:**
 - BBA 161 Consumer Behaviour
 - BBA 162 Advertising
 - BBA 163 Sales Management
 - BBA 164 Marketing Research
 - Human Resource Management:**
 - BBA 171 Strategic Human Resource Management
 - BBA 172 Human Resource Development
 - BBA 173 Organizational Development
 - BBA 174 Labour Laws in Pakistan

- Admission Procedure**
- No. of Merit Seats (Morning) 45
- No. of Merit Seats (Afternoon) 45
- Admission Criteria**
- Intermediate or equivalent qualification with at least 2nd division.
- Additional Marks:**
- Hafiz-e-Quran: 20 Marks, I.Com: 40 Marks
- Statistic, Math., Econ. each: 20 Marks
- (Maximum of 40 Marks)