

BBA 4-Year Program Outline (Total Credit Hours: 144)

Semester – I			Semester – II		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BBAE1011	Principles of Accounting - I	3	BBAE1032	Introduction to Macroeconomics	3
BBAE1031	Introduction to Microeconomics	3	BBAE1053	Principles of Management	3
BBAE1052	Introduction to Business	3	BBAE2012	Principles of Accounting - II	3
BBAE1071	Business Mathematics - I	3	BBAE2072	Business Mathematics - II	3
ENTR1051	Introduction to Entrepreneurship	2	LART1021	Pakistan Studies	3
LART1011	English - I	3	LART2012	English - II	3
LART1031	Islamic Studies	3	--	--	--
Total Credit Hours			Total Credit Hours		
20			18		

Semester – III			Semester – IV		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BBAE1021	Business Communication	3	BBAE1061	Principles of Marketing	3
BBAE1073	Business Statistics	3	BBAE3014	Financial Management	3
BBAE2013	Introduction to Business Finance	3	BBAE3074	Statistical Inference	3
BBAE2033	Money & Banking	3	BDMA1301	Computer Graphics - I	1+1
BSCS1011	Introduction to Programming	3+1	BSCS1103	E-Life Toolkit	2+1
LART1051	Urdu: Language, Literature & Society	3	LART2022	Political Thought & Political Action	3
Total Credit Hours			Total Credit Hours		
19			17		

Semester – V			Semester – VI		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BBAE1041	Business & Company Law	3	BBAE1055	Analysis of Pakistani Industries	3
BBAE3016	Financial Institutions and Markets	2+1	BBAE1056	Human Resource Management	3
ENTR3015	Entrepreneurial Finance	3	BBAE2054	Production and Operations Management	3
ENTR3062	Digital Marketing	3	BBAE2064	Consumer Behavior	3
BDGD2503	User Experience Design	1+1	BBAE3042	Business Taxation	3
LART XXXX	Liberal Arts Elective	3	BBAE3057	Organization Behavior	3
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Total Credit Hours			Total Credit Hours		
17			19		

Semester – VII			Semester – VIII		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BBAE3017	Managerial Accounting	3	BBAE XXXX	Business Elective - III	3
BBAE3058	Business Research Methods	3	BBAE XXXX	Business Elective - IV	3
BBAE XXXX	Business Elective - I	3	BBAE XXXX	Business Elective - V	3
BBAE XXXX	Business Elective - II	3	BBAE XXXX	Experiential Course	6
BBAE XXXX	Experiential Course	6	--	--	--
BDGD3701	Interaction Design	1+1	--	--	--
Total Credit Hours			Total Credit Hours		
20			15		