

Bachelors of Business Administration (BBA)				
Semesters	Course Code	Course Title	Credit Hrs	Sections
Semester 1	BAHU1023	Business & Ethics	3	4
	ENG110	Functional English	3	4
	PAK101	Pakistan Studies	2	4
	QR101	Quantitative Reasoning I	3	4
	SS103	Sociology	2	4
	ICT101	Application of Communications & Information Technology	2	4
	ICTL101	Application of Communications & Information Technology (LAB)	1	4
Semesters	Course Code	Course Title	Credit Hrs	Sections
Semester 2	ENG211	Expository Writing	3	2
	QR201	Quantitative Reasoning II	3	2
	BAEC2723	Microeconomics	3	2
	BAMG1823	Fundamentals of Management	3	2
	BAAF1223	Financial Accounting	3	2
	CCE201	Civics & Community Engagement	2	2
Semesters	Course Code	Course Title	Credit Hrs	Sections
Semester 3	BAMG2843	Business Communication	3	3
	BAAF2233	Business Finance	3	3
	BAMK2103	Fundamentals of Marketing	3	3
	BAEC2733	Macroeconomics	3	3
	ISL201	Islamic Studies	2	3
	BAHU2012	Foreign Language	2	3
Semesters	Course Code	Course Title	Credit Hrs	Sections
	BAMK2123	Marketing Management	3	1

Semester 4	BAHR2303	Human Resource Management	3	1
	BAAF2263	Financial Management	3	1
	BAMG2603	Entrepreneurship	3	1
	BAEC2723	Microeconomics	3	1
Semesters	Course Code	Course Title	Credit Hrs	Sections
Semester 5	BAEC2733	Macroeconomics	3	3
	BAAF3213	Cost & Managerial Accounting	3	3
	BAMG3833	Fundamentals of Operations Management	3	3
	BALW3003	Business Law, Politics & Society	3	3
	BAMG3653	SME Management	3	3
	BAHU3043	Pakistan Today	3	3
Semesters	Course Code	Course Title	Credit Hrs	Sections
	BAMG3843	Organizational Behavior	3	1
	BAMG3503	Supply Chain Management	3	1
	BAHU3023	Digital Economy	3	1
	BAHU3033	Research Methods in Social Science	3	1
	Human Resource Management			
	BAHR4303	Talent Management	3	1
	BAHR4333	Performance & Compensation Management	3	1
	BAHR4353	Negotiation & Conflict Resolution	3	1
	BAMG4883	People Analytics	3	1
	Marketing			
	BAMK4113	Consumer Behavior	3	1
	BAMK4143	Advertising and Promotion	3	1
	BAMK4163	Digital Marketing	3	1

BAMK4133	Service Marketing	3	1
BAMK4193	Marketing Analytics	3	1
BAMK4103	Selling & Sales Management	3	1
BAMK4173	Sales Management	3	1
BAMK4183	Brand Management		1
Operations & Supply Chain Management			
BAMG4513	Retail Supply Chain Management	3	1
BAMG4523	Transportation & Distribution Planning	3	1
BAMG4533	Supply Chain Sourcing	3	1
BAMG4543	Production Management	3	1
BAMG4583	Project Management	3	1
BAMG4593	Enterprise Resource Planning	3	1
BAMG4563	Warehouse Management	3	1
Entrepreneurship			
BAMG4603	Entrepreneurial Marketing	3	1
BAMG4613	Entrepreneurial Finance	3	1
BAMG4623	Idea Generation & Creativity	3	2
BAMG4643	Business Model Development & Creativity	3	1
BAMG4663	Family Business Management	3	1
BAMG4673	Design & Technology	3	1
Finance			
BAAF4203	Investment Analysis	3	1
BAAF4213	Islamic Finance	3	1
BAAF4243	International Finance	3	1
BAAF4253	Financial Statement Analysis	3	1

	BAAF4233	Financial Markets & Institutes	3	1
	BAAF4273	Taxation Management	3	1
	BAAF4263	FinTech	3	1
Semesters	Course Code	Course Title	Credit Hrs	Sections
Semester 7	BAIT3013	Fundamentals of Business Analytics	3	3
	MGMT4803	Strategic Management	3	3
Semesters	Course Code	Course Title	Credit Hrs	Sections
	Management			
	BAMG4803	Leadership & Professional Development	3	1
	BAMG4813	Compensation Management	3	1
	BAMG4823	International Business	3	1
	BAMG4853	Training & Development	3	1
	BAMG4863	Conflict Resolution	3	1
	BAMG4843	Performance Management	3	1
	Marketing			
	BAMK4113	Consumer Behavior	3	1
	BAMK4143	Advertising and Promotion	3	1
	BAMK4163	Digital Marketing	3	1
	BAMK4133	Service Marketing	3	1
	BAMK4193	Marketing Analytics	3	1
	BAMK4103	Selling & Sales Management	3	1
	BAMK4173	Sales Management	3	1
	BAMK4183	Brand Management	3	
	Operations & Supply Chain Management			
	BAMG4513	Retail Supply Chain Management	3	1

Semester 8

BAMG4523	Transportation & Distribution Planning	3	1
BAMG4533	Supply Chain Sourcing	3	1
BAMG4543	Production Management	3	1
BAMG4583	Project Management	3	1
BAMG4593	Enterprise Resource Planning	3	1
BAMG4563	Warehouse Management	3	1
BAMG4503	Fundamentals of Supply Chain Management	3	1
Entrepreneurship			
BAMG4603	Entrepreneurial Marketing	3	1
BAMG4613	Entrepreneurial Finance	3	1
BAMG4623	Idea Generation & Creativity	3	1
BAMG4643	Business Model Development & Creativity	3	1
BAMG4663	Family Business Management	3	1
BAMG4673	Design & Technology	3	1
BAMG4653	Small and Medium Enterprise Management	3	1
Finance			
BAAF4203	Investment Analysis	3	1
BAAF4213	Islamic Finance	3	1
BAAF4243	International Finance	3	1
BAAF4253	Financial Statement Analysis	3	1
BAAF4233	Financial Markets & Institutes	3	1
BAAF4273	Taxation Management	3	1
BAAF4263	FinTech	3	1