

COMPLIANCE CERTIFICATE FOR UNDERGRADUATE 2.0 POLICY

Program Name: Bachelor of Business Administration

Program Scheme of Studies

Structure of the Scheme	
Courses Credit Hours	126
Core Courses: (Credit Hours)	28
Foundation Courses : (Credit Hours)	
Major Courses: (Credit Hours)	33
Technical Electives: (Credit Hours)	9
General Electives: (Credit Hours)	6
Supporting Science: (Credit Hours)	N/A
University Electives: (Credit Hours)	N/A
Undergraduate 2.0 courses (Credit hours)	50
Total Credit Hours:	126



Program Road Map

Applicable to Batch No. 68 Session F2023

1 st Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
EN111	English I	3		SC210	Islamic Thought and Perspectives	3	
QM110	Business Mathematics	3		QM230	Business Statistics	3	Business Mathematics
AC125	Fundamentals of Accounting	3		EN125	English II	3	
MG111	Introduction to Business	3		IS125	Computer Applications	3	
CH201	Everyday Science	3		AC300	Cost Accounting	3	Fundamentals of Accounting
SC200	Pakistan , Ideology Constitution and Society	3		MG230	Economics	3	
Semester Credit Hours		18		Semester Credit Hours		18	
First Summer – Civics and Community Engagement (2 Credit Hours)							
2 nd Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
IS240	Management Information Systems	3			Emerging Technologies	3	
	Psychology of Mind and Behavior	3		OM320	Decision Models	3	Business Statistics
SD110	Life & Learning	3		FN340	Business Finance	3	Cost Accounting

QM210	Statistical Inferences	3		MK435	Business Research & Intelligence	3	Introduction to Business
MG120	Principles of Management	3	Introduction to Business	MK210	Principles of Marketing	3	Introduction to Business
EN220	Research Paper Writing & Presentation	3	English II	MG330	Organizational Behavior	3	Principles of Management
Semester Credit Hours		18		Semester Credit Hours		18	

3 rd Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
OM346	Production Operation Manager	3	Decision Model	EN310	English for Specific Purposes (Business)	3	Research Paper Writing & Presentation
MG230	Business Law	3	Introduction to Business		Innovation & Entrepreneurship	3	MK-435, FN-440
FN440	Financial Management	3	Business Finance	EC315	Development Economics	3	Economics
MK450	Consumer Behavior	3	Principles of Marketing	SC160	Introduction to Sociology	3	
MG360	Leadership Skills	3	Organizational Behavior	MG350	Managing Human Capital	3	Organizational Behavior
SD100	English Immersion	0		SD102	21st Century Skills	0	
Semester Credit Hours		15		Semester Credit Hours		15	
Summer : Internship (SDW492) - 0 Credit Hour							

4 th Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
SD420	Foreign Language	3		MG480	Business Strategy	3	
	Major Elective -I	3			Minor Elective I / Final Project / COOP Work Place Experience*	3	
	Major Elective- II	3			Minor Elective II / Final Project / COOP Work Place Experience*	3	
	Major Elective- III	3					
SD103	English Immersion-3	1					
Semester Credit Hours		13		Semester Credit Hours		9	

Total Credit Hours: 126

List of Electives (Add list of electives for this program)

Digital Marketing with Branding				
1	MK-477	Digital Marketing	3	Pre-Requisites include all Core Courses of Marketing Discipline
2	MK-490	Brand Management	3	
3	MK-482	Marketing Analytics and Social Media Research	3	
4	MK-485	Launching a Digital Venture	3	
Sales and Business Development				
1	MK-470	Selling Skills	3	Pre-Requisites include all Core Courses of Marketing Discipline
2	MK-477	Digital Marketing	3	
3	MK-401	Retail Marketing	3	
4	MK-465	Sales and Distribution Management	3	

E-Employment				
1	MK-477	Digital Marketing	3	Pre-Requisites include all Core Courses of Marketing Discipline
2	MK-478	SEO and PPC Campaigns	3	
3	MK-440	Graphic Designing and Illustration	3	
4	MK-425	Content Marketing and Copywriting	3	
5	MK-467	Virtual Assistant	3	
Finance				
1	FN-480	Financial Risk Management	3	Pre-Requisites include all Core Courses of Finance Discipline
2	FN-460	Financial Statements Analysis	3	
3	BN-410	Commercial Banking Operations	3	
4	BN-460	Islamic Banking and Finance	3	
5	FN-490	Corporate Finance	3	
6	FN-450	Money & Banking	3	
7	FN-455	Business Taxation	3	
8	FN-469	Capital Budgeting Decisions	3	
9	CL-400	Corporate Governance	3	
10	EC-420	SME, Micro Finance and Agri. Finance	3	
11	FN-484	Entrepreneurial Finance	3	
12	FN-483	Islamic Finance	3	
13	IB-444	Regulatory Framework in Islamic Economy	3	
14	FN-481	Block Chain and Digital Finance	3	
Supply Chain				
1	SM-481	Supply Chain Quality Management	3	Pre-Requisites include all Core Courses of Supply Chain Discipline
2	SM-485	Material Management in Supply Chain	3	
3	SM-473	Supply Chain Performance	3	
4	SM-476	Supply Chain Design	3	
Management				
1	MG-490	International Business	3	Pre-Requisites include all Core Courses of Management Discipline
2	MG-475	Managing Alliance & Partnership	3	
3	MG-470	Managing Knowledge in Organization	3	
4	MG-465	Managing Development in Organization	3	
Information Systems				
1	IS-495	Enterprise Resource Planning	3	Pre-Requisites include all Core Courses of Information Systems Discipline
2	IS-402	ERP Customer Relationship Management	3	
3	IS-401	ERP Financials - I	3	
4	IS-404	ERP Supply Chain Management	3	
5	IS-391	Business Analytics	3	
6	IS-371	Introduction to Data Science	3	
7	IS-480	Web Marketing & Analytics	3	
8	IS-490	Decision Support Systems	3	
9	IS-351	Data Warehousing & Data Mining	3	
10	IS-485	Introduction to Machine Learning	3	


It is hereby certified that curriculum of BBA(H) program, Session F202305 is compliant to Undergraduate 2.0 Policy. All the courses of UG 2.0 are incorporated in the roadmap accordingly.

Chairperson of Department

Director AAQIC

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Registrar


18-1-2024.