

University of Management & Technology, Lahore

Office of the Registrar, Johar Town C-II Lahore, Ph. #: 042-35212820



Roadmap

Program Name: Bachelor of Business Administration

Program Scheme of Studies

Structure of the Scheme	
Courses Credit Hours	126
Core Courses: (Credit Hours)	25
Foundation Courses : (Credit Hours)	12
Major Courses: (Credit Hours)	39
Technical Electives: (Credit Hours)	9
General Electives: (Credit Hours)	6
Supporting Science: (Credit Hours)	N/A
University Elective: (Credit Hours)	N/A
Undergraduate 2.0 courses (Credit hours)	35
Total Credit Hours:	126

Program Road Map

Applicable to Batch No. 72 Session F2025

1 st Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
EN110	English I	3			Pakistan Studies	2	
QM110	Business Mathematics	3		QM230	Business Statistics	3	Business Mathematics
AC125	Fundamentals of Accounting	3		EN123	English II	3	English I
MG111	Introduction to Business	3		IS135	Computer Applications	3	
CH211	Everyday Science	2		AC300	Cost Accounting	3	Fundamentals of Accounting
POL121	Pakistan, ideology Constitution and Society	2		ECO202	Economics	3	
ISL112	Islamic Thought and Perspectives	2			Fehm-e-Quran-1	1	
Semester Credit Hours		18		Semester Credit Hours		18	
First Summer – Civics and Community Engagement (2 Credit Hours)							
2 Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
IS240	Management Information Systems	3	Computer Applications	IS410	Emerging Technologies	3	
PSY110	Psychology of Mind and Behavior	2		OM320	Decision Models	3	Business Statistics
SD110	Life & Learning	2		FN340	Business Finance	3	Cost Accounting
QM210	Statistical Inferences	3	Business Statistics	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
	Fehm-e-Quran-II	1					
Semester Credit Hours		17		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	MG224	Innovation & Entrepreneurship	2	Principles of Marketing
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	
					Think AI	2	
Semester Credit Hours		15		Semester Credit Hours		16	

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
SD222	Foreign Language	3		MG480	Business Strategy	3	
	Major Elective -I	3			Minor Elective I / Final Project / COOP	3	

					Work Place Experience*		
	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 Gore 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	MK425	Content Marketing and Copywriting	3	
5	MK-467	Virtual Assistant	3	
Finance				
1	FN-480	Financial Risk Management	3	
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	Pre-Requisites include all Core Courses of Finance Discipline
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	1B-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				
J	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 System				
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		
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	

Compliance Certificate for UG 2.0

○ **It is hereby certified** that the General Education Courses have been incorporated into the roadmap of **Bachelor of Business Administration** in accordance with the Undergraduate 2.0 Policy, duly approved by Academic Council vide Meeting No. 36th dated 5th December 2023.

○ **The General Education Courses are not compliant** with the Undergraduate 2.0 Policy due to the requirements of the respective Accreditation Council, as detailed below:

	UG 2.0	Deviation	Reason
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Sr	Course Title	Cr Hrs	Course Title	Cr Hrs	
1	English I	3			
2	English II	3			
3	Business Mathematics	3			
4	Business Statistics	3			
5	Computer Applications	3			
6	Innovation & Entrepreneurship	2			
7	Everyday Science	2			
8	Pakistan, ideology Constitution and Society	2			
9	Islamic Thought and Perspectives	2			
10	Civics and Community Engagement	2			
11	Psychology of Mind and Behavior	2			
12	Life and Learning	2			
13	Think AI	2			
14	Pakistan Studies	2			
15	Fehm -e – Quran I	1			
16	Fehm -e – Quran II	1			
	Total	35			

Chairperson of Department

Dean concerned

Director AAQIC

Registrar