

University of Management & Technology, Lahore

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



Roadmap

Program Name: Bachelor of Business Administration – Post ADPs

Program Scheme of Studies

Structure of the Scheme	
Courses Credit Hours	62-66
Core Courses: (Credit Hours)	16
Foundation Courses : (Credit Hours)	0
Major Courses: (Credit Hours)	23
Technical Electives: (Credit Hours)	15
General Electives: (Credit Hours)	N/A
Supporting Science: (Credit Hours)	N/A
University Elective: (Credit Hours)	N/A
Undergraduate 2.0 courses (Credit hours)	8
Total Credit Hours:	62-66

Program Road Map

Applicable to Batch No. Fall2025

Code	Course Title	Cr. Hrs.	Code	Course Title	Cr. Hrs
EN110	English I	3			
QM110	Business Mathematics	3	QM230	Business Statistics	3
AC125	Fundamentals of Accounting	3	EN123	English II	3
MG111	Introduction to Business	3	IS135	Computer Applications	3
CH211	Everyday Science	2	AC300	Cost Accounting	3
POL121	Pakistan, ideology Constitution and Society	2	ECO202	Economics	3
ISL112	Islamic Thought and Perspectives	2			
IS240	Management Information Systems	3	IS410	Emerging Technologies	3
PSY110	Psychology of Mind and Behavior	2	OM320	Decision Models	3
SD110	Life & Learning	2	FN340	Business Finance	3
QM210	Statistical Inferences	3	MK435	Business Research & Intelligence	3
MG120	Principles of Management	3	MK210	Principles of Marketing	3
EN220	Research Paper Writing & Presentation	3	MG330	Organizational Behavior	3

3 rd Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
	Fehm-e-Quran I	1			Fehm -e- Quran II	1	
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	
	Pakistan Studies	2			Think AI	2	
Semester Credit Hours		18		Semester Credit Hours		17	
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 Work Place Experience*	3	
	Major Elective- II	3			Minor Elective II Final Project / COOP Work Place Experience*	3	
	Major Elective- III	3			Business Research and Intelligence	3	

SD103	English Immersion-3	1					
	Pakistan Studies	2					
Semester Credit Hours		15		Semester Credit Hours	12		

Total Credit Hours: 62-66

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	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	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. ----- dated -----

○ **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
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