

COMPLIANCE CERTIFICATE FOR UNDERGRADUATE 2.0 POLICY

Program Name: Bachelor of Business Administration -POST ADP

Program Scheme of Studies

Structure of the Scheme	
Courses Credit Hours	66-72
Core Courses: (Credit Hours)	16
Foundation Courses : (Credit Hours)	
Major Courses: (Credit Hours)	30
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)	5
Total Credit Hours:	66-72



Program Road Map

BBA POST ADP

Deficiency Courses

Deficiency Courses							
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
EN125	English II	3		EN220	Research Paper Writing & Presentation	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	
IS240	Management Information Systems	3			Emerging Technologies	3	
	Psychology of Mind and Behavior	3		OM320	Decision Models	3	Business Statistics
SD110	Life & Learning	3		MG330	Organizational Behavior	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

Program Road Map

Applicable to Batch No. 68 Session F2023

Bridging semester							
Code	Course Title	Cr. Hrs.	Prerequisite				
EC230	Economics	3					
AC125	Fundamentals of Accounting	3					
FN340	Business Finance	3					
MK435	Business Research & Intelligence	3					
MK-210	Principles of Marketing	3					
MG-120	Principles of Management	3					
Semester Credit Hours		18					
First Summer – Civics and Community Engagement (2 Credit Hours)							
1 st Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
OM346	Production Operations Management	3	Decision Models	EN-310	English for Specific Purpose	3	
MG-230	Business Law	3			Innovation & Entrepreneurship	3	MK-435, FN-440

FN440	Financial Management	3	Business Finance	EC315	Development Economics	3	Macro Economics
MK450	Consumer Behavior	3	Principles of Marketing		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							
2nd 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	

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

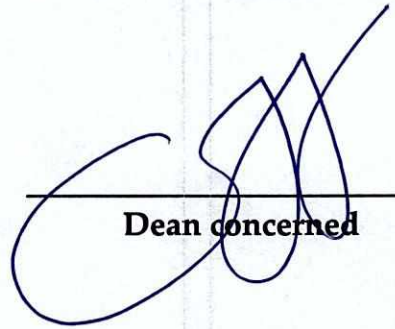
Digital Marketing with Branding			
1	MK-477	Digital Marketing	3
2	MK-490	Brand Management	3
3	MK-482	Marketing Analytics and Social Media Research	3
4	MK-485	Launching a Digital Venture	3
Pre-Requisites include all Core Courses of Marketing Discipline			
Sales and Business Development			
1	MK-470	Selling Skills	3
2	MK-477	Digital Marketing	3
3	MK-401	Retail Marketing	3
4	MK-465	Sales and Distribution Management	3
Pre-Requisites include all Core Courses of Marketing Discipline			
E-Employment			
1	MK-477	Digital Marketing	3
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
Pre-Requisites include all Core Courses of Marketing Discipline			
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
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
Pre-Requisites include all Core Courses of Finance Discipline			
Supply Chain			
1	SM-481	Supply Chain Quality Management	3
2	SM-485	Material Management in Supply Chain	3
3	SM-473	Supply Chain Performance	3
4	SM-476	Supply Chain Design	3
Pre-Requisites include all Core Courses of Supply Chain Discipline			

Management			
1	MG-490	International Business	3
2	MG-475	Managing Alliance & Partnership	3
3	MG-470	Managing Knowledge in Organization	3
4	MG-465	Managing Development in Organization	3
Pre-Requisites include all Core Courses of Management Discipline			
Information Systems			
1	IS-495	Enterprise Resource Planning	3
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
Pre-Requisites include all Core Courses of Information Systems Discipline			


It is hereby certified that curriculum of BBA (Post APB) program, Session F2023005 is compliant to Undergraduate 2.0 Policy. All the courses of UG 2.0 are incorporated in the roadmap accordingly.



Chairperson of Department



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Director AAQIC

Registrar