

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 (Batch 74 and Onwards)

Structure of the Scheme	
Courses Credit Hours	51 (134)
Core Courses: (Credit Hours)	12 (36)
Foundation Courses : (Credit Hours)	4 (12)
Major Courses: (Credit Hours)	7 (21)
Technical/Specialization Electives: (Credit Hours)	5 (15)
General Electives: (Credit Hours)	3 (9)
Supporting Science: (Credit Hours)	N/A
University Elective: (Credit Hours)	2 (0)
Internship (Credit Hours)	1 (3)
Capstone Project: (Credit Hours)	1 (3)
Undergraduate 2.0 courses (Credit hours)	16 (35)
Total Credit Hours:	51 (134)

Program Road Map

Applicable to Batch No. 74 Session F2026

1 st Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
EN110	English I	3		QM230	Business Statistics	3	
QM110	Business Mathematics	3		PSY110	Psychology of Mind and Behavior	2	
IS135	Computer Applications	3		EN123	English II	3	
MG111	Introduction to Business	3		CH211	Everyday Science	2	
Eco202	Business Economics	3		ITC111	Fehm-e-Quran – I (for Muslim Students)	1	
AC130	Financial Accounting	3		MG120	Principles of Management	3	
				AC380	Managerial Accounting	3	
Semester Credit Hours		18		Semester Credit Hours		17	
2 Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
SD111	Life and Learning	2		SD105	Civics and Community Engagement	2	
ISL112	Islamic Thought and Perspectives	2		POL121	Pakistan Ideology, Constitution and Society	2	
POL	Pakistan Studies	2		MG224	Innovation and Entrepreneurship	2	
ITC122	Fehm-e-Quran – II (for Muslim Students)	1		MK210	Principles of Marketing	3	
FN340	Business Finance	3		FN440	Financial Management	3	
CS211	Programming Fundamentals	3		OM346	Operations and Production Management	3	
MG330	Organizational Behaviour	3		IS240	Management Information System	3	

Semester Credit Hours	16			Semester Credit Hours	18		

3 rd Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
MK320	Marketing Management	3			Public Speaking and Presentation Skills	3	
	Human Resource Management	3			Leadership in the Digital Age	3	
	SDGs	3			Fintech and Blockchain for Business	3	
	E-Commerce and Digital Business	3			Elective 1	3	
	Supply Chain Management	3			Elective 2	3	
AI210	Think AI	2		MG230	Business Law	3	
SD100	English Immersion	0					
Semester Credit Hours	17			Semester Credit Hours	18		

Summer: Internship (SDW492) - 3 Credit Hour

4 th Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
MK430	Business Research Methods	3		SC330	Business Ethics	3	
	AI in Business	3			Elective 5	3	
QM231	Quantitative Technique for Business	3			Elective 6	3	
	Elective 3	3			Capstone Project	3	
	Elective 4	3			Internship	3	
SD102	21st Century Skills	0					
Semester Credit Hours	15			Semester Credit Hours	15		

Total Credit Hours: 134

Specialization 1 - Digital Marketing with Branding		
1		Introduction to Digital Marketing
2		Essentials of Business Trends
3		Digital Advertising and Media Buying
4		Data Ethics, Compliance, and Responsible AI in Marketing
5		Advertising and Digital IMC
6	MK-482	Marketing Analytics and social media
7	MK-485	Launching a Digital Venture
8	MK-490	Brand Management
9	MK-495	Ethical Marketing and Digital Consumer Privacy
Specialization 2 - Sales and Business Development		
1		Advertising and Digital IMC
2		CSR and Sustainable marketing
3		Distribution Logistics
4		CMR (Customer Relationship Management
5		Services Marketing
6	MK-465	Sales and Distribution Management
7	MK-470	Selling Skills
8	MK-477	Digital Marketing
9	MK-401	Retail Marketing
Specialization 3 - Management		
1		Tools in Business Management
2		Business Case Studies
3		Essentials of Business AI
4		Critical Thinking and Decision Making
5		Emerging Business Trends
6	MG-465	Managing Development in Organization
7	MG-470	Managing Knowledge in Organizations
8	MG-490	International Business
9	MG-475	Managing Alliance and Partnership
Specialization 4 - Supply Chain		
1		Strategic Supply Chain Design
2		Performance Analytics for Global Supply Chains
3		Total Quality Management
4		Project Management
5		Smart Material Management for Supply Chains
6	SM-481	Supply Chain Quality Management
7	SM-485	Material Management in Supply Chain
8	SM-473	Supply Chain Performance
9	SM-476	Supply Chain Design

Specialization 5 – Finance		
1	IS-371	Introduction to Data Science
2	AC-310	Strategic Management Accounting
3	CL-340	Business Taxation
4	FN-460	Financial Statement Analysis
5	FN-483	International Finance
6	FN-480	Financial Risk Management with tool
7	FN-460	Financial Statements Analysis
8	BN-410	Commercial Banking Operations
9	BN-460	Islamic Banking and Finance
10	FN-490	Corporate Finance
11	FN-450	Money & Banking
12	FN-455	Business Taxation
13	FN-469	Capital Budgeting Decisions
14	CL-400	Corporate Governance
15	EC-420	SME, Micro Finance and Agri. Finance
16	FN-484	Entrepreneurial Finance
17	FN-483	Islamic Finance
18	IB-444	Regulatory Framework in Islamic Economy
19	FN-481	Block Chain and Digital Finance
Specialization 6 - Management Information System		
1	IS371	Foundations of Data Science
2	IS485	Applied Machine Learning for Business
3	IS470	Big Data Management
4	IS340	Business Analytics
5	IS350	Web Marketing and Analytics
6	IS-495	Enterprise Resource Planning
7	IS-402	ERP Customer Relationship Management
8	IS-401	ERP Financials - I
9	IS-404	ERP Supply Chain Management
10	IS-391	Business Analytics
11	IS-371	Introduction to Data Science
12	IS-480	Web Marketing & Analytics
13	IS-490	Decision Support Systems
14	IS-351	Data Warehousing & Data Mining
15	IS-485	Introduction to Machine Learning
Specialization 7 - Economics (New)		
1		International Economics
2		Islamic Economics

3		Development Economics
4		Monetary Economics
5		Public Finance
6	EC 403	Industrial Organization
7	EC 472	Urban Economics
8	EC 477	Economics of Terrorism, War and Conflict
9	EC 411	Monetary Policy
10	EC 412	Fiscal Policy
11	EC 466	History of Economic Thought
12	EC 467	World Economic History
13	EC 452	International Finance
14	EC 461	Economic Growth
15	EC 493	Islamic Finance
16	Ec486	Energy Economics
17	Ec485	Environmental Economics
18	Ec482	Labor Economics
19	EC 401	General Equilibrium & Welfare Economics
20	EC476	Real Estate Economics
21	EC 231	Issues in World Economy
22	EC487	Economics of Climate Change

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. 40th dated July 30th 2025.

○ **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