

FACULTY OF MANAGEMENT SCIENCES

BBA

SZABIST offers a four-year (eight semesters) BBA degree program of 144 credit hours. For the BBA program, the students are required to complete 46 courses and a 3 credit hours Business Project & 3 credit hours Community Service Project. The courses include 42 compulsory courses and 4 electives from Management, Marketing and Finance. To obtain the BBA degree, the students have to complete 144 credit hours and an internship. The degree needs to be completed within six years.

First Year

Fall Semester

- BA 1108 IT in Business
- BA 1109 Personal Management and Communication
- BA 1203 Management Principles
- BA 1206 Oral Communication and Presentation Skills
- BA 1113 Islamic Studies
- BA 2307 Sociology

Spring Semester

- BA 1101 Introduction to Accounting
- BA 1102 Microeconomics
- BA 1105 English Writing Skills
- BA 1204 Maths for Business
- BA 1213 Pakistan Studies
- BA 2312 Human Behavior

Second Year

Fall Semester

- BA 1201 Financial Accounting
- BA 1211 Logic and Critical Thinking
- BA 3504 Organizational Behavior
- BA 2303 Marketing Principles
- BA 1202 Macroeconomics
- BA 2406 Business and Electronic Communication

Spring Semester

- BA 2311 Business Statistics
- BA 2411 Cost and Management Accounting
- BA 2301 Introduction to Business Finance
- BA 2402 Retail Management
- BA 2403 Business Ethics
- BA 3507 Consumer Behavior

Third Year

Fall Semester

- BA 3501 Financial Markets and Institutions
- BA 3508 Media Management
- BA 3605 Statistical Inference
- BA 4706 Development Economics
- BA 4801 Law and Taxation
- BA xxxx University Elective -I (as offered by Campus)

Spring Semester

- BA 3601 Financial Management
- BA 3602 Marketing Management
- BA 3603 Business Research Methods
- BA 3607 Operations Management
- BA 4804 Human Resource Management
- BA xxxx University Elective-II (as offered by Campus)

Fourth Year

Fall Semester

- BA 3502 Entrepreneurship
- BA 4814 Project Management
- BA 4705 Services Marketing
- BA 4710 Business Project
- BA 4xxx Elective-I
- BA 4xxx Elective-II

Spring Semester

- BA 3505 Quantitative Skills
- BA 3609 Pakistan Economy
- BA 4704 Management Information Systems
- BA 4810 Community Service Project
- BA 4xxx Elective-III
- BA 4xxx Elective-IV

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UNIVERSITY ELECTIVE

(To be offered by the campus as Compulsory courses)

BA 3506	Foreign Languages
BA 3519	Current Affairs
BA 3613	World Economy
BA 3614	Business Analysis and Forecasting*
BA 3619	Enterprise Management
BA 4701	Islamic Banking and Finance*
BA 4707	Marketing Research*
BA 3515	Graphic Design for Multimedia*
BA 3621	Professional Development
BA 3521	Auditing
BA 3522	Social Advocacy and Community Service

ELECTIVES

Finance

BA 4115	Derivatives
BA 4214	Micro Finance
BA 4218	Financial Research
BA 4735	Islamic Banking and Finance*
BA 4719	Investment Banking
BA 4724	Financial Modeling
BA 4727	Dynamics of Banking
BA 4734	International Banking
BA 4752	Financial Reporting and Analysis
BA 4756	Econometrics
BA 4831	Portfolio and Investment Management
BA 4833	Security Analysis
BA 4834	Treasury and Funds Management
BA 4855	Financial Risk Analysis
BA 4867	Business Analysis and Forecasting*

Marketing

BA 4116	Supply Chain Management
BA 4125	Emerging Media
BA 4126	Trade Marketing
BA 4217	Experiential Marketing
BA 4836	Marketing Research*
BA 4721	Advertising
BA 4722	Brand Management
BA 4739	Export Marketing
BA 4815	Event Management
BA 4816	Industrial Marketing
BA 4821	Media Planning
BA 4824	Sales Management
BA 4842	Graphic Design for Multimedia*
BA 4859	Product Innovation and Design
BA 4866	Integrated Marketing Communications

Supply Chain Management

BA 4116	Supply Chain Management
BA 4126	Trade Marketing
BA 4211	Production Management
BA 4768	Total Quality Management
BA 4739	Export Marketing
BA 4742	Customer Relationship Management
BA 4764	Dynamics of Logistics and Distribution
BA 4824	Sales Management
BA 4844	Operations Research
BA 4859	Product Innovation and Design
BA 4766	Purchase Management

Management

BA 4116	Supply Chain Management
BA 4117	Salary and Compensation
BA 4711	Change Management
BA 4712	Industrial Relations and Labor Laws
BA 4713	Leadership and Motivation Techniques
BA 4812	Recruitment and Selection
BA 4813	Training and Development
BA 4815	Event Management
BA 4826	Talent Management
BA 4837	Performance Appraisal
BA 4844	Operations Research

Information Technology

BA 4224	e-Marketing Strategies
BA 4714	e-Business and e-Commerce Management
BA 4745	Information System Audit
BA 4822	Media Production
BA 4842	Graphic Design for Multimedia*
BA 4844	Operations Research

*University Elective can be taken as an Elective if not offered by the Campus as a compulsory course.

All courses may not necessarily be offered every year. Alternate courses may be substituted as and when required. Full-time academic load is six courses (18 credit hours). All students are required to register for full load in the first semester.

Internship

The internship is scheduled for summer at the end of third year. After completion of the 6-week internship, all students are required to submit a comprehensive report giving details of their experience and learning.