Semester-wise Scheme of Studies

SEMESTER I

#	Course	Category	Prerequisite	CH
1	Quantitative Reasoning-I	GE	None	3+0
2	Functional English	GE	None	3+0
3	Applications of ICT	GE	None	2+1
4	Principles of Management	Major	None	3+0
5	Interdisciplinary-I: Microeconomics & Macroeconomics	IDS	None	3+0
6	HEI Core-I: Business Communication	HEI Core	None	3+0
				Total Credit Hours: 18

SEMESTER II

#	Course	Category	Prerequisite	CH
1	Quantitative Reasoning-II	GE	Quantitative Reasoning-I	3+0
2	Expository Writing	GE	None	3+0
3	Natural Science: Environmental Science	GE	None	2+1
4	Social Science: Introduction to Sociology	GE	None	2+0
5	Fehm-e-Quran-I	GE	None	0+1
6	Organizational Behavior	Major	Principles of Management	3+0
7	Principles of Accounting	Major	None	3+0
				Total Credit Hours: 18

SEMESTER III

#	Course	Category	Prerequisite	CH
1	Arts & Humanities: Foreign Language	GE	None	2+0
2	Pakistan Studies	GE	None	2+0
3	Fehm-e-Quran-II	GE	Fehm-e-Quran-I	0+1
4	Principles of Marketing	Major	None	3+0
5	Financial Accounting	Major	Principles of Accounting	3+0
6	HEI Core-II: Business Law	HEI Core	None	3+0
7	Interdisciplinary-II: Business Analytics	IDS	None	3+0
				Total Credit Hours: 17

SEMESTER IV

#	Course	Category	Prerequisite	CH
1	Islamic Studies / Ethics	GE	None	2+0
2	Ideology and Constitution of Pakistan	GE	None	2+0
3	Entrepreneurship	GE	None	2+0
4	Civics and Community Engagement	GE	None	2+0

#	Course	Category	Prerequisite	CH
5	Business Finance	Major	None	3+0
6	Marketing Management	Major	Principles of Marketing	3+0
7	HEI Core-III: Managerial / Cost Accounting	HEI Core	Principles of Accounting	3+0
				Total Credit Hours: 17

SEMESTER V

#	Course	Category	Prerequisite	CH
1	Human Resource Management	Major	None	3+0
2	Financial Management	Major	None	3+0
3	Interdisciplinary-III: Sustainability, ESG & SDGs	IDS	None	3+0
4	HEI Core-IV: Operations Management	HEI Core	None	3+0
5	HEI Core-V: Digital Marketing	HEI Core	Principles of Marketing	3+0
				Total Credit Hours: 15

SEMESTER VI

#	Course	Category	Prerequisite	CH
1	HEI Core-VI: Islamic Finance	HEI Core	Financial Managment	3+0
2	HEI Core-VII: Digital Transformation & Innovation	HEI Core	None	3+0
3	Interdisciplinary-IV: Ethics in AI / Cyber Security	IDS	None	3+0
4	Principles of Auditing		None	3+0
5	Elective-I	Specialisation	As per stream	3+0
6	Elective-II	Specialisation	As per stream	3+0
				Total Credit Hours: 18

SEMESTER VII

#	Course	Category	Prerequisite	CH
1	Business Research Methods	Major	None	3+0
2	AI in Business	Major	Applications of ICT	3+0
3	HEI Core-VIII: Professional Certification	HEI Core	None	3 eq.
4	Elective-III	Specialisation	As per stream	3+0
5	Elective-IV	Specialisation	As per stream	3+0
				Total Credit Hours: 15

SEMESTER VIII

#	Course	Category	Prerequisite	CH
1	HEI Core-IX: Strategic Management	HEI Core	Principles of Management	3+0
2	Elective-V	Specialisation	As per stream	3+0
3	Elective-VI	Specialisation	As per stream	3+0

#	Course	Category	Prerequisite	CH
4	Capstone Project	Capstone	Business Research Methods	0+3
5	Internship / Field Experience	Field	None	3
				Total Credit Hours: 15

BBA Specialization Elective Streams

The BBA carries 18 credit hours of specialization electives (six courses). Under HEC §1.5.6 a student may take all six from a single stream, in which case the specialization is recorded on the transcript (never on the degree certificate), or across streams, in which case no specialization is recorded. Five streams are offered. Each lists nine courses from which the student selects six, subject to the stated prerequisites and availability. The listed courses are not exhaustive; HEIs may add courses under §1.5.6(e) with statutory approval.

Stream 1 — Finance

Prepares students for banking, corporate finance, investment and treasury roles. (HEC §1.5.6.4 Finance)

Code	Elective course (choose 6 of 10)	Prerequisite	CH
FIN410	Financial Reporting & Analysis	Business Finance	3
FIN411	Corporate Finance & Valuation	Business Finance	3
FIN412	Laws of Taxation	Financial Management	3
FIN413	Risk Management & Insurance	Business Finance	3
FIN414	Financial Modeling for Decision Making	Financial Management	3
FIN415	Investment Analysis & Portfolio Management	Business Finance	3
FIN416	Financial Institutions & Markets	Business Finance	3
FIN417	International Financial Management	Financial Management	3
FIN418	FinTech & Blockchain for Finance	Business Finance	3
FIN418	Islamic Finace	Business Finance	3

Stream 2 — Human Resource Management

Prepares students for recruitment, learning & development, compensation and HR analytics roles. (HEC §1.5.6.5 Human Resource Management)

Code	Elective course (choose 6 of 9)	Prerequisite	CH
HRM410	Recruitment & Selection	Human Resource Management	3
HRM411	Training & Development	Human Resource Management	3
HRM412	Compensation & Benefits Management	Human Resource Management	3
HRM413	Conflict Resolution & Management	Human Resource Management	3
HRM414	Leadership & Team Management	Human Resource Management	3
HRM415	Performance Management Systems	Human Resource Management	3
HRM416	Organizational Development & Change	Human Resource Management	3
HRM417	HR Analytics & Metrics	Human Resource Management	3
HRM418	Strategic & International HRM	Human Resource Management	3

Stream 3 — Marketing

Prepares students for brand management, advertising, sales, digital and marketing-analytics roles. (HEC §1.5.6.7 Marketing)

Code	Elective course (choose 6 of 9)	Prerequisite	CH
MKT410	Advertising & Promotional Strategy	Principle of Marketing	3

Code	Elective course (choose 6 of 9)	Prerequisite	CH
MKT411	Customer Relationship Management	Principle of Marketing	3
MKT412	Product Development & Management	Principle of Marketing	3
MKT413	Brand Management	Principle of Marketing	3
MKT414	Consumer Behavior	Principle of Marketing	3
MKT415	Sales & Personal Selling Management	Principle of Marketing	3
MKT416	Integrated Marketing Communications	Principle of Marketing	3
MKT417	Services Marketing	Principle of Marketing	3
MKT418	Services & Retail Marketing	Principle of Marketing	3
MKT418	Experiential Marketing	Principle of Marketing	3
MKT419	Marketing Analytics	Principle of Marketing	

Stream 4 — Supply Chain Management

Prepares students for procurement, logistics, operations, inventory and supply-chain-analytics roles. (HEC §1.5.6.8 Operations and Supply Chain Management)

Code	Elective course (choose 6 of 9)	Prerequisite	CH
SCM410	Supply Chain Management Fundamentals	Principles of Management	3
SCM411	Procurement & Supplier Relationship Management	Principles of Management	3
SCM412	Logistics & Transportation Management	Supply Chain Management Fundamentals	3
SCM413	Inventory & Warehouse Management	Supply Chain Management Fundamentals	3
SCM414	Demand Planning & Forecasting	Quantitative Reasoning-II	3
SCM415	Operations & Production Management	Principles of Management	3
SCM416	Supply Chain Analytics	Supply Chain Management Fundamentals	3
SCM417	Global Trade, Shipping & Customs	Supply Chain Management Fundamentals	3
SCM418	Sustainable & Resilient Supply Chains	Supply Chain Management Fundamentals	3

Stream 5 — Women Entrepreneurship & Leadership

The Department's distinctive cluster; six courses adopt HEC nomenclature and three are departmental additions under §1.5.6(e). (HEC §1.5.6.3 Entrepreneurship & Innovation (+ departmental additions under §1.5.6(e)))

Code	Elective course (choose 6 of 9)	Prerequisite	CH
WEL410	Technopreneurship	Organizational Behavior	3
WEL411	New Venture Creation	Organizational Behavior	3
WEL412	Family Business Management	Organizational Behavior	3
WEL413	Social Entrepreneurship	Organizational Behavior	3
WEL414	Leadership & Team Dynamics	Organizational Behavior	3
WEL415	Startup Financing & Venture Capital	Business Finance	3

Code	Elective course (choose 6 of 9)	Prerequisite	CH
WEL416	Women & Entrepreneurship in Pakistan *	Organizational Behavior	3
WEL417	Entrepreneurial Leadership & Venture Growth *	Organizational Behavior	3
WEL418	Women, Work & the Digital Economy *	None	3

** Courses marked with an asterisk in the Women Entrepreneurship & Leadership stream are departmental additions offered under HEC §1.5.6(e), addressing content for which no HEC-listed equivalent exists. All other courses in that stream adopt HEC nomenclature.*