4. Semester-wise scheme of studies

SEMESTER I (YEAR 1) (same as the revised BBA)

S. No	Code	Course	Subject Area	Type	Pre-req	Cr. Hrs
1	GED111	Quantitative Reasoning-I	Quantitative Reasoning	GE	None	3 (3-0)
2	GED101	Functional English	Functional English	GE	None	3 (3-0)
3	GED121	Applications of ICT	ICT	GE	None	3 (2-1)
4	MGT101	Principles of Management	Management	Major	None	3 (3-0)
5	ECO101	Microeconomics & Macroeconomics	Economics	Interdisc.	None	3 (3-0)
6	MGT102	Business Communication	Management	Major	None	3 (3-0)
		Total Credit Hours				**18**

SEMESTER II (YEAR 1)

S. No	Code	Course	Subject Area	Type	Pre-req	Cr. Hrs
1	GED102	Expository Writing	Expository Writing	GE	GED101	3 (3-0)
2	GED112	Quantitative Reasoning-II (Statistics)	Quantitative Reasoning	GE	GED111	3 (3-0)
3	GED131	Islamic Studies / Ethics	Islamic Studies	GE	None	2 (2-0)
4	GED141	Fehm-ul-Quran I	General Education	GE	None	1 (0-1)
5	CMP101	Programming Fundamentals	Computing	Major	None	3 (2-1)
6	MKT101	Principles of Marketing	Marketing	Major	None	3 (3-0)
7	ACC101	Fundamentals of Accounting	Accounting	Major	None	3 (3-0)
		Total Credit Hours				**18**

SEMESTER III (YEAR 2)

S. No	Code	Course	Subject Area	Type	Pre-req	Cr. Hrs
1	GED151	Applied Physics	Natural Sciences	GE	None	3 (2-1)
2	GED161	Introduction to Sociology	Social Sciences	GE	None	2 (2-0)
3	GED171	Foreign Language	Arts & Humanities	GE	None	2 (2-0)
4	GED142	Fehm-ul-Quran II	General Education	GE	GED141	1 (0-1)
5	CMP102	Object Oriented Programming	Computing	Major	CMP101	3 (2-1)
6	ACC201	Financial Accounting	Accounting	Major	ACC101	3 (3-0)
7	STA201	Statistical Inference	Statistics	Interdisc.	GED112	3 (3-0)
		Total Credit Hours				**17**

SEMESTER IV (YEAR 2)

S. No	Code	Course	Subject Area	Type	Pre-req	Cr. Hrs
1	GED132	Ideology and Constitution of Pakistan	Pakistan Studies	GE	None	2 (2-0)
2	GED181	Civics and Community Engagement	Civics	GE	None	2 (2-0)
3	GED191	Entrepreneurship	Entrepreneurship	GE	None	2 (2-0)
4	CMP201	Data Structures	Computing	Major	CMP102	3 (2-1)
5	CMP202	Database Management Systems	Computing	Major	CMP102	3 (2-1)
6	MGT201	Organizational Behaviour	Management	Major	MGT101	3 (3-0)
7	CMP103	Discrete Structures	Mathematics	Interdisc.	GED111	3 (3-0)
		Total Credit Hours				**18**

SEMESTER V (YEAR 3)

S. No	Code	Course	Subject Area	Type	Pre-req	Cr. Hrs
1	FIN201	Introduction to Business Finance	Finance	Major	ACC101	3 (3-0)
2	MKT201	Marketing Management	Marketing	Major	MKT101	3 (3-0)
3	ACC202	Cost Accounting	Accounting	Major	ACC201	3 (3-0)
4	CMP301	Management Information Systems	Computing	Major	CMP202	3 (3-0)
5	HRM301	Human Resource Management	HRM	Major	MGT201	3 (3-0)
6	MKT301	Digital Business	Marketing	Major	MKT101	3 (3-0)
		Total Credit Hours				**18**

SEMESTER VI (YEAR 3)

S. No	Code	Course	Subject Area	Type	Pre-req	Cr. Hrs
1	FIN301	Financial Management	Finance	Major	FIN201	3 (3-0)
2	LAW301	Business Law & Taxation	Law	Interdisc.	None	3 (3-0)
3	MKT302	Consumer Behaviour	Marketing	Major	MKT101	3 (3-0)
4	CMP302	Information Security	Computing	Major	CMP202	3 (3-0)
5	MGT301	Introduction to Supply Chain Management	Management	Major	MGT101	3 (3-0)
6	MGT302	Research Methodology	Research	Major	STA201	3 (3-0)
		Total Credit Hours				**18**

SEMESTER VII (YEAR 4)

S. No	Code	Course	Subject Area	Type	Pre-req	Cr. Hrs
1	CMP401	Artificial Intelligence in Business	Computing	Major	CMP201	3 (2-1)
2	FIN401	Islamic Banking & Finance	Finance	Major	FIN301	3 (3-0)
3	MGT303	Introduction to Business Analytics	Analytics	Major	STA201	3 (3-0)
4		Elective I	Elective stream	Major	As per stream	3 (3-0)
5		Elective II	Elective stream	Major	As per stream	3 (3-0)
		Total Credit Hours				**15**

SUMMER (after Semester VII)

S. No	Code	Course	Subject Area	Type	Pre-req	Cr. Hrs
1	MGT490	Internship / Field Experience (6-8 weeks)	Field Experience	Internship	Semester VI	3
		Total Credit Hours				**3**

SEMESTER VIII (YEAR 4)

S. No	Code	Course	Subject Area	Type	Pre-req	Cr. Hrs
1	MGT401	Information Technology Project Management	Management	Major	MGT101	3 (3-0)
2	MGT402	Total Quality Management	Management	Major	MGT101	3 (3-0)
3		Elective III	Elective stream	Major	As per stream	3 (3-0)
4		Elective IV	Elective stream	Major	As per stream	3 (3-0)
5	MGT499	Capstone Project	Research	Capstone	MGT302	3 (0-3)
		Total Credit Hours				**15**

Total: 137 credit hours in Semesters I to VIII, plus 3 credit hours of internship in the summer = 140 credit hours (138 for non-Muslim students). All General Education courses are completed by the end of Semester IV.

5. Elective streams

Students take four electives (12 credit hours). If all four come from one stream, the stream is recorded as a specialisation on the transcript. Courses are offered subject to enrolment and faculty availability.

Stream 1: FinTech

Code	Elective course	Pre-req	Cr. Hrs
FNT410	Introduction to FinTech	FIN301	3 (3-0)
FNT411	Blockchain Technology for Business	FIN301	3 (3-0)
FNT412	Python for Finance	FIN301	3 (3-0)
FNT413	Financing New Ventures	FIN301	3 (3-0)
FNT414	Financial Data Analytics	FIN301	3 (3-0)
FNT415	Investment Analytics	FIN301	3 (3-0)
FNT416	Financial Risk Analytics & Derivatives	FIN301	3 (3-0)

Stream 2: Digital Marketing

Code	Elective course	Pre-req	Cr. Hrs
DMK410	Graphic Design for Digital Marketing	MKT301	3 (3-0)
DMK411	Digital Branding	MKT301	3 (3-0)
DMK412	Copywriting for Digital Media	MKT301	3 (3-0)
DMK413	Digital Sales Management	MKT301	3 (3-0)
DMK414	Social Media Marketing	MKT301	3 (3-0)
DMK415	Applied Ethics in Digital Technology	MKT301	3 (3-0)
DMK416	E-Commerce & E-Business	MKT301	3 (3-0)
DMK417	Agile Project Management in Marketing	MKT301	3 (3-0)
DMK418	Integrated Marketing Communications	MKT301	3 (3-0)
DMK419	Search Engine Marketing & Analytics	MKT301	3 (3-0)
DMK420	CRM in the Digital Environment	MKT301	3 (3-0)

Stream 3: Supply Chain Analytics

Code	Elective course	Pre-req	Cr. Hrs
SCA410	Inventory & Warehouse Management	MGT301	3 (3-0)
SCA411	AI, Blockchain & Supply Chain (Industry 4.0)	MGT301	3 (3-0)
SCA412	Data Science for Business (Python/SQL)	MGT301	3 (3-0)
SCA413	Production & Operations Management	MGT301	3 (3-0)
SCA414	Logistics & Shipping Management	MGT301	3 (3-0)
SCA415	Six Sigma & Quality Analytics	MGT301	3 (3-0)
SCA416	Contract Management	MGT301	3 (3-0)
SCA417	Supply Chain Analytics	MGT301	3 (3-0)
SCA418	Strategic Supply Chain Management	MGT301	3 (3-0)
SCA419	Supply Chain Digitisation	MGT301	3 (3-0)
SCA420	Vendor Management	MGT301	3 (3-0)

Stream 4: Project Management

Code	Elective course	Pre-req	Cr. Hrs
PMT410	Operations Research	MGT101	3 (3-0)
PMT411	Quality Management Tools	MGT101	3 (3-0)
PMT412	Software Project Management	MGT101	3 (3-0)
PMT413	Project Scheduling, Planning & Time Management	MGT101	3 (3-0)
PMT414	Governance, Monitoring & Evaluation of Development Projects	MGT101	3 (3-0)
PMT415	Project, Programme & Portfolio Management	MGT101	3 (3-0)
PMT416	Project Finance	MGT101	3 (3-0)
PMT417	Project Risk Management	MGT101	3 (3-0)
PMT418	Construction Project Management	MGT101	3 (3-0)
PMT419	Project Human Resource & Communication Management	MGT101	3 (3-0)
PMT420	Project Procurement & Contract Management	MGT101	3 (3-0)
PMT421	Innovation & Technology Management	MGT101	3 (3-0)
PMT422	Project Supply Chain Management	MGT101	3 (3-0)

Stream 5: Technopreneurship

Code	Elective course	Pre-req	Cr. Hrs
TEC410	Finance for Technopreneurs	GED191	3 (3-0)
TEC411	Digital Marketing for Entrepreneurs	GED191	3 (3-0)
TEC412	E-Commerce	GED191	3 (3-0)
TEC413	Small Business Management	GED191	3 (3-0)
TEC414	Technology & Innovation	GED191	3 (3-0)
TEC415	Web Programming for Entrepreneurs	GED191	3 (3-0)
TEC416	Managing People for Entrepreneurs	GED191	3 (3-0)
TEC417	Supply Chain Management for Entrepreneurs	GED191	3 (3-0)

Stream 6: HR Analytics

Code	Elective course	Pre-req	Cr. Hrs
HRA410	Industrial Relations in the Digital Era	HRM301	3 (3-0)
HRA411	Leadership & Motivation in the Digital Era	HRM301	3 (3-0)
HRA412	Compensation Management in the Digital Era	HRM301	3 (3-0)
HRA413	Performance Appraisal in the Digital Era	HRM301	3 (3-0)
HRA414	Leadership Readiness in the Digital Era	HRM301	3 (3-0)
HRA415	Training & Development in the Digital Era	HRM301	3 (3-0)
HRA416	HR Analytics & People Data *	HRM301	3 (3-0)