



THE BEGUM NUSRAT BHUTTO WOMEN UNIVERSITY, SUKKUR

Scheme of Studies

BBA (4 Years)

Semester – I

Course codes	Course Title	Subject Area	Credit Hours	Pre requisites
ECC101	English Composition & Comprehension	Expository Writing	3 (3-0)	None
ECO101	Principles of Microeconomics	Social Science	3 (3-0)	None
MGT101	Introduction to Business	Arts & Humanities	3 (3-0)	None
MTH103	College Mathematics	Natural Science	3 (3-0)	None
PST101	Ideology and Constitution of Pakistan	Quantitative Reasoning	2 (2-0)	None
Sub Total Credit Hrs. in First Semester			14 (14-0)	

Semester – II

Course codes	Course Title	Subject Area	Credit Hours	Pre requisites
CSK101	Communication Skills	Expository Writing	3 (3-0)	None
ECO102	Principles of Macroeconomics	Social Science	3 (3-0)	ECO101
ISL101 /ETH101	Islamic Studies /Ethics	General Education	2 (2-0)	None
MTS101	Business Mathematics	Quantitative Reasoning	3 (3-0)	MTH103
ICT201	Computer Application to Business	Arts & Humanities	3 (3-0)	None
Sub Total Credit Hrs. in Second Semester			14 (14-0)	



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Semester – III

Course codes	Course Title	Subject Area	Credit Hours	Pre requisites
TWP201	Technical Writing and Presentation Skills	Expository Writing	3 (3-0)	CSK101
STS101	Business Statistics	General Education	3 (3-0)	None
FLL101	Foreign Language- Arabic	Arts & Humanities	3 (3-0)	None
ACC201	Principles of Accounting	BBA-Optional	3 (3-0)	None
MGT202	Principles of Management	BBA-Optional	3 (3-0)	None
Sub Total Credit Hrs. in Third Semester			15 (15-0)	

Semester – IV

Course codes	Course Title	Subject Area	Credit Hours	Pre requisites
FIN201	Introduction to Business Finance	BBA Major	3 (3-0)	None
MKT201	Principles of Marketing	BBA Major	3 (3-0)	None
MTH447	Statistical Inferences	BBA Major	3 (3-0)	STS101
LCT101	Logic and Critical Thinking	BBA Major	3 (3-0)	None
CSC101	Programming Fundamentals	BBA Major	3 (2-1)	None
MGT405	Supply Chain Management	BBA Major	3 (3-0)	MGT202
Sub Total Credit Hrs. in Fourth Semester			18 (18-0)	

Semester – V

Course codes	Course Title	Subject Area	Credit Hours	Pre requisites
ACC301	Financial Accounting	BBA Major	3 (3-0)	ACC201
MGT305	Total Quality Management	BBA Major	3 (3-0)	MGT202
CSE101	Management Information Systems	BBA Major	3 (3-0)	ICT201
MKT301	Marketing Management	BBA Major	3 (3-0)	MKT201
HRM301	Human Resources Management	BBA Major	3 (3-0)	MGT202



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FIN301	Financial Management	BBA Major	3 (3-0)	FIN201
Sub Total Credit Hrs. in Fifth Semester			18 (17-1)	

Semester – VI

Course codes	Course Title	Subject Area	Credit Hours	Pre requisites
MKT302	Digital Marketing	BBA Major	3 (2-1)	MKT201
BRM301	Business Research Methods	BBA Major	3 (3-0)	STS101
ACC302	Management Accounting	BBA Major	3 (3-0)	ACC201
MGT301	Operations Management	BBA Major	3 (3-0)	MGT202
INR201	International Relations	BBA Major	3 (3-0)	None
Sub Total Credit Hrs. in Sixth Semester			15 (14-1)	

Semester – VII

Course codes	Course Title	Subject Area	Credit Hours	Pre requisites
MGT401	Entrepreneurship	BBA Major	3 (3-0)	MGT202
	Elective 1	BBA Elective	3 (3-0)	
	Elective II	BBA Elective	3 (3-0)	
MGT404	Corporate Governance & CSR	BBA Major	3 (3-0)	MGT202
MGT402	Organizational Behavior	BBA Major	3 (3-0)	MGT202, HRM301
BUS498	Final Year Project 1	BBA Major	3 (0-3)	BRM301
Sub Total Credit Hrs. in Seventh Semester			18 (15-3)	



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Semester – VIII

Course codes	Course Title	Subject Area	Credit Hours	Pre requisites
	Elective 3	BBA- Elective	3 (3-0)	
	Elective 4	BBA Elective	3 (3-0)	
BUS499	Final Year Project II	BBA Major	3 (0-3)	BRM301
LAW401	Business Law	BBA Major	3 (3-0)	None
MGT403	Strategic Management	BBA Major	3 (3-0)	MGT202
	Sub Total Credit Hrs. in Eighth Semester		15 (12-3)	

Elective courses for BBA program

FINANCE

Course code	Course title	Pre requisites
FIN410	Financial Reporting & Analysis	FIN201
FIN411	Corporate Finance & Valuation	FIN201
FIN412	Laws of Taxation	FIN301
FIN413	Risk Management	FIN201
FIN415	Investment Analysis & Portfolio Management	FIN201
FIN416	Financial Institutions & Markets	FIN201
FIN418	Managerial Decision Making	FIN201



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HUMAN RESOURCE MANAGEMENT

Course code	Course title	Pre requisites
HRM410	Recruitment & Selection	MGT202
HRM411	Training & Development	MGT202
HRM412	Compensation Management	MGT202
HRM413	Conflict Resolution & Management	MGT202
HRM414	Leadership & Team Management	MGT202
HRM415	Succession Planning	MGT202
HRM416	Organizational Development	MGT202

MARKETING

Course code	Course title	Pre requisites
MKT410	Advertising	MKT201
MKT411	Customer Relations Management	MKT201
MKT412	Product Development & Management	MKT201
MKT413	Brand Management	MKT201
MKT414	Trade Marketing	MKT201
MKT415	Personal Selling	MKT201
MKT416	Sales Management	MKT201