

# FACULTY OF MANAGEMENT SCIENCES

## BBA

SZABIST offers a four-year (eight semesters) BBA degree program of 144 credit hours. For the BBA program, students are required to complete 46 courses and a 03 credit hours Business Project & 03 credit hours Community Service Project. The courses include 42 compulsory courses and 4 Program Electives from Management, Marketing, Finance, Entrepreneurship or Supply Chain Management. To obtain the BBA degree, students have to complete 144 credit hours and an internship. The degree needs to be completed within six years. BBA program is an ACCA accredited program; those who complete BBA from SZABIST, will get an exemption in 06 out of 09 ACCA Foundation papers (F1, F2, F3, F5, F7 and F9). BBA students and alumni are exempted from all 13 courses of Chartered Institute of Management Accountants (CIMA) qualification, and are only required to pass three case studies. BBA Program is also accredited by National Business Education Accreditation Council (NBEAC), and affiliated with Chartered Financial Analyst (CFA) Institute.

### First Year

Fall Semester	Pre-Req.
BA 1108 IT in Business	
BA 1109 Personal Management and Communication	
BA 1203 Management Principles	
BA 1206 Oral Communication and Presentation Skills	
BA 1119 Islamic Studies / Humanities	
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 1202
BA 1211 Logic and Critical Thinking	BA 1105
BA 3504 Organizational Behavior	BA 2312
BA 2303 Marketing Principles	BA 1203
BA 1202 Macroeconomics	BA 1102
BA 2406 Business and Electronic Communication	BA 1206

#### Spring Semester

BA 2311 Business Statistics	BA 1204
BA 2411 Cost and Management Accounting	BA 1201
BA 2301 Introduction to Business Finance	BA 1201
BA 2402 Retail Management	BA 2303
BA 2403 Business Ethics	BA 1203
BA 3507 Consumer Behavior	BA 2303

### Third Year

Fall Semester	Pre-Req.
BA 3501 Financial Markets and Institutions	BA 1201
BA 3502 Entrepreneurship	BA 1203
BA 3508 Media Management	BA 2303
BA 3605 Statistical Inference	BA 2311
BA 4706 Development Economics	BA 1202
BA 4801 Law and Taxation	BA 1211

### Spring Semester

BA 3601 Financial Management	BA 2301
BA 3602 Marketing Management	BA 2303
BA 3603 Business Research Methods	BA 3605
BA 3607 Operations Management	BA 1203
BA 4804 Human Resource Management	BA 3504
BA xxxx University Elective -I (as offered by Campus)	

### Fourth Year

#### Fall Semester

BA 4814 Project Management	BA 3607
BA 4705 Services Marketing	BA 3602
BA 4710 Business Project	BA 3603
BA 4xxx Program Elective-I	
BA 4xxx Program Elective-II	
BA xxxx University Elective-II (as offered by Campus)	

#### Spring Semester

BA 3505 Quantitative Skills	BA 1204
BA 3609 Pakistan Economy	BA 4706
BA 4704 Management Information Systems	BA 1108
BA 4810 Community Service Project	BA 3603
BA 4xxx Program Elective-III	
BA 4xxx Program Elective -IV	

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## University Electives

(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
BA 3622	E-Commerce*
BA 3523	Software Tools for Business*

## Program 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 4752	Financial Reporting and Analysis
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*
BA 4769	Fintech
BA 4774	Alternative Investments

### 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 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
BA 4762	Digital Marketing
BA 4868	Marketing Analytics

BA 4874 E-Commerce\*

### Supply Chain Management

BA 4116	Supply Chain Management
BA 4126	Trade Marketing
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 4859	Product Innovation and Design

### 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 4826	Talent Management
BA 4837	Performance Appraisal

### Entrepreneurship\*\*

BAxxx	Finance and Taxation for Entrepreneurs
BAxxx	Product Innovation and Design
BAxxx	Digital Entrepreneurship
BAxxx	Entrepreneurial Marketing
BAxxx	Family Business Management
BAxxx	Financial Venture
BAxxx	SME Management
BAxxx	Social Entrepreneurship
BAxxx	Technopreneurship

\*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 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.

### \*\*Apprenticeship

It is mandatory for students to do a two 6-week apprenticeship with two different entrepreneurs.