



BUSINESS STUDIES

Bahria Business School have offers a portfolio of two departments and each department have the undergraduate and graduate levels. Our graduates enjoy a good employment rate in commerce and industry, which shows that employers repose confidence in their abilities. The Department is striving to become the best business school in the region.

- 🕒 Bachelors of Business Administration BBA (4 Years)
- 🕒 Bachelors of Business Administration BBA (2 Years)

Campuses

Islamabad, Karachi

Regular Programme Duration

4 & 2 Years

8 & 4 Semesters

Available Specializations

Marketing, Finance, HRM,
MIS, SCM, Entrepreneurship

Programme Timing

Morning/Evening

**Entry Requirements
(BBA 4 Years)**

Intermediate or it's equivalent with a minimum of 50% marks (excluding NCC) in any discipline.

**Entry Requirements
(BBA 2 Years)**

Two years Bachelor's degree (e.g. BA, BSc, B Com etc) with a minimum of 50% marks or CGPA 2.5/4.0 in any discipline

Objectives of the Degree Program

- To produce BBA graduates equipped with the business knowledge and skills.
- To arouse curiosity of young minds to know the business issues as business manager.
- To develop critical thinking on the business issues and for their pragmatic solutions.
- To expose the students to the changing business environment in Pakistan and abroad.
- To increase the pool of socially responsible Business executives in the society.

Learning outcome of the Degree Program

- BBA graduates will be able to execute the concepts of businesses at the work place.
- Graduates will be able to participate actively in the business development of firms.
- They will be able to become entrepreneur themselves or will be able to contribute to the realization of entrepreneurs' business vision.
- Our graduates will be able to promote work ethics in business organizations.
- Graduates will be able to pursue higher degrees in the field of education and research in the national and international universities of repute.

Why choose BU for the stated Degree Program?

BU is ranked amongst the top universities of Pakistan and its management science department is accredited by the National Business Education and Accreditation Council (NBEAC). We promote academic excellence for grooming young minds with the prevailing and emerging business concepts and research. Renowned business academics, business executives and accomplished entrepreneurs from industries contribute to transform the young minds into business professionals at our state of the art purpose built campus.



BBA (4 Years) Road Map

Semester-1:

Course Code	Subject	CH
ENG 105	Functional English	3
MKT 110	Principles of Marketing	3
QTM 101	Business Mathematics I	3
ECO 110	Microeconomics	3
MGT 111	Principles of Management	3
MIS 161	IT in Business (word, excel)	3

Semester-2:

Course Code	Subject	CH
ENG 120	English Writing Skills	3
QTM 120	Business Mathematics II / Numeracy Skills	3
HSS 202	Introduction to Sociology	3
ECO 121	Macroeconomics	3
QTM 110	Business Statistics	3
ACC 101	Principles of Accounting	3

Semester-3:

Course Code	Subject	CH
ENG 132	Oral Communication(Public Speaking)	3
QTM 205	Statistical Inference and Quantitative Research	3
ACC 102	Financial Accounting	3
ISL 201	Islamic Socio-Economic Studies / Ethics	3
MKT 231	Marketing Management	3
MGT 242	Organizational Theory and Behavior	3

Semester-4:

Course Code	Subject	CH
MGT 211	Self-Management	3
ACC 203	Cost Accounting	3
BCM 204	Business Communication	3
FIN 201	Fundamentals of Finance	3
MGT 301	Business Law	3
SOC 350	Business Ethics	3

Semester-5:

Course Code	Subject	CH
MGT 311	Career Exploring Management	3
RMT 621	Operations Research	3
HRM 353	Human Resource Management	3
FIN 202	Financial Management	3
ACC 304	Managerial Accounting	3
HSS 301	Social and Psychological Development	3

Semester-6:

Course Code	Subject	CH
MIS 460	E-Commerce	3
MGT 363	Entrepreneurship	3
OPM 360	Operation & Production Management	3
SCM 360	Supply Chain Management	3
ECO 362	Managerial Economics	3
	Specialization-1	3

Semester-7:

Course Code	Subject	CH
MIS 461	Advance Application of IT in Business	3
RMT 240	Research Methods and Techniques	3
MGT 404	Analysis of Pakistan Industries / Business	3
HSS 403	Pakistan and Geo-political Studies	3
	Specialization-II	3

Semester-8:

Course Code	Subject	CH
MGT 463	Corporate Skills	3
MGT 487	Change Management	3
	Specialization - III	3
	Specialization - IV	3

Note: Internship shall be undertaken after 5th Semester.

BBA (2 Years) Road Map

Semester-1:

Course Code	Subject	CH
ENG 105	Functional English	3
ACC 102	Financial Accounting	3
QTM 120	Business Mathematics-II / Numeracy Skills	3
ECO 200	Economics	3
MKT 110	Principles of Marketing	3
MIS 161	IT in Business (word, excel)	3

Semester-2:

Course Code	Subject	CH
FIN 202	Financial Management	3
ACC 391	Cost and Managerial Accounting	3
MGT 311	Career Exploring Management	3
QTM 205	Statistical Inference and Quantitative Research	3
HSS 301	Social & Psychological Development	3
ENG 132	Oral Communication(Public Speaking)	3

Semester-3:

Course Code	Subject	CH
MIS 460	E Commerce	3
MGT 363	Entrepreneurship	3
BCM 204	Business Communication	3
HRM 353	Human Resource Management	3
	Specialization-1	3
	Specialization-2	3

Semester-4:

Course Code	Subject	CH
SCM 360	Supply Chain Management	3
MGT 463	Corporate Skills	3
MGT 487	Change Management	3
RMT 240	Research Methods and Techniques	3
	Specialization-3	3
	Specialization-4	3

Summer Semester

Course Code	Subject	CH
SOC 111	Pakistan Studies	2
SOC 110	Islamic Studies / Ethics	2

Note: Internship shall be undertaken after 2nd semester. Bridging

Courses

Course Code	Subject	CH
ACC 110	Financial Accounting	3
ECO 200	Economics	3
FIN 202	Financial Management	3
ACC 304	Cost and Managerial Accounting	3
PAK 101	Pakistan Studies	2
ISL 101	Islamic Studies	2



SEMESTER-1:

Functional English
ENG 105
Prerequisite: None

In this course students are provided the opportunities to further improve their linguistics skills. This process of enhanced learning enables students to cope with more complex structures in situations demanding communication of complex ideas. While focusing upon the functional aspect of language, students will be trained to have communicative competence, creativity and critical skills. This will enhance their ability to communicate accurately and effectively in the business environment.

Principles of Marketing
MKT 110
Prerequisite: None

The course outline is designed to understand the basic concepts of Marketing and it is operating in today's time. This course must be geared towards providing an understanding of the rationale of marketing decisions. This course will make students understand the of theory marketing, the ways marketing strategies are made and how the marketing strategies are interlinked with the other departments. The relationships between marketing and social, political and economic trends in society.

Business Mathematics I
QTM 101
Prerequisite: None

The course focuses on applied mathematical concepts and to integrate this with business application. Today it is essential to have skills to deal with large number of data in business, and this enlarges the scope of study. The course provides good understanding of all basic mathematical concepts, Basic Algebra, Sets, Simple Equations, Simultaneous Equations, Quadratic Equations, Graph of Algebraic functions, Logarithms, Series of Progressions, Mathematics of Finance, Percentage, Simple Interest, Simple Discount, Compound Interest etc , which are illustrated with solved examples.

Microeconomics
ECO 110
Prerequisite: None

The objective of the course is to help student understand the powerful forces that are shaping economic world and help to navigate it in everyday life and work. Microeconomics focuses on the behavior of the units—the firms, households, and individuals—that make-up the economy. It is concerned with how the individual units make decisions and what affects those decisions. To describe the pattern and changes in what, how and for whom goods and services are produced. Whether the markets are fair and do they deliver a distribution of gains from trade that benefit both buyers and sellers in a fair way or do they create injustices.

Principles of Management
MGT 111
Prerequisite: None

This course examines the business function of Management. Students will learn how managers deliver value in planning, organizing, leading and controlling the organization such that the employees are always highly motivated to best serve their managers by yielding high work output and efficient performance. Topics include evolution of management, decision making, strategic management, organizational design and team work. Management principles will be applied to specific real or created situations.

IT in Business
MIS 161
Prerequisite: None

This is an introductory course in basic computing theory and practice with a special focus on developing an understanding and appreciation of the various applications of computers and information systems in businesses. Emphasis is placed on learning about technologies both contemporary and those still at the prototype stage in order to develop an understanding of how business needs drive the development process. The course also aims to equip students to learn various other useful skills such as contact management, time management, profile and resume management, bibliography management, smartphone and

computer productivity, computer.

SEMESTER-2:

English Writing Skills

ENG 120

Prerequisite: ENG 105

In this course students are provided the opportunities to further improve their linguistic skills. This process of enhanced learning enables students to cope with more complex structures in situations demanding communication of intricate/ complex ideas. While focusing upon the functional aspect of language, the students will be trained to have communicative competence, creativity and critical skills. This will enhance their ability to communicate clearly, accurately and effectively in the business environment.

Introduction to Sociology

HSS 202

Prerequisite: None

Sociology is the systematic study of human behavior in social set up. It is a basic course of sociology for the students of BBA that can help to improve their inter-personal and analytical skills. It focuses upon the relationship between human beings as part of society and physical and social environment. Under Macro- Sociology; its studies culture and its role in shaping attitude and perception In Micro-Sociology; it focuses upon the socialization of individual right from the infancy through childhood and youth. The scope of sociology is ever expanding phenomena, and with time the scope of the importance of the subject in the field of social sciences is widely recognized.

Macroeconomics

ECO 121

Prerequisite: ECO 110

This course relates to that part of theoretical economics which deals with the economic variables at aggregate level. The students study economy at the aggregate level. Main topics include national income accounts, economic growth, macroeconomic policies, open economy, the role of exchange rate, models related to trade, inflation, unemployment and policies related to these important macroeconomic issues. Although the theoretical knowledge related

to established controversies in economics is shared with the students but focus of the course is on practical application of macroeconomic principles in developing economies with special focus on the Pakistani data obtained from Economic Survey of Pakistan, websites of State Bank of Pakistan and Federal Bureau of Statistics. The instructor is expected to give relatively more examples related to the macroeconomic issues of the Economy of Pakistan.

Business Statistics

QTM 110

Prerequisite: None

The focus of this course is on the application of statistics in business situations. It introduces the fundamental concepts and techniques of descriptive statistics, probability, and their application to business situations.

Regression and time series analysis are also studied in detail and their applications are highlighted. Computer based statistical package will be used in the teaching of this subject.

Principles of Accounting

ACC 101

Prerequisite: None

The purpose of the course is to orient the students to accounting as a management information system. The course is designed at intermediate level in accounting having studied principles of accounting and understands the basic accounting mechanism - accounting cycle. Principles of Accounting covers basic accounting procedures for both service and merchandising businesses; special journals and ledgers; adjusting, closing, and reversing entries; income measurement; financial statements; and internal control for sole proprietorships.

Semester-3:

Oral Communication / Public Speaking

ENG 132

Prerequisite: None

This course is designed as an introduction to the study of the human communication process with an emphasis on effective public communication. The course includes intensive practices in

public speaking, reasoning, critical thinking and listening. The main purpose of the effective oral communication component of the core curriculum at Bahria University is to hone the speaking and presentation skills of every student.

Statistical Inference and Quantitative Research
QTM 205
Prerequisite: QTM 110

This course is designed to introduce concepts and techniques which financial products. A salient aspect of the course will be the actual structuring of a standard financial transaction as an Islamic finance transaction to meet the needs of the liquidity rich global principals. The course accordingly is concerned with both theory and practice: the theory serves to sharpen analytical skills, and the practice will give experience in the application of the principles and techniques to real world business problems.

Financial Accounting
ACC 102
Prerequisite: ACC 101

This course is a continuation of Principles of Accounting. It explores more deeply the accounting principles of single entrepreneurship, partnership and corporation and conventions related to financial statements' preparation. Put together these two courses would ensure that students fully understand all the activities leading to preparation of financial statements including cash flow statement and the characteristics of financial statement components.

Islamic Socio-Economic Studies/ Ethics
ISL 201/ ETH 102
Prerequisite: None

In this course, students will gain an appreciation of the magnitude and impact of Islamic Finance; an overview of common Islamic financial instruments and their linkages to various business functions and processes; relevant legal (western and Islamic jurisprudence), regulatory and disclosure standards. The course will cover Islamic finance concepts such as, Murabaha, Musharaka, Istisna, Sukuk (Islamic Bond), Dow Jones Islamic Bond Index and so on. Thus, this course aims to equip financial and business professionals with sensitivity and competence in relation to Shariah (Islamic Law)

compliant

Marketing Management
MKT 231
Prerequisite: MKT 110

Marketing Management is the second core course in marketing and deals with the application of principles studied in the earlier semester. The course is designed to familiarize the students with the methods, processes, practices and impact of the actions and strategies that are developed based on the known and accepted principles of marketing. It helps the students in developing their analytical, decision making and problem-solving skills and applying these to the "real world" marketing situations.

Organizational Theory and Behavior
MGT 242
Prerequisite: MGT 111

This course provides an overview of the fundamental theories and principles of organizational behavior and illustrates how these theories are translated into practice within organizations. It will demonstrate the importance of understanding behavior at the individual, the group, and the organizational levels when managing organizations. An integral part of this course is to develop student's leadership and interpersonal skills through experiential exercises and discussion and to provide students with an opportunity to evaluate their own experiences, preferences, strengths, and weaknesses, and how these may impact their ability to become effective members of organizations.

SEMESTER- 4:

Self-Management
MGT 211
Prerequisite: None

The Self-Management course is a holistic approach to living the socialization of individual right from the infancy through childhood and youth. The scope of sociology is ever expanding phenomena, and with time the scope of the importance of the subject in the field of social sciences is widely recognized.

Cost Accounting

ACC 203

Prerequisite: ACC 102

This course explores principles and methods of accounting for materials, direct labor, and the distribution of overhead expenses, cost records, operating reports, and budgetary control. Topics include job-order costing, process costing, by-product and joint-product costing, activity-based costing, just in time, and cost of quality. The purpose of this course is to acquaint the students with basic concept of cost accounting, which enable them to use the accounting information system in an industrial and business environment. The course includes basic cost accounting cycle, cost classification and Cost accumulation procedures.

Business Communication

BCM 204

Prerequisite: ENG 120

This course has been designed to hone the oral communication skills of the students. It therefore focuses on the study and practice of conversational English with emphasis on processes by which ideas are interchanged orally from one person to another or to a group. The course consists of regular classroom presentations, formal speaking sessions and discussions on issues of individual/collective interests. Students will make several prepared as well as impromptu oral presentations/speeches to develop their speaking ability. They will be propelled to gather, evaluate, organize, and articulate information in an interactive and meaningful manner. They will consequently be able to refine their oral interpretation and persuasive speaking skills.

Fundamental of Finance

FIN 201

Prerequisite: ACC 102

Fundamentals of finance aim to prepare the students for more advanced undergraduate courses in finance or for careers in which financial knowledge is important. The course introduces the students to basic finance concepts i.e. the saving-investment process, Financial intermediation by bank and non-bank finance intermediaries, financial markets and instruments, as well as the financial problems faced by business concerns and ways to solve them. The course will introduce the students to the basic concepts

including time-value of money, financial implications of different legal forms of business, ratio analysis, risk return relationship, cost of capital and basics of capital budgeting.

Business Law

MGT 301

Prerequisite: None

The course is designed to familiarize students with the principle laws regulating business. This will enable the students to interpret various legal provisions regulating business. This course will equip the students' knowledge of minimum legal framework required for starting a business venture and running it successfully in conformity with the legal parameters.

Business Ethics

SOC 350

Prerequisite: None

The focal themes of this course are ethical theories and their application on business practices. This is an insightful, comprehensive and groundbreaking course which presents a kaleidoscopic analysis of moral theories from Platonic and Aristotelian theories to liberal ethics, Enlightenment ethics, and modernist ethics to postmodernist ethics. It opens diverse vistas of critical and analytical approaches to multifaceted ethical problems in business. The students will be inculcated with the ethical discourses and their practice in the areas of management, finance, economics, marketing, society and information technology and electronic and print media. This course aims to produce ethical managers and executives with sound in-depth knowledge and ability to critically analyze the various aspects of business from ethical perspectives and take decisions that are morally and strategically beneficial for business organizations, consumers and society.

SEMESTER- 5:

Career Exploring Management

MGT 311

Prerequisite: None

Career planning today is vital to determine a course of action for students pursuing a professional degree program especially in

an economy like Pakistan where socio-economic, socio-political, and work life balance can land you, in the choice of a career which goes against your personality and ends up in a lifelong dilemma on the work front, domestic front and the social front.

Developing effective career plans therefore equips students and employees alike, with protective tools to help face the socio-psychological pressures.

Students in this course will re-examine their current career path and chose a program of study that matches their personal characteristics and competencies. Considering this newly acquired knowledge they will identify and research their "best-fit" career prospects and then determine a future career direction.

Human Resource Management

HRM 353

Prerequisite: MGT 242

The Human Resource Management (HRM) course focuses on importance of human capital in modern business. It highlights proactive and productive use of human capital for attainment of organization's strategic objectives. It emphasizes professional approach to maximize return on investment through development of visionary policies to attract, train and retain human capital, determine compensations performance evaluation.

Financial Management

FIN 202

Prerequisite: FIN 201

Students will learn the theory of financial management and how to apply it to financial decisions in the world of large and small businesses. In addition, the course is eminently relevant for application to personal decisions in real life. Although most of the descriptive material necessary for the study of financial management will be discussed, more emphasis will be placed on the analytical and quantitative methods developed in recent years. The topics include evaluation of alternative sources of funds, asset management, analysis of capital structure, funds flow analysis, forecasting, financial planning and control, and working capital management.

Managerial Accounting

ACC 304

Prerequisite: ACC 203

Managerial accounting is related with the application of accounting principles and methodologies to business decision problems. In this course students will increase their understanding of accounting and learn a variety of techniques that will allow them to solve business problems relating to costs, prices, revenues, profits, financial planning and competitive strategies.

Social & Psychological Development

HSS 301

Prerequisite: None

The objective of the course is to give students experience in thinking psychologically about individual and social behavior. The students will learn about the researches related to group development and dynamics. The historical and theoretical foundations of professional and social psychology are also explored.

SEMESTER-6:

E- Commerce

MIS 460

Prerequisite: None

The major focus of this course is to enhance the student with modern e-marketing practices & procedures that can benefit the organizations of today to retain competitiveness in today's dynamic business environment. This course specifically highlights the inter & intra firm issues related to electronic commerce comprising of e-business technology basics, B2B & B2C e-commerce, electronic payment mechanisms, online security and sources of competitive advantage. It also emphasizes the role of social media marketing platforms for connecting with and providing customer value. The role of social networks & online communities (such as Facebook, Twitter, LinkedIn, YouTube, Instagram) will also be analyzed through a mix of lectures, group discussions, case studies & guest speakers.

Entrepreneurship

MGT 363

Prerequisite: None

Entrepreneurship is a core course that is designed to help the students get a holistic view of the application of theories and practices of Marketing, Finance and HR in the operation of a new business. Entrepreneurship course is developed to provide a comprehensive knowledge to students about the processes and tools which will enable them to start their own ventures keeping in mind risks and rewards. This course will familiarize the students with the concepts of starting and operating a new business. The course has been designed to instruct students on how to plan, formulate, and implement strategies for a new venture through detailed descriptions on how to embark on a new venture in a logical manner.

Operation & Production Management

OPM 360

Prerequisite: MGT 111

This course introduces major themes and strategies of Operations and Production Management within both manufacturing and service organizations. The primary objective is to familiarize students with the basic concepts, techniques, methods, and applications of operations management. Topics include operations strategy, process choice, capacity management, quality management, inventory management, supply chain management, and new product & process development. Latest manufacturing philosophies, such as World Class Manufacturing (WCM), lean manufacturing, mass customization and agile manufacturing are also discussed.

Supply Chain management

SCM 360

Prerequisite: None

A major theme of this introductory course is to study various aspects of supply chain, its objectives, decision phases, strategies and designs, planning, forecasting, operation processes, cycle view, push/pull view, macro processes, performance achievement, strategy into action (SIA), must win battles, coordination internally & externally, uninterrupted supplies, warehousing and transportations, profit improvement plans and finally a cost effective business.

Managerial Economics

ECO 362

Prerequisite: ECO 121

Managerial Economics can be termed as business economics. The course coverage extends from the employment of concepts of management, marketing, finance and more of economics to the application of mathematical and statistical tools in business. It is application of economic theory and methodology to managerial decision-making problems within various organizational settings such as a firm or a government agency. The emphasis of the course is on demand analysis and estimation of demand and supply relationships, role of elasticity in decision making related to business activities, production and cost analysis under different market conditions, forecasting and decision making under uncertainty.

Students taking this course have already studied principles of microeconomics and principles of macroeconomics and they are comfortable with basic algebra and statistical tools. Some knowledge of calculus would also be helpful although not necessary.

SEMESTER-7:

Advance Application of IT in Business

MIS 461

Prerequisite: None

The course Advance Application of IT is designed as a follow-up course to IT in Business. This course builds on the students' knowledge of word processing and spreadsheets. Students will be introduced to Access, an information systems software program. Students will learn many types of current software.

Research Methods & Techniques

RMT 240

Prerequisite: QTM 205

This course develops an understanding of the importance of research in Management Sciences. It provides training and insight in an organized process for conducting inquiry into the issues related to business, economics, management, finance, marketing and leadership. This course provides students with

the knowledge and skills which they need to solve complex problems and help them in effective decision making, irrespective of the nature of their area of special interest in the field of management sciences. The focus of the course at our institution is on 'doing' rather than 'reading' research methods. In every lecture, class participation is required in terms of their progress made in the topics of their interest. The instructor builds critical and analytical skills in the students and enables them to produce publishable research paper or at least sound research proposal of 20-30 pages.

Analysis of Pakistan Industries/ Business
MGT 404
Prerequisite: None

This discusses the economic environment and competitive forces and its effect on the strategic decisions making in business and industry. It explores the state of various industries and businesses in Pakistan and explores the participant to general industrial and business environment of country.

Pakistan and Geo Political studies
HSS 403
Prerequisite: None

This course aims to introduce students to the history of the region comprising Pakistan and its neighboring countries, providing an overview of contending perspectives on the origins of the Pakistan, and examine its politics, society and culture. Furthermore, it looks at some contemporary developmental problems facing the country and surveys the current geopolitical issues South Asia has to confront and the role of Pakistan as a regional participant and its contribution to various global challenges (nuclear proliferation, economic globalization, environmental and strategic resources issues, world migration and global civil society).

SEMESTER-8:

Corporate Skills MGT 463
Prerequisite: None

Corporate skills are a part of the curriculum embedded Student Grooming Program aimed at developing employability skills amongst graduating students. The program includes a wide range of skills ranging from Business Culture to Business Email etiquettes to

negotiation and team development. Regarded as significant as educational qualifications and experience, these skills help graduates to adapt to the organizational culture and work in sync with people from different backgrounds. Corporate skills are not industry specific and are integral to the professional success of every individual irrespective of his/her field of work. It also includes soft skills that are integral to the professional success of individuals, and life skills that help people learn how to bring in harmony within one's own self and move, work, and manage people with different backgrounds.

Change Management
MGT 487
Prerequisite: MGT 111

This course explores how the challenge of change in organizations can be managed effectively. The basic premise of the course is that. Change is often precipitated by external drivers such as technological innovation, industry consolidation, new political priorities and persistent performance problems. Also, a systematic change approach is discussed to seek the best way to gather, analyze and evaluate necessary information for effective change management schemes. Change Management case analysis, presentations and discussions are an important part of the course.