

Scheme of Studies

Bachelor of Business Administration (BBA)



DEPARTMENT OF MANAGEMENT SCIENCES
FACULTY OF ARTS AND SOCIAL SCIENCES
UNIVERSITY OF VETERINARY AND ANIMAL SCIENCES, SWAT

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1. Bachelor of Business Administration (BBA)

The Bachelor of Business Administration (BBA) 4-year program offered by the Department of Management Sciences is designed to develop future leaders equipped with the knowledge, skills, and mindset needed to thrive in today's dynamic business environment. This comprehensive program offers a strong foundation in core areas such as marketing, finance, human resource management, entrepreneurship, and strategic management. The curriculum emphasizes both theoretical understanding and practical application, enabling students to engage with real-world business challenges through case studies, projects, and internships. With a focus on analytical thinking, effective communication, ethical decision-making, and leadership development, the BBA program aims to prepare students for successful careers in a variety of industries, as well as for advanced studies in business and management.

Program Objectives

To provide fundamental concepts and theories of business and management within specialized business sub-discipline(s)

- To develop professional and effective communication skills
- To develop the ability to deal with organizational problems
- To develop effective teamwork, managerial and entrepreneurial skills
- To prepare students to become responsible and contributing members of the community

Eligibility for Admission

Students with FA, FSc, or equivalent qualifications and having at least second division, securing 45% marks are eligible to apply.

Degree Requirements

The BBA program is of a 4 year duration, spread over 8 regular semesters, and consists of 134 credit hours of studies. The normal duration for completion of BBA Degree is semesters over a period of 4 years. The maximum duration for obtaining BBA degree shall be 7 years.

Areas of Specialization

In the BBA program, students can now opt for four areas of specialization i.e. Finance, Marketing, Human Resource Management, and Islamic Banking & Finance.

The department head can offer courses from the variety of electives in an area of specialization depending upon the availability of faculty and changing market trends. The list of elective courses given at the end is not exhaustive and new courses can be added once approved from the Academic Council of the university.

Course Category		No. of Courses	Total Credit Hours
General Education Courses	Arts & Humanities	1	2
	Natural Sciences	1	3 (2+1)
	Social Sciences (sociology)	1	2
	Functional English	1	3
	Expository Writing	1	3
	Quantitative Reasoning	2	6
	Islamic Studies / Ethics	1	2
	Ideology & Constitution of Pakistan	1	2
	Applications of ICT	1	3(2+1)
	Entrepreneurship	1	3
	Pak studies	1	2
	Civics & Community Engagement	1	2
	Understanding of Holy Quran 1	1	1(0+1)
	Understanding of Holy Quran 2	1	1(0+1)
Total General Education Courses & Credit Hours:		15	35
Disciplinary or Major		25	75
Interdisciplinary Courses		06	18
Field Experience		1	3
Capstone Project		1	3
Total Credit Hours:		45 (+2 capstone)	134

Semester-wise Course Breakdown

Semester 1			
Code	Course Title	Credit Hours	Category
	Fundamentals of Accounting	03	Major or Disciplinary
	Introduction to Business	03	Major or Disciplinary
	Functional English	03	GE-Functional English
	Islamic Studies	02	GE-Islamic Studies
	Principles of Management	03	Major or Disciplinary
	Principles of Marketing	03	Major or Disciplinary
	Understanding of Holy Quran – I	01	GE-Islamic Studies
Total Credit Hours		18	

Semester 2

Code	Course Title	Credit Hours	Category
	Financial Accounting	03	Major or Disciplinary
	Principles of Economics	03	Major or Disciplinary
	Expository Writing	03	GE-Expository Writing
	Ideology and Constitution of Pakistan	02	GE-Ideology and Constitution of Pakistan
	Applications of Information and Communication Technologies	03 (2+1)	GE-Applications of Information and Communication Technologies
	Marketing Management	03	Major or Disciplinary
	Understanding of Holy Quran – II	01	GE-Islamic Studies
Total Credit Hours		18	

Semester 3

Code	Course Title	Credit Hours	Category
	Science of climate change and its implications for development	03 (2+1)	GE-Natural Sciences
	Fundamentals of Pakistan Study	02	GE-Pakistan Studies
	Human Resource Management	03	Major or Disciplinary
	Entrepreneurship	03	GE-Entrepreneurship
	Fundamentals of Sociology	02	GE-Social Sciences
	Quantitative Reasoning – I	03	GE-Quantitative Reasoning
Total Credit Hours		16	

Semester 4

Code	Course Title	Credit Hours	Category
	Civic and Community Engagement	02	GE-Civics and Community Engagement
	Management Accounting	03	Major or Disciplinary
	Quantitative Reasoning – II	03	GE-Quantitative Reasoning
	Business Law	03	Interdisciplinary
	Descriptive Statistics	03	Interdisciplinary
	Foreign Language (XXXX)	02	GE-Arts and Humanities

Total Credit Hours		16	
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Semester 5

Code	Course Title	Credit Hours	Category
	Business Finance	03	Major or Disciplinary
	Organizational Behavior	03	Major or Disciplinary
	Essentials of Islamic Finance	03	Major or Disciplinary
	Digital Marketing	03	Major or Disciplinary
	Decision Making Tools	03	Major or Disciplinary
	Inferential Statistics	03	Interdisciplinary
Total Credit Hours		18	

Semester 6

Code	Course Title	Credit Hours	Category
	Financial Management	03	Major or Disciplinary
	Fundamentals of Psychology	03	Interdisciplinary
	Quantitative Techniques for Management	03	Major or Disciplinary
	Corporate Social Responsibility	03	Major or Disciplinary
	Fundamentals of Project Management	03	Major or Disciplinary
	Research Methodology	03	Interdisciplinary
Total Credit Hours		18	

Semester 7

Code	Course Title	Credit Hours	Category
	Bachelor's Capstone Project	03	Capstone Project
	Elective – I	03	Major or Disciplinary
	Managerial Economics	03	Major or Disciplinary
	Elective – II	03	Major or Disciplinary
	Professional Communication (Applied)	03	Interdisciplinary
Total Credit Hours		15	

Semester 8

Code	Course Title	Credit Hours	Category
	Elective – III	03	Major or Disciplinary
	Elective – IV	3	Major or Disciplinary
	Strategic Management	3	Major or Disciplinary
	Bachelor's Internship/Fieldwork	3	Field Experience/Internship
	Elective – V	3	Major or Disciplinary
Total Credit Hours		15	
Grand Total Credit Hours			134

Electives (Finance)

Code	Course Title	Credit Hours
	Financial Management	Three (03)
	Financial Statement Analysis	Three (03)
	Financial Markets and Institutions	Three (03)
	Computer Applications in Finance	Three (03)
	Contemporary Issues in Finance	Three (03)
	International Financial Management	Three (03)
	Investment Analysis and Portfolio Management	Three (03)
	Islamic Banking and Finance	Three (03)
	Income Tax Law and Practice	Three (03)
	FINTEC and Emerging Trends in Finance	Three (03)
	Banking Practices & law	Three (03)

Electives (Marketing)

Code	Course Title	Credit Hours
	Consumer Behavior	Three (03)
	Sales Management	Three (03)
	International Marketing	Three (03)
	Services Marketing	Three (03)
	Brand Management	Three (03)
	Advertising and Promotional Strategies	Three (03)
	Social Marketing	Three (03)
	Supply Chain Management	Three (03)

Electives (Human Resource Management)

Code	Course Title	Credit Hours
	Recruitment and Selection	Three (03)

	Industrial and Labor Laws	Three (03)
	Training and Development	Three (03)
	Reward Management	Three (03)
	Leadership and Team Management	Three (03)
	Industrial Relations	Three (03)
	Group Dynamics	Three (03)

Electives (Islamic Banking and Finance)

Code	Course Title	Credit Hours
	Islamic Banking and Finance	Three (03)
	Islamic Financial Markets	Three (03)
	Islamic Microfinance	Three (03)
	Takaful	Three (03)
	Accounting for Islamic Financial Institutions	Three (03)
	Islamic Management	Three (03)
	Islamic Wealth Management	Three (03)
	Governance of Islamic Financial Institutions	Three (03)