

BACHELOR OF BUSINESS ADMINISTRATION

COURSE DETAILS



INTRODUCTION TO B.B.A

CASE BBA program aims at developing students' intellectual ability, executive personality, and managerial skills through an appropriate blending of general business education, management skills, training and focused industry exposure. To make this program more beneficial for the students, CASE will provide an interactive learning environment and give a special emphasis on Case-Study Method and presentation skills. In order to popularize our teaching philosophy CASE Business Program has already in a short span of time accumulated impressive achievements under its belt. Naming only a few, the business program has held within the last three years five mega regional events i.e. The Academia-Industry Linkage Conference held on April 29, 2010 titled, "Carving out the Future Professional", a capacity building high school Regional Competition on, "Enhancing Communication Skills" held on 13th of April 2011 and the university mega competition branded, "CASE Spark 2011" held on 30th of April 1st of May 2011. It is a matter of great pleasure for CASE that in both NASCON 2011 and CASE Spark 2011, our students have won prizes in the area of Case Discussion category both at regional and All Pakistan level. In the recent concluded CASE Spark 2012 one of the Business School Teams was on the winning Podium in the Marketing Plan Competition.

STUDY PLAN FOR B.B.A

Semester - 1

CODE	COURSE TITLE	HOURS
MIS2001	IT FOR BUSINESS	3-1-4
MTS1001	ALGEBRA/CALCULUS	3-0-3
ECO1001	PRINCIPLES OF MICRO-ECONOMICS	3-0-3
SSC1001A	ENGLISH GRAMMAR AND COMPOSITION I	3-0-3
SSC1003	PSYCHOLOGY & SELF DEVELOPMENT	3-0-3
MGT2001	PRINCIPLES OF MANAGEMENT	3-0-3

Semester - 2

CODE	COURSE TITLE	HOURS
ACC1001	PRINCIPLES OF ACCOUNTING	3-0-3
MTS1002	INTRODUCTION TO STATISTICS	3-0-3
ECO1002	PRINCIPLES OF MACROECONOMICS	3-0-3
SSC2002	VERBAL AND PRESENTATION SKILLS	3-0-3
SSC2004	PROFESSIONAL ETHICS AND BUSINESS	3-0-3
SSC3001B	IDEOLOGY OF PAKISTAN	3-0-3

Semester - 3

CODE	COURSE TITLE	HOURS
MTS1003	BUSINESS MATHEMATICS	3-0-3
ACC2001	PRINCIPLES OF FINANCIAL ACCOUNTING	3-0-3
MTS2001	STATISTICAL INFERENCE	3-0-3
SSC1001B	ENGLISH GRAMMAR AND COMPOSITION II	3-0-3
MKT2001	PRINCIPLES OF MARKETING	3-0-3

STUDY PLAN FOR B.B.A

Semester - 4

CODE	COURSE TITLE	HOURS
MGT2002	ORGANIZATIONAL BEHAVIOR	3-0-3
ACC3001	MANAGERIAL ACCOUNTING	3-0-3
FIN2001	INTRODUCTION TO BUSINESS FINANCE	3-0-3
SSC2001	BUSINESS COMMUNICATION	3-0-3
MKT4001	CONSUMER BEHAVIOR	3-0-3

Semester - 5

CODE	COURSE TITLE	HOURS
HRM4001	HUMAN RESOURCE MANAGEMENT	3-0-3
LAW2001	CORPORATE LAW	3-0-3
FIN4001	FINANCIAL MANAGEMENT	3-0-3
MKT4002	MARKETING RESEARCH	3-0-3
MGT(C)4204	PROJECT MANAGEMENT	3-0-3

Semester - 6

CODE	COURSE TITLE	HOURS
MIS 1001	MANAGEMENT INFORMATION SYSTEM	3-0-3
MGT 4201	ENTREPRENEURSHIP	3-0-3
FIN 3001	FINANCIAL INSTITUTIONS & MARKETS	3-0-3
ELC 4001	ELECTIVE COURSE I	3-0-3
MGT 3001	OPERATIONS MANAGEMENT	3-0-3
ELC 4002	ELECTIVE COURSE II	3-0-3

STUDY PLAN FOR B.B.A

Semester - 7

CODE	COURSE TITLE	HOURS
MGT(C)4203	STRATEGIC MANAGEMENT	3-0-3
MGT4202	INTERNATIONAL BUSINESS MANAGEMENT	3-0-3
MIS2002	E-COMMERCE	3-0-3
ELC4003	ELECTIVE COURSE III	3-0-3
MGT3002	RESEARCH METHODOLOGY FOR BUSINESS & FINANCE	3-0-3
PGT9000	FINAL PROJECT I	3-0-3

Semester - 8

CODE	COURSE TITLE	HOURS
MGT(C)4205	ECONOMY OF PAKISTAN	3-0-3
SSC3001A	ISLAMIC STUDIES	3-0-3
ELC4004	ELECTIVE COURSE IV	3-0-3
PGT9001	FINAL PROJECT II	3-0-3

MARKETING ELECTIVES

CODE	COURSE TITLE	HOURS
MKT4501	BUSINESS MARKETING AND SALES	3-0-3
MKT4502	SERVICES MARKETING	3-0-3
MKT4503	SERVICES MARKETING	3-0-3
MKT4504	BRAND MARKETING	3-0-3
MKT4505	STRATEGIC MARKETING	3-0-3
MKT4506	INTEGRATED MARKETING COMMUNICATION	3-0-3

FINANCE AND ACCOUNTING ELECTIVES

CODE	COURSE TITLE	HOURS
FIN 4501	INTERNATIONAL FINANCIAL MANAGEMENT	3-0-3
FIN 4502	CORPORATE FINANCE	3-0-3
FIN 4503	INVESTMENT AND PORTFOLIO MANAGEMENT	3-0-3
FIN 4504	FINANCIAL RISK MANAGEMENT	3-0-3
FIN 4505	ISLAMIC BANKING & FINANCE	3-0-3
FIN 4506	SME FINANCE	3-0-3
FIN 4507	MICRO CREDIT FINANCE	3-0-3

PROJECT MANAGEMENT ELECTIVES

CODE	COURSE TITLE	HOURS
PGM(C)4501	PROJECT EVALUATION AND CONTROL	3-0-3
PGM(C)4502	PROJECT PERFORMANCE AND QUALITY ASSURANCE	3-0-3
PGM(C)4503	PROJECT SCHEDULING AND COST	3-0-3

MARKETING ELECTIVES

CODE	COURSE TITLE	HOURS
MKT4501	BUSINESS MARKETING AND SALES	3-0-3
MKT4502	SERVICES MARKETING	3-0-3
MKT4503	SERVICES MARKETING	3-0-3
MKT4504	BRAND MARKETING	3-0-3
MKT4505	STRATEGIC MARKETING	3-0-3
MKT4506	INTEGRATED MARKETING COMMUNICATION	3-0-3

FINANCE AND ACCOUNTING ELECTIVES

CODE	COURSE TITLE	HOURS
FIN 4501	INTERNATIONAL FINANCIAL MANAGEMENT	3-0-3
FIN 4502	CORPORATE FINANCE	3-0-3
FIN 4503	INVESTMENT AND PORTFOLIO MANAGEMENT	3-0-3
FIN 4504	FINANCIAL RISK MANAGEMENT	3-0-3
FIN 4505	ISLAMIC BANKING & FINANCE	3-0-3
FIN 4506	SME FINANCE	3-0-3
FIN 4507	MICRO CREDIT FINANCE	3-0-3

PROJECT MANAGEMENT ELECTIVES

CODE	COURSE TITLE	HOURS
PGM(C)4501	PROJECT EVALUATION AND CONTROL	3-0-3
PGM(C)4502	PROJECT PERFORMANCE AND QUALITY ASSURANCE	3-0-3
PGM(C)4503	PROJECT SCHEDULING AND COST	3-0-3

HUMAN RESOURCE MANAGEMENT ELECTIVES

CODE	COURSE TITLE	HOURS
HRM 4501	RECRUITMENT AND SELECTION	3-0-3
HRM 4502	TRAINING AND DEVELOPMENT	3-0-3
HRM 4503	COMPENSATION MANAGEMENT	3-0-3
HRM 4504	PERFORMANCE MANAGEMENT	3-0-3
HRM 4505	LABOR RELATIONS IN PAKISTAN	3-0-3
HRM 4506	SEMINAR IN HR	3-0-3