



ICON-Institute of Excellence & Technology, Karachi

Affiliated with Benazir Bhutto Shaheed University Lyari, Karachi Sindh

SCHEME OF STUDIES

BBA (2 Years Program after 14 years Education)

Semesters	Course Codes	Course Title	Sch
1st Semester	BBA 511	Business Communication Skills	3
	BBA 512	Banking and Financial Markets	3
	BBA 513	Financial Management	3
	BBA 514	Principles of Marketing	3
	BBA 515	Human Resource Management	3
	BBA 516	Operations Management	3
2nd Semester	BBA 521	Business Ethics & CSR	3
	BBA 522	Organizational Behaviour	3
	BBA 523	Supply Chain Management	3
	BBA 524	Business Research Methods	3
	BBA 525	Economic Analysis of Pakistan	3
	BBA 526	Marketing Management	3
3rd Semester	BBA 611	Quantitative Techniques & Analysis	3
	BBA 612	Management Information Systems	3
	BBA 613	Business Model Innovation	3
	BBA 614	Islamic Banking & Finance	3
	FIN-A 615, MKT-A 615, HRM-A 615	Elective I	3
	FIN-B 616, MKT-B 616, HRM-B 616	Elective II	3
Summer		Internship	3
4th Semester	BBA 621	Strategic Management	3
	BBA 623	Project Management	3
	BBA 626	Capstone Project	3
	FIN-C 624, MKT-C 624, HRM-C 624	Elective III	3
	FIN-D 625, MKT-D 625, HRM-D 625	Elective IV	3
Total Credit Hours			72