



## ICON-Institute of Excellence & Technology, Karachi

Affiliated with Benazir Bhutto Shaheed University Lyari, Karachi Sindh

### SCHEME OF STUDIES

## BBA (4 Years Program after Intermediate)

BBA Scheme of Studies			
Semesters	Course Code	Subject	Sch.
1st Semester	BBA 311	Introduction to Business	3
	BBA 312	Microeconomics	3
	BBA 313	Principles of Accounting	3
	MAT 306	<b>Basic Mathematics</b>	3
	ENG 301	Functional English-I	3
	PAK 302	Pakistan Studies	2
2nd Semester	BBA 321	Financial Accounting	3
	BBA 322	Macroeconomics	3
	ICT 310	<b>Information and Computer Technologies</b>	3
	ENV 302	<b>Environmental Sciences</b>	3
	ENG 304	Functional English-II	3
	ISL 303	Islamic Studies	2
3rd Semester	BBA 411	Principles of Management	3
	BBA 412	Introduction to Business Finance	3
	BBA 413	Business and Corporate Law	3
	IST 307	<b>Introductory Statistics</b>	3
	IBS 303	<b>Introduction to Behavioural Sciences</b>	3
	HRP 312	<b>Human Rights &amp; Peace Studies</b>	2
4th Semester	BBA 421	Auditing & Taxation	3
	BBA 422	Cost & Management Accounting	3
	BBA 423	Inferential Statistics	3
	ENG 305	<b>Technical Writing &amp; Presentation Skills</b>	3
	PHL 301	<b>Philosophy and Critical Thinking</b>	3
	ENT 311	<b>Entrepreneurship</b>	3

5th 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
6th 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
7th 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		<b>Internship</b>	3
8th 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
<b>Total Credit Hours</b>			<b>141</b>