



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	Basic Mathematics	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	Information and Computer Technologies	3
	ENV 302	Environmental Sciences	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	Introductory Statistics	3
	IBS 303	Introduction to Behavioural Sciences	3
	HRP 312	Human Rights & Peace Studies	2
4th Semester	BBA 421	Auditing & Taxation	3
	BBA 422	Cost & Management Accounting	3
	BBA 423	Inferential Statistics	3
	ENG 305	Technical Writing & Presentation Skills	3
	PHL 301	Philosophy and Critical Thinking	3
	ENT 311	Entrepreneurship	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		Internship	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
Total Credit Hours			141