

Road Map - BBA (Hons) - 75 Credit Hours - 2 Years

Spring 2024 - Courses Offered (Weekend & Evening)

S. #	Course Code	Name of Course	Teacher Name	Lecture Time
Semester - 1				
1	MNGT 101	Principles of Management	Humaira Taj	Sun 1:10 - 3:40
2	MNGT 105	Digital Skills for Business	Amer Awan	Sat 4:00 - 6:30
3	MNGT 205	Marketing Management	Usman Saeed Khan	Sun 10:30 - 1:00
4	ECON 112	Business Economics	Amjad Sheikh	Sun 3:50 - 6:20
5	MNGT 110	Financial Accounting	Athar Ikram Khan	Sat 6:40 - 9:10
Semester - 2 (1st Summer)				
6	LANG 102	English	Offered in Summer Only	
7	MNGT 102	Management Information System		
Semester - 3				
8	MNGT 311	Organizational Behavior & Leadership	Humaira Taj	Sun 3:50 - 6:20
9	MNGT 213	Business Communication	Altaf ur Rehman	Sat 6:40 - 9:00
10	MNGT 306	Human Resource Management & Development	Arif Sheikh	Sun 1:10 - 3:40
11	MGMT 210	Financial Management	Tahseen Mohsan Khan	Sun 10:30 - 1:00
12	MNGT 204	Cost & Management Accounting	Athar Ikram Khan	Sat 4:00 - 6:30
Semester - 4				
13	MNGT416	Entrepreneurship	Arif Sheikh	Sun 3:50 - 6:20
14	MNGT310	Auditing	Athar Ikram Khan	Sun 10:30 - 1:00
15	MNGT425	Business Research Methods	Sidra Bashir	Sat 4:00 - 6:30
16	Elective - 1			
17	Elective - 2			
Semester - 5 (2nd Summer)				
18	MNGT314	Financial Markets, Institutions & Economy	Offered in Summer Only	
19	MNGT412	Business Law		
Semester - 6				
20	MNGT 414	Business Strategy	Adnan Masood	Sun 1:10 - 3:40
21	Elective - 3			
22	Elective - 4			
23	Elective - 5			
24	MNGT 489	Final Project - 6 Credit Hours		
1 - Business Administration				
16	MDMK 401	Online Marketing	Bilal Chughtai	Sat 4:00 - 6:30
17	MBUS 403	Cases in Leadership & Management	Arif Nasib	Sun 3:50 - 6:20
21	MBUS 402	Sustainable Development in Business	Sidra Bashir	Sat 6:40 - 9:10
22	MBUS 404	International Trade & Development	Dr. Saima Hassan	Sun 10:30 - 1:00
23	MBUS 405	Risk Management	Tehseen Mohsan	Sun 1:10 - 3:40
2 - Digital Marketing				
16	MDMK 401	Online Marketing	Bilal Chughtai	Sat 4:00 - 6:30
17	MDMK 402	Search Engine Optimisation (SEO)	M. Usman Khalid	Sat 6:40 - 9:10
21	MDMK 403	Digital Marketing Communication	Zohaib Raja	Sun 10:30 - 1:00
22	MDMK 404	Influencer Marketing	Dr. Saima Hassan	Sun 1:10 - 3:40
23	MDMK 405	Digital Marketing Analytics	Shehzeen Khan	Sun 3:50 - 6:20