



SHAHEED BENAZIR BHUTTO WOMEN UNIVERSITY PESHAWAR

DEPARTMENT OF MANAGEMENT SCIENCE

SCHEME OF STUDIES BBA(HONS) 4-YEARS PROGRAM (SESSION 2010- 2014)

S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
1.	1 st	Business English – I	BA – 311	3
2.		Pakistan & Islamic studies /Government and Politics in Pakistan (Non-Muslims)	BA – 312	3
3.		Introduction to Business	BA – 313	3
4.		Fundamentals of Accounting	BA – 314	3
5.		Management	BA – 315	3
6.		Application of Computers in Business	BA – 316	3
Total Credit Hours				18
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
7.	2 nd	Business English-II	BA – 321	3
8.		Business Mathematics	BA – 322	3
9.		Micro-Economics	BA – 323	3
10.		Financial Accounting	BA – 324	3
11.		Principles of Marketing	BA – 325	3
12.		Business Finance	BA – 326	3
Total Credit Hours				18
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
13.	3 rd	Calculus	BA – 431	3
14.		Macro-Economics	BA – 432	3
15.		Psychology	BA – 433	3
16.		Marketing Management	BA – 434	3
17.		Financial Management	BA – 435	3
18.		Sociology	BA – 436	3
Total Credit Hours				18
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
19.	4 th	Cost Accounting	BA – 441	3
20.		Human Recourse Management	BA – 442	3
21.		Money , Banking & Finance	BA – 443	3
22.		Consumer Behavior	BA – 444	3
23.		Logic	BA – 445	3
24.		Business Law	BA – 446	3
Total Credit Hours				18

S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
19.	5 th	E-Commerce	BA – 551	3
20.		Business Research Methods	BA – 552	3
21.		Introduction to Statistics	BA – 553	3
22.		Business Ethics	BA – 554	3
23.		Organizational Behavior	BA – 555	3
Total Credit Hours				15
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
19.	6 th	Project Management	BA – 561	3
20.		Managerial Economics	BA – 562	3
21.		International Business	BA – 563	3
22.		Operations Management	BA – 564	3
23.		Inferential Statistics	BA – 565	3
Total Credit Hours				15
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
24.	7 th	Total Quality Management	BA-671	3
25.		Small and Medium Enterprises	BA-672	3
26.		Entrepreneurship	BA-673	3
27.		Training & Development (HRM specialization)	BA-674(H)	3
28.		Leadership (HRM specialization)	BA-675(H)	3
29.		Investment Analysis and Portfolio Management (Finance specialization)	BA-674(F)	3
30.	Corporate Finance (Finance specialization)	BA-675(F)	3	
31.	Advertising (Marketing specialization)	BA-674(M)	3	
32.	Seminar in Marketing (Marketing specialization)	BA-675(M)	3	
Total Credit Hours				15
S.NO	SEMESTER	COURSE TITLE	COURSE CODE	CREDIT HOURS
19.	8 th	Strategic Management	BA – 681	3
20.		Islamic Banking and Finance (FIN spec)	BA – 682(F)	3
21.		Financial Risk Management (FIN spec)	BA – 683(F)	3
22.		Auditing (FIN spec, Research Elective)	BA – 684(F)	3
23.		Financial Reporting and Analysis (FIN spec, Research Elective)	BA – 685(F)	3
24.		Group Dynamics (HRM spec)	BA – 682(H)	3
25.		Recruitment & Selection (HRM spec)	BA – 683(H)	3
26.		Contemporary issues in HRM (HRM spec,	BA – 684(H)	3

		Research Elective)		
27.		Compensation Management (HRM spec, Research Elective)	BA – 685(H)	3
28.		Brand Management(Marketing spec)	BA – 682(M)	3
29.		International Marketing (Marketing spec)	BA – 683(M)	3
30.		Sales Management(Marketing spec. Research Elective)	BA – 684(M)	3
31.		Marketing Research(Marketing spec. Research Elective)	BA – 685(M)	3
Total Credit Hours				15