



ADAM INSTITUTE OF SOCIAL AND MANAGEMENT SCIENCES (AISMS)

Scheme of Study – Bachelor of Business Administration (BBA)		
Duration		4 Years (8 Semesters)
Total Credit Hours		130
General Education Courses		34 Credit Hours (14 Courses)
Total Number of Courses	Mandatory Core Courses	33 Credit Hours (11 Courses)
	Core Courses	27 Credit Hours (9 Courses)
	Specialized/Electives	18 Credit Hours (6 Courses)
	Total	78 Credit Hours (26 Courses)
Interdisciplinary/Allied Courses		12 Credit Hours (4 Courses)
Field Experience/Internship		3 Credit Hours
Capstone Project		3 Credit Hours
Entry Requirement		12-year education or equivalent (with minimum 50% marks)

Bachelor of Business Administration (BBA)

The Bachelor of Business Administration (Honors) is a professional and comprehensive management degree providing conceptual knowledge and in-depth exposure to functional areas including marketing, finance, and business management.

AISMS offers a four-year (eight semesters) BBA degree program of 130 credit hours, including a research project. To obtain the BBA degree, students have to complete 130 credit hours and a six-week internship. The maximum time limit to complete the BBA degree is six years. The program is designed to provide students with the knowledge and skills necessary to understand and function effectively in the organization.

The scheme of study offers a rich blend of courses like English, mathematics, Pakistan studies, Islamic studies, economics, general management skills, decision-making, leadership, teamwork, quantitative methods, and core courses including finance & banking, marketing, and HRM, etc. Moreover, it offers specialization-based elective courses.

The emphasis is on combining theory with practical applications. Faculty is selected both for their strong academic credentials and professional expertise. The result is graduates who have the knowledge and know-how to meet current job requirements in their chosen fields of specialization.

Program Objectives:

The following are the objectives of our BBA program:

- The BBA degree program is designed to prepare entry level work force in today's complex local and global organizations.
- The program will achieve exemplary undergraduate education based on an integrated core curriculum and technology-aided teaching-learning process.
- The program will establish strong research programs to strengthen its base for master's degrees.
- The program will help in establishing international links with reputed institutions of the world.

Learning Outcomes:

After successful completion of this BBA program, the students will be able to:

- Understand core business concepts used in organizations (**Bloom level 2**)
- Be aware of the concept of globalization and have a good knowledge of research (**Bloom level 2**)
- Analyze issues and settle on successful choices (**Bloom level 4**)
- Comprehend, communicate, and demonstrate business terminologies and content (**Bloom level 3**)
- Understand and develop the theoretical underpinnings of modern business activity. (**Bloom level 6**)

Semester-wise Course Scheme

Semester I

Sr. No.	Code	Subjects	Credit Hours	Category
1	QRE1-301	Quantitative Reasoning-I	3	General Education
2	FEN-302	Functional English (English-I)	3	General Education
3	ICT-303	Application of Information and Communication Technologies	2+1	General Education
4	POM-304	Principles of Management	3	Major (Mandatory Core)
5	FBM-308	Fundamentals of Business Management (DBA may select one course from the Core courses list approved by HEC)	3	Domain Core Course (HEI-Decided) – Course I
6	PSP-313	Public Speaking and Presentation Skills (DBA may select one course from the interdisciplinary list approved by HEC)	3	Interdisciplinary-I
Total Credit Hours – Semester I			18	

Semester II

Sr. No.	Code	Subjects	Credit Hours	Category
1	QRE2-314	Quantitative Reasoning-II (Statistics)	3	General Education
2	FOS-315	Social Science (Fundamentals of Sociology) (DBA may select one course from the Social Sciences General Education list.)	2	General Education
3	EEN-316	Expository Writing (English-II)	3	General Education
4	IES-317	Introduction to Environmental Science (Natural Science) (DBA may select one course from the Natural Sciences General Education list.)	2+1	General Education
5	FEQ1-318	Fahm-e-Quran-I (For Muslim Students)	0+1	General Education
6	POM-319	Principles of Marketing	3	Major (Mandatory Core)
7	POA-323	Principles of Accounting	3	Major (Mandatory Core)
Total Credit Hours – Semester II			18	

Semester III

Sr. No.	Code	Subjects	Credit Hours	Category
1	ITP-401	Introduction to Philosophy (Arts & Humanities) (DBA may select one course from the Arts & Humanities General Education list.)	2	General Education
2	PST-402	Pakistan Studies	2	General Education
3	FEQ2-403	Fahm-e-Quran-II (For Muslim Students) / Interfaith Harmony-II (For Non-Muslims)	0+1	General Education
4	ECO-404	Micro & Macro Economics (DBA may select one course from the interdisciplinary list.)	3	Interdisciplinary – Course II
5	CSR-406	CSR (DBA may select one course from the Core courses list approved by HEC)	3	Domain Core Course (HEI-Decided) – Course II
6	IST-410 / ETH-410	Islamic Studies (For Muslims) / Ethics (For Non-Muslims)	2	General Education
7	FNA-411	Financial Accounting	3	Major (Mandatory Core)
Total Credit Hours – Semester III			16	

Semester IV

Sr. No.	Code	Subjects	Credit Hours	Category
1	CCE-416	Civics and Community Engagement	2	General Education
2	ICP-417	Ideology & Constitution of Pakistan	2	General Education
3	ENT-418	Entrepreneurship	2	General Education
4	IDA-421	Introduction to Data Analytics (DBA may select one course from the core courses list.)	3	Domain Core Course (HEI-Decided) – Course III
5	BFN-424	Business Finance	3	Major (Mandatory Core)
6	OBE-415	Organizational Behavior	3	Major (Mandatory Core)
7	BUL-430	Business Law (DBA may select one course from the core courses list.)	3	Domain Core Course (HEI-Decided) – Course IV
Total Credit Hours – Semester IV			18	

Semester V

Sr. No.	Code	Subjects	Credit Hours	Category
1	HRM-501	Human Resource Management	3	Major (Mandatory Core)
2	IFN-504	Islamic Finance	3	Major (Mandatory Core)
3	FMI-506	Financial Markets & Institutions (DBA may offer courses from the HEC-approved list)	3	Domain Core Course (HEI-Decided) – Course V
4	SDG-509	SDGs (DBA may select one course from the interdisciplinary list.)	3	Interdisciplinary – Course III
5	DTM-426	Digital Marketing	3	Major (Mandatory Core)
Total Credit Hours – Semester V			15	

Semester VI

Sr. No.	Code	Subjects	Credit Hours	Category
1	IEN-517	Intellectual Entrepreneurship (DBA may select one course from the Core list.)	3	Domain Core Course (HEI-Decided) – Course VI
2	LDA-522	Leadership in the Digital Age (DBA may select one course from the Core list.)	3	Domain Core Course (HEI-Decided) – Course VII
3	ECS-527	Ethics in AI & Cyber Security (DBA may select one course from the interdisciplinary list.)	3	Interdisciplinary – Course IV
4		Elective-I	3	Elective I
5		Elective-II	3	Elective II
Total Credit Hours – Semester VI			15	

Note: Students shall be required to complete three credit hours of field experience or internship any time after completion of the 5th semester.

Semester VII

Sr. No.	Code	Subjects	Credit Hours	Category
1	AET-601	AI & Emerging Technologies in Business Studies	3	Major (Mandatory Core)
2	BRM-606	Business Research Methods	3	Major (Mandatory Core)
3	OPM-610	Operation & Production Management (DBA may select one course from the Core list.)	3	Domain Core Course (HEI-Decided) – Course VIII
4		Elective-III	3	Elective III
5		Elective-IV	3	Elective IV
Total Credit Hours – Semester VII			15	

Semester VIII

Sr. No.	Code	Subjects	Credit Hours	Category
1	SBP-620	Sustainable Business Practices (DBA may select one course from the Core list.)	3	Domain Core Course (HEI-Decided) – Course IX
2		Elective-V	3	Elective V
3		Elective-VI	3	Elective VI
4	INT-626	Internship/ Field Experience	3	Internship/Field Experience
5	CPR-627	Capstone Project	3	Capstone Project
Total Credit Hours – Semester VIII			15	