

The background of the entire page is a photograph of an open book with its pages fanned out, resting on a surface. In the background, a blurred bookshelf with colorful spines is visible. Overlaid on the top left is a graphic of three concentric light blue circles. A blue horizontal banner with rounded ends is positioned across the middle of the page, containing the program title.

Bachelor of Business Administration (BBA) - Hons

www.graftoncollege.edu.pk

Introduction:

Meeting the challenges of today's highly competitive business environment requires in-depth strategic knowledge and up-to-date administrative skills. The BBA (Hons) in Business Administration is designed for graduates interested in pursuing careers in global business. This course will provide you with the knowledge to develop entrepreneurial thinking to recognise opportunities in the marketplace.

You will study a wide range of topics, with the opportunity to cover areas of your special interest in depth. Specialisations in the fields of finance, human resource management and marketing are available.

Program Objectives:

- To develop an in-depth understanding of all the main areas of theory and practice of business administration
- To equip students with a set of tools which are relevant to their future careers in a range of sectors
- To acquire skills which enable the students to respond to a range of managerial situations in the field of business administration
- To develop the ability to analyse and critically evaluate the effectiveness of organisations and business enterprises

BBA (Hons) Bachelor of Business Administration

Course code:	BBA(Hons)
Duration:	4 years / 8 semesters
Credit Hours:	126
Start dates:	Spring & Fall
Awarding body:	NUML

Semester 1

- Business Mathematics
- Introduction to Information Technology
- Fundamentals of Accounting
- Freshmen English
- Introduction to Business

Semester 3

- Introduction to Finance
- Cost Accounting
- Business Ethics
- Oral Communication
- Principles of Marketing

Semester 5

- Money & Banking
- Human Resource Management
- International Business
- Knowledge Management
- Business Research Methods

Semester 7

- Organizational Behavior
- Production Operations Management
- Strategic Marketing
- Elective-I
- Elective-II

Semester 2

- Business Statistics
- Financial Accounting
- Islamic Studies
- Pakistan Studies
- Principles of Management
- Economics

Semester 4

- Management Information System (MIS)
- Financial Management
- Foreign Language (Arabic)
- Foreign Language (French)
- Business Communication & Professional Speech
- Total Quality Management

Semester 6

- Business Policy & Strategy
- Business Taxation
- Cyber Marketing
- Elective
- Elective

Semester 8

- Introduction to Social Sciences
- Entrepreneurship
- Business Law
- Elective
- Elective
- Internship Report

Electives for Specialization

Finance Pathway

- Analysis of Financial Statements
- Islamic Banking & Financial Markets
- Corporate Finance
- Project Appraisal & Management
- Investment & Portfolio Management
- Financial Risk Management

HRM Pathway

- Organizational Development
- Career Management Planning
- Compensation Structure Development
- Job Analysis & Performance Evaluation Appraisal
- Personnel Training & Development
- Change Management

Marketing Pathway

- Advertising & Promotion
- Personal Selling
- New Product Development
- Consumer Behavior
- Marketing Research
- Brand Management

Dissertation / Final Project

This module aims to provide students with an independent learning opportunity through applied research in an area of personal interest. Project supervisors will monitor students' progress and provide guidance where required.

Eligibility Criteria

- FA/F.Sc /I.Com with 45% marks.
- A-level with 50% marks and having studied any one of these subjects Statistics, Maths, Physics, Computer Science or equivalent.
- Result awaiting candidates can also apply

Note:

- Program Structure will be followed as per NUML guidelines
- The university reserves the right to change the courses due to academic or administrative reasons.
- The scheme of study, course contents and the courses as a whole are reviewed every 6 months.