

BACHELOR(Hons) IN BUSINESS ADMINISTRATION (BBA)

(4 YEARS, 8 SEMESTERS, CREDITS: 135)

The Bachelor (Hons) in Business Administration (BBA) is a 135-credit, research-based undergraduate program designed to develop competent business professionals with strong managerial, analytical, and leadership capabilities. The program integrates theoretical knowledge, practical application, and research skills to prepare graduates for dynamic careers in business, entrepreneurship, and management while addressing contemporary organizational challenges.

PROGRAM AIM

The program aims to produce ethical, innovative, and research-oriented business graduates equipped with strategic thinking, leadership, problem-solving, and decision-making skills to excel in diverse organizational and entrepreneurial environments.

CAREER OPPORTUNITIES

- Business Analyst
- Marketing Executive/Manager
- Human Resource Officer/Manager
- Financial Analyst
- Business Development Executive
- Entrepreneur/Startup Founder
- Operations Manager
- Project Coordinator/Manager
- Banking and Insurance Professional
- Management Consultant
- Research Associate
- Corporate Executive



BBA SYLLABUS

FIRST YEAR | SEMESTER 1

S.N	Module Name	Module Code	Credits
1	English I	BBA 1113	3
2	English for Professional Purposes	BBA 1133	3
3	Principles of Management	BBA 2413	3
4	Introduction To Accounting	BBA 1143	3
5	Fundamental Computer Principles & Programming	BBA 1233	3
Credit			15

FIRST YEAR | SEMESTER 2

S.N	Module Name	Module Code	Credits
1	Human Resource Management	BBA 1213	3
2	Principles of Marketing	BBA 1223	3
3	Internet Fundamentals & Applications	BBA 1233	3
4	Entrepreneurship	BBA 2553	3
5	English II	BBA 1253	3
Credit			15

SECOND YEAR | SEMESTER 3

S.N	Module Name	Module Code	Credits
1	Sociology	BBA 1313	3
2	Business Organization	BBA 2523	3
3	Business Law	BBA 1123	3
4	Human Relations and Leadership Skills	BBA 643	2
5	Microeconomics	BBA 1243	3
5	Project Management	BBA 2423	3
Credit			17

SECOND YEAR | SEMESTER 4

S.N	Module Name	Module Code	Credits
1	Introduction To Financial Accounting	BBA 1323	3
2	Consumer Behavior	BBA 2423	3
3	Company Law	BBA 2433	3
4	Macroeconomics	BBA 2453	3
5	Business Ethics	BBA 3763	3
Credit			15

THIRD YEAR | SEMESTER 5

S.N	Module Name	Module Code	Credits
1	Quantitative Methods	BBA 2443	3
2	Management Information System	BBA 3733	3
3	International Business Management	BBA 2513	3
4	E-Commerce	BBA 1263	3
5	Organizational Behavior	BBA 2533	3
6	Community Service	MPU 3412	2
Credit			15

THIRD YEAR | SEMESTER 6

S.N	Module Name	Module Code	Credits
1	Production and Operations Management	BBA 2463	3
2	Retail Management	BBA 3713	3
3	Event Management	BBA 3723	3
4	Marketing Management	BBA 3733	3
5	Logistics & Supply Chain Management	BBA 3743	3
Credit			15

FOURTH YEAR | SEMESTER 7

S.N	Module Name	Module Code	Credits
1	Target Economic Regions	BBA 3753	03
2	Psychology	BBA 3763	03
3	Strategic Management	BBA 3813	03
4	Innovation Management for Global Competitiveness	BBA 3823	03
5	Industry Based Internship	BBA 3912	08
Credit			20

FOURTH YEAR | SEMESTER 8

S.N	Module Name	Module Code	Credits
1	Marketing Research	BBA 1323	03
2	Multinational Enterprise	BBA 2423	03
3	Logistics & Supply chain Management	BBA 2433	03
4	Bachelor's Thesis on Internship (Internship Project)	BBA 3813	09
Credit			18