



Faculty: Management and Social Sciences

Department: Management Sciences

Program: BBA

Main Highlights of BBA Program

- BBA program at Al-Kawthar University anchors on providing core and applied knowledge of business administration through interactive, corporate linked and experiential learning processes.
- Our business graduates would be able to create their own businesses within one month and become employable with only one-two days' orientation upon their hiring in any organization.
- In addition to Professional Excellence, our focus is Personality Development for Sustainability, Leadership and Growth based on the fundamentals of Islam as strategized in Quranic Teachings.
- Our emphasis areas include Knowledge, Skills, Interpersonal attributes and Professional Attitude with Overarching Shades of Morals, Ethics, and Values derived from Quran and Sunnah.

Multiple Options and Program Attributes

- Associate Degree (as Exit Option) after 2 Years.
- BBA 2 Years for those having 14 Years Relevant Education.
- Stand-alone Certificate Courses of Business and Management.
- Dual Specialization Degrees like BBA (Marketing) with Financial Management
- 7 Specializations: HRM, Marketing, Finance, Management, SCM, Entrepreneurship and Project Management
- Hands on Practices from 5th Semester Onwards.
- Integration of Internship and Capstone Project

Making Education Affordable in Al-Kawthar University

- 25% Fee Concession across the board.
- Unlimited Merit Based Scholarships.
- Sizeable Need Based Scholarship
- Interest Free Loans (Qarz-e-Hasna)
- Comparatively Affordable Fee Structure

Program Education Objectives (PEOs)

- To provide a platform for the development of conceptual, critical and analytical skills to manage complex business opportunities in global, intercultural and diverse environment.

- To facilitate understanding of interdisciplinary knowledge in order to recognize dynamic factors in business challenges and to propose innovative ideas for pragmatic solutions.
- To indoctrinate the core ethical principles within dynamics of the organizations and society that are necessary to become socially responsible and capable individuals who could add values.
- To develop an approach of research, innovations and creation of new ideas for solution to the contemporary individual business and collective.

Program Learning Outcomes (PLOs): Students shall be able to:-

- **Analytical / Research Knowledge:** demonstrate sound analytical competence pertaining to business management concepts & practices in a domestic as well as global scenario.
- **Interdisciplinary Competence:** decipher real business challenges and to manage complex business situations in a heterogeneous cultural environment.
- **Communication Skills:** have confident verbal and written communication skills with the ability to develop and deliver quality content in a professional manner.
- **Ethical Awareness:** be ethically aware and equipped to become responsible citizens and help build a better society through continuous engagement in community service.

Semester-wise Distribution of Courses

Key: General Education: GE, Business Administration: BA, Interdisciplinary: ID, Capstone Project: CP, Internship: IN. Non-Credit: NC

S/No	Course Code	Course Title	CH	Pre-requisite
Semester-1				
1.	GE-1101	Functional English and Communication Skills	3	
2.	GE-1102	Functional Mathematics	3	
3.	GE-1103	Information and Communication Technology Skills	3 (2+1)	
4.	GE-1104	Islamic Studies	2	
5.	GE-1105	Pakistan Studies	2	
6.	GE-1106	Basic Health Awareness	2	
7.	GE-1107	Life and Academic Skills	2	
8.	NC-1101	Understanding AI (Artificial Intelligence)	1	Non-Credit
Total Credit in 1st Semester			17	
Semester-2				
1.	GE-1208	Expository Writing	3	
2.	GE-1209	Environment and Agriculture	2	
3.	GE-1210	Statistics in Social Sciences	3	GE-1102
4.	GE-1211	Critical Thinking and Reasoning	3	
5.	BA-1201	Principles of Management	3	
6.	BA-1202	Management Information Systems	3	
7.	NC-1202	Applications of AI (Artificial Intelligence)	1	Non-Credit
Total Credit in 2nd Semester			17	

Semester-3				
1.	GE-2112	Civilization, Society and State	2	
2.	GE-2113	Introduction to Business and Entrepreneurship	2	
3.	GE-2114	Urdu Literature	2	
4.	GE-2115	Understanding Quran / Ethics (Relevant Study)	2	
5.	BA-2103	Principles of Accounting	3	
6.	ID-2101	Organizational Behavior	3	
7.	ID-2102	Business Analytics Basics	3	
Total Credit in 3rd Semester			17	
Semester-4				
1.	GE-2216	Constitution and Legal System of Pakistan	2	
2.	GE-2217	Leadership and Community Services	2	
3.	BA-2204	Managerial Accounting	3	
4.	BA-2205	Business Finance	3	BA-2103
5.	BA-2206	Microeconomics	3	
6.	BA-2207	Macroeconomics	2	
7.	BA-2208	Business Law	2	
Total Credit in 4th Semester			17	
Semester-5				
1.	ID-3103	Speech and Communication	2	
2.	BA-3109	Corporate Finance	3	BA-2205
3.	BA-3110	Principles of Marketing	3	
4.	BA-3111	E-commerce	3	
5.	BA-3112	Operations Management	3	
6.	BA-3113	Supply Chain Management	3	
Total Credit in 5th Semester			17	
Semester-6				
1.	ID-3204	Banking and Finance	3	
2.	BA-3214	Business Law	3	
3.	BA-3215	Ethics in Business	3	
4.	BA-XXXX	Elective-I	3	
5.	BA-XXXX	Elective-II	3	
Total Credit in 6th Semester			15	
Semester-7				
1.	BA-4116	Strategic Management	3	
2.	BA-4117	Business Research Methods	3	GE-1210
3.	BA-XXXX	Elective-III	3	
4.	BA-XXXX	Elective-IV	3	
5.	BA-XXXX	Elective-V	3	
Total Credit in 7th Semester			15	
Semester-8				
1.	ID-4205	Personal and Professional Development	2	
2.	BA-4218	Project Management	2	
3.	BA-XXXX	Elective-VI	3	
4.	BA-4219	Business Case Studies	3	
5.	CP-4201	Capstone Project	3	

6.	IN-4201	Internship	3	
Total Credit in 8th Semester			16	
Total Credit Hours of the Program			131	

Electives

- Electives shall be offered in 7 main specialized areas which include HRM, Marketing, Finance, Management, Entrepreneurship, SCM, and Project Management.
- It is compulsory to take minimum 4 courses specific to the area of specialization; however, 2 courses can be taken from the supplementary to specialization areas, shall be decided by the HoD. Overall, the specialization shall count 10 courses including those of core courses already taken, to be indicated and decided by the HoD.
- List of Electives is as given below, addition / deletion shall be planned / processed in the BoS and approved in BoF: -

S/No	Course Code	Course Title	CH
Finance			
1.	BA-XXXX	Investment Management	3
2.	BA-XXXX	Applied Financial Analysis	3
3.	BA-XXXX	Investments & Capital Markets	3
4.	BA-XXXX	Financial Derivative	3
5.	BA-XXXX	Options, Swaps and Futures	3
6.	BA-XXXX	Financial Modeling	3
7.	BA-XXXX	Corporate Restructuring	3
8.	BA-XXXX	Financial Analysis of Mergers and Acquisitions	3
9.	BA-XXXX	International Financial Management	3
10.	BA-XXXX	Financial Risk Management	3
11.	BA-XXXX	Investment Analysis	3
12.	BA-XXXX	Financial Statement Analysis	3
Marketing			
1.	BA-XXXX	Digital Marketing	3
2.	BA-XXXX	Consumer Behavior	3
3.	BA-XXXX	Brand Management	3
4.	BA-XXXX	Marketing Research	3
5.	BA-XXXX	Data Analysis for Marketing Decisions	3
6.	BA-XXXX	Advertising Management	3
7.	BA-XXXX	New Product Development	3
8.	BA-XXXX	AI in Marketing	3
9.	BA-XXXX	Marketing Strategies for Bottom of Pyramid	3
10.	BA-XXXX	Contemporary Marketing Communication	3
11.	BA-XXXX	Services Marketing	3
12.	BA-XXXX	CRM Systems and Applications	3
HRM			
1.	BA-XXXX	Talent Acquisition and Development	3
2.	BA-XXXX	Compensation and Benefits	3

3.	BA-XXXX	HRM and HRD	3
4.	BA-XXXX	HR Analytics	3
5.	BA-XXXX	Leadership & Team Management	3
6.	BA-XXXX	Strategic HRM	3
7.	BA-XXXX	Organization Theory & Design	3
8.	BA-XXXX	Human Resource Information Systems	3
9.	BA-XXXX	Dispute & Labor Relations Management	3
10.	BA-XXXX	HR Theory & Practice	3
11.	BA-XXXX	Career Planning & Compensation Management	3
Entrepreneurship			
1.	BA-XXXX	New Venture Creation	3
2.	BA-XXXX	Innovation Management	3
3.	BA-XXXX	Data and Digital Analytics	3
4.	BA-XXXX	Data Communication and Networking	3
5.	BA-XXXX	Business Process Re-Engineering	3
6.	BA-XXXX	Business Intelligence and Decisions Support	3
7.	BA-XXXX	Web Application Development	3
8.	BA-XXXX	Software Design & Integration	3
9.	BA-XXXX	Business Data Communications & Networking	3
10.	BA-XXXX	Data Mining for Business Intelligence	3
Management			
1.	BA-XXXX	Governance System of Pakistan	3
2.	BA-XXXX	Change & Innovation Management	3
3.	BA-XXXX	Managing Diversity	3
4.	BA-XXXX	Globalization, Culture & Ethics	3
5.	BA-XXXX	Management & Organizational change	3
6.	BA-XXXX	Innovation and Knowledge Management	3
7.	BA-XXXX	Corporate Governance	3
8.	BA-XXXX	Global Competition and International Strategy	3
9.	BA-XXXX	Crisis Leadership & Human Behavior	3
10.	BA-XXXX	Family Business: A Guide for Owners, Managers & Advisors	3
11.	BA-XXXX	Advanced Competitive Strategy	3
SCM			
1.	BA-XXXX	SCM Analytics	3
2.	BA-XXXX	SCM & Data Sciences	3
3.	BA-XXXX	Packaging Design and Environmental Aspects	3
4.	BA-XXXX	SCM Technology, Systems and Innovation	3
5.	BA-XXXX	SCM Modeling	3
6.	BA-XXXX	Inventory Management	3
7.	BA-XXXX	Supply Chain Forecasting	3
8.	BA-XXXX	Transport & Distribution Networks	3
9.	BA-XXXX	Green Supply Chain Management	3

10.	BA-XXXX	Contemporary Issues in Supply Chain Management	3
11.	BA-XXXX	Storage and Warehouse Techniques	3
Project Management			
1.	BA-XXXX	Project Risk Management	3
2.	BA-XXXX	Project Leadership	3
3.	BA-XXXX	Risk Management Dynamics	3
4.	BA-XXXX	Financial Decision Analysis	3
5.	BA-XXXX	Quality Management Tools	3
6.	BA-XXXX	Budget & Commercial Management	3
7.	BA-XXXX	Project Environment & Planning	3
8.	BA-XXXX	Project Management Simulation	3
9.	BA-XXXX	Project Communication, Reporting and Presentation	3
10.	BA-XXXX	Governance, Monitoring & Evaluation Development Projects	3
11.	BA-XXXX	Enterprise Resource Planning	3
General Electives			
1.	BA-XXXX	Current Affairs	3
2.	BA-XXXX	World Economy	3
3.	BA-XXXX	Media Management	3
4.	BA-XXXX	CPEC & Regional Connectivity	3
5.	BA-XXXX	Chinese Language	3
6.	BA-XXXX	Japanese Language	3
7.	BA-XXXX	Social Policy and Governance	3
8.	BA-XXXX	Non-Governmental Organizations and Development	3
9.	BA-XXXX	Sustainable Agriculture and Food Security	3
10.	BA-XXXX	Climate Change and Sustainability challenges in Pakistan	3
11.	BA-XXXX	Regional Trading Blocks in the World Economic System	3
12.	BA-XXXX	Islamic Banking and Finance	3
13.	BA-XXXX	Human Rights and Peaceful Coexistence	3

Minors Courses

- **Why Minor?** Students having minor would supplement their knowhow and enhance employment options. Minor would be reflected in the transcript as part the academic credentials; for example **BBA (Marketing) with Business Analytics**.
- **Relevant Areas of Minor:** Following main areas of minor have been planned. Students have the choice of taking the minor keeping in view their passion and interest.
 - Business Analytics
 - Fintech
 - International Business
 - Healthcare Management
 - Public Relations and Corporate Communication
 - Real Estate and Urban Development
 - Tourism and Hospitality Management

- Media and Entertainment Management
- **Procedure for Opting the Minor**
 - Students opting for minor shall report to the HoD and get themselves registered for the opted category in 2nd week of 5th Semester on a form designed by the Department.
 - HoD would prepare a scheme of offering and brief the students in 3rd week of the 5th Semester.
 - Students would have the choice of taking minor courses in 6th, 7th and 8th Semester as additional course-load keeping in view their performance in the previous semesters or complete the minor courses in 9th Semester. This shall be decided by the HoD keeping in view their capacity for additional workload without compromising the quality of education.

Internship and Capstone Projects

- Internship of 3 Credit Hours for those opting for associate degree shall be completed in 4th semester subject to the requirement of accreditation councils. For those of BS degree, it shall be completed by 8th semester (starting from 5th Semester) keeping in view the opportunities of internship / may be undertaken in 8th semester along with semester courseload.
- Capstone project is in the final semester. However, students shall be given supervisors in 6th semester and they would start working simultaneously.

Admission Opportunities and Exit Options

- Students opting for AD (Associate Degree) shall follow the same plan of study / roadmap and exit after 4th semester as per HEC guidelines. They would require to complete internship by 4th Semester subject to the requirements of accreditation councils. Students would clarify the same from the HoD in 2nd week of 2nd Semester.
- Students who intend to join after 14 years of education; would need deficiency courses to be completed to meet our curriculum requirement, hence shall proceed as follow: -
 - Those having similar roadmap (plan of study, reflected on the transcripts) as that of Al-Kawthar shall join the university in 5th Semester and follow the recommendations of admission committee under HoD.
 - Those having different roadmap, would also be considered for admission into our program starting from the 5th semester. However, this consideration shall be based on the evaluation of their deficiency courses, to be decided by the credit transfer committee under HoD. They would have summer as regular semesters.
 - Ordinary Graduates (BSc, B.com, and BA) students can also get admission in our program from 5th semester by completing deficiency courses through bridging as standalone semester or being part of the running semester while using summer as regular semester; shall be evaluated and decided by the HoD.

**Prof. Dr Bashir Ahmad, Dean of the Faculty
of Management and Social Sciences**