



# BBA

(Hons.)



*facilitating*  
Superior Human Beings



This degree will enable students to acquire the profile that today's market is seeking.

**THE FASTEST GROWING**  
INSTITUTE OF PAKISTAN  
admissions@superior.edu.pk

**BBA** **Hons.** : Our BBA Hon's degree is the one, which is awarded for an undergraduate course or major that last for four years. This degree will enable students to acquire the profile that today's market is seeking. With the help of our specialized seminars, tailor made curriculum and internship you become fully operational in the workplace, marketing, sales, finance and all kind of multi-cultural settings. Becoming adaptable and bi-lingual makes you an un-deniable asset throughout the globe.

## *Superior Split Degree*

**T**o meet the rapidly changing academic challenges, Superior University is exploring new horizons by joining hands with top universities around the globe and proudly offers split degree programmes at undergraduate, post graduate and Ph.D levels with an intention to give access to students for progression to international education.

### **Benefits**

Guaranteed Better Academic Performance

When you enroll for the Split Degree Programmes you will need to spend half the duration of your degree at Superior and the other half at one of our collaborative partner universities, so ideally your academic standard will be better compared to normal overseas students.

### **Time & Cost Effectiveness:**

Half the fee, half the duration compared to the normal international degree programmes.

### **Visa Processing Facility:**

The Foreign Student Support Desk will facilitate you in processing your visa to any respective country.



Total Cr. Hrs.	<b>126</b>
Total Courses	<b>40 + Internship/ Research Project</b>
Total Semesters	<b>8</b>
Eligibility	<b>Intermediate / Equivalent</b>

### Semester 01

Information Technology in Business	3
Introduction to Business Methods	3
Principles of Accounting	3
English For Life	3
Islamic & Pakistan Studies	3

### Semester 02

Principles of Management	3
Introduction to Money Market & Banking Operations	3
Financial Accounting	3
Business English	3
Psychology & Sociology	3

### Semester 03

Organizational Behavior	3
Marketing Management	3
Micro & Macro Economics	3
Business Communication & Report Writing	3
Business Mathematics & Statistics	3

### Semester 04

Quantitative Techniques in Business	3
Managerial Accounting	3
Consumer Behavior	3
Economics of Pakistan	3
CSPD	3

### Semester 05

Human Resource management	3
Entrepreneurship	3
MIS	3
Research Methods in business	3
Financial Management	3

### Semester 06

Marketing Channel	3
Production & Operational Management	3
Business Ethics	3
Corporate Law & Secretarial practices	3
Enterprise Resource Planning	3

### Semester 07

Elective I	
Elective II	
Elective III	
Elective IV	
Elective V	

### Semester 08

Elective I	
Elective II	
Elective III	
Elective IV	
Elective V	
<b>Dissertation/Research Project</b>	<b>6</b>

### Elective Courses

<b>Marketing</b>	
Sales Force Management	3
Retailing Management	3
Advertisement	3
Strategic Marketing Management	3
Supply Chain Management	3
Service Marketing	3
Brand Management	3
Marketing Communications	3
International Marketing	3
<b>Human Resources</b>	
Strategic Management	3
Human Resource Development	3
Recruitment & Selection	3
TQM	3
Industrial Relation & Labor Laws	3
Performance & Compensation	3
Leadership & Team Management	3
Change Management	3
Project Management	3
<b>Finance</b>	
Corporate Finance	3
Advanced Auditing	3
Financial Markets & Institutions	3
Analysis of Financial Statements	3
Islamic Finance	3
Taxation Management	3
Risk management	3
Taxation Management	3
Investment analysis & Portfolio Management	3

The College reserves the right to exercise its discretion in offering any subject or field of concentration according to the availability of academic facilities