



# NEWPORTS INSTITUTE OF COMMUNICATIONS & ECONOMICS

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## **Bachelor of Business Administration**

Program Duration: 02 Years

### **Admission Requirements**

14 years of education from HEC recognized institute/university, BA/B.Sc/B.Com or equivalent with at least minimum 2nd Division.

Entry Test/Interview is mandatory

## **INTRODUCTION**

The Department of Business Administration has its educational goal of producing Competitive Business professionals and Entrepreneurs who can effectively contribute to the knowledge advancement and wellbeing of the country. The BBA program is developed to prepare graduates with enhanced skills, knowledge and attributes of the business leaders that will be needed for a successful career and professional accomplishments of task after graduation. The BBA Program is designed based on the requirement of business industry/market needs, practices and the recent emergence in industries and financial markets. Gaining competitive edge business is possible only with the help of advanced, skilled and committed human resources. This program is moving forward towards the evolution of contemporary societies leading to an increasing demand for human capital which has a broad knowledge of business, industry and markets.

## **CAREER PROSPECTS**

The program is to serve the needs of the students who are looking for a career based education to develop their skills for Business management in specialized fields like Finance, Human Resource, Marketing, Supply Chain and Management Information System. The Graduates Should be capable of working in diverse situations and continuously changing business markets.



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## Scheme of Study

### Road Map

**Total Semesters: 04**

**Total Credit Hours: 75**

Semester I			Semester II		
S #	Course Name	CR	S #	Course Name	CR
1	Macro Economics	3	1	Organizational Behavior	3
2	Advance Business Mathematics	3	2	Marketing Management	3
3	International Relation and Current Affairs	3	3	Statistical Inference	3
4	Introduction to Business Finance	3	4	Entrepreneurship	3
5	Software Packages	3	5	Psychology	3
6	Quantitative Skills and Analysis	3	6	Social Entrepreneurship	3
<b>Total Credit Hours</b>		18	<b>Total Credit Hours</b>		18
Semester III			Semester IV		
S #	Course Name	CR	S #	Course Name	CR
1	Foreign Language 1	3	1	Foreign Language 2	3
2	Logic	3	2	Methods in Business Research	3
3	Human Resource Management	3	3	Productions & Operations Management	3
4	Methods in Business Writing	3	4	Elective 3	3
5	Elective 1	3	5	Elective 4	3
6	Elective 2	3	6	Project Management 1 & 2	6
<b>Total Credit Hours</b>		18	<b>Total Credit Hours</b>		21