



NEWPORTS INSTITUTE OF COMMUNICATIONS & ECONOMICS

Bachelor of Business Administration

Program Duration: 04 Years

Admission Requirements

12 years of education, FA/ F.Sc/ I.Com/A-Level 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 society. 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. This program is designed based on the requirement of business industry/market needs, practices and the recent emergence of new high-tech industries and financial 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: 08

Total Credit Hours: 136

Semester I			Semester II		
S#	Course Name	CR	S#	Course Name	CR
1	Principles of Management	3	1	Principles of Marketing	3
2	Computer Concepts and Application	3	2	Macro Economics	3
3	Business Mathematics	3	3	Pakistan Studies	2
4	Basic English	3	4	Financial Accounting	3
5	Fundamentals of Accounting	3	5	Advance Business Mathematics	3
6	Micro & Managerial Economics	3	6	International Relations and Current Affairs	3
Total Credit Hours		18	Total Credit Hours		17
Semester III			Semester IV		
S#	Course Name	CR	S #	Course Name	CR
1	Introduction to Business Finance	3	1	Cost & Management Accounting	3
2	Software Packages	3	2	Effective Speech	3
3	Quantitative Skills and Analysis	3	3	Business Statistics	3
4	Organizational Behavior	3	4	Financial Management	3
5	Islamic Studies	2	5	Sociology	3
6	Marketing Management	3	6	Social Entrepreneurship	3
Total Credit Hours		17	Total Credit Hours		18
Semester V			Semester VI		
S #	Course Name	CR	S #	Course Name	CR
1	Business Communication	3	1	Productions & Operations Management	3
2	Statistical Inference	3	2	Human Resource Management	3
3	Laws of Taxation	3	3	Money and Banking	3
4	Entrepreneurship	3	4	Methods in Business Writing	3
5	Psychology	3	5	Elective 1	3
6	Foreign Language 1	3	6	Elective 2	3
Total Credit Hours		18	Total Credit Hours		18
Semester VII			Semester VIII		
S #	Course Name	CR	S #	Course Name	CR
1	Methods in Business Research	3	1	Business Internship	0
2	Business Law	3	2	E-Commerce	3
3	Logic	3	3	Pakistan Economy	3
4	Foreign Language 2	3	4	Elective 4	3
5	Elective 3	3	5	Project Management 2	3
6	Project Management 1	3			
Total Credit Hours		18	Total Credit Hours		12