

Business Internship I (Optional)

Year 3 - Semester 1

Professional Relationships and Networking
Project Management
Strategic Management
E-Commerce
Logistics Management
Manufacturing Planning and Control

Year 3 - Semester 2

Ethics, Values and Attitudes
Research Methodology
Business Law
Total Quality Management
Procurement Management
Inventory and Warehouse Management

Business Internship II (Optional)

Year 4 - Semester 1

Career Readiness and Business Etiquette
Comprehensive Research Project
(Continued to Semester 2)
Transportation and Distribution Management
Customer & Supplier Relationship Management
Strategic Supply Chain Management

1 Elective:

Sustainable Development in Business Environment
Fleet Management

Year 4 - Semester 2

Personal Branding and Reputation Management
International Trade Policy, Regulations and Ethics

2 Electives:

Change Management
Multimodal Transport
Enterprise Resource Planning

Business Internship I (Optional)

Year 3 - Semester 1

Professional Relationships and Networking
Project Management
Strategic Management
E-Commerce
Consumer Behavior
Sales & Distribution Management

Year 3 - Semester 2

Ethics, Values and Attitudes
Research Methodology
Business Law
Brand Management
Marketing Planning
1 Elective:
Total Quality Management
Service Marketing & Hospitality Marketing

Business Internship II (Optional)

Year 4 - Semester 1

Career Readiness and Business Etiquette
Comprehensive Research Project
(Continued to Semester 2)
Marketing Research
Marketing Strategies for Digital Era
Industrial Marketing

1 Elective:

Sustainable Development in Business Environment
Social Marketing

Year 4 - Semester 2

Personal Branding and Reputation Management
International Marketing
Marketing Communication

1 Elective:

Change Management
Development Economics
Innovation and Product Development

Marketing Management



Career Opportunities

Rapidly evolving business practice certainly demand more and more specialists in various disciplines but only those with a holistic view of organizations coupled with an all-round knowledge can survive and prosper in today's rough and tumble world of commerce. This is the type of Graduates the four year Degree programme is designed to produce. The employability rates of our business Graduates are very high and past experience confirm that the working in the leading private and public sector institutions.

(Hons) Degree Programmes

BA

HCM | ACC & FINANCE | MARKETING | BA | LSCM



First two years common for all Courses

Year 1 - Semester 1

Accounting
(Compulsory for Non-accounting background)
Learning and Study Skills
Principles of Management
Microeconomics
Business Mathematics
Information Technology for Business
English Language Skills I

Year 1 - Semester 2

Self Management
Principles of Marketing
Financial Accounting
Legal & Political Environment in Business
Human Resources Management
English Language Skills II

Year 2 - Semester 1

Personal Development Planning
Organizational Behavior
Management Accounting
Macroeconomics
Business Statistics
Business Communication

Year 2 - Semester 2

Leadership and Teamwork
Operations and Supply Chain Management
Business Information Systems
Financial Management
Operations Research
Entrepreneurship

Business Analytics

Business Internship I (Optional)

Year 3 - Semester 1

Professional Relationships and Networking
Project Management
Strategic Management
E-Commerce
Programming for Business Analytics I
Database Management Systems

Year 3 - Semester 2

Ethics, Values and Attitudes
Research Methodology
Business Law
Programming for Business Analytics II
Business Analytics I
Information System Management & Security

Business Internship II (Optional)

Year 4 - Semester 1

Career Readiness and Business Etiquette
Comprehensive Research Project
(Continued to Semester 2)
Business Analytics II
Data Warehousing and Big Data
Business Process Management
1 Elective:
Decision Support Systems
Social Media and Web Analytics

Year 4 - Semester 2

Personal Branding and Reputation
Management
Enterprise Resource Planning
Strategic Information Systems
1 Elective:
Change Management
Knowledge Management

Accounting & Finance

Business Internship I (Optional)

Year 3 - Semester 1

Professional Relationships and Networking
Project Management
Strategic Management
E-Commerce
Financial Reporting
1 Elective:
Advanced Management Accounting
Managerial Economics

Year 3 - Semester 2

Ethics, Values and Attitudes
Research Methodology
Business Law
Corporate Finance
Application Software in Accounting

1 Elective:

Total Quality Management
Financial Analysis for Business

Business Internship II (Optional)

Year 4 - Semester 1

Career Readiness and Business Etiquette
Comprehensive Research Project
(Continued to Semester 2)
Taxation
Investment Management
Financial Modelling
1 Elective:
Sustainable Development in Business
Environment
Business Valuation

Year 4 - Semester 2

Personal Branding and Reputation
Management
International Financial Management
Auditing
1 Elective:
International Business
Development Economics
Banking

Human Capital Management

Business Internship I (Optional)

Year 3 - Semester 1

Professional Relationships and Networking
Project Management
Strategic Management
E-Commerce
Human Capital Development
Labour Economics

Year 3 - Semester 2

Ethics, Values and Attitudes
Research Methodology
Business Law
Labour Law and Industrial Relations
Performance & Compensation
Management
Advanced Human Resource Management

Business Internship II (Optional)

Year 4 - Semester 1

Career Readiness and Business Etiquette
Comprehensive Research Project
(Continued to Semester 2)
Strategic Human Resource Management
Occupational Health & Safety
Human Resource Information System
1 Elective:
Sustainable Development in Business
Environment
International Perspectives of Human Capital
Management

Year 4 - Semester 2

Personal Branding and Reputation
Management
Counseling & Industry Psychology
Change Management
Knowledge Management

Programme of studies

Business Managers of the 21st Century need to be multi-disciplinary on one hand and be able to dwell deeper in a specific area on the other. Globalization, excessive development in IT application in business and versatility in consumer expectations are some factors which influence this situation. Accordingly, the first half of this Degree Programmes is designed to provide a broad knowledge in a range of business disciplines. The second half focuses on a particular subject area.

A compulsory One Year long supervised research project aims mainly to develop the students' analytical skills, problems solving and competencies in independent inquiry. Students would also gain real life expose to the industry through a range of internship programmes. Thus, this Four Year BBA (Honors) Degree aims to produce Graduates with an in-depth knowledge in a particular discipline who would see the business problems in a particular discipline who would see the business in a broader perspective to serve nation and beyond.

Human Capital Management (HCM)

The Degree programme specialization in Human Capital Management (HCM) covers the theoretical foundation of HCM whilst providing a sound appreciation of other related business disciplines. The programme will further provide students with the knowledge, skills and social awareness necessary to manage people, whether nationally, or internationally.

As the name implies, people need to be viewed not just as a resource, but rather, as a capital asset available to an organization. From this point of view, managing people is concerned with much more than just personal, or human resource management. It is therefore more concerned with development, retention and motivation, building teams and getting them to work towards a common objective. There is a growing awareness of the importance of the function by business both large and small as is evidenced by the increasingly competitive level of pay offered to HCM professionals. Moreover, availability of HCM position continues to grow in tandem with international expansion of business. Our Graduates can therefore look forward to excellence career prospects.

Accounting & Finance (AF)

Knowledge of Accounting & Finance is essential for the management of a business. A sound grasp of fundamentals is required to keep pace with the rapid changes and increasing complexity of modern business; especially true for the Accounting & Finance disciplines.

Building on the strong foundation laid in the first three years of study, the Special Degree programme allows the students to acquire an in-depth knowledge required by an expert in Accounting & Finance. Moreover, electives that are available in the final year allow a student an avenue for further specialization in a selected field.

Marketing Management (MM)

As competition intensified, marketers realize that marketing only products and services no longer suffices, and that they also need to market their respective organizations; a more holistic concept by far. Marketing need to be seen as a strategic management process.

The programme will enable the students to gain an entirely new perspective, view of the organization as well as the customer. Starting with the Universally applicable fundamentals, the special programme will provide the students an in-depth knowledge of the art and science of marketing as is practiced in today's competitive business environment.

Logistics and Supply Chain Management (LSCM)

The program specializing Logistics and Supply Chain Management (LSCM) provides students with the core knowledge related to a wide variety of logistics and supply chain activities, including demand planning, purchasing, inventory control, material handling, product and service support, information technology, transportation, distribution, warehousing and strategic supply chain management. In addition, the program focuses on the analysis, design, implementation, planning, control, and improvement of manufacturing and service processes.

The study of Logistics and Supply Chain Management prepares students for professional careers with manufacturers, distributors, transportation carriers, logistics service providers, and consulting firms. The curriculum provides the required theoretical/conceptual base and analytical methods for making sound operational and strategic business decisions.

Business Analytics (BA)

Business organizations of the 21st century maintain large databases with information about their customers, supply chain and competitors. They strive to establish a competitive advantage by using such information to make better business decisions. Data-driven companies treat their data as a strategic asset.

Business analytics is the discipline of applying quantitative analytical models to analyse data, particularly found in large volumes, to help make better business decisions.Successful business analytics depends on data quality, skilled analysts who understand the technologies as well as the business and an organizational commitment to data-driven decision making.

In the recent past, career opportunities for business analytics graduates have exploded as major organizations have adopted data driven and technology focused approaches.