



IQRA NATIONAL UNIVERSITY (SWAT CAMPUS)
DEFINING POSSIBILITIES, CREATING OPPORTUNITIES

BBA **BUSINESS** **ADMINISTRATION**



APPLY NOW

Recognized by:

Higher Education Commission of Pakistan

Offered by :

Iqra National University (Swat Campus)

Chartered by:

Govt: of Khyber Pakhtunkhwa



INU - SWAT



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www.inuswat.edu.pk

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ODIGRAM, MAIN GT ROAD SWAT

Objectives

Main Goals and Objectives of a Bachelor of Business Administration (BBA-Hons) Program:

- To instill a research culture within the business administration department
- To lay out a strong foundation in the core disciplines of management sciences
- To design updated courses related to business administration.
- To provide learning opportunities to the existing students
- To ensure practical and interpersonal communication skills
- To enable the students to better compete with their other market fellows

Admissions are available biannually

- Spring Intake: Between February and March
- Fall Intake: Spanning from August to September

Examination

Students' academic progress is assessed consistently throughout the semester. This evaluation encompasses assignments, online quizzes, mid-term examinations, and final-term examinations.

Eligibility Criteria

Having Completed 12 Years of Schooling or Equivalent

Successfully finished Intermediate/12 years of schooling/A-Level or its equivalent.

Attaining a Minimum of 45% in the Stated Qualifications

Obtained at least a 45% score in the mentioned qualifications

For Education Completed Abroad or under Different System

If education was completed in a foreign country or under a different system, an equivalency certificate from IBCC is necessary.

Award of Degree

Minimum Credits for BBA Degree

To receive a BBA degree, a minimum of 130 credit hours is needed.

Completion Duration and Maximum Timeframe

The minimum timeframe to complete BBA degree is four years. However, the HEC grants a maximum of seven years to fulfill degree requirements.

Required CGPA for BBA Degree

Attaining a minimum 2.2 CGPA (Cumulative Grade Point Average) on a 4.0 scale is necessary to qualify for a BBA Degree.

Class and Course Calendar

The timetable for BBA program and course schedule is communicated to students via the notice board and the student portal.

Scholarship Opportunities Offered By

- Worker Welfare Board
- Merit and Need-Based Scholarship
- Sports Scholarship
- Orphan & Sibling Scholarship

Fee Detail

Program	Semesters	Admission Fee	1st-Semester Fee	Sub-Total Rs
BBA (Hons)	8	Rs.15,000/-	Rs 62,528/-	Rs 77,520/-

Payment Procedure

Top choice:	Submit the online form along with the online payment to;
Bank:	The Bank of Punjab
Branch:	Odigram, Distt Swat, GT Road Odigram, Tehsil Babozai, Distt
Account Name:	Iqra National University Swat
Account Number:	602015800430015
IBAN:	PK21 BPUN 6020 1580 0430 0015
Alternative:	you can complete a manual admission form and make a fee deposit at the counter.

Employment Opportunities and Career Paths

INU-Swat's BBA program empowers students with essential skills for versatile careers in the business administration with specialization in finance, human resource, marketing, tourism/hotel management and entrepreneurship.

S.No	Name	Designation	Last Qualification
1	Dr. Nadeem Safwan	Professor/Dean	Ph.D (Management Sciences)
2	Dr. Sheikh Raheel Manzoor	Associate Professor	Ph.D (HRM)
3	Dr. Munsif Ullah	Assistant Professor	Ph.D (Marketing)
4	Dr. Khalid Khalil	Assistant Professor	Ph.D (Finance)
5	Mr. Adnan Ahmad	Lecturer	Ph.D Scholar (HRM)
6	Mr. Rashid Khan	Lecturer	Ph.D Scholar (Finance)
7	Ms. Sohnia	Lecturer	M.Phil. (Finance)

INU - SWAT CAMPUS

Contents Detail

The program spans across 8 semesters, comprising a total of 130-136 credit hours. Here's an overview of the curriculum First Year (Semesters 1 and 2)

Elective Courses BBA Program

Finance Specialization

S.No	Course Code	Course Title	Credit Hours
1	ELF 415	Investment and Portfolio Analysis	3
2	ELF416	Advance Banking & Finance	3
3	ELF417	Money & Capital Markets	3
4	ELF418	Financial Statement Analysis	3
5	ELF419	Portfolio Management	3
6	ELF 420	Insurance Management & Practices	3
7	ELF 421	Financial Risk Management	3
8	ELF422	Risk Management & Insurance	3
9	ELF423	Behavioural Finance	3
10	ELF424	Financial Management	3
11	ELF425	Corporate Finance	3

HRM Specialization

S.No	Course Code	Course Title	Credit Hours
1	ELH415	Performance & Compensation Management	3
2	ELH416	Training and Development	3
3	ELH417	Recruitment and Selection Practices	3
4	ELH418	Contemporary Issues in HRM	3
5	ELH419	Human Resource Information System	3
6	ELH422	Team Leadership	3
7	ELH423	Conflict and Negotiation Management	3
8	ELH424	Labor Law	3
9	ELH425	Knowledge Management	3
10	ELH426	International HRM	3

Marketing Electives

S.No	Course Code	Course Title	Credit Hours
1	ELM415	Industrial Marketing	3
2	ELM416	Advertising & Promotional Strategies	3
3	ELM417	Sales Management	3
4	ELM418	Retail Marketing	3
5	ELM419	Brand Management	3
6	ELM422	International Marketing	3
7	ELM423	E-Marketing	3
8	ELM424	Contemporary Issues in Marketing	3
9	ELM425	Social Marketing	3
10	ELM 426	Organizational Buying Behavior	3
11	ELM427	Corporate Social Responsibility	3

Banking & Finance Electives

S.No	Course Code	Course Title	Credit Hours
1	ELBF 411	Financial Institutions & Markets	3
2	ELBF 412	Central, Commercial & Corporate Banking	3
3	ELBF 413	Computer Applications in Finance	3
4	ELBF 414	Investment Banking	3
5	ELBF 415	Branch Banking	3
6	ELBF 421	International Banking	3
7	ELBF 422	Regulations & Financial Markets	3
8	ELBF 423	Sharia Compliant Financial Markets & Institutions	3
9	ELBF 424	Treasury & Funds Management	3
10	ELBF 425	Empirical Research in Finance	3
11	ELBF 426	Corporate Governance	3
12	ELBF 427	Banking Operations & Management	3

List of General and Optional Courses for BBA Programs

General Courses

1. GEN 115 Introduction to Psychology
2. GEN 116 Introduction to Sociology
3. GEN 125 National & International Affairs
4. GEN 126 Public Relations
5. GEN 215 Humanities
6. GEN 216 Introduction to Political Science
7. GEN 225 Geography
8. GEN 226 Islamic History
9. GEN 313 Culture & Music
10. GEN 314 Social Work & Human behavior
11. GEN 315 Physical Education
12. GEN 316 Interpersonal Skills
13. GEN 414 Introduction to Gender Studies
14. GEN 415 Introduction to Geology
15. GEN 416 Chinese Language
16. GEN 424 Turkish Language
17. GEN 425 Arabic Language
18. GEN 426 German Language
19. GEN 114 Persian Language

Optional Courses

1. OPT 124 Logic & Critical Thinking
2. OPT 125 Self-Management Skills
3. OPT 126 National Resource Management
4. OPT 214 Business Ethics
5. OPT 215 Organizational Theory
6. OPT 216 Labor Law in perspective of CPEC
7. OPT 224 Small Business Management
8. OPT 225 Personal Finance



SCHEME OF STUDY BBA (Fall-2022 Onwards)

Course Code	1st Semester Courses	Cr.Hrs
ASC 111	Introduction to Business	3
ENG 112	Basic English	3
CSC 113	Computer Application to Business	3
HMT 114	Islamic Studies / (Ethics for Non-Muslim)	2
	GENERAL I	3
	GENERAL II	3
	TOTAL	17

Course Code	2nd Semester Courses	Cr.Hrs
MKT 121	Principles of Marketing	3
ACT 122	Principle of Accounting	3
MGT 123	Principles of Management	3
ENG 124	Business English	2
ECO 125	Micro Economics	3
	OPTIONAL-I	3
	TOTAL	18

Course Code	3rd Semester Courses	Cr.Hrs
ACT 211	Introduction to Financial Accounting	3
ASC 212	Fundamentals of Statistics	3
MKT 213	Marketing Management	3
ENG 214	Business Communication	2
	GENERAL III	3
	GENERAL IV	3
	TOTAL	18

Course Code	4th Semester Courses	Cr.Hrs
MGT 221	Human Resource Management	3
ACT 222	Cost Accounting	3
FIN 223	Introduction to Business Finance	3
ASC 224	Business Mathematics	2
ECO 225	Macro Economics	3
	GENERAL V	3
	TOTAL	18

Course Code	5th Semester Courses	Cr.Hrs
FIN 311	Financial Management	3
MKT 312	Consumer Behavior	3
	GENERAL VI	3
	OPTIONAL II	2
	Elective I	3
	Elective II	3
	TOTAL	17

Course Code	6th Semester Courses	Cr.Hrs
MGT 322	Introduction to Project Management	3
ASC 323	Introduction to Corporate Law	3
ASC 324	Business Research Methods	3
	Elective III	2
	Elective IV	3
	GENERAL VII	3
	TOTAL	18

Course Code	3rd Semester Courses	Cr.Hrs
ACT 211	Introduction to Financial Accounting	3
ASC 212	Fundamentals of Statistics	3
MKT 213	Marketing Management	2
ENG 214	Business Communication	3
	GENERAL III	3
	GENERAL IV	3
	TOTAL	17

Course Code	7th Semester Courses	Cr.Hrs
MGT 411	Entrepreneurship	3
ASC 412	Statistical Inference	3
HMT 413	Pakistan Studies	3
	GENERAL VIII	3
	Elective V	12
	Elective VI	
	TOTAL	

Course Code	8th Semester Courses	Cr.Hrs
	Elective VII	3
	Elective VIII	3
INT 423	Summer's Internship	3
BUS 424	Research Project/ Case Study/ Elective	3
	TOTAL	12

Total Credit Hours		136
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