

# BUSINESS ADMINISTRATION BBA PROGRAM

4 YEARS

APPLY NOW



Recognized by:  
Higher Education Commission



# BACHELOR OF BUSINESS ADMINISTRATION

## OBJECTIVES

The main objectives of a BBA program are to provide students with a solid foundation in various business disciplines, develop critical thinking and problem-solving skills, and prepare them for entry-level managerial and administrative positions in the business world.

## ELIGIBILITY

- The basic eligibility for admission to a BBA is a Higher Secondary School Certificate (HSSC) or equivalent qualification with at least 45% marks.
- Achieved a minimum score of 45% in the aforementioned qualifications.
- An equivalency certificate from IBCC, if the education was completed in a foreign country or under a different system.



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## BBA LEADING TO MS

A BBA degree is typically the prerequisite for a Master of Science (MS) degree.

## CREDIT HOURS

BBA degree program usually requires around 120-130 credit hours.

## NUMBER OF SEMESTERS

A 4-year BBA degree program typically consists of 8 semesters (2 semesters per year).

## CORE SUBJECTS

The core subjects in a BBA program typically cover a broad range of business-related topics. Some common core subjects may include

- Principles of Management
- Marketing Management
- Financial Accounting
- Managerial Accounting
- Business Law and Ethics
- Organizational Behavior
- Business Statistics
- Business Communication
- Economics (Microeconomics and Macroeconomics)
- Human Resource Management
- Operations Management
- Strategic Management

## CORE CONTENTS

It generally aim to provide students with fundamental knowledge and skills related to each business area. For example, the Principles of Management course may cover management theories, decision-making processes, and leadership concepts.

## JOB AND CAREER

Earning a Bachelor of Business Administration (BBA) degree paves the way for a multitude of career paths in Pakistan, equipping students with a robust understanding of multiple business domains. BBA graduates can explore a wide array of career trajectories in both public and private sectors. Here are some potential Career avenues for BBA degree holders in Pakistan:

- Marketing
- Finance
- Human Resources
- Operations Management
- Business Development
- Consulting
- Sales
- Public Sector Roles
- Non-profit and NGO Sector

# COURSE CONTENTS

## 1ST SEMESTER

- Principles of Management
- Introduction to Business
- Microeconomics
- Financial Accounting
- Business Mathematics and Statistics

## 2ND SEMESTER

- Marketing Management
- Macroeconomics
- Business Communication
- Cost Accounting
- Business Ethics

## 3RD SEMESTER

- Organizational Behavior
- Business Finance
- Business Law
- Human Resource Management
- Management Information Systems

## 4TH SEMESTER

- Operations Management
- Consumer Behavior
- Managerial Finance
- Research Methods in Business
- Elective 1

## 5TH SEMESTER

- Entrepreneurship
- Strategic Management
- Elective 2
- Elective 3

## 6TH SEMESTER

### • ELECTIVE 4

- International Business
- E-Business
- Elective 5
- Elective 6
- Project or Internship

# FACULTY

The BRAINS's structure of the Management Sciences Department consists of a HOD/Chairman , followed by Professors, Associate Professors, Assistant Professors, and Lecturers. These individuals form the backbone of the department and are instrumental in delivering the program's curriculum.

- To facilitate practical learning and development, the department collaborates with Industries and organizations. This provides students with the opportunity to engage in hands-on practice, interact with clients, and gain real-world experience in project implementation and tool learning.
- Our students are well-prepared for industry placements and are encouraged to participate in entrepreneurship programs. This approach ensures that they are not only job-ready but also equipped with the skills to create their own ventures.

### DISCLAIMER

Course revisions may occur periodically as part of ongoing reviews to align them with topclass courses offered by foreign universities. During these reviews, the needs of the local industry and job market are also taken into account. Additionally, The BRAINS Institute reserves the right to modify the fee structure as needed

Recognized by:

**Higher Education Commission of Pakistan**

Offered by :

The **BRAINS** Institute Peshawar as a degree awarding institute recognized by HEC .

Chartered by:

Govt: of Khyber Pakhtunkhwa

## FEE

ADP Program	Eligibility	Credit Hours	Admission fee	Semester Fee	Total Fee
Business Administration	FSc with 45% Marks	135	10000	50000	60000

## ADMISSIONS ARE OFFERED TWICE A YEAR

- Spring Admission : From February to March
- Fall Admission : From July to August

## AWARD OF DEGREE

A minimum of 130 credit hours is required to be awarded a BBA degree in any computing discipline mentioned in this document.

The minimum duration for completion of BBA Computing degrees is four years, but the HEC allows a maximum period of seven years to complete the degree requirements

A minimum 2.5 CGPA (Cumulative Grade Point Average) on a scale of 4.0 is required to be awarded a BBA Degree.

## LAPTOP SCHEME

BRAINS is set to offer prospective students the opportunity to acquire laptops through an easy installment plan, facilitated by bank financing.

## SCHOLARSHIP OFFERED BY

- Worker welfare Board
- KP Education foundation
- BRAINS'S Merit and Need Based Scholarship