

**Riphah International University**  
**Faculty of Management Sciences**  
**Riphah School of Leadership**

**Program Structure: Bachelor of Business Administration (BBA) Four Years**

**Eligibility Criteria:** Intermediate or equivalent education from a recognized institution with minimum 45% marks.

**Duration:** 04 Years

**Selection Criteria:**

- Academic Qualification: 30%
- Test/ Interview: 70%

**Total Credit Hours:** 132

**Class Timings:** Morning

**Scholarships:** Need & merit based scholarships

**Program Structure:**

No.	Category/ Area	No. of Courses	No. of Credit Hours
A.	General Education Courses	12	30
B.	Interdisciplinary/ Allied Courses	05	12
C.	Major Courses	24	72
D.	Minor Courses	04	12
E.	Experiential Learning	-	3
F.	Capstone Project	-	3
Total			132

**General Education Courses:**

1. Human Psychology and Philosophy\*
2. Everyday Science
3. Sociology in Islam\*
4. Functional English
5. Expository Writing
6. Business Math & Statistics
7. Logic and Critical Thinking
8. Islamic Studies\*
9. Ideology and Constitution of Pakistan\*
10. Applications of Information and Communication Technologies
11. Entrepreneurship\*
12. Professional Ethics and Community Engagement\*

**Distribution/Allied Courses:**

1. Principles of Microeconomics
2. Principles of Macro Economics
3. Introduction to Hadith & Sirah\*
4. Introduction to Basic Teaching of Quran\*

5. Foreign Language\*

\*02 credit hours

**Disciplinary Courses:**

• **Major (Core Courses):**

1. Principle of Marketing
2. Financial Accounting & Reporting-I
3. Financial Accounting & Reporting-II
4. Cost Accounting
5. Business Finance
6. Financial Management
7. Principles of Management
8. HRM
9. Research Methods
10. Organizational Behavior
11. Business Communication
12. Information System and Business Analytics
13. Personal and Professional Development
14. Corporate Social Responsibility and Environmental Management
15. Business and Corporate Law
16. Pakistan Economy
17. Digital Marketing
18. Fundamentals of Islamic banking and Takaful
19. Procurement Management
20. Business Taxation
21. Leadership and Management in Islam
22. Auditing & Assurance
23. Production and operation Management
24. Business Policy and Strategy

• **Minor (Specialization):**

**Specialization Courses: Marketing**

1. Consumer Behavior
2. Advertising
3. Services Marketing
4. Brand Management
5. Retail Management
6. Sales Management
7. Marketing Research
8. International Marketing

**Specialization Courses: HR**

1. Recruitment and Selection

2. Training and Development
3. Performance Appraisal and Management
4. Compensation Management
5. Industrial Relations and Labor Laws
6. HR Analytics
7. Talent Management
8. Career Management
9. Occupational Health and Safety
10. Employees' Performance Management

#### **Specialization Courses: Finance**

1. Corporate Finance
2. Analysis of Financial Statements
3. International Finance
4. Investment Analysis and Portfolio Management
5. Essentials of Financial Technology
6. Financial Modeling
7. Behavioral finance
8. Financial Derivatives & Risk Management
9. Public Accounting & Finance
10. Fixed Income Securities Management
11. Organizational Performance Management

#### **Specialization Courses: Islamic Business & Finance**

1. Contemporary Fatawa on financial Transactions
2. Islamic economics system
3. Micro Financing in Islamic Framework
4. Marketing of Islamic Banking Services
5. Monetary and fiscal system of Islam
6. Corporate Governance and Risk Management for IFIs

#### **Entry Point after 14 Years of Education:**

- Students who have a background in Business Studies will be eligible for admission into the 5th semester of the BBA program.
- Prerequisite courses for students without a background in business studies will be determined on a case-by-case basis.