

# Bachelor of Studies in Business Administration

For 14-year relevant programs (B.Com)

## Semester 1:

S.No	Code	Title	Pre-Requisite	Credit Hours
1	GBCL 440	Corporate Law	.....	03
2	GEIF 440	Islamic Finance	.....	03
3	GEPG 440	Pakistan & Global Economy	.....	03
4	GBMN 440	Principles of Management	.....	03
5	GBMK 440	Principles of Marketing	.....	03

## Semester 2:

S.No	Code	Title	Pre-Requisite	Credit Hours
6	GHRW 550	Academic Reading & Writing (GR)	.....	03
7	GEFM 550	Financial Management	GEIF 440	03
8	GBHR 550	Human Resource Management	GBMN 440	03
9	.....	Specialization I	.....	03
10	.....	Specialization II	.....	03

## Semester 3:

S.No	Code	Title	Pre-Requisite	Credit Hours
11	GRRM 560	Qualitative Research Methods	GHRW 550	03
12	GHCT 560	Logic and Critical Thinking (GR)	.....	
13	GBMM 560	Marketing Management	GBMK 440	03
14	.....	Specialization III	.....	03
15	.....	Specialization IV	.....	03

**Semester 4:**

<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>Pre-Requisite</b>	<b>Credit Hours</b>
<b>16</b>	GRRM 670	Quantitative Research Methods (GR)	GRRM 560	<b>03</b>
<b>17</b>	GBOB 670	Organizational Behavior	GBHR 550	<b>03</b>
<b>18</b>	GBPO 670	Production & Operation Management	.....	<b>03</b>
<b>19</b>	GECA 670	Cost Accounting	.....	<b>03</b>
<b>20</b>	GBIS 670	Management Information Systems	.....	<b>03</b>

**Semester 5:**

<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>Pre-Requisite</b>	<b>Credit Hours</b>
<b>21</b>	GBGB 680	Global Business Management	GBOB 670	<b>03</b>
<b>22</b>	GBEP 680	Entrepreneurship	GBOB 670	<b>03</b>
<b>23</b>	GRPJ 680	Research Project	GRRM 670	<b>03</b>

**Specializations:**

<b>Specialization: Banking</b>	
GELP 555	Banking Law and Practice
GECB 555	Consumer Banking
GECA 555	Credit Analysis and Investment Banking
GEMB 555	Money & Banking
<b>Specialization: Finance</b>	
GEFA 555	Financial Statement Analysis
GEPM 555	Investment and Portfolio Management
GERM 555	Risk Management
GEAT 555	Auditing & Taxation
<b>Specialization: Human Resource Management</b>	
GBRS 555	Recruitment and Selection
GBTD 555	Training and Development
GBPX 555	Performance Management
GECB 555	Compensation & Benefits
<b>Specialization: Hotel Management</b>	
GBHS 555	Hotel Service Management
GEHB 555	Hotel Financing and Budgeting
GBFB555	Food & Beverages Management
GBYM 555	Hospitality Management
<b>Specialization: Management</b>	
GBCM 555	Change Management
GBQM 555	Total Quality Management
GBSL 555	Strategic Leadership Management
GBCM 555	Crisis Management



<b>Specialization: Management Information Systems</b>	
GBDT555	Database Management
GBAD555	System Analysis & Design
GBKM 555	Knowledge Management
GBEB 555	E-Business
<b>Specialization: Marketing</b>	
GBPM 555	Product Management
GBDM 555	Digital Marketing
GBBM 555	Brand Management
GBCB 555	Consumer Behavior
<b>Specialization: NGO Management</b>	
GBHM 555	Hospital Management
GBLG 555	Logistics Management
GBOM 555	Advance Operations Management
GBSM 555	Small & Medium Enterprises Management
<b>Specialization: Supply Chain Management</b>	
GBBL 555	Business Logistics
GBEL 555	Emerging Trends in Logistics Management
GBSC 555	Supply Chain Management
GBOP 555	Operations Planning & Control

### **Degree Program Overview:**

Greenwich University's Bachelor of Studies in Business Administration focuses on emerging and innovative contexts, embedded soft skills and personal development, to prepare you with the skills and experience you need to succeed in the business world. You can major in people or project management, banking or finance, supply chain management, hotel management, and more.

**Credit Hours:** 69      **Duration:** 2.5 Years      **Semesters:** 05      **Internship:** 6-8 weeks

### **Eligibility:**

14 Years of Relevant Education (B.Com)

### **Job Market:**

The undergraduate degree develops the capabilities of graduates that promises better personal development and high-earning executive level jobs at the entry level in the management profession.



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