

Bachelor of Studies in Business Administration

For 14-year non-relevant programs (BA)

Semester 1:

S.No	Code	Title	Pre-Requisite	Credit Hours
1	GHFL 320	Foreign Language (GR)	03
2	GHSY 320	Psychology (GR)	03
3	GHSO 321	Sociology (GR)	03
4	GHTH 320	Anthropology (GR)	03
5	GBMT 321	Mathematics & Statistics	03
6	GBBC 320	Business Communication	03

Semester 2:

S.No	Code	Title	Pre-Requisite	Credit Hours
7	GHEs 430	Environmental Science (GR)	03
8	GECO 430	Microeconomics & Macro Economics	03
9	GEAC 430	Accounting	03
10	GBST 430	Statistical Inference	GBMT 321	03
11	GBCE 430	Corporate Ethics	03



Semester 3:

S.No	Code	Title	Pre-Requisite	Credit Hours
12	GBCL 440	Corporate Law	03
13	GEIF 440	Islamic Finance	03
14	GEPG 440	Pakistan & Global Economy	GECO 430	03
15	GBMN 440	Principles of Management	03
16	GBMK 440	Principles of Marketing	03

Semester 4:

S.No	Code	Title	Pre-Requisite	Credit Hours
17	GHRW 550	Academic Reading & Writing (GR)	GBBC 320	03
18	GEFM 550	Financial Management	GEIF 440	03
19	GBHR 550	Human Resource Management	GBMN 440	03
20	Specialization I	03
21	Specialization II	03

Semester 5:

S.No	Code	Title	Pre-Requisite	Credit Hours
22	GRRM 560	Qualitative Research Methods	GHRW 550	03
23	GHCT 560	Logic and Critical Thinking (GR)	GBET 430	
24	GBMM 560	Marketing Management	GBMK 440	03
25	Specialization III	03
26	Specialization IV	03

Semester 6:

S.No	Code	Title	Pre-Requisite	Credit Hours
27	GRRM 670	Quantitative Research Methods (GR)	GRRM 560	03
28	GBOB 670	Organizational Behavior	GBHR 550	03
29	GBPO 670	Production & Operation Management	03
30	GECA 670	Cost Accounting	GEAC 430	03
31	GBIS 670	Management Information Systems	03



Semester 7:

S.No	Code	Title	Pre-Requisite	Credit Hours
32	GBGB 680	Global Business Management	GBOB 670	03
33	GBEP 680	Entrepreneurship	GBOB 670	03
34	GRPJ 680	Research Project	GRRM 670	03

Specializations:

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

Specialization: Management Information Systems	
GBDT555	Database Management
GBAD555	System Analysis & Design
GBKM 555	Knowledge Management
GBEB 555	E-Business
Specialization: Marketing	
GBPM 555	Product Management
GBDM 555	Digital Marketing
GBBM 555	Brand Management
GBCB 555	Consumer Behavior
Specialization: NGO Management	
GBHM 555	Hospital Management
GBLG 555	Logistics Management
GBOM 555	Advance Operations Management
GBSM 555	Small & Medium Enterprises Management
Specialization: Supply Chain Management	
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: 102 **Duration:** 3.5 Years **Semesters:** 07 **Internship:** 6-8 weeks

Eligibility:

14 Years of Non-relevant Education (BA)

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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