

Bachelor of Business Administration (BBA)

BBA at Edwardes College is a 4 year program affiliated with University of Peshawar. Edwardes BBA is an education and training for future leaders for enterprises in sectors including corporate, development, and government. It is also an excellent launchpad for aspiring entrepreneurs and startup founders.

Edwardes BBA

- Provides the fundamental concepts and theory of business practices
- Prepares the students for progressing to Masters Level study in Business and Management
- Equips the students with logical and critical thinking skills
- Prepares the learners to analyze business situations and solve problems
- Prepares the students to face the challenges of the rapidly changing global business market
- Equips the students with tools for creating new businesses
- Prepares the students to become responsible citizens

Why Edwardes?

- Situated in the heart of Peshawar Cantonment
- Lovely campus with beautiful historic buildings
- Friendly, mature and enabling environment
- Small class sizes and a highly participative culture
- Personal attention from our experienced faculty
- Affiliated with University of Peshawar
- Guest lectures delivered by academics and industry professionals
- Presence in national and international conferences and seminars
- Large network of Alumni

Admission Requirements

- Intermediate, A-Levels or equivalent with minimum 45% marks

Selection Criteria

- Admission are offered on the basis of academic track record and performance in admission interview. The matters of personal maturity, particular talents, co-curricular activities, and vocational focus receive special attention. Special consideration is given to women, minority and applicants from tribal areas

Learning Methodology

Students are taught core courses for developing a rigorous understanding of business and management. The specializations of Finance, Marketing and Human Resource Management

are offered. Edwardes BBA focuses on educating and training students for thriving in 21st century careers. Students take advantage of professional development activities including guest speaker lectures, training workshops and seminars. Delivery is via tutor-led classroom sessions, case studies and seminars.

Career Counselling Service

Edwardes offers a personalized counselling service to its students for making better career decisions regarding higher studies and life.

Job / Internship Placements

Edwardes through its alumni network helps graduates in identifying and securing internship and job opportunities. Career clinics and campus-to-corporate sessions are held for advising on resume writing, interview skills and other personal development areas.

Financial Aid

Merit and need scholarships are awarded to meritorious students.

Admission Schedule for Admission in 2017

Availability of admission forms: Immediately after the declaration of FA/FSc. results

Submission of admission forms: To be shared soon

Interviews: To be shared soon

Commencement of classes: October 2017

Programme Duration

BBA is a 4 year program, comprising of 8 semesters in total. Each semester is of 6 months duration – but the duration largely depends on the rules and requirements of Peshawar University. The maximum duration for the programme is 4 years.

Assessment

Overall assessment of the courses offered in BBA programme will be done according to the marking scheme provided by University of Peshawar, which is as follows:

Assessment	Marks
Final Examination (conducted by University)	60
Test/ Quizzes/Assignments (Internal evaluation)	40
Total	100

If a student fails one or two subjects, he/ she will have to reappear for that paper next year when the examination is conducted by Peshawar University, for that particular subject. In case the students fails more than 3 papers, he/she will be dropped out or will have to repeat the semester as per Peshawar University rules.

Students will be required to do internship in any organization of their choice, depending on the area of their specialization. At the end of 8th semester they will be required to submit an internship report based on the format provided by University of Peshawar.

BBA RoadMap (Effective from Fall 2017)

Semester One

Course Code	Course Name	Credit Hours	Core / Optional Unit
	Management	3	Core
	Business English	3	Core
	Micro Economics	3	Core
	Introduction to Business	3	Core
	Islamiyat/Pak Studies	3	Core
Total Credit Value for the semester		15	

Semester Two

Course Code.	Course Name	Credit Hours	Core / Optional Unit
	Fundamentals of Marketing	3	Core
	Introduction to Sociology	3	Core
	Business Communication	3	Core
	Business Mathematics	3	Core
	Macro Economics	3	Core
Total Credit Value for the semester		15	

Semester Three

Course Code	Course Name	Credit Hours	Core / Optional Unit
	Accounting	3	Core
	Marketing Management	3	Core

	Money, Banking & Finance	3	Core
	Human Resource Management	3	Core
	Introduction to IT	3	Core
Total Credit Value for the semester		15	

Semester Four

Course Code	Course Name	Credit Hours	Core / Optional Unit
	Business Finance	3	Core
	Office Management Tools-1	3	Core
	Organizational Theory & Behavior	3	Core
	Business Statistics	3	Core
	Business Law	3	Core
Total Credit Value for the semester		15	

Semester Five

Course Code	Course Name	Credit Hours	Core / Optional Unit
	Logic & Critical Thinking	3	Core
	Managerial Economics	3	Core
	Financial Accounting	3	Core
	Small & Medium Enterprise	3	Core
	Business Research Method	3	Core
Total Credit Value for the semester		15	

Semester Six

Course Code	Course Name	Credit Hours	Core / Optional Unit
	Entrepreneurship	3	Core
	Consumer Behavior	3	Core
	Cost Accounting	3	Core
	Office Management Tools-II	3	Core
	Operation & Production Management	3	Core
Total Credit Value for the semester		15	

Semester Seven

Course Code	Course Name	Credit Hours	Core / Optional Unit
	Business Ethics	3	Core
	System Analysis & Design	3	Core
	Financial Management	3	Core
	Specialization Course 1, 2 and 3 (Marketing/Human Resource Management/Finance)	9	Optional (Specialization Field)
Total Credit Value for the semester		18	

Semester Eight

Course Code	Course Name	Credit Hours	Core / Optional Unit
	Management Information System	3	Core
	Quantitative Techniques in Management	3	Core
	Financial Institutions	3	Core
	Specialization Course 1,2 and 3 (Marketing/Human Resource Management/Finance)	9	Optional (Specialization Field)
Total Credit Value for the semester		12	
Internship		6	

Specialization Course Bank

As per UOP requirement, following subjects will be offered based on the specialization field selected by student.

Semester 7

Course Code	Course Name	Credit Hour
	Specialization in Marketing	
	1- Sales Management	3
	2- Brand Management	3
	3- Advertising & Promotional Strategies	3
	Specialization in Finance	
	1-Financial Risk Management	3
	2- Corporate Finance	3
	3- Investment Analysis & Portfolio Management	3
	Specialization in Human Resource Management	

	1-Conflict Management	3
	2- Leadership	3
	3- Training & Development	3
Semester 8		
Course Code	Course Name	Credit Hour
	Specialization in Marketing	
	1-International marketing	3
	2-Marketing Research	3
	3-Social Marketing	3
	Specialization in Finance	
	1-Islamic Banking & Finance	3
	2- Management Accounting	3
	3- Financial Statement Analysis	3
	Specialization in Human Resource Management	
	1-Performance & Compensation Management	3
	2- Industrial Relation	3
	3- Organizational Development	3

Summary of Courses and Credits per Semester

Category	Credit Value Per Semester								Total
	1	2	3	4	5	6	7	8	
Core Courses	15	15	15	15	15	15	9	9	135
Specialization Courses	-	-	-	-	-	-	9	9	120
Internship								6	6
Total	15	15	15	15	15	15	18	24	132