



Bachelor of Business Management

The Bachelor of Business Management (BBM) program is designed to equip students with the knowledge, skills, and competencies required to excel in dynamic business environments. Students gain expertise in business strategy, financial decision-making, market analysis, talent management, and project execution. Through real-world case studies, business simulations, internships, and industry projects, students develop hands-on experience and professional competencies. The program fosters autonomy, accountability, and teamwork, enabling graduates to navigate complex business challenges and drive sustainable growth in competitive markets.

You can specialize in one of the below 4 (four) areas in the third year of your degree

1

Bachelor of Business Management (Specializing in Marketing)

Become a brand strategist and digital marketing expert. This specialization equips you with the skills to:

- Design and lead data-driven marketing campaigns across digital and traditional platforms
- Understand consumer behavior to craft persuasive messaging
- Execute global marketing strategies with cross-cultural insights
- Master tools like SEO, analytics, and social media platforms

Potential Careers: Marketing Executive, Brand Manager, Digital Strategist, or Market Analyst

2

Bachelor of Business Management (Specializing in Finance)

Shape the financial future of organizations and economies. This specialization enables you to:

- Analyze financial markets, investment opportunities, and economic risks
- Apply budgeting, forecasting, and financial planning techniques
- Explore Islamic finance principles and global finance systems
- Understand how capital markets drive corporate growth and sustainability

Potential Careers: Financial Analyst, Investment Advisor, Budget Officer, or Finance Manager

3

Bachelor of Business Management (Specializing in Human Resource Development)

Lead the people who drive business success. This specialization prepares you to:

- Develop effective workforce learning and development strategies
- Manage performance evaluation systems and build positive employee relations
- Implement talent acquisition and retention plans
- Use knowledge management for continuous organizational learning

Potential Careers: HR Officer, Training & Development Manager, or Organizational Development Consultant

4

Bachelor of Business Management (Specializing in Project Management)

Turn ideas into structured, successful outcomes. This specialization gives you the tools to:

- Manage complex projects from planning to execution with precision
- Apply principles of risk analysis, procurement, and project finance
- Ensure quality, stakeholder communication, and timely delivery
- Lead cross-functional teams in dynamic business settings

Potential Careers: Project Manager, Operations Lead, Procurement Coordinator, or Risk Analyst

CORE MODULES - YEAR 1

Business English	Principles of Management
Introduction to Business and Business Planning	Introduction to Business Statistics
ICT for Business	Business Ethics
Leadership & Organizational Behavior	Business Practice-I

CORE MODULES - YEAR 2

Business Research Methods	Entrepreneurship
Business Law	Business Economics
Mathematics for Business Decisions	Managing Organizational Change
International Business	Business Practice-II

SPECIALIZATION MODULES - YEAR 3

Marketing	Finance	Human Resource Development	Project Management
Strategic Management	Principles of Finance	Human Resource Development	Project Finance and Procurement
Marketing Management	Islamic Finance	Talent Management	Project Quality Management and Value Engineering
International Marketing	International Finance	Performance Evaluation and Management	Project Risk Analysis and Management
Consumer Behaviour	Financial and Capital Markets	Employee Relations	Project Management
Digital Marketing Strategy	Financial Decision Making	Knowledge Management	Operations Management
Industry Internship	Industry Internship	Industry Internship	Industry Internship

Admission Fee
1500

Course Fee
3300

Free Degree Amount:
1842

Pay from Own Pocket:
1458