SHAHEED BENAZIR BHUTTO

DEWAN UNIVERSITY

BBA

FACULTY OF MANAGEMENT SCIENCES



FACULTY OF MANAGEMENT SCIENCES

INTRODUCTION

Faculty of Management Sciences is dedicated to developing future business leaders through quality education, industry focused learning, and strong corporate collaboration, With innovative academic programs, experienced faculty, and close engagement with the business sector, the faculty aims to equip students with the knowledge, skills, and leadership capabilities needed to excel in today's competitive corporate environment.

VISION

To be recognized internationally as one of the Pakistan leading business institute for business impact and engagement.

MISSION

To provide quality education and research that combines academic excellence with impact upon business and society.

WHY CHOOSE BBA AT SBB DEWAN UNIVERSITY?

- Industry-Relevant Curriculum
- Career Support
- Corporate Linkages & Internships
- Entrepreneurship Development
- Experienced Faculty
- Global Business Perspective
- Technology-Driven Learning
- Holistic Student Development
- Skill-Based Education
- Innovation Opportunities

ADMISSION ELIGIBILITY CRITERIA

- Minimum 50% marks in Intermediate / A-Levels / DAE.
- Entry test (NTS / GAT or university test) required.
- Admission based on merit and HEC criteria.

FEE STRUCTURE 2026-27

BBA 4 YEARS DEGREE			BBA [2 Years Program]		
i.	Admission fee	Rs. 15,000 (one time)	i.	Admission fee	Rs. 15,000 (one time)
iii.	Enrollment fee	Rs. 10,000 (one time)	ii.	Enrollment fee	**Rs. 10,000 (one time)**
iii.	Security Deposit	**Rs. 5,000 (one time)**	iii.	Security Deposit	**Rs. 5,000 (one time)**
iv.	Tuition fee	**Rs. 75,000 (semester fee)**	iv.	Tuition fee	**Rs. 75,000 (semester fee)**
Total		**Rs. 105,000**	**Total**		**Rs. 105,000**

BBA (STUDY PLAN)

Course	Credit HRS
SEMESTER-I	
Quantitative Reasoning-I	3
Functional English	3
Applications of ICT	3
Principles of Management	3
Business Mathematics	3
HEI Decided Core Course	3

Course	Credit HRS
SEMESTER-II	
Quantitative Reasoning-II	3
Social Science	2
Expository Writing	3
Natural Science	3
Fehm-e-Quran – I	1
Organizational Behaviour	3
Principles of Accounting	3

Course	Credit HRS
SEMESTER-III	
Arts and Humanities	2
Islamic Studies / Ethics	2
Pakistan Studies	2
Fehm-e-Quran – II (for Muslim Students)	1
Financial Accounting	3
HEI Decided Core Course	3
HEI Decided Core Course	3

Course	Credit HRS
SEMESTER-IV	
Civics and Community Engagement	2
Ideology and Constitution of Pakistan	2
Entrepreneurship	2
Business Finance	3
HEI Decided Core Course	3
HEI Decided Core Course	3
Principles of Marketing	3

Course	Credit HRS
SEMESTER-V	
Marketing Management	3
Financial Management	3
Human Resource Management	3
HEI Decided Core Course	3
Consumer Behaviour	3

Course	Credit HRS
SEMESTER-VI	
HEI Decided Core Course	3
HEI Decided Core Course	3
Cost Accounting	3
Elective I	3
Elective II	3

Course	Credit HRS
SEMESTER-VII	
Business Research Methods	3
AI in Business	3
HEI Decided Core Course	3
Elective III	3
Elective IV	3

Course	Credit HRS
SEMESTER-VIII	
HEI Decided Core Course	3
Elective V	3
Elective VI	3
Capstone Project	3
Internship/Field Experience	3

SCHOLARSHIPS AVAILABLE

Empowering future business leaders with strategic thinking and professional excellence.



APPLY NOW & BECOME A PART OF SBBDU

CONTACT US

0313-0282036

021-35115010 | 021-35115037 | 021-35115036

sbbdewanuniversity.edu.pk

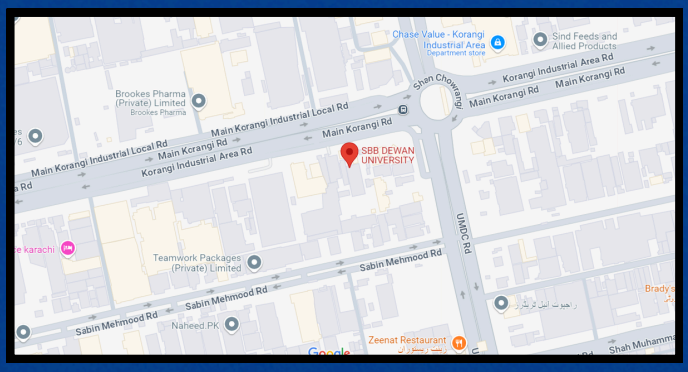
Shaheed Benazir Bhutto Dewan University

SBB DEWAN UNIVERSITY

(sbbdu.official), (sbb_du)

SBB DEWAN UNIVERSITY

LOCATION



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