



# SCHOOL OF BUSINESS STUDIES

IBA is located in Karachi—the financial hub of Pakistan—and is one of the country's most prestigious higher education institutions. The School of Business Studies (SBS), accredited by AACSB, serves as its largest and flagship school, widely recognized for academic excellence and leadership in business education.

SBS features a state-of-the-art campus aligned with international standards, offering a collaborative and innovative learning environment. Its faculty includes distinguished scholars with doctorates from globally renowned institutions. SBS offers a wide array of programs across management disciplines, aimed at nurturing the next generation of high-potential executives.

## WHY BACHELOR OF BUSINESS ADMINISTRATION AT IBA?

The Bachelor of Business Administration (BBA) is a 4-year, 132-credit-hour program, designed to build strong foundations in business disciplines such as marketing, management, finance, entrepreneurship, and operations. The curriculum blends theory with real-world application to develop future-ready business leaders:

- World-Class Faculty
- Experiential Learning Opportunities
- Focus on Leadership, Ethics, and Impact
- Technology Integration
- AACSB Accredited
- Critical Thinking and Communication Skills



## COURSE STRUCTURE

### SEMESTER 1

- Microeconomics
- Psychology of Business
- Introduction to Computer Applications
- Islamic Studies
- Speech Communication
- Introduction to Statistics
- Introduction to Philosophy

### SEMESTER 3

- Principle of Accounting
- Management and Organizational Behaviour
- Introduction to Business Finance
- Statistical Inference
- Principle of Marketing

### SEMESTER 2

- Macroeconomics
- Natural Sciences Core
- Business Communication
- Pakistan History
- Calculus I
- Fundamentals of Entrepreneurship
- Business, Ethics and Society

### SEMESTER 4

- Business Math and Linear Algebra
- Financial Institution and Market
- Business Elective 1
- Business Law
- Human Resource Management
- Financial Accounting

## ELECTIVE COURSES

Business Elective Courses in the BBA program are designed to broaden students' understanding of diverse business contexts across key areas such as Management, Marketing, Finance, Accounting, and Law, allowing students to explore specialized domains and develop a strategic mindset. Free Electives enable students to take courses across a variety of multidisciplinary areas.

## SCHOLARSHIPS, GRANTS & FINANCIAL ASSISTANCE

**Installation Plan:** The students can apply for 2-3 installments per semester. However, the installments must be paid within the same semester.

**Qarz-e-Hasna:** The IBA facilitates its students in securing an interest-free loan (Qarz-e-Hasna) to pay their tuition fee during their study period.

**Need-based Financial Assistance:** The IBA encourages aspiring students from diverse social backgrounds to enroll and study at the IBA.

**Research & Teaching Assistantships (RA/TA):** IBA offers part-time, paid opportunities for students to work as Research Assistants (RAs) or Teaching Assistants (TAs) as part of its financial assistance and academic enrichment initiatives.

### SEMESTER 5

- Management Accounting
- Methods of Business Research
- Financial Management
- Production & Operation Management
- Business Elective 2

### SEMESTER 7

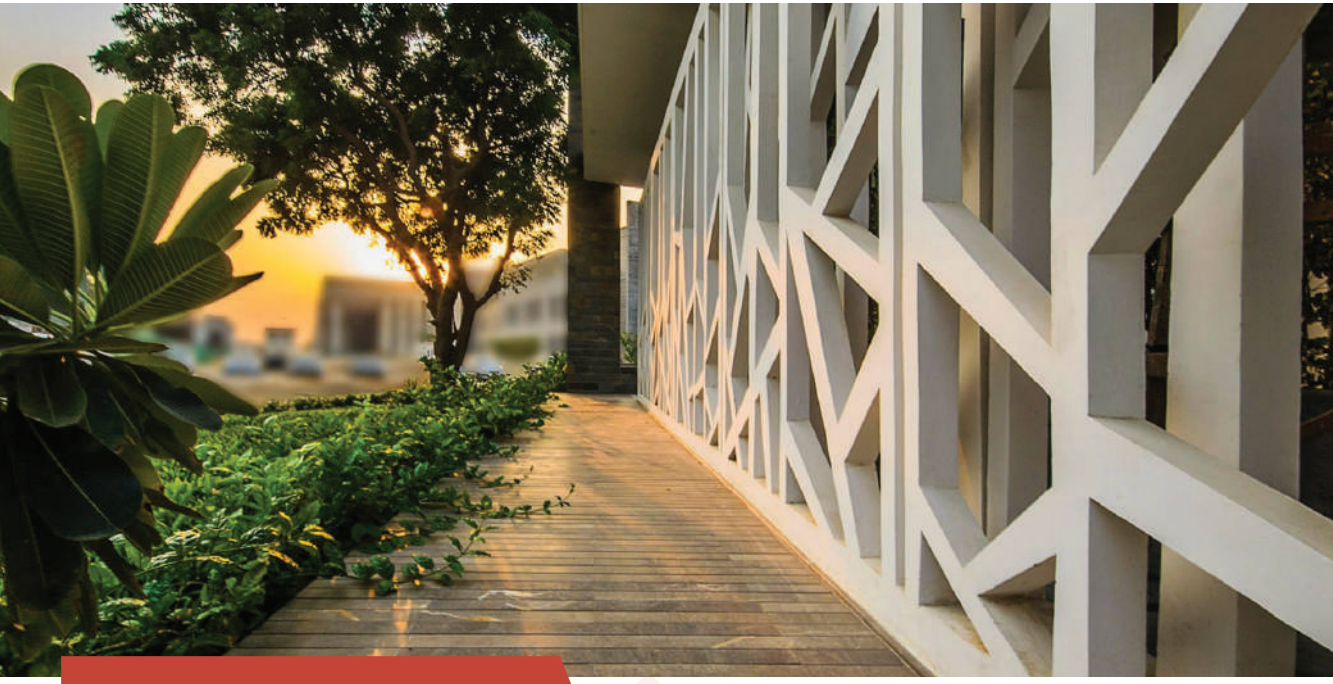
- Business Elective 6
- Business Elective 7
- Business Elective 8
- Business Elective 9
- Free Elective

### SEMESTER 6

- Marketing Issues in Pakistan
- Business Elective 3
- Business Elective 4
- Managerial Policy
- Business Elective 5

### SEMESTER 8

- Free Elective
- Free Elective
- Business Elective 10
- Experiential Learning Project



## ACADEMIC ENVIRONMENT

### EXPERIENTIAL LEARNING & A LIFELONG MINDSET

The IBA BBA program emphasizes experiential learning through real-world business simulations, case studies, interactive assignments, and industry engagements. Students develop leadership, teamwork, and communication skills through hands-on exposure to business challenges. This practical approach instills a mindset of continuous growth and adaptability for lifelong success.

### PRACTICAL EXPOSURE & INDUSTRY ALIGNMENT

With access to corporate projects, internships, and entrepreneurial labs, students are immersed in business environments that reflect today's dynamic market. The program bridges academic knowledge with practical application, preparing students for careers in marketing, finance, management, and entrepreneurship through structured career services and mentorship initiatives.

### ETHICAL PRACTICE & SOCIAL IMPACT

Aligned with IBA's mission, the BBA curriculum fosters ethical leadership, accountability, and a commitment to responsible business practices. Students are encouraged to engage in socially responsible projects and decision-making, empowering them to lead with purpose and create positive impact in diverse communities.



## CAREER OPPORTUNITIES

Graduates of the Bachelor of Business Administration program are well-equipped to pursue dynamic roles across various sectors. Career paths include:

- Marketing & Brand Management
- Human Resource Management
- Corporate Leadership Roles
- Public & Development Sector Roles
- Supply Chain & Operations
- Sales & Client Relationship Management

## ELIGIBILITY CRITERIA

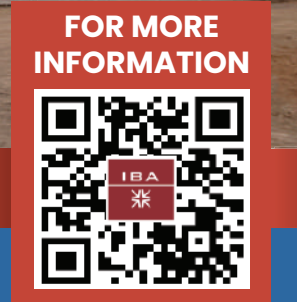
- Higher Secondary School Certificate with a minimum of 65% marks or A Levels with at least two B's and one C in three principal subjects.
- American High School Diploma with a minimum score of 80% or International Baccalaureate with at least 25 out of 45 points.

### APTITUDE TEST EXEMPTION

Candidates may be exempted from the IBA Aptitude Test for the Bachelor of Business Administration program if they submit a minimum SAT score (based on merit), an ACT composite score of 28, or equivalent international qualifications. However, exemption is competitive, and appearing for the IBA Aptitude Test is strongly encouraged to enhance admission chances.



<https://bba.iba.edu.pk/>

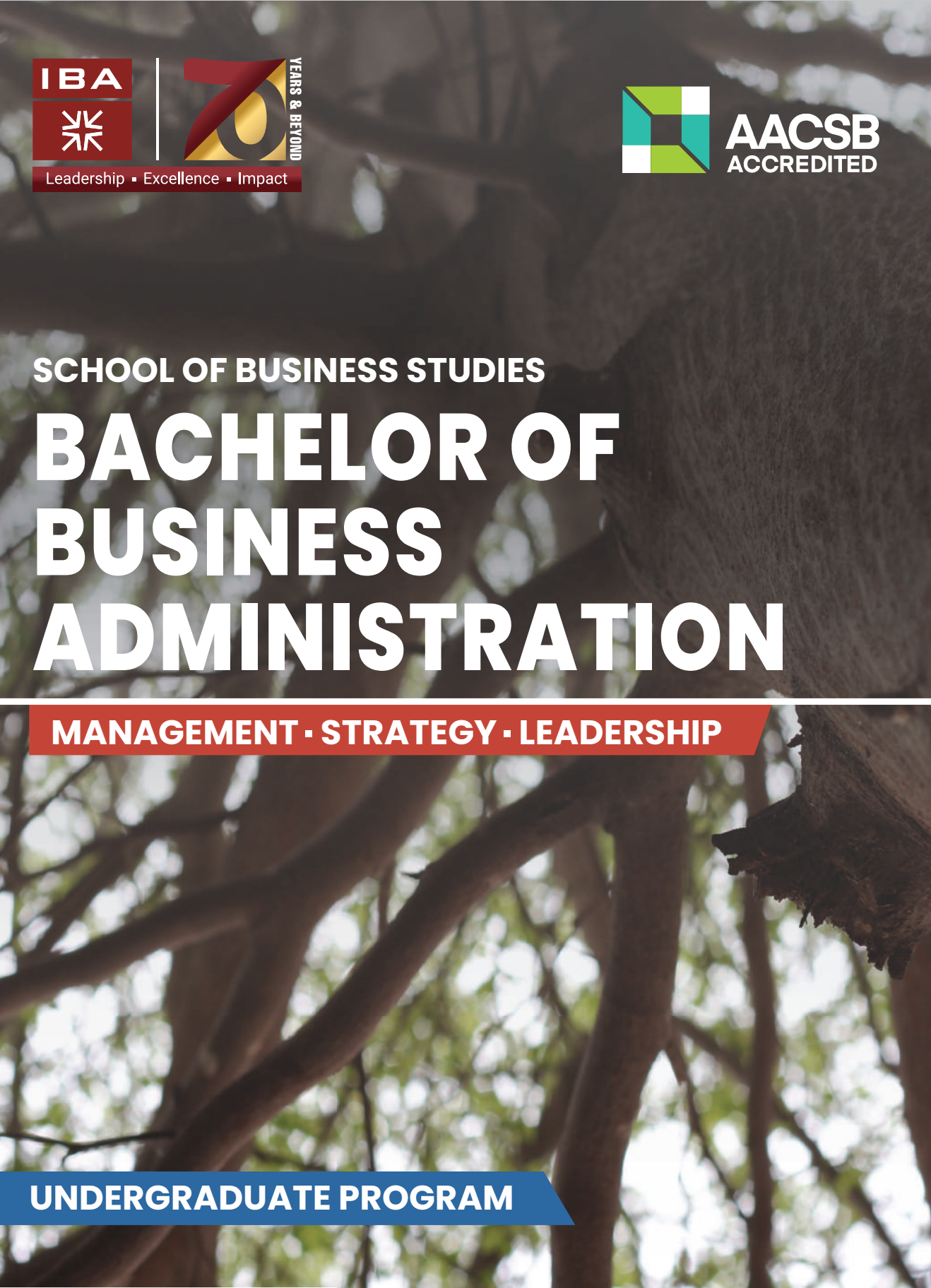


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# SCHOOL OF BUSINESS STUDIES BACHELOR OF BUSINESS ADMINISTRATION

MANAGEMENT · STRATEGY · LEADERSHIP

UNDERGRADUATE PROGRAM