



# Superior Gives you Exposure



Study  
**ONE HALF** in  
**SUPERIOR UNIVERSITY**  
**OTHER HALF** in any of our  
**INTERNATIONAL**  
**PARTNER UNIVERSITIES**

Today is the era that requires utmost need for widening one's horizons. Superior University has introduced Split Degree Program to bring international exposure for our students under which more than 30 students from Superior University have got visas and now studying in international top ranking institutes.

## Benefits

### Guaranteed Better Academic Performance

While enrolling yourself for the Split Degree Program you will be required to complete half part of the degree at Superior and the other half at one of our collaborating partner universities. This program offers an ideal mix of local as well foreign education that blends in a better standard degree compared to other overseas students.

### Time & Cost Effectiveness

The keenly developed split degree program saves the students half of the fee and half the course duration compared to the other random degree programs abroad.

### Visa Processing Facility

The Foreign Student Support Desk facilitates the applicants in the visa processing to any country of our partner institutes.

For further details and inquiries you are welcome to email at :  
splitdegree@superior.edu.pk

[www.superior.edu.pk](http://www.superior.edu.pk)

## Head Offices

**Main Campus:** 31-Tipu Block New Garden Town.Lahore.

042-111-00-00-78

**University Campus:** Main Raiwind Road.Lahore. 042-35330361-3

## Regional Offices:

**Burewala:** 94 I Block Civil Lines **Daska:**

Pasroor By - Pass Road **Depalpur:**

Opposite Grid Station Okara Road

**Faisalabad:** 103-C, Peoples Colony-1.

041-8724881-2 **Gujranwala:** 7-8/A

S.I.E Main G.T Road. 055-3844831-4

**Gujrat:** Near Small Industrial State, GT

Road **Jhelum:** Jada Chungi GT Road

**Jhang:** Near Sultan Colony, Main Gojra

Road **Khanpur:** By- Pass Road City

Garden **Multan:** Neel Kot, Boson Road.

061-6512530-2 **Okara:** Jawad Avenue.

0442-527932 **Pasroor:** Defence Town

Daska Road **Pattoki:** Main GT Road **Ra-**

**him Yar Khan:** East Bank Sadiq Canal,

Darri Sanghi. 068-5042531-2 **Rawal-**

**pindi:** 34 B-1, Chandni Chowk Settlait

Town **Sahiwal:** Nazim Town Main G.T

Road **Multan,** Near Wapda Grid Station

**Sargodha:** 91-92 A, Satellite Town.

048-3223670-2 **Sheikhupura:** Oppo-

site Farabi College of Commerce, Saim

Pull Stop, Lahore Sheikhupura Road

**Sialkot:** Kashmir Road Pacca Garha.

052-4293442

[admissions@superior.edu.pk](mailto:admissions@superior.edu.pk)

# BBA (Hons.)



# be SUPERIOR

BECOME DOCTOR, ENGINEER,  
PILOT, MANAGER, LAWYER, IT PROFESSIONAL  
OR A JOURNALIST



I would comment that classroom lectures are the best source of learning, a student could ever need. As I have witnessed in my BBA program my teachers equipped me with the ability to discover knowledge beyond class room boundaries.

## Why BBA (Hons.) from Superior?

The Bachelor of Business Administration (BBA) program focuses on developing knowledge and skills in core areas of management practice, as well as the ability to analyze and synthesize data from both outside and inside.

Unique Selling Points (MBA & BBA)  
Focus on Personality & Professional Development of Students  
Curriculum and teaching methodologies of International Standard  
Specialization in HRM, Marketing, Finance & Entrepreneurship.  
International Recognition through Split Degree Program  
Extensive focused Evening classes  
Foreign Faculty Exchange Program (Short term Courses & Workshops)

**BBA (Hons.)** : Our BBA Hon's degree is the one, which is awarded for an undergraduate course or major that last for four years. This degree will enable students to acquire the profile that today's market is seeking. With the help of our specialized seminars, tailor made curriculum and internship you become fully operational in the workplace, marketing, sales, finance and all kind of multi-cultural settings. Becoming adaptable and bi-lingual makes you an un-deniable asset throughout the globe.

**This degree will enable students to acquire the profile that today's market is seeking.**

Total Cr. Hrs. : **126**  
Total Courses : **40+ Internship/ Research Project**  
Total Semesters : **8**  
Eligibility : **Intermediate or Equivalent**

### Semester 1

Information Technology in Business	3
Introduction to Business Methods	3
Principles of Accounting	3
English for Life	3
Pakistan Studies & Islamiyat	3

### Semester 2

Principles of Management	3
Intro to Money Market and Banking Operations	3
Psychology & Sociology	3
Financial Accounting	3
Business English	3

### Semester 3

Leadership & Community Development	3
Marketing Management	3
Micro & Macro Economics	3
BCRW	3
Business Mathematics and Statistics	3

### Semester 4

Quantitative Techniques in Business	3
Managerial Accounting	3
Consumer Behavior	3
Economics of Pakistan	3
CSPD	3

### Semester 5

Human Resource Management	3
Entrepreneurship	3
MIS	3
Research Methods in Business	3
Financial Management	3

### Semester 6

Marketing Channels	3
Production & Operations Management	3
Business Ethics	3
Corporate Law & Secretarial practices	3
Enterprise Resource Planning	3

### Semester 7

Elective I	3
Elective II	3
Elective III	3
Elective IV	3
Elective V	3

### Semester 8

Elective I	3
Elective II	3
Elective III	3
Elective IV	3
Elective V	3
Dissertation/ Research Project	6

### Elective Courses

Sales Force Management	3
Retailing Management	3
Advertisement	3
Strategic Marketing Management	3
Supply Chain Management	3
Service Marketing	3
Brand Management	3
Marketing Communications	3
International Marketing	3

### Human Resource Management

Strategic Management	3
Human Resources Development	3
Recruitment & Selection	3
TQM	3
Industrial Relation & Labor Laws	3
Performance & Compensation	3
Leadership & Team Management	3
Change Management	3
Project Management	3

### Finance

Corporate Finance	3
Advanced Auditing	3
Islamic Finance	3
Taxation Management	3
Risk Management	3
Investment Analysis & portfolio Management	3
Analysis of Financial Statement	3