



SUPERIOR
UNIVERSITY



BBA (Hons.)

FACULTY OF BUSINESS & MANAGEMENT SCIENCES



RANKED NO. 1 IN
QUALITY OF EDUCATION
IN PAKISTAN

WORLD RANK IN
QUALITY OF EDUCATION
101-200

OVERALL RANK IN
WORLD'S TOP
401-600

AMONG THE
TOP 10
UNIVERSITIES OF
PAKISTAN

3U1M[®]

3 Years in University and 1 year in Market

3U1M is our unique and distinctive framework which is focused on enabling and empowering the youth to create social and economic impact. This research-informed experiential learning program has been designed to ensure student success by teaching not only theories but their practical implications to equip our students with the skills of 21st-century graduates. This employability ensured program is a milestone in our mission for developing an economically Superior Pakistan.

Year 2 - Exploration PBL 2

In year 2 students explore the emerging concepts of the relevant industry and gain experiential learning through Project based learning Level 2.

Freshman Program

A rigorous on-boarding program for a smooth transition to university education through IQ & EQ Accelerators preparing students for entering university life.

1M-Market Intensive Year

For the final Market Intensive Year "1M" (one year in the market), we have designed four indigenous career streams i.e., Design Challenge, Startup, Scaleup & Superior Go Global so our students may choose any track according to their aptitude.

Career Pathways

Startup: to become a successful entrepreneur by getting incubated at our **Innovation District 92 (ID-92)**



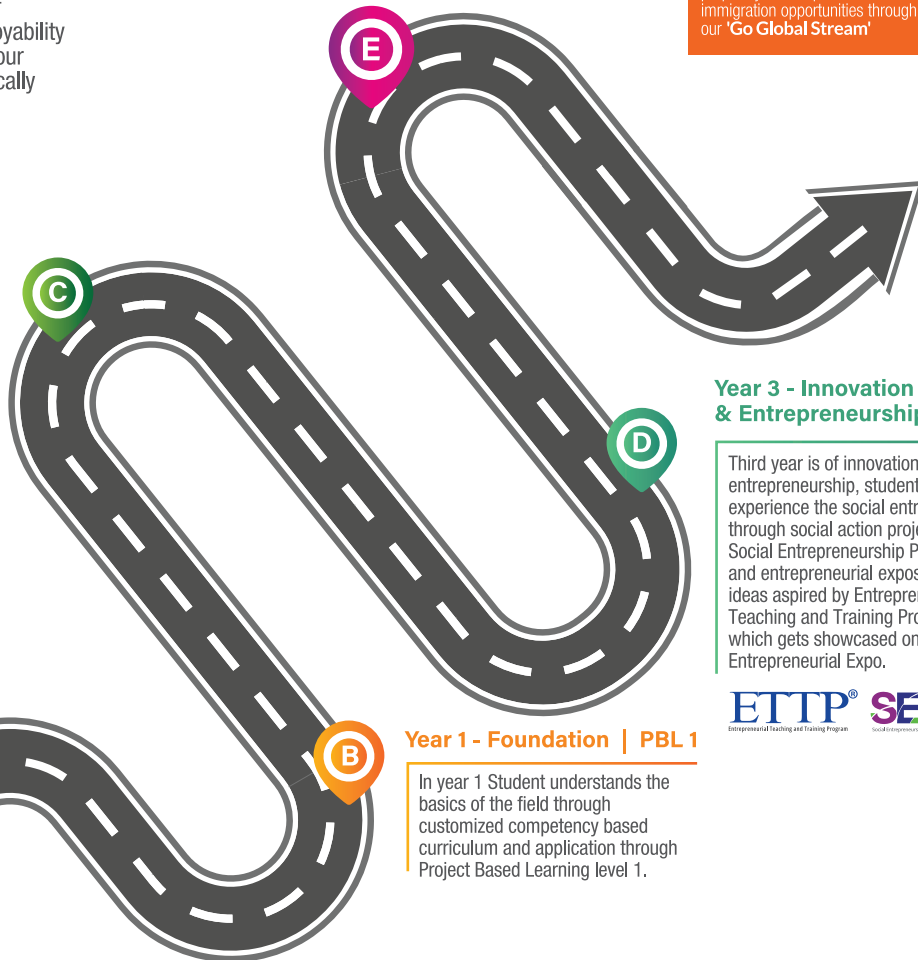
Scaleup: to uplift your family business by getting trained at our accelerator "ScaleupPk"



Design Challenge: to become a valuable resource for corporate world by solving a real-time industry problem following **Design Thinking** approach



Superior Go Global: to prepare you to explore career and immigration opportunities through our "Go Global Stream"



Year 3 - Innovation & Entrepreneurship | PBL 3

Third year is of innovation and entrepreneurship, students will experience the social entrepreneurship through social action projects under Social Entrepreneurship Program (SEP) and entrepreneurial exposition of new ideas aspired by Entrepreneurship Teaching and Training Program (ETTP) which gets showcased on Superior Entrepreneurial Expo.



Year 1 - Foundation | PBL 1

In year 1 Student understands the basics of the field through customized competency based curriculum and application through Project Based Learning level 1.

BBA

(Hons.)

Superior's famed BBA program employs case studies and intensive projects to enable the students to adapt innovative business strategies to accommodate the changing marketplace conditions, assess organizational needs, and implement effective improvement scenarios. With the assistance of real and simulated business situations, the courses provide the students with opportunities to understand and apply effective leadership skills to pursue entry-level business careers or set up their entrepreneurial ventures.

Course Duration	4 Years
Semesters	8
Total Credit Hours	130

Eligibility

Intermediate or equivalent.

Semester 1

Introduction to Business	3
English For Life	3
Introduction to Computing	3
Business Maths	3
Islamic Studies	2
Micro Economics	3

Semester 4

Digital Marketing	3
Human Resource Management	3
Financial Management	3
Advance communication Skills in UMS	
Pak Studies	2
Sociology	3

Semester 2

Marketing Management	3
Principles of Management	3
Financial Accounting	3
Creative & Persuasive Writing	3
Business Stats	3
Macro Economics	3

Semester 5

ACP/SEP	3
Brand Management	3
Islamic Finance	3
Corporate & Business law	3
Economy of Pakistan	3

Semester 7

Corporate Entrepreneurship	3
Project Management	3
Art of Selling	3
Service Marketing	3
FYP-I	3

Semester 3

Leading People and Organizations	3
Management Accounting	3
Communication Skills and Personality	3
Development	
Smart Technologies in 21st century	3
Business Research Method	3
Psychology	3

Semester 6

Entrepreneurship	3
International Finance	3
Audit & Assurance	3
Supply Chain Management	3
Gig Economy	3

Semester 8

Business Policy & Strategy	3
Operational Excellence	3
Specialization Courses Retail	3
Management	
Specialization Courses/ CRM	3
FYP-II	3

To accommodate modern trends, University reserves the right to change course requirements, fee, course classifications, course content, class schedule, venue, faculty and the like, whenever it deems appropriate.



3U1M[®] WITH GLOBAL EXPERIENCE

CAREER SCOPE

- Land jobs as a Digital Media Marketing Executive
- Attain managerial positions in the HR, marketing, finance, and supply chain fields
- Entrepreneurship opportunity to start your own business consultancy firm

Opportunities to seek global exposure for higher education, internship, job or immigration through 3U1M Stream 'Superior Go Global'

DISTINCTIVE FEATURES

- Curriculum endorsed by industry and society of human resource management
- Pioneer in the emerging fields of management sciences in Pakistan
- Industry-vetted curriculum

To apply online, please visit
admissions.superior.edu.pk
042-111-00-00-78



University Campus, Lahore

17-KM, Main Raiwind Road, Lahore.
Ph: 042-38103777

Sargodha Campus

10-KM, Lahore Road, Sargodha.
Ph: 048-211-00-00

Faisalabad Campus

13-KM Satiana Road, Near Khanuana
Bypass, Faisalabad. Ph: 041-8792007-8

Rahim Yar Khan

East Bank Sadiq Canal Road, Darri Sanghi,
Rahim Yar Khan. Ph: 068-5958009