

## Program Overview

The **Bachelor of Science in Business and Information Technology (BSBIT)** is a four-year undergraduate program designed to blend core business concepts with modern information technology practices. It aims to produce graduates who understand the synergy between business operations and digital systems, preparing them for the data-driven and tech-enabled world.

As per the Higher Education Commission (HEC) of Pakistan, the program is structured to ensure quality, relevance, and alignment with national and international academic and industry standards.

## Program Fact File

Program Title	Bachelor of Science in Business and Information Technology (BSBIT)
Duration	4 years
Credit Hours	134 (as per HEC guidelines)
Semesters	8
Internship	3 credit hours
Final Year Project	3 credit hours

## Career Prospects

Graduates of the BSBIT program can pursue a wide range of career paths across industries such as banking, telecom, e-commerce, education, healthcare, IT services, and public administration. Key roles include:

Job Role	Field/Industry
IT Business Analyst	Banking, Retail, Services
Systems Analyst	Software Houses, Government IT Departments
Database Administrator	Tech Firms, Logistics, CRM Services
Management Information System Officer	Corporate, Educational, Health Sector
Business Intelligence Associate	FMCGs, Consulting Firms
Software Project Coordinator	Startups, SMEs

Digital Transformation Assistant	Public/Private Sector
Technical Product Manager (Junior Level)	E-commerce, FinTech
ICT Consultant	NGOs, Government Institutions
Entrepreneur/Startup Founder	Tech-enabled Business Ventures

## Eligibility Criteria

- Minimum 50% marks in intermediate or Equivalent
- Admission Test

## Semester Plan

**Bachelor of Science in Business and Information Technology (BSBIT)**  
**Fall 2025 onwards**  
**Scheme of Studies**

Course Code	Subject Name	Cr. Hrs	Pre-Req
<b>Semester I</b>			
AF 102	Financial Accounting-I	3-0-3	-
BA 151	Principles of Management	3-0-3	-
EL 170	Functional English	3-0-3	-
CS 181	Applications of Information and Communication Technologies (ICT)	2-0-2	-
CS 181L	Applications of Information and Communication Technologies (ICT) Lab	0-1-1	-
HU 405	Ideology and Constitution of Pakistan	2-0-2	-
PY 115	Introduction to Psychology	2-0-2	-
	<b>Total Credit Hours</b>	<b>16</b>	
<b>Semester II</b>			
CS 111	Programming Fundamentals	3-0-3	-
CS 111L	Programming Fundamentals - Lab	0-1-1	-
BA 131	Microeconomics	3-0-3	-

MK 101	Principles of Marketing	3-0-3	-
EL 271	Expository Writing	3-0-3	-
MA 120	Mathematics & Logics – I	3-0-3	-
HU 211	Introduction to Sociology	2-0-2	-
	<b>Total Credit Hours</b>	<b>18</b>	
<b>Semester III</b>			
AF 251	Introduction to Business Finance	3-0-3	AF 102
BA 232	Macroeconomics	3-0-3	-
CS 112	Object Oriented Programming	3-0-3	CS111, CS111L
CS 112L	Object Oriented Programming Lab	0-1-1	-
BA 257	Management Information System	3-0-3	-
MA 121	Mathematics and Logics -II	3-0-3	MA 120
	<b>Total Credit Hours</b>	<b>16</b>	
<b>Semester IV</b>			
HU 411	Civics and Community Engagement	2-0-2	-
PH 112	Introduction to Environmental Science	3-0-3	-
HU 124	Islamic Studies and Ethics	2-0-2	-
CS 217	Applied Data Structure	2-0-2	-
CS 217L	Applied Data Structure Lab	0-1-1	-
BA 256	Entrepreneurship	3-0-3	BA 151
CS 215	Information Security	2-0-2	-
CL 215L	Information Security Lab	0-1-1	-
HU 115	Pakistan Studies	2-0-2	-
	<b>Total Credit Hours</b>	<b>18</b>	
<b>Summer Internship</b>			
BN 491	Internship	3-0-3	-
	<b>Total Credit Hours</b>	<b>3</b>	

<b>Semester V</b>			
AF 252	Financial Management	3-0-3	AF 251
CE 416	Database System	2-0-2	-
CE 416L	Database System Lab	0-1-1	-
HR 301	Human Resource Management	3-0-3	BA 151
MK 302	Marketing Management	3-0-3	MK 101
MA 206	Statistical Inference	3-0-3	MA 121
CS 260	Computer Networks	2-0-2	-
CS 260L	Computer Networks Lab	0-1-1	-
	<b>Total Credit Hours</b>	<b>18</b>	
<b>Semester VI</b>			
MK 303	Consumer Behavior	3-0-3	-
PM 311	Project Management	3-0-3	BA 151
BA 463	Business Research Methods	3-0-3	-
SE 101	Introduction to Software Engineering	3-0-3	-
BA 409	Business Analytics	3-0-3	MA 206
	<b>Total Credit Hours</b>	<b>15</b>	
<b>Semester VII</b>			
MK 411	E-commerce and Digital Marketing	3-0-3	-
EL 202	Academic Writing	3-0-3	-
IT 323	Big Data Analytics	2-0-2	-
IT 323L	Big Data Analytics Lab	0-1-1	-
BA XXX	Elective 1	3-0-3	-
BA XXX	Elective 2	3-0-3	-
BN 497	Capstone Project I	1-0-1	-
	<b>Total Credit Hours</b>	<b>16</b>	
<b>Semester VIII</b>			

CS 281	Mobile Computing	2-0-2	-
CS 281L	Mobile Computing Lab	0-1-1	-
BN 321	Artificial Intelligence for Business	2-0-2	-
BN 321L	Artificial Intelligence for Business Lab	0-1-1	-
BA XXX	Elective 3	3-0-3	-
BA XXX	Elective 4	3-0-3	-
BN 498	Capstone Project II	2-0-2	BN 497
	<b>Total Credit Hours</b>	<b>14</b>	
<b>GRAND TOTAL (CREDIT HRS.)</b>		<b>134</b>	

### IT Electives

Course Code	Subject Name	Cr. Hrs
IT 433	DB Administration and Management	2-0-2
IT 433L	DB Administration and Management Lab	0-1-1
CS 301	Full Stack Web Development	2-0-2
CS 301L	Full Stack Web Development Lab	0-1-1
IT 341	Visual Programming	2-0-2
IT 341L	Visual Programming Lab	0-1-1
CS 450	Data Mining	3-0-3

### Business Electives

Course Code	Subject Name	Cr. Hrs
HR 431	Training and Development	3-0-3
HR 452	Human Resource Development	3-0-3
HR 471	Motivation and Leadership	3-0-3
PM 471	Supply Chain Management	3-0-3
MK 445	AI in Marketing	3-0-3

MK 414	Digital Content Creation	2-1-3
MK 417	SEO	2-1-3
MK 441	Advertising and Event Management	3-0-3
MK 452	Brand Management	3-0-3
MK 471	Marketing Analytics	2-1-3
HR 481	HR Analytics	2-1-3
HR 421	Performance and Compensation Management	3-0-3