

M-3

Director Academics

Approved



Dean AUSOM

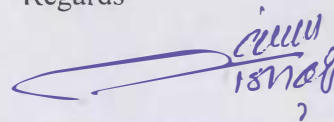
Recommended for approval, please

 10-04-25

Newly Launched SoS of BSBIT & BSBA Programs

1. The new Scheme of Studies of newly launched programs BSBIT and BSBA are placed as "Flag A" and "Flag B" respectively.
2. Submitted for kind approval.

Regards



**Dr. Amir Ishaque**  
Chair Department of Business  
Studies (AUSOM)

April 10, 2025

Necessary corrections have been made and revised draft is attached for formal approval please. Sir,  
HOD Business Studies

Plz correct the typos mentioned on sos. Plz keep the draft.

Salma  
15/4/25

|                     |
|---------------------|
| Office of Dir. Acad |
| Date... 10/4/25     |
| Sr. No... 368       |

Bachelor of Science in Business Analytics (BSBA)

Fall 2025

Scheme of Studies

| Course Code            | Subject Name                                                         | Cr.Hrs    | Pre-Req |
|------------------------|----------------------------------------------------------------------|-----------|---------|
| <b>Semester I</b>      |                                                                      |           |         |
| AF 102                 | Financial Accounting-I                                               | 3-0-3     | -       |
| EL 170                 | Functional English                                                   | 3-0-3     | -       |
| MA 120                 | Mathematics & Logics-I                                               | 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     | -       |
| BN 101                 | Introduction to Business Analytics                                   | 2-1-3     | -       |
| PY 115                 | Introduction to Psychology                                           | 2-0-2     | -       |
|                        | <b>Total Credit Hours</b>                                            | <b>17</b> |         |
| <b>Semester II</b>     |                                                                      |           |         |
| BA 151                 | Principles of Management                                             | 3-0-3     | -       |
| MK 101                 | Principles of Marketing                                              | 3-0-3     | -       |
| EL 271                 | Expository Writing                                                   | 3-0-3     | -       |
| MA 121                 | Mathematics & Logics-II                                              | 3-0-3     | MA 120  |
| BN 102                 | Programing Fundamentals for Analytics                                | 2-0-2     | -       |
| BN 102L                | Programing Fundamentals for Analytics Lab                            | 0-1-1     | -       |
| BA 135                 | Micro and Managerial Economics                                       | 3-0-3     | -       |
|                        | <b>Total Credit Hours</b>                                            | <b>18</b> |         |
| <b>Semester III</b>    |                                                                      |           |         |
| BN 231                 | Business Analytics and Data Visualization                            | 2-0-2     | BN101   |
| BN 231L                | Business Analytics and Data Visualization Lab                        | 0-1-1     | BN101   |
| AF 251                 | Introduction to Business Finance                                     | 3-0-3     | AF102   |
| <del>MAxxx</del>       | Linear Algebra & Calculus                                            | 3-0-3     | MA 120  |
| PH 112                 | Introduction to Environmental Science                                | 3-0-3     | -       |
| HU 115                 | Pakistan Studies                                                     | 2-0-2     | -       |
| HU 124                 | Islamic Studies and Ethics                                           | 2-0-2     | -       |
| HU 411                 | Civics and Community Engagement                                      | 2-0-2     | -       |
|                        | <b>Total Credit Hours</b>                                            | <b>18</b> |         |
| <b>Semester IV</b>     |                                                                      |           |         |
| BN 211                 | Programming tools for Analytics                                      | 2-0-2     | BN102   |
| BN 211L                | Programming tools for Analytics Lab                                  | 0-1-1     | BN102   |
| HU 405                 | Ideology and constitution of Pakistan                                | 2-0-2     | -       |
| BA 256                 | Entrepreneurship                                                     | 3-0-3     | -       |
| MA 206                 | Statistical Inference                                                | 3-0-3     | MA121   |
| BA 232                 | Macro Economics                                                      | 3-0-3     | -       |
| CE 416                 | Database System                                                      | 2-0-2     | -       |
| CE 416L                | Database System Lab                                                  | 0-1-1     | -       |
|                        | <b>Total Credit Hours</b>                                            | <b>17</b> |         |
| <b>Summer Semester</b> |                                                                      |           |         |
| BN 491                 | Internship                                                           | 3-0-3     | -       |
|                        |                                                                      | <b>3</b>  |         |
| <b>Semester V</b>      |                                                                      |           |         |
| BN 321                 | Artificial Intelligence for Business                                 | 2-0-2     | -       |
| BN 321L                | Artificial Intelligence for Business Lab                             | 0-1-1     | -       |

*amir*  
15/9/25  
**Dr. Amir Ishque**

Chair  
Department of Business Studies  
Air University School of Management (AUSOM)  
Air University, Islamabad

*Hafiz*  
**Dr. Habib Ahmad**  
Actg Dean (AUSOM)  
Air University School of Management  
Air University, Islamabad

*Salma*  
**(SALMA SAFFRAZ)**  
Manager Academics  
Air University, Islamabad

|                                  |                                               |            |        |
|----------------------------------|-----------------------------------------------|------------|--------|
| MK 302                           | Marketing Management                          | 3-0-3      | MK 101 |
| AF 252                           | Financial Management                          | 3-0-3      | AF 251 |
| BN 341                           | Time Series Analytics and Predictions         | 2-1-3      | -      |
| HR 301                           | Human Resource Management                     | 3-0-3      | BA 151 |
| <b>Total Credit Hours</b>        |                                               | <b>18</b>  | -      |
| <b>Semester VI</b>               |                                               |            |        |
| EL 202                           | Academic Writing                              | 3-0-3      | -      |
| BN 343                           | Financial Analytics                           | 3-0-3      | AF 252 |
| BN 322                           | Machine Learning for Predictive Analytics     | 2-0-2      | -      |
| BN 322L                          | Machine Learning for Predictive Analytics Lab | 0-1-1      | -      |
| BN 346                           | Marketing Analytics                           | 2-1-3      | MK 302 |
| BA 363                           | Business Research Methods                     | 3-0-3      | -      |
| <b>Total Credit Hours</b>        |                                               | <b>15</b>  | -      |
| <b>Semester VII</b>              |                                               |            |        |
| BN 442                           | Prescriptive Analytics                        | 2-1-3      | BN 322 |
| BN 413                           | Data Mining for Business                      | 2-0-2      | -      |
| BN 413L                          | Data Mining for Business Lab                  | 0-1-1      | -      |
| BN 445                           | HR Analytics                                  | 3-0-3      | HR 301 |
| BN XXX                           | Elective I                                    | 3-0-3      | -      |
| BN XXX                           | Elective II                                   | 3-0-3      | -      |
| BN 497                           | Capstone Project-I                            | 1-0-1      | -      |
| <b>Total Credit Hours</b>        |                                               | <b>16</b>  | -      |
| <b>Semester VIII</b>             |                                               |            |        |
| BN 444                           | Strategic Business Decisions with Analytics   | 3-0-3      | -      |
| BN 414                           | Big Data Analytics                            | 2-0-2      | -      |
| BN 414                           | Big Data Analytics Lab                        | 0-1-1      | -      |
| BN XXX                           | Elective III                                  | 3-0-3      | -      |
| BN XXX                           | Elective IV                                   | 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>136</b> | -      |

#### Elective Courses:

| Course Code | Subject Name                                       | Cr.Hrs |
|-------------|----------------------------------------------------|--------|
| BN 404      | Advanced Business Analytics                        | 2-1-3  |
| BN 405      | Agile Business Intelligence and Project Management | 2-1-3  |
| BN 415      | Fintech                                            | 2-1-3  |
| BN 416      | Blockchain and Business Analytics                  | 2-1-3  |
| BN 417      | Social Media Analytics                             | 2-1-3  |
| BN 423      | Customer Analytics                                 | 2-1-3  |
| BN 432      | Digital Marketing Analytics                        | 2-1-3  |
| BN 433      | Data Storytelling and Visualization                | 2-1-3  |
| BN 434      | Analytics for Effective Performance Management     | 2-1-3  |
| BN 447      | Financial Risk Management with Analytics           | 2-1-3  |
| BN 448      | Market Strategy and Forecasting                    | 2-1-3  |
| BN 449      | Supply Chain Analytics                             | 2-1-3  |

**Dr. Amir Ishque**

Chair  
Department of Business Studies  
Air University School of Management (AUSOM)  
Air University, Islamabad

**Dr. Habib Ahmad**  
Actg Dean (AUSOM)  
Air University School of Management  
Air University, Islamabad

**(SALMA SARFRAZ)**  
Manager Academics  
Air University, Islamabad