BS (Business Administration) Program

The BS (Business Administration)/BBA program gives students a rigorous insight into business administration from holistic as well as methodological perspective. Emphasis is placed throughout the program on grooming the personality of our students and sharpening their skills. CIIT prepares them to think analytically and innovatively in practical business situations. This Program is focused on four major areas of specialization i.e. Marketing, Finance, HRM and Information Technology.

Special Features and Objectives

The objectives for this degree program are to:

- Familiarize students with the fundamental bodies of theoretical and applied knowledge of business represented in the core courses.
- Provide students an opportunity to learn new tools and techniques in areas such as accounting, marketing, and management as represented in higher level courses.
- Enable students to integrate formal academic learning with their business related experiential learning.
- Encourage self-improvement and professional growth among students.
- Expose students to the global business environment.
- This program prepares them to proceed onwards to a more targeted Master’s program in Business Administration.
**Admission and Eligibility**

**Session:** The program is offered in Fall and Spring Session  
**Duration & Semesters:** The duration of program is 04 years (08 Semesters)  
**Qualification:** Intermediate or equivalent (‘A’ Level) with minimum 50% marks from accredited institution.  
**Test and Score:** NTS-NAT test score with minimum 50% marks.

**Job Prospects**

The CIIT graduates of Business Administration can tap into a huge pool of jobs in Telecommunication Companies, FMCG’S, Banks and other Financial Institutions, Electronic and Print Media, Manufacturing Concerns, Service Industry, Advertising Agencies, Consultation Firms and other vast spectrum of job opportunities. CIIT encourage and edifies students to start their own business by ensuring their participation in different competitions organized locally or internationally.

**Program Structure**

The CIIT BS(BA) program comprises of 130 credits of taught courses and 03 credits of internship. During a semester a student can enroll minimum of 12 credits and maximum of 21 credits. The academic performance is measured through Grade Point system and marks are distributed among 02 Sessionals, Assignments, Quizzes, Projects, Presentation and 01 Final examination. The minimum duration for the completion of this degree is eight semesters and a maximum of twelve semesters. The degree will be awarded on completion of minimum 133 credits with a CGPA of at least 2.0/4.