

# **Study Scheme & Syllabus of Bachelor of Business Administration (BBA)**

**Batch 2026 onwards**



**University Main Campus, Constituent Campuses and  
Affiliated Colleges**

**Department of Academics  
I.K. Gujral Punjab Technical University**

## First Semester

| Course Code | Course Type  | Course Title                                               | L         | T        | P        | Internal   | External   | Total Marks | Credits   |
|-------------|--------------|------------------------------------------------------------|-----------|----------|----------|------------|------------|-------------|-----------|
| BBA 101-18  | Core Course  | Principles and Practices of Management                     | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBA 102-18  | Core Course  | Basic Accounting                                           | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBAGE101-18 | Core Course  | Managerial Economics I                                     | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BTHU103/18  | AECC         | English                                                    | 1         | 0        | 0        | 40         | 60         | 100         | 1         |
| BTHU104/18  | AECC         | English Practical/Laboratory                               | 0         | 0        | 2        | 30         | 20         | 50          | 1         |
| HVPE101-18  | AECC         | Human Values, De-addiction and Traffic Rules               | 3         | 0        | 0        | 40         | 60         | 100         | 3         |
| HVPE102-18  | AECC         | Human Values, De-addiction and Traffic Rules (Lab/Seminar) | 0         | 0        | 2        | 25         | --         | 25          | 1         |
| BMPD102-18  | Core Course  | Mentoring and Professional Development                     | 0         | 0        | 2        | 25         | --         | 25          | 1         |
|             | <b>TOTAL</b> |                                                            | <b>19</b> | <b>3</b> | <b>6</b> | <b>280</b> | <b>320</b> | <b>600</b>  | <b>25</b> |

## Second Semester

| Course Code | Course Type                    | Course Title                           | L         | T        | P        | Internal   | External   | Total Marks | Credits   |
|-------------|--------------------------------|----------------------------------------|-----------|----------|----------|------------|------------|-------------|-----------|
| BBA 201-18  | Core Course                    | Business Statistics                    | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBA 202-18  | Core Course                    | Business Environment                   | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBAGE201-18 | Core Course                    | Managerial Economics II                | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| EMC-101-25  | Core Course                    | Entrepreneurship Setup and Launch      | 0         | 0        | 4        | 60         | 40         | 100         | 2         |
| EVS102-18   | AECC                           | Environment Studies                    | 2         | 0        | 0        | 40         | 60         | 100         | 2         |
| BMPD202-18  | Core Course                    | Mentoring and Professional Development | 0         | 0        | 2        | 25         | --         | 25          | 1         |
| UGDM-101-26 | Skill Enhancement (Non-Credit) | Disaster Management and Preparedness   | 1         | 0        | 2        | 50         | 50         | 100         | S/US      |
|             | <b>TOTAL</b>                   |                                        | <b>18</b> | <b>3</b> | <b>8</b> | <b>295</b> | <b>330</b> | <b>625</b>  | <b>23</b> |

## Third Semester

| Course Code   | Course Type       | Course Title                           | L         | T        | P        | Internal   | External   | Total Marks | Credits   |
|---------------|-------------------|----------------------------------------|-----------|----------|----------|------------|------------|-------------|-----------|
| BBA301-18     | Core Course       | Organizational Behaviour               | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBA 302-18    | Core Course       | Marketing Management                   | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBA 303-18    | Core Course       | Cost & Management Accounting           | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBAGE 301-18  | Core Course       | Production and Operation Management    | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBASEC 301-18 | Skill Enhancement | IT tools for Business                  | 2         | 0        | 0        | 40         | 60         | 100         | 2         |
| EMC-102-25    | Core Course       | Entrepreneurship (Marketing Basics)    | 0         | 0        | 4        | 60         | 40         | 100         | 2         |
| BMPD302-18    | Core Course       | Mentoring and Professional Development | 0         | 0        | 2        | 25         | --         | 25          | 1         |
|               | <b>TOTAL</b>      |                                        | <b>22</b> | <b>4</b> | <b>6</b> | <b>285</b> | <b>340</b> | <b>625</b>  | <b>29</b> |

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## Fourth Semester

| Course Code   | Course Type                | Course Title                                        | L         | T        | P        | Internal   | External   | Total Marks | Credits   |
|---------------|----------------------------|-----------------------------------------------------|-----------|----------|----------|------------|------------|-------------|-----------|
| BBA401-18     | Core Theory 8              | Business Research Methods                           | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBA 402-18    | Core Theory 9              | Human Resource Management                           | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBA 403-18    | Core Theory 10             | Financial Management                                | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBAGE 401-18  | General Elective 4         | Entrepreneurship Development                        | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBASEC 401-18 | Skill Enhancement Course-2 | Business Ethics and Corporate Social Responsibility | 2         | 0        | 0        | 40         | 60         | 100         | 2         |
| BMPD402-18    | —                          | Mentoring and Professional Development              | 0         | 0        | 2        | 25         | --         | 25          | 1         |
|               | <b>TOTAL</b>               |                                                     | <b>22</b> | <b>4</b> | <b>2</b> | <b>425</b> | <b>300</b> | <b>525</b>  | <b>27</b> |

## Fifth Semester

| Course Code | Course Type                    | Course Title                           | L         | T        | P        | Internal   | External   | Total Marks | Credits   |
|-------------|--------------------------------|----------------------------------------|-----------|----------|----------|------------|------------|-------------|-----------|
| BBA501-18   | Core Theory 11                 | Operation Research                     | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBA502-18   | Core Theory 12                 | Mercantile Law                         | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| —           | Discipline Specific Elective 1 | Elective – I                           | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| —           | Discipline Specific Elective 2 | Elective – II                          | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BMPD502-18  | —                              | Mentoring and Professional Development | 0         | 0        | 2        | 25         | --         | 25          | 1         |
|             | <b>TOTAL</b>                   |                                        | <b>20</b> | <b>4</b> | <b>2</b> | <b>225</b> | <b>240</b> | <b>425</b>  | <b>25</b> |

### Specializations (choose one group)

#### Marketing

| Course Code | Course Title                     |
|-------------|----------------------------------|
| BBA 511-18  | Consumer Behaviour               |
| BBA 512-18  | Advertising and Sales Management |

#### Finance

| Course Code | Course Title                 |
|-------------|------------------------------|
| BBA 521-18  | Corporate Accounting         |
| BBA 522-18  | Financial Markets & Services |

#### Human Resource Management

| Course Code | Course Title                      |
|-------------|-----------------------------------|
| BBA 531-18  | Industrial Relations & Labour Law |
| BBA 532-18  | Organisation Change & Development |

## Sixth Semester

| Course Code | Course Type                    | Course Title                           | L         | T        | P        | Internal   | External   | Total Marks | Credits   |
|-------------|--------------------------------|----------------------------------------|-----------|----------|----------|------------|------------|-------------|-----------|
| BBA601-18   | Core Theory 13                 | Strategy Management                    | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BBA602-18   | Core Theory 14                 | Company Law                            | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| —           | Discipline Specific Elective 3 | Elective – III                         | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| —           | Discipline Specific Elective 4 | Elective – IV                          | 5         | 1        | 0        | 40         | 60         | 100         | 6         |
| BMPD602-18  | —                              | Mentoring and Professional Development | 0         | 0        | 2        | 25         | --         | 25          | 1         |
|             | <b>TOTAL</b>                   |                                        | <b>20</b> | <b>4</b> | <b>2</b> | <b>185</b> | <b>240</b> | <b>425</b>  | <b>25</b> |

### Specializations (choose one group)

#### Marketing

| Course Code | Course Title                       |
|-------------|------------------------------------|
| BBA 611-18  | Services Marketing                 |
| BBA 612-18  | Retailing and Logistics Management |

#### Finance

| Course Code | Course Title                 |
|-------------|------------------------------|
| BBA 621-18  | Personal Financial Planning  |
| BBA 622-18  | Direct and Indirect Tax Laws |

#### Human Resource Management

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| BBA-631     | Training & Development                   |
| BBA-632     | Cross Cultural Human Resource Management |