

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**

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
	TOTAL		22	4	6	285	340	625	29

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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
	TOTAL		22	4	2	425	300	525	27