

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

Batch 2022 onwards



**University Main Campus, Constituent Campuses
And Affiliated colleges**

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

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
	TOTAL		20	4	2	225	240	425	25

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