

**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**

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
	TOTAL		20	4	2	185	240	425	25

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