

UNIVERSITY OF THE PUNJAB

NOTIFICATION

The Syndicate at its meeting held on 03-07-2025 has approved the recommendations of the Academic Council dated 03-06-2025 regarding revised codes of courses of studies of BBA program of Institute of Business Administration with effect from Academic Session Fall, 2024.

The revised codes of courses of studies of BBA program of Institute of Business Administration is attached.

Admin.Block,
Quaid-i-Azam Campus,
Lahore.

Sd/-
Dr. Ahmad Islam
Registrar

No. D/ 5354 /Acad.

Dated : 1-07 /2025.

Copy of the above is forwarded to the following for information and necessary action: -

1. Pro-Vice-Chancellor/Chairman, Admission Committee
2. Dean, Faculty of Business, Economics & Administrative Sciences.
3. Director Institute of Business Administration.
4. Chairperson, DPCC.
5. Controller of Examinations.
6. Director IT. (for uploading on PU website)
7. Assistant Registrar. (Syndicate)
8. Assistant Registrar. (Statutes)
9. Secretary to the Vice-Chancellor.
10. Private Secretary to Registrar.
11. Admin Officer. (Syllabus)


Assistant Registrar (Academic)
for Registrar

Appendix - III

**Existing and Revised codes for courses to be offered
in the new scheme of study for BBA program.**

MR Khan

Director
Institution
University of the Punjab, Lahore.

List of Courses under BBA New Scheme of Study with the Existing Codes

Sr. No	Code	Course Title	Course Type	Prerequisite	Credit hours
Semester I					
1.	TBA	International Relations	Gen (AH)		2
2.	GENG-101	Functional English	General Education (Gen Ed)		3
3.	GCCE-201	Civics and Community Engagement	Gen Ed		2
4.	GISL-101	Islamic Studies	Gen Ed		2
5.	BBA-101	Fundamentals of Accounting	Major		3
6.	BBA-102	Fundamentals of Management	Major		3
7.	HQ-001	Tadrees-ul-Quran	Quran		0
Total Credit Hours					15
Semester II					
1.	TBA	Sociology	Gen (SS)		2
2.	GQR-101	Quantitative Reasoning-1	Gen Ed		3
3.	GENT-201	Entrepreneurship	Gen Ed		2
4.	GICP-101	Ideology and Constitution of Pakistan/Pakistan Studies	Gen Ed		2
5.	BBA 111	Financial Accounting	Major	Fundamentals of Accounting	3
6.	BBA 112	Introduction to Human Resource Management	Major	Fundamentals of Management	3
7.	HQ-002	Tadrees-ul-Quran	Quran		1
Total Credit Hours					16
Semester III					
1.	GICT-201	Application of Information and Communication	Gen Ed		3
2.	GENG-201	Expository Writing	Gen Ed		3
3.	BBA 202	Principles of Marketing	Major		3
4.	BBA 203	Fundamentals of Financial Management	Major		3
5.	BBA 204	Principles of Auditing	Major	Fundamentals of Accounting	3
6.	HQ-003	Tadrees-ul-Quran	Quran		0
Total Credit Hours					15
Semester IV					
1.	TBA	Ecology	Gen (NS)		3
2.	GQR-102	Quantitative Reasoning-II	Gen Ed	Quantitative Reasoning-1	3

M. Rehman
Director
 Institute of Business Administration
 University of the Punjab, Lahore.

Sr. No	Code	Course Title	Course Type	Prerequisite	Credit hours
3.	BBA 212	Marketing Management	Major	Principles of Marketing	3
5.	BBA 213	Cost & Management Accounting	Major	Fundamentals of Accounting	3
6.	BBA 214	Behavioral Sciences for Management	Major	Fundamentals of Management	3
7.	HQ-004	Tadrees-ul-Quran	Quran		1
Total Credit Hours					16
Semester V					
1.	BBA 301	Financial Institutions and Markets	Interdisciplinary		3
2.	BBA 314	Microeconomics	Interdisciplinary		3
3..	BBA 302	Corporate Governance and Business Ethics	Major		3
3.	BBA 303	Business Research and Report Writing	Major		3
4.	BBA 304	Performance Management	Major		3
5.	-	Specialization-I	Elective		3
6.	HQ-005	Tadrees-ul-Quran	Quran		0
Total Credit Hours					18
Semester VI					
1.	TBA	Critical Reasoning	Interdisciplinary		3
2.	BBA 315	Macroeconomics	Interdisciplinary		3
3.	BBA 311	Corporate Law	Major		3
4.	BBA 312	Taxation Management	Major		3
5.	BBA 313	Operations Management	Major		3
6.	-	Specialization-II	Elective		3
7.	HQ-006	Tadrees-ul-Quran	Quran		1
Total Credit Hours					19
Semester VII					
1.	BBA 402	Strategic Management	Major	Fundamentals of Management	3
	BBA 401	Essentials of Supply Chain Management	Major		3
2.	TBA	Internship	Internship		3
3.	BBA 403	Organizational Development	Major	Introduction to HRM	3
4.	BBA 404	Small and Medium Enterprises	Major		3
5.	-	Specialization-III	Elective		3
6.	HQ-007	Tadrees-ul-Quran	Quran		0
Total Credit Hours					18
Semester VIII					

Sr. No	Code	Course Title	Course Type	Prerequisite	Credit hours
1.	TBA	Capstone Project	Project		3
2.	BBA 411	Entrepreneurial Ventures and Business Plan	Major		3
3.	BBA 412	Management Information System	Major		3
4.	BBA 413	Business Analytics	Major		3
5.	BBA 416	Industry Analysis	Major		3
5.	-	Specialization-IV	Elective		3
6.	HQ-008	Tadrees-ul-Quran	Quran		1
Total Credit Hours					19
Total Credit Hours for BBA Degree					136

List of Specialization Courses

Finance Specialization Courses		
Sr. No	Code	Course Title
1	BBA 421	Financial Reporting and Analysis
2	BBA 422	Managerial Accounting
3	BBA 423	Investment Analysis and Portfolio Management
4	BBA 424	Financial Management-II
5	BBA 425	Behavioral Finance
6	BBA 426	Investment Banking & Financial Services
7	BBA 427	Islamic Finance
8	BBA 428	Regulation & Financial Markets
9	BBA 429	Risk Management
10	BBA 430	Advanced Performance Management
Marketing Specialization Courses		
Sr. No	Code	Course Title
1	BBA 431	Consumer Behaviour
2	BBA 432	Advertising
3	BBA 433	Sales Management
4	BBA 434	Marketing Research
5	BBA 435	Dynamic Distribution & Logistics
6	BBA 436	Brand Management
7	BBA 437	E- Commerce
8	BBA 438	Personal Selling
9	BBA 439	Digital Marketing
Human Resource Management Specialization Courses		
Sr. No	Code	Course Title
1	BBA 441	Strategic Human Resource Management
2	BBA 442	Human Resource Development
3	BBA 443	Research in HR
4	BBA 444	Labour Laws in Pakistan
5	BBA 445	Team Management
6	BBA 446	Global Perspectives in Business

MR Khan

Director
Department of Administration
University of Management Sciences, Lahore

List of the Courses under BBA new Scheme with the Revised Codes

Scheme of Studies / Semester-wise workload

Sr. No	Code	Course Title	Course Type	Prerequisite	Credit hours
Semester I					
1.	AH-111	International Relations	Gen (AH)		2
2.	GENG-101	Functional English	General Education (Gen Ed)		3
3.	GCCE-201	Civics and Community Engagement	Gen Ed		2
4.	GISL-101	Islamic Studies	Gen Ed		2
5.	BBA-111	Fundamentals of Accounting	Major		3
6.	BBA-112	Fundamentals of Management	Major		3
7.	HQ-110	Tadrees-ul-Quran	Quran		0
Total Credit Hours					15
Semester II					
1.	SS-121	Sociology	Gen (SS)		2
2.	GQR-101	Quantitative Reasoning-I	Gen Ed		3
3.	GENT-201	Entrepreneurship	Gen Ed		2
4.	GICP-101	Ideology and Constitution of Pakistan/Pakistan Studies	Gen Ed		2
5.	BBA-121	Financial Accounting	Major	Fundamentals of Accounting	3
6.	BBA-122	Introduction to Human Resource Management	Major	Fundamentals of Management	3
7.	HQ-121	Tadrees-ul-Quran	Quran		1
Total Credit Hours					16
Semester III					
1.	GICT-201	Application of Information and Communication Technologies	Gen Ed		3
2.	GENG-201	Expository Writing	Gen Ed		3
3.	BBA-211	Principles of Marketing	Major		3
4.	BBA-212	Fundamentals of Financial Management	Major		3
5.	BBA-213	Principles of Auditing	Major	Fundamentals of Accounting	3
6.	HQ-210	Tadrees-ul-Quran	Quran		0
Total Credit Hours					15
Semester IV					
1.	NS-221	Ecology	Gen (NS)		3

M. Khan
 Director
 Institute of Business Administration
 University of the Punjab, Lahore.

Sr. No	Code	Course Title	Course Type	Prerequisite	Credit hours
2.	GQR-102	Quantitative Reasoning-II	Gen Ed	Quantitative Reasoning-I	3
3.	BBA-221	Marketing Management	Major	Principles of Marketing	3
4.	BBA-222	Cost & Management Accounting	Major	Fundamentals of Accounting	3
5.	BBA-223	Behavioral Sciences for Management	Major	Fundamentals of Management	3
6.	HQ-221	Tadrees-ul-Quran	Quran		1
Total Credit Hours					16
Semester V					
1.	BBA-311	Financial Institutions and Markets	Interdisciplinary		3
2.	BBA-312	Microeconomics	Interdisciplinary		3
3.	BBA-313	Corporate Governance and Business Ethics	Major		3
4.	BBA-314	Business Research and Report Writing	Major		3
5.	BBA-315	Performance Management	Major		3
6.	-	Specialization-I	Elective		0
7.	HQ-311	Tadrees-ul-Quran	Quran		1
Total Credit Hours					16
Semester VI					
1.	BBA-321	Critical Reasoning	Interdisciplinary		3
2.	BBA-322	Macroeconomics	Interdisciplinary		3
3.	BBA-323	Corporate Law	Major		3
4.	BBA-324	Taxation Management	Major		3
5.	BBA-325	Operations Management	Major		3
6.	-	Specialization-II	Elective		3
7.	HQ-321	Tadrees-ul-Quran	Quran		1
Total Credit Hours					19
Semester VII					
2.	BBA-411	Strategic Management	Major	Fundamentals of Management	3
2.	BBA-412	Essentials of Supply Chain Management	Major		3
3.		Internship	Internship		3
4.	BBA-413	Organizational Development	Major	Introduction to HRM	3
5.	BBA-414	Small and Medium Enterprises	Major		3
6.	-	Specialization-III	Elective		3

Sr. No	Code	Course Title	Course Type	Prerequisite	Credit hours
7.	HQ-410	Tadrees-ul-Quran	Quran		0
Total Credit Hours					18
Semester VIII					
1.	BBA-421	Capstone Project	Project		3
2.	BBA-422	Entrepreneurial Ventures and Business Plan	Major		3
3.	BBA-423	Management Information System	Major		3
4.	BBA-424	Business Analytics	Major		3
5.	BBA-425	Industry Analysis	Major		3
6.	-	Specialization-IV	Elective		3
7.	HQ-421	Tadrees-ul-Quran	Quran		1
Total Credit Hours					19
Total Credit Hours for BBA Degree					134

List of Specialization Courses

Finance Specialization Courses		
Sr. No.	Code	Course Title
1	FIN-311	Investment Analysis and Portfolio Management
2	FIN-321	Advanced Performance Management
3	FIN-411	Financial Management-II
4	FIN-421	Islamic Finance
5	FIN-312	Risk Management
6	FIN-322	Financial Reporting and Analysis
7	FIN-412	Behavioral Finance
8	FIN-422	Investment Banking & Financial Services
9	FIN-313	Regulation & Financial Markets
10	FIN-323	Managerial Accounting
Marketing Specialization Courses		
Sr. No.	Code	Course Title
1	MKT-311	Advertising
2	MKT-321	Consumer Behaviour
3	MKT-411	Sales Management
4	MKT-421	Marketing Research
5	MKT-312	Brand Management
6	MKT-322	E-Commerce
7	MKT-412	Personal Selling
8	MKT-422	Digital Marketing
9	MKT-313	Dynamic Distribution & Logistics
Human Resource Management Specialization Courses		
Sr. No.	Code	Course Title
1	HRM-311	Strategic Human Resource Management
2	HRM-321	Human Resource Development
3	HRM-411	Labour Laws in Pakistan
4	HRM-421	Team Management
5	HRM-312	Research in HR
6	HRM-322	Global Perspectives in Business

Mr. Rehan
 Director
 Institute of Management Sciences
 Islamabad