

JAYPEE UNIVERSITY ANOOPSHAHR

Faculty of Management



Course Structure: 2023-24

B.B.A.

As per NEP 2020 based on CBCS

STRUCTURE OF SYLLABUS

First Semester							
Sr. No.	Subject Code	Course	Contact Hours				Credits
		Name	L	T	P	Total	
1	23H11BB101	Principles of Management	5	1	0	6	6
2	23H11BB102	Mercantile Law	5	1	0	6	6
3	23H11BC103	Basic Accounting	5	1	0	6	6
4	23H11CS101	Computer Applications in Business	3	1	0	4	4
5	23H11VO101	Business Communication	3	0	0	3	3
6	23H11CC101	Food, Nutrition and Hygiene*	2	0	0	2	2
Total			23	4	0	27	27

Second Semester							
Sr. No.	Subject Code	Course	Contact Hours				Credits
		Name	L	T	P	Total	
1	23H11BB201	Organisational Behaviour	5	1	0	6	6
2	23H11BB202	Business Environment	5	1	0	6	6
3	23H11MA202	Statistics for Business	5	1	0	6	6
4	23H11VO201	Finance For Non Finance People	3	0	0	3	3
5	23H11CC201	First aid and Health*	2	0	0	2	2
Total			19	4	0	23	23

Third Semester							
Sr. No.	Subject Code	Course	Contact Hours				Credits
		Name	L	T	P	Total	
1	23H11BB301	Marketing Theory and Practices	5	1	0	6	6
2	23H11BB302	Human Resource Management	5	1	0	6	6
3	23H11BC303	Business Finance	5	1	0	6	6
4	23H11EO303	Business Economics	4	0	0	4	4
5	23H11VO301	Workshop Practices	0	1	4	5	3
6	23H11CC301	Human Values and Environment studies*	2	0	0	2	2
Total			22	3	4	29	27

Fourth Semester							
Sr. No.	Subject Code	Course	Contact Hours				Credits
		Name	L	T	P	Total	
1	23H11BB401	Research Methodology	5	1	0	6	6
2	23H11BB402	Business Ethics and Corporate Governance	5	1	0	6	6
3	23H11BC403	Income Tax	5	1	0	6	6
4	23H11VO401	Innovation and Startup	3	0	0	3	3
5	23H11CC401	Physical Education and Yoga*	2	0	0	2	2
Total			17	3	0	23	23

Fifth Semester							
Sr. No.	Subject Code	Course	Contact Hours				Credits
		Name	L	T	P	Total	
1	23H11BB501	Production Management	4	1	0	5	5
2	23H11BB502	Business Policy	4	1	0	5	5
3	23H11BB503	Project Management	4	1	0	5	5
4	23H11BB504	International Trade	4	1	0	5	5
5	23H17BB591	Project-I*	0	0	6	6	3
6	23H11CC501	Analytic Ability and Digital Awareness*	2	0	0	2	2
Total			18	4		28	25

Sixth Semester							
Sr. No.	Subject Code	Course	Contact Hours				Credits
		Name	L	T	P	Total	
1	23H1ABB601 23H1ABC603 23H1ABB602	Choose one: Consumer Behaviour ; Or Goods & Service Tax ; Or Industrial Relations & Labour Law	4	1	0	5	5
2	23H1ABB603 23H1ABC604 23H1ABB604	Choose on: Advertising & Marketing Communication; Or Auditing; Or Training & Development	4	1	0	5	5
3	23H1ABB605 23H1ABC605 23H1ABB606	Choose One: Sales Management; Investment Analysis & Portfolio Management; Cross Cultural Management	4	1	0	5	5
4	23H1ABB607 23H1ABC606 23H1ABB608	Brand Management; Or Specialized Accounting; Or Organisational Change and Development	4	1	0	5	5
5	23H17BB691	Project-II*	0	0	0	6	3
6	23H11CC601	Communication Skills and Personality Development*	2	0	0	2	2
Total			18	4	0	28	25

Total credits: 150

*Students' grades in co-curricular courses (CC) and Project-I and Project-II courses shall be marked on their grade sheets based on their marks but the credits in these courses shall not be considered for the calculation of students' CGPA.

Student must earn minimum of 132 credits (excluding CC and Project-I and Project-II courses) for the award of the degree.

HOD

Faculty In charge