

**Jaypee University Anoopshahr**  
**BBA/BBA (Honours)/ BBA (Honours with**  
**Research)**

**Course Curriculum**

**(Applicable to batches admitted in 2024-25 onwards)**



**Faculty of Management**

**April- 2024**

FIRST SEMESTER									
Sr.No	Course		Contact Hours				Credit	AICTE Cat.	University Cat.
	Code	Name	L	T	P	Total			
<b>3 WEEKS COMPULSORY INDUCTION PROGRAM</b>									
1	24H11BB101	Principles and Practices of Management	3	1	0	4	4	Core	Core
2	24H11CO101	Financial Accounting	4	0	0	4	4	Core	Core
3	24H11MA103	Business Statistics and Logic	3	1	0	4	4	Core	Core
4	24H11BB102	Business Communication-I	1	1	0	2	2	AEC	Core
5	24H11HS104	General English	1	1	0	2	2	AEC	Core
6	24H11HS105	Indian Knowledge System	2	0	0	2	2	MDE	Core
7	24H11VA104	Environmental Science and Sustainability	2	0	0	2	2	VAC	Core
<b>Total</b>			<b>16</b>	<b>4</b>	<b>0</b>	<b>20</b>	<b>20</b>		

SECOND SEMESTER									
Sr.No	Course		Contact Hours				Credit	AICTE Cat.	University Cat.
	Code	Name	L	T	P	Total			
1	24H11BB202	Human Behaviour and Organization	3	1	0	4	4	Core	Core
2	24H11BB203	Marketing Management	3	1	0	4	4	Core	Core
3	24H11BB204	Business Economics	3	1	0	4	4	Core	Core
4	24H11CS201	Fundamentals of Computer	1	0	0	1	1	SEC	Core
5	24H17CS271	Fundamentals of Computer Lab	0	0	2	2	1	SEC	Core
6	24H11HS206	Media Literacy and Critical Thinking	1	1	0	2	2	MDE	Core
7	24H11VA205	Indian Constitution	2	0	0	2	2	VAC	Core
8	24H11BB205	Business Communication-II	1	1	0	2	2	AEC	Core
<b>Total</b>			<b>14</b>	<b>5</b>	<b>2</b>	<b>21</b>	<b>20</b>		

THIRD SEMESTER									
Sr.No	Course		Contact Hours				Credit	AICTE Cat.	University Cat.
	Code	Name	L	T	P	Total			
1	24H11CO301	Cost and Management Accounting	3	1	0	4	4	Core	Core
2	24H11BB304	Legal Issues in Business	3	1	0	4	4	Core	Core
3	24H11BB305	Human Resource Management	3	1	0	4	4	Core	Core
4	24H11HS309	Cyber Law and Intellectual Property Rights	1	1	0	2	2	MDE	Core
5	24H11CO305	Foundations of E-Commerce	3	1	0	4	4	SEC	Core
6	XXXX	Yoga/Sports/NCC/NSS/Disaster Management	0	0	4	4	2	VAC	Core
<b>Total</b>			<b>13</b>	<b>5</b>	<b>4</b>	<b>22</b>	<b>20</b>		

FOURTH SEMESTER									
Sr.No	Course		Contact Hours				Credit	AICTE Cat.	University Cat.
	Code	Name	L	T	P	Total			
1	24H11BB401	Entrepreneurship and Startup Ecosystem	1	1	0	2	2	Core	Core
2	24H11BB402	Operations Management	3	1	0	4	4	Core	Core
3	24H11CO402	Financial Management	3	1	0	4	4	Core	Core
4	24H11BB403	Business Research Methodology	3	1	0	4	4	Core	Core
5	24H11BB404	International Business	2	0	0	2	2	Core	Core
6	24H11VA405	Business Environment and Public Policy	2	0	0	2	2	VAC	Core
7	24H11HS406	Academic Writing	2	0	0	2	2	SEC	Core
<b>Total</b>			<b>16</b>	<b>4</b>	<b>0</b>	<b>20</b>	<b>20</b>		

FIFTH SEMESTER									
Sr.No	Course		Contact Hours				Credit	AICTE Cat.	University Cat.
	Code	Name	L	T	P	Total			
1	24H11BB501	Strategic Management	3	1	0	4	4	Core	Core
2	24H11BB502	Logistics and Supply Chain Management	3	1	0	4	4	Core	Core
3	XXXX	DSE-I	3	1	0	4	4	DSE	Elective
4	XXXX	DSE-II	3	1	0	4	4	DSE	Elective
5	24H19GE491	Internship/Capstone Project					4	SEC	Core
6	24H19BB591	Major Project Part-I	0	0	4	4	2	SEC	Core
7	XXXX	DSE (Audit Course)	0	0	2	2	0	DSE (Audit)	Audit
<b>Total</b>			<b>12</b>	<b>4</b>	<b>6</b>	<b>22</b>	<b>22</b>		

SIXTH SEMESTER									
Sr.No	Course		Contact Hours				Credit	AICTE Cat.	University Cat.
	Code	Name	L	T	P	Total			
1	24H11BB601	Project Management	3	1	0	4	4	Core	Core
2	24H11CO603	Financial Markets and Institutions	4	0	0	4	4	Core	Core
3	XXXX	DSE-III	3	1	0	4	4	DSE	Elective
4	XXXX	DSE-IV	3	1	0	4	4	DSE	Elective
5	24H19BB691	Major Project Part- II	0	0	4	4	2	SEC	Core
6	XXXX	DSE (Audit Course)	1	1	0	2	0	DSE (Audit)	Audit
<b>Total</b>			<b>14</b>	<b>4</b>	<b>4</b>	<b>22</b>	<b>18</b>		

SEVENTH SEMESTER (BBA- Honours)									
Sr.No	Course		Contact Hours				Credit	AICTE Cat.	University Cat.
	Code	Name	L	T	P	Total			
1	XXXX	OE-I	3	1	0	4	4	MDE	Elective
2	24H11BB701	Entrepreneurial Leadership	2	2	0	4	4	Core	Core
3	XXXX	DSE-V	3	1	0	4	4	DSE	Elective
4	XXXX	DSE-VI	3	1	0	4	4	DSE	Elective
5	24H19BB791	Dissertation Work Part-I	0	0	4	4	2	SEC	Core
6	24H19GE791	Summer Internship-II	-	-	-	-	4	SEC	Core
<b>Total</b>			<b>11</b>	<b>5</b>	<b>4</b>	<b>20</b>	<b>22</b>		

EIGHTH SEMESTER (BBA- Honours)									
Sr.No	Course		Contact Hours				Credit	AICTE Cat.	University Cat.
	Code	Name	L	T	P	Total			
1	XXXX	DSE-VII	3	1	0	4	4	DSE	Elective
2	XXXX	DSE-VIII	3	1	0	4	4	DSE	Elective
3	XXXX	DSE-IX	3	1	0	4	4	DSE	Elective
4	24H19BB891	Dissertation Work Part-II	0	0	12	12	6	SEC	Core
<b>Total</b>			<b>9</b>	<b>3</b>	<b>12</b>	<b>24</b>	<b>18</b>		

SEVENTH SEMESTER (BBA- Honours with Research)									
Sr.No	Course		Contact Hours				Credit	AICTE Cat.	University Cat.
	Code	Name	L	T	P	Total			
1	24H11BB702	Advanced Data Analysis Tools	2	0	4	6	4	Core	Core
2	24H11BB703	Advanced Research Methodology	2	0	4	6	4	Core	Core
3	XXXX	DSE-X	3	1	0	4	4	DSE	Elective
4	XXXX	DSE-XI	3	1	0	4	4	DSE	Elective
5	24H19GE792	Research Internship	-	-	-	-	4	Core	Core
<b>Total</b>			<b>10</b>	<b>2</b>	<b>8</b>	<b>20</b>	<b>20</b>		

EIGHTH SEMESTER (BBA- Honours with Research)									
Sr.No	Course		Contact Hours				Credit	AICTE Cat.	University Cat.
	Code	Name	L	T	P	Total			
1	24H19BB892	Dissertation for research track	-	-	-	-	20	Core	Core
<b>Total</b>							<b>20</b>		

**Category-wise Distribution of Credits:**

Description	Core Courses	AEC	MDE (Including OE)	VAC	SEC	DSE	Total
BBA	68	6	6	8	16	16	120
BBA (Honours)	72	6	10	8	28	36	160
BBA (Honours with Research)	100	6	6	8	16	24	160

- Course Level/Duration/System:**

Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students joining BBA Research Program:

**a. One year:** Under Graduate Certificate in Business Administration

**b. Two years:** Under Graduate Diploma in Business Administration

**c. Three years:** Bachelor in Business Administration (BBA)

**d. Four years:** Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research).

- **Minimum eligibility criteria for opting the course in the fourth year will be as follows:**

1. **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

2. **For BBA (Honours):** BBA Degree

Note: The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

**After Year 1, Students are advised to take Social Responsibility & Community Engagement - encompassing Community Engagement with an NGO in the vacation time.**

- **Exit Criteria after First Year of BBA Program**

The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a UG Certificate in Business Administration. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University schedule.

- **Summer Training after Fourth Semester**

At the end of the Fourth Semester every student shall undergo Summer Training /Internship / Capstone for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.

- **Exit Criteria after Second year of BBA Program**

The students shall have an option to exit after 2nd year of Business Administration Program and will be awarded with a **UG Diploma in Business Administration**. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO / Capstone Project after the fourth semester of minimum 8 weeks of duration as decided by the respective University / Admitting Body. The exiting students will clear the subject / submit the Internship Report as per the University / Admitting Body schedule.

- **Dissertation (for research track) in BBA (Honours with Research)**

The Dissertation work will start from the beginning of fourth year of BBA (Honours with Research) Program. Students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voice and Dissertation (For Research Track).

- **List of Discipline Specific Electives:**

**Finance:**

International Financial Management  
 Banking and Insurance  
 Investment Analysis and Portfolio Management  
 Business Analysis and Valuation  
 Financial Planning  
 Behavioural Finance  
 Financial Derivatives  
 Strategic Corporate Finance

Financial Modelling  
Financial Analytics  
Direct Tax  
Sustainable Finance

**Human Resource Management:**

HRD- Systems and Strategies  
Change Management and Organisational Development  
Training and Development  
Performance and Compensation Management  
Negotiations Skills  
Cross Culture HRM  
HR Analytics  
Team Building in the Organisations  
Talent Acquisition and Management  
Employee Lifecycle Management  
Coaching and Mentoring

**Marketing:**

Consumer Behaviour  
Retail Management  
Digital Marketing  
Sales Marketing  
Marketing of Services  
Rural Marketing  
International Marketing  
B2B Marketing  
Integrated Marketing Communication