

**JAYPEE UNIVERSITY ANOOPSHAHR**

**Faculty of Management**



**Course Structure: 2023-2026**

**B.B.A.**

**As per NEP 2020 based on CBCS**

**(Department of Business Administration)**

## STRUCTURE OF SYLLABUS

First Semester									
Sr. No	Subject Code	Course	Contact Hours				Credits	Type of Course (NEP)	Type of Course (Univ.)
		Name	L	T	P	Total			
1	23H11BB101	Principles of Management	5	1	0	6	6	Core- Major	Core
2	23H11BB102	Mercantile Law	5	1	0	6	6	Core-Major	Core
3	23H11BC103	Basic Accounting	5	1	0	6	6	Core- Major	Core
4	23H11CS101	Computer Application in Business	3	1	0	4	4	Core-Minor	Core
5	23H11VO101	Business Communication	3	0	0	3	3	Vocational	Core
6	23H11CC101	Food, Nutrition and Hygiene	2	0	0	2	2	Co-curricular	Co-curricular Core*
<b>Total</b>			<b>23</b>	<b>4</b>	<b>0</b>	<b>27</b>	<b>27</b>		

Second Semester									
Sr. No.	Subject Code	Course	Contact Hours				Credits	Type of Course (NEP)	Type of Course (Univ.)
		Name	L	T	P	Total			
1	23H11BB201	Organisational Behaviour	5	1	0	6	6	Core-Major	Core
2	23H11BB202	Business Environment	5	1	0	6	6	Core-Major	Core
3	23H11MA202	Statistics For Business	5	1	0	6	6	Core-Major	Core
4	23H11VO201	Finance For Non Finance People	3	0	0	3	3	Vocational	Core
5	23H11CC201	First aid and Health	2	0	0	2	2	Co-curricular	Co-curricular Core*
<b>Total</b>			<b>19</b>	<b>4</b>	<b>0</b>	<b>23</b>	<b>23</b>		

Third Semester									
Sr. No.	Subject Code	Course	Contact Hours				Credits	Course Type (NEP)	Course Type (Univ.)
		Name	L	T	P	Total			
1	23H11BB301	Marketing Theory and Practices	5	1	0	6	6	Core-Major	Core
2	23H11BB302	Human Resource Management	5	1	0	6	6	Core-Major	Core
3	23H11BC303	Business Finance	5	1	0	6	6	Core-Major	Core
4	23H11EO303	Business Economics	4	0	0	4	4	Core-Minor	Core
5	23H11VO301	Workshop Practices	0	1	4	5	3	Vocational	Core
6	23H11CC301	Human Values and Environment studies	2	0	0	2	2	Co-curricular	Co-curricular Core*
<b>Total</b>			<b>22</b>	<b>3</b>	<b>4</b>	<b>29</b>	<b>27</b>		

Fourth Semester									
Sr. No.	Subject Code	Course	Contact Hours				Credits	Course Type (NEP)	Course Type (Univ.)
		Name	L	T	P	Total			
1	23H11BB401	Research Methodology	5	1	0	6	6	Core-Major	Core
2	23H11BB402	Business Ethics and Corporate Governance	5	1	0	6	6	Core-Major	Core
3	23H11BC403	Income Tax	5	1	0	6	6	Core-Major	Core
4	23H11VO401	Innovation and Startup	3	0	0	3	3	Vocational	Core
5	23H11CC401	Physical Education and Yoga	2	0	0	2	2	Co-curricular	Co-curricular Core*
<b>Total</b>			<b>17</b>	<b>3</b>	<b>0</b>	<b>23</b>	<b>23</b>		

Fifth Semester									
Sr. No.	Subject Code	Course	Contact Hours				Credits	Course Type (NEP)	Course Type (Univ.)
		Name	L	T	P	Total			
1	23H11BB501	Production Management	4	1	0	5	5	Core-Major	Core
2	23H11BB502	Business Policy	4	1	0	5	5	Core-Major	Core
3	23H11BB503	Project Management	4	1	0	5	5	Core-Major	Core
4	23H11BB504	International Trade	4	1	0	5	5	Core-Major	Core
5	23H17BB591	Project-I	0	0	6	6	3	Core	Co-curricular Core*
6	23H11CC501	Analytic Ability and Digital Awareness	2	0	0	2	2	Co-curricular	Co-curricular Core*
<b>Total</b>			<b>18</b>	<b>4</b>		<b>28</b>	<b>25</b>		

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

\*A co-curricular core course is the course:

- Which is **mandatory for a student to pass** to be eligible for the award of the degree.
- For which **grades are mentioned** on the grade-sheet but those **grades/credits are not considered for the calculation of the CGPA and award of the degree.**

As per the instructions of UP Government, there is **no limit to the credits earned** by a student in co-curricular course category during the degree program.

The offer of electives in sixth semester is subject to the discretion of the department/faculty.

**Total Credits= 150** (Including co-curricular core courses)

**Minimum Credits required for Degree= 132** (Excluding co-curricular core courses)

**HOD**

**Faculty I/C**

**Dean (Academics)**

**Vice-Chancellor**