

*Annexure-II*

**Jaypee University Anoopshahr**  
**Master of Business Administration (MBA)**  
**Course Curriculum**

**(Applicable to batches admitted in 2024-26 and onwards)**



**Faculty of Management**  
**April 2024**

FIRST SEMESTER								
	Course		Contact Hours					Course Type univ.
Sr.No	Code	Name	L	T	P	Total	Credit	
1	24M11BA111	Managerial Economics	3	0	0	3	3	Core
2	24M11BA112	Marketing Management	3	0	0	3	3	Core
3	24M11MA115	Computational Business Statistics	2	0	0	2	2	Core
4	24M11MA175	Business Statistics Lab	0	0	2	2	1	Core
5	24M11BA114	Organisational Behaviour	3	0	0	3	3	Core
6	24M11BA115	Managerial Accounting	3	0	0	3	3	Core
7	24M11BA116	Legal Aspects of Business	3	0	0	3	3	Core
8	24M11BA118	Professional Communication-I	3	0	0	3	3	Core
<b>Total</b>			20	0	2	22	21	

SECOND SEMESTER								
	Course		Contact Hours					Course Type univ.
Sr.No	Code	Name	L	T	P	Total	Credit	
1	24M11BA211	Business Environment	3	0	0	3	3	Core
2	24M11BA212	Consumer Behaviour	3	0	0	3	3	Core
3	24M11BA213	Business Analytics	2	0	0	2	2	Core
4	24M17BA275	Business Analytics Lab	0	0	2	2	1	Core
4	24M11BA214	Human Resource Management	3	0	0	3	3	Core
5	24M11BA215	Financial Management	3	0	0	3	3	Core
6	24M11BA216	Supply chain Management	3	0	0	3	3	Core
8	24M11BA217	Professional communication-II	3	0	0	3	3	Core
<b>Total</b>			20	0	2	22	21	

	Course		Contact Hours					Course Type univ.
Sr.No.	Code	Name	L	T	P	Total	Credit	
1	24M19GE291	Summer Internship (Mandatory)	0	0	-	-	6	Core
<b>Total</b>			0	0			6	

THIRD SEMESTER								
	Course		Contact Hours					Course Type
Sr.No	Code	Name	L	T	P	Total	Credit	univ.
1	24M11BA311	Business Strategy	3	0	0	3	3	Core
2	24M11BA312	Quantitative Methods for Managers	3	0	0	3	3	Core
3	XXXXX	Elective-I	3	0	0	3	3	Elective
4	XXXXX	Elective-II	3	0	0	3	3	Elective
5	XXXXX	Elective-III	3	0	0	3	3	Elective
6	XXXXX	Elective-IV	3	0	0	3	3	Elective
7	XXXXX	Elective-V	3	0	0	3	3	Elective
<b>Total</b>			21	0	0	21	21	

FOURTH SEMESTER								
	Course		Contact Hours					Course Type
Sr.No	Code	Name	L	T	P	Total	Credit	univ.
1	24M11BA411	Project Management	3	0	0	3	3	Core
2	24M11BA412	Entrepreneurship and Innovation	3	0	0	3	3	Core
3	XXXXX	Elective-VI	3	0	0	3	3	Elective
4	XXXXX	Elective-VII	3	0	0	3	3	Elective
5	XXXXX	Elective-VIII	3	0	0	3	3	Elective
6	XXXXX	Elective-IX	3	0	0	3	3	Elective
7	24M19BA491	Project	0	0	6	6	3	Core
<b>Total</b>			18	0	6	24	21	

**Total Credit = 90**

### **Option of Major and Minor Specializations**

1. Students can opt for a Major and Minor specialization by focusing their electives in – HR/ Marketing/ Finance/ IT and Business Analytics
2. For Major specialization, students must take 3 electives in the specific area in their 3<sup>rd</sup> and 4<sup>th</sup> semester each accumulating 18 credits.

3. For Minor specialization, students must take 2 and 1 electives in the specific area in their 3<sup>rd</sup> and 4<sup>th</sup> sem respectively, accumulating 9 credits.
4. For major specialization, students are required to earn 18 credits from the major discipline.
5. For minor specialization, students are required to earn 9 credits from the minor discipline.
6. The offer of major and minor specialization as mentioned in Point No.-1, and specific elective courses is subject to the discretion of University/respective Faculty/Department.

**List of Electives**

<p>Marketing</p> <ol style="list-style-type: none"><li>1. B2B Marketing</li><li>2. Digital Marketing</li><li>3. Marketing Research and Analytics</li><li>4. Customer Relationship Management</li><li>5. Sales and Distribution Management</li><li>6. Product and Brand Management</li><li>7. Marketing of Services</li><li>8. Integrated Marketing Communications</li></ol>	<p>Finance</p> <ol style="list-style-type: none"><li>1. Financial Markets and Services</li><li>2. Fixed Income Securities and Derivatives</li><li>3. Financial Statement Analysis and Reporting</li><li>4. Investment Analysis and Portfolio Management</li><li>5. Private Equity and Venture Capital</li><li>6. Financial Modelling and Analytics</li><li>7. Mergers, Acquisitions and Corporate Restructuring</li><li>8. BFSI and Fintech</li><li>9. Valuation and Investment Banking</li><li>10. International Finance</li></ol>
<p>HR</p> <ol style="list-style-type: none"><li>1. Labour Law and Industrial Relations</li><li>2. Negotiations and Conflicts Management</li><li>3. Talent Acquisition and Performance Management System</li><li>4. Human Resource Analytics</li><li>5. Compensation and Benefits Management</li><li>6. Change Management</li><li>7. Learning and Development</li></ol>	<p>IT and Business Analytics</p> <ol style="list-style-type: none"><li>1. Management Information Systems</li><li>2. Marketing Research and Analytics</li><li>3. Human Resource Analytics</li><li>4. Financial Modelling and Analytics</li><li>5. Supply Chain Analytics</li><li>6. E-Commerce</li><li>7. IT Product Management</li><li>8. Digital Marketing</li><li>9. Digital Transformation</li><li>10. BFSI and Fintech</li></ol>