

**JAYPEE BUSINESS SCHOOL NOIDA**  
**BACHELOR IN BUSINESS ADMINISTRATION**  
**BBA (2020-2023) Batch**

Annexure-D  
09-Feb-22

Semester I						
Course Codes	Courses	L	T	P	Credits	Type
20B11BGM22	Business Mathematics	2	1	0	3	Core
19B11BGM12	Managerial Economics	3	0	0	3	Core
20B11BGM23	Introduction to Sociology	3	0	0	3	Core
19B11BAF11	Financial Accounting	3	0	0	3	Core
20B11BGM24	Principles of Business Management	3	0	0	3	Core
19B11BAE11	Business Communication	3	0	0	3	AEC
19B12BGE12	<i>India's Diversity &amp; Business</i>	3	0	0	0	Value-Added-A
19B12BGE16	<i>Social Media &amp; Society</i>					
19B15BSE18	IT Tools for Business	2	0	2	3	SEC
<b>Total Credits</b>					<b>21</b>	
Semester II						
Course Codes	Courses	L	T	P	Credits	Type
19B11BAF12	Financial Management	3	1	0	4	Core
19B11BHR11	Organizational Behaviour	3	0	0	3	Core
19B11BMM11	Marketing Management	4	0	0	4	Core
19B11BGM24	Technology, Corporate Governance and Business Ethics	3	0	0	3	Core
19B12BGE17	<i>Theatre and Performance</i>	2	1	0	0	Value-Added-B
19B12BGE18	<i>Political Process in India</i>					
19B15BSE11	Introduction to Spreadsheets	3	0	2	4	SEC
20B17BSE12	Community Initiatives				3	SEC
20B11BGM30	Business Statistics and Analytics	3	0	0	3	Core
<b>Total Credits</b>					<b>24</b>	
Semester III						
Course Codes	Courses	L	T	P	Credits	Type
19B11BAF13	Cost and Management Accounting	3	1	0	4	Core
19B11BGM20	Entrepreneurial Development	3	0	0	3	Core
20B11BGM26	Global Business Environment	3	0	0	3	Core
20B11BMM12	Social Media and Digital Marketing	3	0	0	3	Core
19B11BHR12	Human Resource Management	3	0	0	3	Core
19B11BGM35	Business Analytics	3	0	0	3	Core
20B11BGM27	Oral and Written Communication	2	1	0	3	AEC
21B12CS215	Computing Tools and Programming	2	0	2	3	SEC
<b>Total Credits</b>					<b>25</b>	
Semester IV						
Course Codes	Courses	L	T	P	Credits	Type
22B11BGM16	Research Methods with SPSS	2	2	0	4	Core
20B11BOM12	Operations Management	3	0	0	3	Core
20B11BGM34	New Government Initiatives in Business	3	0	0	3	Core
20B11BGM35	Data Insights Using Dashboards	2	0	2	3	SEC
19B11BOM13	Quantitative techniques in Business Management	2	1	0	3	Core
19B11BGM17	<i>Legal Aspects of Business</i>	3	0	0	3	Core
<b>Total Credits</b>					<b>19</b>	
Semester V						
Course Codes	Courses	L	T	P	Credits	Type
20B11BGM31	Introduction to Business Verticals	3	0	0	3	Core
19B17BSE17	Integrated Research Project				3	Core
19B15BSE13	Tally ERP	2	0	2	3	SEC
19B11BAE12	Environment Science	3	0	0	3	AEC
	Elective 1 (DSE)	3	1	0	4	DSE
	Elective 2 (DSE)	3	1	0	4	DSE
20B11BMM13	Marketing Analytics	2	0	2	3	Core
19B11BAF16	Financial Institutions and Markets	3	0	0	3	Core
19B17BSE16	Corporate Internship				6	SEC
<b>Total:</b>					<b>32</b>	
Semester-VI						
Course Codes	Courses	L	T	P	Credits	Type
20B11BGM32	Disaster Management	1	2	0	3	Core
20B11BOM13	Supply Chain Management	3	1	0	4	Core
22B11BGM33	Digital Business Transactions	2	2	0	4	Core
19B12BGE19	<i>Understanding Constitution of India /</i>	2	1	0	0	Value-Added-C
19B12BGE20	<i>Gender Studies</i>					
	Elective 3 (DSE)	3	1	0	4	DSE
	Elective 4 (DSE)	3	1	0	4	DSE
<b>Total:</b>					<b>19</b>	
<b>Total Program Credits</b>					<b>140</b>	