

JAYPEE BUSINESS SCHOOL NOIDA

BACHELOR IN BUSINESS ADMINISTRATION Batch (2022-25)

6-Jun-23

BBA 3/4 Year Program (Revised)

Semester I						
Course Codes	Courses	L	T	P	Credits	Type
20B11BGM22	Business Mathematics	2	1	0	3	Inter-Disciplinary
19B11BGM12	Managerial Economics	3	1	0	4	Core
15B1NHS433	Introduction to Sociology	2	1	0	3	Multi-Disc
19B11BAF11	Financial Accounting	3	1	0	4	Core
20B11BGM24	Principles of Business Management	3	0	0	3	Core
19B11BAE11	Business Communication	3	1	0	4	AEC
19B12BGE12	<i>India's Diversity & Business</i>	3	0	0	0	Value-Added-A
19B12BGE16	<i>Social Media & Society</i>					
19B15BSE18	IT Tools for Business	2	0	2	3	AEC
Total Credits					24	
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
20B11BGM26	Global Business Environment	3	0	0	3	Core
20B11BGM30	Business Statistics and Analytics	3	0	0	3	Core
Total Credits					24	
Semester III						
Course Codes	Courses	L	T	P	Credits	Type
23B11BAF13	Cost and Management Accounting	3	0	0	3	Core
19B11BGM20	Entrepreneurial Development	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
19B15BSE14	Computing Tools and Programming	2	0	2	3	Inter-disciplinary
20B11BGM27	Oral and Written Communication	2	1	0	3	AEC
23B17BSE12	Community Initiatives				2	SEC
Total Credits					20	
Semester IV						
Course Codes	Courses	L	T	P	Credits	Type
23B11BGM31	Introduction to Business Verticals	1	0	2	2	Core
23B11BGM16	Research Methods for Business	2	1	0	3	Core
20B11BOM12	Operations Management	3	0	0	3	Core
23B11BGM36	Social and Professional Skills	2	1	0	3	AEC
19B11BOM13	Quantitative techniques in Business Management	2	1	0	3	Core
19B11BGM17	Legal Aspects of Business	3	0	0	3	Core
23B11BGM35	Business Analytics	3	0	0	3	Core
Total Credits					20	
Semester V						
Course Codes	Courses	L	T	P	Credits	Type
23B11BGM35	Data Insights Using Dashboards	2	1	0	3	Core
19B15BSE13	Tally ERP	2	1	0	3	Core
	Major Elective 1 (DSE)	3	1	0	4	DSE
	Major Elective 2 (DSE)	3	1	0	4	DSE
20B11BMM13	Marketing Analytics	2	1	0	3	Core
23B17BSE16	Corporate Internship				4	SEC
Total:					21	
Semester-VI						
Course Codes	Courses	L	T	P	Credits	Type

20B11BGM32	Disaster Management	2	1	0	3	Inter-Disciplinary
21B11BOM13	Supply Chain Management	3	0	0	3	Core
20B11BGM33	Digital Business Transactions	2	1	0	3	Core
23B12BGE19	<i>Understanding Constitution of India</i>	2	0	0	2	Value-Added-C
23B11BAE12	Environment Science					
	Major Elective 3 (DSE)	3	1	0	4	DSE
	Major Elective 4 (DSE)	3	1	0	4	DSE
	Total:				19	
	Total Program Credits				128	

OPTION 1 - Honors with Research						
Semester-VII		L	T	P	Credits	
23B11BGM34	New Government Initiatives in Business	3	1	0	4	Core
23B11BGM38	Advanced Research Methodology	3	1	0	4	Core
	Major Elective 5 (DSE)	3	1	0	4	DSE
	Major Elective 6 (DSE)	3	1	0	4	DSE
	Minor Elective 1 (DSE)	3	1	0	4	DSE
	Total:				20	
Semester-VIII		L	T	P	Credits	
	Minor Elective 2 (DSE)	3	1	0	4	DSE
	Minor Elective 3 (DSE)	3	1	0	4	DSE
23B17BSE18	Dissertation	0	0	0	12	SEC
	Total:				20	
	Total: 4th Year Credits				40	

OPTION 2 - with Honors						
Semester-VII		L	T	P	Credits	
23B11BGM34	New Government Initiatives in Business	3	1	0	4	Core
23B11BGM38	Advanced Research Methodology	3	1	0	4	Core
	Major Elective 5 (DSE)	3	1	0	4	DSE
	Major Elective 6 (DSE)	3	1	0	4	DSE
	Minor Elective 1 (DSE)	3	1	0	4	DSE
	Total:				20	
Semester-VIII		L	T	P	Credits	
	Major Elective 7 (DSE)	3	1	0	4	DSE
	Minor Elective 2 (DSE)	3	1	0	4	DSE
	Minor Elective 3 (DSE)	3	1	0	4	DSE
	Minor Elective 4 (DSE)	3	1	0	4	DSE
23B17BSE17	Industry Project				4	Internship
	Total				20	
	Total: 4th Year Credits				40	
	Total Program Credits after 4 years				160	
<p>*Note: Minor Electives can be through MOOC offered by NPTEL/SWAYAM/IIMB/IITR/IIMC/IGNOU</p> <p>specific specialization with one as major and another specialization as minor. This has to be done at the end of 2nd year when option for DSE choice is sought from students.</p>						