

Annexure-III-B - 3rd July 2025

Jaypee Business School Noida						
BBA Program 4 Year - 2023-27						
Semester I						
Course Codes	Courses	L	T	P	Credits	Type
23B11BGM22	Foundation of Business Mathematics	2	1	0	3	Inter-Disciplinary
23B11BGM12	Managerial Economics	3	0	0	3	Core
23B11BAF11	Financial Accounting	3	0	0	3	Core
20B11BGM24	Principles of Business Management	3	0	0	3	Core
25B11BAE11	Business Communication	2	1	0	3	AEC
23B12BGE12	<i>India's Diversity & Business</i>	2	0	0	2	Value-Added-A
25B11BSE18	IT Tools for Business	2	1	0	3	SEC
	Total Credits				20	
Semester II						
Course Codes	Courses	L	T	P	Credits	Type
19B11BAF12	Financial Management	3	0	0	3	Core
19B11BHR11	Organizational Behaviour	3	0	0	3	Core
19B11BMM11	Marketing Management	3	0	0	3	Core
25B11BSE11	Introduction to Spreadsheets	2	1	0	3	SEC
20B11BGM26	Global Business Environment	3	0	0	3	Core
25B11BGM30	Business Statistics and Analytics	3	0	0	3	Inter-Disciplinary
23B11BGM24	Technology, Corporate Governance and Business Ethics	2	0	0	2	Value- Added-B
23B11BAE12	Environment Science					
	Total Credits				20	
Semester III						
Course Codes	Courses	L	T	P	Credits	Type
23B11BAF13	Cost and Management Accounting	3	0	0	3	Core
19B11BGM20	Entrepreneurial Development	2	1	0	3	SEC
20B11BMM12	Social Media and Digital Marketing	3	0	0	3	Core
19B11BHR12	Human Resource Management	3	0	0	3	Core
23B11BGM35	Business Analytics	3	0	0	3	Inter-Disciplinary
20B11BGM27	Oral and Written Communication	2	1	0	3	AEC
23B17BSE12	Community Initiative				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	Business Research Methods	2	1	0	3	Core
20B11BOM12	Operations Management	3	0	0	3	Core
20B11BGM35	Data Insights Using Dashboards	2	0	2	3	Core
19B11BOM13	Quantitative techniques in Business Management	2	1	0	3	Core
19B11BGM17	Legal Aspects of Business	3	0	0	3	Core
23B11BGM36	Social and Professional Skills	3	0	0	3	AEC
	Total Credits				20	

Semester V						
Course Codes	Courses	L	T	P	Credits	
19B15BSE14	Computing Tools and Programming	2	0	2	3	Inter-Disciplinary
25B11BGM32	Disaster Management	2	0	0	2	Value Add - C
25B12BGE19	Understanding Constitution of India	2	0	0		
25B11BGM33	Digital Business Transactions	2	0	0	2	Core
21B11BOM13	Supply Chain Management	3	0	0	3	Core
	Major Elective 1 (DSE)	3	1	0	4	DSE
	Major Elective 2 (DSE)	3	1	0	4	DSE
25B17BSE20	Integrated Research Project				0	Briefing
23B17BSE16	Corporate Internship				4	Internship
	Total:				22	
Semester-VI						
Course Codes	Courses	L	T	P	Credits	
25B17BSE20	Integrated Research Project / Live Project				10	Dissertation
	Major Elective 3 (DSE) *	3	1	0	4	DSE
	Major Elective 4 (DSE) *	3	1	0	4	DSE
	Total:				18	
	Total Program Credits				120	
BBA 4th Year						
OPTION 1 - Honors with Research						
Semester-VII						
		L	T	P	Credits	
25B11BGM40	Advanced Data Analysis Tools	2	0	4	4	Core
23B11BGM38	Advanced Research Methodology	3	1	0	4	Core
	Discipline Specific Elective 5	3	1	0	4	DSE
	Discipline Specific Elective 6	3	1	0	4	DSE
23B17BSE18	Research Internship	0	0	0	4	DSE
	Total:				20	
Semester-VIII						
		L	T	P	Credits	
23B17BSE19	Dissertation	0	0	0	20	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
25B11BGM41	AI for Business	3	1	0	4	Core
	Discipline Specific Elective 5	3	1	0	4	DSE
	Discipline Specific Elective 6	3	1	0	4	DSE
25B17BSE21	Summer Internship-II				4	Internship
	Total:				20	
Semester-VIII						
		L	T	P	Credits	
	Discipline Specific Elective 7	3	1	0	4	DSE
	Discipline Specific Elective 8	3	1	0	4	DSE
	Discipline Specific Elective 9	3	1	0	4	DSE
25B17BSE22	Dissertation	0	0	0	8	Internship
	Total				20	
	Total: 4th Year Credits				40	
	Total Program Credits after 4 years				160	
Note:	*MOOC for Discipline Specific Electives through NPTEL					
	**Internship for exit option after completion of 1st / 2nd year	ADDITIONAL 4 CREDITS IN CASE OF EXIT				