

## Annexure-III-D - 3rd July 2025

| Jaypee Business School Noida        |                                                      |   |   |   |           |                    |
|-------------------------------------|------------------------------------------------------|---|---|---|-----------|--------------------|
| BBA Program - 4 Year - 2025-Onwards |                                                      |   |   |   |           |                    |
| 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 &amp; Business</i>              | 2 | 0 | 0 | 2         | Value-Added-A      |
| 25B11BSE18                          | IT Tools for Business                                | 0 | 0 | 6 | 3         | SEC                |
|                                     | <b>Total Credits</b>                                 |   |   |   | <b>20</b> |                    |
| 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                         | 0 | 0 | 6 | 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                                  |   |   |   |           |                    |
|                                     | <b>Total Credits</b>                                 |   |   |   | <b>20</b> |                    |
| 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                                   | 2 | 0 | 2 | 3         | Inter-Disciplinary |
| 20B11BGM27                          | Oral and Written Communication                       | 2 | 1 | 0 | 3         | AEC                |
| 23B17BSE12                          | <b>Community Initiative</b>                          |   |   |   | <b>2</b>  | SEC                |
|                                     | <b>Total Credits</b>                                 |   |   |   | <b>20</b> |                    |
| 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               |
| 25B11BGM35                          | Data Insights Using Dashboards                       | 0 | 0 | 6 | 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                |
|                                     | <b>Total Credits</b>                                 |   |   |   | <b>20</b> |                    |

| 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               |
|                                 | Discipline Specific Elective 1                                         | 3                                           | 1 | 0 | 4          | DSE                |
|                                 | Discipline Specific Elective 2                                         | 3                                           | 1 | 0 | 4          | DSE                |
| 25B17BSE20                      | Integrated Research Project                                            |                                             |   |   | 0          | Briefing           |
| 23B17BSE16                      | Corporate Internship                                                   |                                             |   |   | 4          | Internship         |
|                                 | <b>Total:</b>                                                          |                                             |   |   | <b>22</b>  |                    |
| Semester-VI                     |                                                                        |                                             |   |   |            |                    |
| Course Codes                    | Courses                                                                | L                                           | T | P | Credits    |                    |
| 25B17BSE20                      | Integrated Research Project / Live Project                             |                                             |   |   | 10         | Dissertation       |
|                                 | Discipline Specific Elective 3                                         | 3                                           | 1 | 0 | 4          | DSE                |
|                                 | Discipline Specific Elective 4                                         | 3                                           | 1 | 0 | 4          | DSE                |
|                                 | <b>Total:</b>                                                          |                                             |   |   | <b>18</b>  |                    |
|                                 | <b>Total Program Credits</b>                                           |                                             |   |   | <b>120</b> |                    |
| 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                |
|                                 | <b>Total:</b>                                                          |                                             |   |   | <b>20</b>  |                    |
| Semester-VIII                   |                                                                        |                                             |   |   |            |                    |
|                                 |                                                                        | L                                           | T | P | Credits    |                    |
| 23B17BSE19                      | Dissertation                                                           | 0                                           | 0 | 0 | 20         | SEC                |
|                                 | <b>Total:</b>                                                          |                                             |   |   | <b>20</b>  |                    |
|                                 | <b>Total: 4th Year Credits</b>                                         |                                             |   |   | <b>40</b>  |                    |
| 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         |
|                                 | <b>Total:</b>                                                          |                                             |   |   | <b>20</b>  |                    |
| 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         |
|                                 | <b>Total</b>                                                           |                                             |   |   | <b>20</b>  |                    |
|                                 | <b>Total: 4th Year Credits</b>                                         |                                             |   |   | <b>40</b>  |                    |
|                                 | <b>Total Program Credits after 4 years</b>                             |                                             |   |   | <b>160</b> |                    |
| <b>Note:</b>                    | <b>*MOOC for Discipline Specific Electives through NPTEL</b>           |                                             |   |   |            |                    |
|                                 | <b>**Internship for exit option after completion of 1st / 2nd year</b> | <b>ADDITIONAL 4 CREDITS IN CASE OF EXIT</b> |   |   |            |                    |