Jaypee Business School Noida

BBA Program (3+1) Year - 2023 onwards

Semester I

Courses	L	T	P	Credits	Type
Business Mathematics	2	1	0	3	Inter-Discipl
Managerial Economics	3	0	0	3	Core
Financial Accounting	3	0	0	3	Core
Principles of Business Management	3	0	0	3	Core
Business Communication	2	1	0	3	AEC
India's Diversity & Business	*2*	*0*	*0*	2	Value-Added-
IT Tools for Business	2	1	0	3	SEC
Total Credits				**20**	

Semester II

Courses	L	T	P	Credits	Type
Financial Management	3	0	0	3	Core
Organizational Behaviour	3	0	0	3	Core
Marketing Management	3	0	0	3	Core
Introduction to Spreadsheets	2	1	0	3	SEC
Global Business Environment	3	0	0	3	Core
Business Statistics and Analytics	3	0	0	3	Inter-Discipl
Technology, Corporate Governance and Environment Science	2	0	0	2	Value- Added-B
Internship for exit option				**4**	Internship
Total Credits				**20**	

Semester III

Courses	L	T	P	Credits	Type
Cost and Management Accounting	3	0	0	3	Core
Entrepreneurial Development	2	1	0	3	SEC
Social Media and Digital Marketing	3	0	0	3	Core
Human Resource Management	3	0	0	3	Core
Business Analytics	3	0	0	3	Inter-Disciplinary
Oral and Written Communication	2	1	0	3	AEC
Community Initiative				**2**	SEC
Total Credits				**20**	

Semester IV

Courses	L	T	P	Credits	
Introduction to Business Verticals	1	0	2	2	Core
Business Research Methods	2	1	0	3	Core
Operations Management	3	0	0	3	Core
Data Insights Using Dashboards	2	1	0	3	Core
Quantitative techniques in Business Management	2	1	0	3	Core
Legal Aspects of Business	*3*	*0*	*0*	3	Core
Social and Professional Skills	3	0	0	3	AEC
Internship for exit option*				**4**	Internship
Total Credits				**20**	

Semester V

Courses	L	T	P	Credits	
Computing Tools and Programming	2	0	2	3	Inter-disciplinary
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
Marketing Analytics	2	1	0	3	Core
Corporate Internship				4	Internship
Total:				**21**	
Semester-VI					
Courses	**L**	**T**	**P**	**Credits**	
Disaster Management	2	1	0	3	SEC
Supply Chain Management	3	0	0	3	Core
Digital Business Transactions	2	1	0	3	Core
Understanding Constitution of India	2	0	0	2	Value-Added-C
Major Elective 3 (DSE)	3	1	0	4	DSE
Major Elective 4 (DSE)	3	1	0	4	DSE
Total:				**19**	
Total Program Credits				**120**	

OPTION 1 - Honors with Research					
Semester-VII	**L**	**T**	**P**	**Credits**	
New Government Initiatives in Business	3	1	0	4	Core
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
Dissertation	0	0	0	12	SEC
Total:				**20**	
Total: 4th Year Credits				**40**	

OPTION 2 - with Honors					
Semester-VII	**L**	**T**	**P**	**Credits**	
New Government Initiatives in Business	3	1	0	4	Core
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
Industry Project				4	Internship
Total				**20**	
Total: 4th Year Credits				**40**	
Total Program Credits after 4 years				**160**	

*MOOC for minor specialization through NPTEL/SWAYAM/IIMB/IITR/IIMC/IGNOU

Note: 4 year specialization electives can be choosen from the list of Discipline specific specialization with one as major and another specialization as minor.

	Distribution of Credits Across Semesters						
	3 Year						
Type of Courses	**Sem 1**	**Sem 2**	**Sem 3**	**Sem 4**	**Sem 5**	**Sem 6**	**Total-3year**
Core	9	12	9	17	5	6	58
AEC	3	0	3	3	0	0	9
SEC	3	3	5	0	0	3	14
DSE	0	0	0	0	8	8	16
Value Added	2	2	0	0	0	3	7
Inter-Disciplinary	3	3	3	0	3		12
Internship/Disserta			0	0	4	0	4
Total	**20**	**20**	**20**	**20**	**20**	**20**	**120**

4th Year		
Sem 7	Sem 8	Total - 4year Credit
8	0	66
0	0	9
0	0	14
12	8	36
0	0	7
0		12
0	12	16
20	**20**	**160**