

JAYPEE UNIVERSITY ANOOPSHAHR
3-years BBA and 4-years BBA (Honours)/ BBA
(Honours with Research)

Course Structure
(Applicable to batches admitted in 2025-26
onwards)



Faculty of Management and Commerce
Department of Management

FIRST SEMESTER												
Sr. No.	Course		Contact Hours									
	Code	Name	L	T	P	Total	Credit	UGC/NEP Cat.	UP Govt. Cat.	University Cat.	Offered By	Remarks
1	25H11MT111	Business Organisation and Management	3	1	0	4	4	Major	Major	Core	Dept. of Management	
2	25H11MT112	Principles of Economics	3	1	0	4	4	Major	Major	Core	Dept. of Management	
3	25H11CO111	Financial Accounting	3	1	0	4	4	Major	Major	Core	Dept. of Commerce	
4	25H11LS211	Environmental Sciences	3	0	0	3	3	VAC	Co-curricular	Core	Dept. of Life Sciences	
5	25H11CA111	Computer Fundamentals and Programming	2	0	0	2	2	SEC	Vocational	Core	Dept. of Com. App.	
6	25H17CA171	Computer Fundamentals and Programming-Lab	0	0	2	2	1	SEC	Vocational	Core	Dept. of Com. App.	
Total			14	3	2	19	18					

SECOND SEMESTER												
	Course		Contact Hours									
Sr. No	Code	Name	L	T	P	Total	Credit	UGC/ NEP Cat.	UP Govt. Cat.	University Cat.	Offered By	Remarks
1	25H11MT211	Human Behaviour and Organisation	3	1	0	4	4	Major	Major	Core	Dept. of Management	
2	25H11MT212	Marketing Management	3	1	0	4	4	Major	Major	Core	Dept. of Management	
3	25H11MT213	Business Environment	3	1	0	4	4	Major	Major	Core	Dept. of Management	
4	25H11MA312	Fundamentals of Statistics	3	0	0	3	3	MDC	MDC	Core	Dept. of Mathematics	
5	25H11ME111	Design Thinking	2	0	0	2	2	SEC	Vocational	Core	Dept. of Mech. Engineering	
6	25H17ME171	Design Thinking Lab	0	0	2	2	1	SEC	Vocational	Core	Dept. of Mech. Engineering	
6	25H11SS114	Constitution and Development	3	1	0	4	4	VAC	Co-curricular	Core	Dept. of Social Science	
Total			17	4	2	23	22					

THIRD SEMESTER												
	Course		Contact Hours									
Sr.No	Code	Name	L	T	P	Total	Credit	UGC/ NEP Cat.	UP Govt. Cat.	University Cat.	Offered By	Remarks
1	25H11MT311	Human Resource Management	3	1	0	4	4	Major	Major	Core	Dept. of Management	
2	25H11CO313	Legal Issues in Business	3	1	0	4	4	Major	Major	Core	Dept. of Commerce	
3	25H11CO312	Cost and Management Accounting	3	1	0	4	4	Major	Major	Core	Det. of Commerce	
4	25H11MT312	Intellectual Property Rights	3	0	0	3	3	MDC	MDC	Core	Dept. of Management	
5	25H11CO311	Finance for Everyone	3	0	0	3	3	SEC	Vocational	Core	Dept. of Commerce	
6	25H11HS216	Professional Communication	3	1	0	4	4	AEC	AEC	Core	Dept. of Arts	
Total			18	4	0	22	22					

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FOURTH SEMESTER												
	Course		Contact Hours									
Sr.No	Code	Name	L	T	P	Total	Credit	UGC/ NEP Cat.	UP Govt. Cat.	University Cat.	Offered By	Remarks
1	25H11MT411	Entrepreneurship and Startup Ecosystem	3	1	0	4	4	Major	Major	Core	Dept. of Management	
2	25H11CO411	Financial Management	3	1	0	4	4	Major	Major	Core	Dept. of Commerce	
3	25H11MT412	Business Research Methodology	3	1	0	4	4	Major	Major	Core	Dept. of Management	
Choose one of the following:												
4	25H11MT413	Consumer Behaviour OR	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management	
	25H11MT414	Talent Acquisition and Management OR	3	1	0	4	4				Dept. of Management	
	25H11CO212	Banking and Insurance	3	1	0	4	4				Dept. of Commerce	
Choose one of the following:												
5	25H11MT415	Change Management and Organisational Development OR	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management	
	25H11CO414	Financial Markets and Institutions OR	3	1	0	4	4				Dept. of Commerce	
	25H11MT416	Digital Marketing AND	3	0	0	3	3				Dept. of Management	
	25H19MT491	Term Paper on Digital Marketing	0	0	2	2	1					
6	25H11MT417	Skills for Employability	3	1	0	4	4	AEC	AEC	Core	Dept. of Management	
Total			18	6/5	0/2	24/25	24					

Note: Student opting for Digital Marketing will also have to opt for Term Paper on Digital Marketing.

FIFTH SEMESTER

FIFTH SEMESTER													
	Course		Contact Hours										
Sr.No	Code	Name	L	T	P	Total	Credit	UGC/ NEP Cat.	UP Govt. Cat.	University Cat.	Offered By	Remarks	
1	25H11MT511	Strategic Management	3	1	0	4	4	Major	Major	Core	Dept. of Management		
2	25H11ME511	Logistics and Supply Chain Management	3	1	0	4	4	Major	Major	Core	Dept. of Mechanical Engi.		
	Choose one of the following:												
3	25H11MT512	Customer Relationship Management	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management		
	25H11MT513	Training and Development	3	1	0	4	4				Dept. of Management		
	25H11CO512	Auditing	3	1	0	4	4				Dept. of Commerce		
	Choose one of the following:												
4	25H11MT514	Integrated Marketing Communication	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management		
	25H11MT515	Performance and Compensation Management	3	1	0	4	4				Dept. of Management		
	25H11CO514	Investment and Portfolio Management	3	1	0	4	4				Dept. of Commerce		
5	25H11SS214	Indian Knowledge System	3	0	0	3	3	MDC	MDC	Core	Dept. of Social Science		
6	25H19MT591	Summer Internship	-	-	-	-	3	Summer Internship	Summer Internship	Core			
Total			15	4	0	19	22						

SIXTH SEMESTER												
	Course		Contact Hours									
Sr.No	Code	Name	L	T	P	Total	Credit	UGC/ NEP Cat.	UP Govt. Cat.	University Cat.	Offered By	Remarks
1	25H11ME611	Operations Management	3	1	0	4	4	Major	Major	Core	Dept. of Mechanical Engi.	
Choose one of the following:												
2	25H11MT611	Marketing of Services	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management	
	25H11MT612	Negotiation Skills	3	1	0	4	4				Dept. of Management	
	25H11CO613	Behavioural Finance	3	1	0	4	4				Dept. of Commerce	
Choose one of the following:												
3	25H11MT613	Retail Marketing	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management	
	25H11MT614	Cross Cultural HRM	3	1	0	4	4				Dept. of Management	
	25H11CO611	Goods and Services Tax	3	1	0	4	4				Dept. of Commerce	
Total			9	3	0	12	12					

SEVENTH SEMESTER (BBA- Honours)

	Course		Contact Hours									
Sr. No	Code	Name	L	T	P	Total	Credit	UGC/ NEP Cat.	UP Govt. Cat.	University Cat.	Offered By	Remarks
1	25H11CO511	Income Tax	3	1	0	4	4	Major	Major	Core	Dept. of Commerce	
2	25H11ME711	Project Management	3	1	0	4	4	Major	Major	Core	Dept. of Mechanical Engi.	
3	25H11MT711	Analytics for Business Decisions	3	0	0	3	3	Major	Major	Core	Dept. of Management	
4	25H17MT771	Analytics for Business Decisions Lab	0	0	2	2	1	Major	Major	Core	Dept. of Management	
Choose one of the following:												
5	25H11MT712	Sales and Distribution Management	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management	
	25H11MT713	Team Building in Organisations	3	1	0	4	4				Dept. of Management	
	25H11CO713	Financial Planning	3	1	0	4	4				Dept. of Commerce	
Choose one of the following:												
6	25H11MT714	Rural Marketing	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management	
	25H11MT715	Strategic HRM	3	1	0	4	4				Dept. of Management	
	25H11CO716	Financial Derivatives	3	1	0	4	4				Dept. of Commerce	
Choose one of the following:												
7	25H11MT716	B2B Marketing	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management	
	25H11MT717	Behavioural Testing and Training for Employee Retention	3	1	0	4	4				Dept. of Management	
	25H11CO719	Strategic Corporate Finance	3	1	0	4	4				Dept. of Commerce	
Total			18	5	2	25	24					

EIGHTH SEMESTER (BBA- Honours)

	Course		Contact Hours									
Sr. No	Code	Name	L	T	P	Total	Credit	Cat.	UP Govt. Cat.	University Cat.	Offered By	Remarks
1	25H11MT815	E-Commerce	3	1	0	4	4	Major	Major	Core	Dept. of Management	
2	25H11CO412	Corporate Law	3	1	0	4	4	Major	Major	Core	Dept. of Commerce	
Choose one of the following:												
3	25H11MT811	International Marketing	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management	
	25H11MT812	Employee Lifecycle Management	3	1	0	4	4				Dept. of Management	
	25H11CO812	Financial Modelling	3	0	0	3	3				Dept. of Commerce	
	25H17CO891	Financial Modelling Lab	0	0	2	2	1					
Choose one of the following:												
4	25H11MT813	Brand Management	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management	
	25H11MT814	Coaching and Mentoring	3	1	0	4	4				Dept. of Management	
	25H11CO815	Sustainable Finance	3	1	0	4	4				Dept. of Commerce	
Total			12	3/4	0/2	16/17	16					

SEVENTH SEMESTER (BBA- Honours with Research)												
	Course		Contact Hours									
Sr. No	Code	Name	L	T	P	Total	Credit	Cat.	UP Govt. Cat.	University Cat.	Offered By	Remarks
1	25H11CO511	Income Tax	3	1	0	4	4	Major	Major	Core	Dept. of Commerce	
2	25H11ME711	Project Management	3	1	0	4	4	Major	Major	Core	Dept. of Mechanical Engi.	
3	25B11MT711	Analytics for Business Decisions	3	0	0	3	3	Major	Major	Core	Dept. of Management	
4	25H17MT771	Analytics for Business Decisions Lab	0	0	2	2	1	Major	Major	Core	Dept. of Management	
Choose one of the following:												
5	25H11MT712	Sales and Distribution Management	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management	
	25H11MT713	Team Building in Organisations	3	1	0	4	4				Dept. of Management	
	25H11CO713	Financial Planning	3	1	0	4	4				Dept. of Commerce	
Choose one of the following:												
6	25H11MT714	Rural Marketing	3	1	0	4	4	Minor	Minor	Elective	Dept. of Management	
	25H11MT715	Strategic HRM	3	1	0	4	4				Dept. of Management	
	25H11CO716	Financial Derivatives	3	1	0	4	4				Dept. of Commerce	
Total			15	4	2	21	20					

EIGHTH SEMESTER (BBA- Honours with Research)											
Course			Contact Hours								
Sr. No	Code	Name	L	T	P	Total	Credit	Cat.	UP Govt. Cat.	University Cat.	Offered By
1	25H11MT815	E-Commerce	3	1	0	4	4	Major	Major	Core	Dept. of Management
2	25H11CO412	Corporate Law	3	1	0	4	4	Major	Major	Core	Dept. of Commerce
3	25H19MT891	Project	0	0	24	24	12	Project	Project	Core	
Total			6	2	24	32	20				



Semester-Wise Distribution of Credits

Semester	Major	AEC	MDC (Including OE)	VAC	SEC	Minor	Summer Training	Project	Total
I	12	0	0	3	3	0	0	0	18
II	12	0	3	4	3	0	0	0	22
III	12	4	3	0	3	0	0	0	22
IV	12	4	0	0	0	8	0	0	24
V	8	0	3	0	0	8	3	0	22
VI	4	0	0	0	0	8	0	0	12
VII (BBA-H)	12	0	0	0	0	12	0	0	24
VIII (BBA- H)	8	0	0	0	0	8	0	0	16
VII (BBA-H with Research)	12	0	0	0	0	8	0	0	20
VIII (BBA-H with Research)	8	0	0	0	0	0	0	12	20

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Degree-Wise Distribution of Credits

Description	Major	AEC	MDC (Including OE)	VAC	SEC	Minor	Summer training/Internship	Project	Total
BBA	60	8	9	7	9	24	3	0	120
BBA (Honours)	60 + 20 = 80	8	9	7	9	24 + 20 = 44	3	0	160
BBA (Honours with Research)	60 + 20 = 80	8	9	7	9	24 + 08 = 32	3	12	160

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