

**JAYPEE UNIVERSITY OF ENGINEERING AND  
TECHNOLOGY**

Guna, Madhya Pradesh

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**BACHELOR OF BUSINESS  
ADMINISTRATION**

4-Year Programme

*Semester-wise Course Curriculum*

## Years I & II

### SEMESTER I

S.No.	Course Code	Course Title	L	T	P	Credit
1	HS110	Principles and Practices of Management	3	1	0	4
2	HS111	Business Communication-I	1	1	0	2
3	HS112	Financial Accounting	3	1	0	4
4	HS113	Business Statistics and Logic	3	1	0	4
5	HS114	General English	1	1	0	2
6	HS115	Indian Knowledge System	2	0	0	2
7	HS116	Environmental Science and Sustainability	2	0	0	2
<b>TOTAL CREDITS</b>						<b>20</b>

### SEMESTER II

S.No.	Course Code	Course Title	L	T	P	Credit
1	HS117	Human Behaviour and Organization	3	1	0	4
2	HS118	Marketing Management	3	1	0	4
3	HS119	Business Economics	3	1	0	4
4	HS120	Emerging Technologies and Application	1	1	0	2
5	HS121	Media Literacy and Critical Thinking	1	1	0	2
6	HS122	Indian Constitution	2	0	0	2
7	HS123	Business Communication-II	1	1	0	2
<b>TOTAL CREDITS</b>						<b>20</b>

### SEMESTER III

S.No.	Course Code	Course Title	L	T	P	Credit
1	HS124	Management Accounting	3	1	0	4
2	HS125	Legal and Ethical Issues in Business	3	1	0	4
3	HS126	Human Resource Management	3	1	0	4
4	HS127	Indian Systems of Health and Wellness	1	1	0	2
5	HS128	Management Information System (MIS)	3	1	0	4
6	HS129	Yoga / Sports / NCC / NSS / Disaster Management	1	1	0	2
<b>TOTAL CREDITS</b>						<b>20</b>

**SEMESTER IV**

S.No.	Course Code	Course Title	L	T	P	Credit
1	HS130	Entrepreneurship and Startup Ecosystem	1	1	0	2
2	HS131	Operations Management	3	1	0	4
3	HS132	Financial Management	3	1	0	4
4	HS133	Business Research Methodology	3	1	0	4
5	HS134	Business Environment and Public Policy	2	0	0	2
6	HS135	International Business	2	0	0	2
7	HS136	Design Thinking and Innovation	1	1	0	2
<b>TOTAL CREDITS</b>						<b>20</b>

**Year III****SEMESTER V**

S.No.	Course Code	Course Title	L	T	P	Credit
1	HS137	Strategic Management	3	1	0	4
2	HS138	Logistics and Supply Chain Management	3	1	0	4
3	—	Discipline Specific Electives – I	3	1	0	4
4	—	Discipline Specific Electives – II	3	1	0	4
5	HS601	Summer Internship – I	—	—	—	4
6	HS602	Major Project [Evaluation in Sixth Semester]	—	—	—	0
7	—	Value Added Course (Audit)	2	0	0	0
<b>TOTAL CREDITS</b>						<b>20</b>

**SEMESTER VI**

S.No.	Course Code	Course Title	L	T	P	Credit
1	HS139	Project Management	3	1	0	4
2	HS140	Business Taxation	2	0	0	2
3	—	Discipline Specific Electives – III	3	1	0	4
4	—	Discipline Specific Electives – IV	3	1	0	4
5	HS141	Corporate Governance	2	0	0	2
6	HS602	Major Project [Initiated in 5th Semester]	—	—	—	4
7	—	Value Added Course (Audit)	2	0	0	0
<b>TOTAL CREDITS</b>						<b>20</b>

## Exit & Re-entry Policy

### Exit after Year III – Bachelor in Business Administration (BBA)

Students who have successfully completed all courses of Semesters I through VI and earned the requisite credits, with no active backlogs, are eligible to exit the programme. On exit, they will be awarded the Bachelor in Business Administration (BBA) degree. Students opting to exit at this stage are not required to continue to the Fourth Year.

### Re-entry into Fourth Year (Seventh Semester)

A student who exits after the Third Year with a BBA degree may re-enter the Seventh Semester to complete BBA (Honours) or BBA (Honours with Research), as per the University schedule, after earning the requisite credits.

### Minimum Eligibility for Fourth Year

#### BBA (Honours with Research):

- ▶ Minimum 75% marks or equivalent CGPA in BBA up to Sixth Semester.

#### BBA (Honours):

- ▶ Valid BBA degree with no active backlogs.

## Year IV – Honours Programme

### BBA (Honours)

### SEMESTER VII

S.No.	Course Code	Course Title	L	T	P	Credit
1	HS142	AI for Business; Diversity, Equity and Inclusion; Digital Ethnography and Online Communities	3	1	0	4
2	HS143	Entrepreneurial Leadership	2	2	0	4
3	—	Discipline Specific Electives – V	3	1	0	4
4	—	Discipline Specific Electives – VI	3	1	0	4
5	HS604	Dissertation Work [Evaluation in Eighth Semester]	—	—	—	0
6	HS603	Summer Internship – II	—	—	—	4
<b>TOTAL CREDITS</b>						<b>20</b>

Note: L-T-P for Discipline Specific Electives depends on the courses offered by the University.

**SEMESTER VIII**

S.No.	Course Code	Course Title	L	T	P	Credit
1	—	Discipline Specific Electives – VII	3	1	0	4
2	—	Discipline Specific Electives – VIII	3	1	0	4
3	—	Discipline Specific Electives – IX	3	1	0	4
4	HS604	Dissertation Work [Started in Seventh Semester]	—	—	—	8
<b>TOTAL CREDITS</b>						<b>20</b>

Note: L-T-P for Discipline Specific Electives depends on the courses offered by the University.

**BBA (Honours with Research)****SEMESTER VII**

S.No.	Course Code	Course Title	L	T	P	Credit
1	HS144	Advanced Data Analysis Tools	3	1	0	4
2	HS145	Advanced Research Methodology	3	1	0	4
3	HS605	Research Internship Report and Viva-Voce	—	—	—	4
4	—	Discipline Specific Electives – V	3	1	0	4
5	—	Discipline Specific Electives – VI	3	1	0	4
<b>TOTAL CREDITS</b>						<b>20</b>

Note: L-T-P for Discipline Specific Electives depends on the courses offered by the University.

**SEMESTER VIII**

S.No.	Course Code	Course Title	L	T	P	Credit
1	HS606	Dissertation (For Research Track)*	—	—	—	20
<b>TOTAL CREDITS</b>						<b>20</b>

\* The Dissertation work will start from the beginning of the Fourth Year of the BBA (Honours with Research) Programme. Fourth-Year students shall be assessed for Project Work, Research Internship Report and Viva-Voce, and Dissertation.

## Discipline Specific Electives

### Specialization: Marketing

S.No.	Course Code	Course Title	L	T	P	Credit
1	HS341	Consumer Behaviour	3	1	0	4
2	HS342	Sales Management	3	1	0	4
3	HS343	Retail Marketing	3	1	0	4
4	HS344	Marketing of Services	3	1	0	4
5	HS345	Digital Marketing	3	1	0	4
6	HS346	Supply Chain Management	3	1	0	4
7	HS347	International Marketing	3	1	0	4
8	HS348	Rural Marketing	3	1	0	4
9	HS349	Neuromarketing	3	1	0	4
10	HS350	B2B Marketing	3	1	0	4

### Specialization: Business Analytics

S.No.	Course Code	Course Title	L	T	P	Credit
1	HS351	Data Analytics	3	1	0	4
2	HS352	Data Visualization and Dashboarding	3	1	0	4
3	HS353	Marketing Analytics	3	1	0	4
4	HS354	Financial Analytics	3	1	0	4
5	HS355	HR and Workforce Analytics	3	1	0	4
6	HS356	Social Media and Web Analytics	3	1	0	4
7	HS357	Business Intelligence and Power BI	3	1	0	4
8	HS358	Artificial Intelligence Applications in Business	3	1	0	4
9	HS359	Predictive Analytics for Business Decision Making	3	1	0	4
10	HS360	Business Analytics using Excel	3	1	0	4