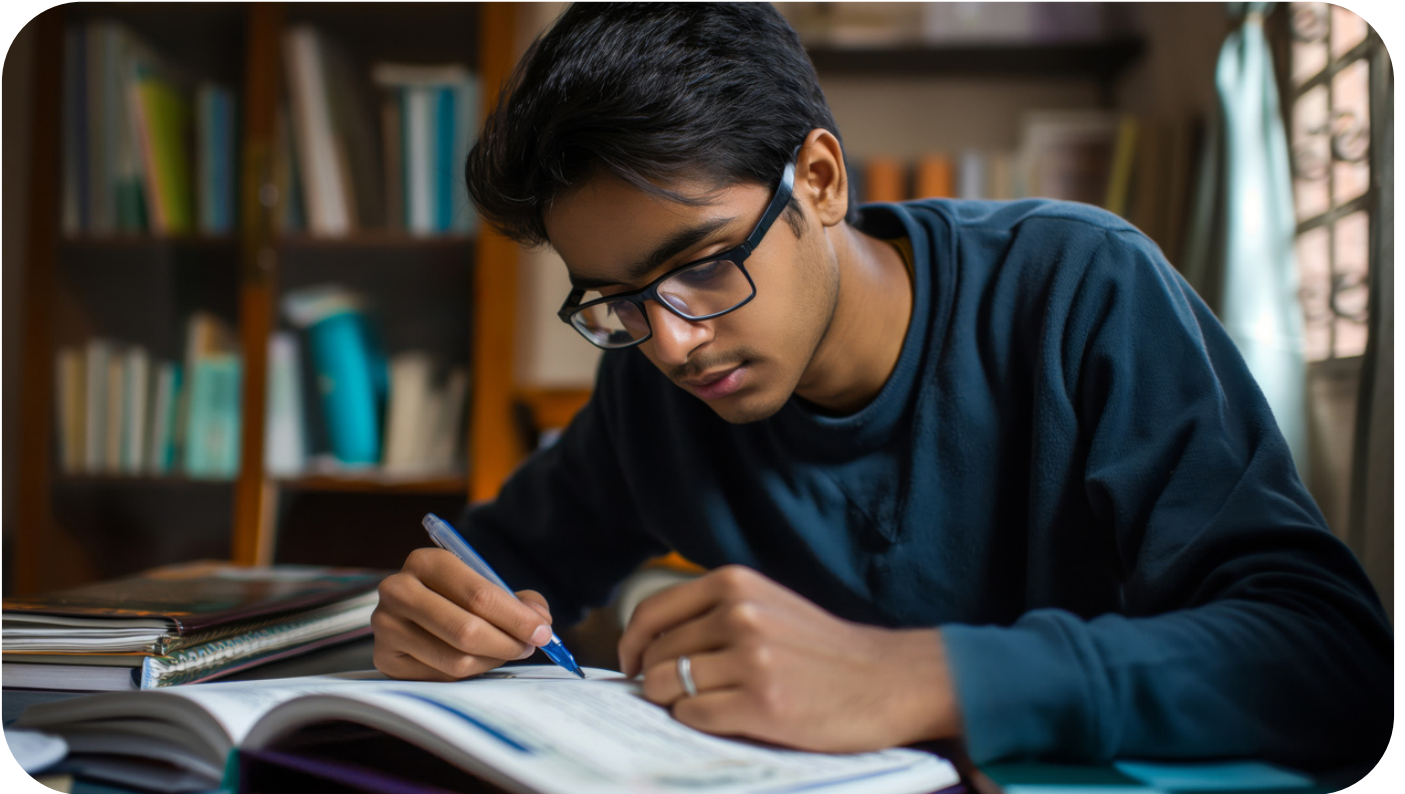




**Dr. Bhimrao Ambedkar University**

Centre for Distance & Online Education



## Bachelor of Business Administration (BBA)

Future-proof your career with our industry-aligned Online BBA degree. Master the core of management, digital marketing, and business strategy from India's prestigious institution.



### NAAC 'A+' Accredited

Committed to quality education



### UGC Entitled

Degrees valid nationwide



### 8 Programs

Diverse course offerings



### 5L+ Alumni

Strong alumni network



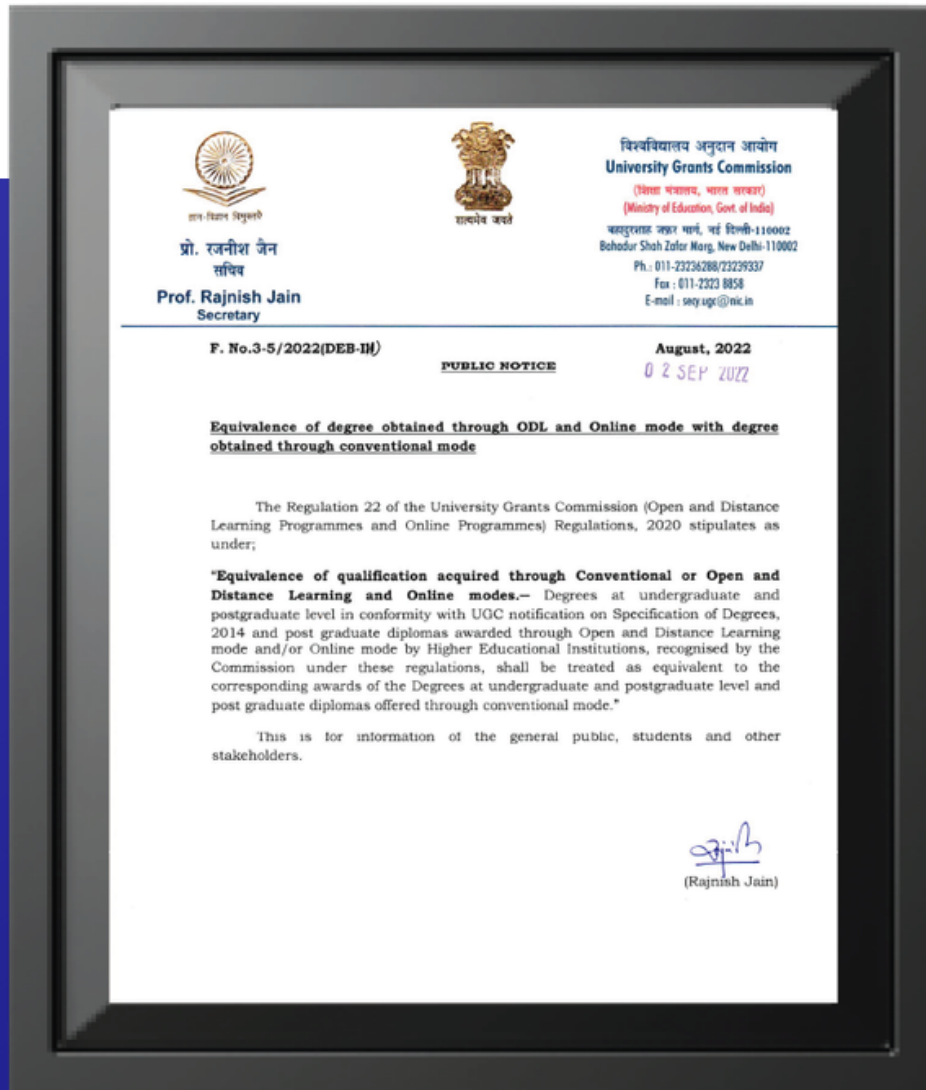
**100+ Years of  
Excellence**

## About the University

Where Academic Excellence Meets Flexible Learning

Established in 1927, Dr. Bhimrao Ambedkar University (formerly Agra University) is one of India's premier institutions of higher learning. The Centre for Distance & Online Education (CDOE) brings the university's rich academic heritage to learners across India through flexible, technology-enabled education.

Our programs are designed for working professionals, homemakers, and students who seek quality education with the freedom to learn at their own pace. With UGC recognition and NAAC accreditation, degrees awarded through CDOE hold the same value as regular mode degrees.



## Online degrees are recognised as equivalent to regular degrees awarded through campus programmes.

As per Regulation 22 of the UGC in 2020, ODL/Online degrees are now regarded as equally valid and credible as traditional, offline degrees.

### Built for learners balancing education with life

The Online format can support learners managing work, family, travel or location constraints while progressing through a structured undergraduate management programme.



## Bachelor of Business Administration (BBA)

DURATION

**3 Years (6 Semesters)**

LEARNING MODE

**100% Online**

PROGRAM FEE

**₹54,500 / Full Program Fee**

### Program Overview

The Bachelor of Business Administration (BBA) at DBRAU CDOE is a gateway to the modern business landscape. This program blends centuries-old academic rigor with contemporary digital tools.

Designed for aspiring entrepreneurs and corporate professionals, our BBA curriculum covers everything from blockchain in finance to consumer psychology in marketing.

### Eligibility

An intermediate (10+2) in any discipline or an equivalent qualification from a recognized board, with minimum 45% of marks. A relaxation for SC/ST candidate shall be available as per University norms.

## Program Structure

### Semester 1

#### Paper Name

Principles & Practices of Management

Fundamentals of Accounting

Business Environment

Quantitative Techniques -1

Fundamentals of Computers

First Aid and Basic Health

IKS

### Semester 2

#### Paper Name

Business Organisation

Business Economics

Quantitative Techniques -2

Business Communication

Human Values and Environmental Studies

Viva on Subject Related Project

## Semester 3

### Paper Name

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Legal Framework of Business

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Accounting for Decision Making

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Research Methodology

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AI in Business

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Physical Education and Yoga

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Viva Based on Industry Visit

## Semester 4

### Paper Name

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Financial Management

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Marketing Theory and Practice

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Human Resource Management

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Business Analytics

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Social Responsibility and Community Engagement

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Viva Based on Industry Analysis Project-II

## Semester 5

### Paper Name

Investment Analysis

Organizational Behaviour

Consumer Behaviour and Market Research

E-Commerce

Viva Based on Internship

## Semester 6

### Paper Name

International Business Management

Business Policy

Industrial Relations and Labour Laws

Entrepreneurship and Small Business Management

Viva Based on Industry Embedded Project Work

| Fee Structure            | First Year Fee    | Second Year Fee | Third Year Fee |
|--------------------------|-------------------|-----------------|----------------|
| Registration Fee         | Rs. 500           | -               | -              |
| Exam Fee                 | Rs. 3,000         | Rs. 3,000       | Rs. 3,000      |
| Tuition Fee              | Rs. 15,000        | Rs. 15,000      | Rs. 15,000     |
| Total Fee                | Rs. 18,500        | Rs. 18,000      | Rs. 18,000     |
| <b>Total Program Fee</b> | <b>Rs. 54,500</b> |                 |                |

## Programme Objectives



Build Strong Business Fundamentals



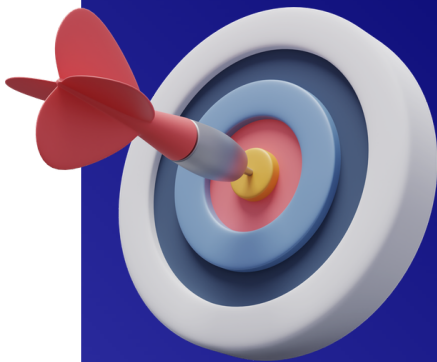
Develop Analytical and Decision-Making Abilities



Strengthen Business Communication



Encourage Entrepreneurial Thinking



Understand Core Organisational Functions



Gain Exposure to Logistics and International Trade



## Start your BBA journey



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[www.dbrauagradoe.com](http://www.dbrauagradoe.com)