



Marwadi
University
Marwadi Chandarana Group

ONLINE

Online BBA

Upgrade without pause

Bachelor
Business
Administration



A+ NAAC
Grade

NBA
TIER-1 ACCREDITATION

CoE Centre of
Excellence

nirf ALL INDIA TOP
100-150
University Ranking

 **UGC**
Entitled
ज्ञान-विज्ञान विमुक्तये

QS WORLD **Asia 2026**
UNIVERSITY Rank
RANKINGS **353**
No.1 AMONG ALL PRIVATE
UNIVERSITIES IN GUJARAT



BBA Bachelor of Business Administration

BBA program offered at Faculty of Management Studies, Marwadi University is a comprehensive and dynamic academic endeavour designed to equip students with the skills, knowledge, and mind-set necessary to thrive in today's competitive business landscape. With a focus on innovation, leadership, and practical application, the BBA program at Marwadi University stands out as a premier choice for future business professionals. The program is created to provide a well-rounded education that blends theoretical foundations with real-world experience. Through a diverse curriculum, students delve into various facets of business administration, including finance, marketing, human resources, operations, and strategic management. The coursework is designed to foster critical thinking, problem-solving abilities, and effective decision-making skills.

What sets Marwadi University's BBA apart is its blend of theoretical learning with application orientation of the same. Students will be prepared to take up the entry level positions in the domain of Marketing, Finance and Human Resources. Furthermore, they will gain the understanding of business functions and will get trained in decision making pertaining to management domain.

KEY FEATURES

The BBA program is carefully structured to align with specific learning outcomes aimed at developing essential skills and competencies among learners. These outcomes encompass a wide range of knowledge, understanding, and practical abilities relevant to the field of business management, reflecting both academic rigor and industry standards.

01

Develop specialized knowledge and understanding: The curriculum covers key concepts and practices in finance, marketing, human resources, operations, and strategic management, helping learners gain practical insights to effectively handle modern business challenges.

02

Foster academic excellence and professional standards: The BBA program promotes academic rigor and strong professional values, enhancing critical thinking, analytical skills, and informed decision-making to meet high academic and industry standards.

03

Cultivate transferable skills: Along with specialized knowledge, the program develops key skills such as communication, leadership, problem-solving, teamwork, and adaptability—essential for success in today's dynamic business environment.

04

Embrace technology-enhanced learning: The BBA program uses innovative digital tools, virtual classrooms, and interactive resources to create an engaging learning experience, helping learners connect with content, faculty, and peers for better understanding and retention.

05

Embrace technology-enhanced learning: The BBA program utilizes advanced digital tools, virtual classrooms, and interactive resources to enrich learning, enabling students to actively engage with content, faculty, and peers for deeper understanding and improved knowledge retention.

FEE STRUCTURE

Duration

3 Years (6 Semesters)

Eligibility Criteria

Either 40%+ in 12th from recognized board or overall 50%+ in 3 years of Polytechnic Diploma from recognized Board

Fee

INR **15,000**/Semester

Medium of Instruction

This BBA programme shall have English language as the medium of Instructions and Examinations.



*Non-refundable examination fee

COURSE DELIVERY

SEMESTER - 1

1. Principles of Management
2. Micro Economics
3. Fundamentals of Accounting
4. Mathematics For Business
5. Environmental Science
6. Communicative English

SEMESTER - 3

1. Marketing Management
2. Financial Management
3. Indian Financial System
4. Research Methodology
5. Cost Accounting / Fundamentals of Digital Marketing
6. Career Readiness Program

SEMESTER - 5

1. Internship
2. Operations Research
3. Strategic Management
4. Career Readiness Program
5. Management of Financial Markets / Consumer Behaviour / Labour Welfare & Social Securities
6. Fundamentals of Banking / Retail Marketing / Compensation Management

SEMESTER - 2

1. Business Environment
2. Organizational Behavior
3. Statistics For Business
4. Macro economics
5. Business Communication
6. Indian Business History

SEMESTER - 4

1. Production & Operations Management
2. Income Tax – Law and Practice
3. Management of Services / International Business
4. Management Accounting
5. Environmental Studies
6. Entrepreneurship

SEMESTER - 6

1. Understanding Corporate Financial Statements
2. Management Information System
3. Research Project
4. Business Ethics & Corporate Governance
5. Advertising Management Advanced Financial Management Change Management

HIGHEST PLACEMENT PACKAGE OF 34.5L

BY amazon



For Admission Inquiry, Call or WhatsApp

 **99099 54621**

www.marwadiuniversity.online

Rajkot-Morbi Road, 360003 Gujarat, India

    

360° Campus View



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