



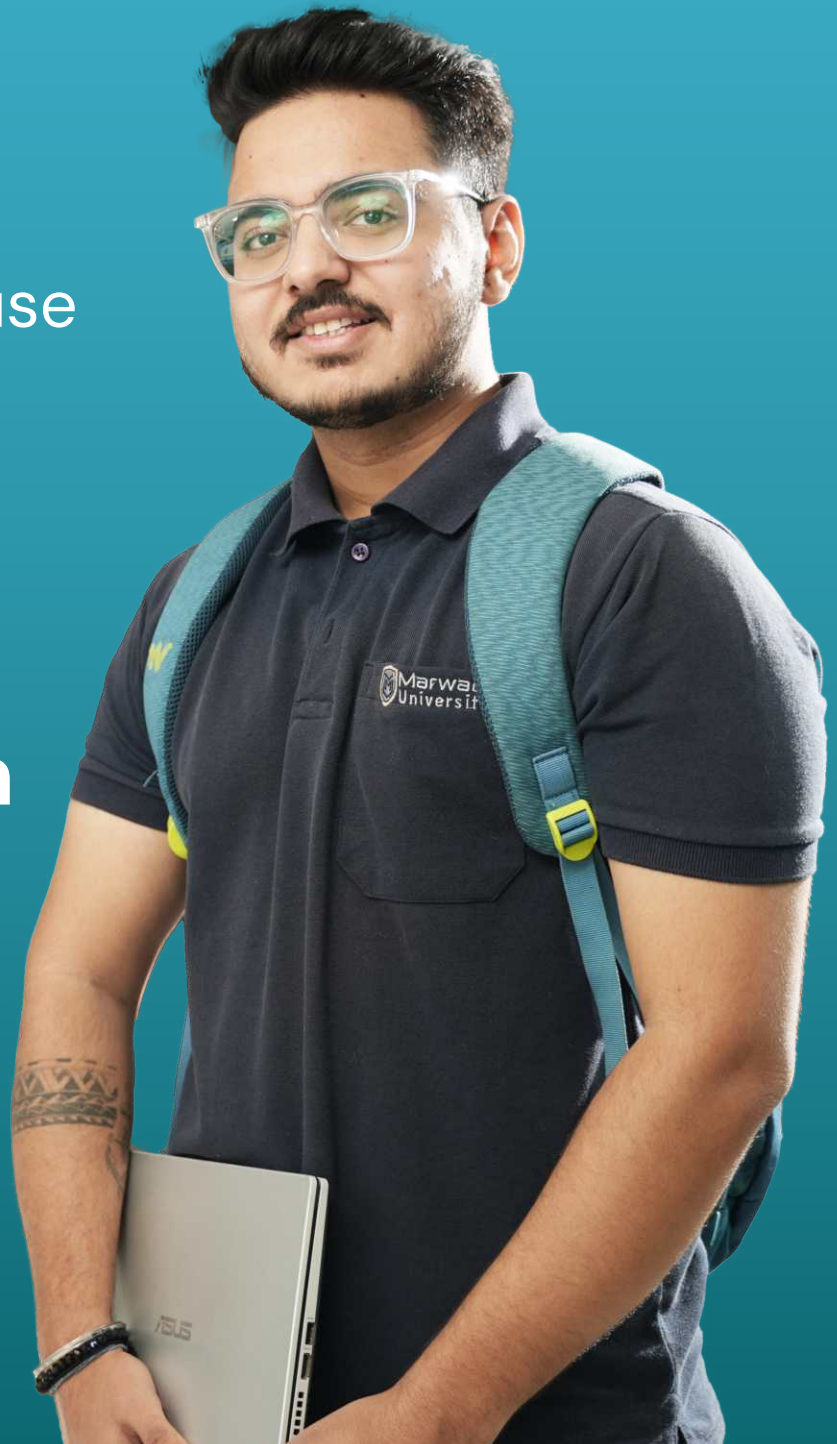
**Marwadi**  
University  
Marwadi Chandarana Group

**ONLINE**

# Online BBA

Upgrade without pause

## Bachelor of Business Administration



QS ASIA  
RANK **353**

Gujarat's No. **01**  
Private University

**TOP 100** in Asia for Internationalisation,  
Student Exchange and Faculty Quality



# 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.

# PROGRAM 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

	INDIA	INTERNATIONAL	SAARC
PER SEMESTER	₹ 15,000	\$ 500	₹ 17,000
EXAM FEE	₹ 2,500	NA	₹ 3,000
ONE TIME FEE	₹ 79,000	\$ 3,050	₹ 91,000

\*One Time Program Fees includes Examination Fees

## Medium of Instruction

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



\*Non-refundable examination fee

# COURSE DELIVERY

## **SEMESTER - 1** [Credit - 20]

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

## **SEMESTER - 3** [Credit - 22]

1. Marketing Management
2. Financial Management
3. Indian Financial System
4. Research Methodology
5. Elective Subject
  - A. Cost Accounting
  - B. Fundamentals of Digital Marketing
6. Career Readiness Program

## **SEMESTER - 5** [Credit - 22]

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

## **SEMESTER - 2** [Credit - 20]

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

## **SEMESTER - 4** [Credit - 22]

1. Production & Operations Management
2. Income Tax - Law and Practice
3. Elective Subject
  - A. Management of Services
  - B. International Business
4. Management Accounting
5. Environmental Studies
6. Entrepreneurship

## **SEMESTER - 6** [Credit - 19]

1. Understanding Corporate Financial Statements
2. Management Information System
3. Research Project
4. Business Ethics & Corporate Governance
5. Elective Subject
  - A. Advertising Management
  - B. Advanced Financial Management
  - C. Change Management

# ADMISSION PROCESS

## Step-1

### Register

Fill the application form and pay registration fees.

- @ -

<https://onlineadmission.marwadiuniversity.ac.in>

## Step-2

### Documentation & Payment

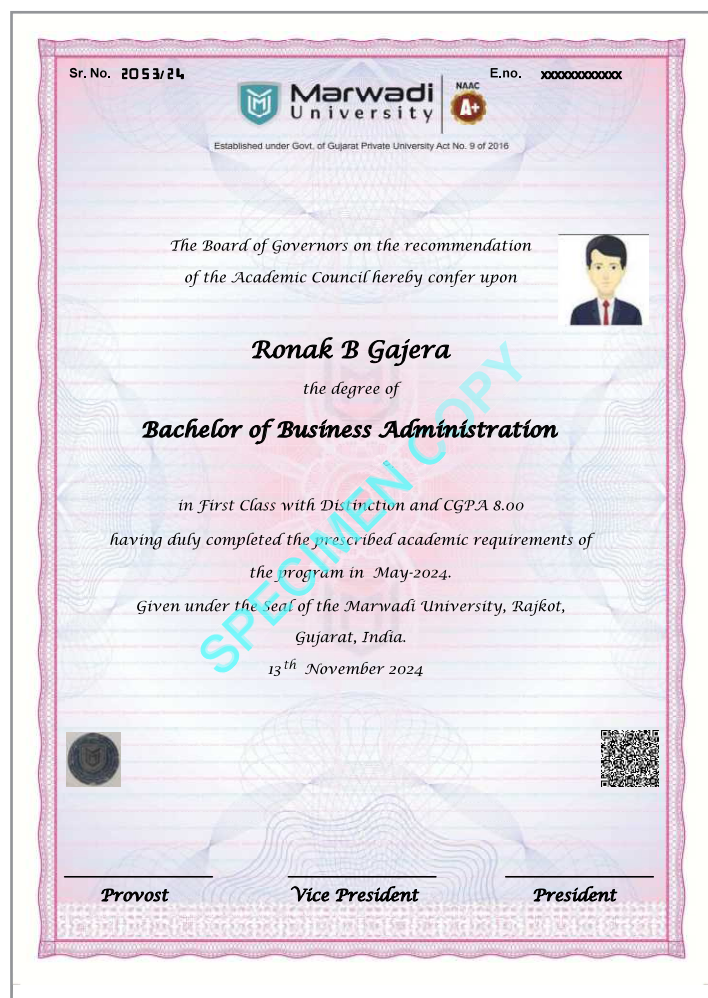
Submit mandatory documents & pay course fees via Debit/ Credit card /UPI/Net Banking.

## Step-3

### Welcome Onboard

Get confirmation of admission & access course material via LMS

# SAMPLE OF ONLINE DEGREE



Student Name : Ronak B Gajera  
Gr. No. : 133XXXX  
DEB ID : DBXXXXXX  
Mode of delivery : ONLINE  
Date of admission : 01 February, 2021  
Date of completion : 30 April, 2024  
Name & Address : Marwadi University  
Rajkot-Morbi Highway, Rajkot 360003, Gujarat, India

SPECIMEN COPY

# PLACEMENT SUPPORT



Upskilling  
& Certification



Employability Skill  
Assessment



Industry  
Intraction



Access to Placement  
Portal of University



Placement Drive  
& Job Fairs

# TOP RECRUITERS


# HIGHEST PLACEMENT PACKAGE OF 34.5L

BY amazon



For Admission Inquiry, Call or WhatsApp

 **99099 54621**

[www.marwadiuniversity.online](http://www.marwadiuniversity.online)

Rajkot-Morbi Road, Rajkot - 360003 Gujarat, India

360° Campus View



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