



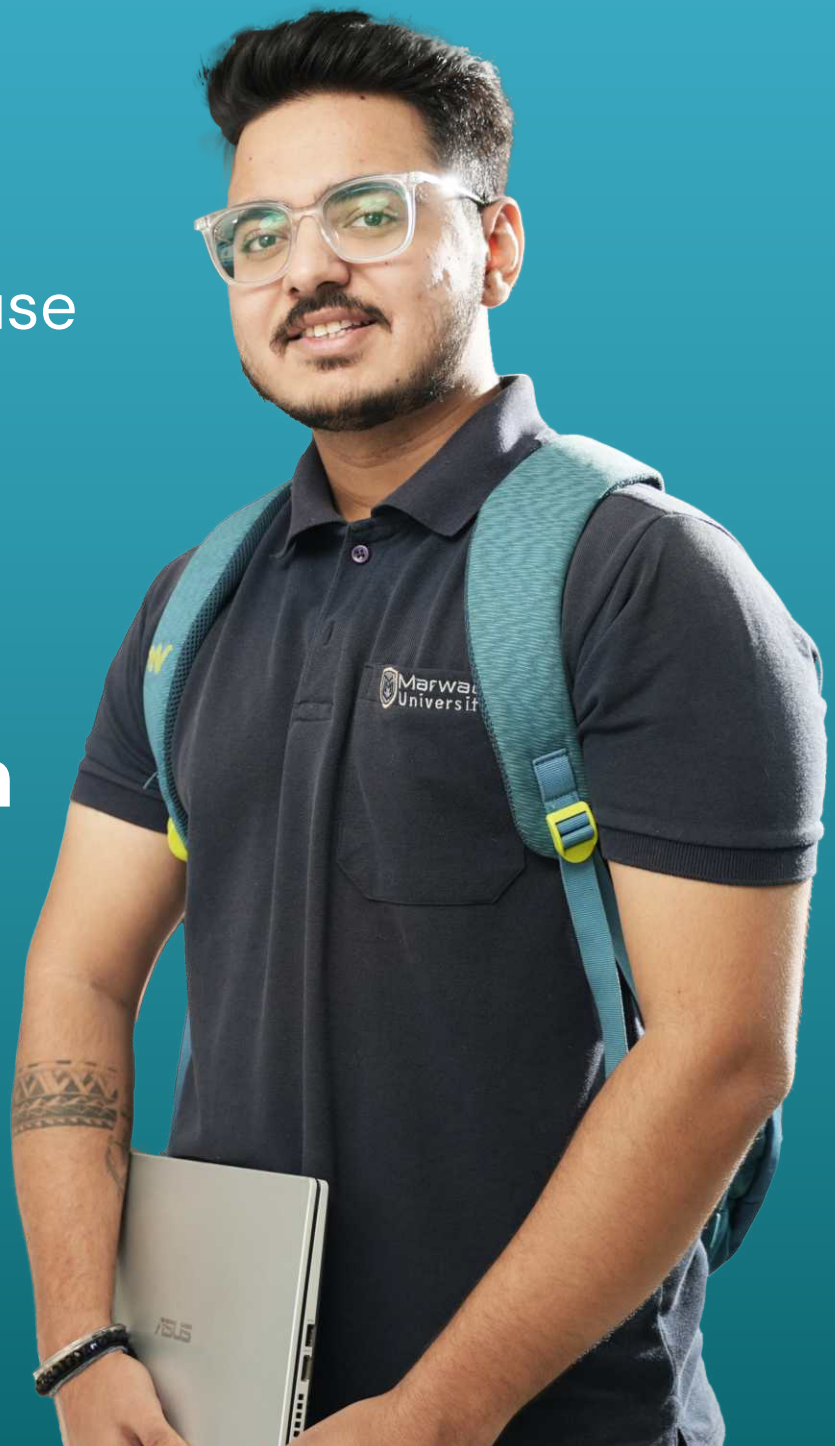
Marwadi
University
Marwadi Chandarana Group

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

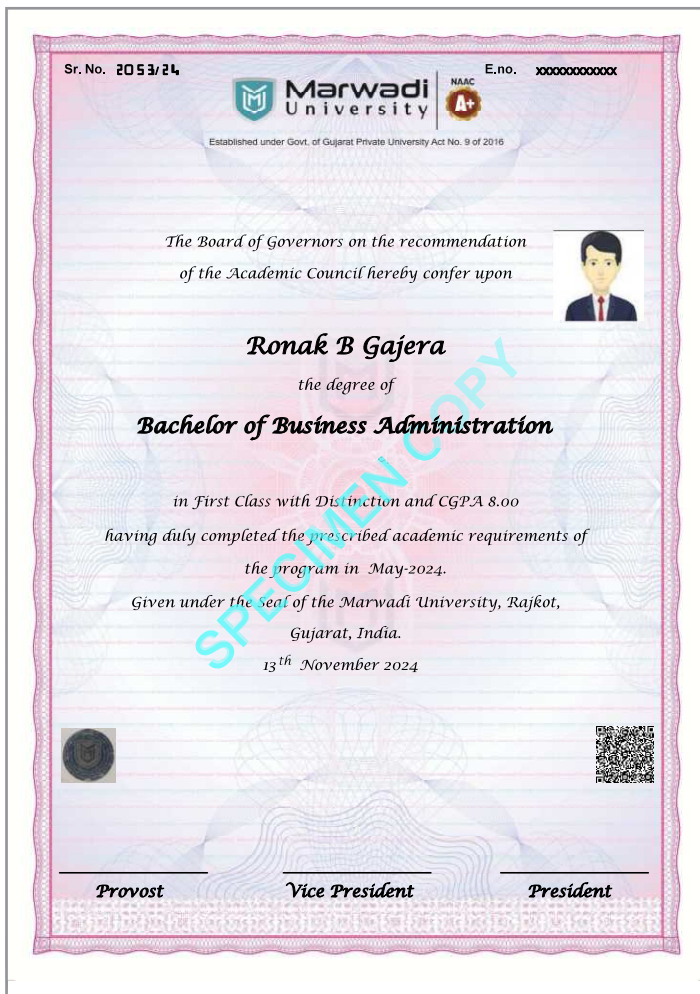
Submit mandatory documents & pay course fees via Debit/ Credit card /UPI/Net Banking.

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 : DBXXXXXXX
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

 **+91 92402 56159**

www.marwadiuniversity.online

info@marwadiuniversity.online

Rajkot-Morbi Road, Rajkot - 360003 Gujarat, India

360° Campus View



Scan to follow us



MARWADI
CHANDARANA
GROUP