



# Your foot in the door for an exciting career starts here

**100% Online**

## **Bachelor in Business Administration (BBA)**

The Bachelor in Business Administration programme will equip you to analyse, solve and thrive in contemporary business markets by setting a foundation to enter various roles in the management sector. Succeed in the present competent corporate world with our bachelor's degree in business administration.



**MANIPAL**  
**UNIVERSITY JAIPUR**  
*(University under Section 2(f) of the UGC Act)*

## Eligibility

- ▶ 10+2 from a recognised board, or equivalent qualification as recognised by the Association of Indian Universities, in any discipline with at least 45% marks in aggregate (40% for reserved categories)

## Fee structure

- ▶ Course fees: INR 1,26,000 (all inclusive) or INR 21,000 per semester (includes an examination fee of INR 5,000)

## Duration

- ▶ 3 years (divided into 6 semesters)

## Admission process



Application to online degrees at MUJ can be initiated through our website [www.onlinemanipal.com](http://www.onlinemanipal.com).



Our counsellors will guide candidates through the admission process, which is as per regulatory requirements.



Applicants must submit a completed application form with relevant documents within the due date.



Please visit the FAQ section on our website to know more about the admission process.

# Bachelor in Business Administration (BBA)

Build your foundation in business management with an online BBA

## Programme structure

All students will follow the same curriculum in the first 4 semesters.

Subjects will vary in the fifth and sixth semesters depending on the management related interests and electives.

First Semester	Second Semester	Third Semester	Fourth Semester	Fifth Semester	Sixth Semester
Communication Skills and Personality Development	Business Communication	Legal and Regulatory Framework	Business Strategy	Consumer Behaviour	Customer Relationship Management
Organisational Behaviour	Financial Accounting	Quantitative Techniques for Management	Management Information System	Business Analytics	Digital Marketing
Business Environment	Human Resource Management	Research Methodology	Management Accounting	Elective - General Management	Elective - General Management
Marketing Management	Quality Management	Financial Management	Environmental Science	Elective - Retail Management	Elective - Retail Management
Computer Fundamentals	Retail Management	Advertising and Sales	International Marketing		
	Term paper	Project	Rural Marketing		

Elective	Fifth semester	Sixth semester
General Management	Operation and Production Management, Economic Planning, eCommerce, Entrepreneurship, Small Business Management	Technology Management, Management Development and Skills, Role of International Financial Management
Retail Management	Store Operations and Job Knowledge, Logistics Management, Buying, Visual Merchandising, Warehouse Management	Modern Retail Management Process and Retail Services, Retail Project Property Management and Case Studies in Retail, Merchandising and Supply Chain Management

\*Choose your electives from the options

Note: Every student shall undertake project work either at their place of work or elsewhere, in the chosen area of elective to complete the programme.  
The project work will commence from the fifth semester and must be completed by the end of the sixth semester.

MUJ reserves the right to change the program design, format, number of sessions, certificate format, and terms in the program or can incorporate any such change deemed necessary by the institute without prior intimation.

# The Manipal University Jaipur online advantage

Manipal University Jaipur (MUJ) was established in 2011, as a self-financed State University, at the invitation of the Government of Rajasthan. Today MUJ, a new generation university, caters to new-gen learning. MUJ is committed to nurturing talent and strengthening academics by adopting contemporary and innovative practices that reimagine academic excellence.



**70+ years of academic excellence**



**First smart-campus in India**



**Accredited as A+ grade by NAAC**



**UGC-entitled**



**Affordable education**



**Scholarships for deserving candidates**



**Career assistance**



**Industry expert faculty and mentors**



**Global networking opportunities**



**Courses designed to make students future-ready**

