



MANGALAYATAN
UNIVERSITY
ONLINE

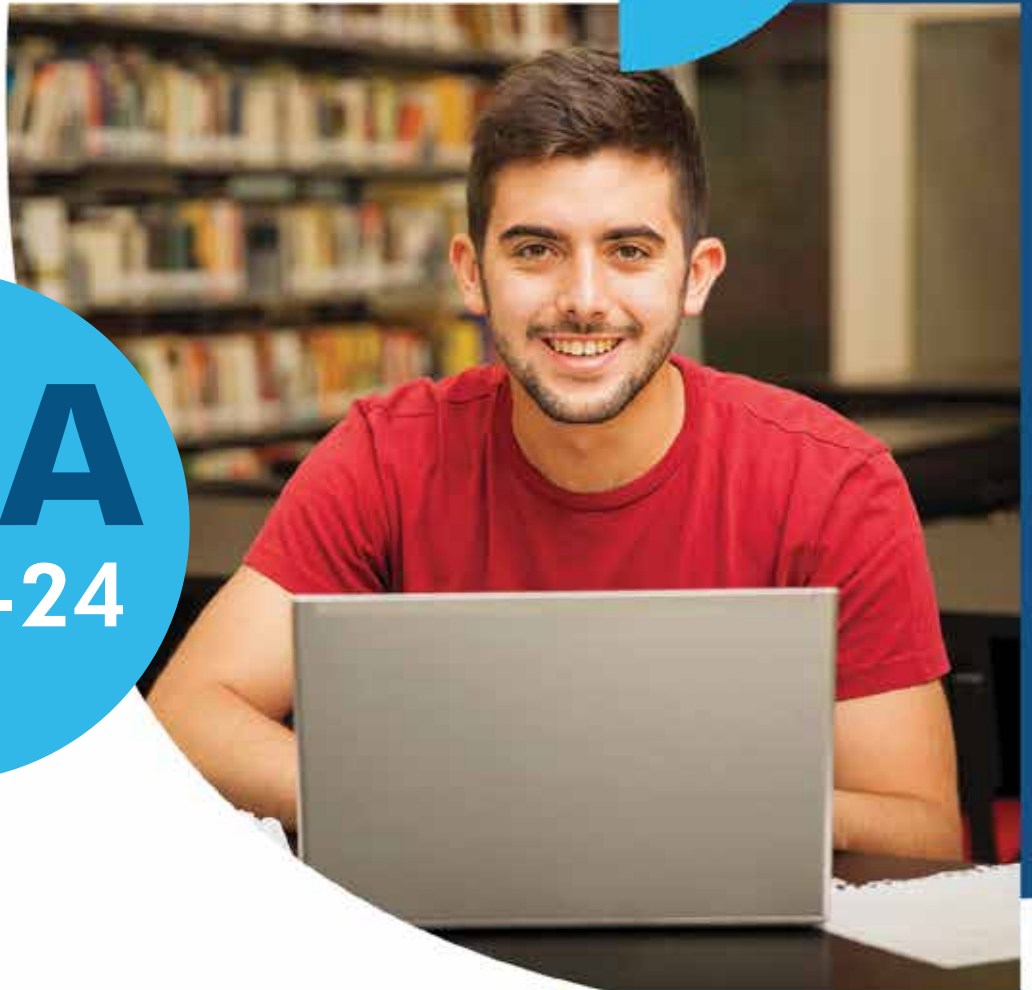
NAAC
GRADE A+
Accredited University

Directorate of Distance & ONLINE EDUCATION

BACHELOR OF BUSINESS

ADMINISTRATION

BBA
2023-24



**UGC
ENTITLED**



**AICTE
APPROVED**



**MEMBER
OF AIU**

More information call us



07969 662 570



www.muonline.ac.in



Introduction

The BBA Programme through online mode is one of the most sought bachelor degree programmes after 12th standard. It includes complete knowledge of leadership and management. The BBA degree allows the candidates to enter the field of Management. This degree instruction teaches the students with various aspects that are necessary for effective business management and essential for entrepreneurs and business managers. Bachelor in Business Administration also gives you a platform for pursuing courses like MBA. Whether you have done your school with arts or humanities or science, you are free to choose the BBA programme. The BBA (Online) is the most popular and well-known courses among the students. It prepares base for the MBA programme.

To do well in this field, students must possess leadership qualities, decision making skills, and good oral and written communication skills.

Programme's Mission and Objectives

Mission:

- To impart quality education to meet the national and global challenges.
- To blend theoretical knowledge with practical skills.
- To provide access to all sections of society to pursue higher education.
- To promote leadership qualities among students

Objectives:

- To provide adequate understanding about business dynamism among the students.
- To develop management skill, sets necessary to harness the budding professionals to excel in this dynamic business world.
- To adapt to ever evolving dynamism in modern business world with an entrepreneurial mind-set.



Instructional Design

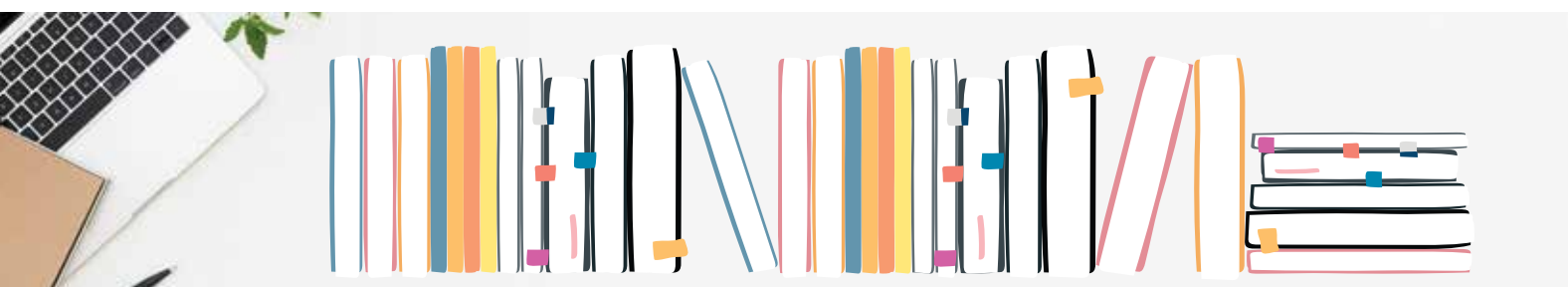
The program is divided into six semesters and minimum credit requirement is 120 to get BBA degree through OL mode from Mangalayatan University. Minimum time period for acquiring BBA degree will be three years and maximum time (extended) period is six years.

SEMESTER - I

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		Theory		MAX	MAX	
1	MGO-1101	Principals of Mgmt. and Organizational Structure	4	30	70	100
2	MGO-1102	Business Statistics	4	30	70	100
3	MGO-1103	Financial Accounting	4	30	70	100
4	MGO-1104	Principles of Marketing	4	30	70	100
5	MGO-1105	Computer Applications in Business Management	4	30	70	100
TOTAL			20	150	350	500

SEMESTER - II

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		Theory		MAX	MAX	
1	MGO-1201	Cost and Management Accounting	4	30	70	100
2	MGO-1202	Legal Aspects of Business	4	30	70	100
3	MGO-1203	Business Environment	4	30	70	100
4	MGO-1204	Retail Management	4	30	70	100
5	MGO-1205	Indian Economy	4	30	70	100
TOTAL			20	150	350	500



SEMESTER - III

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		Theory		MAX	MAX	
1	MGO-2101	HR Management	4	30	70	100
2	MGO-2102	Business Research	4	30	70	100
3	MGO-2103	Commodity and Stock Market	4	30	70	100
4	MGO-2104	Personality Development and Communication Skills	4	30	70	100
5	MGO-2105	Quantitative Techniques	4	30	70	100
TOTAL			20	150	350	500

SEMESTER - IV

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		Theory		MAX	MAX	
1	MGO-2201	Business Policy & Strategy	4	30	70	100
2	MGO-2202	Financial Management	4	30	70	100
3	MGO-2203	Organizational Theory Design and Development	4	30	70	100
4	MGO-2204	Macroeconomics	4	30	70	100
5	MGO-2205	Investment Banking and Financial Services	4	30	70	100
TOTAL			20	150	350	500

SEMESTER - V

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		Theory		MAX	MAX	
1	MGO-3101	Advertising and Brand Management	4	30	70	100
2	MGO-3102	Tax Planning	4	30	70	100
3	MGO-3103	Working Capital Management	4	30	70	100
4	MGO-3104	Project Management and Appraisal	4	30	70	100
5	MGO-3100	Summer Internship Project	4	30	70	100
TOTAL			20	150	350	500

SEMESTER - VI						
S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		Theory		MAX	MAX	
1	MGO-3201	Digital Marketing	4	30	70	100
2	MGO-3202	Marketing of Services	4	30	70	100
3	MGO-3203	Training and Development	4	30	70	100
4	MGO-3204	Insurance & Risk Mgmt.	4	30	70	100
5	MGO-3200	Dissertation	4	0	100	100
TOTAL			20	120	380	500

Syllabi and Course Materials

Syllabi, PPR and self-learning materials are developed mostly by experienced faculty members of Mangalayatan University in consultation with contents experts and the same will be forwarded to CIQA and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

Study Material

The study material in digital format (e – content) of the programme shall be supplied to the students unit - wise for every course.

Video Lectures

The Video lectures as prescribed by the UGC Regulation shall be made available on the LMS portal of the University.

Online Counselling Sessions

The online counselling sessions shall be scheduled beforehand by the Subject Coordinator and informed to the learners. There shall be 6 online counselling sessions / contact classes of 2 hours each for a 4 credit course, held on Saturdays and Sundays. In case of 2 credits course there shall be 4 sessions of 2 hours each and in case of 6 credits course there shall be 8 sessions of 2 hours each.

Medium of Instruction

Medium of Course Instruction: English
Medium of Examination: English

Student Support Systems

The university will appoint programme coordinators, course coordinator and course mentors to facilitate the learners in their learning.

Finally, The university has made appropriate arrangements for various support services including online counselling and resource-oriented-services, evaluation methods for both on and off line modes for easy and smooth services to the students' through online mode.

Procedure for Admissions, Curriculum, Transaction and Evaluation

FEE STRUCTURE

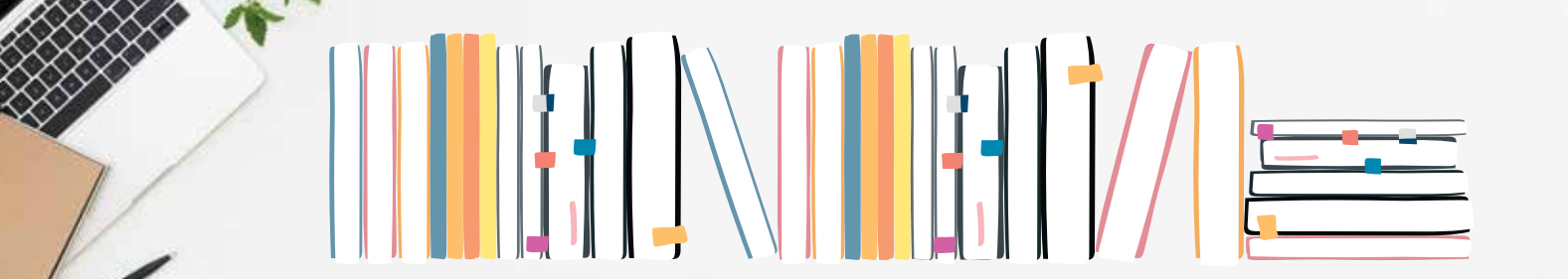
Name of the Program	Degree	Duration	One Time Reg. Fee	Semester Fee	Exam Fee Per Semester	Full Year Fee	Total Fees
Bachelor of Business Administration (BBA)	UG	3 Years	1000	9000	1500	21000	64000
Total							64000

ACTIVITY SCHEDULE

S.NO.	Name of the Activity	Tentative months schedule (specify months) during year			
		From(Month)	To (Month)	From(Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar
2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of Assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of Result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan
7	Distribution of SLM	Jul	Sep	Jan	Mar
8	Contact Programmes (counselling, Practicals.etc.)	Sep	Nov	Mar	May

CREDIT SYSTEM

Duration of the Programme	Credits	Name of the Programme	Level of the Programme
3 Yrs	120	BBA	Bachelor's Degree



Why Online Education?

- Comfortable and Flexible.
- Convenience of attending classes from home.
- Cost Effective.
- Time saving.
- No commuting.
- Monetary benefits- No textbooks required.
- Repeated access to the same lecture.
- Study anytime, anywhere.
- Write proctored exam from home

Admission Process

- Register with Mangalayatan Online Programs
- Pay Registration fees through our available payment gateways
- Upload relevant documents and mark sheets
- Get provisional admission
- Pay semester fees
- Get admission confirmation from University
- Roll number allotted to every student
- LMS id and password creation.

