

ONLINE BBA PROGRAMMES



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ABOUT CHARUSAT

Charotar University of Science and Technology – CHARUSAT has been conceived by Shri Charotar Moti Sattavis Patidar Kelavani Mandal to put India on global education map by making Charotar – the Land of Sardar Patel, a Global Education Hub.

Kelavani Mandal, established in 1994, is a non-profit premier trust of India that works with the aim to provide social service through education. The organization has a social lineage of more than 125 years.

Kelavani Mandal has been established with the distinct objective of creating state-of-the-art educational facilities. The trust is a democratically managed institution known for its transparent functioning and integrity.



MESSAGE FROM **PRESIDENT**



Shri Surendra M. Patel

President, Charusat

Intelligence with Character is the true goal of Education. Knowledge gives humility, from humility, one attains Character. The Highest Education is that which makes our life in harmony with all existence.

In the context, CHARUSAT as a University has been quite distinct from day one. It strives to make Charotar – the Land of Sardar Patel the Global Education Hub through knowledge creation, augmentation, and dissemination. For the purpose, CHARUSAT dedicates its efforts towards developing synergy between industry and academia; and community upliftment through education. Importantly, CHARUSAT continually strives to focus on the future with an entrepreneurial spirit.

Further, programs at CHARUSAT enable the students not only to gain an understanding but also to develop insights in altered research areas.

Moving a step ahead towards the purpose of education, CHARUSAT aims to make its student's Job Creators and not Job Seekers.

MESSAGE FROM **VICE CHANCELLOR**



Dr. R V Upadhyay
Vice Chancellor, Charusat

What distinguishes CHARUSAT from the rest of the universities is how it implements the strategy to achieve its goals. The strategy takes into consideration its own vision, its past accomplishments, its strengths & resources, & the challenges posed by the environment. Primarily, CHARUSAT Framework for Excellence focuses on the Core Performance Areas: Teaching, Learning and Assessment; Research Development and Innovation; Extension & Community Services & Core Capacity Dimensions like Good Governance, Infrastructure, Faculty Competence, and Student Talent.

Education at CHARUSAT accord with many opportunities within and beyond the classroom to acquire knowledge, to develop interests and inclinations, and to stretch the potential, all within a nurturing and conducive learning environment. To foster institutional cultural change, emphasis is placed on learning, member engagement, faculty involvement in the shared governance process, and continual improvement.

OUR PROGRAMMES BBA

DURATION: 3 YEARS | **CREDITS:** 150

COURSE OVERVIEW

The Online BBA program is designed to equip learners with the knowledge, skills, and competencies required to succeed in the dynamic field of business administration. This programme is designed in such a way so that it helps one develop specialized skills and knowledge in a specific area of business.

Graduates of the program often pursue careers in various sectors such as finance, marketing, human resources, consulting, entrepreneurship, and general management.

ELIGIBILITY CRITERIA

Candidate should have passed 12th standard (or equivalent) examination (any stream) with English as a subject and according to the regulations for admission decided by CHARUSAT from time to time.

PROGRAMME OBJECTIVES & SPECIFIC OUTCOMES

At the end of the course, the student should have developed:

- 🎯 An appreciation of the principles of management and basic functional areas of management.
- 🎯 An understanding of managerial role, levels and effective management skills.

What will you be able to do?

- 🎯 You will be able to apply technological knowhow for business advancements.
 - 🎯 Successfully take up various available career options in the relevant domain
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BBA CURRICULUM & SYLLABUS

SEMESTER 1

- Principles and Practices of Management
- Business Economics
- Fundamentals of Computer Science
- Business Communication

SEMESTER 2

- Accounting for Managers
- Marketing Management
- Quantitative Techniques in Management
- Semester

SEMESTER 3

- Business Mathematics
- Cost and Managerial Accounting
- System Analysis and Design
- Behavioral and Allied Science

SEMESTER 4

- Financial Management
- Business Statistics
- Management Information System
- Business Environment

SEMESTER 5

- Services Marketing
- Global Business Operation
- Fundamentals of Entrepreneurship
- Business Law

SEMESTER 6

- Human Resource Management
- Total Quality Management
- Advertising and Sales Promotion
- Production and Operations Management
- Project



ACCREDITATIONS, RANKINGS & RECOGNITIONS



Ranked among top 200 universities by NIRF 2022



Graded A+ by NAAC



Ranked amongst Top 3 universities in Gujarat by GSIRF 2021



Center of Excellence by Government of Gujarat

WHY CHOOSE US?

01. UGC-recognized Online Degrees
02. Flexibility of learning anytime, anywhere
03. Access to top quality digital content through LMS
04. Dedicated Student Support for continuous guidance
05. Placement Assistance
06. Choice-based Credit System



INDUSTRY COLLABORATIONS & RECRUITERS





CHAROTAR UNIVERSITY OF SCIENCE AND TECHNOLOGY



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