



VGU

**NAAC
GRADE A+**
ACCREDITED UNIVERSITY

ON. VGU

O N L I N E V G U

Entitled by UGC

**YOUR
LAUNCHPAD
TO LEADERSHIP**



ONLINE

BBA

Bachelor of Business Administration



UGC
Entitled

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ARISE, AWAKE

and stop not till the
goal is reached!

~ Our Guiding Mantra

Founder *Speaks*

Guided by Vision, Grounded in Values

At Vivekananda Global University, we believe that education is the cornerstone of national progress. With this conviction, we have created an ecosystem that nurtures innovation, ethics, and excellence in every learner. Through our Online and Distance Education platforms, our aim is to ensure that no learner is left behind in the journey toward transformation. Education must empower, and at VGU, that power is now just a click away.

Dr. K.R. Bagaria

Ex-Member, RPSC. Founder
& Vice Chairperson, VGU



ABOUT VGU

North India's Youngest and Fastest Growing
NAAC A+ Multidisciplinary University

Established in 2012 under the Bagaria Education Trust in Jaipur, Rajasthan, Vivekananda Global University (VGU) delivers holistic education meeting global standards. Its 31-acre campus fosters innovation, research, and entrepreneurship, developing individuals with critical thinking and social responsibility.

Accredited with an A+ grade by NAAC, VGU offers over 60+ programs across 14 disciplines, including Engineering, Management, Law, Design, Agriculture, Commerce, Technology, and Allied Health Sciences. Recognized by UGC, AICTE, BCI, COA, and PCI, the university ensures quality education.

In October 2022, VGU launched the Centre for Distance and Online Education (CDOE), one of the pioneering centres in Rajasthan, offering UGC-Entitled Online Degrees and UGC-Approved Open & Distance Learning Degrees. Today, CDOE serves a community of over 10,000 learners worldwide, providing flexible and accessible education.

With a student body exceeding 20,000 across various modes and an alumni network of over 50,000 globally, VGU exemplifies a global university adapting to modern educational demands.



Located in
Jaipur, Rajasthan



Established in 2012



Accredited with
NAAC A+ Grade in
the First Cycle



Spread Across a
31-Acre Modern
Urban Campus



Offers 60+ Career-
Focused Programs
Across 14+ Disciplines



Recognized by UGC,
AICTE, BCI, COA, and
PCI



Home to 20,000+
learners in oncampus,
online, and distance
mode



Backed by a Strong
Alumni Network of
50,000+ Graduates
Across the Globe



ABOUT CDOE

Democratizing Higher Education Through Flexibility, Affordability and Accessibility

The Centre for Distance and Online Education (CDOE) at Vivekananda Global University was established in October 2022 with a mission to democratize higher education through flexibility, technology, and quality.

As one of the pioneering centres in Rajasthan, offering UGC-Entitled Online Degrees and UGC-Approved Open & Distance Learning Degrees. CDOE is redefining access to education for learners across the globe.

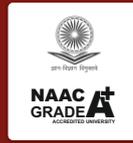
Currently offering 08 UGC-Entitled Online Degree programs and 05 UGC-Approved Open and Distance Degree programs across high-demand domains such as Management, IT, Journalism, and Arts, CDOE integrates digital tools, live interactions, and learners-centric pedagogy to deliver a seamless and engaging academic experience.

Backed by the academic legacy of VGU, CDOE serves a vibrant and growing community of 10,000+ national and international learners, enabling them to pursue career-aligned education without geographical or economic limitations.



WHY CHOOSE Online VGU?

Online VGU, a part of the Centre for Distance and Online Education, is the digital initiative of Vivekananda Global University—empowering over thousands of learners to access the same trusted VGU education with greater flexibility, affordability, and global reach.



UGC-ENTITLED & NAAC A+

Your Degree Is Recognized Globally And By All Major Recruiters.



INDUSTRY-ORIENTED PROGRAMS

Vast Elective Pool in Digital Marketing, FinTech, AI, Data Science, Psychology & more.



CAREER-DRIVEN APPROACH

Internship Opportunities, Career Mentorship, Resume Building, And Placement Assistance.



GLOBAL ACCESSIBILITY

Programs Are Available To Study Globally.



MODERN LMS

Mobile-Friendly Learning on-the-go with 24x7 Access.



ACCREDITATIONS

- UGC Entitled Online Degrees
- NAAC A+ Accredited
- AICTE Approved Programs
- QS World University Rankings – Asia 2025: Ranked in the 681-700 band Globally Accepted



FLEXIBLE LEARNING

Study At Your Own Pace—Anytime, Anywhere. Ideal For Working Professionals And Freshers.



EXPERT MENTORS

Learn from PhDs, domain experts, and industry veterans.



AFFORDABLE FEE STRUCTURE

Flexible EMI options and high ROI.



DUAL DEGREE OPPORTUNITY

Pursue two degrees simultaneously one on-campus and one online of same level



360° CAREER ASSISTANCE

Career Assistance During/ After The Completion Of Respective Degree



RECOGNITIONS FROM RENOWNED MEDIA HOUSES & EDUCATION PARTNERS

- Careers360 Young University Rankings
- Outlook-ICARE Rankings 2024
- Times B School

RECOGNITIONS AND ACCREDITATIONS



UGC Entitled Online Degrees



NAAC A+ Accredited



AICTE Approved

AICTE Approved Programs



QS World University Rankings Asia 2025:

Ranked in the
681-700
Band



DEI & SI Rankings 2024

Ranked
3rd

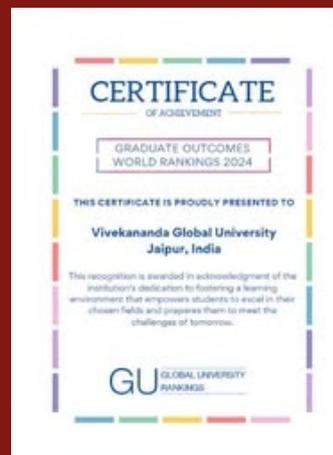
in India

1025 WORLDWIDE BY



Ranked
3rd

Private University
In Rajasthan
ICARE Ranking 2024



Graduate Outcomes
World Ranking 2024

DIAMOND LEAGUE

Ranked
#740
Globally

EQUIVALENCE OF DEGREE WITH REGULAR DEGREE



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

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F. No.3-5/2022(DEB-II)

August, 2022

PUBLIC NOTICE

02 SEP 2022

Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode

The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;

“Equivalence of qualification acquired through Conventional or Open and Distance Learning and Online modes.— Degrees at undergraduate and postgraduate level in conformity with UGC notification on Specification of Degrees, 2014 and post graduate diplomas awarded through Open and Distance Learning mode and/or Online mode by Higher Educational Institutions, recognised by the Commission under these regulations, shall be treated as equivalent to the corresponding awards of the Degrees at undergraduate and postgraduate level and post graduate diplomas offered through conventional mode.”

This is for information of the general public, students and other stakeholders.

(Rajnish Jain)

BBA

Bachelor of Business Administration

Online VGU's BBA offers the same recognition, depth, and value as a conventional BBA program – but with flexibility designed for the modern learner. Whether you're a full-time student, working professional, or aspiring entrepreneur, this program adapts to your lifestyle without compromising academic quality.

What Can You Do After an Online BBA?

Whether you're headed toward a top MBA or want to hit the ground running in your career, VGU's Online BBA sets you up for success.

Career Tracks Open to You:

- Business Analyst
- Digital Marketing Executive
- Fintech Associate
- Retail & Store Manager
- Entrepreneur / Startup Founder
- Management Trainee in top companies
- Government & Competitive Exams eligibility

Or Level Up With Further Study:

- MBA / PGDM (India & abroad)
- Specialized Certifications
- Competitive Exams like CAT, GMAT, SSC, Banking



Program Overview



Duration

3 Years/36 Months
(6 Semesters)



Eligibility

12th Or Equivalent Examination In
Any Stream From a Recognized Board /
Council / University.



Elective Pool

General
Digital Marketing
Retail Management
Fintech



Total Credits

148

Fees Structure

Category	Total Program Fees	Semester Fees Payment Plan	Annual Fees Payment Plan with 10%Concession	One Installment Fees Payment Plan with 15%
Indian Nationals	₹ 132000	₹ 22000	₹ 39600	₹ 112200
Foreign Nationals	₹ 264,000	₹ 44,000	₹ 79,200	₹ 224,400

Note: Examination Fee Payable ₹ 1500/- Per Semester For Indian Learner
Examination Fee Payable ₹ 3000/- Per Semester For International Learner

PROGRAM STRUCTURE

KNOW YOUR CREDITS

Semester 1

Title	Credits
➤ Fundamentals of Management	4
➤ Business Accounting	4
➤ Business Law	4
➤ Entrepreneurship Development	4
➤ Business Communication	4
➤ Environmental Science	4
➤ Elective 1	2
Total Credits	26

Semester 2

Title	Credits
➤ Managerial Economics	4
➤ Statistics for Business Decision	4
➤ Organizational Behavior	4
➤ Human Resource Management	4
➤ Principles of Marketing	4
➤ Business Analytics	4
➤ Elective 2	2
Total Credits	26

Semester 3

Title	Credits
➤ Macroeconomics for Managers	4
➤ Business Environment	4
➤ System Analysis and Design	4
➤ Business Ethics and CSR	4
➤ Business Policy and Strategic Management	4
➤ Elective 3	2
➤ Elective 4	2
Total Credits	24

Semester 4

Title	Credits
➤ Business Research Methods	4
➤ Operations Research	4
➤ E-Commerce	4
➤ Cyber Crimes and Law	4
➤ International Business	4
➤ Elective 5	2
➤ Elective 6	2
Total Credits	24

Semester 5

Title	Credits
➤ Quantitative Techniques	4
➤ Production and Operation Management	4
➤ Enterprise Resource Planning	4
➤ Total Quality Management	4
➤ Project Management	4
➤ Elective 7	2
➤ Elective 8	2
Total Credits	24

Semester 6

Title	Credits
➤ Research Project	20
➤ Elective 9	2
➤ Elective 10	2
Total Credits	24

Total Course Credit = 148

Elective 1: General

Semester	Title	Credits
➤ Semester 1	Elective 1- Psychology for Managers	2
➤ Semester 2	Elective 2- Banking and Insurance	2
➤ Semester 3	Elective 3- Management Accounting	2
	Elective 4- Product and Brand Management	2
➤ Semester 4	Elective 5- Financial Management	2
	Elective 6- Marketing of Services	2
➤ Semester 5	Elective 7- Cost Accounting	2
	Elective 8- Idea Generation Lab	2
➤ Semester 6	Elective 9- Micro Finance and Rural Credit	2
	Elective 10 – Customer Relationship Management	2

Elective 2: Digital Marketing

Semester	Title	Credits
➤ Semester 1	Elective 1- Introduction to Web Design	2
➤ Semester 2	Elective 2- Introduction to Digital Marketing	2
➤ Semester 3	Elective 3- Advertising	2
	Elective 4- Affiliate Marketing	2
➤ Semester 4	Elective 5- Search Engine Marketing	2
	Elective 6- Social Media Marketing	2
➤ Semester 5	Elective 7- Search Engine Optimization	2
	Elective 8- Web Analytics	2
➤ Semester 6	Elective 9- Content Strategy	2
	Elective 10- Lead Generation and Email Marketing	2

Elective 3: Retail Management

Semester	Title	Credits
➤ Semester 1	Elective 1- Retail Management	2
➤ Semester 2	Elective 2- Advertising and Sales	2
➤ Semester 3	Elective 3- Store Operations and Inventory	2
	Elective 4- Logistics Management	2
➤ Semester 4	Elective 5- Supply Chain Management	2
	Elective 6- Warehouse Management	2
➤ Semester 5	Elective 7- E- Retailing	2
	Elective 8- Merchandising Management	2
➤ Semester 6	Elective 9- Consumer Behavior	2
	Elective 10- Customer Relationship Management	2

Elective 4- Fintech

Semester	Title	Credits
➤ Semester 1	Elective 1- Fundamentals of Financial Technology	2
➤ Semester 2	Elective 2- Research and Consumer Insights in Banking	2
➤ Semester 3	Elective 3- Banking Enterprise Architecture and Service Oriented Architecture	2
	Elective 4- Segmentation and CVP Design for Banks	2
➤ Semester 4	Elective 5- Banking Service Design and Service Blueprinting	2
	Elective 6- Digital Banking Infrastructure and Experience	2
➤ Semester 5	Elective 7- Digital Strategy and Ecosystem	2
	Elective 8- Digital Payments and Insurance	2
➤ Semester 6	Elective 9- Digital Banking Trends, Future of Banking & Omni Channel Experience	2
	Elective 10- Financial Market Institutions	2



OUR PEDAGOGY & LEARNING EXPERIENCE

At Online VGU, our pedagogy blends innovation with learner-centric design. Through a robust Learning Management System (LMS), we offer flexible, engaging, and personalized learning experiences that cater to diverse learner needs—from all walks of life.

Personalized
Custom Learning Paths

Accessible
Access Anytime, Anywhere

Engaging
Quizzes, Videos & Forums

Collaborative
Peer Projects & Discussions

Measurable
Smart Assessments

Enabling
UGC-Aligned Resources



Interactive
Multimedia-Rich Course Design

Flexible
Live & Recorded Classes

Supportive
Academic & Tech Support

Adaptive
Multilingual AI Lectures

Guided
Faculty Interaction

Empowering
Learner-Focused Approach

ASSESSMENT & EVALUATION

At Online VGU, the assessment process is designed to ensure academic integrity, learner convenience, and fair evaluation. Combining cutting-edge technology with learner-centric practices, our system supports continuous assessment and transparent examination outcomes. Aligned with the UGC's guidelines for online learning, we emphasize both knowledge acquisition and its real-world application. Our examination approach, enhanced by AI proctoring and expert support, gives learners the flexibility they need without compromising on quality or rigour.

Key Highlights of Our Examination & Evaluation Models :



30:70 Assessment Model

30% internal assessments and 70% end-term examinations for balanced evaluation.



Hybrid Virtual Proctored Examination System

Exams are monitored through a combination of on-campus human proctors and AI-enabled remote proctoring, ensuring exam integrity regardless of location.



Pre-Exam Preparation & Support

Mock exams, training sessions, and demo walkthroughs are conducted to familiarize learners with the examination environment.



Relative Grading System

Grading is based on a relative performance scale to ensure fairness across diverse learner groups.



Robust Multi-Stakeholder Support System

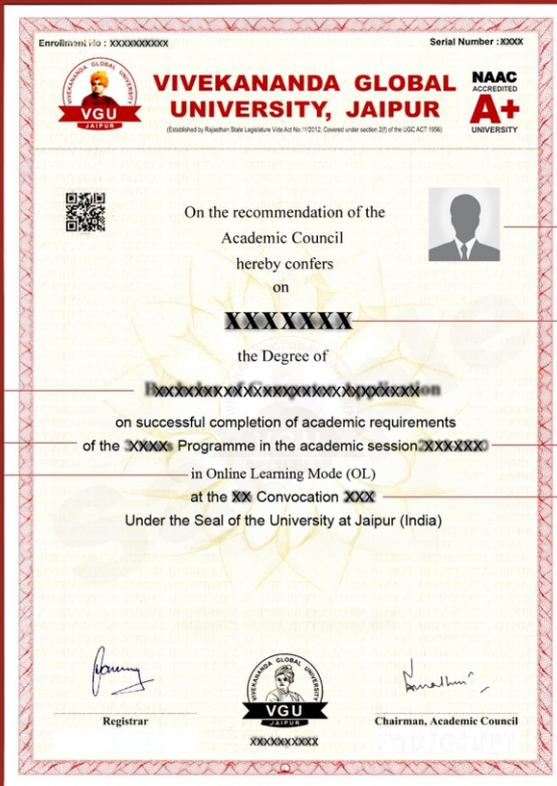
Dedicated assistance is provided before, during, and after exams by our tech support team, learner support team, examination and evaluation cell, live proctors etc.



Continuous Updates

Semester-long updates and coordination through course coordinators and academic teams keep learners well-informed.

KNOW YOUR DEGREE CERTIFICATE



Programme Name

Programme Tenure

Mode Of Delivery

Learner Photo

Name Of The Learner

Academic Year

Convocation Year

DD/ MM/ YYYY of Issue

Mode of Delivery: Online

Date of Admission: **/**/****

Date of Completion: **/**/****

Sample

TESTIMONIAL



Atla Sowmya Varma
Content Developer, Amazon
BBA | Batch: July 2023

I'm Atla Sowmya Varma from Hyderabad, Telangana, currently working as a Content Developer at Amazon. Joining the BBA program at Online VGU has significantly contributed to my personal and professional development. Managing work and studies simultaneously was made easier by VGU's flexible structure, accessible faculty, and relevant curriculum. The skills I've gained are practical and have already helped me in my current role. For anyone considering further studies while working—Online VGU is a great choice. It empowers working professionals to learn and grow at their own pace.

“2 out of every 3 VGU learners are employed while studying!”

Working With Top Brands

Our learners are building their careers with some of the most reputable employers in India and globally. Here are just a few of the standout companies where they work:



and many more...



HOW TO APPLY?



Visit: <https://onlinevgu.com/>
& Locate the Registration Portal

Fill Your Details And Pay The
***INR 1000/-** Registration Fee



Pay The **Academic Fee** For The first
Semester/Year Or Full Program

Upload All Mandatory **Documents**
& Submit Your Application



The University Will **Verify** Your
Documents To Confirm Your
Admission

***T&C Apply**

INR 1000/- Registration Fees is Non Refundable



CENTRE FOR DISTANCE AND ONLINE EDUCATION

Vivekananda Global University, Jaipur Rajasthan

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LEARNING** | www.onlinevgu.com

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