



Bachelor of Business Administration (BBA)

3 Years | UGC Entitled Online Degree Program

About the Program:

This three-year Online BBA program is designed based on present-day industry requirements for individuals looking to build or boost their career in core business principles. It equips the learners with a detailed understanding of business functions, financial management, marketing fundamentals, and human resource management. With a bachelor's in BBA, one can become an expert in business analysis, problem-solving, and strategic decision-making. The Online BBA program intends to provide an apt mix of diverse abilities to the learners, thus accelerating their careers across key corporate roles in the global domain.

Highlights:

- | Explore essential subjects, including strategic planning, leadership development, and organizational behavior
- | Develop crucial management skills and strategies for making effective decisions and solving problems
- | Learn from experienced industry leaders and management experts through specialized workshops and seminar
- | Put management theories into practice by analyzing real-life situations through case studies and project tasks



Syllabus

Semester I

- Business Economics
- Financial Accounting
- Principles of Management
- Basic Business Mathematics
- Communicative English –I

Semester III

- Business Law
- Human Resource Management
- Business Research Methods
- Business Communication
- Cross Cultural Management
- Environmental Studies
- (P) Social Project

Semester V

- Corporate Strategy
- Recruitment and Selection
- Business Taxation
- Innovation and Design Thinking
- Consumer Behavior

Semester II

- Economic Environment of Business
- Cost Accounting and Managerial Accounting
- Organizational Behaviour
- Marketing Management
- Computer Application in Business
- Communicative English – II
- Universal Human Values and Professional Ethics
- Business Statistics

Semester IV

- International Business
- Financial Management
- Total Personality Development
- Corporate Law
- Entrepreneurship Development
- Operation Management

Semester VI

- Corporate Governance and Business Ethics
- Employee Training and Development
- Security Analysis and Investment Management
- Retail Management
- Sales and Distribution Management



Eligibility:

Passed the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government.

Duration:

3 years (6 semesters)

Fee Structure:

Tuition Fees

	Yearly	Total
Indian Students	INR 40,000	INR 1,20,000
International Students	USD 680	USD 2,040



Domestic Admissions

Registration Fee	INR 500
Exam Fee Per Year	INR 3,500

SAARC Admissions

Registration Fee	INR 1,000
Exam Fee Per Year	INR 5,000

International Admissions

Registration Fee	USD 10
Exam Fee Per Year	USD 60



Crafting Futures, Inspiring Success!



UGC Entitled online degree programs

Eminent educators

Access to exclusive resources

Learn anytime, anywhere, and on any device

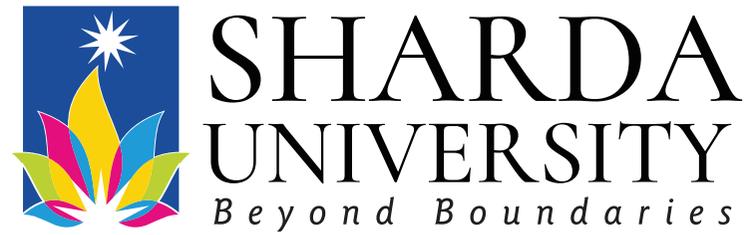
Innovative learning methodology

Industry-approved curriculum

Practical learning

Flexible payment options with zero-cost EMI

Cutting-edge Learning Management System



ONLINE

 www.shardaonline.ac.in