

Online Degree Programme

Designed for
22nd
century

Bachelor of Business Administration

BBA

**ADMISSION
OPEN**



ABOUT VGU

Vivekananda Global University is one of the leading private universities in India. VGU is a NAAC A+ accredited and UGC approved institution supplementing the young generation with a credible step forward in their careers. All programmes of VGU are UGC and other regulatory bodies approved. VGU is committed to providing excellence in education, research, consultancy, and the promotion of human advancement. We have set up thousands of benchmarks and created an impact on higher education unparalleled to any other. We have been proudly accoladed with the title of:

- The Most Preferred Private University Of The Year-WEST for 2 Consecutive Years.(2018/19)
- 4 Star Rated Green Campus by ASSOCHAM, India
- Acknowledged in the Forbes List 2018 Among 35 Institutes Across India
- Certified as a Global League Institute 2019-20, With rating of 4,1/5 based on the Student Satisfaction Survey



100+ Courses



25+ Incubated Start ups



5000+ Learners



1500+ Placements

APPROVALS & ASSOCIATIONS



Online Programme
Entitled by UGC



Accredited by National
Assessment & Accreditation
Council



All India Council for
Technical Education



WORLD
UNIVERSITY
RANKINGS
QS ASIA UNIVERSITY RANKINGS - 2025

APPROVALS & ASSOCIATIONS

Trust and Legacy built by VGU over the years is now extended to Online VGU, a state-of-the-art online higher education initiative that aims to deliver new-age degrees to learners with the promise of quality, flexibility, and accessibility. Get access to transformative knowledge at your comfort and the stellar credibility of one of the most renowned Universities in the country.

Why choose us?

Online Programme Entitled by UGC
(Certificate awarded by VGU Jaipur, rated A+ by NAAC.)



Bespoke Industry-ready specialisation
(Make yourself industry ready by learning new-age future skill specialisations)



Self-paced online degree
(Study while working. Learn from anywhere with optimum flexibility)



Mentorship with Corporates
(Have corporate coaches, Industry experts, and faculties as your mentors)



Live Sessions by Seasoned Faculties
(Enrich yourself with online classes conducted by Experienced faculties)



AI Based Virtual Proctored Examination
(Appear in the Examination from any place through online)



Career Support
(Get Career guidance from Eminent Industry Professionals)



Dedicated Learner Support Service
(Personalized support through dedicated learner support team)





Bachelor of Business Administration (BBA) offers versatility that will help you achieve your entrepreneurial aspirations. A new-age BBA degree opens up a plethora of placement opportunities in the various fields of Management. After pursuing this degree, learners will be able to identify, research and analyze the current business situations, bring in appropriate and well-justified solutions and generate & evaluate an effective business model. Specialization Degrees take your conventional qualification to new heights and transform you into a Maestro in your chosen field.

Career Avenues

- 👉 Financial Analyst**
- 👉 Marketing Coordinator**
- 👉 Operations Executive**
- 👉 Business Development Associate**
- 👉 Operations Manager**
- 👉 Marketing Manager**
- 👉 Business Analyst**
- 👉 Human Resources Manager**
- 👉 Financial Controller**
- 👉 Chief Operating Officer (COO)**
- 👉 Director Marketing**
- 👉 Director Finance**
- 👉 Chief Executive Officer (CEO)**
- 👉 Business Development Director**

Elective Pool

- ▶ GENERAL
- ▶ RETAIL MANAGEMENT
- ▶ DIGITAL MARKETING
- ▶ FINTECH

Eligibility

- ▶ Passed in 10+2 or equivalent in any stream from a recognized Board/ Council/ University.

Duration

- ▶ 3 Years/36 Months (6 Semesters) 6 yrs Maximum duration for completion

Academic Fee

- ▶ ₹ 19,000 / Semester For National Applicant
- ▶ ₹ 38,000 / Semester For International Applicant

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

Program Structure – BBA

Semester 1

| Course Code | | Title | Credits |
|-------------|------|------------------------------|---------|
| BBC 101 | Core | Fundamentals of Management | 4 |
| BBC 102 | Core | Business Accounting | 4 |
| BBC 103 | Core | Business Law | 4 |
| BBC 104 | AECC | Entrepreneurship Development | 4 |
| BBC 105 | SEC | Business Communication | 4 |
| BBC 106 | AECC | Environmental Science | 4 |
| BBC 107 | DSE* | Elective 1 | 2 |

TOTAL

26

Semester 2

| Course Code | | Title | Credits |
|--------------|------|----------------------------------|-----------|
| BBC 201 | Core | Managerial Economics | 4 |
| BBC 202 | Core | Statistics for Business Decision | 4 |
| BBC 203 | Core | Organizational Behavior | 4 |
| BBC 204 | Core | Human Resource Management | 4 |
| BBC 205 | Core | Principles of Marketing | 4 |
| BBC 206 | AECC | Business Analytics | 4 |
| BBC 207 | DSE* | Elective 2 | 2 |
| TOTAL | | | 26 |

Semester 3

| Course Code | | Title | Credits |
|--------------|------|---|-----------|
| BBC 301 | Core | Macroeconomics for Managers | 4 |
| BBC 302 | Core | Business Environment | 4 |
| BBC 303 | AECC | System Analysis and Design | 4 |
| BBC 304 | Core | Business Ethics and Corporate Social Responsibility | 4 |
| BBC 305 | Core | Business Policy and Strategic Management | 4 |
| BBC 306 | DSE* | Elective 3 | 2 |
| BBC 307 | DSE* | Elective 4 | 2 |
| TOTAL | | | 24 |

Semester 4

| Course Code | | Title | Credits |
|--------------|------|----------------------------|-----------|
| BBC 401 | Core | Business Research Methods | 4 |
| BBC 402 | Core | Operations Research | 4 |
| BBC 403 | AECC | Social Skills for Success* | 3 |
| BBC 404 | Core | Cyber Crimes and Law | 4 |
| BBC 405 | Core | International Business | 4 |
| BBC 406 | DSE* | Elective 5 | 2 |
| BBC 407 | DSE* | Elective 6 | 2 |
| TOTAL | | | 23 |

Semester 5

| Course Code | | Title | Credits |
|--------------|------|-------------------------------------|-----------|
| BBC 501 | Core | Qualitative Techniques | 4 |
| BBC 502 | Core | Production and Operation Management | 4 |
| BBC 503 | AECC | Enterprise Resource Planning | 4 |
| BBC 504 | Core | Total Quality Management | 4 |
| BBC 505 | Core | Indian Knowledge System* | 3 |
| BBC 506 | DSE* | Elective 7 | 2 |
| BBC 507 | DSE* | Elective 8 | 2 |
| TOTAL | | | 23 |

Semester 6

| Course Code | | Title | Credits |
|--------------|------|-----------------------------|-----------|
| BBC 601 | | Research Project | 8 |
| BBC 604 | Core | Project Management | 4 |
| BBC 605 | AECC | E-Commerce | 4 |
| BBC 606 | Core | Universal Human Values* | 3 |
| BBC 607 | Core | Financial Reporting & IFRS* | 3 |
| BBC 602 | DSE* | Elective 9 | 2 |
| BBC 603 | DSE* | Elective 10 | 2 |
| TOTAL | | | 26 |

* Subject to Approval

GRAND TOTAL : 148

Elective 1- General (DSE)

| Semester | Course Code | Title |
|-----------------|--------------------|--|
| Semester 1 | BBC 107 | Elective 1- Psychology |
| Semester 2 | BBC 207 | Elective 2- Banking and Insurance |
| Semester 3 | BBC 306 | Elective 3- Management Accounting |
| | BBC 307 | Elective 4- Product and Brand Management |
| Semester 4 | BBC 406 | Elective 5- Financial Management |
| | BBC 407 | Elective 6- Marketing of Services |
| Semester 5 | BBC 506 | Elective 7- Cost Accounting |
| | BBC 507 | Elective 8- Idea Generation Lab |
| Semester 6 | BBC 602 | Elective 9- Micro Finance and Rural Credit |
| | BBC 603 | Elective 10 – Customer Relationship Management |

Elective 2- Digital Marketing (DSE)

| Semester | Course Code | Title |
|-----------------|--------------------|--|
| Semester 1 | BBC DM_01 | Elective 1- Introduction to Web Design |
| Semester 2 | BBC DM_02 | Elective 2- Introduction to Digital Marketing |
| Semester 3 | BBC DM_03 | Elective 3- Advertising |
| | BBC DM_04 | Elective 4- Affiliate Marketing |
| Semester 4 | BBC DM_05 | Elective 5- Search Engine Marketing |
| | BBC DM_06 | Elective 6- Social Media Marketing |
| Semester 5 | BBC DM_07 | Elective 7- Search Engine Optimization |
| | BBC DM_08 | Elective 8- Web Analytics |
| Semester 6 | BBC DM_09 | Elective 9- Content Strategy |
| | BBC DM_10 | Elective 10- Lead Generation and Email Marketing |

Elective 3- Retail Management (DSE)

| Semester | Course Code | Title |
|-----------------|--------------------|---|
| Semester 1 | BBC RM_01 | Elective 1- Retail Management |
| Semester 2 | BBC RM_02 | Elective 2- Advertising and Sales |
| Semester 3 | BBC RM_03 | Elective 3- Store Operations and Inventory |
| Semester 4 | BBC RM_04 | Elective 4- Logistics Management |
| Semester 5 | BBC RM_05 | Elective 5- Supply Chain Management |
| Semester 6 | BBC RM_06 | Elective 6- Warehouse Management |
| | BBC RM_07 | Elective 7- E- Retailing |
| | BBC RM_08 | Elective 8- Merchandising Management |
| | BBC RM_09 | Elective 09- Consumer Behavior |
| | BBC RM_10 | Elective 10- Customer Relationship Management |

Elective 4- Fintech (DSE)

| Semester | Course Code | Title |
|-----------------|--------------------|---|
| Semester 1 | BBC FT_01 | Elective 1- Fundamentals of Financial Technology |
| Semester 2 | BBC FT_02 | Elective 2- Research and Consumer Insights in Banking |
| Semester 3 | BBC FT_03 | Elective 3- Banking Enterprise Architecture and Service Oriented Architecture |
| Semester 4 | BBC FT_04 | Elective 4- Segmentation and CVP Design for Banks |
| Semester 5 | BBC FT_05 | Elective 5- Banking Service Design and Service Blueprinting |
| Semester 6 | BBC FT_06 | Elective 6- Digital Banking Infrastructure and Experience |
| | BBC FT_07 | Elective 7- Digital Strategy and Ecosystem |
| | BBC FT_08 | Elective 8- Digital Payments and Insurance |
| | BBC FT_09 | Elective 9- Digital Banking Trends, Future of Banking & Omni Channel Experience |
| | BBC FT_10 | Elective 10- Financial Market Institutions |

Academic Delivery Mechanisms



**Live, Interactive Lectures
by seasoned faculties**



**Industry Expert Sessions
and Webinars**



**Pre. Recorded AV Content
for Flexible Learning**



**Asynchronous Discussion Forum
to Inculcate Peer Learning**



**Gamified Quizzes, MCQ's, Case
Studies, Simulations & Projects**



**Flexibility to Learn Anytime,
Anywhere through VGU-LMS**



**24x7 Learner Support
Center & Mentors**

Internal ≡ Assessment

Internal Assessment (30 Marks)

- ▶ Assignment 1 (10 Marks)
- ▶ Assignment 2 (15 Marks)
- ▶ Participation in overall Activities (5 Marks)

End Term ≡ Examination

End Term Examination (70 Marks)

- ▶ 49 MCQs (1 mark each)
- ▶ 3 Subjective Questions (7 marks each)

ENITNO

How to Apply?



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



Fill your details and pay the
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



We help your dreams to become reality. Join our dynamic degree programs
and learn out of the box from the best industry leaders.



Get in touch

Visit <https://onlinevgu.com/>

Admission helpline No: +91 9220315527

E-mail: admissions@onlinevgu.com