

**Build a Strong
Foundation in Business**

Bachelor of Business Administration (Online BBA)



Table Of Contents

01. Introduction to the Online BBA Program
02. Program Delivery
03. About MUJ
04. Program Structure
05. Program Specializations/Electives
06. eLearning: An Overview
07. Academic Processes
08. Application Process
09. Degree
10. Placement Assistance



Eligibility

- ◆ Candidates who have completed 10+2 education or graduate level education outside India must produce a certificate of equivalence issued by the Association of Indian Universities.
- ◆ Candidates must have at least 40% aggregate in 10+2 / diploma (35% for reserved categories).

Duration

- ◆ Minimum 3 years (divided into six semesters)
- ◆ Maximum 6 years

Bachelor of Business Administration

Online BBA

This BBA program offers a future-focused curriculum with in-demand specializations such as Marketing, Finance, HRM, Digital Business, and Data Analytics. Designed for aspiring business leaders, the program blends foundational knowledge with industry-relevant skills, equipping learners to excel in diverse roles across corporate, entrepreneurial, and global business landscapes. Flexible and practical, it's ideal for students aiming to build strong managerial and strategic capabilities early on.



Bachelor of Business Administration Fees

Nationals	Semester Fee	Full Course Fee
Indian & Nepalese Nationals	INR 22,500	INR 1,35,000
African Nationals	USD 300	USD 1,800
Non-Resident Indians	USD 341	USD 2,046
Other Nationals	USD 398	USD 2,388

Non-refundable application fee: INR 500 for Indian and Nepalese nationals



Program Delivery

Quality education, delivered seamlessly through state-of-the-art technology, so learning never slows down.

- ◆ Online program entitled by UGC
- ◆ 24x7 learning with best-suited content
- ◆ Career support to find your dream job
- ◆ Expert faculty and mentors
- ◆ Industry expert sessions, webinars and projects
- ◆ Foundation courses
- ◆ Access to Coursera
- ◆ Scholarships for deserving candidates



“

After 6 years of monkhood, I returned to the materialistic life and wanted to build my own career. When I started working, I realized I was losing out on opportunities because I didn't have a degree. I chose to pursue an online BBA from MUJ, which is helping me in my current job role. I have received great career advice from faculty members and I'm able to learn at my own convenience.

”

- Nishank Govil

About MUJ

Launched in 2011 on invitation from the Government of Rajasthan, Manipal University Jaipur is a self-financed State Private University that has redefined academic excellence in the region.

The multi-disciplinary university offers career-oriented courses at all levels across diverse streams, with best-in-class infrastructure, including state-of-the-art research facilities and a digital library. In line with Manipal University's legacy of providing quality education to its students, the campus uses the latest in technology to impart education.

14+
Years of educational
excellence

100,000+
Online Learners

10,000+
Online Degree alumni

40+
Student nationalities

2,000+
Learner footprint
across towns & cities
of India

Prospectus 2025-26 • Program-BBA

“

Give an individual a professional education
and you have given him a lifestyle.

”

Padma Shri Dr. T.M.A. Pai

1898 - 1979

Founder - Manipal Group



Dr NN Sharma

President
Manipal University Jaipur



Dr Mallikarjuna Gadapa

Director of Online Education
Manipal University Jaipur

Manipal University Jaipur (MUJ) Accolades

ACCREDITATION



UGC- entitled Online Degrees
Equivalent to Campus Degree

ACCREDITATION



Rajasthan's 1st
NAAC A+ Accredited
University

ACCREDITATION



Globally Recognised
Online Degrees

ACCREDITATION



Member of ACU

RANK 58



Amongst India's Top 100
Universities in 2025

RANK 222



Amongst South Asia's Top 225
Universities (2025)

RANK 2



Amongst India's Top Emerging
Multidisciplinary Universities
(2024)

RANK 12



Amongst Top 15 Private
University - Constituent
Colleges Rankings (2024)

RANK 14



Amongst India's Top 20
Private Universities (2024)

RANKED 351-400



Amongst Top Universities
Under Young University
Rankings (2024)

The Right Step For The Right Future

World Class Education

Access UGC-entitled online degrees from a NAAC A+ accredited university with 14+ years of educational excellence. Learn from experienced faculty who are experts in their domains.

Next-Gen Pedagogy

Attend live classes and access recorded lectures & e-learning content anywhere, anytime through our advanced digital learning platform.

Global Networking Opportunities

Expand your professional network by interacting with peers, faculty & other professionals across industries. Attend regular webinars led by experts to get industry insights.

Prestigious Manipal Alumni Status

Benefit from 70+ years of Manipal legacy and become a member of the reputed alumni network.

Placement Assistance

Become a job-ready professional through placement assistance which includes resume building, mock interviews, skill assessments, and more.

Exhaustive Content & Resources

Access an exhaustive e-library with over 1,80,000 e-books, e-databases, journals, and more. Get free access to paid content on Coursera and an additional 110+ hours of skill enhancement content worth INR 50,000.

Attractive Scholarships

Gain access to exclusive scholarships designed for defense personnel, government employees, differently abled people & meritorious students.



“

I wanted to specialize in marketing, which is why I decided to start by pursuing an online BBA. As a working professional, an online degree was the best choice for me. The faculty at MUJ are experienced and; guide us well and the student portal is user-friendly.

”

- Rohan Kaywal

Online BBA

Program Structure

First Semester	Second Semester	Third Semester	Fourth Semester	Fifth Semester	Sixth Semester
<ul style="list-style-type: none">◆ Business and Management Functions◆ Financial Accounting◆ Microeconomics◆ Entrepreneurship and Innovation Management◆ Universal Human Values◆ Office Automation Tools	<ul style="list-style-type: none">◆ Macroeconomics◆ Financial Management◆ Organizational Behaviour◆ Community Development◆ Introduction to Python◆ Statistics for Managers◆ Business Communication	<ul style="list-style-type: none">◆ Operations Management◆ Human Resource Management◆ Marketing Management◆ Cost & Management Accounting◆ Interview Skills and Etiquettes◆ Business and Corporate Laws◆ Business Environment	<ul style="list-style-type: none">◆ Indian Financial System◆ Business Research Methods◆ Supply Chain Management◆ E-Commerce◆ Design Thinking (MLC)◆ Environmental Science◆ Technology Management	<ul style="list-style-type: none">◆ Fundamentals of Business Analytics◆ International Business Management◆ 3 subjects in the area of electives	<ul style="list-style-type: none">◆ Strategic Management◆ Management Information System Project◆ 3 Subjects in area of elective

- ◆ Total credits: 126
- ◆ Elective subjects carry 3 credits each
- ◆ Project during the final semester carries 6 credits

MUJ reserves the right to change the program design, format, number of sessions, certificate format, and terms in the program or can incorporate any such change deemed necessary by the institute without prior intimation.

Program Specializations/Electives

Specializations

Fifth semester

Sixth semester

01 Human Resource Management

- ◆ Industrial Relations & Labour Laws
- ◆ Compensation Management
- ◆ Human Resource Planning & Development

- ◆ International Human Resource Management
- ◆ Talent Management and Employee Retention
- ◆ HR Audit and Capital Management

02 Marketing

- ◆ International Marketing
- ◆ Consumer Behavior
- ◆ Digital Marketing

- ◆ Sales & Distribution Management
- ◆ Advertising Management
- ◆ Green Marketing

03 Finance & Accounting

- ◆ Financial Statement Analysis and Reporting
- ◆ Security Analysis and Portfolio Management
- ◆ Personal Financial Planning

- ◆ Mergers and Acquisitions
- ◆ Investment Banking & Financial Services
- ◆ Corporate Accounting

04 Entrepreneurship Management & Family Business

- ◆ Psychological Aspects of Entrepreneurs
- ◆ Growing the Family Business in the Global Environment
- ◆ Social Entrepreneurship

- ◆ Marketing for Startups
- ◆ Entrepreneurship & Industry 4.0/5.0/6.0
- ◆ Scaling Excellence through Innovation & Incubation

05 Data Analytics

- ◆ Database Management System
- ◆ Digital Marketing
- ◆ Business Analytics for Decision Making

- ◆ Social media and Web Analytics
- ◆ Data Mining and Warehousing
- ◆ Data Visualization with R

Program Specializations/Electives

Specializations

06 Retail and E-Commerce

Fifth semester

- ♦ IT in Retail
- ♦ Visual Merchandising
- ♦ Entrepreneurship in Retail Business

Sixth Semester

- ♦ Retail Logistics Management
- ♦ Digital Marketing for Retail Business
- ♦ Enterprise Resource Planning (ERP)

07 Digital Marketing

- ♦ Introduction to Digital Media
- ♦ IT in Business
- ♦ Entrepreneurship and Digital Marketing

- ♦ E-Marketing
- ♦ Advertising and Brand Management
- ♦ New Media and Social Media Spectrum

- ♦ Note: Every student shall undertake project work, either at their place of work or elsewhere in the chosen area of elective to complete the program. The project work will commence from the third semester and has to be completed by the end of the fourth semester.
- ♦ MUJ reserves the right to change the program design, format, number of sessions, certificate format, and terms in the program or can incorporate any such change deemed necessary by the institute without prior intimation.

eLearning: The Future Is Now!

The eLearning material will be made available to you on the Learning Management System (LMS) based on the four-quadrant approach, as per UGC (Credit Framework for online learning courses through SWAYAM) Regulations, 2016. It includes a combination of the following eLearning content, namely

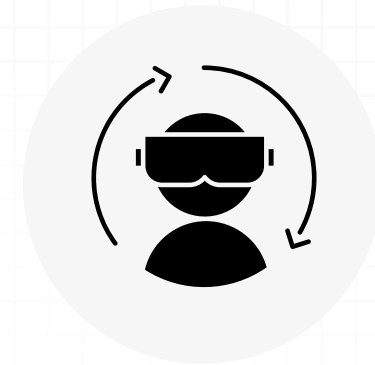
Video Lectures



Virtual Classrooms



Virtual Simulation



eText Materials



Interactive Material



Discussion Forums



“

I was married off at a young age and couldn't continue my studies further. After my 12th grade, I couldn't study for over 5 years. With Online Manipal, I'm able to study at my own pace and convenience. I hope to pursue my MBA degree as well and become an HR manager in future.

”

- Khatija Iqbal

The More You Know

Evaluation

The assessment system has been conceived, developed, and administered on a rigorous and fair basis to bring out the best in you and prepare you for a challenging career. Your performance evaluation will be based on both continuous evaluation and term-end examinations.

Theory papers

The theory part is assessed by performance based on continuous assessment (CA) through assignments and term-end examinations (TEE). The assessment ratio for (TEE) to CA is 70:30. The CA is based on assignments prepared by the University. TEE will comprise descriptive and multiple-choice type questions. You must score at least 40% in both CA and TEE to be declared as pass.

Practical papers (as applicable)

The assessment for the practical part is based on the performance in guided exercises (i.e. day-to-day exercises) and unguided exercises which will be conducted on the last day of the practical sessions in each subject with an external examiner. The assessment ratio for TEE to CA is 30:70. You must score at least 40% in both the parts to be declared as pass.

Examination

The university semester-end examinations will be held digitally viz. computer-based and online proctored. You can appear for the exams from the comfort and safety of your homes. A laptop or desktop computer with a functioning webcam connected to the Internet is required to appear for the exams. The details of the examination schedule will be made available in the photo admit card issued for appearing for the term end theory examinations. The university will share all examination details via the student portal.

Results

The results will be published on the student portal. If you fail to clear any of the papers (either in TEE or CA or both), you have to re appear for the relevant paper by applying to the university through the resitting application along with relevant fees, within the due date.

Awards and degree

Successful students, on satisfying all criteria stipulated by the university, will be awarded the respective degrees by the university

Right to amend rules

The university reserves the right to add / delete / change / amend the syllabi, program structure, rules and regulations wherever considered necessary and appropriate without any prior notice. You are advised to go through the website frequently where all circulars and important information will be hosted from time to time. Promulgation of any such information on the website in the form of circulars / notices is considered to be adequate.

Jurisdiction

All disputes relating to university program and activities are subject to local jurisdiction (Rajasthan) only.

Application Process

Program Registration

Fill in your basic, education & work experience-related details and pay the application fee to register.

Fee Payment

Pay the admission fee for the first semester/year or full program.

Document Upload

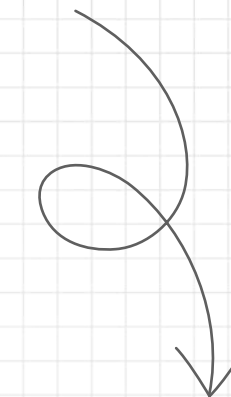
Upload supporting documents & submit your application.

University Approval

The university will evaluate your documents to confirm your admission.

Enroll Now

Prospectus 2025-26 • Program-BBA



“

Working as a business associate in a bank and with 10 years of work experience, I want to improve my skills in marketing and sales. An online BBA degree was the best choice considering the flexible learning opportunities that Online Manipal offers. The curriculum of the online BBA program is very good and the mentorship we receive from course coordinators is excellent.

- Vishal Purthy

”



Your Degree



Placement Assistance

25,000+

Learners offered
placement assistance

20,000+

Opportunities
created

500+

Hiring partners

1,000+

Industry-readiness
videos, live sessions

Upskilling & Certifications

Boost your career opportunities by building in-demand skills and earning recognized certifications.

Industry Interaction

Live industry interaction sessions to connect learners to experts who share real world insights & experiences, career tips, and current industry trends. These interactions are aimed at equipping learners with relevant skills to become job ready.

Self-pace Learning

Learn anytime, anywhere, with our recorded modules focused on improving verbal & communication skills, resume writing & professional etiquette development, and practical knowledge on trending tools.

Employability Skill Assessment

Identify your strengths and weaknesses through skill assessment and build competencies to improve your employability quotient.

Ai-powered Placement Portal

Online Manipal's cutting edge AI-powered placement portal allows learners to prepare for interviews and apply for job opportunities. With unlimited mock interviews, learners can practice anytime, as often as they need—while receiving instant feedback and recommendations.

Placement Drives & Job Fairs

Kickstart your career through a myriad of opportunities that connect you with recruiters across industries. Explore multiple job roles, attend interviews, and engage with hiring teams.



Our Recruiters



Goldman
Sachs



DIAGEO

Allstate®

manipalhospitals
LIFE'S ON



QUESS
WINNING TOGETHER





MANIPAL
UNIVERSITY JAIPUR
(University under Section 2(f) of the UGC Act)

Online MANIPAL

Manipal University Jaipur

Dehmi Kalan, Off Jaipur-Ajmer Expressway, Jaipur, Rajasthan 303007

info@muonline.com | +91-7304 000 444



OnlineManipal.com