



Deen Dayal Upadhyaya Gorakhpur University

NAAC A++, UGC-Entitled, NIRF #151-200, IIRF #75

BBA - WLP

Type

Ug Program

Mode

Work-Linked

Duration

3 Years

Total fees

₹ 72,500

Deen Dayal Upadhyaya Gorakhpur University

Deen Dayal Upadhyaya Gorakhpur University, founded in 1950, is the first university in Uttar Pradesh to emerge as a leading higher-studies centre after Independence. It has earned an A++ accreditation from NAAC for its relentless pursuit of its motto, “Let the noble thoughts come to us from all directions,” which reflects its openness to diverse perspectives, cultures, and values in its academic and organizational spheres. DDU Gorakhpur University offers Online Programs, ODL Programs, and Work-linked Programs to support diverse learners. The university bears the name of the eminent political philosopher, Pandit Deen Dayal Upadhyaya. It is situated in Gorakhpur, where it draws inspiration from the spiritual, philosophical, patriotic, and philanthropic heritage of Gautam Buddha, Sant Kabir, Guru Gorakshnath, Bismil, Hanuman Prasad Poddar, and the world-famous Gita Press.

Key features

- ◆ Industry-Integrated Curriculum
- ◆ NAAC A+ Accredited University
- ◆ Entrepreneurship & Innovation Cell
- ◆ Digital Learning Management System (LMS)
- ◆ Scholarship Opportunities for Meritorious Students
- ◆ Experienced Faculty from Academia & Industry

BBA - WLP

Highlights

- ◆ Digital-first academic learning supported by structured work-linked or internship-style exposure.
- ◆ Curriculum themes such as Business Economics, Basic Accounting, Business Statistics, and Principles of Management make the programme relevant to business administration and management and its practical use.
- ◆ Helps learners observe how classroom concepts appear in business situations, customer needs, and organisational priorities and everyday organizational tasks.
- ◆ Builds confidence in time management, communication, and applied problem-solving alongside formal study.
- ◆ Useful for learners who want both a recognized academic pathway and early practical orientation in business operations, management support, entrepreneurship, and cross-functional roles, including areas such as Business Analyst, Marketing Executive, and Financial Consultant, with added focus on ethical awareness.

Learning outcomes

- ◆ Within BBA - WLP from Deen Dayal Upadhyaya Gorakhpur University, relate theories, methods, or tools from Business Economics, Basic Accounting, Business Statistics, and Principles of Management to business situations, customer needs, and organisational priorities.
- ◆ Address planning, coordination, and decision-making challenges through structured reasoning and subject-specific approaches.
- ◆ Critically evaluate management choices across teams, markets, and operations while maintaining clarity, ethics, and practical business sense.
- ◆ Develop clear business presentations, project plans, and structured reports for assignments, projects, or professional communication.
- ◆ Practice professional communication, accountability, and applied problem-solving through work-linked learning contexts, while strengthening ethical awareness.

Eligibility Criteria

Course Eligibility: A candidate who has successfully passed the examination conducted by a Board/University at the 10+2 level (Class XII) of schooling in any discipline shall be eligible for admission to the programme.

Internship Eligibility: Age limit: 23 years

*Earnings depend on role, industry, company policies, and internship availability.

Curriculum Overview

Semester I (8 subjects)

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|---------------------------------------|--|
| ◆ OLBBA101 - Business Economics | ◆ OLBBA105 - Business Ethics and Governance |
| ◆ OLBBA102 - Basic Accounting | ◆ OLBBA106 - Computer Applications |
| ◆ OLBBA103 - Business Statistics | ◆ OLUGSEC1 - Soft skills and personality Development |
| ◆ OLBBA104 - Principles of Management | ◆ OLUGAEC1 - Communicative English |



Curriculum Overview (continued)

Semester II (8 subjects)

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|---|---|
| ◆ OLBBA201 - Organisational Behavior | ◆ OLBBA205 - Business Mathematics |
| ◆ OLBBA202 - Business Finance | ◆ OLBBA206 - Marketing Communication and Advertising Management |
| ◆ OLBBA203 - Talent Management | ◆ OLUGSEC2 - Introduction to E-Commerce |
| ◆ OLBBA204 - Marketing Theory and Practices | ◆ OLUGAEC2 - Basics of Digital Marketing |
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Semester III (8 subjects)

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|---|-------------------------------------|
| ◆ OLBBA301 - Management & Cost Accounting | ◆ OLBBA305 - Business Communication |
| ◆ OLBBA302 - Business Law | ◆ OLBBA306 - Business Environment |
| ◆ OLBBA303 - Production Management | ◆ OLUGSEC3 - Chat GPT and Gen AI |
| ◆ OLBBA304 - Business Policy | ◆ OLAEC3 - Financial Literacy |



Curriculum Overview (continued)

Semester IV (7 subjects)

- ◆ OLBBA401 - Supply Chain Management
- ◆ OLBBA402 - Research Methodology
- ◆ OLBBA403 - Specialised Accounting
- ◆ OLBBA404 - Consumer Behaviour
- ◆ OLBBA405 - Investment Analysis & Portfolio Management
- ◆ OLBBA406 - Digital Marketing
- ◆ OLUGAEC4 - Business and professional Skills

Semester V (8 subjects)

- ◆ OLBBA501 - Income Tax
- ◆ OLBBA502 - Social Media Marketing and E-Commerce
- ◆ OLBBA503 - Entrepreneurship & Small Business Management
- ◆ OLBBA504 - Sales Management
- ◆ OLBBA505 - Industrial Relations & Labour Laws
- ◆ OLBBA506 - Company Accounts
- ◆ OLBBA507 - *Summer Training Report Presentation and its Evaluation and viva-voce based on Summer Training Report*

Semester VI (5 subjects)

- ◆ OLBBA601 - Strategic Management
- ◆ OLBBA602 - Goods & Service Tax
- ◆ OLBBA603 - Auditing
- ◆ OLBBA604 - International Trade
- ◆ OLBBA605 - Training & Development

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Registration / Application Fee (One Time)	₹ 500	—	—	₹ 500
Work-Linked Program Fee	₹ 5,000	₹ 5,000	₹ 5,000	₹ 15,000
Exam Fee	₹ 3,000	₹ 3,000	₹ 3,000	₹ 9,000
Course Fee	₹ 16,000	₹ 16,000	₹ 16,000	₹ 48,000
Total	₹ 24,500	₹ 24,000	₹ 24,000	₹ 72,500

Career & Placement highlights



95%

of graduates placed



3x

Average salary hike

Top Career Roles



Machine Learning Engineer



Data Scientist



Systems Architect



Technical Support
Specialist



Entrepreneur



Cybersecurity Analyst