



Deen Dayal Upadhyaya Gorakhpur University

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

BBA

Type

Ug Program

Mode

Distance

Duration

3 Years

Total fees

₹ 36,500

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

Highlights

- ◆ A structured open and distance learning format that helps learners pursue business administration and management with continuity and manageable academic progress.
- ◆ Subject areas such as Business Economics, Basic Accounting, Business Statistics, and Principles of Management make the course relevant to learners comparing similar programmes.
- ◆ Designed to strengthen both conceptual understanding and communication in discipline-specific contexts.
- ◆ Focuses on practical interpretation, case-based thinking, and problem-solving linked to business situations, customer needs, and organisational priorities.
- ◆ Supports academic progression and career exploration across business operations, management support, entrepreneurship, and cross-functional roles, including areas such as Business Analyst, Marketing Executive, and Financial Consultant without making unsupported placement claims, with added focus on professional communication.

Learning outcomes

- ◆ Within BBA from Deen Dayal Upadhyaya Gorakhpur University, interpret key ideas in business administration and management and relate them to business situations, customer needs, and organisational priorities.
- ◆ Solve structured problems involving planning, coordination, and decision-making challenges through appropriate concepts and methods.
- ◆ Assess management choices across teams, markets, and operations with attention to clarity, ethics, and practical business sense.
- ◆ Communicate insights through business presentations, project plans, and structured reports suited to the discipline.
- ◆ Strengthen academic confidence and practical orientation for pathways in business operations, management support, entrepreneurship, and cross-functional roles, including areas such as Business Analyst, Marketing Executive, and Financial Consultant, while strengthening professional communication.

Eligibility Criteria

Candidates who have passed Intermediate or equivalent examination with a minimum of 40% marks.

Curriculum Overview

Semester I (8 subjects)

- | | |
|---------------------------------------|--|
| ◆ ODBBA101 - Business Economics | ◆ ODBBA105 - Business Ethics and Governance |
| ◆ ODBBA102 - Basic Accounting | ◆ ODBBA106 - Computer Applications |
| ◆ ODBBA103 - Business Statistics | ◆ ODUGSEC1 - Soft skills and personality Development |
| ◆ ODBBA104 - Principles of Management | ◆ ODUGAEC1 - Communicative English |

Semester II (8 subjects)

- | | |
|---|---|
| ◆ ODBBA201 - Organisational Behavior | ◆ ODBBA205 - Business Mathematics |
| ◆ ODBBA202 - Business Finance | ◆ ODBBA206 - Marketing Communication and Advertising Management |
| ◆ ODBBA203 - Talent Management | ◆ ODUGSEC2 - Introduction to E-Commerce |
| ◆ ODBBA204 - Marketing Theory and Practices | ◆ ODUGAEC2 - Basics of Digital Marketing |



Curriculum Overview (continued)

Semester III (8 subjects)

- ◆ ODBBA301 - Management & Cost Accounting
- ◆ ODBBA302 - Business Law
- ◆ ODBBA303 - Production Management
- ◆ ODBBA304 - Business Policy
- ◆ ODBBA305 - Business Communication
- ◆ ODBBA306 - Business Environment
- ◆ ODUGSEC3 - Chat GPT and Gen AI
- ◆ ODAEC3 - Financial Literacy

Semester IV (7 subjects)

- ◆ ODBBA401 - Supply Chain Management
- ◆ ODBBA402 - Research Methodology
- ◆ ODBBA403 - Specialised Accounting
- ◆ ODBBA404 - Consumer Behaviour
- ◆ ODBBA405 - Investment Analysis & Portfolio Management
- ◆ ODBBA406 - Digital Marketing
- ◆ ODUGAEC4 - Business and professional Skills



Curriculum Overview (continued)

Semester V (8 subjects)

- ◆ ODBBA501 - Income Tax
- ◆ ODBBA502 - Social Media Marketing and E-Commerce Hons.
- ◆ ODBBA503 - Entrepreneurship & Small Business Management
- ◆ ODBBA504 - Sales Management
- ◆ ODBBA505 - Industrial Relations & Labour Laws
- ◆ ODBBA506 - Company Accounts
- ◆ ODBBA507 - *Summer Training Report Presentation and its Evaluation and viva-voce based on Summer Training Report*

Semester VI (5 subjects)

- ◆ ODBBA601 - Strategic Management
- ◆ ODBBA602 - Goods & Service Tax
- ◆ ODBBA603 - Auditing
- ◆ ODBBA604 - International Trade
- ◆ ODBBA605 - Training & Development

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Registration / Application Fee	₹ 500	—	—	₹ 500
Exam Fee	₹ 3,000	₹ 3,000	₹ 3,000	₹ 9,000
Course Fee	₹ 9,000	₹ 9,000	₹ 9,000	₹ 27,000
Total	₹ 12,500	₹ 12,000	₹ 12,000	₹ 36,500

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