



Ganpat University

NAAC A, UGC-Entitled, NIRF #101-150, Diamond Ratings by QS I –
GAUGE, GSIRF '5-Star' Rating

BBA

Type

Ug Program

Mode

Online

Duration

3 Years

Total fees

₹ 90,500

Ganpat University

Established in 2005, Ganpat University is a UGC-recognised Private University located in North Gujarat. Spread across a 300+ acre campus, the University offers a wide range of undergraduate, postgraduate, diploma and research programmes across diverse disciplines. Its academic approach combines quality education, modern infrastructure and industry-oriented learning to prepare students for evolving career opportunities. Guided by its mission of **“Social Upliftment through Education,”** Ganpat University is committed to making accessible, future-focused education available to learners from all backgrounds.

BBA

Highlights

- ◆ A structured online learning format that helps learners pursue business administration and management with continuity and manageable academic progress.
- ◆ Subject areas such as Fundamentals of Management, Foundation of Accounting, Foundation of Statistics, and Principles of Economics 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, Project Manager, and HR Specialist without making unsupported placement claims, with added focus on applied interpretation.

Learning outcomes

- ◆ Within BBA from Ganpat 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, Project Manager, and HR Specialist, while strengthening applied interpretation.

Eligibility Criteria

10+2 / HSC

Curriculum Overview

Semester I (7 subjects)

- | | |
|--|-----------------|
| ◆ BGEN105 - Fundamentals of Management | ◆ AEC Subject 1 |
| ◆ BGEN103 - Foundation of Accounting | ◆ SEC Subject 1 |
| ◆ BGEN104 - Foundation of Statistics | ◆ VAC Subject 1 |
| ◆ BGEN101 - Principles of Economics | |

Semester II (7 subjects)

- | | |
|--|-----------------|
| ◆ BMAR101 - Marketing Management | ◆ AEC Subject 2 |
| ◆ BFIN101 - Financial Statement Analysis | ◆ SEC Subject 2 |
| ◆ BGEN105 - Organization Behavior | ◆ VAC Subject 2 |
| ◆ BGEN104 - Business Statistics | |

Semester III (7 subjects)

- | | |
|---------------------------------------|-----------------|
| ◆ BFIN201 - Financial Management | ◆ AEC Subject 3 |
| ◆ BGEN203 - Human Resource Management | ◆ SEC Subject 3 |
| ◆ BMAR201 - Advertising Management | ◆ VAC Subject 3 |
| ◆ BCOM202 - Business Law | |



Curriculum Overview (continued)

Elective Pool: (9 subjects)

- ◆ BAEC101 - Business Communication
- ◆ BAEC102 - Digital Fluency
- ◆ BAEC202 - Mental Health Awareness
- ◆ BSEC103 - Leadership and Personality Development
- ◆ BSEC101 - Basic Communication Skills
- ◆ BSEC201 - Computer Application in Management
- ◆ BVAC102 - Legal Awareness
- ◆ BVAC101 - Indian Culture and Science
- ◆ BVAC201 - Management Paradigm of Bhagavat Gita

Semester IV (6 subjects)

- ◆ 4A01BUL - E-Commerce
- ◆ 4A02BRM - Business Research Methods
- ◆ 4A03PCA - Project - Company Analysis
- ◆ 4A04ENM - Entrepreneurship Management
- ◆ 4A05BUE - Business Environment
- ◆ 4B06DIM - Disaster Management

Semester V (6 subjects)

- ◆ 5A01POM - Production and Operation Management
- ◆ 5A02TAX - Taxation -1
- ◆ 5A03BAE - Basic Econometric
- ◆ 5A04SEM - Service Marketing
- ◆ Elective 1 - Elective Subject 1 (IB / Finance / Marketing)
- ◆ 5A06BEG - Business Ethics and Corporate Governance



Curriculum Overview (continued)

Semester VI (6 subjects)

- ◆ 6A01BUA - Business Analytics
- ◆ 6A02IBS - International Business Strategy
- ◆ Elective 1 - Elective Subject 1 (IB / Finance / Marketing)
- ◆ Elective 2 - Elective Subject 2 (IB / Finance / Marketing)
- ◆ 6A05RPR - Research Project
- ◆ 6B06PST - Problem Solving Technique

Elective Pool (Specialization Subjects) for Semester IV & VI (9 subjects)

- ◆ International Business (IB) 5A05EXM Export Management
- ◆ International Business (IB) 6A02IBS International Business Strategy
- ◆ International Business (IB) 6A04MSC Multinational Supply Chain Management
- ◆ Finance 5A05NBF Non-Banking Financial Practice
- ◆ Finance 6A03IFM International Financial Management
- ◆ Finance 6A04DIF Digital Finance
- ◆ Marketing 5A05COB Consumer Behavior
- ◆ Marketing 6A03IMM International Marketing Management
- ◆ Marketing 6A04DIM Digital Marketing

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Registration Fee	₹ 5,000	—	—	₹ 5,000
Enrollment per year	₹ 4,000	₹ 4,000	₹ 4,000	₹ 12,000
Examination per year	₹ 4,000	₹ 4,000	₹ 4,000	₹ 12,000
Tuition Fees per sem	₹ 17,500	₹ 22,000	₹ 22,000	₹ 61,500
Total	₹ 30,500	₹ 30,000	₹ 30,000	₹ 90,500