



JAIN (Deemed-to-be University)

NAAC A++, UGC-Entitled, NIRF #62

BBA

Type

Ug Program

Mode

Distance

Duration

3 Years

Total fees

₹ 50,000

JAIN (Deemed-to-be University)

JAIN (Deemed-to-be University), based in Bengaluru, is a leading institution committed to academic excellence, innovation and holistic development. The University offers diverse programs across engineering, management, commerce, sciences, humanities, design and other disciplines. With a strong emphasis on research, entrepreneurship, sports and industry-focused education, it prepares students for evolving global opportunities. Its vibrant campuses bring together learners and faculty from diverse cultural and academic backgrounds. Through classroom, online and open-distance learning, JAIN provides accessible and future-ready education that empowers students to make a meaningful impact.

BBA

Highlights

- ◆ Blends flexible online modules with company-linked exposure to make learning more practice-oriented.
- ◆ Focuses on management principles, business communication, organizational behaviour, and finance and marketing basics, giving learners a subject-specific base for understanding business administration and management.
- ◆ Designed for stronger transition from academic learning to professional habits and work-readiness.
- ◆ Supports career exploration and employability development in areas connected to Financial Analyst, Business Analyst, and Business Development Trainee and related business operations, management support, entrepreneurship, and cross-functional roles, with added focus on case-based thinking.

Learning outcomes

- ◆ Within BBA from JAIN (Deemed-to-be University), examine business situations, customer needs, and organisational priorities through the lens of management principles, business communication, organizational behaviour, and finance and marketing basics.
- ◆ Use relevant tools, theories, or frameworks to address planning, coordination, and decision-making challenges.
- ◆ Compare options and make reasoned judgements about management choices across teams, markets, and operations.
- ◆ Prepare business presentations, project plans, and structured reports with clarity, evidence, and subject-specific vocabulary.
- ◆ Translate classroom concepts into workplace-ready responses for tasks related to Financial Analyst, Business Analyst, and Business Development Trainee and related business operations, management support, entrepreneurship, and cross-functional roles, while strengthening case-based thinking.

Eligibility Criteria

The minimum qualification required to apply is a pass in the 10+2 examination in Science or Commerce from PUC / ISC / CBSE or an equivalent board.

A course recognized as equivalent thereto by the University.

Curriculum Overview

Semester I (7 subjects)

- | | |
|---|--------------------------------------|
| ◆ Language - I (Kannada/Hindi/Sanskrit/Additional English) | ◆ Quantitative Techniques I |
| ◆ General English - I | ◆ Financial Accounting |
| ◆ Business Management | ◆ Mind Management & Human Values - I |
| ◆ Trends In Commerce | |

Semester II (6 subjects)

- | | |
|--|---------------------------------------|
| ◆ Language - II (Kannada/Hindi/Sanskrit/Additional English) | ◆ Cost Accounting |
| ◆ English - II | ◆ Quantitative Techniques II |
| ◆ Business Economics | ◆ Mind Management & Human Values - II |



Curriculum Overview (continued)

Semester III (7 subjects)

- ◆ Entrepreneurship Development
- ◆ Marketing Management
- ◆ Human Resource Management
- ◆ Corporate Accounting
- ◆ Organization Psychology
- ◆ Social Networking/Visual Narratives
- ◆ Indian Constitution

Semester IV (6 subjects)

- ◆ Business Law
- ◆ Production & Operations Management
- ◆ Business Finance
- ◆ Employee Compensation & Benefit Management
- ◆ Internet Technology/Biomedical Physics
- ◆ Environmental Studies

Semester V (7 subjects)

- ◆ International Business
- ◆ Income Tax - I
- ◆ Financial Markets And Services (F) / Consumer Behaviour (M)
- ◆ International Finance (F) / Service Marketing (M)
- ◆ Advanced Accounting (F) / Retail Marketing (M)
- ◆ Emotional Intelligence/Dramatics
- ◆ Business Oriented Computer Applications



Curriculum Overview (continued)

Semester VI (6 subjects)

- ◆ Income Tax - II
- ◆ Corporate Governance
- ◆ Security Analysis And Portfolio Management (F) / Advertising And Media Management (M)
- ◆ Financial Analysis And Planning (F) / Digital Marketing (M)
- ◆ Atmosphere and global climate change/ Kannnada course
- ◆ Negotiation Skills

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Registration Fees (Payable at the time of admission)	₹ 500	—	—	₹ 500
Examination Fee / Year	₹ 3,000	₹ 3,000	₹ 3,000	₹ 9,000
Course Fee	₹ 13,500	₹ 13,500	₹ 13,500	₹ 40,500
Total	₹ 17,000	₹ 16,500	₹ 16,500	₹ 50,000