



JAIN (Deemed-to-be University)

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

BBA - WLP

Type

Ug Program

Mode

Work-Linked

Duration

3 Years

Total fees

₹ 65,000

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 - WLP

Highlights

- ◆ A work-linked format that makes business administration and management more applied through digital study and practical exposure.
- ◆ Learners engage with management principles, business communication, organizational behaviour, and finance and marketing basics, with emphasis on concepts that can be seen in professional settings.
- ◆ Company-linked or internship exposure helps students understand workplace expectations and role discipline.
- ◆ Flexible structure allows learners to continue academic progress while gaining practical awareness.
- ◆ Builds a more rounded profile by combining knowledge, application, and employability-focused skills, with added focus on professional communication.

Learning outcomes

- ◆ Within BBA - WLP from JAIN (Deemed-to-be University), map important concepts in business administration and management to real or case-based situations involving business situations, customer needs, and organisational priorities.
- ◆ Apply analytical thinking to manage planning, coordination, and decision-making challenges in a disciplined way.
- ◆ Evaluate information before making conclusions about management choices across teams, markets, and operations.
- ◆ Design or present business presentations, project plans, and structured reports that show both knowledge and practical relevance.
- ◆ Observe how management principles, business communication, organizational behaviour, and finance and marketing basics appear in practical settings and use that exposure to build employability awareness, while strengthening professional communication.

Eligibility Criteria

Candidates to pursue UG program under AEDP, should have passed in the 10+2 examination in science/commerce/arts from PUC / ISC / CBSE or equivalent Board.

Admission will have to be approved and confirmed by the university on the basis of verification of documents prescribed for the eligibility for admission along with the contract or order relating to the (Students & Working Professionals) from the employer or the institution providing (Students & Working Professionals) to student who is provisionally admitted.

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 | |



Curriculum Overview (continued)

Semester II (7 subjects)

- ♦ Language - II (Kannada/Hindi/Sanskrit/Additional English)
- ♦ English - II
- ♦ Business Economics
- ♦ Cost Accounting
- ♦ Quantitative Techniques II
- ♦ Mind Management & Human Values - II
- ♦ Project Centric Learning - 1

Semester III (7 subjects)

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

Semester IV (7 subjects)

- ♦ Business Law
- ♦ Production & Operations Management
- ♦ Business Finance
- ♦ Employee Compensation & Benefit Management
- ♦ Internet Technology/Biomedical Physics
- ♦ Environmental Studies
- ♦ Project Centric Learning - 2



Curriculum Overview (continued)

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

Semester VI (7 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/A basic course in spoken kannada
- ◆ Negotiation Skills
- ◆ Project Centric Learning - 3

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Registration Fees (Payable at the time of admission)	₹ 500	—	—	₹ 500
Examination Fee	₹ 3,000	₹ 3,000	₹ 3,000	₹ 9,000
Course Fee	₹ 13,500	₹ 13,500	₹ 13,500	₹ 40,500
(Students & Working Professionals) Fee	₹ 5,000	₹ 5,000	₹ 5,000	₹ 15,000
Total	₹ 22,000	₹ 21,500	₹ 21,500	₹ 65,000