



Sambalpur University

NAAC A, UGC-Entitled, NIRF #51-100

BBA

Type

Ug Program

Mode

Distance

Duration

3 Years

Total fees

₹ 33,000

Sambalpur University

Sambalpur University is a state university under the University Grants Commission, Government of India. The Sambalpur University Act was passed by the Odisha Legislature on 10th December 1966 to fulfill the long-cherished dream of the people of Western Odisha for the establishment of a university. The University started functioning on 1st January 1967 with Prof. Parsuram Mishra as the first Vice-Chancellor. The University was inaugurated on 4th January 1967 by Hon'ble Chancellor A.N. Khosla. The University started functioning in 1967 in a rented private building at Dhanupali, Sambalpur, and in the Government building at Ainthapali, Sambalpur from 1968-72. In the year 1973, the University was shifted to the present campus named Jyoti Vihar at Burla.

BBA

Highlights

- ◆ A balanced learning format that brings business administration and management within reach for learners with varied schedules.
- ◆ Course content touches Environmental Science, Fundamentals of Management & Organizational Behaviour, Statistics for Business Decisions, and Business Communication (Language : English / MIL), allowing students to connect fundamentals with practical relevance.
- ◆ Designed to build confidence gradually, from concept clarity to more independent academic thinking.
- ◆ Includes opportunities to reflect on business situations, customer needs, and organisational priorities through assignments, cases, or application-led tasks.
- ◆ Helps learners prepare for future education, professional transition, or stronger domain understanding in Marketing Executive, Business Development Executive, and Finance Executive and related business operations, management support, entrepreneurship, and cross-functional roles, with added focus on decision practice.

Learning outcomes

- ◆ Within BBA from Sambalpur University, understand how Environmental Science, Fundamentals of Management & Organizational Behaviour, Statistics for Business Decisions, and Business Communication (Language : English / MIL) shape practice within business administration and management.
- ◆ Apply concepts to interpret business situations, customer needs, and organisational priorities and respond to practical questions.
- ◆ Review management choices across teams, markets, and operations using evidence, context, and clarity, ethics, and practical business sense.
- ◆ Build business presentations, project plans, and structured reports that support effective communication and problem-solving.
- ◆ Demonstrate readiness to pursue deeper learning or relevant roles connected to Marketing Executive, Business Development Executive, and Finance Executive and related business operations, management support, entrepreneurship, and cross-functional roles, while strengthening decision practice.

Eligibility Criteria

Students from recognised schools with 10+2 pattern and those appearing for their final examination (subject to passing) are eligible to apply.

Curriculum Overview

Semester I (4 subjects)

- ◆ BBA101 - Environmental Science
- ◆ BBA102 - Fundamentals of Management & Organizational Behaviour
- ◆ BBA103 - Statistics for Business Decisions
- ◆ BBA104 - Any One from the List of Generic Elective / Interdisciplinary Courses

Semester II (4 subjects)

- ◆ BBA201 - Business Communication (Language : English / MIL)
- ◆ BBA202 - Managerial Economics
- ◆ BBA203 - Business Accounting
- ◆ BBA204 - Any One from the List of Generic Elective / Interdisciplinary Courses

Semester III (5 subjects)

- ◆ BBA301 - Macroeconomics
- ◆ BBA302 - Principles of Marketing
- ◆ BBA303 - Management Accounting
- ◆ BBA304 - Any One from the List of Generic Elective / Interdisciplinary Courses
- ◆ BBA305 - Any One from list of SKILL ENHANCEMENT COURSE (SEC)



Curriculum Overview (continued)

Semester IV (5 subjects)

- ◆ BBA401 - Business Research
- ◆ BBA402 - Human Resources Management
- ◆ BBA403 - Financial Management
- ◆ BBA404 - Any One from the List of Generic Elective / Interdisciplinary Courses
- ◆ BBA405 - Any One from the list of SKILL ENHANCEMENT COURSE (SEC)

Semester V (5 subjects)

- ◆ BBA501 - Quantitative Techniques for Management
- ◆ BBA502 - Legal Aspects of Business
- ◆ BBA503 - Elective - I
- ◆ BBA504 - Elective - II
- ◆ BBA505 - Dissertation & Viva (Summer Internship project)

Semester VI (5 subjects)

- ◆ BBA601 - Business Policy & Strategy
- ◆ BBA602 - Finance/HR/Marketing/ Management of Global Business
- ◆ BBA603 - Financial Institutions & Markets
- ◆ BBA604 - Elective - III
- ◆ BBA605 - Elective - IV

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Exam Fee	₹ 1,000	₹ 1,000	₹ 1,000	₹ 3,000
Program Fee	₹ 10,000	₹ 10,000	₹ 10,000	₹ 30,000
Total	₹ 11,000	₹ 11,000	₹ 11,000	₹ 33,000