



Swami Rama Himalayan University

NAAC A+, UGC-Entitled, NIRF #101-150

BBA (Hons.)

Type

Ug Program

Mode

Online

Duration

4 Years

Total fees

₹ 97,000

Swami Rama Himalayan University

Swami Rama Himalayan University (SRHU), located in Dehradun, Uttarakhand, is a multidisciplinary institution dedicated to academic excellence, innovation and holistic development. The University offers programs across management, healthcare, science, technology, humanities and other professional disciplines. It combines quality teaching with research, practical learning and industry-oriented education to prepare students for evolving career opportunities. Supported by experienced faculty and modern learning resources, SRHU encourages ethical leadership, entrepreneurship and social responsibility. Through campus-based and online education, the University strives to make meaningful, career-focused learning accessible to students from diverse backgrounds.

BBA (Hons.)

Highlights

- ◆ Learner-friendly delivery with flexibility for those balancing education with professional or personal responsibilities.
- ◆ A curriculum anchored in Principles of Management, Business Mathematics, management principles, and business communication, helping learners understand the subject from multiple angles.
- ◆ Faculty guidance and curated study resources encourage regular learning and clearer concept retention.
- ◆ Builds applied awareness through examples, activities, or projects connected to business situations, customer needs, and organisational priorities.
- ◆ Creates a stronger base for higher studies, professional upskilling, or domain-relevant pathways in Business Analyst, Marketing Executive, and HR Coordinator and related business operations, management support, entrepreneurship, and cross-functional roles, with added focus on analytical depth.

Learning outcomes

- ◆ Within BBA (Hons) from SRHU Online, analyze business situations, customer needs, and organisational priorities using concepts from Principles of Management, Business Mathematics, management principles, and business communication.
- ◆ Apply subject knowledge to solve planning, coordination, and decision-making challenges with greater structure and clarity.
- ◆ Evaluate management choices across teams, markets, and operations while considering clarity, ethics, and practical business sense.
- ◆ Create or present business presentations, project plans, and structured reports with clear structure and practical relevance.
- ◆ Build readiness for progression in Business Analyst, Marketing Executive, and HR Coordinator and related business operations, management support, entrepreneurship, and cross-functional roles through stronger subject understanding and applied thinking, while strengthening analytical depth.

Eligibility Criteria

The candidate must have passed 12th or an equivalent examination from a recognised board.

Curriculum Overview

Semester I (7 subjects)

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|---------------------------------------|------------------------------------|
| ◆ OLBBA101 - Principles of Management | ◆ OLBBA105 - Indian Society |
| ◆ OLBBA102 - Business Mathematics | ◆ Values & Business Traditions |
| ◆ OLBBA103 - Financial Accounting | ◆ OLBBA106 - Environmental Studies |
| ◆ OLBBA104 - Microeconomics | |

Semester II (6 subjects)

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|---------------------------------------|---|
| ◆ OLBBA201 - Business Statistics | ◆ OLBBA204 - Macro Economics |
| ◆ OLBBA202 - Organisational Behaviour | ◆ OLBBA205 - Indian Ethos in Management |
| ◆ OLBBA203 - Business Communication | ◆ OLBBA206 - Communicative English |

Semester III (6 subjects)

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| ◆ OLBBA301 - Human Resource Management | ◆ OLBBA304 - Business Laws and Ethics |
| ◆ OLBBA302 - Marketing Management | ◆ OLBBA305 - Organizational Psychology |
| ◆ OLBBA303 - Business Research Methods | ◆ OLBBA306 - Soft Skills - I |



Curriculum Overview (continued)

Semester IV (5 subjects)

- ◆ OLBBA401 - Financial Management
- ◆ OLBBA402 - Operations and Supply Chain Management
- ◆ OLBBA403 - Cost & Management Accounting
- ◆ OLBBA404 - Quantitative Techniques
- ◆ OLBBA405 - E-Commerce

Semester V (6 subjects)

- ◆ OLBBA501 - Strategic Management
- ◆ Elective - Elective I
- ◆ Elective - Elective II
- ◆ OLBBA502 - Business Analytics Basics
- ◆ OLBBA503 - Summer Internship
- ◆ OLBBA504 - Soft Skills - II

Semester VI (6 subjects)

- ◆ OLBBA601 - Entrepreneurship and Innovation
- ◆ Elective - Elective III
- ◆ Elective - Elective IV
- ◆ OLBBA602 - Business Data Visualization
- ◆ OLBBA603 - Fundamentals of Digital Marketing
- ◆ OLBBA604 - Personal Finance Essentials



Curriculum Overview (continued)

BBA (Hons.) - Semester VII (5 subjects)

- ◆ OLBBA701 - International Business
 - ◆ OLBBA702 - Strategic Leadership and Change Management
 - ◆ Elective - Elective V
 - ◆ Elective - Elective VI
 - ◆ OLBBA703 - AI for Business Strategy and Management
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BBA (Hons.) - Semester VIII (3 subjects)

- ◆ Elective - Elective VII
 - ◆ Elective - Elective VIII
 - ◆ OLBBA801 - Business Project
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BBA (Honours With Research) - Semester VIII (3 subjects)

- ◆ OLBBA802 - Research Methodology
- ◆ OLBBA803 - Research Analysis Using SPSS & R
- ◆ OLBBA804 - Research Project / Dissertation



Curriculum Overview (continued)

Discipline Specific Elective I (8 subjects)

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| ◆ OLBBAM501 - Consumer Behaviour | ◆ OLBBAM701 - Sales & Distribution Management |
| ◆ OLBBAH502 - Training & Development | ◆ OLBBAH702 - Organisational Change & Development |
| ◆ OLBBAM601 - Advertising & Marketing Communications | ◆ OLBBAM801 - Services Marketing |
| ◆ OLBBAH602 - Industrial Relations & Labour Laws | ◆ OLBBAH802 - Counseling Skills of Managers |
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Discipline Specific Elective II (8 subjects)

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| ◆ OLBBAF501 - Financial Statement Analysis | ◆ OLBBAF701 - Derivatives & Risk Management |
| ◆ OLBBAF502 - Working Capital Management | ◆ OLBBAF702 - Financial Analytics |
| ◆ OLBBAF601 - Venture Capital and Private Equity | ◆ OLBBAF801 - International Financial Management |
| ◆ OLBBAF602 - Wealth Management | ◆ OLBBAF802 - Security Analysis and Portfolio Management |

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Year 4	Total
Registration/Application Fee	₹ 1,000	—	—	—	₹ 1,000
Program Fee	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,000	₹ 80,000
Exam Fee	₹ 4,000	₹ 4,000	₹ 4,000	₹ 4,000	₹ 16,000
Total	₹ 25,000	₹ 24,000	₹ 24,000	₹ 24,000	₹ 97,000

Career & Placement highlights



99.03%

of graduates placed