



Swami Rama Himalayan University

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

BBA (Hons.) - WLP

Type

Ug Program

Mode

Work-Linked

Duration

4 Years

Total fees

₹ 125,000

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.) - WLP

Highlights

- ◆ Structured digital modules paired with practical company-linked touchpoints for applied learning.
- ◆ The course brings attention to Principles of Management, Business Mathematics, Financial Accounting, and Microeconomics, helping learners understand how business administration and management works beyond theory.
- ◆ Workplace-linked exposure supports communication, accountability, and confidence in professional environments.
- ◆ Assignments and guided learning help connect subject knowledge with business situations, customer needs, and organisational priorities.
- ◆ Creates a stronger foundation for domain-relevant opportunities in business operations, management support, entrepreneurship, and cross-functional roles, including areas such as Business Analyst, Marketing Executive, and HR Coordinator, without promising outcomes, with added focus on career self-awareness.

Learning outcomes

- ◆ Within BBA (Hons) - WLP from SRHU Online, 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.
- ◆ Observe how Principles of Management, Business Mathematics, Financial Accounting, and Microeconomics appear in practical settings and use that exposure to build employability awareness, while strengthening career self-awareness.

Eligibility Criteria

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

Curriculum Overview

Semester I (7 subjects)

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

Semester II (6 subjects)

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

Semester III (6 subjects)

- ◆ OLBBA301 - Human Resource Management
- ◆ OLBBA302 - Marketing Management
- ◆ OLBBA303 - Business Research Methods
- ◆ OLBBA304 - Business Laws and Ethics
- ◆ OLBBA305 - Organizational Psychology
- ◆ 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)

- ◆ 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

Discipline Specific Elective II (8 subjects)

- ◆ 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
Apprenticeship Fee	₹ 7,000	₹ 7,000	₹ 7,000	₹ 7,000	₹ 28,000
Total	₹ 32,000	₹ 31,000	₹ 31,000	₹ 31,000	₹ 125,000

Career & Placement highlights



99.03%

of graduates placed