



AMET University

NAAC A, UGC-Entitled

BBA

Type

Ug Program

Mode

Online

Duration

3 Years

Total fees

₹ 72,000

AMET University

The Centre for Distance and Online Education (CDOE) is a pioneering centre committed to providing exceptional education to a diverse community of learners globally through online and distance education modes. Through cutting-edge online platforms and innovative teaching methods, CDOE offers a range of specialised programmes tailored to meet the unique needs of modern learners. Our focus on quality, accessibility, and versatility sets us apart, ensuring that students receive a world-class education from the comfort of their homes.

BBA

Highlights

- ◆ A balanced learning format that brings business administration and management within reach for learners with varied schedules.
- ◆ Course content touches Principles of Management and Organizational Behaviour, Business Statistics, Marketing Management, and Information Technology for Business, 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, Sales Executive, and Brand Associate and related business operations, management support, entrepreneurship, and cross-functional roles, with added focus on analytical depth.

Learning outcomes

- ◆ Within BBA from AMET University, understand how Principles of Management and Organizational Behaviour, Business Statistics, Marketing Management, and Information Technology for Business 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, Sales Executive, and Brand Associate and related business operations, management support, entrepreneurship, and cross-functional roles, while strengthening analytical depth.

Eligibility Criteria

Students from recognised boards with a 10+2 pattern are eligible to apply. Those appearing for their final examination (subject to passing) are also eligible.

Curriculum Overview

Semester I (6 subjects)

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|---|---------------------------------------|
| ◆ Business English- I | ◆ Marketing Management |
| ◆ Principles of Management and Organizational Behaviour | ◆ Information Technology for Business |
| ◆ Business Statistics | ◆ Business Economics |
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Semester II (6 subjects)

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|------------------------|-----------------------------|
| ◆ Business English- II | ◆ Human Resource Management |
| ◆ Business Accounting | ◆ Foreign Exchange Markets |
| ◆ International Trade | ◆ Business Law |
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Semester III (6 subjects)

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|-------------------------------|--------------------------------------|
| ◆ Interpersonal Communication | ◆ Multimodal Transportation |
| ◆ Financial Management | ◆ Retail Management |
| ◆ Logistics Management | ◆ Digital and Social Media Marketing |



Curriculum Overview (continued)

Semester IV (6 subjects)

- ◆ Professional Communication
 - ◆ Supply Chain Management
 - ◆ Sales and Distribution Management
 - ◆ Industrial Marketing
 - ◆ Introduction to Shipping Business
 - ◆ Enterprise Resource Planning
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Semester V (6 subjects)

- ◆ Warehouse and Inventory Management
 - ◆ Export and Import Trade
 - ◆ Research Methods
 - ◆ Strategic Business Leadership
 - ◆ Learning and Development
 - ◆ Management Information System
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Semester VI (3 subjects)

- ◆ Entrepreneurship Management
- ◆ Corporate Governance
- ◆ Ethics and Values



Curriculum Overview (continued)

Specialization (Marketing Management) (34 subjects)

- ◆ Semester 1 - Business English- I
- ◆ Semester 1 - Principles of Management and Organizational Behaviour
- ◆ Semester 1 - Business Statistics
- ◆ Semester 1 - Marketing Management
- ◆ Semester 1 - Information Technology for Business
- ◆ Semester 1 - Business Economics
- ◆ Semester 2 - Business English- II
- ◆ Semester 2 - Business Accounting
- ◆ Semester 2 - International Trade
- ◆ Semester 2 - Human Resource Management
- ◆ Semester 2 - Foreign Exchange Markets
- ◆ Semester 2 - Business Law
- ◆ Semester 3 - Interpersonal Communication
- ◆ Semester 3 - Financial Management
- ◆ Semester 3 - Logistics Management
- ◆ Semester 3 - Multimodal Transportation
- ◆ Semester 3 - Retail Management
- ◆ Semester 3 - Digital and Social Media Marketing
- ◆ Semester 4 - Professional Communication
- ◆ Semester 4 - Supply Chain Management
- ◆ Semester 4 - Sales and Distribution Management
- ◆ Semester 4 - Industrial Marketing
- ◆ Semester 4 - Introduction to Shipping Business
- ◆ Semester 4 - Enterprise Resource Planning
- ◆ Semester 5 - Warehouse and Inventory Management
- ◆ Semester 5 - Export and Import Trade
- ◆ Semester 5 - Research Methods
- ◆ Semester 5 - Strategic Business Leadership
- ◆ Semester 5 - Learning and Development
- ◆ Semester 5 - Management Information System
- ◆ Semester 6 - Entrepreneurship Management
- ◆ Semester 6 - Corporate Governance
- ◆ Semester 6 - Ethics and values
- ◆ Semester 6 - Major Project

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Course Fee	₹ 18,000	₹ 18,000	₹ 18,000	₹ 54,000
Exam Fee	₹ 6,000	₹ 6,000	₹ 6,000	₹ 18,000
Total	₹ 24,000	₹ 24,000	₹ 24,000	₹ 72,000