



AMET University

NAAC A, UGC-Entitled

BBA - WLP

Type

Ug Program

Mode

Work-Linked

Duration

3 Years

Total fees

₹ 94,500

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 - WLP

Highlights

- ◆ Blends flexible online modules with company-linked exposure to make learning more practice-oriented.
- ◆ Focuses on Principles of Management and Organizational Behaviour, Business Statistics, management principles, and business communication, giving learners a subject-specific base for understanding business administration and management.
- ◆ Encourages learners to apply concepts through tasks, projects, internship exposure, or workplace-linked examples.
- ◆ Designed for stronger transition from academic learning to professional habits and work-readiness.
- ◆ Supports career exploration and employability development in areas connected to business operations, management support, entrepreneurship, and cross-functional roles, including areas such as Business Development Executive, Operations Coordinator, and Management Trainee, with added focus on applied interpretation.

Learning outcomes

- ◆ Within BBA - WLP from AMET 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.
- ◆ Practice professional communication, accountability, and applied problem-solving through work-linked learning contexts, while strengthening applied interpretation.

Eligibility Criteria

Students with any higher secondary education (10+2) from UGC-recognised institutions with a pattern (10+2) and those appearing for their final examination (subject to passing) are eligible to apply.

Curriculum Overview

Semester I (6 subjects)

- ◆ Business English- I
- ◆ Principles of Management and Organizational Behaviour
- ◆ Business Statistics
- ◆ Marketing Management
- ◆ Information Technology for Business
- ◆ Business Economics

Semester II (6 subjects)

- ◆ Business English- II
- ◆ Business Accounting
- ◆ International Trade
- ◆ Human Resource Management
- ◆ Foreign Exchange Markets
- ◆ Business Law

Semester III (6 subjects)

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



Curriculum Overview (continued)

Semester IV (6 subjects)

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

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|--------------------------------------|---------------------------------|
| ◆ Warehouse and Inventory Management | ◆ Strategic Business Leadership |
| ◆ Export and Import Trade | ◆ Learning and Development |
| ◆ Research Methods | ◆ Management Information System |
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Semester VI (4 subjects)

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| ◆ Entrepreneurship Management | ◆ Ethics and values |
| ◆ Corporate Governance | ◆ Major Project |



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
Apprenticeship Fee	₹ 7,500	₹ 7,500	₹ 7,500	₹ 22,500
Total	₹ 31,500	₹ 31,500	₹ 31,500	₹ 94,500