



Mizoram University

NAAC A+, UGC-Entitled, NIRF #82, IIRF National #25

BBA

Type

Ug Program

Mode

Online

Duration

3 Years

Total fees

₹ 55,860

BBA

Highlights

- ◆ UGC-recognized degree from an A-grade esteemed university
- ◆ Comprehensive study of marketing, finance, HR, and operations
- ◆ Individualized academic mentoring and placement assistance
- ◆ Communicate business plans and reports clearly and professionally
- ◆ Career planning and professional counselling sessions

Learning outcomes

- ◆ Demonstrate a comprehensive understanding of business functions and organizational structures
- ◆ Analyze financial statements and economic trends to make sound business recommendations
- ◆ Formulate and implement effective marketing, HR, and operational strategies
- ◆ Communicate business plans and reports clearly and professionally
- ◆ Navigate business scenarios with ethics, compliance, and leadership capabilities

Eligibility Criteria

10 +2 pass or equivalent from a recognized board

Curriculum Overview

Semester 1 (6 subjects)

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|--|--|
| ◆ Principles and Practices of Management | ◆ Business Organisation and Management |
| ◆ Business Accounting | ◆ Business Communication |
| ◆ Business Statistics and Logic | ◆ Environmental Science |
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Semester 2 (6 subjects)

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|---|--------------------------|
| ◆ Emerging Technologies and Application | ◆ E-Commerce |
| ◆ Marketing Management | ◆ Communication Skills |
| ◆ Managerial Economics | ◆ Universal Human Values |
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Semester 3 (6 subjects)

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| ◆ Financial Management | ◆ Business Economics |
| ◆ Legal and Ethical Issues in Business | ◆ Rural Marketing |
| ◆ Human Resource Management | ◆ Understanding India |



Curriculum Overview (continued)

Semester 4 (6 subjects)

- ◆ Operations Management
 - ◆ Entrepreneurship Development
 - ◆ Organisational Behaviour
 - ◆ Small Business Management
 - ◆ Business Research Methodology
 - ◆ Digital and Technological Solutions
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Semester 5 (5 subjects)

- ◆ Management Information System
 - ◆ Family Business Management
 - ◆ International Business Management
 - ◆ Project Work
 - ◆ Advertising
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Semester 6 (5 subjects)

- ◆ Project Management
- ◆ Indian Financial System
- ◆ Strategic Management
- ◆ Project Work
- ◆ Investment & Portfolio Analysis

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Registration Fees	₹ 210	—	—	₹ 210
Exam Fee	₹ 2,500	₹ 2,500	₹ 2,500	₹ 7,500
Course Fee	₹ 16,050	₹ 16,050	₹ 16,050	₹ 48,150
Total	₹ 18,760	₹ 18,550	₹ 18,550	₹ 55,860