



Bundelkhand University

NAAC A++, UGC-Entitled

BBA

Type

Ug Program

Mode

Distance

Duration

3 Years

Total fees

₹ 70,000

Bundelkhand University

Bundelkhand University is a State Government University located in Jhansi, Uttar Pradesh, established in 1975 to expand access to higher education across the Bundelkhand region. It offers programmes across disciplines including management, commerce, science, engineering, pharmacy, law, agriculture, education, humanities and other professional fields. It is recognised by the UGC and is included by NIRF in the State Public University category. Bundelkhand University has also established a Centre for Distance and Online Education (CDOE) to extend flexible higher education beyond the physical campus. The CDOE currently offers eight ODL programmes and positions the university's distance-learning initiative around accessible, affordable and flexible education.

BBA

Highlights

- ◆ Enables students to pursue undergraduate management education through an Open Distance Learning format.
- ◆ Covers management, marketing, finance, human resources, accounting, business law and strategic management.
- ◆ Develops knowledge of decision-making, business communication, financial concepts and organisational management.
- ◆ Introduces business planning, marketing, finance and management concepts relevant to entrepreneurship and family businesses.
- ◆ Builds core management knowledge that can support progression to MBA and other postgraduate business programmes.

Learning outcomes

- ◆ The programme can support pathways into operations coordination, administrative functions and management trainee roles.
- ◆ Graduates may explore suitable entry-level opportunities across banking, insurance, NBFCs and other financial services organisations.
- ◆ Knowledge of human resource management can be relevant to entry-level HR coordination and people-management support roles.
- ◆ Graduates can explore entry-level opportunities in sales, marketing, customer engagement and business development.
- ◆ Students can use their business foundation to support entrepreneurial ambitions, family businesses or pursue postgraduate programmes such as an MBA.

Eligibility Criteria

Passed 10+2 in any discipline from a recognized Board with 45% marks.

Curriculum Overview

Semester I (3 subjects)

- ◆ Principles and Practices of Management
 - ◆ Accounting for Management
 - ◆ Managerial Economics
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Semester II (3 subjects)

- ◆ Quantitative Technique
 - ◆ Legal Framework of Business
 - ◆ Financial Accounting
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Semester III (3 subjects)

- ◆ Human Resource Management
 - ◆ Financial Management
 - ◆ Marketing Management
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Semester IV (3 subjects)

- ◆ Product Management
- ◆ Banking Law and Insurance
- ◆ Operations Research



Curriculum Overview (continued)

Semester V (4 subjects)

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| ◆ Management Information Systems | ◆ Money and Capital Market |
| ◆ Marketing of Services | ◆ Company Law |
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Semester VI (4 subjects)

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|------------------------|--------------------|
| ◆ Strategic Management | ◆ Business Finance |
| ◆ Retail Management | ◆ Industrial Law |

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Registration Fee	₹ 1,000	—	—	₹ 1,000
Exam Fee	₹ 2,000	₹ 2,000	₹ 2,000	₹ 6,000
Program Fee	₹ 21,000	₹ 21,000	₹ 21,000	₹ 63,000
Total	₹ 24,000	₹ 23,000	₹ 23,000	₹ 70,000