



Dr. Bhimrao Ambedkar University

NAAC A+, UGC-Entitled, NIRF

BBA

Type

Ug Program

Mode

Online

Duration

3 Years

Total fees

₹ 54,500

Dr. Bhimrao Ambedkar University

Dr. Bhimrao Ambedkar University's Centre for Distance & Online Education (DBRAU CDOE) provides flexible and accessible higher education through online learning. It carries forward the academic legacy of Dr. Bhimrao Ambedkar University, Agra, established in 1927. The Centre supports students, working professionals, and learners who are unable to attend regular classroom programs. DBRAU is UGC recognized and NAAC 'A+' accredited, reflecting its commitment to academic excellence. CDOE aims to make higher education affordable, inclusive, and accessible to learners across India while promoting skill development, innovation, and academic growth.

BBA

Highlights

- ◆ Enables students to complete the BBA programme through a flexible online format.
- ◆ Includes industry visits, internships and industry-embedded project work.
- ◆ Introduces subjects such as AI in Business, Business Analytics and E-Commerce.
- ◆ Covers finance, marketing, HR, operations, accounting and business strategy.
- ◆ Develops understanding of organisational behaviour, business policy and entrepreneurship.

Learning outcomes

- ◆ Develop an understanding of management principles, organisational practices and leadership approaches.
- ◆ Build skills in accounting, financial management, investment analysis and business analytics.
- ◆ Gain knowledge of marketing practices, consumer behaviour and market research.
- ◆ Strengthen business communication, analytical thinking and problem-solving abilities for organisational settings.
- ◆ Develop an understanding of entrepreneurship, e-commerce, AI applications in business and contemporary business models.

Eligibility Criteria

An intermediate (10+2) in any discipline or an equivalent qualification from a recognized board, with minimum 45% of marks. A relaxation for SC/ST candidate shall be available as per University norms.

Curriculum Overview

Semester I (7 subjects)

- ◆ Principles & Practices Of Management
- ◆ Fundamentals Of Accounting
- ◆ Business Environment
- ◆ Quantitative Techniques -1
- ◆ Fundamentals Of Computers
- ◆ First Aid And Basic Health
- ◆ IKS

Semester II (6 subjects)

- ◆ Business Organisation
- ◆ Business Economics
- ◆ Quantitative Techniques -2
- ◆ Business Communication
- ◆ Human Values And Environmental Studies
- ◆ Viva On Subject Related Project

Semester III (6 subjects)

- ◆ Legal Framework Of Business
- ◆ Accounting For Decision Making
- ◆ Research Methodology
- ◆ AI In Business
- ◆ Physical Education And Yoga
- ◆ Viva Based On Industry Visit



Curriculum Overview (continued)

Semester IV (6 subjects)

- ◆ Financial Management
 - ◆ Marketing Theory And Practice
 - ◆ Human Resource Management
 - ◆ Quantitative Techniques -3
 - ◆ Cyber Security
 - ◆ Minor Project – Viva/Subject Analysis
-

Semester V (5 subjects)

- ◆ Investment Analysis
 - ◆ Organizational Behaviour
 - ◆ Consumer Behaviour And Market Research
 - ◆ E-Commerce
 - ◆ Viva Based On Internship
-

Semester VI (5 subjects)

- ◆ International Business Management
- ◆ Business Policy
- ◆ Industrial Relations And Labour Laws
- ◆ Entrepreneurship And Small Business Management
- ◆ Viva Based On Industry Embedded Project Work

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Registration Fee	₹ 500	—	—	₹ 500
Exam Fee	₹ 3,000	₹ 3,000	₹ 3,000	₹ 9,000
Program Fee	₹ 15,000	₹ 15,000	₹ 15,000	₹ 45,000
Total	₹ 18,500	₹ 18,000	₹ 18,000	₹ 54,500