



ARKA Jain University

NAAC A, UGC-Entitled, India Academia Rankings 'Titanium+ Band'

BBA

Type

Ug Program

Mode

Distance

Duration

3 Years

Total fees

₹ 55,500

ARKA Jain University

ARKA JAIN University is a multidisciplinary institution committed to academic excellence, innovation and inclusive education. The University offers diverse programs across management, commerce, engineering, technology, humanities, sciences and other professional disciplines. With an emphasis on industry-aligned learning, practical exposure and skill development, it prepares students for evolving career opportunities. Its experienced faculty and modern academic resources support research, entrepreneurship and holistic development. Through campus-based and open and distance learning, ARKA JAIN University makes quality higher education accessible to learners from varied backgrounds.

BBA

Highlights

- ◆ Flexible open and distance learning format designed around students beginning their higher education journey, with room to balance study, work, and personal commitments.
- ◆ Course coverage includes management principles, business communication, organizational behaviour, and finance and marketing basics, giving learners a clearer view of business administration and management and its applications.
- ◆ Learning is supported through guided modules, faculty-led inputs, and examples connected to current academic or professional contexts.
- ◆ Assignments and applied exercises help learners connect concepts with business situations, customer needs, and organisational priorities rather than studying the subject in isolation.
- ◆ Useful for building confidence, subject depth, and readiness for future pathways in Business Analyst, Marketing Executive, and HR Coordinator and related business operations, management support, entrepreneurship, and cross-functional roles, with added focus on analytical depth.

Learning outcomes

- ◆ Within BBA from Arka JAIN (Deemed-to-be University), analyze business situations, customer needs, and organisational priorities using concepts from management principles, business communication, organizational behaviour, and finance and marketing basics.
- ◆ Apply subject knowledge to solve planning, coordination, and decision-making challenges with greater structure and clarity.
- ◆ Evaluate management choices across teams, markets, and operations while considering clarity, ethics, and practical business sense.
- ◆ Create or present business presentations, project plans, and structured reports with clear structure and practical relevance.
- ◆ Build readiness for progression in Business Analyst, Marketing Executive, and HR Coordinator and related business operations, management support, entrepreneurship, and cross-functional roles through stronger subject understanding and applied thinking, while strengthening analytical depth.

Eligibility Criteria

Candidates should have passed the senior secondary examination (10+2) from any recognized board.

Curriculum Overview

Semester I (6 subjects)

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|---|--|
| ◆ BBA-OD-101 - English | ◆ BBA-OD-104 - Modern Business Environment |
| ◆ BBA-OD-102 - HRM and Organizational Behaviour | ◆ BBA-OD-105 - Digital Fluency and Financial Modelling |
| ◆ BBA-OD-103 - Financial Accounting | ◆ BBA-OD-106 - Financial Literacy and Planning |

Semester II (6 subjects)

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|--|--|
| ◆ BBA-OD-201 - Business Regulatory Framework | ◆ BBA-OD-204 - Business Economics |
| ◆ BBA-OD-202 - Financial Markets and Instruments | ◆ BBA-OD-205 - Communicative English |
| ◆ BBA-OD-203 - Business Management | ◆ BBA-OD-206 - Digital Business Management |



Curriculum Overview (continued)

Semester III (6 subjects)

- ◆ BBA-OD-301 - Managerial Finance
- ◆ BBA-OD-302 - Marketing Management
- ◆ BBA-OD-303 - Business Ethics and Negotiation Skills
- ◆ BBA-OD-304 - Personality Development and Leadership Skills
- ◆ BBA-OD-305 - Research Methodology
- ◆ BBA-OD-306 - Environmental Science

Semester IV (10 subjects)

- ◆ BBA-OD-401 - Entrepreneurship
- ◆ BBA-OD-402 - Operations Management
- ◆ BBA-OD-403 - Advanced Financial Management
- ◆ BBA-OD-404 - Behavioral Finance
- ◆ BBA-OD-405 - Training & Development
- ◆ BBA-OD-406 - Workforce Planning
- ◆ BBA-OD-407 - Consumer Behavior
- ◆ BBA-OD-408 - Advertising and Sales Promotion
- ◆ BBA-OD-409 - Quantitative Techniques for Business
- ◆ BBA-OD-410 - Indian Knowledge System



Curriculum Overview (continued)

Semester V (10 subjects)

- ◆ BBA-OD-501 - Direct Tax
- ◆ BBA-OD-502 - Cost and Management Accounting
- ◆ BBA-OD-503 - Digital Marketing and E-Commerce
- ◆ BBA-OD-504 - Financial Analytics
- ◆ BBA-OD-505 - Investment Analysis and Portfolio Management
- ◆ BBA-OD-506 - Compensation and Compliance Management
- ◆ BBA-OD-507 - Strategic HR
- ◆ BBA-OD-508 - Services Marketing
- ◆ BBA-OD-509 - Retail Marketing
- ◆ BBA-OD-510 - Introduction to Business Analytics

Semester VI (10 subjects)

- ◆ BBA-OD-601 - Strategic Management
- ◆ BBA-OD-602 - Business Tax
- ◆ BBA-OD-603 - International Financial Management
- ◆ BBA-OD-604 - Financial Technologies
- ◆ BBA-OD-605 - HR Analytics
- ◆ BBA-OD-606 - International HR
- ◆ BBA-OD-607 - International Marketing
- ◆ BBA-OD-608 - Brand Management
- ◆ BBA-OD-609 - Artificial Intelligence
- ◆ BBA-OD-610 - Research Project

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Registration Fees	₹ 500	—	—	₹ 500
Exam Fees	₹ 3,000	₹ 3,000	₹ 3,000	₹ 9,000
Course Fees	₹ 15,000	₹ 15,000	₹ 15,000	₹ 45,000
Convocation Fees	—	—	₹ 1,000	₹ 1,000
Total	₹ 18,500	₹ 18,000	₹ 19,000	₹ 55,500