



ARKA Jain University

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

BBA - WLP

Type

Ug Program

Mode

Work-Linked

Duration

3 Years

Total fees

₹ 70,500

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 - WLP

Highlights

- ◆ Blends flexible online modules with company-linked exposure to make learning more practice-oriented.
- ◆ Focuses on management principles, business communication, organizational behaviour, and finance and marketing basics, 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 Analyst, Marketing Executive, and HR Coordinator and related business operations, management support, entrepreneurship, and cross-functional roles, with added focus on project-based reflection.

Learning outcomes

- ◆ Within BBA - WLP from Arka JAIN (Deemed-to-be University), examine business situations, customer needs, and organisational priorities through the lens of management principles, business communication, organizational behaviour, and finance and marketing basics.
- ◆ Use relevant tools, theories, or frameworks to address planning, coordination, and decision-making challenges.
- ◆ Compare options and make reasoned judgements about management choices across teams, markets, and operations.
- ◆ Prepare business presentations, project plans, and structured reports with clarity, evidence, and subject-specific vocabulary.
- ◆ Translate classroom concepts into workplace-ready responses for tasks related to Business Analyst, Marketing Executive, and HR Coordinator and related business operations, management support, entrepreneurship, and cross-functional roles, while strengthening project-based reflection.

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)

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| ◆ BBA-OD-501 - Direct Tax | ◆ BBA-OD-506 - Compensation and Compliance Management |
| ◆ BBA-OD-502 - Cost and Management Accounting | |
| ◆ BBA-OD-503 - Digital Marketing and E-Commerce | ◆ BBA-OD-507 - Strategic HR |
| | ◆ BBA-OD-508 - Services Marketing |
| ◆ BBA-OD-504 - Financial Analytics | ◆ BBA-OD-509 - Retail Marketing |
| ◆ BBA-OD-505 - Investment Analysis and Portfolio Management | ◆ BBA-OD-510 - Introduction to Business Analytics |
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Semester VI (10 subjects)

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

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
Internship Fees	₹ 5,000	₹ 5,000	₹ 5,000	₹ 15,000
Course Fees	₹ 15,000	₹ 15,000	₹ 15,000	₹ 45,000
Convocation Fees	—	—	₹ 1,000	₹ 1,000
Total	₹ 23,500	₹ 23,000	₹ 24,000	₹ 70,500