

onlineprograms.mmumullana.org

 01140846810

ONLINE BBA IS YOUR CAREER GAME CHANGER!



Bachelor of Business Administration (BBA)

- ▶ This online BBA programme helps the students to study in the online mode and grasp all these management skills with complete flexibility to learn anytime, anywhere.
- ▶ This programme aims at providing inputs to the students relevant to the business, industry and trade so that they can function in different organizations and face the challenges arising there from.
- ▶ The programme not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students.



MAHARISHI MARKANDESHWAR
(DEEMED TO BE UNIVERSITY)
Mullana-Ambala, Haryana
(Established under Section 3 of the UGC Act, 1956)
(Accredited by NAAC with Grade 'A++')

Learn with MM(DU) Using Futuristic Technology

Four quadrants approach for
Maximum learner engagement

Pre-recorded audio-video lectures
For anytime anywhere learning

Interaction among the peers
Using discussion forum

Regular Webinar
& Live Classes

AI-powered Online
Proctored Examinations

Innovative learning
Methodology including
Individual and group projects

Comprehensive e-content
For insightful reference

Self study activities including
Assignments, Quizzes & Case Study etc.





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RANKINGS & ACCREDITATIONS



Eligibility

The candidates should have passed Senior Secondary Certificate (10+2) Examination from any recognized Board/University with at least five subjects including English as one of the main subjects.

Annual Fees

BBA	Fee / Year			Registration Fees	
	Indian Students	International Students		Indian Students	International Students
		SAARC Countries	Non- SAARC Countries		
₹ 35000	\$ 600	\$ 850	₹ 500	\$ 10	

NOTE: Fees may be paid on a per-semester basis, annually, or as a one-time payment for the entire course. The registration fee is non-refundable and is required as a one-time payment.

***SAARC COUNTRIES : NEPAL, BHUTAN, BANGLADESH, SRI LANKA, MALDIVES & PAKISTAN**

Duration

4 Years (8-Semester) *This programme offers multiple exit options

Admission Process

STEP 01

“Explore the online programme”

STEP 02

“ Fill the admission form online”

STEP 03

“Get shortlisted by admission expert”

STEP 04

“Pay the programme fees”

STEP 05

“Start learning”



For any inquiries about the admission process, please send an email to admissions.online@mmumullana.org

Curriculum

1 st Semester	Fundamentals of Management	Business Mathematics	Managerial Economics	Financial Accounting	Environmental Studies	English	
2 nd Semester	Macro Economics	Organisational Behaviour	Business ethics and corporate Social responsibility	Business Statistics	Hindi	Communication Lab	NSS/NCC/Cultural Sports/ Health & Yoga
3 rd Semester	Management Accounting	Principles of marketing	Business Laws	IT Tools for Business	Universal Human Values		
4 th Semester	Digital Marketing	Income Tax	Personal Selling & Salesmanship	Indian Constitutions	Entrepreneurship Development & Management	NSS/NCC/Cultural/Sports/ Health& Yoga	
5 th Semester	Business Policy and Strategy	Financial Management	Operations Management	DSE-I Specialization	DSE-II Specialization	Summer Training Report	
6 th Semester	Management Information System	DSE-III Specialization	DSE-IV Specialization				
	OR						
Industrial Project							
7 th Semester	Research Methodology	Research & Publications Ethics	Departmental Elective	Synopsis writing & presentation	Seminar (based on literature review & data collection)		
8 th Semester	Research & thesis writing						

Multiple Exit Options

- Students opting to quit after 1st year will be awarded with a **Certificate in Business Administration** but he/she must undergo Summer Internship for 6 weeks after 2nd semester
- Students opting to quit after 2nd year will be awarded with a **Diploma in Business Administration** , but he/she must undergo an internship of 6 weeks after 4th semester.
- Students opting to quit after 3rd year will be awarded with a **Degree in Bachelor of Business Administration.**
- A student can continue his/her study in the 4th year, if he/she has scored 7.53 CGPA upto 6th Semester and will be awarded with a **Degree in Bachelor of Business Administration (Hons.)**

DEPARTMENTAL SPECIALIZATION ELECTIVE (DSE)

ENTREPRENEURSHIP	DIGITAL MARKETING	BANKING FINANCE AND INSURANCE SERVICES	BUSINESS ANALYTICS	HUMAN CAPITAL MANAGEMENT
DSE-I: Introduction to Entrepreneurship Managerial Aspects of Small Business	DSE-I: Digital Marketing Sales and Marketing in Digital Age	DSE-I: Bank Management Merchant Banking	DSE-I: Applied Statistics & Analytics Financial Modeling	DSE-I: Human Capital Management Employment Laws
DSE-II: Social and Rural Entrepreneurship Marketing for Entrepreneurs	DSE-II: Search Engine Optimization Internet Technology	DSE-II: Fundamentals of Insurance and Mutual Funds Financial Technology	DSE-II: Basics of Data Warehouse Human Resource Analytics	DSE-II: Talent Management Compensation Management
ENTREPRENEURSHIP	DIGITAL MARKETING	BANKING FINANCE AND INSURANCE SERVICES	BUSINESS ANALYTICS	HUMAN CAPITAL MANAGEMENT
DSE-III: Indian Family Business Entrepreneurial Management	DSE-III: Digital Marketing Agencies Social Media Marketing	DSE-III: Tax Planning Venture Capital Management	DSE-III: Business Forecasting: Methods and Applications Artificial Intelligence	DSE-III: Training & Development Human Relation Management
DSE-IV: Corporate Entrepreneurship Laws for Entrepreneurs	DSE-IV: Digital Marketing Laws Web Analytics	DSE-IV: Goods and Service Accounting for Banking and Insurance Companies	DSE-IV: Basic Excel Modeling Statistical Analysis for Business Decisions	DSE-IV: e-HRM Global Human Resource Management

NOTE : This programme offers five different specializations in the 5th and 6th semester. Students can select any two subjects from given specializations of their choice in the 5th semester which will continue with the same specialization in the 6th semester

THE ONLINE MM(DU) ADVANTAGE

To cater the multiple needs of Aspirants, MM(DU) uses technology-enabled platform to impart learner-centric quality education. This academic program serves as the ideal up-skilling for both beginner and experienced.



- **Anytime-Anywhere Learning**

- * Students enjoy the process of learning like a lively classroom environment
- * Learn at your own pace and get the best of both- the comfort & flexibility of online education just like an on-campus
- * Computer-based online proctored examinations



- **Team of expert faculty and mentors**

- * Interaction with experts from renowned academician and industry professional
- * Regular LIVE classes by experienced faculty
- * Portfolio building with real-world projects
- * Exemplary employer ratings of various programs
- * Dedicated course mentor allocated to each student
- * Flexible and modern curriculum selected for maximum industry relevance

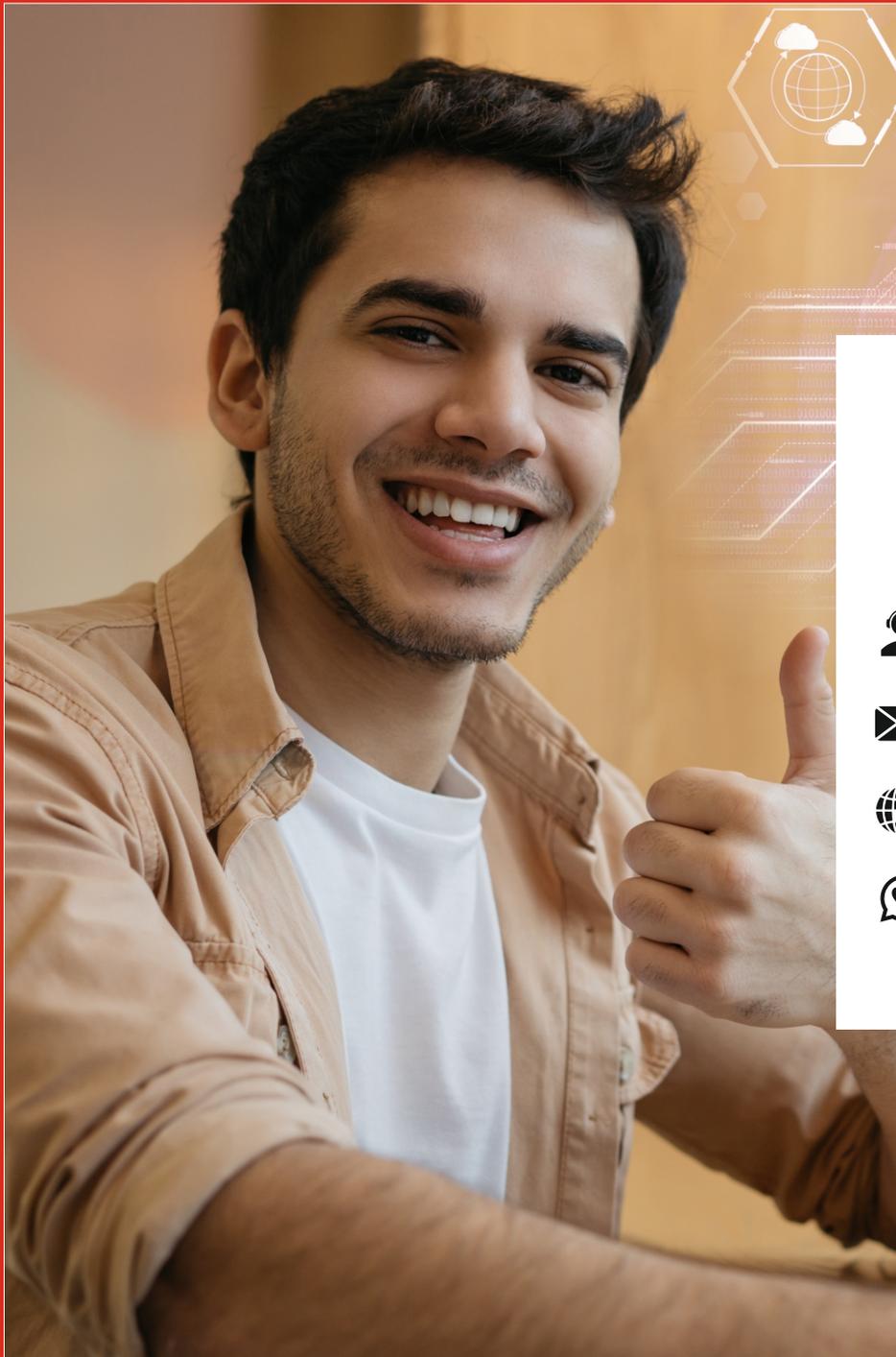


- **Career support to find your dream job**

- * Career assistance & exclusive virtual job fairs
- * Professional mentorship to cultivate future business leaders
- * Hand holding by student relationship managers

MM(DU) Alumni Work With





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For Admissions Query: admissions.online@mmumullana.org

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MM(DU) - Find us on:    