ON. VGU
ONLINE VGU
Entitled by UGC

VGU
JAIPUR
VIVEKANANDA GLOBAL UNIVERSITY

NAAC
GRADE A+
ACCREDITED UNIVERSITY

Online Degree
Programme

Designed for
22nd
century

Bachelor of Business Administration
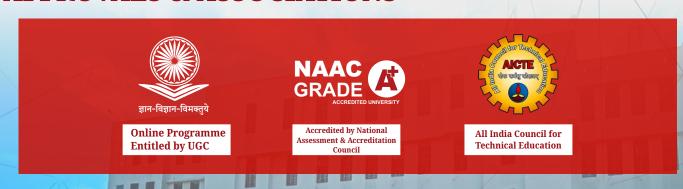
BBA

ADMISSION
OPEN

ABOUT VGU

Vivekananda Global University is one of the leading private universities in India. VGU is a NAAC A+ accredited and UGC approved institution supplementing the young generation with a credible step forward in their careers. All programmes of VGU are UGC and other regulatory bodies approved. VGU is committed to providing excellence in education, research, consultancy, and the promotion of human advancement. We have set up thousands of benchmarks and created an impact on higher education unparalleled to any other. We have been proudly accoladed with the title of:

- **The Most Preferred Private University Of The Year-WEST for 2 Consecutive Years.(2018/19)**
- **4 Star Rated Green Campus by ASSOCHAM, India**
- **Acknowledged in the Forbes List 2018 Among 35 Institutes Across India**
- **Certified as a Global League Institute 2019-20, With rating of 4,1/5 based on the Student Satisfaction Survey**

100+ Courses

25+ Incubated Start ups

5000+ Learners

1500+ Placements

APPROVALS & ASSOCIATIONS

Online Programme Entitled by UGC

NAAC GRADE A+
ACCREDITED UNIVERSITY
Accredited by National Assessment & Accreditation Council

AICTE
All India Council for Technical Education

APPROVALS & ASSOCIATIONS

Trust and Legacy built by VGU over the years is now extended to Online VGU, a state-of-the-art online higher education initiative that aims to deliver new-age degrees to learners with the promise of quality, flexibility, and accessibility. Get access to transformative knowledge at your comfort and the stellar credibility of one of the most renowned Universities in the country.

Why choose us?

Online Programme Entitled by UGC
(Certificate awarded by VGU Jaipur, rated A+ by NAAC.)

Bespoke Industry-ready specialisation
(Make yourself industry ready by learning new-age future skill specialisations)

Self-paced online degree
(Study while working. Learn from anywhere with optimum flexibility)

Mentorship with Corporates
(Have corporate coaches, Industry experts, and faculties as your mentors)

Live Sessions by Seasoned Faculties
(Enrich yourself with online classes conducted by Experienced faculties)

AI Based Virtual Proctored Examination
(Appear in the Examination from any place through online)

Career Support
(Get Career guidence from Eminent Industry Professionals)

Dedicated Learner Support Service
(Personalized support through dedicated learner support team)

Why BBA?

Bachelor of Business Administration (BBA) offers versatility that will help youachieve your entrepreneurial aspirations. A new-age BBA degree opens up aplethora of placement opportunities in the various fields of Management. After pursuing this degree, learners will be able to identify, research and analyze the current business situations, bring in appropriate and well-justified solutions and generate & evaluate an effective business model. Specialization Degrees take your conventional qualification to new heights and transform you into a Maestro in your chosen field.

Career Avenues

☞ Financial Analyst
☞ Marketing Coordinator
☞ Operations Executive
☞ Business Development Associate
☞ Operations Manager
☞ Marketing Manager
☞ Business Analyst

☞ Human Resources Manager
☞ Financial Controller
☞ Chief Operating Officer (COO)
☞ Director Marketing
☞ Director Finance
☞ Chief Executive Officer (CEO)
☞ Business Development Director

Elective Pool

- GENERAL
- RETAIL MANAGEMENT
- DIGITAL MARKETING
- FINTECH

Eligibility

- Passed in 10+2 or equivalent in any stream from a recognized Board/ Council/ University.

Duration

- 3 Years/36 Months (6 Semesters) 6 yrs Maximum duration for completion

Academic Fee

- **₹ 19,000 / Semester**
  For National Applicant
- **₹ 38,000 / Semester**
  For International Applicant

Program Structure – BBA

Semester 1

Course Code		Title	Credits
BBC 101	Core	Fundamentals of Management	4
BBC 102	Core	Business Accounting	4
BBC 103	Core	Business Law	4
BBC 104	AECC	Entrepreneurship Development	4
BBC 105	SEC	Business Communication	4
BBC 106	AECC	Environmental Science	4
BBC 107	DSE*	Elective 1	2
		TOTAL	**26**

Semester 2

Course Code		Title	Credits
BBC 201	Core	Managerial Economics	4
BBC 202	Core	Statistics for Business Decision	4
BBC 203	Core	Organizational Behavior	4
BBC 204	Core	Human Resource Management	4
BBC 205	Core	Principles of Marketing	4
BBC 206	AECC	Business Analytics	4
BBC 207	DSE*	Elective 2	2
		TOTAL	26

Semester 3

Course Code		Title	Credits
BBC 301	Core	Macroeconomics for Managers	4
BBC 302	Core	Business Environment	4
BBC 303	AECC	System Analysis and Design	4
BBC 304	Core	Business Ethics and Corporate Social Responsibility	4
BBC 305	Core	Business Policy and Strategic Management	4
BBC 306	DSE*	Elective 3	2
BBC 307	DSE*	Elective 4	2
		TOTAL	24

Semester 4

Course Code		Title	Credits
BBC 401	Core	Business Research Methods	4
BBC 402	Core	Operations Research	4
BBC 403	AECC	Social Skills for Success*	3
BBC 404	Core	Cyber Crimes and Law	4
BBC 405	Core	International Business	4
BBC 406	DSE*	Elective 5	2
BBC 407	DSE*	Elective 6	2
		TOTAL	23

Semester 5

Course Code		Title	Credits
BBC 501	Core	Qualitative Techniques	4
BBC 502	Core	Production and Operation Management	4
BBC 503	AECC	Enterprise Resource Planning	4
BBC 504	Core	Total Quality Management	4
BBC 505	Core	Indian Knowledge System*	3
BBC 506	DSE*	Elective 7	2
BBC 507	DSE*	Elective 8	2
		TOTAL	**23**

Semester 6

Course Code		Title	Credits
BBC 601		Research Project	8
BBC 604	Core	Project Management	4
BBC 605	AECC	E-Commerce	4
BBC 606	Core	Universal Human Values*	3
BBC 607	Core	Financial Reporting & IFRS*	3
BBC 602	DSE*	Elective 9	2
BBC 603	DSE*	Elective 10	2
		TOTAL	**26**

* Subject to Approval

GRAND TOTAL   :   148

Elective 1– General (DSE)

Semester	Course Code	Title
Semester 1	BBC 107	Elective 1- Psychology
Semester 2	BBC 207	Elective 2- Banking and Insurance
Semester 3	BBC 306	Elective 3- Management Accounting
	BBC 307	Elective 4- Product and Brand Management
Semester 4	BBC 406	Elective 5- Financial Management
	BBC 407	Elective 6- Marketing of Services
Semester 5	BBC 506	Elective 7- Cost Accounting
	BBC 507	Elective 8- Idea Generation Lab
Semester 6	BBC 602	Elective 9- Micro Finance and Rural Credit
	BBC 603	Elective 10 – Customer Relationship Management

Elective 2– Digital Marketing (DSE)

Semester	Course Code	Title
Semester 1	BBC DM_01	Elective 1- Introduction to Web Design
Semester 2	BBC DM_02	Elective 2- Introduction to Digital Marketing
Semester 3	BBC DM_03	Elective 3- Advertising
	BBC DM_04	Elective 4- Affiliate Marketing
Semester 4	BBC DM_05	Elective 5- Search Engine Marketing
	BBC DM_06	Elective 6- Social Media Marketing
Semester 5	BBC DM_07	Elective 7- Search Engine Optimization
	BBC DM_08	Elective 8- Web Analytics
Semester 6	BBC DM_09	Elective 9- Content Strategy
	BBC DM_10	Elective 10- Lead Generation and Email Marketing

Elective 3- Retail Management (DSE)

Semester	Course Code	Title
Semester 1	BBC RM_01	Elective 1- Retail Management
Semester 2	BBC RM_02	Elective 2- Advertising and Sales
Semester 3	BBC RM_03	Elective 3- Store Operations and Inventory
	BBC RM_04	Elective 4- Logistics Management
Semester 4	BBC RM_05	Elective 5- Supply Chain Management
	BBC RM_06	Elective 6- Warehouse Management
Semester 5	BBC RM_07	Elective 7- E- Retailing
	BBC RM_08	Elective 8- Merchandising Management
Semester 6	BBC RM_09	Elective 09- Consumer Behavior
	BBC RM_10	Elective 10- Customer Relationship Management

Elective 4- Fintech (DSE)

Semester	Course Code	Title
Semester 1	BBC FT_01	Elective 1- Fundamentals of Financial Technology
Semester 2	BBC FT_02	Elective 2- Research and Consumer Insights in Banking
Semester 3	BBC FT_03	Elective 3- Banking Enterprise Architecture and Service Oriented Architecture
	BBC FT_04	Elective 4- Segmentation and CVP Design for Banks
Semester 4	BBC FT_05	Elective 5- Banking Service Design and Service Blueprinting
	BBC FT_06	Elective 6- Digital Banking Infrastructure and Experience
Semester 5	BBC FT_07	Elective 7- Digital Strategy and Ecosystem
	BBC FT_08	Elective 8- Digital Payments and Insurance
Semester 6	BBC FT_09	Elective 9- Digital Banking Trends, Future of Banking & Omni Channel Experience
	BBC FT_10	Elective 10- Financial Market Institutions

Academic Delivery Mechanisms

- Live, Interactive Lectures by seasoned faculties

- Industry Expert Sessions and Webinars

- Pre. Recorded AV Content for Flexible Learning

- Asynchronous Discussion Forum to Inculcate Peer Learning

- Gamified Quizes, MCQ's, Case Studies, Simulations & Projects

- Flexibility to Learn Anytime, Anywhere through VGU-LMS

- 24x7 Learner Support Center & Mentors

Internal ⌄ Assessment

Internal Assessment (30 Marks)

- Assignment 1 (10 Marks)
- Assignment 2 (15 Marks)
- Participation in overall Activities (5 Marks)

End Term ⌄ Examination

End Term Examination (70 Marks)

- 49 MCQs (1 mark each)
- 3 Subjective Questions (7 marks each)

How to Apply?

Visit https://onlinevgu.com/ & Locate the Registration Portal

Fill your details and pay the registration fee

Pay the academic fee for the first semester/year or full program

Upload All Mandatory documents & submit your application

The university will verify your documents to confirm your admission

We help your dreams to become reality. Join our dynamic degree programs and learn out of the box from the best industry leaders.

ON.

Get in touch

Visit https://onlinevgu.com/
Admission helpline No: +91 7411015741
E-mail: admission@onlinevgu.com