

Build Deeper Expertise In The
World Of Business

Bachelor of Business Administration
Online BBA / Online BBA (Honors)



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Eligibility

- ◆ Candidates must have completed 10+2 / intermediate / senior secondary education from a recognized board, or an equivalent qualification as recognized by the Association of Indian Universities, in any discipline.
- ◆ Candidates must have at least 50% marks in aggregate in 10+2

Fee Structure*

- ◆ INR 1,80,000 or INR 30,000 per semester
- ◆ INR 1500 (non-refundable application fee)

Duration*

3 years/36 months (6 semester)

*The total duration for BBA (Honors) will be 48 months. Students eligible and opting for BBA (Honors) must pay fee for 2 additional semesters.

Career Prospects

- | | | |
|----------------------|-----------------------|---------------------|
| ◆ Investment Banker | ◆ Business Analyst | ◆ Product Manager |
| ◆ Operations Manager | ◆ Marketing Executive | ◆ Digital Marketing |
| ◆ Financial Manager | ◆ Entrepreneur | ◆ HR Management |

Bachelor of Business Administration

Online BBA /BBA (Honors)

Get a head start in your corporate career by equipping yourself with the required skills and knowledge to navigate modern business complexities. Students can choose from five specialized tracks - Healthcare Management, Business Analytics, Marketing Management, Financial Technology, and Human Resource Management. Students can also opt to upgrade to a BBA (Honours) degree if you meet the eligibility criteria at the end of 6th semester.



Program Delivery

Quality education, delivered seamlessly through state-of-the-art technology, so learning never slows down.

- ◆ 1000+ hours of learning
- ◆ 1:1 guidance from expert mentors
- ◆ Exclusive access to 10K+ Coursera courses
- ◆ 5 in-demand specializations
- ◆ Collaborative learning with a diverse peer group
- ◆ Industry expert sessions, case studies & projects
- ◆ 2 on-campus immersions
- ◆ Live & recorded online classes for flexible learning
- ◆ 24x7 student support center



About MAHE

Started in 1953 with Kasturba Medical College, Manipal Academy of Higher Education (MAHE) is one of India's leading academic and research institutions.

MAHE, a NAAC A++ accredited institution, now offers UGC-entitled online degree programs that are equivalent to its on-campus offerings.

Institution Of Eminence

Granted by the Ministry of Education, Government of India

Globally Engaged Institution

Active partnerships with more than 250 leading universities around the world

Widely Recognized

By government agencies, corporate organizations, and educational institutions.



Give an individual a professional education
and you have given him a lifestyle. ”

Padma Shri Dr. T.M.A. Pai

1898 - 1979

Founder - Manipal Group



Dr. H.S. Ballal
Pro-Chancellor



Lt. Gen. (Dr.) M.D. Venkatesh
Vice-Chancellor


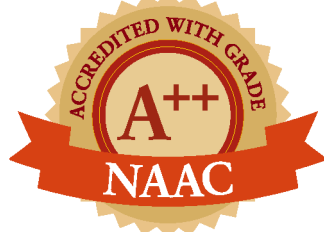











Dr. P. Giridhar Kini
Registrar



Dr. Manojkumar Nagasampige
Director
Directorate of Online Education (DOE)

Manipal Academy Of Higher Education (MAHE) Accolades

 <p>INSTITUTION OF EMINENCE by Government of India</p> <p>Among India's Few Universities Granted IOE Status</p>	 <p>Achieved Highest Accreditation Grade by NAAC</p>	<div>RANK 4</div>  <p>Amongst India's Top 5 Universities in 2024</p>	 <p>Degrees Evaluated by World Education Services</p>	<div>RANK 35</div>  <p>Amongst South Asia's Top 35 Universities (2025)</p>	<div>RANK 175</div>  <p>Amongst Top Universities Under Young University Rankings (2024)</p>
<div>RANK 43</div>  <p>Amongst World's Top Universities for Quality Education (2025)</p>	<div>RANK 201-250</div>  <p>Amongst Top 250 Universities in Asia (2025)</p>	<div>RANK 1</div>  <p>Top Private & Deemed Multidisciplinary University in India (2025)</p>	<div>RANK 1</div>  <p>India's Top Deemed Universities by ICARE (2024)</p>	<div>RANK 2</div>  <p>India's Top Private Universities in 2024</p>	<p>These rankings validate our academic model, pedagogy, and educational quality while establishing academic credibility and certifying a graduate's credentials to employers.</p>

Education That Delivers For Outcomes

World Class Education

Access UGC-entitled online postgraduate degrees from a NAAC A++ accredited university with 70+ years of educational excellence. Learn from expert faculty who share real-world experiences.

Industry-Aligned Curriculum

Expand your domain knowledge through our modern curriculum that is aligned with industry trends. Attend live classes and access recorded lectures anytime, anywhere.

Global Networking Opportunities

Expand your professional networking and gain industry insights by interacting with a diverse peer group, faculty, and other industry experts.

Prestigious Manipal Alumni Status

Benefit from 70+ years of Manipal legacy and become a member of the reputed alumni network.

Placement Assistance

Become a job-ready professional through placement assistance which includes resume building, mock interviews, skill assessments, and more.

Exhaustive Content & Resources

Access an exhaustive e-library with e-books, e-databases, journals, and more. Get free access to paid content on Coursera.

Attractive Scholarships

Gain access to exclusive scholarships designed for defense personnel, government employees, differently abled people & meritorious students.

Online BBA

Program Structure

First Semester

- ◆ Principles of Management
- ◆ Business Communication
- ◆ Accounting for Managers
- ◆ Statistics for Managers
- ◆ Managerial Economics

Second Semester

- ◆ Managing People & Organization
- ◆ Marketing Management
- ◆ Cost & Management Accounting
- ◆ Analytics using Computer Applications
- ◆ Environmental Studies
- ◆ Media Literacy and Critical Thinking

Third Semester

- ◆ Operations Management
- ◆ Corporate Finance
- ◆ Research Methods in Management
- ◆ Business Law
- ◆ Health and Wellness
- ◆ Open Elective (Coursera/Swayam)

Fourth Semester

- ◆ Entrepreneurship & Startup Ecosystem
- ◆ Enterprise Resource Planning
- ◆ Design Thinking and Innovation
- ◆ Emerging Technologies and Applications
- ◆ Strategic Management
- ◆ Logistics and Supply Chain Management

Fifth Semester

- ◆ Project Management
- ◆ Business Taxation
- ◆ Discipline Specific Elective - 01
- ◆ Discipline Specific Elective - 02
- ◆ Discipline Specific Elective - 03

Sixth Semester

- ◆ Corporate Governance and Business Ethics
- ◆ International Business Management
- ◆ Discipline Specific Elective - 04
- ◆ Discipline Specific Elective - 05
- ◆ Major Project

Total program credits for BBA: 120

◆ Each subject carries 2 or 4 credits

◆ Each discipline specific elective subject carries 4 credits

◆ Major Project during semester 6 carries 4 credits

◆ Each semester carries 20 credits

Online BBA(Honors) | Program Structure

The program structure for BBA & BBA (Honors) will be the same from semester 1 to 6. Learners eligible and opting for BBA (Honors) must complete 2 additional semesters.

Seventh Semester

- ◆ Behavioural Economics and Decision Making
- ◆ Business Analysis
- ◆ Sustainable Business Models and Circular Economy
- ◆ Open Elective (Coursera/ Swayam)
- ◆ Discipline Specific Elective - 06
- ◆ Discipline Specific Elective - 07

Eighth Semester

- ◆ Artificial Intelligence
- ◆ Cultural Intelligence and Diversity in Organizations
- ◆ Discipline Specific Elective - 08
- ◆ Discipline Specific Elective - 09
- ◆ Dissertation / Capstone

Total program credits for BBA: 160

- ◆ Each subject carries 2 or 4 credits
- ◆ Dissertation / Capstone during the eighth semester carry 8 credits
- ◆ Each discipline specific elective subject carries 4 credits
- ◆ Each semester carries 20 credits

Program Specializations/Electives

Discipline Specific Elective	Healthcare Management	Business Analytics	Marketing Management	Financial Technology	Human Resource Management
01	HRM in Healthcare	Econometrics	Sales and Marketing	Financial Analytics	Human Resource Practices
02	Basic Concepts of Public Health	Analytics for Business	Consumer Behavior	International Financial Management	Labour Legislation
03	Healthcare Leadership and Ethics	Database Management System	Sales and Distribution Management	Security Analysis & Portfolio Management	Interpersonal Skills and Leadership Excellence
04	Introduction to Healthcare Insurance	Visual Analytics	Services Marketing	Security Analysis & Portfolio Management	Global Human Resource Management
05	Healthcare Marketing and CRM	Optimization and Quality Control Techniques	Digital Marketing and E-commerce	Fin Tech: Emerging Technologies in Finance	Performance Management

Program Specializations/Electives

Discipline Specific Elective	Healthcare Management	Business Analytics	Marketing Management	Financial Technology	Human Resource Management
06	Health Information Systems	Programming for Analytics	Social Media Marketing	Cybersecurity in Finance	Human Resource Development
07	Healthcare Supply Chain and Material Management	Marketing Analytics	Strategic Brand Management	Financial Modelling using R and Python	Training and Development
08	Quality Assurance in Hospital	Financial Analytics	Integrated Marketing Communications	Blockchain Technology	Career Management & Professional Development
09	Healthcare Operations Management	Basics of HR Analytics	Marketing Analytics	Financial Web Technologies	Basics of HR Analytics

Enrol Now

Program Registration

Fill in your basic, education & work experience-related details and pay the application fee to register.

Fee Payment

Pay the admission fee for the first semester/year or full program.

Document Upload

Upload supporting documents & submit your application.

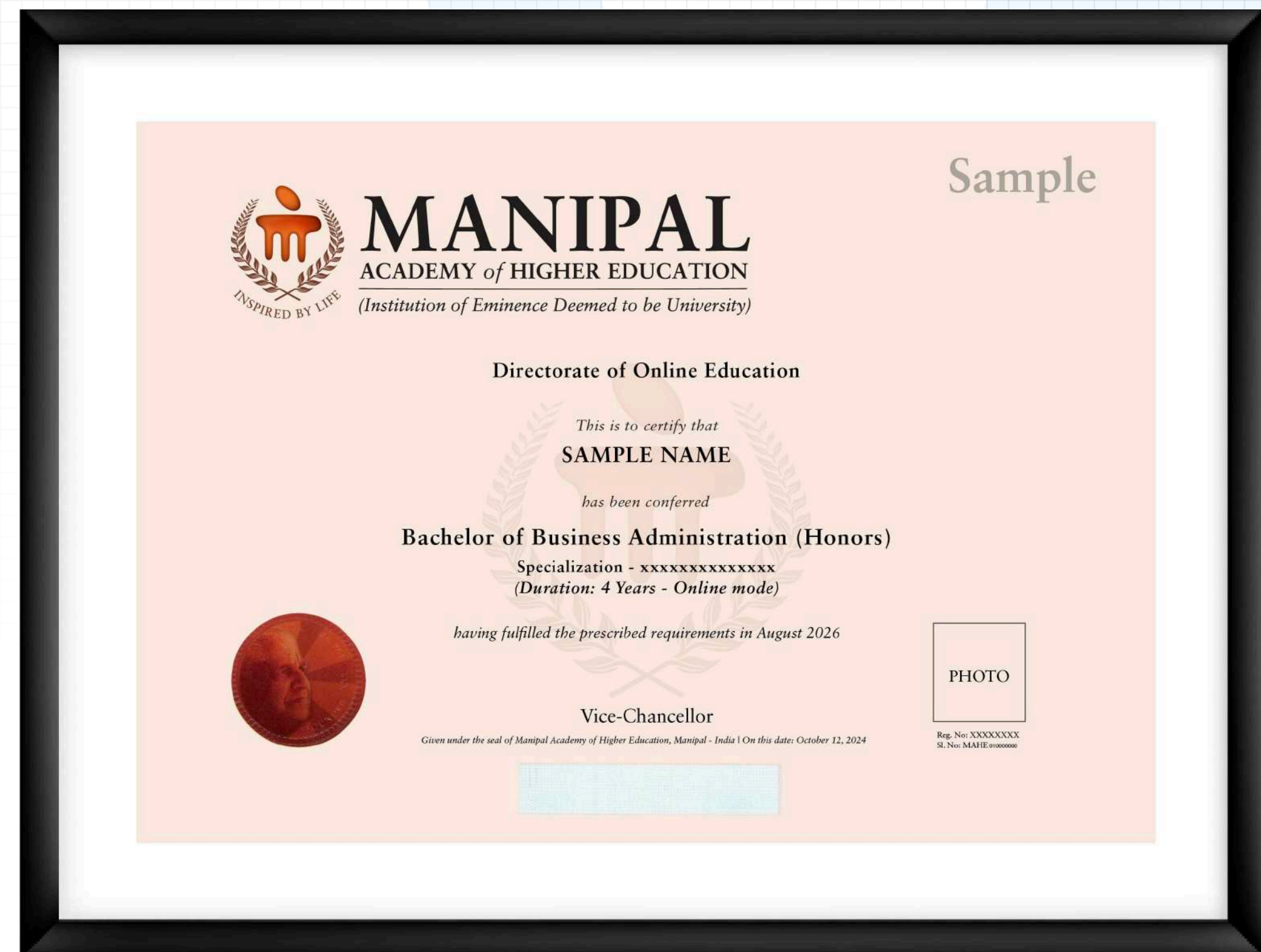
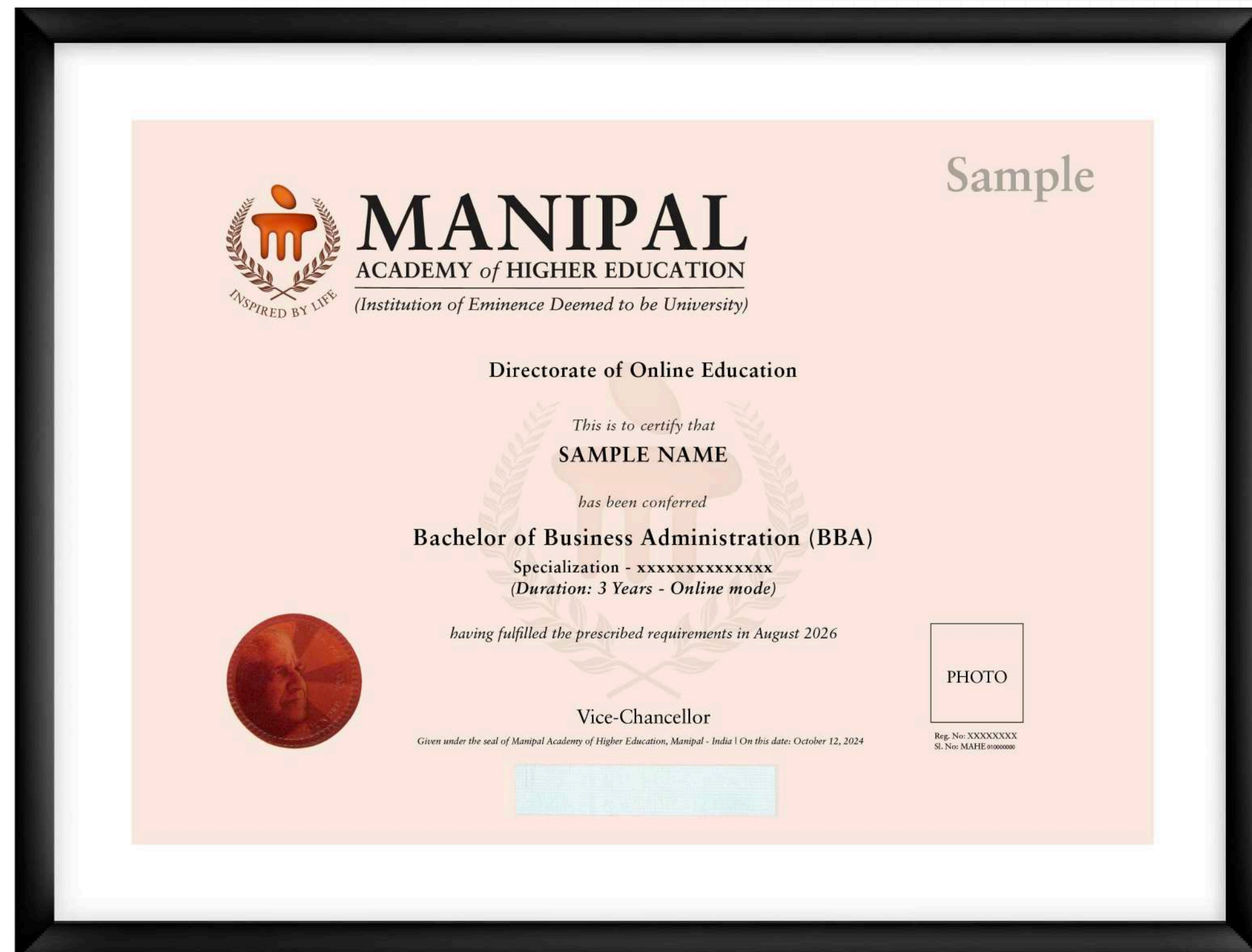
University Approval

The university will evaluate your documents to confirm your admission.

Prospectus 2025-26 • Program-BBA / BBA Honors



Your Degree



Be One Amongst Them!



Satya Nadella

Chairman & CEO
Microsoft Corporation



Banmali Agrawala

President
Infrastructure, Defence
and Aerospace, Tata Sons



Rajeev Suri

CEO
Inmarsat



Vikas Khanna

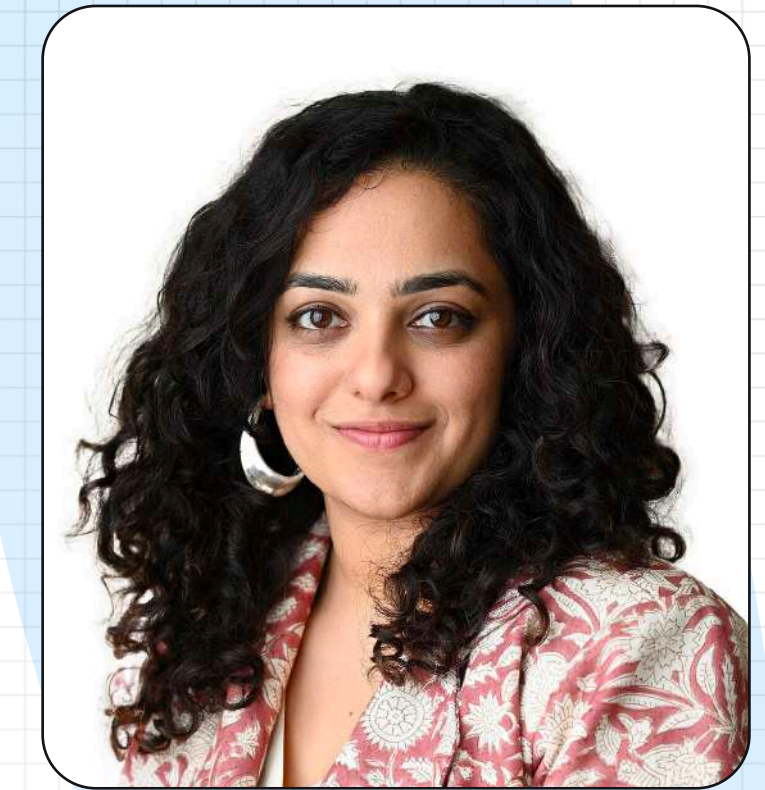
Michelin
Star Chef



Dato Dr. Sheikh

Muszaphar

Malaysia's First
Astronaut



Nithya Menen

Indian Actress & Singer

Join the Manipal network of 1,50,000 alumni

Our Recruiters





Online MANIPAL

Manipal Academy of Higher Education

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