



DIRECTORATE OF DISTANCE & ONLINE EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION

**COURSE BROCHURE
2026-27**

**NAAC A+
GRADE**

INTRODUCTION

The BBA Programme through online mode is one of the most sought bachelor degree programmes after 12th standard. It includes complete knowledge of leadership and management. The BBA degree allows the candidates to enter the field of Management. This degree instruction teaches the students with various aspects that are necessary for effective business management and essential for entrepreneurs and business managers. Bachelor in Business Administration also gives you a platform for pursuing courses like MBA. Whether you have done your school with arts or humanities or science, you are free to choose the BBA programme. The BBA (Online) is the most popular and well-known courses among the students. It prepares base for the MBA programme.

To do well in this field, students must possess leadership qualities, decision making skills, and good oral and written communication skills.

MISSION:

- To impart quality education to meet the national and global challenges.
- To blend theoretical knowledge with practical skills.
- To provide access to all sections of society to pursue higher education.
- To promote leadership qualities among students

OBJECTIVES:

- To provide adequate understanding about business dynamism among the students.
- To develop management skill, sets necessary to harness the budding professionals to excel in this dynamic business world.
- To adapt to ever evolving dynamism in modern business world with an entrepreneurial mind-set.



INSTRUCTIONAL DESIGN

The program is divided into six semesters and minimum credit requirement is 120 to get BBA degree through OL mode from Mangalayatan University. Minimum time period for acquiring BBA degree will be three years and maximum time (extended) period is six years.

SEMESTER - I						
S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		Theory		MAX	MAX	
1	MGB-1111	Principals of Mgmt. and Organizational Structure	4	30	70	100
2	MGB-1112	Principles of Marketing	4	30	70	100
3	CMB-1112	Financial Accounting	4	30	70	100
4	CMB-1113	Principles of Micro Economics	4	30	70	100
5	ENB-1101	English Communication	2	30	70	100
6	CSB-1101	Fundamentals of Comp. System and Office Automation	2	30	70	100
TOTAL			20	180	420	600

SEMESTER - II						
S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		Theory		MAX	MAX	
1	MGB-1211	Human Resource Mgmt.	4	30	70	100
2	MGB-1212	Financial Management	4	30	70	100
3	MGB-1213	Business Environment	4	30	70	100
4	CMB-1213	Indian Economy	4	30	70	100
5	ENB-1201	Creative Writing	2	30	70	100
6	MMB-1201	Logical Reasoning	2	30	70	100
TOTAL			20	180	420	600



SEMESTER - III

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		Theory		MAX	MAX	
1	MGB-2111	Management & Cost Accounting	4	30	70	100
2	MGB-2112	Consumer Behavior	4	30	70	100
3	CMB-1212	Business Law	4	30	70	100
4	ENB-2101	Personality Development	4	30	70	100
5	MGB-2101	Business Communication	4	30	70	100
6	VAC-2101	Environmental Education	4	30	70	100
TOTAL			20	180	420	600

SEMESTER - IV

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		Theory		MAX	MAX	
1	MGB-2211	Basics of Business Statistics	4	30	70	100
2	MGB-2212	Advertising Management	4	30	70	100
3	CMB-2112	Company Law	4	30	70	100
4	ENB-2201	Basic Knowledge of English Grammar	2	30	70	100
5	MGB-2201	Personal Selling	3	30	70	100
6	VAC-2201	Understanding India	3	30	70	100
TOTAL			20	180	420	600

SEMESTER - V

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		Theory		MAX	MAX	
1	MGB-3111	Income Tax	4	30	70	100
2	MGB-3112	Production Management	4	30	70	100
3	MGB-3113	Retail Management	4	30	70	100
4	MGB-3114	Entrepreneurship and Small Business Mngmt.	4	30	70	100
5	MGB-3115	Financial Institutions and Market	3	30	70	100
6	MGB-3116	Marketing of Services	3	30	70	100
TOTAL			20	180	420	600



SEMESTER - VI						
S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		Theory		MAX	MAX	
1	MGB-3211	Sales management	4	30	70	100
2	MGB-3212	Goods & Service Tax	4	30	70	100
3	MGB-3213	Brand Management	4	30	70	100
4	MGB-3214	Business Ethics and Corporate Governance	4	30	70	100
5	MGB-3215	Business Research Methodology	3	30	70	100
6	MGB-3291	Internship	3	30	70	100
TOTAL			20	180	420	600

*The subjects for Sem-6 are applicable for change w.r.t latest curriculum

SYLLABI AND COURSE MATERIALS

Syllabi, PPR and self-learning materials are developed mostly by experienced faculty members of Mangalayatan University in consultation with content experts and the same will be forwarded to CIQA and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

STUDY MATERIAL

The study material in digital format (e-content) of the programme shall be supplied to the students unit - wise for every course.

VIDEO LECTURES

The Video lectures as prescribed by the UGC Regulation shall be made available on the LMS portal of the University.

ONLINE COUNSELLING SESSIONS

The online counselling sessions shall be scheduled beforehand by the Subject Coordinator and informed to the learners.



There shall be 6 online counselling sessions / contact classes of 1 hours each for a 4 credit course, held on Saturdays and Sundays. In case of 2 credits course there shall be 4 sessions of 1 hours each and in case of 6 credits course there shall be 8 sessions of 1 hours each.

MEDIUM OF INSTRUCTION

Medium of Course Instruction: English
Medium of Examination: English

STUDENT SUPPORT SYSTEMS

The university will appoint programme coordinators, course coordinator and course mentors to facilitate the learners in their learning.

Finally, The university has made appropriate arrangements for various support services including online counselling and resource-oriented-services, evaluation methods for both online and offline modes for easy and smooth services to the students' through online mode.

PROCEDURE FOR ADMISSIONS, CURRICULUM, TRANSACTION AND EVALUATION

FEE STRUCTURE							
Name of the Program	Degree	Duration	One Time Reg. Fee	Semester Fee	Exam Fee Per Semester	Full Year Fee	Total Fees
Bachelor of Business Administration (BBA)	UG	3 Years	1000	9000	1500	21000	64000
Total							64000



ACTIVITY SCHEDULE					
S.NO.	Name of the Activity	Tentative months schedule (specify months) during year			
		From(Month)	To (Month)	From(Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar
2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of Assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of Result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan
7	Distribution of SLM	Jul	Sep	Jan	Mar
8	Contact Programmes (counselling, Practicals.etc.)	Sep	Nov	Mar	May

* These dates are tentative. Final dates will be informed well in advance on your LMS.

CREDIT SYSTEM			
Duration of the Programme	Credits	Name of the Programme	Level of the Programme
3 to 6 Yrs	120	BBA	Bachelor's Degree

WHY ONLINE EDUCATION?

- Comfortable and Flexible.
- Convenience of attending classes from home.
- Cost Effective.
- Time saving.
- No commuting.
- Monetary benefits- No textbooks required.
- Repeated access to the same lecture.
- Study anytime, anywhere.
- Write proctored exam from home



ADMISSION PROCESS

- Register with Mangalayatan Online Programs
- Pay Registration fees through our available payment gateways
- Upload relevant documents and mark sheets
- Get provisional admission
- Pay semester fees
- Get admission confirmation from University
- Roll number allotted to every student
- LMS id and password creation.





Mangalayatan
ONLINE

Contact Us



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