online.mmumullana.org
TOLL FREE: 1800 2740 240

# 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

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

Comprehensive e-content
For insightful reference

Innovative learning
Methodology including
Individual and group projects

# MAHARISHI MARKANDESHWAR
## (DEEMED TO BE UNIVERSITY)
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# RANKINGS & ACCREDITATIONS

ACCREDITED BY
NAAC
'A++'
WITH ITS HIGHEST GRADE

NIRF 2024
Ranked 71st Amongst
All Universities in India

QS WORLD UNIVERSITY RANKINGS
RANKED 174
SOUTHERN ASIA REGION
QS ASIA UNIVERSITY RANKINGS 2023

ARIIA
ATAL RANKING OF INSTITUTIONS ON INNOVATION ACHIEVEMENTS
BAND
EXCELLENT

## 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

**Indian Students (INR) :** Rs. 36,000

**International Students :**

- Foreign (SAARC*) : 600 USD
- Foreign (Others) : 850 USD

**One-Time Registration Fees (Non Refundable)**

- Indian Students (INR) : Rs 500
- International Students: 10 USD

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





***Our admission counselor will guide you through-out the Admission process (1800 2740 240)**

# Curriculum

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1st Semester | Fundamentals of Management | Business Mathematics | Managerial Economics | Financial Accounting | Environmental Studies | English | |
| 2nd Semester | Macro Economics | Organisational Behaviour | Business ethics and corporate Social responsibility | Business Statistics | Hindi | Communication Lab | NSS/NCC/Cultural Sports/ Health & Yoga |
| 3rd Semester | Management Accounting | Principles of marketing | Business Laws | IT Tools for Business | Universal Human Values | | |
| 4th Semester | Digital Marketing | Income Tax | Personal Selling & Salesmanship | Indian Constitutions | Entrepreneurship Development & Management | NSS/NCC/Cultural/Sports/ Health& Yoga | |
| 5th Semester | Business Policy and Strategy | Financial Management | Operations Management | DSE-I Specializtion | DSE-II Specializtion | Summer Training Report | |
| 6th Semester | Management Information System | DSE-III Specializtion | DSE-IV Specializtion | | | | |
| | OR | | | | | | |
| | Industrial Project | | | | | | |
| 7th Semester | Research Methodology | Research & Publications Ethics | Departmental Elective | Synopsis writing & presentation | Seminar (based on literature review & data collection) | | |
| 8th 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 | **DSE-I:** Digital Marketing | **DSE-I:** Bank Management | **DSE-I:** Applied Statistics & Analytics | **DSE-I:** Human Capital Management |
| Managerial Aspects of Small Business | Sales and Marketing in Digital Age | Merchant Banking | Financial Modeling | Employment Laws |
| **DSE-II:** Social and Rural Entrepreneurship | **DSE-II:** Search Engine Optimization | **DSE-II:** Fundamentals of Insurance and Mutual Funds | **DSE-II:** Basics of Data Warehouse | **DSE-II:** Talent Management |
| Marketing for Entrepreneurs | Internet Technology | Financial Technology | Human Resource Analytics | Compensation Management |

| ENTREPRENEURSHIP | DIGITAL MARKETING | BANKING FINANCE AND INSURANCE SERVICES | BUSINESS ANALYTICS | HUMAN CAPITAL MANAGEMENT |
|---|---|---|---|---|
| **DSE-III:** Indian Family Business | **DSE-III:** Digital Marketing Agencie | **DSE-III:** Tax Planning | **DSE-III:** Business Forecasting: Methods and Applications | **DSE-III:** Training & Development |
| Entrepreneurial Management | Social Media Marketing | Venture Capital Management | Artificial Intelligence | Human Relation Management |
| **DSE-IV:** Corporate Entrepreneurship | **DSE-IV:** Digital Marketing Laws | **DSE-IV:** Goods and Service | **DSE-IV:** Basic Excel Modeling | **DSE-IV:** e-HRM |
| Laws for Entrepreneurs | Web Analytics | Accounting for Banking and Insurance Companies | Statistical Analysis for Business Decisions | Global Human Resource Management |

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





Coforge, BIT CS, vivo, kPoint, LIDO, Microsoft, pwc, accenture, TRIDENTGROUP, Deloitte., Tech Mahindra, cognizant, TEACHNOOK, Informatica, HDFC, TCS, IBM, HEXAWARE, gslab, TheMathCompany, MANCER, BYJU'S, ERICSSON, Capgemini, Safety Circle, EPAY, wipro, ACCOLITE DIGITAL, TIAA, HDFC Life, EY, GlobalLogic, HIKEEDU, Finkart, ITC Limited, ALTRUIST, Berger, Allstate, vodafone, AJIO.COM, Collabera, VERZEO, WNS, AU SMALL FINANCE BANK, Mphasis, IntelliPaat, Boketto, PVR, trueblue, infogain



# MAHARISHI MARKANDESHWAR (DEEMED TO BE UNIVERSITY)

## TOLL FREE: 1800 2740 240

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**For Programme Detail: onlinebba@mmumullana.org**
**For General Detail: info@mmumullana.org**

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