



Online BBA

Bachelor of Business Administration

This online Bachelor of Business Administration (BBA) program from Manipal University Jaipur (MUJ) is designed to equip learners with business skillsets that will make them stand out in domains like Finance, Marketing, Sales, Human Resources, and more. This 100% online program brings together reputed faculty, latest pedagogy, and exhaustive e-learning content, while also ensuring flexible & effective learning. Learn business principles & latest business practices at your own pace & convenience, from the comfort of your homes.

Semester 1

Communication Skills and Personality Development

Organizational Behavior

Business Environment

Marketing Management

Computer Fundamentals

Semester 2

Business Communication

Financial Accounting

Human Resource Management

Quality Management

Retail Management

Term Paper

Semester 3

Legal and Regulatory Framework

Quantitative Techniques for Management

Research Methodology

Financial Management

Advertising and Sales

Mini Project

Semester 4

Business Strategy

Management Information System

Management Accounting

Environmental Science

International Marketing

Rural Marketing