

Discover the Future of Learning

Bachelor Of

Business Administration



2026-27

JAN 2026 ACADEMIC SESSION





THE MANAV RACHNA UNIVERSE

Manav Rachna Educational Institutions (MREI) is one of the premier names in higher professional education, with a diverse and dynamic spectrum of activities. The name actively promulgates life as an expedition of intellectual and individual discovery through highly innovative and flexible horizons. The Institutions comprise of 5 entities, a Deemed University, a State University, a Dental College and K-12 Schools

MANAV RACHNA: A LEGACY OF EXCEPTIONAL LEARNING

Manav Rachna Educational Institutions are the brainchild of Dr. O P Bhalla, an educationist, and a philanthropist. Founded in 1997, MREI is a visible symbol of knowledge & experience providing high- quality education in various fields. The institutions have over 43,000+ alumni base, 600+ reputed MNCs & Indian Corporate patronizing MREI, 250+ Patents (filed/granted), 135+ global academic collaborations, and 80+ Alumni & In Campus start- ups, 20 are the countries from which Manav Rachna students arrive, 5900+ Research papers in International/ National Journals and Conferences. Institutions at MREI comprise Manav Rachna University (MRU), Manav Rachna Dental College (MRDC) and Manav Rachna International Institute of Research & Studies (MRIIRS).



DIRECTOR'S PROFILE

Prof. (Dr.) Shaveta Bhatia

Director-CDOE Dr. Shaveta Bhatia serves as the Professor and Director, Centre for Distance and Online Education. A seasoned higher educator, Dr. Shaveta specialises in Mobile Computing, Web Applications, Data Mining, and Software Engineering while guiding research scholars in these areas. With over 20 years of academic and research experience, Dr. Shaveta has contributed immensely to the field of higher education. Her excellence is evident in her accomplishments as a member of several professional bodies like ACM, IAENG and CSI, and her active participation in various National and International Conferences. There are more than 50 publications to her credit in reputed National and International Journals and Conferences, with three successfully published books and two patents in her title.

Additionally, Dr. Shaveta serves as a member of numerous editorial boards of highly indexed journals. For her outstanding contribution to her work and education, Dr. Shaveta has been awarded the Dr. Kalam Educator Excellence Award, 2022-23 by Dr. Kalam International Foundation. Besides, she has been recognised with the Teachers Excellence Award-2023 by the International Institute of Organised Research, MSME, Government of India.



BBA Programme

ABOUT MANAV RACHNA ONLINE

Manav Rachna Online has been launched under Manav Rachna International Institute of Research and Studies (NAAC 'A++' Grade Accredited Institution) to provide quality education to those students who wish to get benefitted from the technological development and online quality education with the ease of learning. Nine programmes in different streams namely Computer Applications, Business Administration, Management, Commerce and Economics are being offered by University in online mode with specialization in different domain such as Healthcare, Business Analytics, Data Science, Banking and Finance, Artificial Intelligence, cyber security Digital Marketing, Blockchain and many more contemporary areas in education. In today's opportunistic world, specialized education is essential for successful professional life. Manav Rachna Online has collaborated with prominent industry partners to provide global career opportunities to the students and acquaint the students with the increased technology intensive requirement of today's time.



BACHELOR OF BUSINESS ADMINISTRATION- ONLINE PROGRAMME

MRIIRS is offering UGC Approved BBA Online degree programme at the Manav Rachna Online.

"Bachelor of Business Administration" at the "Manav Rachna Online" provides a multi-disciplinary approach for students to shape their careers inside and outside their domain of education.

and to meet the evolving needs of the business world. The Bachelor of Business

Administration (BBA) program is the most sought-after program after 10+2 and even by those who wish to have a prosperous career in the area of Business Administration and Management to boost their career graph. The commitment to multi-disciplinary education is the core strength of the program to broaden the participation of students in higher education, leading to a more diverse community. The online programme will help the students to achieve an academic degree along with flexibility and relaxation. This online

programme holds equal academic value to an on-campus degree and helps students in developing themselves into industry-ready professionals as equivalent to a conventional degree. Students can perfectly reshape their careers and future through impeccably designed online programmes. A renowned faculty, advanced curriculum, and technology-driven content delivery lead to the successful implementation of the online programmes.

We have collaborated with the digital leader and industry partner namely BFSI which provides digital components and industry-based curricula to our programme.

The knowledge partner had been the pivot and support in designing the programs at our university. It helps in bridging the Industry-Academia gaps to ensure employability by making participants industry-ready and decision-makers of the future. Our courses have been designed to meet the needs of the market, ensuring our students receive updated knowledge and practices industry demanded skills.





HIGHLIGHTS & MAJOR COURSES OFFERED



SPECIALIZATIONS OFFERED

- General
- Digital Marketing
- Banking and Financial Markets

MAJOR COURSES OFFERED

- Business Analytics
- Brand Management in Digital Marketing
- Marketing Management
- Human Resource Management
- Financial Management
- Operations Research
- Business Research Methodology
- Entrepreneurship Development and Practices
- Small and Family Business Management
- Advanced Excel
- Business Economics
- Business Law
- Equity and Derivatives Market
- Money and Banking
- Taxation and Law Practices
- Investment Products and Wealth Management

- Services Marketing
- Advertising and Sales Promotions
- Sales and Distribution Management
- Global Business Environment
- Customer Relationship Management
- Corporate Governance and Ethics
- Business Content Writing
- Business Negotiation Skills
- E-Commerce
- Social Media Marketing and Practices
- Media Photography

HIGHLIGHTS

- Get a Job Opportunity in Business Administration and Management driven sectors
- Continuous query-solving sessions for the improved learning experience of the participants and up-skill managerial skills for the competitive marketplace.
- Various communications and practice platforms for better understanding of the Management Domain.

WHY ENROLL FOR MANAV RACHNA ONLINE DEGREE?



Free Access to LinkedIn Learning



12X7 Student Facilitation Center



Live & Recorded Lectures



Academics



Access to E-Books & E-Library



12X7 IT Support



OVERVIEW & STRUCTURE

Semester 1

- Business Information System (BBA – GEN & DM)
- Business Mathematics (BBA – GEN & DM)
- Business Organization and Management (BBA – GEN & DM)
- Business Economics (Macro & Micro) (BBA – GEN & DM)
- Financial Accounting (BBA – GEN & DM)
- Fundamentals of Financial Planning (BBA Gen Only)
- Business Communication (BBA – GEN & DM)
- Indian Knowledge System (BBA – GEN & DM)
- Digital Marketing and Design Thinking (BBA DM Only)
- Introduction to Business Analytics (BBA BIA Only)

Semester 2

- Business Statistics (BBA – GEN & DM)
- Database Management System (BBA – GEN & DM)
- Company Accounts (BBA – GEN & DM)
- Organisational Behaviour and Development (BBA – GEN & DM)
- Business Laws (BBA Gen Only (BBA – GEN & DM)
- Environmental Studies (BBA – GEN & DM)
- Online and Social Media Marketing (BBA DM Only)
- Data Mining for Business Analytics (BBA BIA only)
- Business Content Writing (Elective for BBA Gen/ DM / BIA)

Semester 3

- Operations Management (BBA – GEN & DM)
- Cost and Management Accounting (BBA – GEN & DM)
- Marketing Management (BBA – GEN & DM)
- Human Resource Management (BBA – GEN & DM)
- Indian Business Environment (BBA Gen Only)
- Sports and Yoga (BBA – GEN & DM)
- Search Engine Optimization (BBA DM Only)
- Data Analytics Using R (BBA BIA Only)
- Principles of Banking (Elective for Gen / DM / BIA)

Semester 4

- Business Research Method (BBA – GEN & DM)
- Financial Management (BBA – GEN & DM)
- Customers Relationship Management (BBA – GEN & DM)
- Retail Management (BBA – GEN & DM)
- Universal Human Values (BBA – GEN & DM)
- Business and Digital Media Laws (BBA DM Only)
- Business Data Analytics Using Python (BBA BIA Only)
- Sales & Distribution Management (Elective for Gen / DM / BIA)

Semester 5

- Strategic Management (BBA – GEN & DM)
- Taxation Laws and Practices (BBA – GEN & DM)
- Supply Chain Management (BBA Gen Only)
- Summer Training Project (BBA – GEN & DM)
- Advanced Digital Marketing (BBA DM Only)
- Advanced Analytics (BIA Only)
- Basics of Consumer Buying Behavior (Elective for Gen / DM / BIA)

Semester 6

- Corporate Governance and Ethics (BBA – GEN & DM)
- Service Marketing (BBA – GEN & DM)
- Business Analytics for Managerial Decisions (BBA – GEN & DM)
- Project Report & Presentation (BBA – GEN & DM)
- Money and Banking (BBA – GEN & DM Elective)

FEE STRUCTURE

Domestic Fee Structure

Course	Semester wise Fee	Year wise Fee	Lumpsum
BBA	₹ 30,000/-	₹ 55,000 /-	₹ 1,51,400 /-

International Fee Structure

Course	Year wise Fee	Total Fee	Lumpsum
BBA	\$1,000.00	\$3,000.00	\$2,850.00

EMI OPTIONS

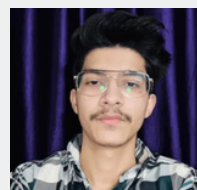
24 Months EMI ₹ 6,308	12 Months EMI ₹ 12,617	18 Months EMI ₹ 8,411
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Student Testimonials



DEVESHI MANI TRIPATHI
BCA SEMESTER IV

The courses are designed to be industry-relevant and are regularly updated to reflect current trends and advancements. The faculty at MRIIRS are highly qualified and bring a wealth of experience to the class through Swayam portal. They are not only experts in their respective fields but also approachable and supportive mentors. Their commitment to student success is evident through their engaging teaching methods and availability for guidance outside of class hours. Overall, my time at MRIIRS has been enriching and rewarding, laying a strong foundation for my professional and personal development.



DIVYNASH BHARDAWAJ
BBA DIGITAL MARKETING

Enrolling in BBA Digital Marketing at Manav Rachna Online turned out to be a career-defining move. The program's flexibility allowed me to learn at my own pace without sacrificing my professional responsibilities. The practical skills and industry insights gained have directly affected my professional effectiveness, under the guidance of your experienced faculty members. Moreover, I would highly recommend MRO to my younger ones since it has a lot to offer in terms of both academics and value addition.

OTHER HIGHLIGHTS

WHY CHOOSE MANAV RACHNA ONLINE?

- User-friendly Learning Management System
- Guided Mentorship with emotional connect
- Rigorous Assessment System
- Career advancement opportunity
- Customized curriculum designed as per industry needs
- Career Guidance by Industry Experts
- Value Addition by International Experts and Renowned luminaries
- Interactive Live Lectures/ Online Counseling sessions
- Reservoir of pre-recorded video lectures by highly qualified faculty
- Peer Group Learning
- Hands-on Learning

KNOWLEDGE PARTNERS



CAREER OPPORTUNITIES AFTER BBA

BBA is a job-oriented Programme that helps students to pursue their career in following Job profiles:

- Business Analysts
- Marketing Associates
- Financial Executives
- Operations Associate
- Marketing Manager
- Operations Manager

- Data Analyst
- Branding Strategist
- Media Buying and Planning Executive
- Content Marketing Executive
- Financial Strategist
- Investment Banker
- Retail Banking Executive
- Financial Planning and Analyses Executive
- Equity Research Analyst
- Business Strategist
- Transport and Logistics Manager
- Inventory & Warehouse Manager
- Operations Manager
- Supply Chain Manager
- Recruitment Executive
- HR Executive

CORPORATE CONNECTS



REACH US AND KICKSTART #YOURGROWTHSTORY

Manav Rachna Campus,

Sector - 43, Delhi-Surajkund Road, Faridabad - 121004, Haryana, India,

Contact Us At:

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- admission@manavrachnaonline.edu.in
- www.manavrachnaonline.com

Connect Us At:



**ALSO LOOKING FOR SHORT-TERM
UPSKILLING?**

Explore our

SHORT DURATION PROGRAMS (SDP)

Elevate your Professional Journey and
Learn in-demand Skills from Professionals.

Short Duration Programs for Management Aspirants

– Accelerate Your Business Career

Manav Rachna Online offers a comprehensive MBA program designed to equip you with the business acumen and leadership skills needed to succeed in today's competitive marketplace. To further enhance your expertise, we also offer specialized Short Development Programmes to give you an edge in key business areas.



Certification in Strategic HR Management

Build strategic capabilities and transform yourself into an HR leader. This certification focuses on advanced HR strategies, leadership development, and organizational change to equip you with the skills needed to drive human resource success at a strategic level.



Certification in Advanced Marketing Management

Stay ahead in marketing by mastering integrated strategies, brand storytelling, and consumer psychology. Leverage AI and analytics for impactful campaigns. This certification equips you with data-driven skills to excel in the evolving marketing landscape.



Short Duration Programs for IT Aspirants

– Transform Your IT Career



Certification in Cloud Computing & DevOps

Leverage the power of cloud technologies and streamline your workflows with DevOps. This certification will teach you how to manage scalable cloud infrastructures and implement DevOps practices to improve collaboration and automation in software development.



Certification in Data Intelligence

This certification will teach you how to manage scalable cloud infrastructures and implement DevOps practices to improve collaboration and automation

[To Know More](#)

