

Discover the Future of Learning

Bachelor Of

Business Administration



2024-25

JANUARY 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 39,000+ alumni base, 600+ reputed MNCs & Indian Corporate patronizing MREI, 165+ Patents (filed/granted), 86+ global academic collaborations, and 80+ Alumni & In Campus start-ups, 13 are the countries from which Manav Rachna students arrive, 1600 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 CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

Manav Rachna Centre for Distance and Online Education 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 Centre for Distance and Online Education 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

Manav Rachna is offering UGC Approved BBA Online degree programme at the Centre for Distance and Online Education.

“Bachelor of Business Administration” at the “Manav Rachna Centre for Distance and Online Education” 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

- Digital Marketing
- Banking and Financial Market
- Business Intelligence and Analytics

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



24X7 Student Facilitation Center



Live & Recorded Lectures



Academics



Access to E-Books & E-Library



24X7 IT Support

Manav Rachna Online Launches 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.



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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

OTHER HIGHLIGHTS

WHY CHOOSE MANAV RACHNA CENTRE FOR DISTANCE AND ONLINE EDUCATION?

- 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

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