

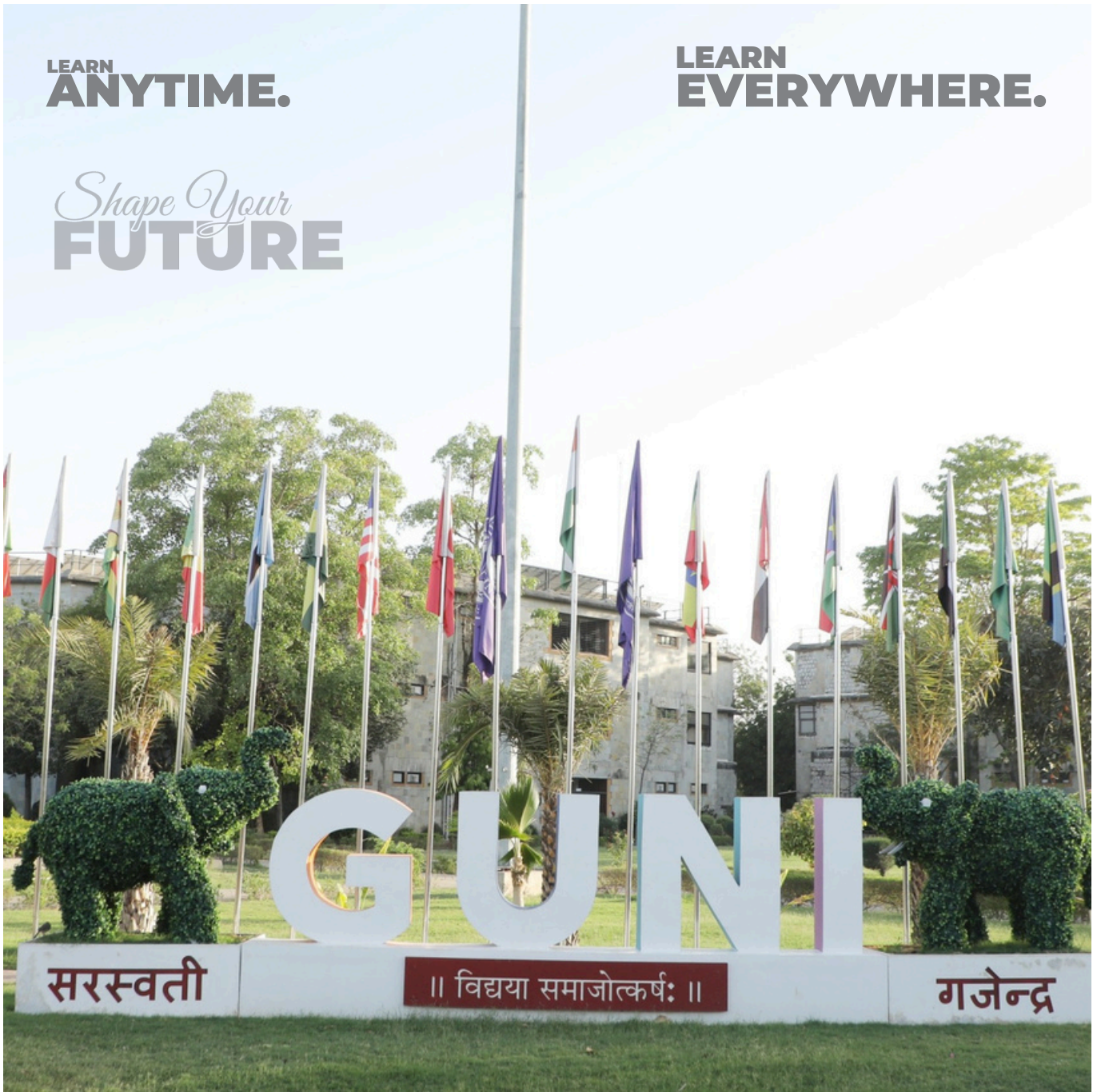
BBA

Bachelor of Business Administration

LEARN ANYTIME.

Shape Your
FUTURE

LEARN EVERYWHERE.





About Ganpat University

Ganpat University (GUNI) is one of India's most esteemed private universities and a leading NAAC Grade A institution, known for its lush green, state-of-the-art campus and a wide range of innovative, industry-relevant undergraduate, postgraduate, diploma, and research programs. The university has established strong industry-academia partnerships, enabling students to gain hands-on experience and enhancing their employability. Major disciplines of study include Engineering, Management, Computer Applications, Pharmacy, Sciences, Commerce & Social Sciences, Architecture, Design & Planning, Maritime Studies, Health Care, Agriculture, and Food Technology. Guided by the motto "Social Upliftment through Education," the university was founded by philanthropic industrialists, technocrats, benevolent farmers, and successful business leaders from around the globe.

Online Degree Key Benefits Flexible

Study at your own schedule

Convenient

Balance learning with work and personal life

Accessible

Learn from anywhere without any relocation

Cost-effective

Save on commuting and extra-campus expenses and higher offline programme fees

Skill-up

Master time management, become digitally smart and sharpen technical know-how

Career-growth

Open doors to new opportunities while you work

Dual- degree

Complement your currently pursued offline degree simultaneously as per NEP 2020



**Ganpat
University**

॥ विद्यया समाजोत्कर्षः ॥

Centre for
Distance &
Online Education

[Register.ganpatuniversity.online](https://www.register.ganpatuniversity.online)

GUNIOnline

Why Choose Ganpat University's Online BBA?



Ganpat University's Online BBA program offers a perfect blend of academic rigor and practical, real-world knowledge. Tailored for working professionals and aspiring leaders, it provides the flexibility to study at your own pace, from anywhere. With expert faculty, industry-relevant specializations, and dedicated career support, this program equips you with the skills needed to excel in today's fast-evolving business landscape—all while earning a degree from a UGC-recognized, NAAC A Grade accredited university.

Program Features

UGC-recognized degree from a NAAC A Grade-accredited university.

Fully online and self-paced learning.

Electives in high-demand areas

Industry-aligned curriculum with real-world case studies and projects.

Experienced faculty and expert mentors from academia and industry.

Interactive learning platform with 24/7 access to study material.

Career support and placement guidance throughout the program.

Global networking opportunities with diverse learners and alumni.

Access to digital libraries, business journals, and research resources.

Dedicated student support team for academic and technical assistance.

Mobile-friendly learning portal for studying anytime, anywhere.

Regular skill assessments and feedback to track progress & improvement areas.

Soft skills and communication training to enhance employability.

Program Overview

An online BBA Programme that gives you work-life-study balance



Duration:
3 years



Mode:
100% Online



Eligibility:
Any learner, who has passed 12th/HSC examination from any recognized board in any stream with english as one of the subjects.



Scholarships:
Ganpat University is dedicated to providing education as a philanthropic initiative to empower society. Our online programs are priced rationally to reflect this philosophy. Ganpat University offer various scholarships to support its online learners



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Learning Experience with Ganpat University Online

BBA Programme

Ganpat University (GUNI) Online BBA follows a robust digital learning methodology inspired by the Four Quadrant Approach advocated by UGC and SWAYAM, ensuring a well-rounded and engaging academic experience:



Quadrant 1: **Video Lectures**

- ü Pre-recorded Video Lectures by expert faculty covering all key concepts.
- ü Live sessions
- ü Access anytime, anywhere – perfect for working professionals.
- ü Includes whiteboard explanations, animated slides, and real-life examples.

Quadrant 3: **Discussion Forum**

- ü Peer-to-peer interaction via online forums and chat groups.
- ü Mentorship and guidance from faculty through discussion boards and live Q&A sessions.
- ü Regular webinars and virtual classrooms for deeper engagement.

Quadrant 2: **E-Content**

- ü Digitized Reading Materials, including eBooks, case studies, and presentation slides.
- ü Self-paced content structured for independent learning.
- ü Supplemented by summaries, glossaries, and infographics.

Quadrant 4: **Self-Assessment**

- ü Interactive Assignments, Quizzes, and MCQs to reinforce understanding.
- ü Immediate feedback for self-evaluation and improvement.
- ü Multiple practice tests and model papers available online.



Program Structure



Semester	Subject	Credit	Total Sem. Credit
Semester 1st	Fundamentals of Management	4	22
	Foundation of Accounting	4	
	Foundation of Statistics	4	
	Principles of Economics	4	
	AEC Subject 1	2	
	SEC Subject 1	2	
	VAC Subject 1	2	
Semester 2nd	Marketing Management	4	22
	Financial Statement Analysis	4	
	Organization Behavior	4	
	Business Statistics	4	
	AEC Subject 2	2	
	SEC Subject 2	2	
	VAC Subject 2	2	
Semester 3rd	Financial Management	4	22
	Human Resource Management	4	
	Advertising Management	4	
	Business Law	4	
	AEC Subject 3	2	
	SEC Subject 3	2	
	VAC Subject 3	2	
Semester 4th	Business Law	4	22
	Business Research Methods	4	
	Project – Company Analysis	2	
	Entrepreneurship Management	4	
	Business Environment	4	
	Disaster Management	4	



	Production and Operation Management	4	
	Taxation -1	4	
Semester 5th	Basic Econometric	4	24
	Service Marketing	4	
	Elective Subject 1 (IB / Finance / Marketing)	4	
	Business Ethics and Corporate Governance	4	
	Business Analytics	4	
	International Business Strategy	4	
Semester 6th	Elective Subject 1 (IB / Finance / Marketing)	4	22
	Elective Subject 2 (IB / Finance / Marketing)	4	
	Research Project	2	
	Problem Solving Technique	4	
Semester 1st & 2nd		Semester 5th & 6th	

AEC Elective

- ü Business Communication
- ü Digital Fluency
- ü Mental Health Awareness

SEC Elective

- ü Leadership and Personality Development
- ü Basic Communication Skills
- ü Computer Application in Management

VAC Elective

- ü Legal Awareness
- ü Indian Culture and Science
- ü Management Paradigm of Bhagavat Gita

IB Elective

- ü Export Management
- ü International Business Strategy
- ü Multinational Supply Chain Management

Finance Elective

- ü Non-Banking Financial Practice
- ü International Financial Management
- ü Digital Finance

Marketing Elective

- ü Consumer Behavior
- ü International Marketing Management
- ü Digital Marketing









Fee Structure

Bachelor of Business Administration		
1st Year	2nd Year	3rd Year
INR 30,000	INR 30,000	INR 30,000
Total 3 Year BBA Fee INR 90,000		



Admission Process

- 
STEP 1 Enquiry Generation on <https://ganpatuniversity.online/>
- 
STEP 2 Student Counselling
- 
STEP 3 Application form fill-up
- 
STEP 4 Document Submission and Verification
- 
STEP 5 Fee Payment
- 
STEP 6 Admission Confirmation



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**CENTRE OF
EXCELLENCE**



NOTIFIED
BY GOVERNMENT OF GUJARAT

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