A++ NAAC
MRIIRS, Deemed to be University

UGC ENTITLED

WES
World Education Services

DISCOVER THE FUTURE OF LEARNING

BACHELOR OF BUSINESS ADMINISTRATION

ACADEMIC SESSION JULY 2023

MANAV RACHNA
CENTRE FOR DISTANCE AND ONLINE EDUCATION

www.manavrachnaonline.com

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 37,000+ alumni base, 600+ reputed MNCs & Indian Corporate patronizing MREI, 535+ Patents (filed/granted), 86+ global academic collaborations, and 80+ Alumni & In Campus start-ups, 13 are the countries from which Manav Rachna students arrive, 8500 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

Lt. General (Dr.) R K Anand
Director- Centre for Distance and Online Education

Prof (Dr.) Lt. General R K Anand, PVSM, AVSM, SM, VSM is a professional with four decades of experience in Infrastructure Development, Human Resource Management, Communication Systems, Data Networks and Cyber Security.

He has created and nurtured institutions in Technology, Medicine, Hospitality and Fashion Design in various parts of the country. He has done extensive work on operational research and logistics management. Prof. Anand is an MBA in Operational Research and Business Administration from Osmania University. He is an M.Phil in Strategic Studies from Madras University with an M.Tech in Communication Engineering from IIT Delhi. He has also done his Ph.D. in Cyber Security studying the impact of Cyber threat on high intensity organisations.

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

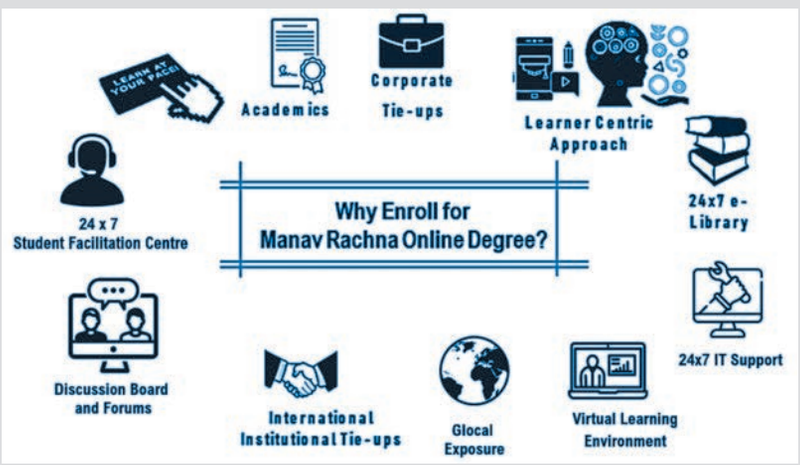
MAJOR COURSES OFFERED

- 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?



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

BFSI
BFSI Sector Skill Council of India
'An Initiative of NSDC'

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

DELL, accenture (High performance. Delivered.), AON Hewitt, GENPACT, SAMSUNG, WIPRO (Applying Thought), HCL, I.C.S. Solutions, IGATE (Speed.Agility.Imagination), NIIT, 3pillar GLOBAL, Aricent, Infosys (POWERED BY INTELLECT DRIVEN BY VALUES), TATA, TATA CONSULTANCY SERVICES, L&T Infotech, motherson sumi systems limited, Sony Ericsson, Zen Focus Tech (Power Your Business Dreams with the Right Technology), Tech Mahindra (IT Services and Telecom Solutions), CMC MICROSYSTEMS, Sun Life Financial

For more information reach out to us:

+91- 7877170170

sfconline@manavrachna.edu.in

+91- 7877170170

www.manavrachnaonline.com

CENTRE FOR DISTANCE AND ONLINE EDUCATION

MRCDOE Campus: Sector- 43, Aravalli Hills, Delhi- Surajkund Road, Faridabad