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ONLINE BBA IS YOUR CAREER GAME CHANGER!

Bachelor of Business Administration (BBA)

- This online BBA programme helps the students to study in the online mode and grasp all these management skills with complete flexibility to learn anytime, anywhere.
- This programme aims at providing inputs to the students relevant to the business, industry and trade so that they can function in different organizations and face the challenges arising there from.
- The programme not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students.

MAHARISHI MARKANDESHWAR
(DEEMED TO BE UNIVERSITY)
Mullana-Ambala, Haryana
(Established under Section 3 of the UGC Act, 1956)
(Accredited by NAAC with Grade 'A++')

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RANKINGS & ACCREDITATIONS

ACCREDITED BY
NAAC
'A++'
WITH ITS HIGHEST GRADE

NIRF 2022
Ranked 91st Amongst
All Universities in India

QS WORLD UNIVERSITY RANKINGS
REGIONAL RANKINGS | 2022
Overall Rank in 551-600 Category in ASIA

ARIIA
ATAL RANKING OF INSTITUTIONS ON INNOVATION ACHIEVEMENTS
BAND
EXCELLENT

Eligibility

The candidates should have passed Senior Secondary Certificate (10+2) Examination from any recognized Board/University with at least five subjects including English as one of the main subjects.

Annual Fees

Indian Students (INR) : Rs. 35,000

International Students (USD) :

- Foreign (SAARC*) : $600
- Foreign (Others) : $850

***SAARC COUNTRIES : NEPAL, BHUTAN, BANGLADESH, SRI LANKA, MALDIVES & PAKISTAN**

Duration

4 Years (8-Semester) *This programme offers multiple exit options

Admission Process

STEP 01
"Explore the online programme"

STEP 02
" Fill the admission form online"

STEP 03
"Get shortlisted by admission expert"

STEP 04
"Pay the programme fees"

STEP 05
"Start learning"

***Our admission counselor will guide you through-out the Admission process (1800 2740 240)**

Curriculum

1st Semester	Fundamentals of Management	Business Mathematics	Managerial Economics	Financial Accounting	Environmental Studies	English	
2nd Semester	Macro Economics	Organisational Behaviour	Business ethics and corporate Social responsibility	Business Statistics	Hindi	Communication Lab	NSS/NCC/Cultural Sports/ Health & Yoga
3rd Semester	Management Accounting	Principles of marketing	Business Laws	IT Tools for Business	Universal Human Values		
4th Semester	Digital Marketing	Income Tax	Personal Selling & Salesmanship	Indian Constitutions	Entrepreneurship Development & Management	NSS/NCC/Cultural/Sports/ Health& Yoga	
5th Semester	Business Policy and Strategy	Financial Management	Operations Management	DSE-I Specializtion	DSE-II Specializtion	Summer Training Report	
6th Semester	Management Information System	DSE-III Specializtion	DSE-IV Specializtion				
	OR						
	Industrial Project						
7th Semester	Research Methodology	Research & Publications Ethics	Departmental Elective	Synopsis writing & presentation	Seminar (based on literature review & data collection)		
8th Semester	Research & thesis writing						

Multiple Exit Options

- Students opting to quit after 1st year will be awarded with a **Certificate in Business Administration** but he/she must undergo Summer Internship for 6 weeks after 2nd semester
- Students opting to quit after 2nd year will be awarded with a **Diploma in Business Administration** , but he/she must undergo an internship of 6 weeks after 4th semester.
- Students opting to quit after 3rd year will be awarded with a Degree in **Bachelor of Business Administration.**
- A student can continue his/her study in the 4th year, if he/she has scored 7.53 CGPA upto 6th Semester and will be awarded with a Degree in Bachelor of **Business Administration** (Hons.)

DEPARTMENTAL SPECIALIZATION ELECTIVE (DSE)

ENTREPRENEURSHIP	DIGITAL MARKETING	BANKING FINANCE AND INSURANCE SERVICES	BUSINESS ANALYTICS	HUMAN CAPITAL MANAGEMENT
DSE-I: Introduction to Entrepreneurship	**DSE-I:** Digital Marketing	**DSE-I:** Bank Management	**DSE-I:** Applied Statistics & Analytics	**DSE-I:** Human Capital Management
Managerial Aspects of Small Business	Sales and Marketing in Digital Age	Merchant Banking	Financial Modeling	Employment Laws
DSE-II: Social and Rural Entrepreneurship	**DSE-II:** Search Engine Optimization	**DSE-II:** Fundamentals of Insurance and Mutual Funds	**DSE-II:** Basics of Data Warehouse	**DSE-II:** Talent Management
Marketing for Entrepreneurs	Internet Technology	Financial Technology	Human Resource Analytics	Compensation Management

ENTREPRENEURSHIP	DIGITAL MARKETING	BANKING FINANCE AND INSURANCE SERVICES	BUSINESS ANALYTICS	HUMAN CAPITAL MANAGEMENT
DSE-III: Indian Family Business	**DSE-III:** Digital Marketing Agencie	**DSE-III:** Tax Planning	**DSE-III:** Business Forecasting: Methods and Applications	**DSE-III:** Training & Development
Entrepreneurial Management	Social Media Marketing	Venture Capital Management	Artificial Intelligence	Human Relation Management
DSE-IV: Corporate Entrepreneurship	**DSE-IV:** Digital Marketing Laws	**DSE-IV:** Goods and Service	**DSE-IV:** Basic Excel Modeling	**DSE-IV:** e-HRM
Laws for Entrepreneurs	Web Analytics	Accounting for Banking and Insurance Companies	Statistical Analysis for Business Decisions	Global Human Resource Management

NOTE : This programme offers five different specializations in the 5th and 6th semester. Students can select any two subjects from given specializations of their choice in the 5th semester which will continue with the same specialization in the 6th semester

THE ONLINE MM(DU) ADVANTAGE

To cater the multiple needs of Aspirants, MM(DU) uses technology-enabled platform to impart learner-centric quality education. This academic program serves as the ideal up-skilling for both beginner and experienced.

- **Anytime-Anywhere Learning**
  - Students enjoy the process of learning like a lively classroom environment
  - Learn at your own pace and get the best of both- the comfort & flexibility of online education just like an on-campus
  - Computer-based online proctored examinations

- **Team of expert faculty and mentors**
  - Interaction with experts from renowned academician and industry professional
  - Regular LIVE classes by experienced faculty
  - Portfolio building with real-world projects
  - Exemplary employer ratings of various programs
  - Dedicated course mentor allocated to each student
  - Flexible and modern curriculum selected for maximum industry relevance

- **Career support to find your dream job**
  - Career assistance & exclusive virtual job fairs
  - Professional mentorship to cultivate future business leaders
  - Hand holding by student relationship managers

MM(DU) Alumni Work With

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TOLL FREE: 1800 2740 240

Landline: +91-1731-274475, 76, 77, 78

For Admissions Query: online.admissions@mmumullana.org
For Programme Detail: onlinebba@mmumullana.org
For Genral Detail: info@mmumullana.org

Website: online.mmumullana.org

WhatsApp: +91 80599-30001

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