



**Bharathidasan**  
University

# Online BBA

**DESIGNED FOR THE  
LEADERS OF TOMORROW**

A UGC-ENTITLED, NAAC A+ UNIVERSITY WITH NIRF RANK 36

# About Bharathidasan University

Established in 1982 and named after the revolutionary Tamil poet Bharathidasan, the university was founded with a vision to create a brave new world through education and innovation. Located in Tiruchirappalli, Tamil Nadu, Bharathidasan University is one of the oldest and most respected public universities in the state.

Recognised by the **University Grants Commission (UGC)** and accredited with an **'A+' grade by NAAC**, Bharathidasan University is also **NIRF-ranked 36<sup>th</sup>** and approved by the **Distance Education Bureau (DEB)** and **AICTE**.

Through its Centre for Distance and Online Education, BDU offers flexible, affordable, and credible programs in Management, Arts, Commerce, and more-empowering learners to advance their careers without stepping away from their lives.



# Explore the Online BBA Experience



Study from one of India's  
top-ranked public universities



Earn a UGC-recognized degree  
with full credibility



Learn online with live and  
recorded formats



Access tools, masterclasses  
& Gen AI sessions



Get career guidance and  
resume-building support



Flexible learning, accessible  
from anywhere

# Explore the Online BBA Experience

**3 Yrs**

DURATION

**Online**

MODE OF INSTRUCTION



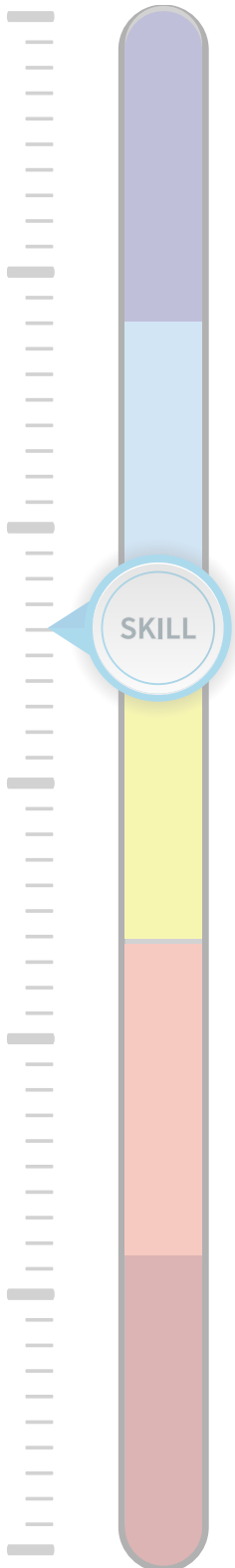
**Flexible Learning**

**Cutting-edge Curriculum**

**Access to Learning Resources**

**Adherence to 4 Quadrants of UGC**

# Real-World Skill Building



## Gen AI Series

5 expert-led live sessions on how to use Generative AI to work smarter, learn faster, and future-proof your career.

## Monthly Masterclasses

Live sessions by industry leaders on topics like:

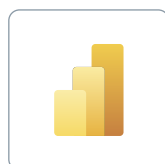
- Building Your Career in Sales
- Cracking Your First Job with AI
- Design Thinking & Business Basics

## Soft Skill Modules

Recorded modules to improve communication, leadership presence, collaboration, and confidence.

## Tool-Based Training (Recorded)

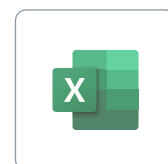
Learn essential tools used by professionals:



POWER BI



TABLEAU



MICROSOFT EXCEL

# Career Readiness & Placement Preparation

## 1:1 Career Counselling

Personalized guidance to help you choose the right path and plan your career.

## Resume + Interview Live Workshop

Live group sessions to help you write winning resumes and make your first impression count in interviews



# Where Can This BBA Take You

Step confidently into career roles such as:

- **Marketing Executive**
- **Financial Analyst (Entry-Level)**
- **HR Assistant**
- **Business Analyst Trainee**
- **Operations Associate**
- **Entrepreneur / Start-Up Professional**

...and many more.

Use your BBA as a launchpad for higher studies, competitive exams, or specialized job roles in the business world.



# Program Structure

## YEAR I

Language Paper – I

English Paper – I

Major Paper – I Principles of Management

Major Paper – II Organizational Behavior

Allied Paper – I Business Economics

Allied Paper – II Environmental Studies

## YEAR II

Language Paper – II

English Paper - II

Major Paper - III Marketing Management

Major Paper - IV Management and Financial Accounting

Allied Paper - II Business Mathematics

## YEAR III

Major Paper - V Business Ethics and Communication

Major Paper - VI Business Law

Major Paper - VII Entrepreneurial Development

Applied Paper - I Human Resource Management

Applied Paper - II Management Concepts in “Thirukkural”

# Admission Process

## ELIGIBILITY CRITERIA:

Passed 10+2 or equivalent from a recognized board (any stream).

Start your BBA journey in just 4 easy steps:

## Step 01: Online Counselling

Our academic counselors help you choose the right path based on your interests and goals.

## Step 02: Registration

Register on the admission portal and pay a nominal registration fee.

## Step 03: Document Verification

Upload your 12th-grade mark sheet and other documents. Get verified in just **4 working days**.

## Step 04: Fee Payment & LMS Access

Pay securely and get full access to the Learning Management System within **48 hours**.



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