



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Online **BBA** **(Marketing)**

Bachelor of Business
Administration



ज्ञान-विज्ञान विमुक्तये

UGC
Entitled



NAAC "A+"
Grade



About Centurion University

Centurion University of Technology and Management is a multi-sector, private university from Odisha, India. Its main campus was previously located at Parlakhemundi in the Gajapati district, with another constituent campus situated at Jatni on the outskirts of Bhubaneswar, which is now the main campus. It was accorded the status of a university in the year 2010.

The founders and academicians from top institutes in the country and globally have built the university against all odds. The outcome of the humble efforts have received it's due diligence. The following are some of its recognitions:

- Centurion University has been accredited with 'A+' Grade by National Assessment and Accreditation Council (NAAC), Ministry of HRD.
- Centurion University was given A++ ranking in India in the Annual ranking of B-School by "Business India" and ranked third in the state of Odisha.
- Ranked A-4 amongst the promising B-Schools of Excellence by All India Management Association Survey.

BBA Overview

Duration

3 Years

Mode of Instruction

Online

01

Adherence to
4 Quadrants of UGC



02

Access To e-books
and Study Guide



BBA Highlights



Cutting-Edge
Curriculum

03



Flexible
Learning

04

Why Centurion University?

**Flexible Learning
Options**

**Diverse Course
Offerings**



**Engaging Virtual
Classroom
Experience**

**Expert
Faculty**

**Comprehensive
Support Services**

**Convenient
Online Exams**



An online degree that's equivalent to an offline one.



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

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PUBLIC NOTICE

August, 2022

02 SEP 2022

Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode

The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;

“Equivalence of qualification acquired through Conventional or Open and Distance Learning and Online modes.— Degrees at undergraduate and postgraduate level in conformity with UGC notification on Specification of Degrees, 2014 and post graduate diplomas awarded through Open and Distance Learning mode and/or Online mode by Higher Educational Institutions, recognised by the Commission under these regulations, shall be treated as equivalent to the corresponding awards of the Degrees at undergraduate and postgraduate level and post graduate diplomas offered through conventional mode.”

This is for information of the general public, students and other stakeholders.



(Rajnish Jain)



Industry Connect

Industry Connect bridges the gap between academic knowledge & real-world applications igniting a holistic subject understanding. Through hands-on experiences, learners gain invaluable insights, cultivating skills that seamlessly transition into professional success.

● **Industry-connect Sessions**

● **Soft Skills Development**

● **MS Excel Bootcamp**

● **Job-oriented certifications**

● **Recorded Masterclasses**

● **Access To Data Analytics Tools**

Industry-connect Sessions

A series of live industry sessions with top industry experts from different domains on a variety of topics like Gen AI, Building a career in sales, Using AI to land your dream job etc. We shall do a minimum 2 such masterclasses in one semester.



Soft Skills Development

- Interview Skills
- Communication Skills
- Problem-Solving Skills



MS Excel Bootcamp

10 live sessions with an expert from basics to advanced Excel



Job Oriented Certifications

11 new-age industry relevant skills-based certification courses for learners, over and above their regular course subjects to prepare.

List of the certification courses :-



Data Analysis using
MS Excel



Mastering your Business
Communication skills



Using ChatGPT in
Digital Marketing



Time & Productivity
Management techniques



Use of AI in the real world



Advanced Prompt
Engineering with ChatGPT



Digital Marketing



Product Management



Leadership



Entrepreneurship



Finance

A total of 150+ hours of self-paced content. Soft copy certificate will be provided. Access to the course is limited to 2 years.

Recorded Masterclasses

20+ hours of recorded Masterclasses by top industry stalwarts on topics like Communication (Rakesh Godhwani, Adjunct Prof., IIM B); Leadership (by Neena Nundy, Founder, Dasra); Brand building (by Pawan Goenka, MD, Mahindra)



Access To Data Analytics Tools

Equipping learners with Data Analysis and Visualization tools like MS Excel; Tableau, Power BI in a world driven by Data



A total of 30+ hours of live content and 250+ hours of self-paced industry and career-oriented content with placement support containing 1:1 sessions focused on career planning, interview preparations & a dedicated platform and support to help learners achieve their dream job shall be provided as a part of the course at Centurion University.

Program Structure

Semester I	Credits
Business Organisation and Management	4
Business Economics	4
Business Accounting	4
Environmental Science	4
Job Readiness	6

Semester II	Credits
Business Statistics	4
Organisational Behaviour	4
Macro Economics	4
Data analysis through Microsoft Excel	2
Business Plan Preparation	4
Indian Society and Culture	2

Semester III	Credits
Human Resource Management	4
Marketing Essentials	4
Financial Management	4
Corporate Accounting	4
Digital Painting	4

Semester IV	Credits
Cost and Management Accounting	4
Business Law	4
Business Research	4
Banking and Insurance	4
Climate Change and Sustainability	3

Semester V	Credits
Production Operation Management	4
Brand Management & Consumer Behaviour	4
Sales and Distribution Management	4
Services & Financial Services Marketing	4
Summer Internship / Community Engagement	4

Semester VI	Credits
Design Thinking and Innovation	2
Financial Planning	2
Financial Market, Institutions and Services	4
Digital Marketing & Marketing Communications	4
Retail & Etail Management	4
B2B Marketing	2
Client Relationship Management	2

Admission Process

01

STEP



Online Counselling

Our online counselors will provide guidance to potential students regarding their selected program.



02

STEP



Online Registration to Admission Portal.

Access to the admission portal is granted through online registration, enabling students to log in to their personal accounts.



03

STEP



Fees Payment

Eligible students receive a fees payment link in their account for program fees payment, as approved by the Admission Team.



04

STEP



Document Verification by University Admission Team

The university reviews the uploaded documents and confirms eligibility within a span of 4 Days.



05

STEP



Access to Learning Management System (LMS)

Upon successful fee payment, eligible students are granted access to the LMS within a span of 48 hours.



06

STEP



Student Support

Our dedicated team of counsellors help students in every step.

Eligibility

Completed 10+2 (Higher Secondary Education) or an equivalent qualification from a recognized board



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Paralakhemundi Campus

Alluri Nagar, P.O. – R Sitapur, Via- Uppalada Paralakhemundi,
Gajapati, Odisha, India – 761211

Bhubaneswar Campus

Ramchandrapur, P.O. – Jatni, Bhubaneswar, Khurda, Odisha,
India – 752050

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