



दीनदयाल उपाध्याय गोरखपुर विश्वविद्यालय
Deen Dayal Upadhyaya Gorakhpur University
(Accredited A++ by NAAC)



THE SMARTER WAY TO LEARN BUSINESS

BACHELOR OF BUSINESS ADMINISTRATION (ODL)

ABOUT DEEN DAYAL UPADHYAYA GORAKHPUR UNIVERSITY

Deen Dayal Upadhyaya Gorakhpur University, founded in 1950, is the first university in Uttar Pradesh to emerge as a leading higher-studies centre after Independence. It has earned an A++ accreditation from NAAC for its relentless pursuit of its motto, "Let the noble thoughts come to us from all directions," which reflects its openness to diverse perspectives, cultures, and values in its academic and organisational spheres.



WHY CHOOSE US?

65+
years of
legacy

12,000+
students
enrolled

NAAC
'A++'
grade
accredited
university

130+
programs
offered

400+
Teaching
staff

ODL DEGREE = REGULAR DEGREE

According to Regulation 22 of the UGC in 2020, ODL degrees are now considered just as valid & credible as traditional, offline degrees.



ADDED BENEFITS OF LEARNING ODL

Flexibility & Convenience



Industry-Relevant Curriculum



Cost-Effective Learning



Access to Digital Resources



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)



Duration

03 YEARS



Mode of Learning

ODL

Learning Commitment: **8-10 hours/week**
(Recommended Hours)

COURSE ELIGIBILITY

A candidate who has successfully passed the examination conducted by a Board/University at the 10+2 level (Class XII) of schooling in any discipline shall be eligible for admission to the programme

COURSE DESCRIPTION

The program is designed for students looking to build a strong foundation in management, leadership, and entrepreneurship. The program equips students with essential skills in business strategy, marketing, finance, and human resources, preparing them for dynamic roles in corporate and entrepreneurial settings.

SEMESTER WISE COURSE STRUCTURE

YEAR 1ST SEMESTER I

YEAR	SEMESTER	PAPER CODE	PAPER NAME	CREDIT
Major Course				
1st	1	BBA101	Business Economics	3+0
		BBA102	Basic Accounting	3+0
		BBA103	Business Statistics	3+0
		BBA104	Principles of Management	3+0
		BBA105	Business Ethics and Governance	3+0
		BBA106	Computer Applications	3+0
		Skill Enhancement Courses (SEC)		
		Any one course (From pool of courses offered at University level)		3+0
		Ability Enhancement Courses (AEC)		
		Any one course (From pool of courses offered at University level)		2+0

Total Credits-23

Note:

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level.

YEAR 1ST SEMESTER 2

YEAR	SEMESTER	PAPER CODE	PAPER NAME	CREDIT
Major Course				
1st	2	BBA107	Organisational Behavior	3+0
		BBA108	Business Finance	3+0
		BBA109	Talent Management	3+0
		BBA110	Marketing Theory and Practices	3+0
		BBA111	Business Mathematics	3+0
		BBA112	Marketing Communication and Advertising Management	3+0
		Skill Enhancement Courses (SEC)		
		Any one course (From pool of courses offered at University level)		3+0
		Ability Enhancement Courses (AEC)		
		Any one course (From pool of courses offered at University level)		2+0

Total Credits-23

Note:

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level.

YEAR 2ND SEMESTER 3

YEAR	SEMESTER	PAPER CODE	PAPER NAME	CREDIT
Major Course				
2nd	3	BBA201	Management & Cost Accounting	3+0
		BBA202	Business Law	3+0
		BBA203	Production Management	3+0
		BBA204	Business Policy	3+0
		BBA205	Business Communication	3+0
		BBA206	Business Environment	3+0
		Skill Enhancement Courses (SEC)		
		Any one course (From pool of courses offered at University level)		3+0
		Ability Enhancement Courses (AEC)		
		Any one course (From pool of courses offered at University level)		2+0

Total Credits-23

Note: Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level.

YEAR 2ND SEMESTER 4

YEAR	SEMESTER	PAPER CODE	PAPER NAME	CREDIT	
Major Course					
2nd	4	BBA207	Supply Chain Management	3+0	
		BBA208	Research Methodology	3+0	
		BBA209	Specialised Accounting	3+0	
		BBA210	Consumer Behaviour	3+0	
		BBA211	Investment Analysis & Portfolio Management	3+0	
		BBA212	Digital Marketing	3+0	
		Ability Enhancement Courses (AEC)			
		Any one course (From pool of courses offered at University level)			2+0

Total Credits-20

Note:

Select one course from the Ability Enhancement Course (AEC) category, from the pool of courses offered at the university level.

Summer Training:

At the end of the fourth semester, every student is required to undertake a Research Project, Dissertation, Internship, Field Work, or Survey, which will carry 3 credits. The internship, with a duration of 4-6 weeks, is to be completed during the break between the fourth and fifth semesters. Upon completion, students must submit a report accompanied by certification from the respective institute or organization. The report will be evaluated by a panel comprising two experts (one internal and one external), and there will be no internal evaluation for this component. Additionally, in the fifth semester, a Viva-Voce examination will be conducted based on the Summer Training Report, with the evaluation consisting of 50 marks for the report and 50 marks for the Viva-Voce

YEAR 3RD SEMESTER 5

YEAR	SEMESTER	PAPER CODE	PAPER NAME	CREDIT
Major Course				
3rd	5	BBA301	Income Tax	3+0
		BBA302	Social Media Marketing and E-Commerce	3+0
		BBA303	Entrepreneurship & Small Business Management	3+0
		BBA304	Sales Management	3+0
		BBA305	Industrial Relations & Labour Laws	3+0
		BBA306	Company Accounts	3+0
		BBA307	*Summer Training Report, Presentation and its Evaluation and viva-voce based on Summer Training REPORT	3+0

Total Credits-21

YEAR 3RD SEMESTER 5

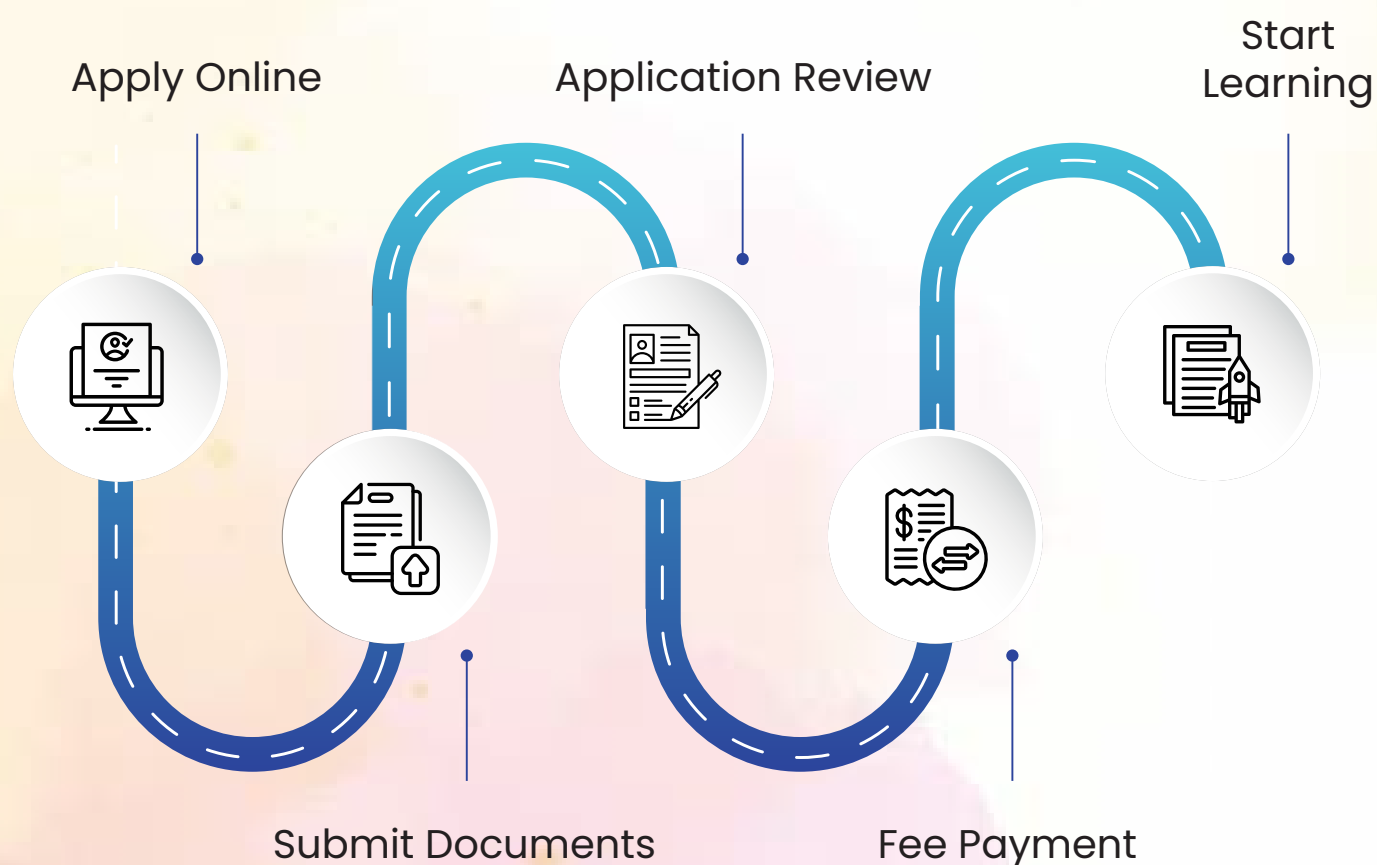
YEAR	SEMESTER	PAPER CODE	PAPER NAME	CREDIT
Major Course				
3rd	6	BBA308	Strategic Management	3+0
		BBA309	Goods & Service Tax	3+0
		BBA310	Auditing	3+0
		BBA311	International Trade	3+0
		BBA312	Training & Development	3+0

Total Credits-15

FEE STRUCTURE

ODL B.B.A	REGISTRATION / APPLICATION FEE (ONE TIME)	EXAM FEE	COURSE FEE	TOTAL FEES
SEMESTER I	Rs. 500/-	Rs. 1,500/-	Rs. 8,000 /-	Rs. 57,500/-
SEMESTER II	-	Rs. 1,500/-	Rs. 8,000 /-	
SEMESTER III	-	Rs. 1,500/-	Rs. 8,000 /-	
SEMESTER IV	-	Rs. 1,500/-	Rs. 8,000 /-	
SEMESTER V	-	Rs. 1,500/-	Rs. 8,000 /-	
SEMESTER VI	-	Rs. 1,500/-	Rs. 8,000 /-	

ADMISSION PROCESS





CAREER OPPORTUNITIES AFTER **BBA**

This degree opens doors to multiple career paths across industries, including:



Graduates can also opt for higher studies like an MBA or specialised certifications in finance, marketing, HR, or data analytics to enhance their career prospects.



[Learn Now](#)

WITH

**DEEN DAYAL UPADHYAYA
GORAKHPUR UNIVERSITY**



For more information contact:



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