GLA UNIVERSITY | Online

#GharSeGlobal

NAAC GRADE A+ Accredited University

UGC

UGC-DEB

nirf NATIONAL INSTITUTIONAL RANKING FRAMEWORK

WES WORLD EDUCATION SERVICES



#GharSe Global

NAAC A+ Accredited University

GLA UNIVERSITY, MATHURA
ONLINE MODE

Bachelor of Business Administration

(UGC Recognised)

SCAN FOR REGISTRATION

Registration Link : https://apply.glaonline.com/

About GLA University



Late Shri Ganeshi Lal Agrawal

"I like the dreams of the future better than the history of the past."
- Thomas Jefferson

It was the year 1991 Shri Narayan Das Agrawal decided to fulfil the dream of his father, Late Shri Ganeshi Lal Agrawal, of establishing an institute for quality education to the people and the region & beyond. and initiated Sri Jagannath Prasad Ganeshi Lal Bazaz Charitable Trust Samiti in an attempt to make the holy city Mathura a recognized destination for knowledge seekers from different spheres of life. This is what led to the foundation of a milestone at the karmabhoomi of the versatile and sagacious Lord Krishna. GLA University has been actively involved with social causes since its very inception and has drawn appreciation from one and all for its works in various facets of societal paradigms.



Narayan Das Agrawal
Chancellor

We are truly proud that today, the GLA Institutes that were started as a tribute to Shri Ganeshi Lal Agarwal, are now recognized as a University. It is a privilege to have ensured that our primary goal, of meeting the educational needs of students in the region is fulfilled to the best of our abilities. In the process, we have discovered that for our students, over and beyond infrastructure facilities and the teaching methodologies it is the environment that makes them comfortable during the time they spend here. To that extent, special efforts have been made to provide such an enabling environment. Be it a value system that reflects the best of the values from the region, to a diet that is both familiar and healthy to a vast majority of them.

We provide great significance to interactive learning and two-communication processes, thereby making the learning environment sincere and responsive. With teachers who are acknowledged experts in their field, it is an environment that combines the best of pedagogy with an encouragement to ask, be curious. Today, when the work environment demands a lot more beyond just knowledge and marks, a lot of emphasis is laid on the overall personality development of the students so as to foster in them the necessary drive and confidence to meet the demands and challenges of the modern world.
Helping us achieve this are our state-of-the-art infrastructure, picturesque & inspiring setting and devoted team of faculty-members and administrators. The learning ambience at all the constituting Institutions is perfectly suited for all-round growth and academic excellence.

Today, the university has a proud record of evolving efficient, confident and highly knowledgeable technocrats, managers, pharmacists and entrepreneurs with global thinking and futuristic mind-set that will contribute to nation building with a strong adherence to corporate ethics.
A key part of the learning experience is what students do beyond their classrooms. Keeping this in mind, the hostel facilities in the University premises have been designed with utmost care and attention so that the students can feel secure and at ease. The idea is to ensure that our students are provided with every facility they could possibly require, to fulfill their potential and develop an attitude to life that will serve them for their life beyond the boundaries of GLA University.
"I invite you to prepare yourself for the opportunities of the new millennium at our institute, with its mix of academic offerings and qualifications in established as well as emerging areas. Today, in our seventeenth year, I feel we have learnt well to provide an optimum mix of competitive academic inputs, open mindedness and learner-focused set up.
It is, therefore, very essential that you choose a program, which meets your aptitude, capability and capacity.
You will find a warm welcome at GLA University if you seek your personal and professional development"



Dr. Anup Kumar Gupta
Vice Chancellor

Dr. Anup Kumar Gupta has been associated with GLA since its inception in 1998 and has been decisively instrumental in the establishment of the University in 2010, and thereafter in the successful introduction of so many new courses and degree programs at regular intervals.
Having completed his M.A., M.Phil. and Ph.D in English, and MBA, Dr. Gupta did his Executive MBA from IIT Bombay in 2012. He was the overall topper of the Batch. His keen interest as educator took him to Michigan State University, USA to earn graduate degree in Higher Education Administration. Six students have done their Ph. D under his guidance.
Computer savvy and well networked; Dr. Gupta has effective communication and presentation skills. He is proactive in solving problems. He understands national, international and cross-cultural sensitivities. He has expert interviewing skills in hiring of personnel at higher level. Having complete knowledge of rules and regulations related to AICTE, UGC, NIRF, NAAC, etc. helps him in organizational development at national level. With his continuous involvement and participation at international seminars and conferences he is instrumental in signing of MOUs with other international universities.

About GLA University



Mr. Ashok Kumar Singh
Registrar, GLA University

It is a matter of immense pleasure for me to be a part of the GLA University Mathura family. Our students have come from the folds of one family to another in their quest for knowledge. Henceforth, one needs to feel that their teachers, seniors and peers form an extended family from whom they get full guidance, support and help to move ahead in life as professionals in the programmes they have opted for.
The university has a blend of experienced and young faculty members who are highly qualified in their fields of expertise. Our faculty members publish their research outcomes in high-impact factor journals of repute regularly. There is an active interaction between faculty and students on campus. The learning experiences on the campus pave a strong path for the enhancement of the overall development of the learners.



Mr. Neeraj Agrawal
CEO, GLA University, Mathura

"I cannot emphasize enough how important it is for a young mind to choose the right institution and the field of study for a successful career. By field of study I do not refer to the fields where employability is high, but to those where one's interest lies. We at GLA Online through our UGC Approved online programmes committed to building the future of our students. We tirelessly work towards building the skills-set, knowledge and intellect of our learners".



Mr. Vivek Agrawal
CFO, GLA University, Mathura

"We are truly proud that today, the GLA Institutes that were started as a tribute to Shri Ganeshi Lal Agarwal, have come this far in the sector of education. GLA Online is our step forward towards delivering world class education to all the learners on their fingertips. Each course at GLA Online is a well designed course with thedrive to build the leaders of tomorrow".

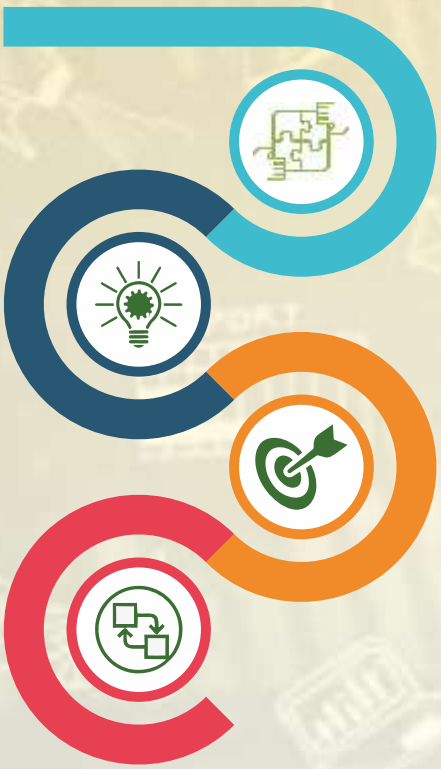


Prof. (Dr.) Suresh C. Joshi
Director (CDOE)
GLA University, Mathura

With the rapid evolution of technology, education is undergoing a transformative shift. Learning and teaching are no longer confined; they now thrive in dynamic, cloud-based ecosystems. At GLA Online, we are committed to empowering learners through cutting-edge pedagogical practices and learner-centric approaches. Our future-ready, industry-aligned programs enable students to shape their academic and professional journeys with confidence. We blend innovation with personalization by integrating flexibility, accessibility, interactive learning environments, adaptive assessments, and project-based learning. This ensures education is not only accessible but also engaging and tailored to individual aspirations. Our aim is to spark curiosity, build confidence, and prepare learners to excel in diverse professional settings.
We take pride in our learners' achievements and acknowledge the invaluable support of their families. Together, let us embrace digital education and build a future where learning knows no boundaries and education becomes a universal right

About BBA

The six semester Online BBA programme exposes students to industry and domain specialisations to match their passion. "Career by Choice" is the programme goal. CIFA (Co-Creation, Innovation, Focus, Alignment) model develops top-notch degrees.



CO-CREATION:

Industry and domain specialisations match students' passion in the programme. "Career by Choice" is the programme goal.

INNOVATION:

Students learn, apply, and mentor in the customised integrated industrial programme. The rapidly expanding global primary sector's needs are introduced to students.

FOCUS:

Students seeking business knowledge, skills, and industry exposure should enrol in the programme.

ALIGNMENT:

Regional, International and programme specific talents ensure maximum ROE and lifelong learning.

The **Specialization Electives** are **Marketing Management, Human Resource Management, Financial Management, Banking and Insurance.** All courses cover key concepts, practices, and trends in that domain.

Educating future professionals with a six semester undergraduate degree. Career-minded students should enrol.

This programme rigorously covers industry-relevant topics to help students find a job and succeed as entrepreneurs or employment. This programme is based on best practices and industry-relevant skills.

Industry and International business school experts work with regulators, certification providers, and technology partners to create programmes. Industry experts teach this advanced programme.

Your Internship will help you build a network of industry insiders, gain valuable work experience, explore career options, gain a competitive edge in the *job market*, and learn specific teaching-learning methods before applying them.

Who Should Attend?

- Fresher/Professional, 12th class passed out learners who are aspiring to become management graduate and fulfilling the eligibility criteria.

Learning



Basic to Advance

Duration



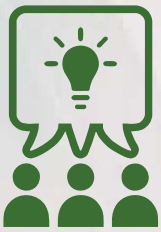
Minimum 3 years-
Maximum 5 years

Learning Access



Online Mode

Pedagogy



Online and Offline both case-based pedagogy. The learner can access the live sessions through the technology Platform.

Programme Fee : BBA - Online

Programme	Frequency	Fee
*BBA- Tuition Fee + Examination Fee (Option A)	Full	97,500
*BBA- Tuition Fee + Examination Fee (Option B)	Annual	32,500
*BBA- Tuition Fee + Examination Fee (Option C)	Semester	16,250
Registration Fee (Non-Refundable)	One Time	500
Alumni Fee	One Time	1,800

* In Option A - Examination Fee of Rs. 3000/- per year is included.
* In Option B - Examination Fee of Rs. 1500/- per semester is included.
* Fee Benefit of Rs. 3000 for Full Fee payment.
* Fee Benefit of Rs. 1000 for one year fee payment (Applicable only on First Year Fee only).
* Students are not entitled for any Fee Benefit, in case of Interest Free EMI (No Cost EMI).
* Two different offers cannot be clubbed together.
* Alumni Fee is applicable only on First Fee.

₹ No Cost EMI

(Only on Full & Annual Fee)

12th pass aspiring students should apply.

Website : https://glaonline.com/ | Phone No.: 9568536853

Features of the Programme

- An Online BBA with industry integration and sector specialisation is best for careers.
- Day one, professionally prepared.
- International academic partners.
- Learn industry tools.
- Learn advanced skills.
- Access to job boards, resume creation, mock interviews, aptitude and soft skill training, and a rigorous career development programme.
- Use a planned mentorship programme with a well-known method.
- Join future leaders as GLA University alumni.

How do students execute practical?

- The course will include real-world business problems.
- Students must apply conceptual knowledge from online lectures and relevant learning to meet objectives and solve problems.
- The practical will also help students draw conclusions and apply problem-solving knowledge.
- Introduce industry-leading management skills and tools.
- Learn with data and communication.
- Use management functional areas and domains to make decisions and solve problems.

Programme Outcomes

- Awakened minds with business "Career by Choice" skills.
- Introduce industry-leading management skills and tools.
- Learn data and communication.
- Use management functional areas and domains to make decisions and solve problems.

Why GLA Online Edge - BBA?

Learning Outcomes

University UG Degree:
You'll get a degree from a top Indian university.

Social Immersion Project:
You'll learn outside the classroom. Group action learning projects will teach you how administrative decisions affect society and daily life. You will develop solutions to improve our community.

Industry Project:
Industrial projects will be mentored in the programme's final year.

Faculties:
Faculties with Global University Pedigree.

Career Outcomes

Graduate from GLA University and meet people from around the world.

Resume writing, practice interviews, career planning, skill development, and industry connections.

Personal development coaching from industry mentors.

Online and Offline events and networking with GLA University alums, peers, and industry mentors.

Why GLA Online?



Our Differentiators

- UGC recognised degree
- Strong product portfolio
- Industry partner integration
- Curriculum, aligned with Certifications
- Technology specialist with domain understanding
- Job-focused learning path
- Recognised industry tools

Our Delivery Framework

- Four quadrant approach model
- First-hand programming practical using latest tools
- Excellent feature of Online programming platform
- Real-world case studies
- Alumni networking & knowledge sharing
- Multi-delivery Model

Resume Building

Personalised guidance from industry experts to build the proper resume, cover letter, and 30-seconds video introduction using industry best practices highlighting achievements, relevant skills, and experiences for the target job.

Mock Interview

One-on-one practical and behavioural mock interviews with a career coach to assess job interview readiness for the targeted organisation and role. The mock interview and career coach feedback help candidates identify and improve their weaknesses.

Career Planning

Access industry expert advice on hiring trends, skills analysis, and creating a positive, relevant, career-focused career action plan. Analyse your skills, strengths, career ownership and accountability to find the right path.



Job Search Support

A dedicated Job Search Consultant for each candidate to help them understand their profiles, preferences, and skill matrix.

Listing potential employers and recruitment consultants and sharing skill matrices.

Candidate opportunities in the industry.

Potential employers share skill matrices, and profile shortlists.

Interview follow-up with recruiters and employers.

Careers and Placements

Our scientific career management approach helps people identify their values and drivers, set career goals, create a step-by-step plan, and find relevant services. We provide these career-building services.

Programme Curriculum

Option to choose Single or Dual Specialization

SEMESTER 1

- Basic Accounting
- Organizational Behaviour
- Principles of Management
- Marketing Theory And Practices
- Business Mathematics
- Business Economics
- Fundamentals of Ms-excel
- First Aid and Health

SEMESTER 2

- Business Ethics And Governance
- Business Finance
- Consumer Behaviour
- Human Resource Development
- Business Statistics
- Business Communication
- AI For Beginners
- Human Values And Environmental Studies

SEMESTER 3

- Management And Cost Accounting
- Business Law
- Advertising Management
- Computer Application
- Business Environment
- R-Programming Lab
- Physical Education and Yoga
- Social Internenship Project

SEMESTER 4

- Specialized Accounting
- Research Methodology
- Business Policy
- Production Management
- Digital Finance
- Social Responsibility and Community Enagagement

SEMESTER 5

- Entrepreneurship And Small Business Management
- International Trade
- Specialization Elective 1 (group A)
- Specialization Elective 2 (group A)
- Specialization Elective 1 (group B)
- Specialization Elective 2 (group B)
- Managerial Aptitude – I
- Research Project

SEMESTER 6

- Strategic Management
- Company Law
- Managerial Aptitude – II
- Specialization Elective 3 (group A)
- Specialization Elective 4 (group A)
- Specialization Elective 3 (group B)
- Specialization Elective 4 (group B)



Assessment & Assignments

- ☑ Practice Quizzes
- ☑ Formative assessment
- ☑ Summative assessment
- ☑ Viva Voce
- ☑ Research Project /Capstone Project

Elective Courses

SEMESTER 5

GROUP 1: HUMAN RESOURCE
- Strategic Human Resource Management
- Industrial Relations And Labour Laws
- Group Dynamics & Team Building
- Compensation & Reward Management

GROUP 2: MARKETING
- Sales Management
- Rural Marketing
- International Marketing
- Digital Marketing

GROUP 3: FINANCE
- Investment Analysis & Portfolio Management
- Goods And Service Tax
- Income Tax
- Working Capital Management

GROUP 4: BUSINESS LOGISTICS & SUPPLY CHAIN MANAGEMENT
- Logistic Management
- Supply Chain Management
- Store Keeping and Warehousing
- Purchasing and Inventory Management

SEMESTER 6

GROUP 1: HUMAN RESOURCE
- Negotiation & Counselling
- Change Management & Organization Development
- Training And Development

GROUP 2: MARKETING
- Marketing of Services
- Retail Management
- Marketing Communication
- Marketing Analytics

GROUP 3: FINANCE
- Management of Financial Services and Institution
- Company Accounts
- Personal Financial Planning
- Auditing

GROUP 4: BUSINESS LOGISTICS & SUPPLY CHAIN MANAGEMENT
- Green Supply Chain Management
- Strategic and Implementation Issues in SCM
- Performance Metrics and Modeling
- Project Management

Admission Process

STEP-1:
Fill the Required Details

01

02

STEP-2:
You will get Login Credential via Mail

STEP-3:
Fill Registration Form

03

04

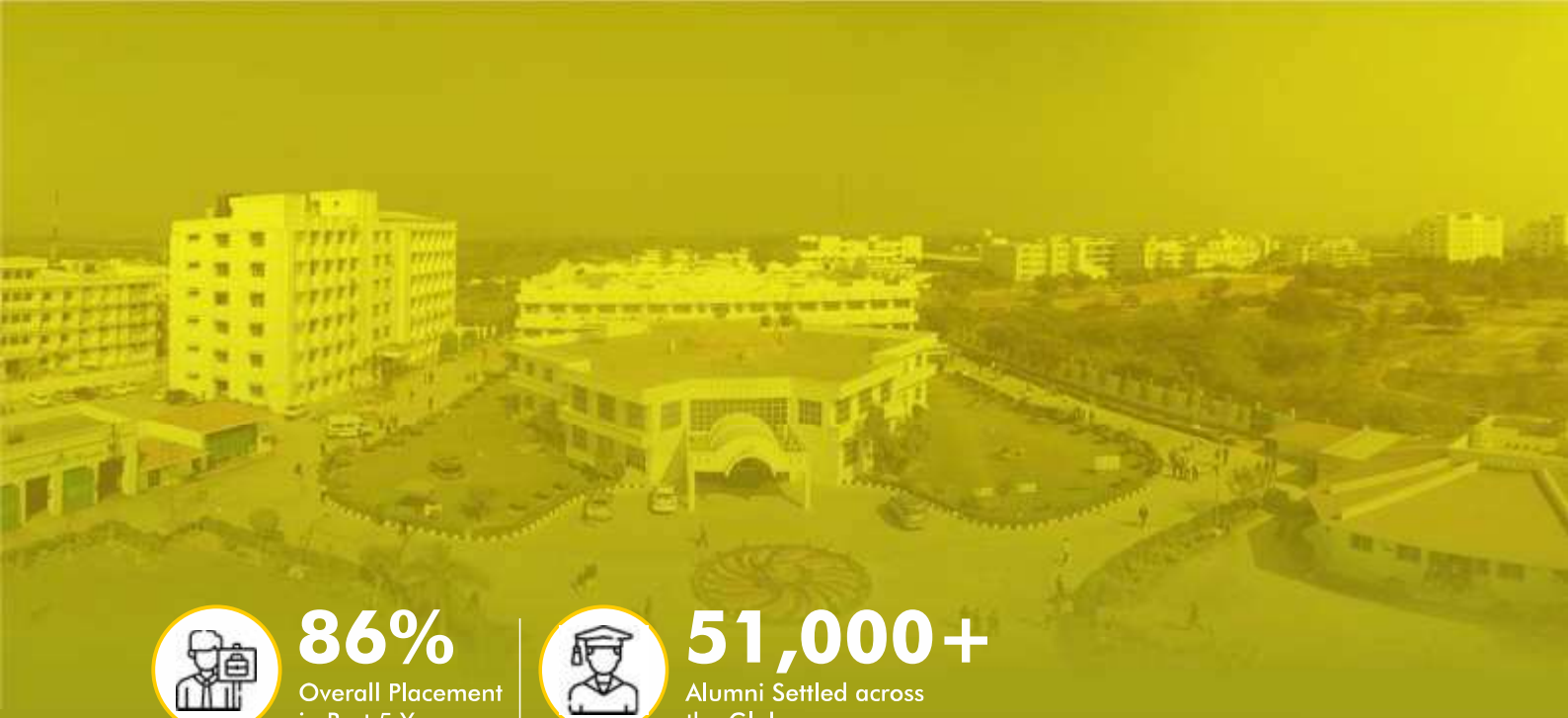
STEP-4:
Pay Registration Fee

STEP-5:
Document Verification

05

06

STEP-6:
Pay Admission Fee



86%
Overall Placement in Past 5 Years

51,000+
Alumni Settled across the Globe

850+
Faculty Members from Global Institutions

24,000+
Students Enrolled in Different Courses

Our Corporate Alliances

We empower your career with strong industry connections in diverse domains.

NTT DATA Trusted Global Innovator | JINDAL STEEL & POWER | HDFC BANK | TECH mahindra | HONDA

Mu Sigma | AFCONS | Azure Power | SAMSUNG | amazon.in

GLA UNIVERSITY

Recognised by UGC Under Section 2(f) & 12B Status

Accredited with A+ Grade by NAAC

Mathura | Greater Noida

FOR MORE INFORMATION

Website: https://glaonline.com/

Registration link: https://apply.glaonline.com/

Phone No.: 9568536853

Mail at onlineadmissions@gla.ac.in