MANIPAL UNIVERSITY JAIPUR
(University under Section 2(f) of the UGC Act)

Online MANIPAL

• 100% Online

Build a Strong
Foundation in Business

Bachelor of Business Administration
(Online BBA)



UGC Entitled

NAAC A+ Accredited

Prospectus 2026-27 • Program-BBA

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Eligibility

- Candidates must have completed 10+2 education from a recognized national or state board institution or 10+3 diploma from a recognized national or state institute.
- Candidates who have completed 10+2 education or graduate level education outside India must produce a certificate of equivalence issued by the Association of Indian Universities.

Duration

- Minimum 3 years (divided into six semesters)

Career prospects

- Marketing Manager
- Financial Analyst
- Human Resources Manager
- Sales Manager
- Digital Marketing Specialist
- Business Consultant
- Entrepreneur/Startup Founder
- Operations Manager
- Banking and Financial Services Professional

Online BBA

Bachelor of Business Administration

This BBA program offers a future-focused curriculum with in-demand specializations such as Marketing, Finance, HRM, Digital Business, and Data Analytics. Designed for aspiring business leaders, the program blends foundational knowledge with industry-relevant skills, equipping learners to excel in diverse roles across corporate, entrepreneurial, and global business landscapes. Flexible and practical, it's ideal for students aiming to build strong managerial and strategic capabilities early on.



Bachelor of Business Administration Fees

Nationality	Semester Fee	Full Course Fee
Indian Nationals	INR 24,000	INR 1,44,000
Non-Resident Indians	USD 379	USD 2,274
Other Nationals	USD 441	USD 2,646

A non-refundable additional application fee of INR 500 is to be paid by Indian, Nepalese, Bhutanese, Bangladeshi, and Sri Lankan students.

Applicants from Nepal, Bhutan, Bangladesh, and Sri Lanka are required to pay their fees in Indian Rupees (INR)



Program Delivery

Quality education, delivered seamlessly through state-of-the-art technology, so learning never slows down.

- Online program entitled by UGC
- 24x7 learning with best-suited content
- Career support to find your dream job
- Expert faculty and mentors
- Industry expert sessions, webinars and projects
- Foundation courses
- Access to Coursera at additional fee
- Scholarships for deserving candidates





"6-7 years ago, online degrees weren't a thing when I needed it. But the minute, I heard about an esteemed institution like MUJ providing online degrees, I grabbed the opportunity. My confidence has boosted significantly. So much so that, in my workplace, I was just a mentor, now I am an Academic Head. I have seen so much growth just from my BBA that it also made me pursue my Online MBA from MUJ."

- Sachin Sharma

About MUJ

Launched in 2011 on invitation from the Government of Rajasthan, Manipal University Jaipur is a self-financed State Private University that has redefined academic excellence in the region.

The multi-disciplinary university offers career-oriented courses at all levels across diverse streams, with best-in-class infrastructure, including state-of-the-art research facilities and a digital library. In line with Manipal University's legacy of providing quality education to its students, the campus uses the latest in technology to impart education.

15+
Years of educational excellence

160,000+
Online Learners

20,000+
Online Degree alumni

40+
Student nationalities

2,000+
Learner footprint across towns & cities of India



> "Give an individual a professional education and you have given him a lifestyle."

Padma Shri Dr T.M.A. Pai
1898 - 1979
Founder - Manipal Group

Dr NN Sharma
President
Manipal University Jaipur

Dr Gadapa Mallikarjuna
Director - Centre for Distance and Online Education,
Manipal University Jaipur

Manipal University Jaipur (MUJ) Accolades

UGC- entitled Online Degrees Equivalent to Campus Degree

ACCREDITATION

Rajasthan's 1st NAAC A+ Accredited University

Globally Recognised Online Degrees

Member of ACU

RANK 58

Amongst India's Top 100 Universities in 2025

RANK 222

Amongst South Asia's Top 200 Universities (2026)

RANK 2

Amongst Top 20 Private & Deemed Multidisciplinary Universities in India (2025)

RANK 7

Amongst Top 10 Private Distance & Online Institutions in India (2025)

RANK 9

Amongst India's Top 10 Universities (Management) 2024

RANKED 301-400

Amongst Top 400 Universities (2025)

The Right Step For The Right Future

World Class Education

Access UGC-entitled online degrees from a NAAC A+ accredited university with 15+ years of educational excellence. Learn from experienced faculty who are experts in their domains.

Next-Gen Pedagogy

Attend live classes and access recorded lectures & e-learning content anywhere, anytime through our advanced digital learning platform.

Global Networking Opportunities

Expand your professional network by interacting with peers, faculty & other professionals across industries. Attend regular webinars led by experts to get industry insights.

Prestigious Manipal Alumni Status

Benefit from 70+ years of Manipal legacy and become a member of the reputed alumni network.

Placement Assistance

Become a job-ready professional through placement assistance which includes resume building, mock interviews, skill assessments, and more.

Exhaustive Content & Resources

Access an exhaustive e-library with over 1,80,000 e-books, e-databases, journals, and more. Get free access to 110+ hours of skill enhancement content worth INR 50,000.

Attractive Scholarships

Gain access to exclusive scholarships designed for defense personnel, government employees, differently abled people & meritorious students.

Special access to Coursera

Unlock 12,000+ courses and certifications at a special price of INR 3,999 (vs. INR 13,999). Available as an optional add-on during/after admission with a validity of one year from the date of activation.



"I wanted to specialize in marketing, which is why I decided to start by pursuing an online BBA. As a working professional, an online degree was the best choice for me. The faculty at MUJ are experienced and; guide us well and the student portal is user-friendly."

- Rohan Kaywal

Online BBA | Program Structure

First Semester

- Business and Management Functions
- Financial Accounting
- Microeconomics
- Entrepreneurship and Innovation Management
- Universal Human Values
- Office Automation Tools

Second Semester

- Macroeconomics
- Financial Management
- Organizational Behaviour
- Community Development
- Introduction to Python
- Statistics for Managers
- Business Communication

Third Semester

- Operations Management
- Human Resource Management
- Marketing Management
- Cost & Management Accounting
- Interview Skills and Etiquettes
- Business and Corporate Laws
- Business Environment

Fourth Semester

- Indian Financial System
- Business Research Methods
- Supply Chain Management
- E-Commerce
- Design Thinking (MLC)
- Environmental Science
- Technology Management

Fifth Semester

- Fundamentals of Business Analytics
- International Business Management
- 3 subjects in the area of electives

Sixth Semester

- Strategic Management
- Management Information System
- Project
- 3 Subjects in area of elective

- Total credits: 126
- Elective subjects carry 3 credits each
- Project during the final semester carries 6 credits
- Learners are responsible for identifying their own project guide in accordance with the university's eligibility criteria

Note: MUJ reserves the right to change the program design, format, number of sessions, certificate format, and terms in the program or can incorporate any such change deemed necessary by the institute without prior intimation.

Program Specializations/Electives

Specializations	Fifth semester	Sixth semester
01 Human Resource Management	• Industrial Relations & Labour Laws • Compensation Management • Human Resource Planning & Development	• International Human Resource Management • Talent Management and Employee Retention • HR Audit and Capital Management
02 Marketing	• International Marketing • Consumer Behavior • Digital Marketing	• Sales & Distribution Management • Advertising Management • Green Marketing
03 Finance & Accounting	• Financial Statement Analysis and Reporting • Security Analysis and Portfolio Management • Personal Financial Planning	• Mergers and Acquisitions • Investment Banking & Financial Services • Corporate Accounting
04 Entrepreneurship Management & Family Business	• Psychological Aspects of Entrepreneurs • Growing the Family Business in the Global Environment • Social Entrepreneurship	• Marketing for Startups • Entrepreneurship & Industry 4.0/5.0/6.0 • Scaling Excellence through Innovation & Incubation
05 Data Analytics	• Database Management System • Digital Marketing • Business Analytics for Decision Making	• Social media and Web Analytics • Data Mining and Warehousing • Data Visualization with R

Program Specializations/Electives

Specializations	Fifth semester	Sixth Semester
06 Retail and E-Commerce	• IT in Retail • Visual Merchandising • Entrepreneurship in Retail Business	• Retail Logistics Management • Digital Marketing for Retail Business • Enterprise Resource Planning (ERP)
07 Digital Marketing	• Introduction to Digital Media • IT in Business • Entrepreneurship and Digital Marketing	• E-Marketing • Advertising and Brand Management • New Media and Social Media Spectrum

- Note: Every student shall undertake project work, either at their place of work or elsewhere in the chosen area of elective to complete the program. The project work will commence from the third semester and has to be completed by the end of the fourth semester.
- MUJ reserves the right to change the program design, format, number of sessions, certificate format, and terms in the program or can incorporate any such change deemed necessary by the institute without prior intimation.

eLearning: The Future Is Now!

The eLearning material will be made available to you on the Learning Management System (LMS) based on the four-quadrant approach, as per UGC (Credit Framework for online learning courses through SWAYAM) Regulations, 2016. It includes a combination of the following eLearning content, namely

- Video Lectures
- Virtual Classrooms
- Virtual Simulation
- E-content
- Interactive Material
- Discussion Forums



"I was married off at a young age and couldn't continue my studies further. After my 12th grade, I couldn't study for over 5 years. With Online Manipal, I'm able to study at my own pace and convenience. I hope to pursue my MBA degree as well and become an HR manager in future."

- Khatija Iqbal

The More You Know

Evaluation

The assessment system has been conceived, developed, and administered on a rigorous and fair basis to bring out the best in you and prepare you for a challenging career.
Your performance evaluation will be based on both continuous evaluation and term-end examinations.

Theory papers

The theory part is assessed by performance based on continuous assessment (CA) through assignments and term-end examinations TEE. The assessment ratio for TEE to CA is 70:30. The CA is based on assignments prepared by the University. TEE will comprise descriptive and multiple-choice type questions. You must score at least 40% in both CA and TEE to be declared as pass.

Practical papers (as applicable)

The assessment for the practical part is based on the performance in guided exercises (i.e. day-to-day exercises) and unguided exercises which will be conducted on the last day of the practical sessions in each subject with an external examiner. The assessment ratio for TEE to CA is 30:70. You must score at least 40% in both the parts to be declared as pass.

Examination

The university semester-end examinations will be held digitally viz. computer-based and online proctored. You can appear for the exams from the comfort and safety of your homes. A laptop or desktop computer with a functioning webcam connected to the Internet is required to appear for the exams. The details of the examination schedule will be made available in the photo admit card issued for appearing for the term end theory examinations. The university will share all examination details via the student portal.

Results

The results will be published on the student portal. If you fail to clear any of the papers (either in TEE or CA or both), you have to re appear for the relevant paper by applying to the university through the resitting application along with relevant fees, within the due date.

Awards and degree

Successful students, on satisfying all criteria stipulated by the university, will be awarded the respective degrees by the university.

Right to amend rules

The university reserves the right to add / delete / change / amend the syllabi, program structure, rules and regulations wherever considered necessary and appropriate without any prior notice. You are advised to go through the website frequently where all circulars and important information will be hosted from time to time. Promulgation of any such information on the website in the form of circulars / notices is considered to be adequate.

Jurisdiction

All disputes relating to university program and activities are subject to local jurisdiction (Rajasthan) only.

Application Process

Program Registration

Fill in your basic, education & work experience-related details and pay the application fee to register.

Fee Payment

Pay the admission fee for the first semester/year or full program.

Document Upload

Upload supporting documents & submit your application.

University Approval

The university will evaluate your documents to confirm your admission.

Apply Now

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"Working as a business associate in a bank and with 10 years of work experience, I want to improve my skills in marketing and sales. An online BBA degree was the best choice considering the flexible learning opportunities that Online Manipal offers. The curriculum of the online BBA program is very good and the mentorship we receive from course coordinators is excellent."

- Vishal Purthy

Your Degree



MANIPAL
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This is to certify that

John Doe

has been conferred the degree of

Bachelor of Business Administration

having fulfilled the prescribed requirements in the academic year 2023-2024
Securing a cumulative grade point average of 3 out of 10

"Mode of Delivery: Online"

President Chairperson

Given under the seal of Manipal University Jaipur, Rajasthan - India | On this date : October 12, 2023

Reg. No: 0000 0000
Appl. No: MBA 00 0000
POVPassport J000 0000

SAMPLE



XXXXXXXX

Date of Admission: xx Jan, 20xx
Date of Completion: xx Jan, 20xx
Mode of Delivery: Online
Medium of Instruction: English
Mode of Examination: Remote Proctored Online Examinations

To verify mail to: coe.doe@jaipur.manipal.edu **Prepared by:** **Verified by:**

SAMPLE

Placement Assistance

35,000+
Learners offered placement assistance

25,000+
Opportunities created

500+
Hiring partners

1,000+
Industry-readiness videos, live sessions

Upskilling & Certifications

Boost your career opportunities by building in-demand skills and earning recognized certifications.

Employability Skill Assessment

Identify your strengths and weaknesses through skill assessment and build competencies to improve your employability quotient.

Industry Interaction

Live industry interaction sessions to connect learners to experts who share real world insights & experiences, career tips, and current industry trends. These interactions are aimed at equipping learners with relevant skills to become job ready.

AI-powered Placement Portal

Online Manipal's cutting edge AI-powered placement portal allows learners to prepare for interviews and apply for job opportunities. With unlimited mock interviews, learners can practice anytime, as often as they need—while receiving instant feedback and recommendations.

Self-paced Learning

Learn anytime, anywhere, with our recorded modules focused on improving verbal & communication skills, resume writing & professional etiquette development, and practical knowledge on trending tools.

Placement Drives & Job Fairs

Kickstart your career through a myriad of opportunities that connect you with recruiters across industries. Explore multiple job roles, attend interviews, and engage with hiring teams.

LAUNCHPAD
SOAR INTO SUCCESS

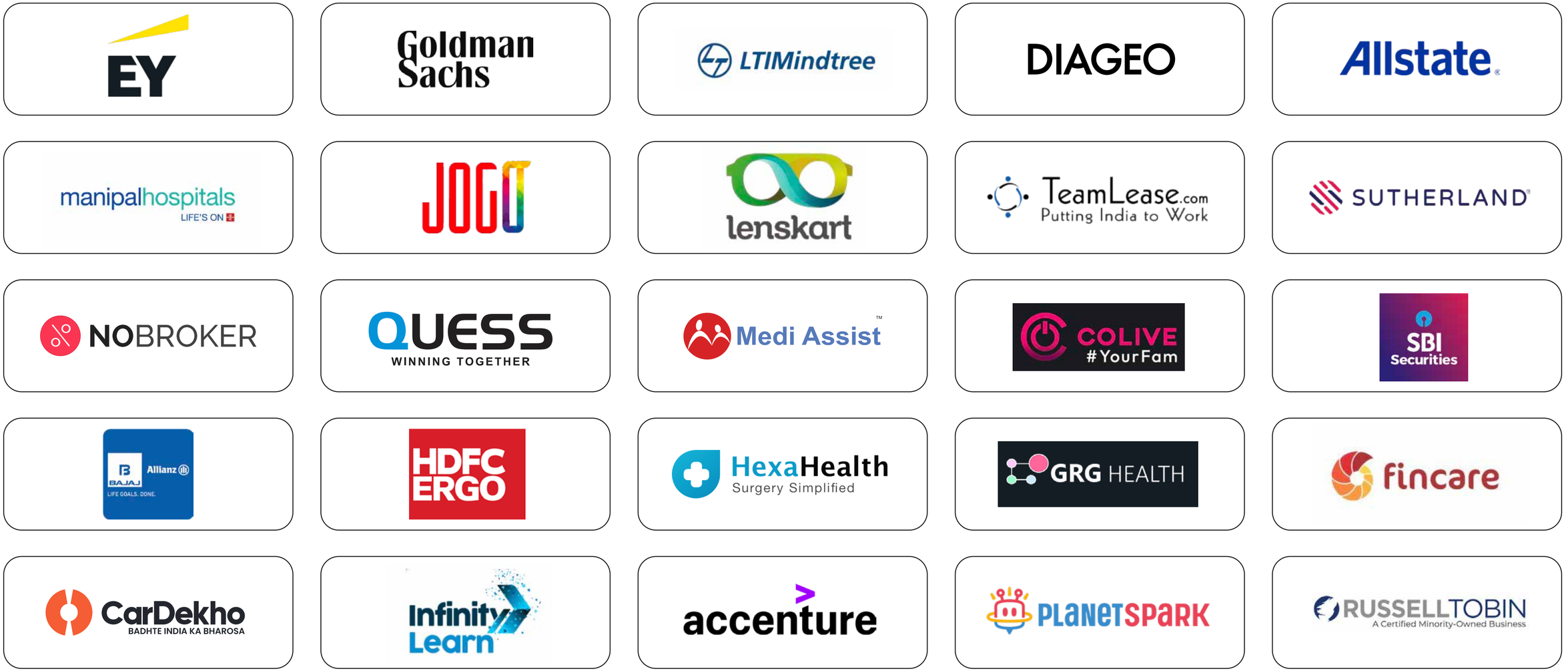








Our Recruiters



Disclaimer: The mentioned recruiters have expressed interest in MUJ Online students. This does not guarantee job offers or placements

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Online MANIPAL

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