Parul®
University

Online Learning

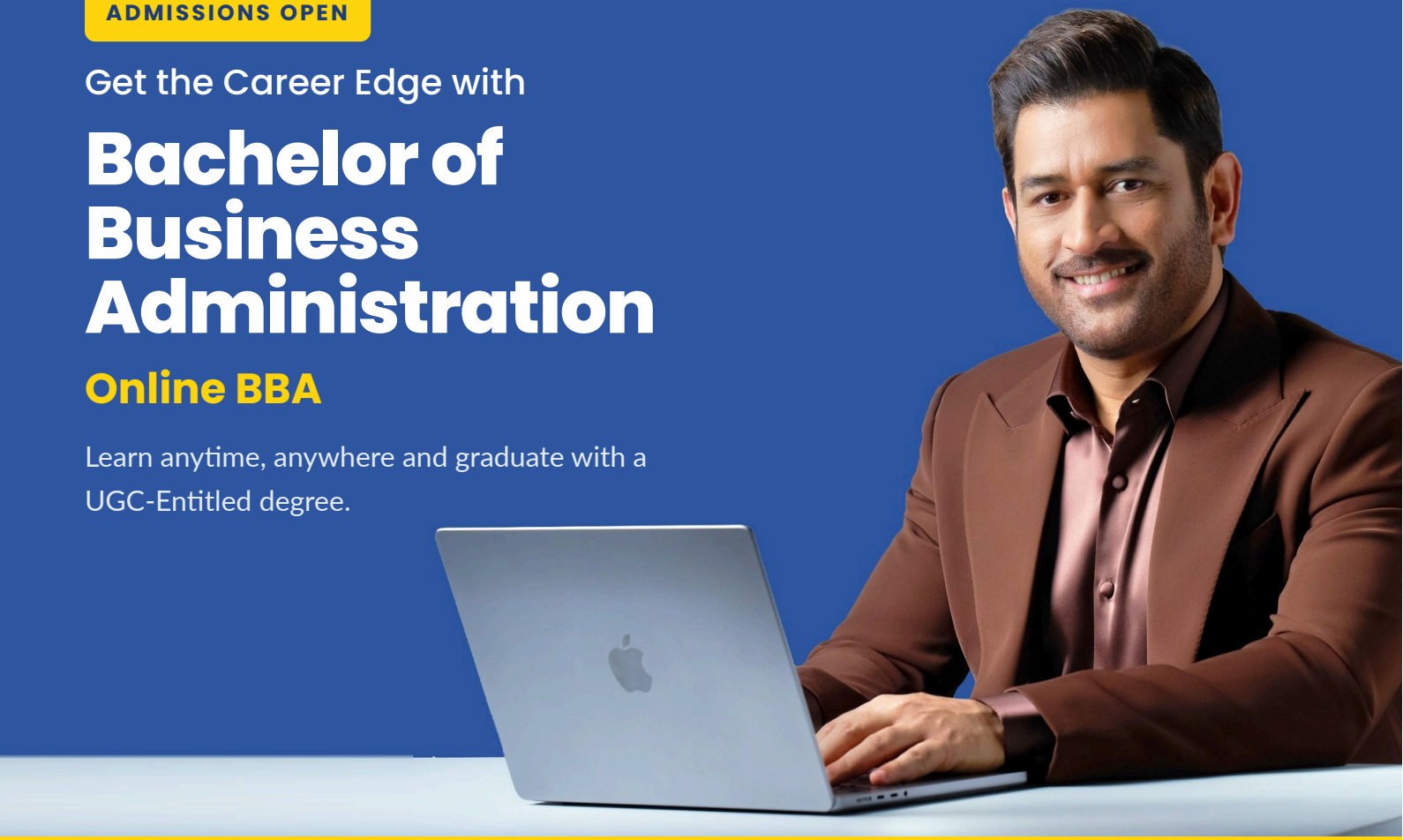
ADMISSIONS OPEN

Get the Career Edge with

Bachelor of Business Administration

Online BBA

Learn anytime, anywhere and graduate with a UGC-Entitled degree.



With PU's

Online Learning

UGC-Entitled Degree

3 Years
6 semesters, 100% online

Free Study Material
Printed Self-Learning Material (SLM) every semester

Free Certifications
Skill-based programmes relevant to your domain

Learner Support Centre
A dedicated team for all your queries

#ApplyKaro

TOLL FREE
1800 889 9773

Parul® University
Online Learning

A UNIVERSITY OF DISTINCTION

Three Decades of Quality Education

Your online degree carries the name of one of India's most decorated private universities — trusted by tens of thousands of learners across India and the world.

1993
First self-financed institute of Gujarat established

2015
Parul University established

2023
NAAC Grade A++ accreditation

45,000+
Students

30+
Years of academic legacy

160+
Professors from IITs, NITs, NID and NIFT

2,500+
International students

100+
Foreign university partnerships

1,200+
Corporate and industry ties

20,000+
Placements with 2,200+ recruiters

150+
National awards and rankings

Awards and Academic Rankings

NAAC Grade A++
Highest grade of the National Assessment & Accreditation Council

UGC Category 1
University with grant of graded autonomy

NIRF Top 50
Innovation Ranking, Ministry of Education

Platinum+ Band
Sustainability, World Institutional Ranking

4/4 Stars
Rated by the Ministry of Education's Innovation Cell

QS I-GAUGE Diamond
Indian University Ratings

India Top 50
Times Higher Education Impact Rankings 2025

QS Asia 2026
Ranked in the 1000–1100 band, QS World University Rankings: Asia

Centre of Excellence
Notified by the Government of Gujarat

ACCREDITATION AND RECOGNITION

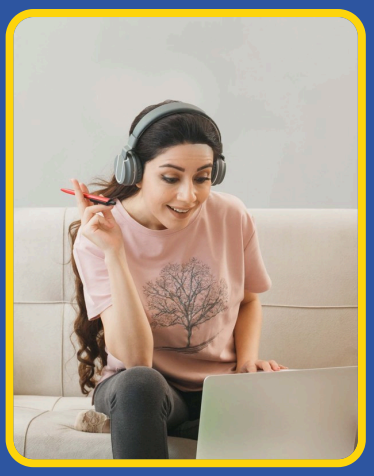
University Grants Commission (UGC) | Ministry of Education | NAAC | NIRF | Association of Indian Universities | Association of Commonwealth Universities | GSIRF

Parul® University
Online Learning

WHY PARUL UNIVERSITY ONLINE

A Recognised Degree, Built for Real Lives

Study entirely online — from admission to graduation — while you work, care for family or prepare for exams.



NAAC GRADE A++

NAAC A++ University

Accredited with the highest NAAC grade for academic quality.

UGC-Entitled Programmes

Entitled by UGC-DEB to offer full-fledged online degree programmes.

Study at Your Own Pace

Earn your degree alongside a job, exam preparation or other commitments.

What Sets Us Apart

Free Printed Study Material (SLM)

Couriered to your door every semester.

Free In-Demand Certificates

Add job-ready skills alongside your degree.

Industry-Centric Curriculum

Skills courses, internship and project built in.

High-End Animated Videos

Engaging recorded lectures for every subject.

Dual Degree Opportunity

Earn a diploma alongside your degree.

Global Opportunities

International study tours at partner universities abroad.

Our Online Programmes

10 UGC-Entitled programmes

UNDERGRADUATE

- Bachelor of Arts (B.A.)
- **Bachelor of Business Administration (BBA)**
- Bachelor of Computer Applications (BCA)

POSTGRADUATE

- Master of Business Administration (MBA)
- M.A. – Journalism & Mass Communication
- Master of Commerce (M.Com.)
- M.Sc. – Applied Mathematics
- Master of Computer Applications (MCA)
- M.A. – English Language Teaching
- Master of Social Work (MSW)

Parul® University
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THE PROGRAMME

Bachelor of Business Administration (BBA) — Online

Build a strong foundation in management, finance, marketing and HR, with an elective track and an internship.



DURATION	ELIGIBILITY	MODE	ASSESSMENT
3 Years	**10+2 Pass**	**100% Online**	**30:70**
6 semesters	Or any equivalent examination	Study and take exams from anywhere	Continuous evaluation and end-semester exam

Fee Structure

Lump sum — BEST VALUE
₹80,000
Total fee · one-time payment

Annual
₹1,05,000
Total fee · ₹35,000 per year

Semester
₹1,35,000
Total fee · ₹22,500 per semester

Registration fee applies separately. EMI options available.

Choose Your Elective Track

4 electives across Semesters V and VI

Marketing | **Finance** | **Human Resource**

Dual Degree Opportunity

Earn one more qualification alongside your BBA

- Diploma in Agentic AI & Generative AI
- Diploma in Blockchain Technology
- Diploma in Business Analytics
- Diploma in Computer Applications
- Diploma in Digital Marketing
- Diploma in Financial Services & Portfolio Management

Free Certificates

- Certificate Programme in ChatGPT
- Certificate Programme in Email & Mobile Marketing
- Certificate Programme in Excel for Beginners
- Certificate Programme in Tourism & Hospitality Management
- Certificate Programme in Goods & Service Tax

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CURRICULUM

Six Semesters, One Clear Path

SEMESTER I

- Principles of Management
- Forms of Business Organization
- Personality Development
- Computer Application
- Communication Skills - 1
- Common Value-Added Course - 1
- Common Value-Added Course - 2

SEMESTER II

- Financial Accounting
- Principles of Economics
- Advance Excel
- Communication Skills - 2
- Modern Office Management
- Common Value-Added Course - 3
- Common Value-Added Course - 4

SEMESTER III

- Cost Accounting
- Fundamentals of Marketing Management
- Fundamentals of Human Resource Management
- Business Correspondence & Reporting
- Web Development
- Event Management

SEMESTER IV

- Research Methodology
- Organization Behaviour
- Fundamentals of Financial Management
- Business Laws
- Business Statistics - 1
- Professional Communication Skills

SEMESTER V

- Fundamentals of Entrepreneurship
- Business Statistics - 2
- Internship
- Elective 1
- Elective 2

SEMESTER VI

- E-commerce
- Strategic Management
- Comprehensive Project
- Elective 3
- Elective 4

Elective Pool

Choose one track

	Marketing	Finance	Human Resource
Elective 1	Sales & Distribution Management	International Finance	Labor Law
Elective 2	Fundamentals of Digital Marketing	Fundamentals & Technical Analysis of Stock Market	Compensation Management
Elective 3	Consumer Behaviour	Banking & Insurance	Strategic Human Resource Management
Elective 4	Retail Marketing	Risk Management	International Human Resource Management

Parul® University
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HOW YOU LEARN

The Four Quadrants Approach

Everything lives on one Learning Management System (LMS) — available 24×7 on laptop or desktop.



01 Video Lectures

Pre-recorded sessions for every subject with high-quality animated content.

02 E-Content

Lecture notes and PowerPoint presentations to read and revise anytime.

03 Self Assessment & Assignments

Quizzes, case studies, presentations and projects.

04 Discussion and Doubt Solving

Discussion forums and live sessions, with recordings on the LMS.

Examinations

- AI-proctored online exams on the LMS — take them from anywhere
- 30:70 — continuous evaluation and end-semester exam
- MCQs, descriptive answers and case studies
- Exam window 7 AM – 9 PM on scheduled weekdays

Global Opportunities

International Study Tours

Travel to partner universities abroad on short study tours and experience global learning first-hand.

- Sessions at international campuses
- Cultural and industry exposure
- A global edge on your profile

Support at Every Step

Learner Support Centre

A dedicated team and contact to support online learners with all kinds of queries.

Direct Access to Faculty

Raise queries through the LMS or by email, beyond live sessions.

A Predictable Week

Next week's live schedule is posted on the LMS every Saturday.

Official Updates in One Place

Notices, circulars and exam information are published on the LMS.

Free Printed Study Material (SLM)

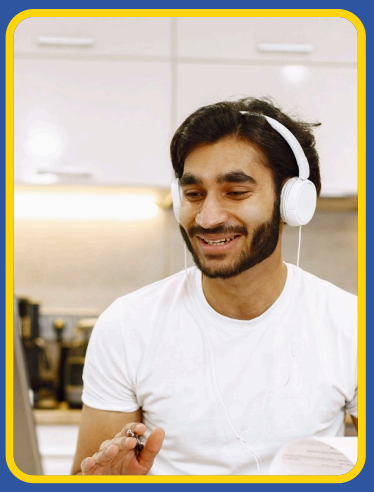
Couriered to you every semester

Parul® University
Online Learning

CAREERS AND PLACEMENTS

100% Placement Support for Your Career

A dedicated placement platform, regular industry interactions and alumni working with Fortune 500 companies such as Google, Apple, Meta and Intel.



UNIVERSITY PLACEMENT RECORD

₹60 Lakh	2,200+	2,500+	900+
Highest package per annum	Recruiters	Annual placements	Dream offers

Dedicated Placement Platform

In your final year, you are enrolled on our placement platform — build your profile and access opportunities relevant to you.

Workshops and Expert Talks

Regular sessions where you interact with industry leaders for guidance, learning and industry relevance.

Our Leading Hiring Partners

Microsoft · Goldman Sachs · Deloitte. · pwc · accenture · IBM
ORACLE · TCS TATA CONSULTANCY SERVICES · Infosys · wipro · HCLTech · cognizant
Capgemini · Tech Mahindra · Reliance Industries Limited · ADITYA BIRLA GROUP · adani · LARSEN & TOUBRO
PHILIPS · IndiGo · BOSCH · HDFC Life Sar utha ke jiyo! · asianpaints · Godrej & Boyce Mfg. Co. Ltd.

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Online Learning

GOOD TO KNOW

Frequently Asked Questions

Is the online degree UGC-Entitled?

Yes. Parul University is entitled by UGC-DEB to offer online degree programmes. Status can be verified at deb.ugc.ac.in.

Is it valid for government jobs, UPSC and Ph.D.?

Yes. UGC-Entitled online degrees are valid for government jobs, UPSC, competitive exams and Ph.D. admissions.

Can I work while I study?

Yes. The programme is designed for working professionals, with a flexible pace and schedule.

Are live sessions compulsory?

Not mandatory, but recommended. Learners must complete at least 75% of LMS content.

Do I need to buy study material?

No. Printed study material (SLM) is couriered to you within a month of classes starting.

Can I pursue two degrees together?

Yes. UGC allows one regular and one online degree, or two online degrees, at the same time. Online diplomas can also be pursued alongside your degree.

What does the fee include?

Academic fees cover tuition, exams and printed study material (SLM). The registration fee and any optional diploma fees are charged separately. EMI is available.

Will I get placement support?

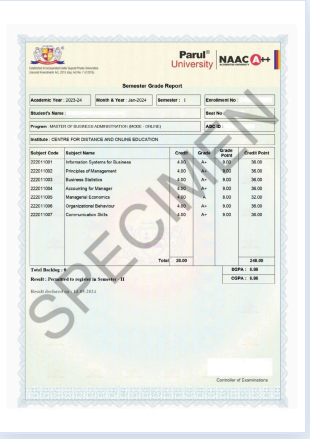
Yes. In the final year, learners join our dedicated placement platform to build a profile and access relevant opportunities.

YOUR CREDENTIALS

Degree & Transcripts issued by Parul University

A NAAC A++ accredited, UGC-Entitled university degree to power your career.





ADMISSIONS OPEN

#ApplyKaro

Your next step starts with the right degree.

Scan to apply

TOLL FREE
1800 889 9773

APPLY ONLINE
paruluniversity.online

Apply Now →