UPES ONLINE
UNIVERSITY OF TOMORROW

upesonline.ac.in



BBA (General) with Specialisation in Digital Business

ADMISSIONS OPEN



ABOUT UPES ONLINE

UPES Online, the digital learning vertical of UPES, is aimed at empowering professionals looking to advance in their careers, students aspiring to upskill, and individuals striving to achieve personal goals. It offers a range of flexible, industry-relevant programs designed to equip learners with the skills needed to thrive in today's dynamic job market. UPES Online offers MBA, MCA, BBA, and BCA degrees, all enhanced with industry masterclasses and immersive experiences, maintaining the same level of academic rigour as traditional in-person programs. Additionally, the platform provides intensive 10-month Postgraduate Certification Programs (PGCP) in fields such as Oil and Gas, Renewable Energy, and Industrial Safety, with the integration of advanced technologies like AI, Data Science, and Cloud Computing into the curriculum.

UPES is a UGC-entitled, multidisciplinary, not-for-profit, and research-driven university committed to academic excellence, exemplary student outcomes, and social impact. As the 'University of Tomorrow', it pioneers transformative education, shaping learners into changemakers. With seven schools, including Computer Science, Engineering, Health Sciences and Technology, Design, Business, Law, Liberal Studies and Media, UPES provides industry-ready education to over 16,000+ students at its campuses in Dehradun.

As per the National Institutional Ranking Framework (NIRF) 2024, UPES has been ranked 45, with a rank of 43 in engineering and a rank of 36 in management. In addition to this, the university has been ranked the No.1 private university in academic reputation in India by the QS World University Rankings 2025 and is among the top 2% of universities in the world. UPES has also been accredited by NAAC with a grade 'A' and has received 5 stars on Employability (placements), by globally acclaimed QS Ratings. The university has had 100% placements over the last five years. Forty-six (46) faculty members of UPES are among the world's top 2% researchers as per the Stanford University list.



WHY UPES ONLINE?

RANKED 45* IN INDIA
nirf

NO.1* PRIVATE UNIVERSITY IN ACADEMIC REPUTATION
QS WORLD UNIVERSITY RANKINGS

NAAC A ACCREDITED
NAAC

UGC Entitled

45% Average Salary Hike*
(As per Alumni survey)

800+
Recruiters

Esteemed Faculty from **IITs, IIMs and Ivy League**

Exclusive Leadership Courses

runway **250+ start-ups** Incubated

ABOUT THE PROGRAM

The demand for digital-first talent is growing as businesses across sectors accelerate their digital transformation journeys. Building future-ready capabilities early on is key to staying relevant in this evolving landscape.

The BBA in Digital Business at UPES Online helps students develop a strong foundation in core business principles while gaining a deep understanding of digital business models, platforms, and strategies. The program introduces learners to the fundamentals of e-commerce, digital marketing, analytics, and innovation-led growth.

With a curriculum designed to reflect real-world industry shifts, this specialisation prepares students to explore roles in digital strategy, online business management, and emerging tech-driven enterprises.

A SECTOR ON THE RISE



Digital transformation is a priority for most organisations, but 3 out of 4 workers lack needed digital skills. (Source: DAVOS 2023)



Demand for workers with digital skills will increase by 27.3 million by 2024. India would need 9x more digital skilled workers by 2025. (Source: Amazon Web Services)



98% workers trained in digital skills in 2022, leading to career benefits like efficiency, salary increase, improved employability, promotion opportunities, and job security. (Source: Amazon Web Services & Gallup Global Survey 2022, DAVOS 2023).

PROGRAM HIGHLIGHTS



Interactive Live Sessions
Learn directly from industry experts and global faculty through engaging live sessions.



Dedicated Academic Advisor
Receive personalised guidance and support for your academic and career journey.



Facilitated Group Interactions
Participate in supervised discussion forums to collaborate and interact with peers.



Robust Learning Management System
Learn from updated study materials, online library, and a user-friendly learning platform.



Real-World Application
Acquire practical skills through engaging projects and case studies for real-life impact.

WHO IS THIS PROGRAM FOR?

Students who have completed their high school education and are keen to explore careers in digital marketing, e-commerce, tech-enabled business, or online entrepreneurship.

Aspiring professionals who want to build strong fundamentals in digital-first business practices, including marketing, data, product management, and customer experience.

Young entrepreneurs looking to launch or grow ventures in the digital space and need core skills in digital strategy, content, analytics, and online platforms.

ELIGIBILITY

- Minimum 45 percent marks or equivalent in XII from a recognized board.
- Minimum 45 percent marks or equivalent in 3 years diploma recognized by AICTE after SSC (class X).



LEARNING OUTCOMES

- Use diagnostic and analytical skills in the management process to arrive at appropriate business solutions
- Source data independently and synthesize information, apply research skills and exercise judgment in complex planning
- Apply advance digital and technical skills to realize and translate product and business concepts
- Study and learn independently in all situations, including planning and managing activities; and reflecting on and evaluating the outcomes
- Communicate complex or contentious information clearly and effectively to specialists and non-specialists
- Work cooperatively and collaboratively in a team and practice work ethics and values associated with a business professional in the industry
- Achieve proficiency in professional presentations and demonstrate ability to work with creative skills & presentation technology

PROGRAM FEES

Indian Students

₹1,50,000

International Students

$2,300

For FAQs - Visit upesonline.ac.in



CAREER PROSPECTS

- Digital Marketing Executive
- Junior Web Developer
- Data Research Analyst
- Digital Campaign Manager
- Digital Strategy Analyst
- Data Strategy Lead

CURRICULUM

Semester 1

- Management & Leadership
- Organizational Behaviour
- Business Economics
- Business Communication
- Business Accounting

Semester 2

- Financial Management
- Human Resource Management
- Operations Management
- Essentials of Marketing Management
- Quantitative Techniques

Semester 3

- Research Methods
- Business Computing & IT Applications
- Business Analytics for Managers
- International Business
- Essentials of Entrepreneurship

Semester 4

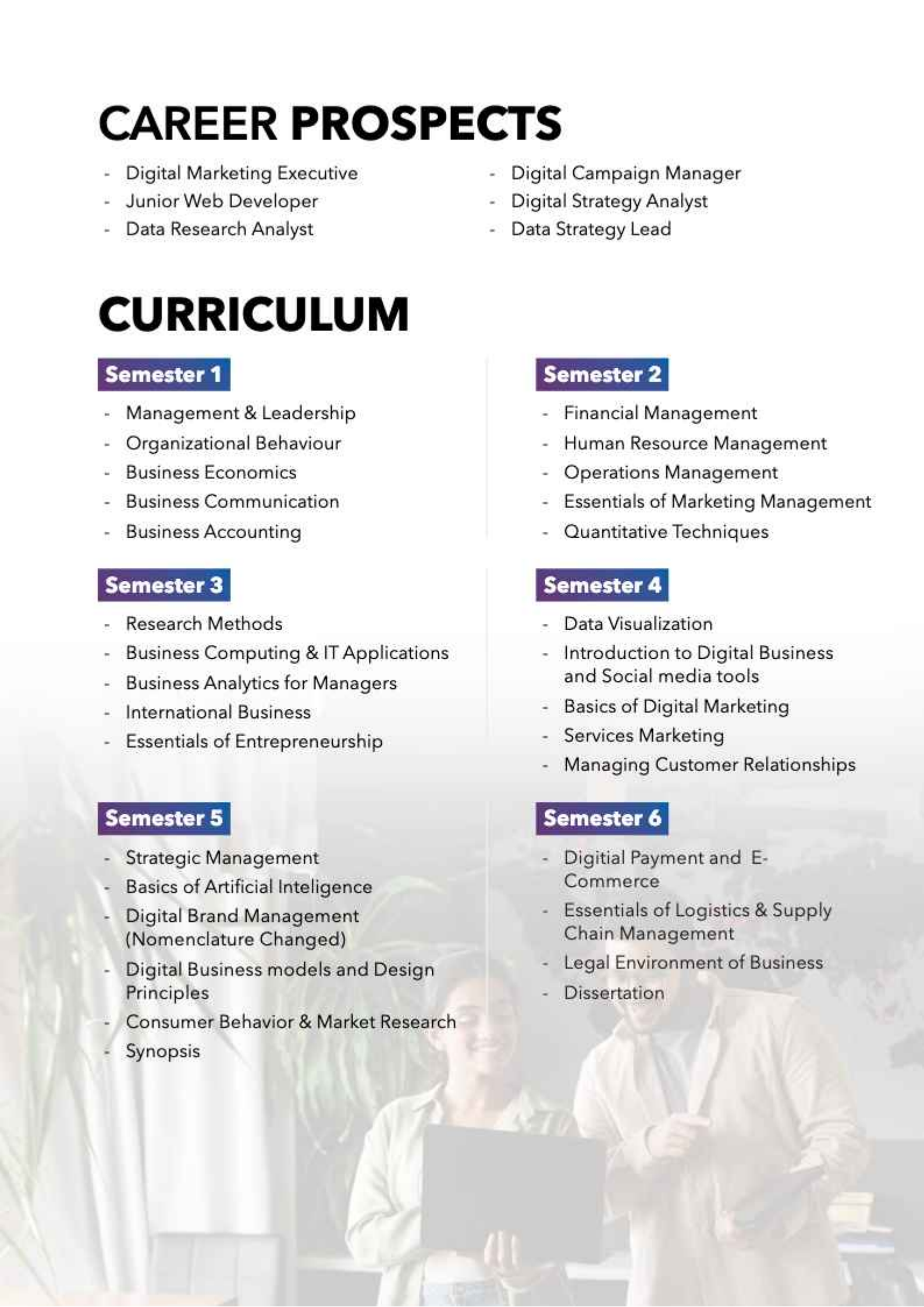
- Data Visualization
- Introduction to Digital Business and Social media tools
- Basics of Digital Marketing
- Services Marketing
- Managing Customer Relationships

Semester 5

- Strategic Management
- Basics of Artificial Inteligence
- Digital Brand Management (Nomenclature Changed)
- Digital Business models and Design Principles
- Consumer Behavior & Market Research
- Synopsis

Semester 6

- Digitial Payment and E-Commerce
- Essentials of Logistics & Supply Chain Management
- Legal Environment of Business
- Dissertation



CAREER SERVICES

Our comprehensive career services guarantee your career preparedness and employability for the professional world.

- Career Orientation
- LinkedIn/Resume building guidance
- Mock Interviews
- Mentorship by industry experts
- Interview preparation

RECRUITERS

adani | KPMG | ONGC | Coca-Cola

LARSEN & TOUBRO | FedEx | Adecco | EY Shape the future with confidence

TATA / TATA POWER | amazon | Amul | monolith

IndianOil | kinnect | mahindra







SCAN TO FOLLOW US ON in

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