UPES ONLINE
UNIVERSITY OF TOMORROW

upesonline.ac.in



BBA (General) with Specialisation in Financial Management

A BETTER TOMORROW BEGINS TODAY

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 Online is an extension of UPES, a UGC-entitled, multidisciplinary, not-for-profit, 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
#University Category

NO.1^ PRIVATE UNIVERSITY IN ACADEMIC REPUTATION
QS WORLD UNIVERSITY RANKINGS
^QS World University Rankings 2025

NAAC A ACCREDITED
A NAAC

UGC Entitled

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

800+
Recruiters

12,000+ Career
Transitions

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

Exclusive
Leadership Courses

Access to 22,000+
Alumni Community

ABOUT THE PROGRAM

Our BBA program is the gateway to a plethora of job opportunities in numerous sectors such as Sales, Marketing, Education, Finance, Operations, and Public Sector.

This 3-year graduate degree program will help you learn core business processes, people management strategies and how to apply them in real-business settings. It will help you gain confidence to plunge into the corporate world.

In the first year, you will learn the foundation of management, business economics, business communication and accounting. In the second year, you will choose one of the specialisations from Marketing, Human Resource, Finance, and Operations.

Our BBA with Specialisation in Financial Management has been curated to help you develop financial understanding and build relevant skills to tackle financial problems. The financial department is one of the most lucrative and core functions in both corporate and governmental organization. You will also learn about the latest innovations in Financial Technology, Big Data Analytics, Data Science and Artificial Intelligence areas.

In the final semester, you will be required to complete a mandatory Dissertation project, which provides first-hand experience in the business world to compliment the theoretical knowledge.

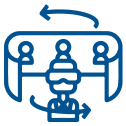
KEY HIGHLIGHTS OF THE PROGRAM



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 interested in pursuing a career in business or related fields.

Aspiring business professionals who want to build a solid foundation in business principles and practices, which is essential for a career in management, marketing, finance, or entrepreneurship.

Entrepreneurs looking to start or grow their own business and need knowledge in areas like finance, marketing, and management.

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

- Financial Analyst
- Accounts Executive
- Junior Auditor
- Senior Financial Analyst
- Financial Planner
- Treasury Analyst

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

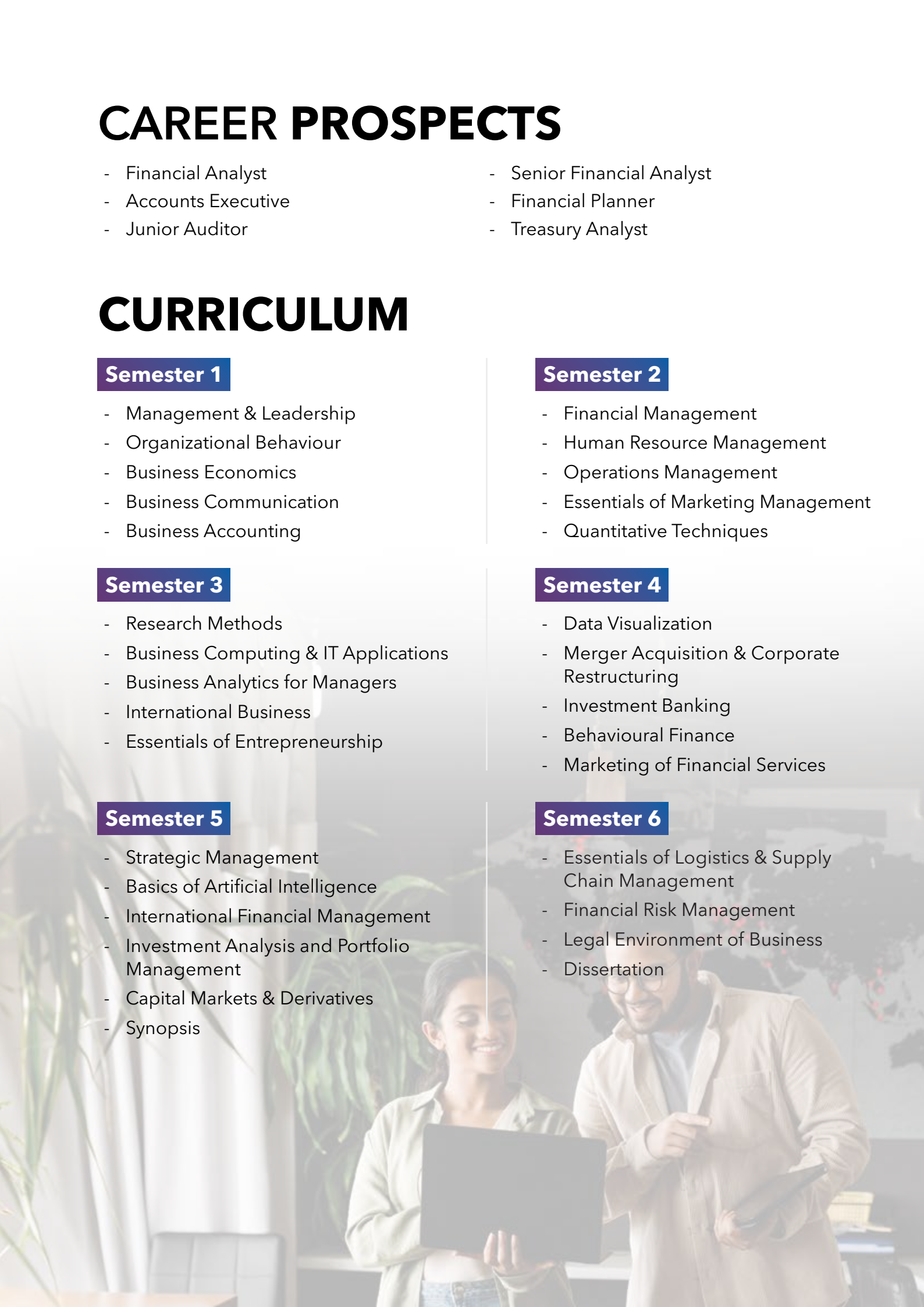
- Data Visualization
- Merger Acquisition & Corporate Restructuring
- Investment Banking
- Behavioural Finance
- Marketing of Financial Services

Semester 5

- Strategic Management
- Basics of Artificial Intelligence
- International Financial Management
- Investment Analysis and Portfolio Management
- Capital Markets & Derivatives
- Synopsis

Semester 6

- Essentials of Logistics & Supply Chain Management
- Financial Risk 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 | IndianOil

LARSEN & TOUBRO | FedEx | Adecco | JAYPEE GROUP

TATA POWER | amazon | Amul | monolith

Coca-Cola | kinnect | mahindra



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SCAN TO FOLLOW US ON in

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