UPES ONLINE
UNIVERSITY OF TOMORROW

upesonline.ac.in



BBA (General) with Specialisation in Marketing 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.

The BBA with specialization in Marketing Management offers students the skills and knowledge needed to understand core business processes, people management, and strategies. The program will equip the learner with valuable abilities, empoweringstudents to excel in the dynamic and competitive field of marketing, making them well-prepared for success in their future careers.

The first year of the degree will lay the foundations of management, business economics, business communication, and accounting. In the second year of the program, you will learn Marketing-specific skills and knowledge. In the final semester, the learners will complete the mandatory Dissertation project, which provides first-hand experience in the business world.

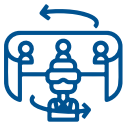
KEY HIGHLIGHTS OF THE PROGRAM



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
Receive personalised guidance and support for your academic and career journey.



Robust Learning Management System
Receive personalised guidance and support for your academic and career journey.



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**

- Marketing Coordinator
- Social Media Specialist
- Sales Representative
- Brand Manager
- Digital Marketing Manager
- Product Marketing Manager

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

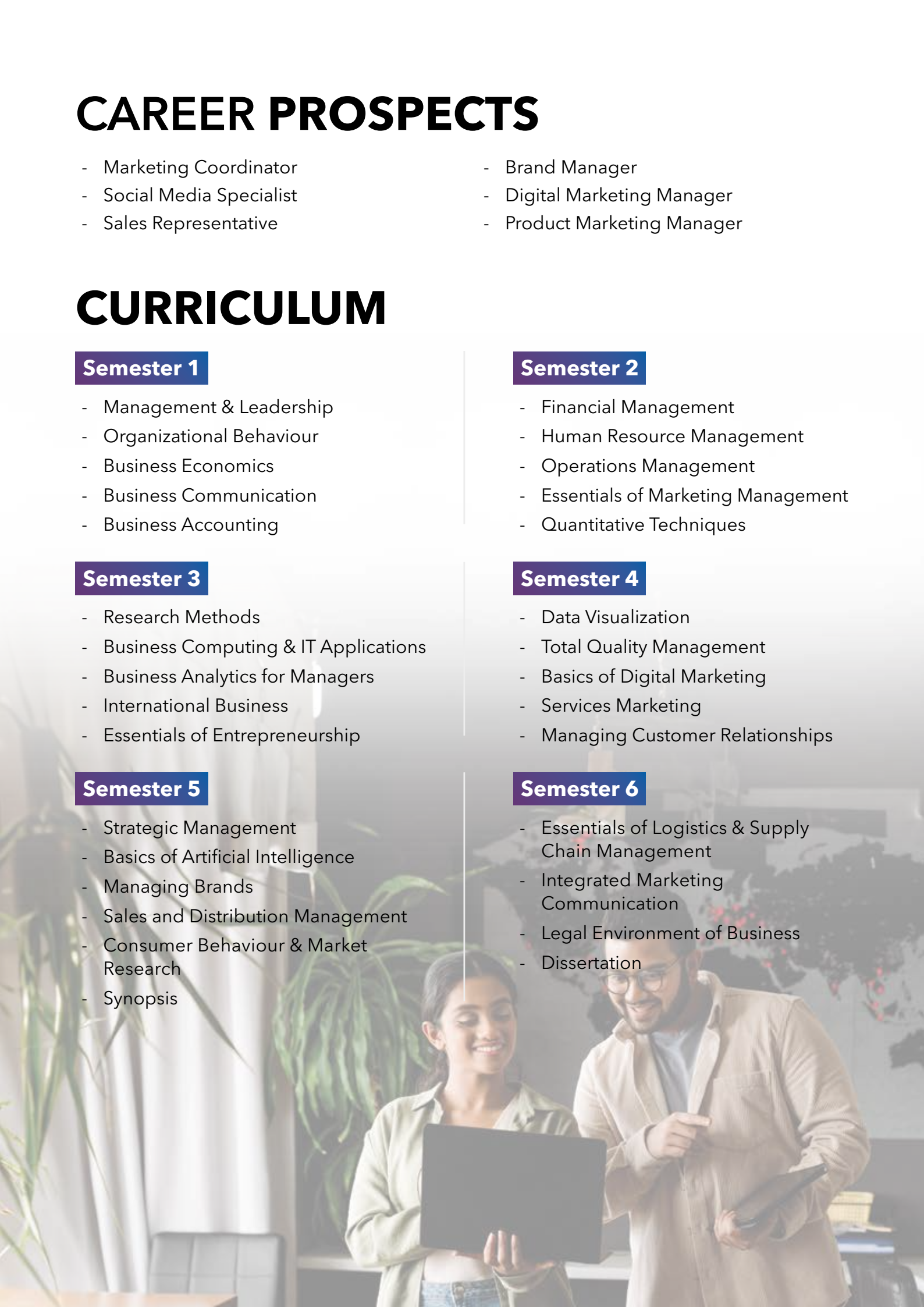
- Data Visualization
- Total Quality Management
- Basics of Digital Marketing
- Services Marketing
- Managing Customer Relationships

Semester 5

- Strategic Management
- Basics of Artificial Intelligence
- Managing Brands
- Sales and Distribution Management
- Consumer Behaviour & Market Research
- Synopsis

Semester 6

- Essentials of Logistics & Supply Chain Management
- Integrated Marketing Communication
- 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

Hindustan Unilever Limited
Parle Agro refreshing India
PEPSICO
P&G
BRITANNIA
Coca-Cola
Dabur
Amul
Godrej
ITC Limited



UPES ONLINE

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SCAN TO FOLLOW US ON in

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