

CAREERS 360

ADMISSION GUIDANCE **Series**

Online BBA

A Quick Guide



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Introduction

Online BBA is a three-year undergraduate degree programme designed to provide knowledge and skills in the business management field. There are several [top online BBA colleges in India](#) such as Jain Online, UPES Online, and Amity Online that offer the best online BBA programmes. Admission to an online BBA is done based on merit.

The average fee of an [online BBA](#) can vary depending on the college and specific specialisation, ranging from Rs 50,000 to Rs 2,70,000. An online BBA degree provides various advantages such as flexibility, self-paced learning, career growth, and more. While a bachelor's degree in business administration is delivered virtually, students are not required to visit the campus in person. Through this ebook 'Online BBA - A Quick Guide', students will get details of an online BBA programme, eligibility criteria, admission process, syllabus, fees, top colleges, career scope, and more.



Online BBA - Fast Facts

The following table highlights the details of an online BBA course, including eligibility criteria, admission, fees, top colleges, specialisations, career options, and top recruiters.

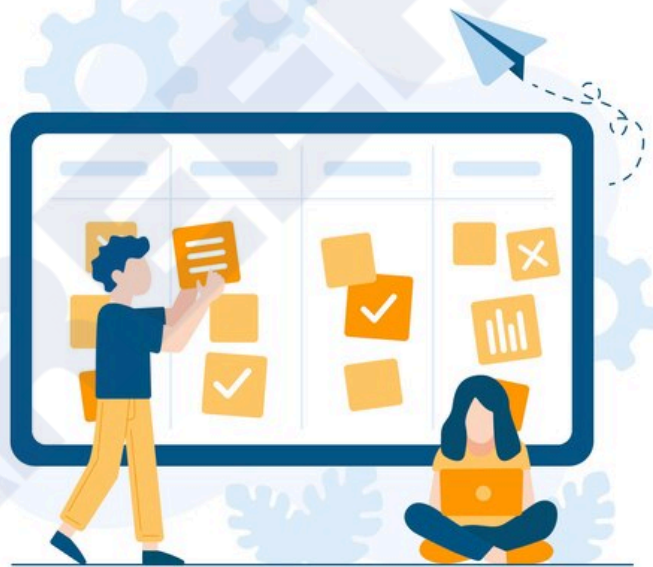
Particulars	Details
Course Level	Undergraduate
Course Type	Degree
Duration	3 Years
Minimum Eligibility Criteria	10+2 with a minimum score of 50%
Average Fees	Rs 50,000 - Rs 2,70,000
Admission Process	Merit Based
Popular Online BBA Specialisations	Human Resources, Finance, Marketing Management, Data Science and Analytics, Digital Marketing, Entrepreneurship
Top Online BBA Colleges	Jain Online, Amity Online, Manipal University Online, GLA University Online, CU Online
Career Options	Marketing Executive, Financial Analyst, Talent Acquisition Specialist, Supply Chain Analyst



What is an Online BBA?

An online BBA is a graduate-level management degree programme. The online BBA full form is Bachelor of Business Administration. The programme equips students with a solid foundation in different aspects of business management. Students can also pursue an online BBA in various specialisations based on their areas of interest.

Popular online BBA specialisations include Marketing, Finance, E-Business, Digital Marketing, and Human Resource Management. After completing an online BBA course, students will earn a UGC-entitled degree, and explore a variety of career opportunities in diverse industries.



Why Study Online BBA Course?

A Bachelor of Business Administration (BBA) online course offers great flexibility. The course allows students to study at their own convenience and pace. They can also take examinations from anywhere in an online proctored mode. Students can pursue an online BBA in diverse specialisations and take their careers to new heights.

Several top universities in India offer online BBA courses with specialisations. The online BBA course fees are also more affordable than a regular [BBA](#). Students can pay the course fees semester-wise and annually. Other factors why one should pursue an online BBA course are as follows:

- ❖ **Robust Curriculum:** An online BBA course comprises a robust curriculum aligned to the industry. It covers various core subjects and electives with a project or dissertation.
- ❖ **Different Specialisations:** Students can choose from various specialisations in online BBA courses based on their interests. Some of the popular specialisations include finance, marketing, digital marketing, and others.
- ❖ **Entrepreneurial Skill Development:** Online BBA courses provide all the nuances of business, improving students' entrepreneurial skills. The course also equips them with the knowledge essential to become an [entrepreneur](#).
- ❖ **Global Networking Opportunities:** With an online bachelor's in business administration course, students can have the opportunity to build a network globally. This can help them connect with industry professionals and pursue a successful career.
- ❖ **Career Advancement:** An online BBA degree helps enhance one's career by creating a variety of career paths with promising opportunities.

With the latest coursework, the online BBA programme provides from basic to advanced concepts of business management and administration. Therefore, if you are seeking a career in the business world, an online BBA is for you.

Online BBA Course Eligibility Criteria

The eligibility criteria for an online BBA course can vary from one college to another. Students must visit the official website of the college where they want to apply and fulfil all the admission requirements to enrol in the course. The online BBA eligibility criteria is as follows:

Particulars	Details
Online BBA Eligibility Criteria	<ul style="list-style-type: none">❖ Candidates must have passed 10+2 with a minimum aggregate of 50% marks.❖ Candidates belonging to reserved categories will get a 5% relaxation in aggregate marks.



Online BBA Admission

Students willing to enrol in online BBA courses in top colleges in India must know the admission process. Enrolment to an online BBA follows a direct admission process. Candidates who meet the online BBA eligibility criteria are required to submit an online application form along with relevant documents and programme fees to complete the admission.

Online BBA Application Process

Eligible candidates need to follow certain steps to apply for online BBA courses in India.

Step 1: Online Registration

- ❖ Candidates must visit the official website of the university of their choice
- ❖ They need to click on the 'Apply Now' button and fill in the required details such as personal information, mobile number, and email id.

Step 2: Online Application Form

- ❖ After registration, candidates need to login with their registered email and password.
- ❖ An application form window will open.
- ❖ Complete the online application form by entering personal and educational details.

Step 3: Uploading of Documents

- ❖ When the application form is filled, applicants need to upload the required documents - 10th and 12th mark sheets, caste certificate (if applicable), Government ID (Aadhar card/Passport), student photo and signature.
- ❖ The document requirements may vary from one college to another.

Step 4: Application Fees

- ❖ Once the application is filled up and documents are uploaded, applicants are required to pay the requisite application fee to complete the online BBA admission.

After the submission of the application, applicants should wait for their enrolment confirmation from the respective university. The admission is subject to eligibility criteria and document verification.

Online BBA Course Fees

The fees of online BBA courses can vary from one institute to another. The course fees can range from Rs 50,000 to Rs 2,70,000. The online BBA fees include examination cost, and study material fees. Online BBA colleges allow students to pay the course fee in installments – semester-wise and annually.



Online BBA Syllabus

The online BBA course subjects and syllabus may vary depending on the institute, with a common aim to provide learners with fundamental business knowledge and skills. The syllabus is divided into six semesters over three years, covering various core business subjects and electives with a project or dissertation.

Below, we have mentioned the detailed syllabus of Manipal University Online BBA.

Online BBA Subjects List 1st Year	
Semester 1	
Business and Management Functions	Financial Accounting
Microeconomics	Entrepreneurship and Innovation Management
Universal Human Values	Office Automation Tools
Semester 2	
Macroeconomics	Financial Management
Organizational Behaviour	Community Development
Introduction to Python	Statistics for Managers
Business Communication	-
Online BBA Subjects List 2nd Year	
Semester 3	
Operations Management	Human Resource Management
Marketing Management	Cost & Management Accounting
Interview Skills and Etiquettes	Business and Corporate Laws
Foreign Language-I (Communication skills-I)	-
Semester 4	
Indian Financial System	Business Research Methods

Supply Chain Management	E-Commerce
Design Thinking (MLC)	Environmental Science
Foreign Language-I (Communication skills-II)	-
Online BBA Subjects List 3rd Year	
Semester 5	
Fundamentals of Business Analytics	International Business Management
Electives - HRM, Marketing, Finance and Accounting, Entrepreneurship Management and Family Business, Data Analytics, Retail and E-Commerce, Digital Marketing	-
Semester 6	
Customer Relationship management	Digital Marketing
Electives - HRM, Marketing, Finance and Accounting, Entrepreneurship Management and Family Business, Data Analytics, Retail and E-Commerce, Digital Marketing	Project



Online BBA Career Options: Jobs, Salary and Top Recruiters

An online BBA programme creates a wide range of career paths in various industries. Graduates can pursue careers in banking, marketing, consulting, entrepreneurship, and others. The course also provides them with the potential earnings and employment options to make informed decisions about their career objectives.

Mentioned below are some popular job roles one can explore after an online BBA course:

Marketing Manager: A marketing manager is a professional responsible for the marketing of a product or service. He or she works closely with sales, finance, and other departments to accomplish the company's goals by implementing specific marketing strategies.

Sales Manager: A sales manager leads a team of sales professionals to achieve the company's sales targets and revenue goals. He or she assesses market trends, customer preferences, and competitor activities to implement sales strategies.

Operations Manager: An operations manager is a professional who manages the day-to-day operations of a business. He or she also oversees multiple departments and performs tasks such as employee recruitment and inventory management.

Financial Analyst: The role of a financial analyst is to examine financial data, market trends, and economic indicators to provide insights and recommendations for investment decisions. He or she also evaluates risk levels, and company financial statements while creating financial models to assist in forecasting and planning.

Human Resource Manager: An HR manager is responsible for managing recruitment, compensation and benefits, training and development, employee relations, and performance management. He or she also handles employee safety and welfare.

Explore Other Careers After Online BBA

- ❖ [Account Manager](#)
- ❖ [Business Analyst](#)
- ❖ [Brand Manager](#)
- ❖ [Business Development Manager](#)
- ❖ [Public Relations Specialist](#)

Online BBA Salary in India

The online BBA salary in India can vary depending on factors such as experience level, job roles, and industry types. The salary can also differ based on employers and job location. The following table highlights the online BBA salary in India based on different job roles.

Job Roles	Average Salary
Marketing Manager	Rs 12 LPA
Sales Manager	Rs 7 LPA
Operations Manager	Rs 9 LPA
Financial Analyst	Rs 6.5 LPA
Human Resource Manager	Rs 9 LPA

Online BBA Employment Areas

Pursuing an online BBA course will equip students with a solid foundation in various aspects of business management. The course also paves the way for a variety of career opportunities in diverse industries. With an online BBA degree, graduates can work in the corporate sector or start their own businesses.

Some of the popular employment areas where an online BBA graduate can pursue a career are as follows:

- ❖ Sales
- ❖ Marketing
- ❖ Financial Services
- ❖ Human Resources
- ❖ Operations
- ❖ Entrepreneurship
- ❖ Data Science and Analytics
- ❖ IT and Systems Management
- ❖ Government and Non-profit Sector

Conclusion

An online BBA provides a strong foundation in management and business principles, preparing students for a variety of careers in diverse industries. Compared to on-campus BBA programmes, an online BBA course offers numerous benefits, such as flexibility, affordability, and convenience.

We hope this ebook 'Online BBA - A Quick Guide' has provided you with a comprehensive understanding of an online BBA programme to make decisions to pursue it from the top universities and take your careers to a new height.

