

Online BBA

**EXCELLENCE IS
WHAT WE STRIVE
TO ACHIEVE**

Brochure 2025





At Galgotias University, we provide a transformative experience that prepares students for leadership and citizenship. With cross-disciplinary learning, expert faculty, and state-of-the-art infrastructure, we foster intellectual growth, scholarship, and innovation. Our commitment to excellence ensures our graduates become global idea-leaders, driving advancements and making significant contributions to society.

 **Mr. Suneel Galgotia**
Chancellor



Success in today's digital era hinges on the integration of technology, skills, and education. At Galgotias University, we continuously adapt to stay ahead in a tech-savvy world, preparing graduates for current and future challenges. Beyond technical skills, we emphasize moral values, critical thinking, and leadership, ensuring our students emerge as well-rounded, high-contributing citizens. The vibrant campus life, enriched by diverse activities, offers countless opportunities for growth.

 **Dr. Dhruv Galgotia**
CEO



The Indian higher education system is facing an unprecedented transformation which is driven by social, economic and demographic changes. We at Galgotias University are constantly remodelling and restructuring every aspect of the education we impart to ensure that we are at the forefront of this exciting transformation age. I welcome you to the university and look forward to supporting and guiding you so that you emerge from Galgotias university be part of the growth story of resurgent India.

 **Aradhana Galgotia**
Director Operations



Higher education is a lifelong journey, and Galgotias University (GU) is committed to fostering a transformative learning experience. As a young, globally recognized institution, GU has achieved significant milestones, including NAAC A+ ranking and NBA accreditation for multiple programs. Our student-centric approach emphasizes inclusivity, innovation, and holistic education, aligning with NEP 2020. By integrating real-world experiences and multidisciplinary.

Dr. K. Mallikharjuna Babu
Vice Chancellor



At Galgotias CDOE, we are committed to delivering accessible, industry-aligned education that empowers learners everywhere. With over 27 years of global experience in building digital universities, I bring a strong focus on innovation, scalability, and learner success. Our programs blend academic excellence with real-world skills, supported by robust technology and regulatory compliance. We're here to help you grow, lead, and thrive in a digital-first world.

Mr. Diwakur Singh
Executive Director – CDOE



Our vision is to provide boundless opportunities for growth, embodying our commitment to lifelong learning. At CDOE, education is a continuous journey that extends beyond traditional boundaries, preparing you for both current and future industry demands with a focus on practical skills and real-world applications. We invite learners of all ages and backgrounds to join our community. Choosing GU-CDOE means unlocking your full potential and embarking on a path.

Prof. (Dr.) Santosh Jha
Director – CDOE



CDOE

CDOE, or the Centre for Distance and Online Education, has an inspiring and distinguished vision. We embody it in our motto, “Boundless Opportunities, Growth for Life.” At the heart of this Centre is its devotion to delivering a Caliber of education beyond conventional boundaries. Our only goal is to ignite that passion for lifelong learning.

Education isn't just a stepping stone for career advancements. Instead, we view it as a continuous exploration and personal development journey and because we're constantly developing ourselves at every stage, our education should match.

To prepare students for the industries of today and tomorrow, CDOE focuses on practical skills and real-world applications. Whether you're young or old, we invite anyone from all walks of life to join our community, where knowledge never ends, and possible limits can be pushed further than ever before.

Unlock your potential with us here in CDOE and become part of a legacy where success and satisfaction are guaranteed. We'll hone your skills so you can go far and wide and find growth wherever you turn.

30+

Years Of
Excellence

500+

Hiring
Partners

89K+

Learners

60+

**Programs &
Specializations**

30K+

**Brilliant
Students**

52

Acre
Campus

20+

Years of
Legacy

300+

Awards

Mission

- Provide innovative and accessible education that equips learners with practical skills and knowledge.
- Foster a community where hands-on learning and real-world application are paramount.
- Encourage continuous personal and professional growth through lifelong learning opportunities.
- Cultivate an inclusive environment that welcomes students from diverse backgrounds and experiences.
- Bridge the gap between traditional education and the evolving needs of the global workforce.

Vision

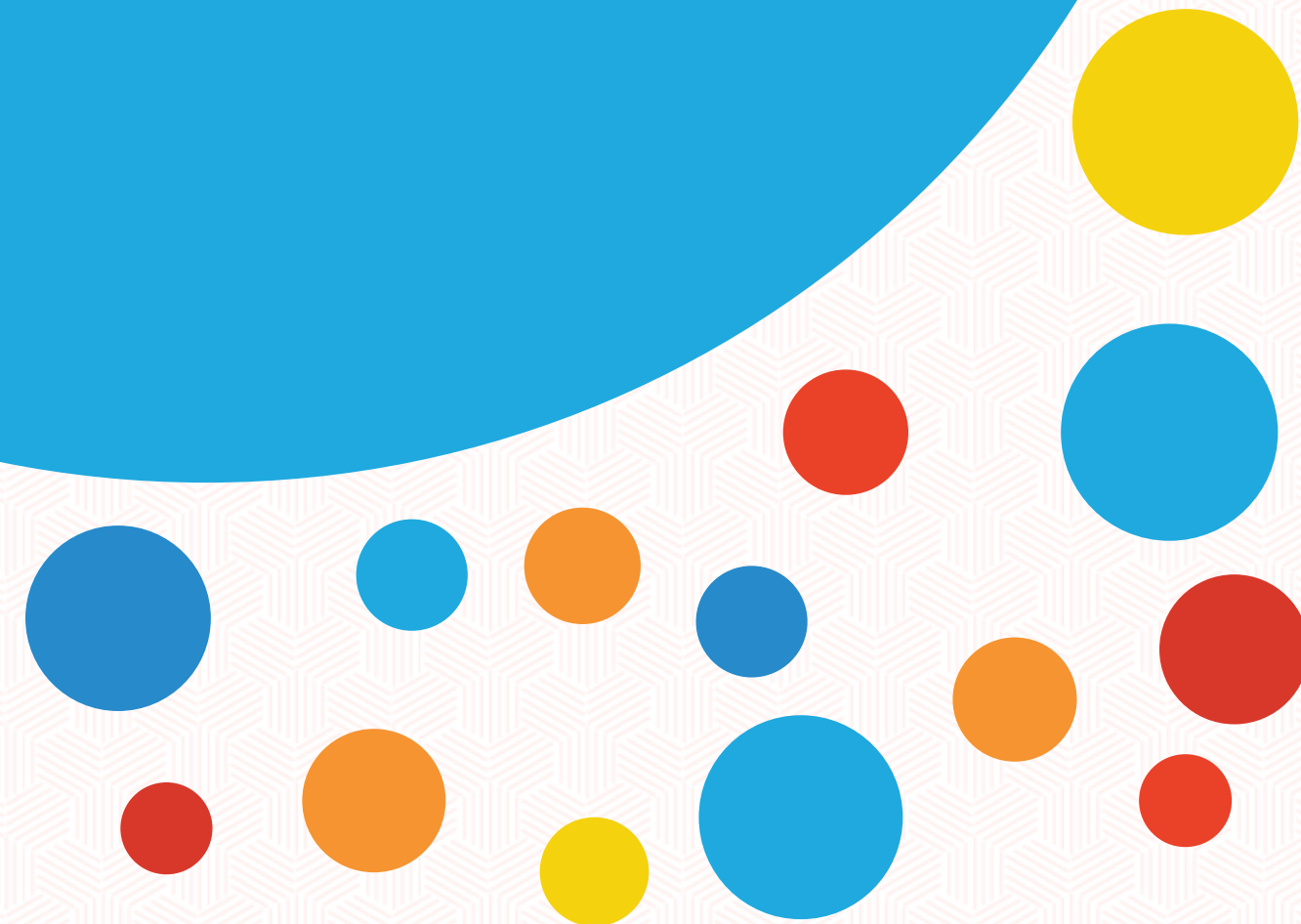
- To be recognised as a leader in online education, setting the standard for excellence and adaptability in online programs.
- Create boundless opportunities for our students, enabling them to thrive in various industries and entrepreneurial endeavours.
- Promote a philosophy where educational growth is interwoven with personal development and community enhancement.
- Contribute to the socioeconomic development of our society by producing skilled professionals ready to meet contemporary challenges.



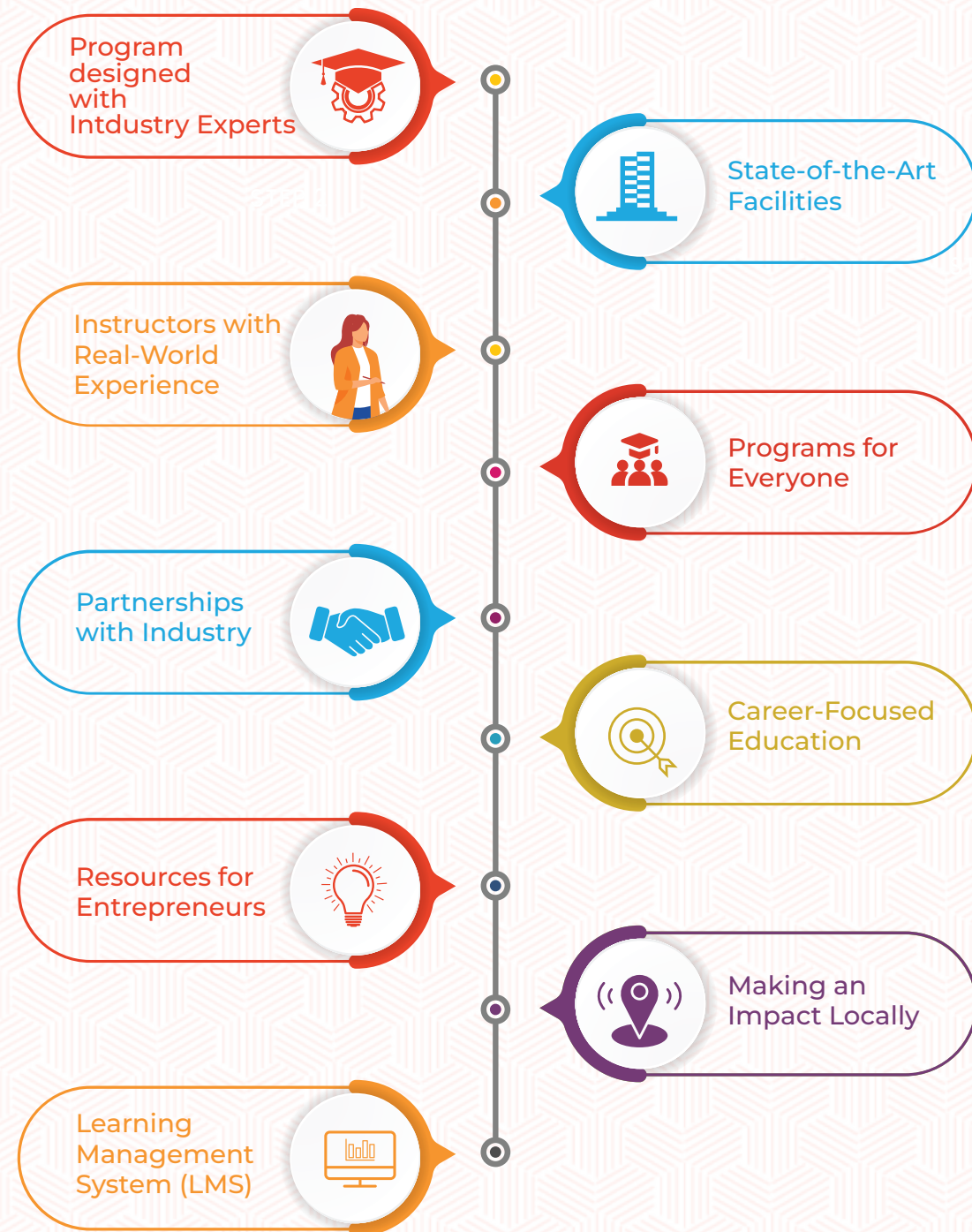
Core Value

The Galgotias University believes and maintains the following Core Values in all its academic and management processes

- Enthusiasm to Innovate
- Quest for Excellence
- Zeal to inspire the next generation of leaders
- Openness and Transparency in Communication
- Trust, Dependability, and Commitment



USP of Galgotias Centre for Distance and Online Education (CDOE)



BBA

Galgotias University's Bachelor of Business Administration program in Online Learning is a three-year undergraduate program. This program demonstrates a commitment to high-quality education, emphasising flexibility and accessibility. Aligned with UGC DEB guidelines, it focuses on core business principles while fostering critical thinking, entrepreneurial mindset, and ethical practices. The program prepares students for Business-world challenges and global perspectives, enhancing career progression and employability. Utilising technology for learning promotes lifelong learning, peer interaction, and networking. Inclusive and diverse, it provides opportunities for all, regardless of background. The BBA program's mission is to provide quality education, equip students for the future, and champion accessibility and inclusivity. Strategic objectives include learning core business principles, promoting critical thinking, fostering an entrepreneurial mindset, and encouraging global perspectives.



Curriculum

Semester I									
Sl. No.	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1	Financial Accounting	Theory	3	0	0	0	3	3	Major
2	Principles of Management	Theory	3	0	0	0	3	3	Major
3	Business Environment	Theory	3	0	0	0	3	3	Major
4	Marketing Theory and Practices	Theory	3	0	0	0	3	3	Major
5	Business Statistics	Theory	3	0	0	0	3	4	Multidisciplinary
6	Communicative English	Integrated	3	0	0	0	3	3	AEC
7	Physical Education & Yoga		2	0	0	0	2	2	VAD
Total credits							20		

Semester II									
Sl. No.	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1	Organisational Behaviour	Theory	3	0	0	0	3	3	Major
2	Management and Cost Accounting	Theory	3	0	0	0	3	3	Major
3	Digital Marketing	Theory	3	0	0	0	3	3	Major
4	Production and Operations Management	Theory	3	0	0	0	3	3	Major
5	IT Tools for Decision Making	Integrated	2	0	1	0	3	4	SEC
6	Indian Constitution	Theory	2	0	0	0	2	2	VAD
7	Business Economics	Theory	3	0	0	0	3	3	Multidisciplinary
Total credits							20		

Semester III									
Sl. No.	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1	Financial Management	Theory	3	0	0	0	3	3	Major
2	Business Communication	Integrated	2	0	1	0	3	4	AEC
3	Human Resource Management	Theory	3	0	0	0	3	3	Major
4	Introduction to Business Analytics	Theory	3	0	0	0	3	3	Major
5	Supply Chain Management	Theory	3	0	0	0	3	3	Major
6	E-Business	Theory	3	0	0	0	3	3	Major
7	Environment Studies	Theory	2	0	0	0	2	2	VAD
Total credits							20		

Curriculum

Semester IV									
Sl. No.	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1	Research Methodology	Integrated	2	0	1	0	3	4	Major
2	Campus to Corporate	Integrated	2	0	1	0	3	4	SEC
3	Business Law	Theory	3	0	0	0	3	3	Multidisciplinary
4	Elective-I	Theory	3	0	0	0	3	3	Major
5	Elective-II	Theory	3	0	0	0	3	3	Major
6	Stock Market Analysis	Integrated	2	0	1	0	3	4	Major
7	Community Service Project	Project					2		Project
Total credits							20		
Electives: Choose basket (any 2 out of 3) as per Specialization									
Sl. No.	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
	Marketing Electives								
1	Marketing Communication	Theory	3	0	0	0	3	3	Major
2	Consumer Behaviour	Theory	3	0	0	0	3	3	Major
3	Sales and Distribution Management	Theory	3	0	0	0	3	3	Major
	Finance Electives								
4	Investment Analysis and Portfolio Management	Theory	3	0	0	0	3	3	Major
5	Income Tax	Theory	3	0	0	0	3	3	Major
6	Financial Services	Theory	3	0	0	0	3	3	Major
	HR Electives								
7	Managing Leadership	Theory	3	0	0	0	3	3	Major
8	Performance Management	Theory	3	0	0	0	3	3	Major
9	Training and Development	Theory	3	0	0	0	3	3	Major
	Operations Electives								
10	Quality Management	Theory	3	0	0	0	3	3	Major
11	Logistics and Distribution Management	Theory	3	0	0	0	3	3	Major
12	Inventory Management & Control	Theory	3	0	0	0	3	3	Major

Curriculum

Semester V									
Sl. No.	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1	International Business	Theory	3	0	0	0	3	3	Major
2	Business Ethics and Governance	Theory	3	0	0	0	3	3	Major
3	Summer Internship Project	Project	0	0	0	0	5	9	SIP
4	Elective-III	Theory	3	0	0	0	3	3	Major
5	Elective-IV	Theory	3	0	0	0	3	3	Major
6	Basic French	Theory	3	0	0	0	3	3	AEC
7	Basic German								
Total credits							20		
Electives: Choose basket (any 2 out of 3) as per Specialization									
Sl. No.	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
	Marketing Electives								
1	Product and Brand Management	Theory	3	0	0	0	3	3	Major
2	Retail Management	Theory	3	0	0	0	3	3	Major
3	Customer Relationship Management	Theory	3	0	0	0	3	3	Major
4	Financial Derivatives	Theory	3	0	0	0	3	3	Major
5	Personal Finance	Theory	3	0	0	0	3	3	Major
6	Merger & Acquisition	Theory	3	0	0	0	3	3	Major
	HR Electives								
7	Negotiation and Conflict Management	Theory	3	0	0	0	3	3	Major
8	HR Metrics	Theory	3	0	0	0	3	3	Major
9	International HRM	Theory	3	0	0	0	3	3	Major
	Operations Electives								
10	Risk Management in Supply Chain	Theory	3	0	0	0	3	3	Major
11	Sales and Operations Planning	Theory	3	0	0	0	3	3	Major

Curriculum

Semester VI										
Sl. No.	Course Title		Course Type	L	T	P	S	Credits	Hours	Course Category
1	Entrepreneurship		Theory	3	0	0	0	3	3	SEC
2	Strategic Management		Theory	3	0	0	0	3	3	Major
3	Project Management		Theory	3	0	0	0	3	3	Major
4	Elective-V		Theory	3	0	0	0	3	3	Major
5	Elective-VI		Theory	3	0	0	0	3	3	Major
6	Business Etiquettes and Personality Development		Theory	2	0	0	0	2	2	SEC
7	Industrial Research Project			0	0	0	0	3	3	RSC
Total credits								20		
Electives: Choose basket (any 2 out of 3) as per Specialization										
Sl. No.	Course Title		Course Type	L	T	P	S	Credits	Hours	Course Category
	Marketing Electives									
1		International Marketing	Theory	3	0	0	0	3	3	Major
2		B2B Marketing	Theory	3	0	0	0	3	3	Major
3		Marketing of Services	Theory	3	0	0	0	3	3	Major
	Finance Electives									
4		Working Capital Management	Theory	3	0	0	0	3	3	Major
5		Goods and Service tax	Theory	3	0	0	0	3	3	Major
6		International Finance	Theory	3	0	0	0	3	3	Major
	HR Electives									
7		HR Accounting and Audit	Theory	3	0	0	0	3	3	Major
8		Employment Legislation	Theory	3	0	0	0	3	3	Major
9		International HRM	Theory	3	0	0	0	3	3	Major
	Operations Electives									
10		Lean Manufacturing and Six sigma	Theory	3	0	0	0	3	3	Major
11		Procurement and Sourcing Management	Theory	3	0	0	0	3	3	Major

PROGRAM OUTCOMES



Comprehensive Understanding of Business Concepts: Graduates will possess a solid foundation in various domains such as finance, marketing, HR, operations, and strategy.



Analytical and Critical Thinking Abilities: Students will develop strong analytical skills, enabling them to decipher complex business scenarios, interpret data effectively, and derive actionable insights.



Proficiency in Effective Communication: Graduates will exhibit excellent written and oral communication skills, capable of presenting ideas clearly and persuasively.



Ethical Business Practices: The program instills a strong moral compass in graduates, emphasizing ethical decision-making and sustainability in their professional endeavors.



Global Business Perspective: Equipped with a global mindset, graduates will be prepared to navigate diverse cultures, markets, and dynamic business environments.



Fostering an Entrepreneurial Mindset: Beyond job readiness, the program strives to cultivate an entrepreneurial spirit among graduates, empowering them to become creators of employment opportunities.



Technological Proficiency for the Digital Age: Graduates will demonstrate proficiency in utilizing contemporary business tools and platforms while staying prepared for the ever-evolving technological landscape.



Teamwork and Leadership Skills: Students will possess the ability to work effectively in teams and exhibit leadership qualities, driving initiatives and guiding teams towards achieving objectives.



Cultivating a Lifelong Learning Attitude: The program instills in graduates an intrinsic motivation to pursue continuous Learning, enabling them to remain updated and relevant throughout their professional journeys.



Building a Strong Professional Network: Through interactions facilitated during the course, graduates will develop a robust professional network comprising peers, faculty members, and industry professionals.

Eligibility

Eligibility 10+2 Pass

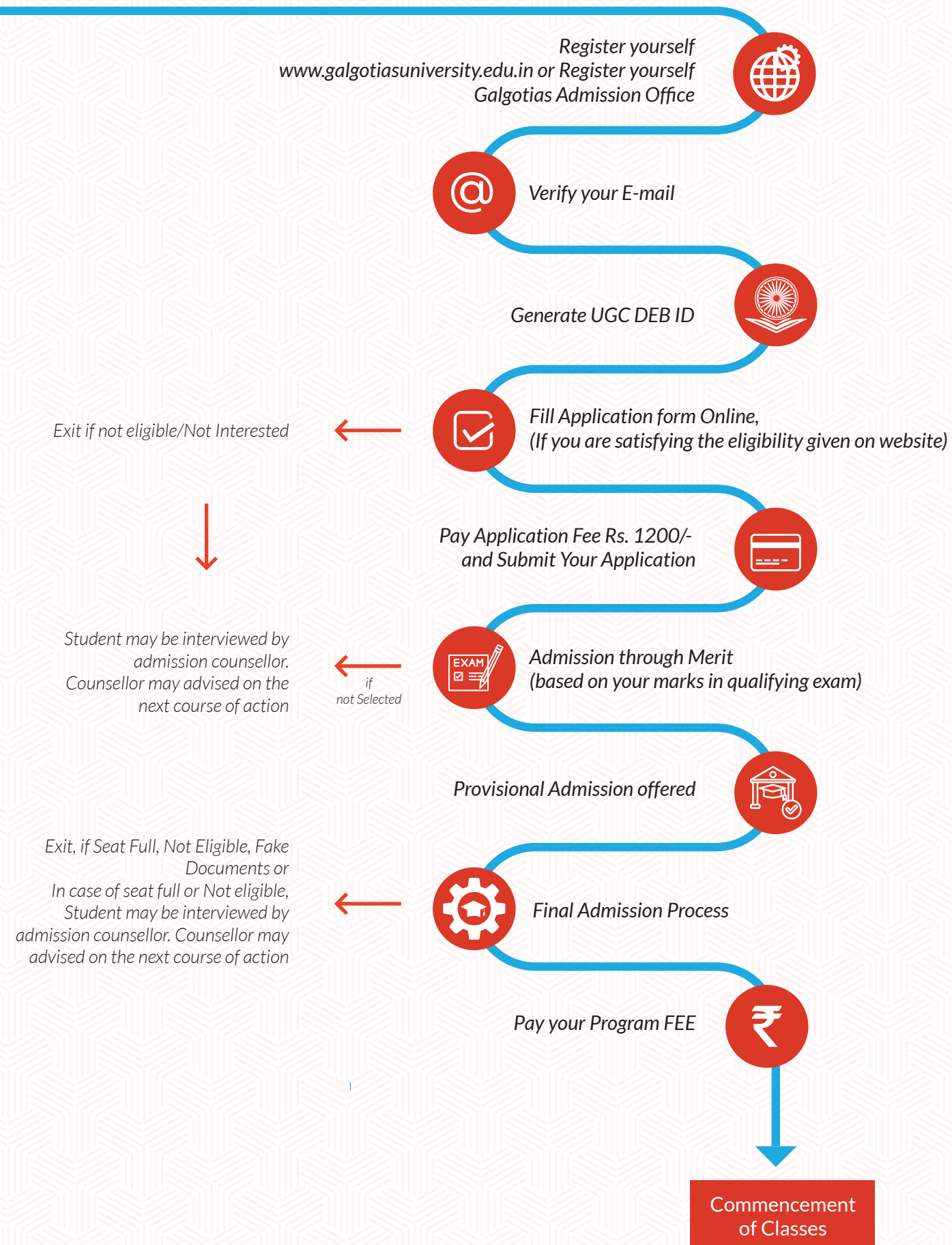
Fee Structure (INR)

Registration Fee (One Time)	1,200
Exam Fee Per Year	4,000
Yearly Tuition Fee (INR)	21,000
Alumni Fee (One Time)	1,000
Total Course Fee	77,200



Admission Process

Step-by-Step Admission



Come Grow with Us





Online **BBA**