



Marwadi
University
Marwadi Chandarana Group

NAAC



▶ ONLINE BBA

UGC ENTITLED PROGRAM



उत्तम-शिक्षण-संस्थानम्



ABOUT MARWADI UNIVERSITY

Marwadi University was set up with an objective of expanding and sharing knowledge, inspiring innovation, and preserving cultural and scientific information for future generations on 9th May 2016 under Gujarat Universities Act (Act 9 of 2016). The University offers Diploma, Under-graduate, Post-graduate and PhD programmes in the field of Science, Arts, Commerce, Engineering, Management, Pharmacy, Physiotherapy, Computer Applications, and Agriculture. With 50 Acres of lush green campus, Marwadi University has a student strength of more than 12,000, 550 Faculty Members and around 300 Non-teaching and support staff. State-of-Art infrastructure and facilities, the University aims at providing an eco-system to cater to the diverse needs of students, faculties and society at a large.

- Surety of quality education at affordable cost at Gujarat's first **NAAC A+** accredited Institute
- Government of Gujarat recognized Marwadi University and awarded it with '**Centre of Excellence**' status

OUR VISION

To foster an environment that empowers people, organizations and societies through education, ideas, research and training.

OUR MISSION

- To provide quality education and thereby bring social transformation.
- To create leaders through innovation and entrepreneurship.
- To cultivate the culture of research advancements
- To imbibe universal consciousness.
- To stimulate growth through industrial and international partnerships.

OUR CORE VALUES

LEADER

- LIFELONG LEARNING
- EMPOWERMENT
- ADAPTABILITY
- DIVERSITY
- EMPATHY
- RESPECT



The Centre for Distance and Online Education

- With a forward-looking approach, the Centre for Distance and Online Education (CDOE) at Marwadi University serves as a source of innovation in the field of education. Despite its recent inception in February 2024, CDOE has quickly gained prominence for its commitment to providing accessible and quality learning opportunities to students, aligning itself with the evolving landscape of education in the 21st century.
- CDOE will offer a diverse array of courses, catering to the varied educational needs of students. From traditional undergraduate and postgraduate programs to professional courses, job-oriented programs, skill-based courses, market-driven offerings, and value-oriented curriculum, CDOE will ensure that its offerings are relevant and responsive to the demands of today's learners.
- The instructional methodology to be employed by CDOE is comprehensive and dynamic. It will include printed study materials in self-learning mode, personal contact programs, response sheets, assignments, video and audio content, dissertations/projects, and one-to-one counselling sessions. Additionally, the centre will also organize seminars, webinars, and special lecture series to enrich the learning experience and foster holistic development among students.
- At the heart of CDOE is its esteemed faculty, comprising highly qualified and experienced educators who are dedicated to academic research and knowledge advancement. Situated within the picturesque campus of Marwadi University, CDOE seeks to provide top-notch facilities, including a well-equipped library, postal library services, an Educational Media Centre, laboratories, a computer lab, and hostel accommodations for outstation students on special request.
- Moreover, CDOE aspires to foster a vibrant and inclusive community, bringing together students from diverse backgrounds and locations. Through a variety of co-curricular activities and interactive platforms, the centre aims to encourage collaboration and engagement, thereby creating a conducive environment for learning and growth.
- Embracing the transformative power of technology, CDOE holds an integration of ICT into its curriculum, enabling the delivery of quality education through online platforms alongside traditional teaching methods. Students enrolled at CDOE will be benefitted from a seamless learning experience, with access to the same syllabi, duration, and examination modalities as regular students of departments and colleges affiliated with Marwadi University.
- As CDOE continues to chart its path forward, it remains focused in its commitment to upholding its mission of imparting quality education by navigating the geographical barriers, and empowering students to realize their full potential. With its dedication to innovation and excellence, CDOE is poised to make a lasting impact on the future of education.

Faculty of Management Studies

Faculty of Management Studies (Estd. 2009) a constituent institute of Marwadi University (MU), Rajkot (Accredited with Grade A+ by NAAC) established under the Gujarat Act No. 8 of 2016, Government of Gujarat. University Grants Commission (UGC) has empowered Marwadi University to award Degrees under Section 22 of UGC Act 1956.

Faculty of Management Studies (FMS) presently offers full-time AICTE approved Post-Graduate Programme in management namely MBA and MBA (Business Analytics). It also offers Undergraduate Programmes in BBA, BBA (Honors), B. Com, B. Com (Honors), B. Com (ACCA) and B.Sc. (Economics) with a mission 'of becoming a center of academic excellence in management education'. To contribute to its vision of making a significant social impact by creation and dissemination of world-class knowledge, the institute also offers Doctoral Programme (Ph.D.) with a view of fulfilling growing needs of the research in various field of management. Moreover, the institute will offer New Education Policy (NEP) compliant Under-graduate programmes in BBA, BBA (Business Analytics), BBA (International Business), BBA (Digital Marketing), B. Com, B. Com (ACCA) and B. Com (Digital Finance).

OUR VISION

To become a center of academic excellence in management education and research that will have a significant social impact through exceptional teaching and research methods.

OUR MISSION

- To provide quality education through a learner-centric approach for developing globally competent management professionals. `
- To prepare entrepreneurs and managers capable of adapting to the ever-changing business environment.
- To promote value-based growth in a socially responsible manner for the well-being of all stakeholders.
- To enhance students' cognitive, research, analytical, ethical, and behavioural competencies through programs that equip them to meet global business challenges in the professional world.



**EMPOWER YOUR FUTURE
LEAD
THE CHANGE**

BACHELOR OF BUSINESS ADMINISTRATION

BBA program offered at Faculty of Management Studies, Marwadi University is a comprehensive and dynamic academic endeavour designed to equip students with the skills, knowledge, and mind-set necessary to thrive in today's competitive business landscape. With a focus on innovation, leadership, and practical application, the BBA program at Marwadi University stands out as a premier choice for future business professionals. The program is created to provide a well-rounded education that blends theoretical foundations with real-world experience. Through a diverse curriculum, students delve into various facets of business administration, including finance, marketing, human resources, operations, and strategic management. The coursework is designed to foster critical thinking, problem-solving abilities, and effective decision-making skills.

What sets Marwadi University's BBA apart is its blend of theoretical learning with application orientation of the same. Students will be prepared to take up the entry level positions in the domain of Marketing, Finance and Human Resources. Furthermore, they will gain the understanding of business functions and will get trained in decision making pertaining to management domain.

Key Features

The BBA program is carefully structured to align with specific learning outcomes aimed at developing essential skills and competencies among learners. These outcomes encompass a wide range of knowledge, understanding, and practical abilities relevant to the field of business management, reflecting both academic rigor and industry standards.

- **Develop specialized knowledge and understanding:** The curriculum covers key concepts, theories, and practices in areas such as finance, marketing, human resources, operations, and strategic management. Learners gain in-depth insights into the complexities of modern business environments, equipping them with the expertise required to navigate diverse organizational challenges effectively.
- **Foster academic excellence and professional standards:** The BBA program emphasizes academic rigor and adherence to professional standards prevalent in the business domain. By promoting critical thinking, analytical reasoning, and evidence-based decision-making, the program prepares learners to meet the highest academic and professional expectations in their respective fields.
- **Cultivate generic transferable skills:** In addition to specialized knowledge, the program focuses on developing generic transferable skills and competencies that are valuable across various contexts and industries. These include communication skills, leadership abilities, problem-solving aptitude, teamwork capabilities, and adaptability to change. Such skills are essential for success in today's dynamic and interconnected business landscape.
- **Embrace technology-enhanced learning:** Given the nature of Open and Online Learning mode, the BBA program leverages innovative digital tools and platforms to enhance the learning experience. Through interactive online lectures, virtual classrooms, multimedia resources, and collaborative learning activities, learners engage actively with course content, instructors, and peers, fostering deeper understanding and knowledge retention.
- **Promote lifelong learning and professional development:** The BBA program instills a culture of lifelong learning and continuous professional development among learners. By encouraging self-directed learning, reflective practice, and ongoing skill enhancement, the program equips graduates with the resilience and adaptability needed to thrive in evolving business environments throughout their careers.

WHY WE'RE YOUR TOP CHOICE

THE ADVANTAGE IS CLEAR EVERYTHING YOU NEED, ALL IN ONE PLACE

A DISTINCTIVE ONLINE EXPERIENCE

DURATION AND **FEES STRUCTURE**

The BBA program is strategically designed to optimize learning outcomes within a defined timeframe, typically spanning three **years (03)** for full-time enrolment.

Flexibility is embedded to accommodate part-time and distance learners, allowing them to customize their study schedules while adhering to academic milestones and accreditation standards. The maximum time allocated for completion of the program is **six (06) years**.

MEDIUM OF **INSTRUCTIONS / EXAMINATIONS**

This BBA programme shall have English language as the medium of Instructions and Examinations.

INR 2 0,000/- (Per Sem)

USD 500/- (Per Sem)



**CENTRE OF
EXCELLENCE**
AWARDED BY GOVT. OF GUJARAT

NAAC **A+**
ACCREDITED UNIVERSITY

HIGHEST PLACEMENT
PACKAGE OF **34.5L**
BY **amazon**



For Admission Inquiry, Call or WhatsApp



89800 30090

www.marwadiuniversity.online

Rajkot-Morbi Road, 360003 Gujarat, India

f @ y i n

360° Campus View



Scan to follow us