



Swami Rama Himalayan University

**NAAC A+**



**BBA HONS.  
WITH  
INTERNSHIP**

# ABOUT SWAMI RAMA HIMALAYAN UNIVERSITY

Swami Rama Himalayan University (SRHU), nestled in the serene Himalayan foothills of Dehradun, is a UGC-recognized, NAAC 'A' Grade accredited university with a **30+ year** legacy of academic excellence. SRHU is committed to blending academic knowledge with practical industry exposure to prepare future-ready professionals across disciplines.



## WHY CHOOSE US?



**NAAC 'A+'**

Grade  
Accredited  
University



**NEP 2020 &  
UGC COMPLIANT**

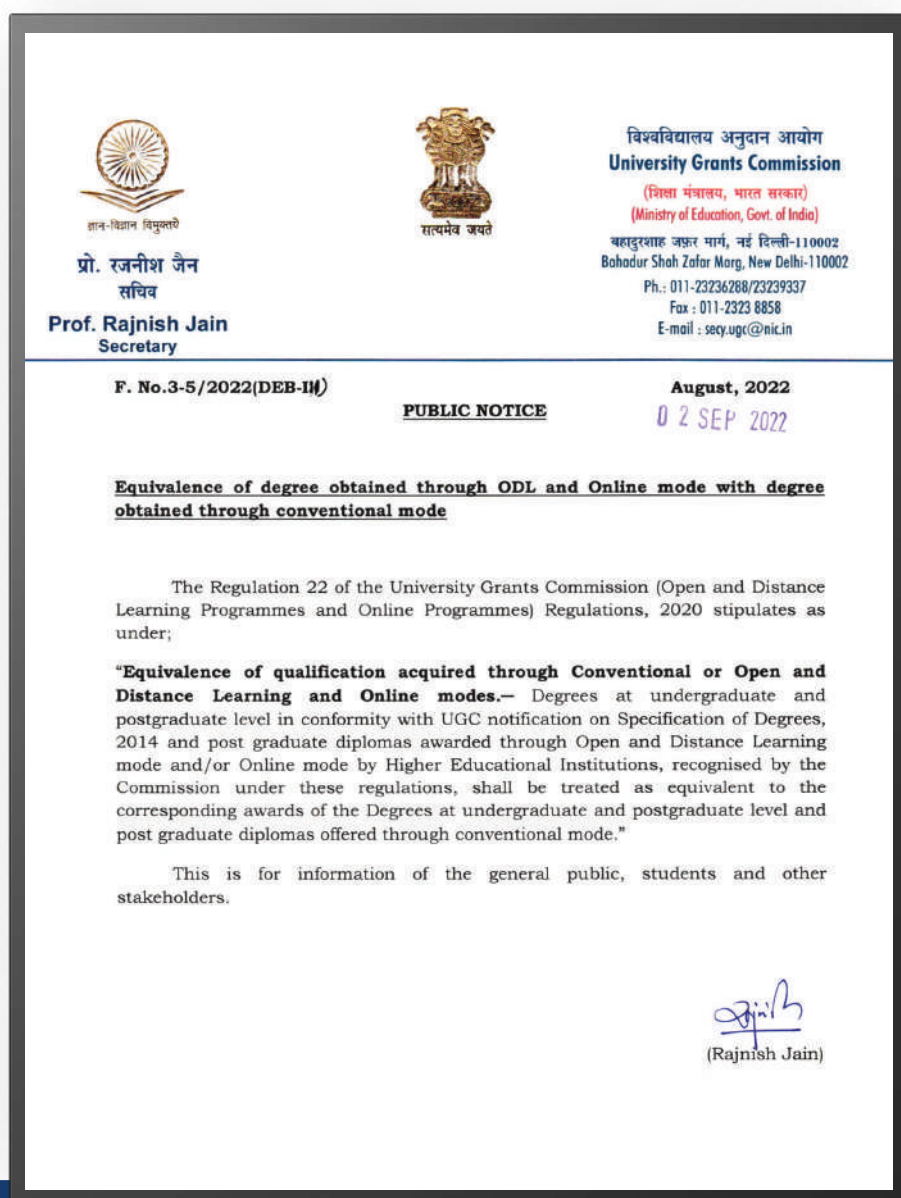
Government  
Recognized & Globally  
Accepted



**30+ YEARS**

of Academic  
Excellence

# ONLINE DEGREE = REGULAR DEGREE



According to Regulation 22 of the UGC (2020), online degrees are as valid and credible as traditional degrees.

## WHAT IS A DEGREE WITH AN INTERNSHIP?

Internship-linked programs are aligned with the National Education Policy (NEP) and are outcome-based degree programs that improve employability by integrating classroom learning with real work environments.

Learn By Doing  
Earn While You Learn  
Intern with Top Companies  
Gain Industry Relevant Skills

# BACHELOR OF BUSINESS ADMINISTRATION HONS. WITH INTERNSHIP



Duration

**04 Years**  
(8 Semesters)



Mode of Learning

**Online**  
+  
**Internship-Based  
Learning**

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## COURSE ELIGIBILITY

The candidate must have passed 12th or an equivalent examination from a recognised board.

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## COURSE DESCRIPTION:

The BBA Hons. with Internship program at SRHU offers a strong foundation in business, management, and entrepreneurship, combined with real-world exposure through structured internships. Students gain practical knowledge in functional areas like marketing, HR, finance, and operations, preparing them for success in the corporate world.

# COURSE STRUCTURE

SEMESTER-I					
Course Category	Course Title	Evaluation Scheme			Grand Total
		Continuous/Formative Assessment		Summative Assessment	
		Assessment 1	Assessment 2	End Semester Exam	
DSC-Major-1	Principles of Management	15	15	70	100
DSC-Major-2	Business Mathematics	15	15	70	100
DSC-Minor-1	Financial Accounting	15	15	70	100
DSC-Minor-2	Microeconomics	15	15	70	100
IKS-1	Indian Business Value System	15	15	70	100
VAC-1	Environmental Science	15	15	70	100
AEC-1	Communicative English	15	15	70	100
VSEC-1	Digital Literacy & Productivity Tools	15	15	70	100
TOTAL		120	120	560	800

SEMESTER-II					
Course Category	Course Title	Evaluation Scheme			Grand Total
		Continuous/Formative Assessment		Summative Assessment	
		Assessment 1	Assessment 2	End Semester Exam	
DSC-Major-2	Business Statistics	15	15	70	100
DSC-Major-3	Organisational Behaviour	15	15	70	100
DSC-Minor-2	AI for Business Strategy and Management	15	15	70	100
DSC-Minor-3	Microeconomics	15	15	70	100
IKS-2	Science & Technology in Ancient India	15	15	70	100
VAC-2	Constitution of India	15	15	70	100
AEC-2	Business and Professional Skills	15	15	70	100
VSEC-2	Critical Thinking and Problem Solving	15	15	70	100
TOTAL		120	120	560	800



# COURSE STRUCTURE

SEMESTER-III					
Course Category	Course Title	Evaluation Scheme			Grand Total
		Continuous/Formative Assessment		Summative Assessment	
		Assessment 1	Assessment 2	End Semester Exam	
DSC-Major-5	Human Resource Management	15	15	70	100
DSC-Major-6	Marketing Management	15	15	70	100
DSC-Minor-4	Business Research Methods	15	15	70	100
DSC-Minor-5	Business Law and Ethics	15	15	70	100
MD/OE-2	Organizational Psychology	15	15	70	100
VAC-3	Digital & Technological Solutions	15	15	70	100
VSEC-3	Soft Skills - I	15	15	70	100
TOTAL		105	105	490	700

SEMESTER-IV					
Course Category	Course Title	Evaluation Scheme			Grand Total
		Continuous/Formative Assessment		Summative Assessment	
		Assessment 1	Assessment 2	End Semester Exam	
DSC-Major-7	Financial Management	15	15	70	100
DSC-Major-8	Operations and Supply Chain Management	15	15	70	100
DSC-Minor-6	Management Accounting	15	15	70	100
DSC-Minor-7	Quantitative Techniques	15	15	70	100
MD/OE-3	Fundamentals of Digital Marketing	15	15	70	100
AEC-3	E-Commerce	15	15	70	100
VSEC-4	Soft Skills - II	15	15	70	100
TOTAL		120	120	490	700

# COURSE STRUCTURE

SEMESTER-V					
Course Category	Course Title	Evaluation Scheme			Grand Total
		Continuous/Formative Assessment		Summative Assessment	
		Assessment 1	Assessment 2	End Semester Exam	
DSC-Major-9	Strategic Management	15	15	70	100
DSC-Major-10	Elective 1	15	15	70	100
DSC-Major-11	Elective 2	15	15	70	100
DSC-Minor-8	Business Analytics Basics	15	15	70	100
SEC-1	Summer Internship	0	0	100	100
VSEC-5	Soft Skills - III	15	15	70	100
TOTAL		75	75	450	600

SEMESTER-VI					
Course Category	Course Title	Evaluation Scheme			Grand Total
		Continuous/Formative Assessment		Summative Assessment	
		Assessment 1	Assessment 2	End Semester Exam	
DSC-Major-12	Entrepreneurship and Innovation	15	15	70	100
DSC-Major-13	Elective 3	15	15	70	100
DSC-Major-14	Elective 4	15	15	70	100
DSC-Minor-9	Business Data Visualization	15	15	70	100
AEC-4	Communication for Business Leadership	15	15	70	100
VSEC-6	Corporate Simulation Lab	15	15	70	100
TOTAL		90	90	420	600

# COURSE STRUCTURE

SEMESTER-VII					
Course Category	Course Title	Evaluation Scheme			Grand Total
		Continuous/Formative Assessment		Summative Assessment	
		Assessment 1	Assessment 2	End Semester Exam	
DSC-Major-15	International Business	15	15	70	100
DSC-Major-16	Strategic Leadership and Change Management	15	15	70	100
DSC-Major-17	Elective 5 (Major)	15	15	70	100
DSC-Major-18	Elective 6 (Major)	15	15	70	100
DSC-Minor-10	Elective 1 (Minor)	15	15	70	100
TOTAL		75	75	350	500

SEMESTER-VIII					
Course Category	Course Title	Evaluation Scheme			Grand Total
		Continuous/Formative Assessment		Summative Assessment	
		Assessment 1	Assessment 2	End Semester Exam	
DSC-Major-19	Elective 7 (Major)	15	15	70	100
DSC-Major-20	Elective 8 (Major)	15	15	70	100
DSC-Minor-11	Elective 1 (Minor)	15	15	70	100
DSC-Minor-12	Elective 2 (Minor)	15	15	70	100
DSC-Minor-13	Business Project	0	0	100	100
TOTAL		60	60	380	500



# FEE STRUCTURE

BBA WITH INTERNSHIP	3 <sup>RD</sup> YEARS						4 <sup>TH</sup> YEAR WITH HONS.	
	SEM I	SEM II	SEM III	SEM IV	SEM V	SEM VI	SEM VII	SEM VIII
PROGRAM FEE	₹ 10,000/-	₹ 10,000/-	₹ 10,000/-	₹ 10,000/-	₹ 10,000/-	₹ 10,000/-	₹ 10,000/-	₹ 10,000/-
EXAM FEE	₹ 2,000/-	₹ 2,000/-	₹ 2,000/-	₹ 2,000/-	₹ 2,000/-	₹ 2,000/-	₹ 2,000/-	₹ 2,000/-
APPRENTICESHIP FEE	₹ 7,000/-	-	₹ 7,000/-	-	₹ 7,000/-	-	₹ 7,000/-	-
TOTAL SEMESTER FEE	₹ 19,000/-	₹ 12,000/-	₹ 19,000/-	₹ 12,000/-	₹ 19,000/-	₹ 12,000/-	₹ 19,000/-	₹ 12,000/-
TOTAL YEAR FEE	₹ 31,000/-		₹ 31,000/-		₹ 31,000/-		₹ 31,000/-	
TOTAL FEE	₹ 1,24,000/-							

**\*Discounted fee if payment  
is done of a yearly basis:**

~~₹31,000~~ **₹29,000**

**\*Discounted fee if payment  
is done of a one-time basis:**

~~₹1,24,000~~ **₹1,12,000**

## ADMISSION PROCESS





# CAREER OPPORTUNITIES AFTER A BBA HONS.

Graduates can pursue careers as:



Business  
Analyst



Marketing  
Executive



Human  
Resource



Financial  
Analyst



Operations  
Executive



Sales  
Manager



Entrepreneur /  
Start-up  
Founder



Management  
Trainee with Work  
Experience  
Advantage

# SAMPLE CERTIFICATE

नामांकन संख्या : .....  
(Enrolment No.)

पंजीकरण संख्या : .....  
(Registration No.)



प्रणाली : (ई-लर्निंग)  
(Mode) (Online)

उपाधि क्रमांक : .....  
(Degree Serial No.)

## स्वामी राम हिमालयन विश्वविद्यालय

(कूजीपूरी अधिनियम, 1956 की धारा 2(एक) के अंतर्गत उत्तराखण्ड राज्य अधिनियम द्वारा स्थापित)  
(नैक ए' प्रत्यायित)

## SWAMI RAMA HIMALAYAN UNIVERSITY

(Established under Section 2(f) of U.G.C. Act, 1956 vide Uttarakhand State Act.)  
(NAAC A+ Accredited)

हम, विश्वविद्यालय के अध्यक्ष, कुलपति व प्रबन्धन मण्डल के सदस्य घोषित करते हैं कि

### छात्र नाम

(सुपुत्र श्रीमती माता नाम एवं श्री पिता नाम)

को

विश्वविद्यालय के वर्ष २०२५ की परीक्षा उत्तीर्ण करने पर

ऑनलाइन शिक्षा पद्धति के माध्यम से

मास्टर ऑफ बिजनेस एडमिनिस्ट्रेशन (फाइनेंस)

की उपाधि से विभूषित किया जाता है।

*We, the President, Vice Chancellor and Members of  
the Board of Management of the University do hereby make known that the Degree of*

*Master of Business Administration (Finance)*

*in online education mode*

*has been conferred upon*

*Student Name*

*(S/o Mrs. Mother's Name and Mr. Father's Name)*

*after having passed the University Examination in the year 2025.*

*Photo*

स्वामी राम हिमालयन विश्वविद्यालय  
Swami Rama Himalayan University

कुलपति  
Vice Chancellor

अध्यक्ष  
President

Start Your Journey

WITH

**SWAMI RAMA HIMALAYAN  
UNIVERSITY**



For more information contact:

 **04448135513**

