



Swami Rama Himalayan University

**NAAC A+**



# ONLINE BACHELOR OF **BUSINESS** **ADMINISTRATION** **HONS.**

# ABOUT SWAMI RAMA HIMALAYAN UNIVERSITY

Swami Rama Himalayan University (SRHU), nestled in the serene Himalayan foothills of Dehradun, has a legacy of **30+ years** of transforming education through innovation and inclusivity.

Recognized by UGC and NAAC accredited, SRHU offers quality-driven online programs that empower learners with real-world skills.



## WHY CHOOSE US?



**NAAC 'A+'**

Grade  
Accredited  
University



**NEP 2020 &  
UGC COMPLIANT**


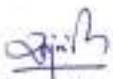
Government  
Recognized & Globally  
Accepted



**30+ YEARS**

of Academic  
Excellence

# ONLINE DEGREE = REGULAR DEGREE

 उच्च-विद्यालय विभाग प्रो. राजनीश जैन सचिव Prof. Rajnish Jain Secretary	 सत्यमेव जयते	विश्वविद्यालय अनुदान आयोग University Grants Commission (विद्या विभाग, भारत सरकार) (Ministry of Education, Govt. of India) बेहदर शोह जेफर मार्ग, नई दिल्ली-110002 Behادر Shoh Zefar Marg, New Delhi-110002 Ph: 011-23236288/23239337 Fax: 011-2323 8858 E-mail: secy.ugc@nic.in
F. No.3-5/2022(DEB-III)	<b>PUBLIC NOTICE</b>	August, 2022 02 SEP 2022
<b><u>Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode</u></b>		
<p>The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;</p> <p><b>"Equivalence of qualification acquired through Conventional or Open and Distance Learning and Online modes.—</b> Degrees at undergraduate and postgraduate level in conformity with UGC notification on Specification of Degrees, 2014 and post graduate diplomas awarded through Open and Distance Learning mode and/or Online mode by Higher Educational Institutions, recognised by the Commission under these regulations, shall be treated as equivalent to the corresponding awards of the Degrees at undergraduate and postgraduate level and post graduate diplomas offered through conventional mode."</p> <p>This is for information of the general public, students and other stakeholders.</p>		
 (Rajnish Jain)		

As per UGC Regulations 2020 (Reg. 22), online degrees hold the same academic value as traditional degrees.

# BACHELOR OF BUSINESS ADMINISTRATION HONS. (BBA HONS.)



Duration

**04 Years**  
**(8 Semesters)**



Mode of Learning

**100%**  
**ONLINE**

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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 BCA Hons. online program at SRHU is an undergraduate technology program that builds strong foundations in programming, software development, and IT infrastructure. These programs are built to ensure that the student can learn flexibly while they go around with their busy schedule.

# 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(HONS)	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/-
TOTAL SEMESTER FEE	₹ 12,000/-	₹ 12,000/-	₹ 12,000/-	₹ 12,000/-	₹ 12,000/-	₹ 12,000/-	₹ 12,000/-	₹ 12,000/-
TOTAL YEAR FEE	₹ 24,000/-				₹ 24,000/-		₹ 24,000/-	
TOTAL FEE ₹ 96,000/-								

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

~~₹24,000~~ **₹22,000**

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

~~₹96,000~~ **₹84,000**

## 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

# SAMPLE CERTIFICATE

उपस्थित (Sign) : .....		दिनांक : .....
(Embraced Sign)		(Date)
पंजीकरण संख्या : .....		राष्ट्रीय संस्था : .....
(Registration No.)		(Degree, Certificate)

**स्वामी राम हिमालयन विश्वविद्यालय**  
(Established under Section 2(f) of U.G.C. Act, 1956 under Uttar Pradesh State Act.)  
(NAAC A+ Accredited)

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(Established under Section 2(f) of U.G.C. Act, 1956 under Uttar Pradesh State Act.)  
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हम, विश्वविद्यालय के कुलपति व प्रबंधन मण्डल के सदस्य घोषित करते हैं कि

**छात्र नाम**  
(सुपुत्र कीमती माता नाम एवं श्री पिता नाम)  
को

विश्वविद्यालय को वर्ष २०२५ की परीक्षा में उत्तीर्ण करने पर

ऑनलाइन शिक्षा पद्धति के माध्यम से

मास्टर ऑफ बिजनेस एडमिनिस्ट्रेशन (फाइनेंस)

की उपाधि को प्रदान 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	उपकुलपति Proctor
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Start Your Journey

WITH

**SWAMI RAMA HIMALAYAN  
UNIVERSITY**



For more information contact:

 **04448135513**

