MANIPAL UNIVERSITY JAIPUR
INSPIRED BY LIFE
(University under Section 2(f) of the UGC Act)

Be The Next *Game Changer*

PROSPECTUS 2024-25

Bachelor of Business Administration

100% Online

Online programs entitled by UGC from a NAAC A+ accredited university

UGC Entitled

NAAC A+ Accredited

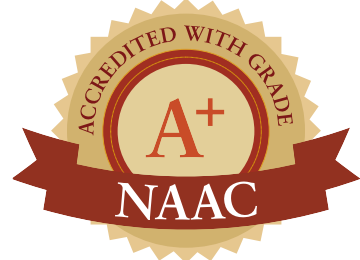online MANIPAL

INSPIRED BY LIFE

ACCREDITATION

UGC- entitled Online Degrees
Equivalent to Campus Degree

ACCREDITATION

Rajasthan's 1st
NAAC A+ Accredited
University

ACCREDITATION

Globally Recognised
Online Degrees

ACCREDITATION

Member of ACU

RANK 64

Amongst India's Top 100
Universities in 2024

RANK 222

Amongst South Asia's Top 225
Universities (2025)

RANK 3

Amongst India's Top Emerging
Multidisciplinary Universities
(2024)

RANK 12

Amongst Top 15 Private
University - Constituent
Colleges Rankings (2024)

RANK 18

Amongst India's Top 20
Private Universities (2024)

RANKED 351-400

Amongst Top Universities
Under Young University
Rankings (2024)

You are ready to change
the world.
To be the next version of you.

**Now, a NAAC A+ university
comes to you. And you can
get a UGC-entitled online
degree from anywhere,
anytime.**

Get ready to raise the bar. And
meet the new you.

Your time starts now.

Give an individual a professional education and you have given him a lifestyle.

Padma Shri awardee
Dr. T M A Pai
Founder
Manipal Education & Medical Group

VISIONARY   PHILANTHROPIST   PHYSICIAN

EDUCATIONIST   BANKER

In a short period of time, Manipal University Jaipur has become a leading player in the online education space by embracing technology to make quality education accessible to a wider population. We believe in comprehensive student development, empowering bright entrepreneurial minds, and reparing them to be responsible citizens. Our online degrees reflect that belief and provide learners a great opportunity to fulfil their potential.

Mr S. Vaitheeswaran
Chairperson
Manipal University Jaipur

Building on more than seven decades of academic excellence from the Manipal Group, Manipal University Jaipur launched its online degree programs three years ago, in 2021. Today, our online education department is shaping the futures of over 70,000 students from more than 60 countries and 1,500 towns across India. We are proud to break barriers and empower our learners with the skills and knowledge they need to excel in a rapidly evolving world, enabling them to confidently achieve their academic and professional aspirations.

Dr NN Sharma
President
Manipal University Jaipur

Change the game with next-gen online degrees from Manipal University Jaipur.

World class education
Access UGC-entitled online degrees from a NAAC A+ accredited university with 12+ years of educational excellence. Learn from experienced faculty who are experts in their domains.

Next-gen pedagogy
Attend live classes and access recorded lectures & e-learning content anywhere, anytime through our advanced digital learning platform.

Exhaustive content & resources
Access an exhaustive e-library with over 1,80,000 e-books, e-databases, journals, and more. Additional 110+ hours of skill enhancement content worth INR 50,000.

Global networking opportunities
Expand your professional network by interacting with peers, faculty & other professionals across industries. Attend regular webinars led by experts to get industry insights.

Placement assistance
Become a job-ready professional with intense placement training programs which include resume building, mock interviews, skill assessments, and more.

Attractive scholarships
Gain access to exclusive scholarships designed for defense personnel, government employees, differently abled people & meritorious students.

Prestigious Manipal alumni status
Benefit from 70+ years of Manipal legacy and become a member of the reputed alumni network.

Whether you are a CEO, senior manager, or junior professional, if you neglect learning, you stop adapting and forego leading.

Source: hbr.org

A university of your choice

Online program entitled by UGC

- Certificate awarded by Manipal University Jaipur, rated A+ by NAAC

- All online program designed as per UGC regulations

Flexibility to study on the go

- 24x7 learning with best-suited content

- Learn at your own pace, whenever you want

Expert faculty and mentors

- Best-in-class faculty, selected through our vast pool of full time and adjunct professors

- Dedicated course mentors allocated to each student

- Flexible, modern curriculum for maximum industry relevance

Manipal University Jaipur (Rajasthan) has been established by an Act (No. 21 of 2011) of State Legislature of Rajasthan as a State Private University as specified by the UGC under Section 2(f) of the UGC Act

A university of your choice

Career support to find your dream job

- Comprehensive services to help kickstart your career

- Includes interview tips, employability assessments, resume building, industry readiness programs, mock interviews, virtual placement drives, and more

- Guest faculty from the industry for real-world experience

Scholarships for deserving candidates

- Defense personnel, PSU employees, and persons with disabilities are eligible for scholarships

- Merit scholarships are available based on learner's qualification exam results for the respective program

Additional content for skill enhancement

- Access 110+ hours of exclusively curated skill enhancement content worth INR 50,000.

- Content tailored for leaders in emerging technology and business skills

Ranked AAAA by Careers 360.
Awarded Private University of Eminence by MHW Rankings 2021.

Learning is seldom just a transaction between an expert and a novice. It is a relationship that frees up thinking and fosters growth.

Source: hbr.org

Online management program

BBA Bachelor of Business Administration

Eligibility

- Candidates must have completed 10+2 education from a recognised national or state board institution or 10+3 diploma from a recognised national or state institute.

- Candidates must have at least 45% marks in aggregate in 10+2 / diploma (40% for reserved categories).

Fee structure

- INR 135,000 or
  INR 22,500 per semester (includes an examination fee of INR 5,000)

- INR 500 (non-refundable application fee)

Duration

- Minimum 3 years (divided into six semesters)
  Maximum 6 years

Get equipped to succeed in the contemporary corporate world with our bachelor's degree in business administration.

Bachelor of Business Administration (BBA) | Program structure

First semester	Second semester	Third semester	Fourth semester	Fifth semester	Sixth semester
Business and Management Functions	Macroeconomics	Operations Management	Indian Financial System	Fundamentals of Business Analytics	Strategic Management
Financial Accounting	Financial Management	Human Resource Management	Business Research Methods	International Business Management	Management Information System
Microeconomics	Organizational Behaviour	Marketing Management	Supply Chain Management	3 subjects in the area of electives	Project
Entrepreneurship and Innovation Management	Community Development	Cost & Management Accounting	E-Commerce		3 Subjects in area of elective
Universal Human Values	Introduction to Python	Interview Skills and Etiquettes	Design Thinking (MLC)		
Office Automation Tools	Statistics for Managers	Business and Corporate Laws	Environmental Science		
	Business Communication	Business Environment	Technology Management		

■ Total credits: 90

■ Business Communication subjects in Semester 1 & 2 carry 2 credits each

■ Elective subjects carry 4 credits each

■ Project during the final semester carries 6 credits

Choose your electives from the following options

Electives	Fifth semester	Sixth semester
01 Human Resource Management	Industrial Relations & Labour Laws Compensation Management Human Resource Planning & Development	International Human Resource Management Talent Management and Employee Retention HR Audit and Capital Management
02 Marketing	International Marketing Consumer Behavior Digital Marketing	Sales & Distribution Management Advertising Management Green Marketing
03 Finance & Accounting	Financial Statement Analysis and Reporting Security Analysis and Portfolio Management Personal Financial Planning	Mergers and Acquisitions Investment Banking & Financial Services Corporate Accounting
04 Entrepreneurship Management & Family Business	Psychological Aspects of Entrepreneurs Growing the Family Business in the Global Environment Social Entrepreneurship	Marketing for Startups Entrepreneurship & Industry 4.0/5.0/6.0 Scaling Excellence through Innovation & Incubation
05 Data Analytics	Database Management System Digital Marketing Business Analytics for Decision Making	Social media and Web Analytics Data Mining and Warehousing Data Visualization with R
06 Retail and E-Commerce	IT in Retail Visual Merchandising Entrepreneurship in Retail Business	Retail Logistics Management Digital Marketing for Retail Business Enterprise Resource Planning (ERP)
07 Digital Marketing	Introduction to Digital Media IT in Business Entrepreneurship and Digital Marketing	E-Marketing Advertising and Brand Management New Media and Social Media Spectrum

- Note: Every student shall undertake project work, either at their place of work or elsewhere in the chosen area of elective to complete the program.
- The project work will commence from the third semester and has to be completed by the end of the fourth semester.
- MUJ reserves the right to change the program design, format, number of sessions, certificate format, and terms in the program or can incorporate any such change deemed necessary by the institute without prior intimation.

Get onboard

Program registration
Fill in your basic, education & work experience-related details and pay the application fee to register.

Fee payment
Pay the admission fee for the first semester/year or full program.

Document upload
Upload supporting documents & submit your application.

University approval
The university will evaluate your documents to confirm your admission.

By harnessing emerging technologies, universities can reach beyond campus walls to empower diverse learners at a global scale.

Source: hbr.org

Did you know?

eLearning material

The eLearning material will be made available to you on the Learning Management System (LMS) based on the four-quadrant approach, as per UGC (Credit Framework for online learning courses through SWAYAM) Regulations, 2016. It includes a combination of the following eLearning content, namely:

Video lectures

eText materials

Virtual classroom

Interactive material

Virtual simulation

Discussion forums

Evaluation

The assessment system has been conceived, developed, and administered on a rigorous and fair basis to bring out the best in you and prepare you for a challenging career.

Your performance evaluation will be based on both continuous evaluation and term-end examinations.

Examination

The university semester-end examinations will be held digitally viz. computer-based and online proctored. You can appear for the exams from the comfort and safety of your homes. A laptop or desktop computer with a functioning webcam connected to the Internet is required to appear for the exams. The details of the examination schedule will be made available in the photo admit card issued for appearing for the term end theory examinations. The university will share all examination details via the student portal.

Right to amend rules

The university reserves the right to add / delete / change / amend the syllabi, program structure, rules and regulations wherever considered necessary and appropriate without any prior notice. You are advised to go through the website frequently where all circulars and important information will be hosted from time to time. Promulgation of any such information on the website in the form of circulars / notices is considered to be adequate.

Theory papers

The theory part is assessed by performance based on continuous assessment (CA) through assignments and termend examinations (TEE). The assessment ratio for (TEE) to CA is 70:30. The CA is based on assignments prepared by the University. TEE will comprise descriptive and multiple-choice type questions. You must score at least 40% in both CA and TEE to be declared as pass.

Results

The results will be published on the student portal. If you fail to clear any of the papers (either in TEE or CA or both), you have to re appear for the relevant paper by applying to the university through the resitting application along with relevant fees, within the due date.

Jurisdiction

All disputes relating to university program and activities are subject to local jurisdiction (Rajasthan) only.

Practical papers (as applicable)

The assessment for the practical part is based on the performance in guided exercises (i.e. day-to-day exercises) and unguided exercises which will be conducted on the last day of the practical sessions in each subject with an external examiner. The assessment ratio for TEE to CA is 30:70. You must score at least 40% in both the parts to be declared as pass.

Awards and degree

Successful students, on satisfying all criteria stipulated by the university, will be awarded the respective degrees by the university.

Testimonials

Rohan Kaywal

I wanted to specialize in marketing, which is why I decided to start by pursuing an online BBA. As a working professional, an online degree was the best choice for me. The faculty at MUJ are experienced & guide us well and the student portal is user-friendly.

Vishal Purty

Working as a business associate in a bank and with 10 years of work experience, I want to improve my skills in marketing and sales. An online BBA degree was the best choice considering the flexible learning opportunities that Online Manipal offers. The curriculum of the online BBA program is very good and the mentorship we receive from course coordinators is excellent.

Khatija Iqbal

I was married off at a young age and couldn't continue my studies further. After my 12th grade, I couldn't study for over 5 years. With Online Manipal, I'm able to study at my own pace and convenience. I hope to pursue my MBA degree as well and become an HR manager in future.

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Email: