



Bharathidasan
University
Online Programs



**We will create
a Brave New World**

Online
BBA

UGC entitled | Accredited **"A+"** by **NAAC** | **NIRF 41st** Ranking

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About Bharathidasan University

University Grants Commission (UGC) Entitled, NAAC 'A+', NIRF Ranked 41st Distance Education Bureau (DEB) approved Bharathidasan University Online. Bharathidasan University was established in the month of February 1982 and was named after the great Indian revolutionary Tamil Poet, Kana-gasabai Subbu (29 April 1891 – 21 April 1964), popularly called Bharathi-dasan. The slogan of the Bharathidasan University, Palkalaiperur, Tiruchi-rappalli, Tamil Nadu, India is "We will create a brave new world". It has been framed from Bharathidasan's poetic words "புதியதோர் உலகம் செய்வோம்". The University endeavours to be true to such a great vision by creating in the region a brave new world of academic innovation for social change.

The Bharathidasan University's main campus was initially located in a sprawling area of over 1000 acres in Palkalaiperur. BDU is one of the oldest universities in Tamil Nadu, India. It offers UGC, NIRF, NAAC, DEB, AICTE Ac-credited Bachelors, and Masters degrees and online programs in Bachelor of Business Administration (BBA), Bachelor of Arts in English, Master of Arts in Economics, English, Public Administration, Political Science, History and Business Degree in Master of Business Administration (MBA).

About Centre for Distance and Online Education:

Bharathidasan University offers various programs in Online mode enabling students and working professionals to pursue the said programs and accel-erate their career in this dynamic business world.

BBA Overview

Duration

3 Years

Mode of Instruction

Online

01

Flexible Learning



02

Access To Learning Resources



BBA
Highlights



Cutting-Edge Curriculum

03



Adherence to 4 Quadrants of UGC

04

Why Bharathidasan University?

Flexible Learning Options

Pursue your education from anywhere, at any time.

Diverse Course Offerings

Explore a wide range of courses across with multiple choices of specializations in various disciplines.



Engaging Virtual Classroom Experience

Immerse yourself in an interactive virtual classroom environment.

Expert Faculty

Learn from our distinguished faculty members and industry experts.

Comprehensive Support Services

Receive personalized support throughout your journey, with dedicated relationship officers.

Convenient Online Exams

Take exams conveniently from home or any location with internet access, and during flexible hours



BBA Program Structure

Year 1

Tamil1/Hindi1

Prose, Extensive Reading & English for Competitive Examinations

Major Paper – I- Principle of Management

Major Paper – II – Organizational Behavior

Allied Paper-I – Business Economics

Environmental Studies

Year 2

Tamil2/Hindi2

Poetry, Drama & English for Competitive Examinations

Major Paper – III- Marketing Management

Major Paper – IV-Management and Financial Accounting

Allied Paper-I – Business Mathematics

Year 3

Tamil2/Hindi2

Poetry, Drama & English for Competitive Examinations

Major Paper – III- Marketing Management

Major Paper – IV-Management and Financial Accounting

Allied Paper-I – Business Mathematics

Admission Process

01

STEP



Online Counselling

Our online counselors will provide guidance on the program



02

STEP



Document Submission & Fee Payment

Student will submit the required documents to the counselors. Counselors do the first level of documents verification and collect payment.



03

STEP



Document Verification

Our admission team verifies the documents and in case anything is missing counselors connect with the students and collect the missing documents



04

STEP



Student Support & LMS Access

Upon successful fee payment, eligible students are granted access to the LMS within a span of 48 hours.

Eligibility

12th Std Pass from Recognized Board.



Bharathidasan

University

Online Programs

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