



# ONLINE MBA & BBA

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# JIIT, NOIDA



LEARNING ANYTIME, ANYWHERE

Centre for Distance & Online Education



सरस्वति नमस्तुभ्यं वरदे कामरूपिणि ।  
विद्यारम्भं करिष्यामि सिद्धिर्भवतु मे सदा ॥

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## Message From Our Founder Chancellor

Shri Jaiprakash Gaur

“We are determined to provide quality education to our students through the most modern educational institutions to make them financially empowered while shaping them into self-reliant and confident citizens of a modern India.

These institutions would strive to inculcate discipline and character building along with serious pursuit of knowledge, utilizing the most advanced teaching practices and high moral standards, so that our teachers and students can stride forward and see the transformation of their country into an advanced nation within their lifetime.”



# Message From Our Chancellor

## Let's Navigate Success - Digitally!

The digital landscape is our new reality, and success demands agility. JIIT Noida's online BBA & MBA programs, launched under our esteemed aegis, equips you with the skills to thrive in this dynamic environment. Let's navigate the digital future and achieve success, together.

## Online Education

I'm incredibly excited to welcome you to our online BBA and MBA programs which prepares you to thrive in today's digital business world with critical thinking, digital fluency, and core management skills.

It fosters flexibility, independent learning, and collaboration while offering access to renowned faculty and a diverse peer network, all from the convenience of your own space.



**Shri Manoj Gaur, Chancellor**  
- Jaypee Institute of  
Information Technology

## About

# Jaypee Institute of Information Technology

Jaypee Institute of Information Technology (JIIT), a top-ranked Deemed-to-be-University with over 25 years of legacy has been delivering excellence in education, innovation, and research in both Technology and Management through Jaypee Business School. JIIT has consistently nurtured a Dynamic, Future Ready Learning Ecosystem built on strong academic foundations and real-world relevance.



## Significant Developments

**Innovation Decade (2021-2030):** JIIT has declared this decade as the Innovation Decade to drive research, innovation, and entrepreneurship.

**RIDE Innovation Hub:** A dedicated platform for research, incubation, and startup support.

**Digital Learning Centre:** Cutting edge studios and resources for online and blended education.

**Directorate of Research, Innovation & Development (DRID):** Fostering student and faculty-led innovation and startups.

**Recognized Excellence:** Consistently ranked among top institutions for management and technology education.



# An Institution Built for Excellence

Established in 2001, JIIT Noida (Deemed-to-be University) has grown into a Centre of Excellence in:

- Science and Engineering
- Information Technology
- Electronics and Communication Engineering
- Biotechnology
- Management

And related emerging areas of education, training, and research.

Guided by its vision to produce leaders in innovation, entrepreneurship, creativity, and management, JIIT attracts top talent from diverse backgrounds.

Students benefit from world-class education, a vibrant campus culture, and a strong focus on knowledge, confidence, self-discipline, and creativity.

## Our Recognitions

**9<sup>th</sup>** | Best Placement amongst Private Universities in India by India Today (2024)

**5<sup>th</sup>** | Non Government Technical University (All India) by THE WEEK (2025)

**2<sup>nd</sup>** | Non Government Technical University (North Zone) by THE WEEK (2025)

**1<sup>st</sup>** | Top Emerging College in Uttar Pradesh by CSR (2025)

## Our Accreditations and Approvals



# CDOE Leadership

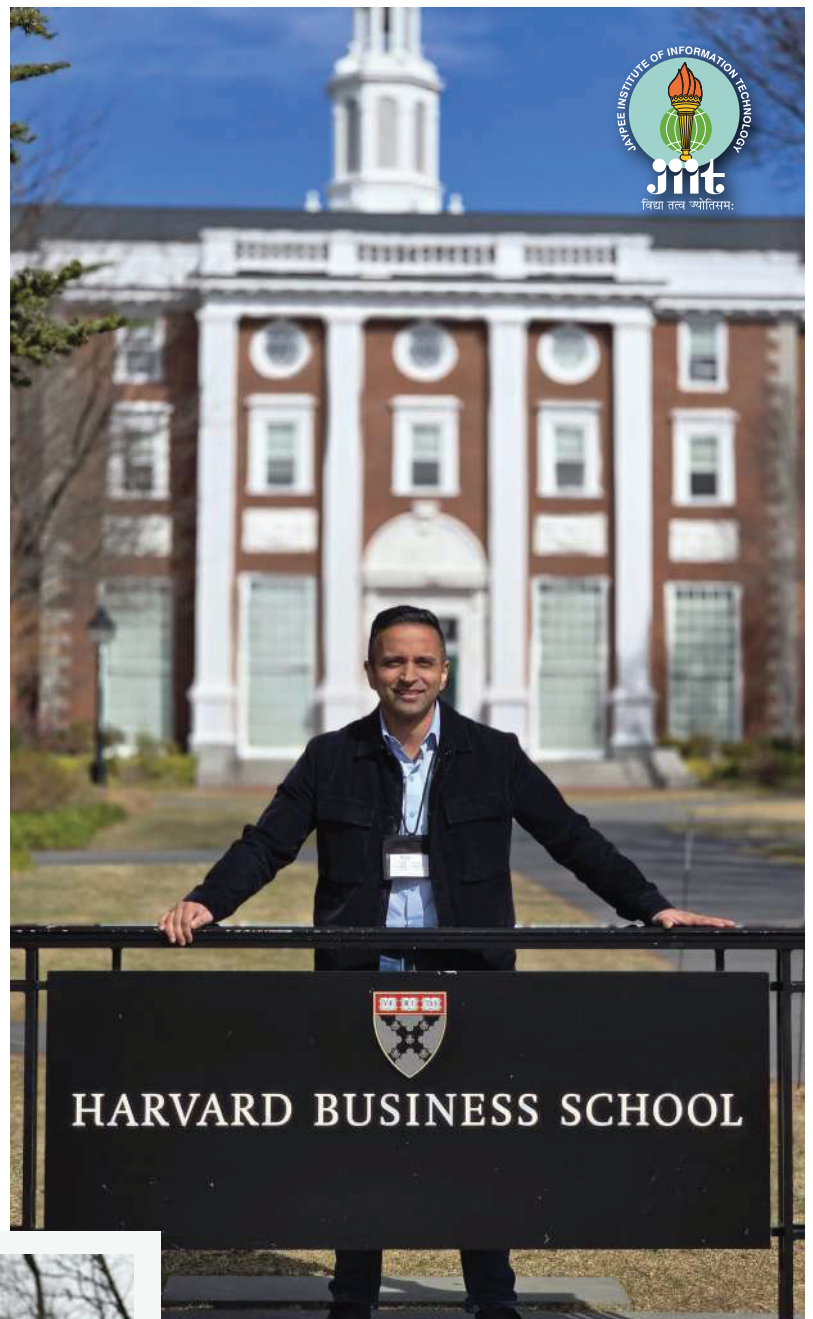
## Transforming Education into a Digital Revolution.

At Jaypee Institute of Information Technology, Noida with 25 years of technical and 17 years of management excellence, We believe the future of learning lies in the fusion of knowledge and technology.

Our goal is to make education accessible, inspiring, and affordable, building a world-class digital ecosystem that empowers learners and shapes global futures.

### **Manu Bhaskar Gaur, CEO**

- Harvard, INSEAD, Berkeley



JIIT Online marks the next leap in education - where innovation meets intellect. Our Online BBA and MBA programs blend technology, interactive learning, and real-world application to ensure quality, engagement, and employability. More than an academic platform, JIIT Online is your gateway to limitless learning, leadership, and lifelong success.

### **Prof. Vikas Saxena**

*Director*

# Learn Anytime, Anywhere with JIIT's Centre for Distance & Online Education (CDOE)

CDOE bridges the gap between High Quality Education in Management and Physical Access to the same by Students in India and overseas, through:

- Live Lectures.
- Experienced Academicians trained at Berkeley, Harvard, INSEAD, BITS, IITs, IIMs, FMS, etc.
- CXOs from Top Corporates and MNCs interact with students Online to share Industry perspectives.
- State-of-the-art Digital Infrastructure.
- Inhouse Digital Learning Centre for Recording Lectures.
- UGC approved Learning Management System (LMS).
- Interactive Learning.
- Strong Training and Placement Assistance.
- Use of Contemporary AI Tools by Students in Self Development.
- Regional Meet - ups for Online Students to Network with Peer Group.

## Learn the Harvard way: Real world case studies

Real world case studies will be discussed and solved in Harvard style during the course lectures.



# DIGITAL LEARNING AGE



JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY

# Salient Features of JIIT's Online Programs

## Top 100 Guaranteed Placements

Dedicated placement support with leading companies, ensuring career success for top performing students.



## World – Class Faculty

Learn from distinguished faculty members trained at prestigious global institutions like Harvard, INSEAD, Berkeley, Purdue, IITs, NITs, IIMs, BITS.

## Tools and Certifications

Gain hands-on experience with cutting-edge AI and digital upskilling toolkits for future readiness.



## High – End Learning Studios

Benefit from engaging with high-quality online lectures and interactions.

## Annual Meetups

Network and interact with peers and alumni at exclusive in-person events.



## Online BBA Program Eligibility

Duration – 3 Years  
Total Semesters – 6

Committed to deliver an innovative online learning experience, our mission is to make quality business education accessible globally, ensuring a seamless online learning journey



- 10+ 2 or its equivalent in any discipline from a recognised Board with at least 50% aggregate marks or equivalent CGPA.

The Bachelor of Business Administration (BBA) is a reputed professional degree tailored to equip students with foundational skills for a career in management. It offers learners comprehensive expertise across fields like Finance, Marketing, Sales, and Human Resources, empowering them to excel in these domains.

This fully online program combines renowned faculty, advanced pedagogy, and extensive digital resources, ensuring an adaptable and effective learning environment. Students can master key business principles and contemporary practices at their own pace, all from the convenience of their homes. The online BBA Program is designed to enhance students' skills, preparing them to advance in their professional journey.

# Online BBA Program Curriculum

This Bachelor of Business Administration (BBA) is a globally recognized online degree in business administration, accessible entirely through an online platform. It provides students with essential skills and insights to become successful business professionals, conferring a widely acclaimed credential upon completion.

## Semester 1

- Business Mathematics
- Managerial Economics
- Financial Accounting
- Principles of Business Management
- Business Communication
- India's Diversity & Business
- IT Tools for Business

## Semester 2

- Financial Management
- Organizational Behaviour
- Marketing Management
- Introduction to Spreadsheets
- Global Business Environment
- Business Statistics and Analytics
- Technology, Corporate Governance and Business Ethics

## Semester 3

- Cost and Management Accounting
- Entrepreneurial Development
- Social Media and Digital Marketing
- Human Resource Management
- Business Analytics
- Oral and Written Communication
- Emotional Intelligence

## Semester 4

- Introduction to Business Verticals
- Business Research Methods
- Operations Management
- Data Insights Using Dashboards
- Quantitative Techniques in Business Management
- Legal Aspects of Business
- Social and Professional Skills

## Semester 5

- Computing Tools and Programming
- Digital Business Transactions
- Live Project / Research Project
- Elective Major - 1
- Elective Major - 2
- Marketing Analytics

## Semester 6

- Disaster Management
- Supply Chain Management
- Corporate Internship
- Understanding Constitution of India
- Elective Major - 3
- Elective Major - 4

# Specialisations Offered in Online BBA

Online Bachelor of Business Administration (BBA) at Jaypee Institute of Information and Technology (JIIT) - CDOE is a distinguished professional degree that equips students with vital skills and knowledge for a flourishing career in management.

Our curriculum offers comprehensive expertise in Finance, Marketing, Human Resources and Business Analytics, empowering you to excel in these competitive fields. With guidance from renowned faculty, cutting-edge teaching methods, and extensive digital resources, students benefit from a flexible and impactful learning environment. The curriculum has been designed in such a way that will enable students to master essential business principles and contemporary practices at their own pace, all from the convenience of their homes.



Human Resource



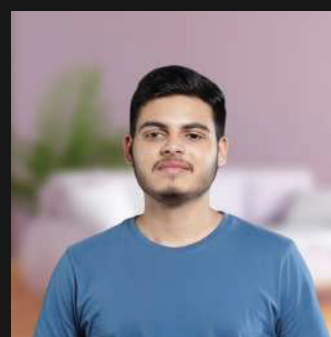
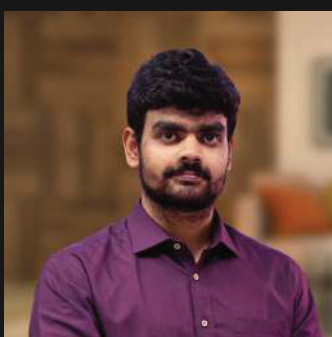
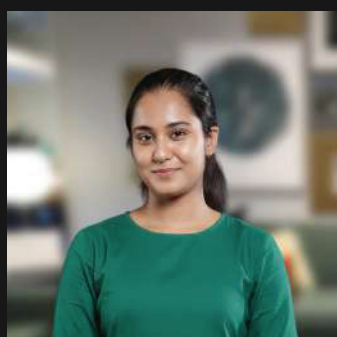
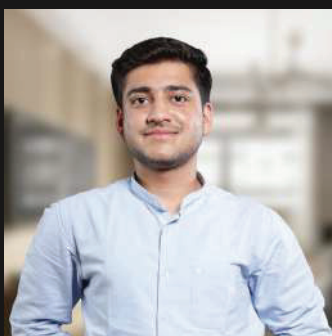
Marketing



Business Analytics



Finance



# Electives Offered - Online BBA

Choose your electives from the following options:



## Human Resource

- Learning and Development
- Workplace Diversity, Equity and Inclusion
- IR and Labour Law
- Leadership and Motivation In organizations
- Business Applications of AI

## Marketing

- Consumer Behaviour
- Services Marketing
- Retail Marketing
- Product and Brand Management
- Business Applications of AI



## Business Analytics

- Predictive Analytics
- Data Visualization
- Data Management using R
- Data Management using Python
- Business Applications of AI

## Finance

- Financial Analytics
- Financial Derivative and Risk Management
- Investment Management
- Behavioral Finance
- Business Applications of AI



Online MBA Program

Duration – 2 Years

## Eligibility

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



- Candidates must have a 10 + 2 + 3/4 Year bachelor's degree from a recognised university/institution or an equivalent qualification as recognised by the Association of Indian Universities.
- Candidates must have a minimum of 50% marks in aggregate in graduation (45% for Reserved Categories).
- Candidates having a valid score from any aptitude test (CAT/MAT/CMAT/XAT/GMAT/ATMA/CUET-PG) is beneficial.

# Online MBA Program Curriculum

The Program will run in online mode and will have both pre-recorded and live sessions, regular assessments, projects

*24 months | 4 semesters | 15-20 hours/week | 102 credits*

## Semester 1

- Economics for Business and Government
- Financial Accounting and Reporting
- Marketing Management
- Organizational Behaviour
- Operations Management
- Corporate Finance
- Digital Transformation in Business
- Business Statistics using Excel Spreadsheet
- Corporate Skill Development-1

## Semester 2

- Legal Aspects of Business
- Human Resources Management
- Innovation and Entrepreneurship
- Management Accounting
- Business Research Methods
- Business Analytics
- Professional Communication
- India's Diversity & Business
- Digital Marketing
- Capstone Project

## Semester 3

- Artificial Intelligence in Business
- Corporate Skill Development -2
- Elective Major - 1
- Elective Major - 2
- Elective Major - 3
- Elective Major - 4
- Elective Minor - 1
- Elective Minor - 2
- Internship/OJT

## Semester 4

- Strategic Management
- Elective Major - 5
- Elective Major - 6
- Elective Minor - 3
- Major Project/Dissertation



# Specialisations Offered in Online MBA

Our Online MBA Program prepares you to stand out as a leader in today's competitive world.

Learners can choose from our career-focused electives such as HR, Finance, Marketing, and IT & Business Analytics to create successful career paths in the domain and industry of their choice.

Learn from reputed faculty, receive excellent placement assistance, and network with professionals from the world over, without quitting your job.



Human Resource



Marketing



IT & Business Analytics



Finance



# Electives Offered - Online MBA

Choose your electives from the following options:



## Human Resource

- Managing Employee Relations & Employment Laws
- Workplace Diversity, Equity & Inclusion
- Performance & Compensation Management
- Learning and Development
- Organizational Development and Change
- Leadership Skills for Managers
- Competency Management and Assessment Centre
- Talent Management

## Marketing

- Product and Brand Management
- Integrated Marketing Communication
- Sales and Distribution Management
- Consumer Behavior
- Services Marketing
- B2B Marketing
- Omnichannel Marketing
- AI/ML - Powered Marketing



## IT & Business Analytics

- IT Security and Cyber Law BPR, Business Process Management & ERP
- E-Commerce and Electronic Governance
- Data Management and Analysis
- Predictive Analytics
- Block chain
- Big Data & Data Visualisation
- Advanced Tools for Data Science

## Finance

- Security Analysis and Portfolio Management
- Financial Statement Analysis and Business Valuation
- Project Appraisal and Finance
- Options, Future and Risk Management
- Fixed Income Securities
- Behavioral Finance
- Working Capital Management
- Introduction to Financial Analytics



# Online Learning Experience

This unique structure allows learners to build a customized skill set, enhancing career opportunities and industry relevance.

We understand that every learner has their own career aspirations. That's why we've meticulously curated the electives within each specialization. This curation process involves a Multi-pronged approach:

**Benchmarking Excellence:** Electives aligned with top global universities and latest industry trends.

**Meeting Industry Needs:** Courses designed around evolving job market demands.

**Catering to Your Interests:** A Wide choice of electives to match diverse career goals.

**Personalized Mentoring:** One-on-one guidance from industry experts and faculty.

With this approach, you can be confident that your online MBA experience will be both enriching and directly applicable to your career advancement.



# Industry Experts

This unique structure allows learners to build a customized skill set, enhancing career opportunities and industry relevance.



## SANGMITRA SAWANT

Director & Assistant General Counsel – **Procter & Gamble**  
Specialisation Area: **Legal Aspect of Business**

<https://www.linkedin.com/in/sangmitra-sawant-2b037623/>



## DHRUV SAWHNEY

CEO & Co-Founder – **Shipskart**  
Specialisation Area: **Pitch Deck & Start Up Valuation**

<https://www.linkedin.com/in/dhrusawhney05/>



## JIGAR RATHOD

Digital Media Manager – **Adidas**  
Specialisation Area: **Performance Marketing**

<https://www.linkedin.com/in/jigar37/>



## AKANKSHA VOHRA

Head of Projects – **Jubilant Foodworks Ltd.**  
Specialisation Area: **Design Thinking**

<https://www.linkedin.com/in/akanksha-vohra-58617a44/>



## ANURAG POL

Director Research & Advisory – **Gartner**  
Specialisation Area: **Market Research**

<https://www.linkedin.com/in/anuragpolpp11/>



## VICKY DASWANI

Strategic Consulting – **PWC**  
Specialisation Area: **Business Strategy**

<https://www.linkedin.com/in/vickydaswani/>



## HITESH MEHTA

Amazon  
Specialisation Area: **Product Development, Software Development**

<https://www.linkedin.com/in/shubhangi-s-41b39923/>



## NISHANT KHURANA

Director Sales – **Mediasmart**  
Specialisation Area: **Media Sales**

<https://www.linkedin.com/in/nishant-khurana-15627a1b/>



## MUDIT KOHLI

AVP – Brand & Media Communication – **IndusInd Bank**  
Specialisation Area: **Marketing Communication**

<https://www.linkedin.com/in/mudit-kohli-a465aba4/>

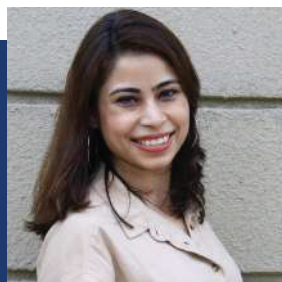


## RACHIT SHARMA

Associate Portfolio Manager – **Allianz Global Investors**  
Specialisation Area: **Security Analysis & Portfolio Management**

<https://www.linkedin.com/in/rachit-sharma-896397102/>

# Our Faculty



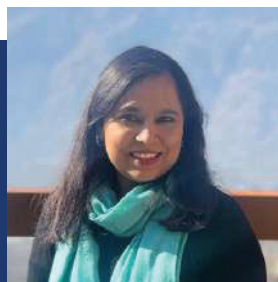
**DR. RIDHIMA BHANOT SHARMA**

EFPM IIM Lucknow, PGPE  
- IIM Calcutta, MBA, B.Sc (Hons)  
Area - Marketing



**DR. SHRIRAM ANIL PURANKAR**

Ph.D., B.Tech - Purdue University, USA  
Area - Entrepreneurship



**DR. ARSHI BARIN**

Ph.D. - Jamia Millia, M.Com, B.Com  
Area - Finance



**DR. SWETA DHAND**

Ph.D., M.B.A., B.Com., UGC-NET  
Area - Marketing & Economics



**DR DIVYA SHARMA**

Ph. D., MBA Hons, B.Com  
Area - HR



**DR. ASHU MONGA**

Ph.D., MBA, JRF  
Area - HR



**DR. VIKAS BHATNAGAR**

Ph.D., B.Tech - NIT Varangal  
Area - IT & BA



**DR. REEMA SHARMA**

Ph.D, MBA, M.COM, UGC- NET  
Area - Finance

**World-Class Faculty,  
Trained at the Best Institutions Globally**



**HARVARD UNIVERSITY**



**UC Berkeley**



The Business School for the World\*



**Get Started Today!**

# Ready to embark on your transformative online journey?

**1**

## **Program Registration**

Fill out a quick online form at [admission.jitonline.com](http://admission.jitonline.com) with your basic information, education details, and relevant work experience. Pay the application fee to register for the program.

**2**

## **Upload Document**

Upload all required supporting documents like transcripts, certificates, and statement of purpose. Submit your application for review.

**3**

## **Fees Payment**

Choose your preferred payment option and pay the admission fee for the first semester/year or the full program.

**4**

## **University Approval**

Our admissions team will evaluate your application and notify you of the decision within a timeframe.



## **eLearning Material**

The eLearning material (Video Lectures, eText Material, Virtual Classroom, Virtual Simulation etc) 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.

# Program Fees

- A one-time application fee of ₹1,000 is applicable for both BBA & MBA Programs.
- The examination fee of ₹1,500 per semester is applicable for both BBA & MBA Programs.

## BBA

Semester Fee

**₹24,000/-**

Annual Fee

**₹47,000/-**

Full Course Fee

**₹1,39,000/-**

## MBA

Semester Fee

**₹44,500/-**

Annual Fee

**₹88,000/-**

Full Course Fee

**₹1,75,000/-**

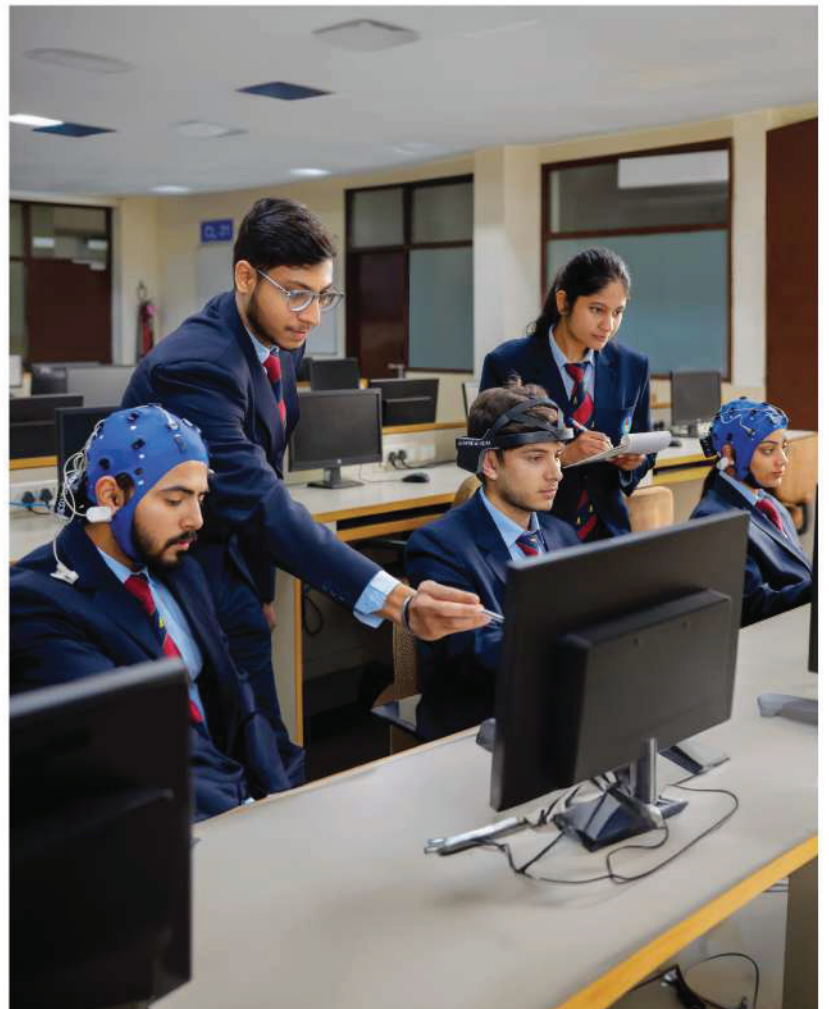
## Zero Cost EMI Options

BBA	MBA	No. of EMIs
Semester Fee <b>₹4,000/-</b>	Semester Fee <b>₹7,417/-</b>	06
Annual Fee <b>₹4,700/-</b>	Annual Fee <b>₹8,800/-</b>	10
Full Course Fee <b>₹7,723/-</b>	Full Course Fee <b>₹9,723/-</b>	18

# Our Recruiters

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## Jaypee Institute of Information Technology

A-10, Sector-62,  
Noida-201 309,  
Uttar Pradesh, India

Tel: 01202404101,  
08046511968

E-mail: [admission@jiitonline.com](mailto:admission@jiitonline.com)

Web: [jiitonline.com](http://jiitonline.com)



**jiit**

विद्या तत्र ज्योतिषमः

CENTRE FOR DISTANCE & ONLINE EDUCATION