



ALLIANCE
UNIVERSITY
ONLINE



Online
BBA
Bachelor
of Business
Administration

NAAC A+ Accredited



UGC Entitled



AICTE Approved

Program Delivery



ALLIANCE
UNIVERSITY
ONLINE



A modern, digitally enabled learning experience that is smooth, engaging, and industry aligned, helping learners stay confident, and ready for real world challenges.

Recognized for Excellence

UGC Entitled | NAAC A+ Accredited | AICTE Approved | Ranked 71st in NIRF

Learning Experience

Case Studies | Simulations | Capstone Projects | Workshops | Webinars

Faculty Excellence

Led by experienced faculty and Professors of Practice, combining deep academic insight with real-world industry expertise.

Career Support

Dedicated career assistance with strong industry connections and regular virtual job fairs.

About Alliance University



ALLIANCE
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Founded under the Karnataka State Act No. 34 of 2010, **Alliance University** stands as South India's first private university, recognized by the **UGC** and approved by the **AICTE** and **BCI**. With a **NAAC A+** grade and a **QS I-GAUGE Diamond rating**, Alliance is ranked among India's premier institutions for **management, law, and multidisciplinary education**.

Through **Alliance Online**, the university brings its legacy of academic excellence into the digital era, offering flexible, industry-driven programs that prepare learners for leadership in a connected, technology-enabled world.

Alliance Online connects learners with experts, policymakers, and global communities, cultivating a **transdisciplinary mindset** that prepares them for leadership in a rapidly evolving world.

Alliance Online is where education meets innovation and knowledge becomes action.



MR. ABHAY G CHEBBI
Pro-Chancellor - Alliance University



DR. B. PRIESTLY SHAN
Vice-Chancellor
Alliance University



DR. JEEVANANDAM J
Executive Director - Alliance Online
Alliance University

Accreditations



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NIRF
NATIONAL INSTITUTIONAL RANKING FRAMEWORK
Ranked 71st in NIRF
Based on 2025 rankings
(Management Category)

QS WORLD UNIVERSITY RANKINGS
Top 1% of Universities in South Asia-Ranked*
Based on 2024 rankings

SIRO
RECOGNIZED
SIRO
DEPARTMENT OF SCIENCE & INDUSTRIAL RESEARCH GOVT. OF INDIA

MSME
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
Technology Business Incubator
Approved by MSME

AACSB Business Education Alliance
Member
A Member of AACSB, USA

IACBE
Accredited
Accreditation for Business Programmes

Times 3 School

RANKING 2025

Your Road-map to Success



In Karnataka



In South India



Among Private Universities



In Placements Nationwide



In India Among the Top 70 Institutions

Alliance University is ranked among the top 1% of institutions in South Asia according to the QS World University Rankings.

Why Choose Alliance Online?



ALLIANCE
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ONLINE

Future-Driven
Specializations



Seamless,
Smart, Student-Friendly **LMS**

Industry-Aligned
Curriculum with AI Integration



Unmatched
Career Support

Easy **No-Cost EMI**
Facilities



Affordable Education and
Flexible Payment Options

Access to an
Expansive **Digital Library**



Empowering Enhanced Learning with
Allio - Your Learning Companion



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Alliance Online R.E.A.C.H.E.S



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Readiness

Prepares learners for the AI-powered business landscape.



Ethics

Embeds ESG principles, AI governance, and inclusive leadership.



Capstone

Offers hands-on, industry-aligned project-based learning.



Horizons

Enables career pathways in FinTech, ESG, Analytics, and Strategy.



Skills

Builds essential soft skills and practical mastery in analytics tools like KNIME, Power BI, and Orange3.



Access

Designed for learners from both technical and non-technical backgrounds.



Empower

Empower the learners' skills and redefine their future.





Access high-quality e-Learning resources via our Learning Management System (LMS), designed in alignment with UGC's four-quadrant model for holistic digital learning.



Interactive Digital Content

Includes case studies, simulations, videos, and quizzes



Career-Oriented Programs

Industry-aligned curriculum tailored to enhance job readiness



Cutting-Edge LMS

One stop platform for content, assignments, and faculty interaction



Anytime, Anywhere Access

Round-the-clock access to recordings, course content, and e-resources



Learner-Centric Support

Academic advisors, tech support, and career guidance



Interactive Live Lectures

Engaging live classes taught by industry-experienced professors

Online BBA



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Alliance Online's BBA is a flexible program focused on innovation and entrepreneurship. It develops core business skills like critical thinking and leadership while providing a solid foundation in key functional areas through case studies, projects, and internships, ensuring learners are industry ready.

Build a Global Career in Business Leadership

Eligibility	Duration	Credits	Fee Structure
10 +2 or Equivalent With a Minimum of 50% Marks (45% for SC/ST candidates)	3 Years (divided into six semesters)	120 Credits	INR 21,000/- *Per Semester

Full Tuition Fee = INR 1,26,000/- *

**One-Time Registration Fee: INR 5,000/-
Exam Fee: INR 3,000/- per year.

Apply Now



Online BBA Program Structure



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1 st Semester	2 nd Semester	3 rd Semester	4 th Semester
Foundation of Business English	English for Business Communication	Economic Analysis for Managers	International Business
Principles and Practices of Management	Business Mathematics and Statistics	Health and Wellness	Consumer Behavior
Fundamentals of Economics	Sociology	Environmental Science	Financial Management
Universal Human Values	Indian Political System	Marketing Management	Human Resource Management
Fundamentals of Accounting	Banking and Financial Literacy	Financial Accounting	Production and Operations Management Online
Applications of MS Office	Spreadsheet Modelling	Organizational Behavior	





Program Specializations/Electives

Core Subject's

1. Business Research Methodologies

5th Semester

Electives

Marketing

- Marketing of Services
- Product and Brand Management
- Sales and Distribution Management
- Integrated Marketing Communications

Human Resource Management

- Recruitment and Selection
- Performance and Compensation Management
- Industrial Relations
- Corporate Leadership and Organization Development

Finance

- Financial Markets and Services
- Financial Statement Analysis
- Security Analysis and Portfolio Management
- Financial Derivatives

Operations

- Innovation and Emerging Trends in Technology
- Lean Operations and Total Quality Management
- Project Management
- Service Operations Management





Program Specializations/Electives

Core Subject's

1. Business Strategy
2. Management Information System
3. Dissertation

6th Semester

Electives

Marketing

- B2B Marketing
- Retail Management

Human Resource Management

- Training and Development
- Labour Laws

Finance

- Mergers and Acquisitions
- Corporate Tax Planning

Operations Management

- Supply Chain Management
- Green Energy and Sustainable Operations



Your Future Career Starts Here



Specialization	Entry	Intermediate	Advanced
Marketing	Social Media Coordinator	Brand Associate	Sales & Promotions Officer
Finance	Finance Executive	Credit Operations Officer	Banking Associate
HRM	HR Coordinator	Training & Development Associate	HR Executive / HR Generalist
Operations Management	Operations Reporting Assistant	Supply Chain Assistant / MIS Executive	Operations Analyst

* This is a partial list of potential career paths; many additional roles await exploration.

Online Academic Process



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Theory Papers (70:30 Ratio)

Theory papers are evaluated through the During-Semester Assessment (DSA) and the Semester-End Examination (SEE). The SEE carries 70 percent weightage, while the DSA contributes 30 percent. The DSA consists of guided assignments, quizzes, and course activities that support ongoing learning. The SEE includes descriptive and multiple-choice questions. Learners must participate consistently, submit assessments within deadlines, and score at least 50 percent in both the DSA and SEE to pass.

Examinations – On Demand

The semester-end examinations will be conducted online through a computer-based, proctored format. Learners can appear for the exams remotely using a webcam-enabled device with a stable internet connection, ensuring flexibility and convenience. Flexible scheduling will be available within a specified window to accommodate the needs of working professionals.

Degree Award & Recognition

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

Enroll Now



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01 Program Registration

- Fill in your details and pay the registration fees.

02 Fee Payment

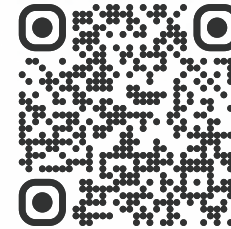
- Choose from flexible payment options and pay per semester or for the full program.
For EMI plans, please contact us.

03 Document Upload

- Upload supporting documents & submit your application.

04 University Approval

- The university will review your documents and confirm your admission.
We look forward to welcoming you!



Join India's leading online
BBA program. **Enroll today!**



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Central Campus

Alliance University

Chikkahadage Cross, Chandapura-Anekal, Main Road,
Bengaluru, Karnataka - 562 106

City Office

Alliance University

2nd Cross, 36th Main, Dollars Scheme, BTM 1st Stage,
Bengaluru, Karnataka - 560 068



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