

Build your foundation to lead in tomorrow's business world

**Bachelor of Business Administration
(Online BBA)**



UGC
Entitled



NAAC A+
Accredited



Table Of Contents

01. **Introduction to the Online BBA Program**
02. **Program Delivery**
03. **About SMU**
04. **Program Structure**
05. **eLearning: An Overview**
06. **Academic Processes**
07. **Application Process**
08. **Degree**



Eligibility

- ◆ Candidates must have completed 10+2 from a recognized national or state board institution or 10+3 diploma from a recognized national or state institute or an equivalent qualification as recognized by the Association of Indian Universities in any discipline.
- ◆ Candidates who have completed 10+2 education outside India must produce a certificate of equivalence issued by the Association of Indian Universities.

Duration

Minimum 3 years (divided into six semesters)

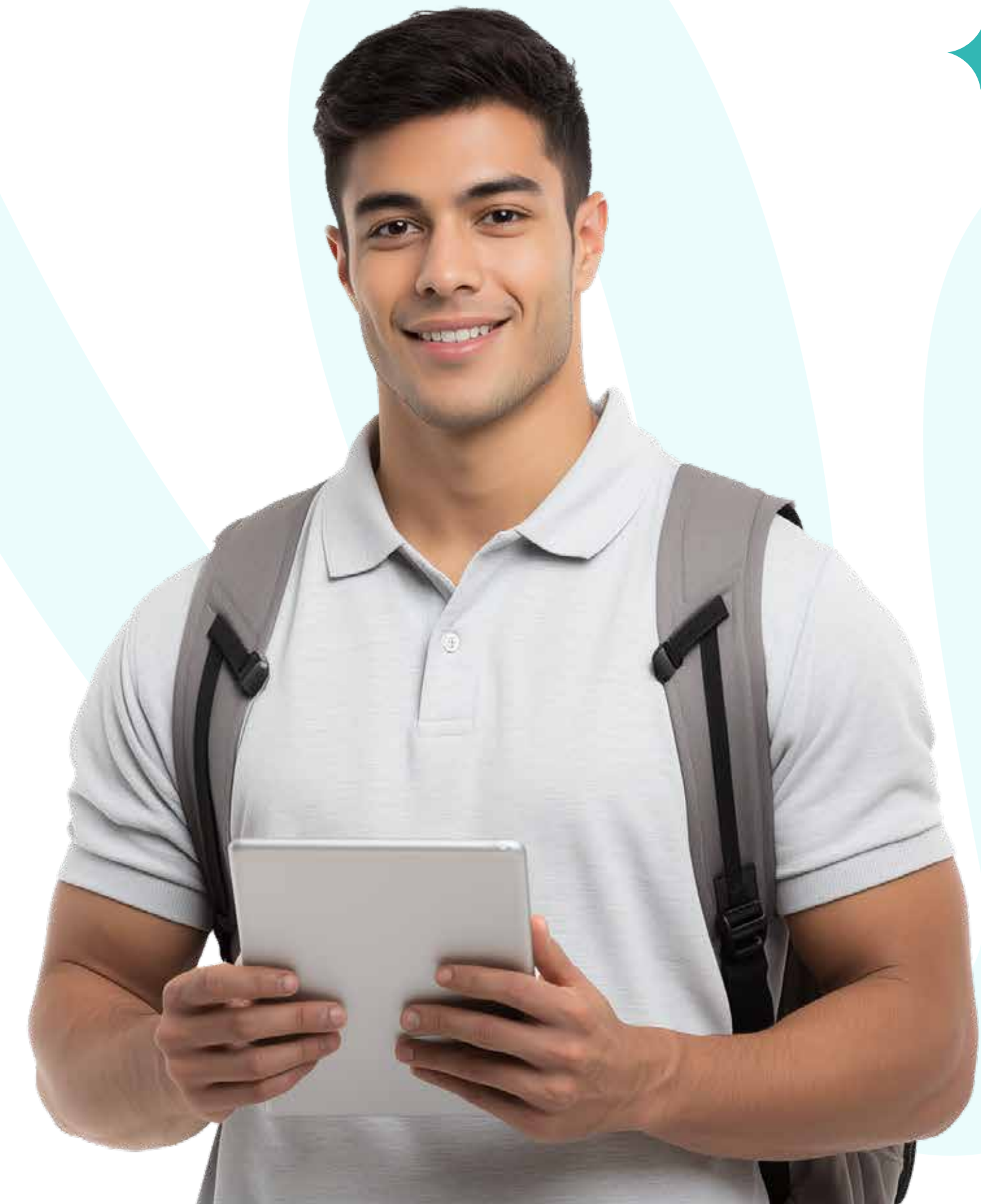
Career Prospects

- ◆ Business Analyst
- ◆ HR Specialist
- ◆ Digital Marketing Executive
- ◆ Sales Executive
- ◆ Marketing Manager
- ◆ Customer Relationship Executive
- ◆ Operation Executive
- ◆ Financial Analyst
- ◆ Entrepreneur

Bachelor of Business Administration

Online BBA

Build a strong foundation in various aspects of business and commerce by analyzing complex business problems and developing effective solutions.



Bachelor of Business Administration Fees

Nationality	Semester Fee	Course Fee
Indian Nationals	INR 15,000	INR 90,000
Other Nationals	USD 200	USD 1200

A non-refundable additional application fee of INR 500 to be paid by Indian, Nepalese, Bhutanese, Bangladeshi, and Sri Lankan students.

Applicants from Nepal, Bhutan, Bangladesh, and Sri Lanka are required to pay their fees in Indian Rupees (INR).



Program Delivery

Quality education, delivered seamlessly through state-of-the-art technology, so learning never slows down.

- ◆ Online program entitled by UGC
- ◆ 24x7 learning with best-suited content
- ◆ Expert faculty and mentors
- ◆ Industry expert sessions, webinars and projects
- ◆ Scholarships for deserving candidates
- ◆ AI-enabled Learning Management System (LMS)



About SMU

Established in 1995, Sikkim Manipal University (SMU) is a NAAC A+ accredited institution offering UGC-entitled degrees. With a strong legacy of academic excellence, SMU leverages state-of-the-art technology to deliver accessible, industry-relevant programs, ensuring students gain quality education.

SMU's distance education arm, founded in 2001, has educated over 500,000 students, becoming a top provider of professional programs in India. Recognized for its excellence, including the 'Most Preferred Distance Education University Among Students' award, SMU now delivers affordable online degree programs in India, further extending its commitment to accessible education.

“

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

Padma Shri Dr T.M.A. Pai

1898 - 1979

Founder - Manipal Group



Dr GK Prabhu

Vice Chancellor,
Sikkim Manipal University



Prof (Dr) Sourav Dhar

Director, Centre for Distance
& Online Education

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Sikkim Manipal University (SMU) Accolades

ACCREDITED



Accredited A+ Grade By
National Assessment and
Accreditation Council (NAAC)



UGC-entitled Online Degrees
Equivalent to On-campus
Degree

RANKED 151-200



Amongst India's
Top #151-200 Universities
in 2025



AICTE Norms
Compliant

RANKED 06



Among India's top
multidisciplinary universities
in East Zone (2025)

RANKED 01



Amongst Top Private
Universities in North East (2025)

RANK 15



Among Top Leading
Universities Showcasing
Entrepreneurial Spirit

RANK 330



Amongst South Asia's Top
Universities (2026)

RANK 601+



#601+ in Asia University
Rankings (2025)

Online

BBA

Program Structure

First Semester

- ◆ Principles and Practice of Management
- ◆ Financial Accounting
- ◆ Business Economics
- ◆ Business Law
- ◆ Business Communication

Second Semester

- ◆ Human Resources & Organizational Behavior
- ◆ Business Environment
- ◆ Business Statistics
- ◆ Business Finance
- ◆ Marketing Management

Third Semester

- ◆ International Business
- ◆ Rural Marketing
- ◆ Entrepreneurship and Small Business
- ◆ Accounting for Management
- ◆ Management of Financial Services

Fourth Semester

- ◆ Business Policy and Strategy
- ◆ Marketing Research
- ◆ Marketing of Services
- ◆ Teamwork and Leadership
- ◆ Consumer Behavior

Fifth Semester

- ◆ E-commerce
- ◆ Marketing Communication and Advertising
- ◆ 3 subjects from chosen specialization

Sixth Semester

- ◆ International Marketing Management
- ◆ Taxation
- ◆ 3 subjects from chosen specialization

- ◆ Total credits: 120
- ◆ Each semester carries a total of 20 credits
- ◆ Each subject carries 4 credits

Note: Learners will be allowed to select any one elective/specialization during 5th semester. Once selected, the same will continue in 6th semester.

Program Specializations/Electives

Specialization

Fifth Semester

Sixth Semester

01 Business Analytics & Fintech

- ◆ Fundamentals of Data Analytics
- ◆ Financial Technology Services and Management
- ◆ Business Analytics

- ◆ Decentralized Finance
- ◆ Fintech Payment Mechanism
- ◆ FinTech in Financial Planning & Analysis

02 Entrepreneurship

- ◆ Fundamentals of Entrepreneurship
- ◆ Creating and Starting the Venture
- ◆ Planning the Business

- ◆ Growth and Development of Entrepreneurial Venture
- ◆ Industrial Relation
- ◆ Corporate Governance & Business Ethics

03 Operations & Supply Chain Management

- ◆ Operations and Research Management
- ◆ Logistics Management
- ◆ Supply Chain Management

- ◆ Materials and Store Management
- ◆ Quality Management
- ◆ Global Supply Chain Management

04 Banking & Insurance

- ◆ Indian Banking System
- ◆ Fundamentals of Insurance
- ◆ Merchant Banking

- ◆ Agricultural & Rural Insurance
- ◆ Ethics in Banking
- ◆ Life Assurance

eLearning: The Future Is Now!

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.



Video Lectures



Virtual Classrooms



Virtual Simulation



e-Content



Interactive Material



Discussion Forums



The More You Know

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.

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 (Sikkim) only.

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.

Theory papers

The theory part is assessed by performance based on continuous assessment (CA) through assignments and term-end 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.

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.

Awards and degree

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

Application Process

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

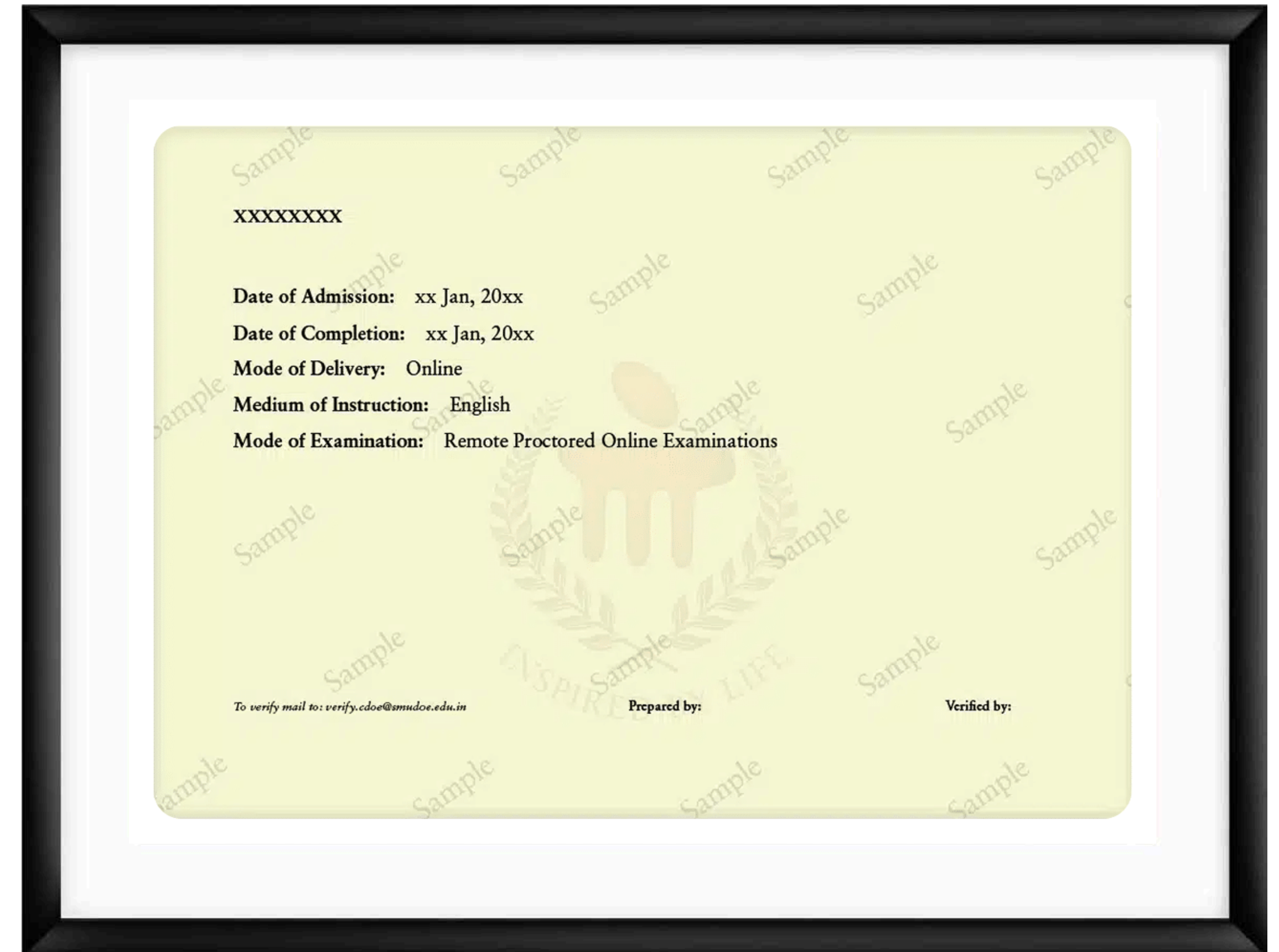
The university will evaluate your documents to confirm your admission.

[Apply Now](#)

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Your Degree





SMU SIKKIM
MANIPAL
UNIVERSITY

Established under Govt. of Sikkim, Act 9 of 1995, recognised under 2(f) of the UGC Act, 1956

Online MANIPAL

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