



**Shobhit**  
Institute of Engineering & Technology  
Deemed to-be-University  
EDUCATION EMPOWERS



CENTRE FOR DISTANCE & ONLINE EDUCATION

# SU ONLINE

## BBA



UGC DEB Approved  
Online Degree Programs



AICTE Approved  
Online Degree Programs




NAAC 'A' Grade  
Accredited

**WE**  
**CONNECT**

*Your Aspiration  
Your Dream*



**Shobhit Institute of Engineering & Technology**  
[ Deemed-to-be University established u/s 3 of UGC Act, 1956 ]  
Campus: NH - 58, Modipuram, Meerut - 250110, Delhi NCR

NAAC **A** GRADE ACCREDITED UNIVERSITY  
 +91 9418722224



**36** YEARS  
OF ACADEMIC  
EXCELLENCE

# BBA Specializations

*Empower Your Career*

Our Online BBA program offers three in-demand specializations, each crafted to prepare you for success in today's dynamic business world. Whether you're just starting out, looking to upskill, or switching career paths, this program gives you the practical knowledge and flexibility to thrive.

## 1. FINANCE

Gain strong analytical and decision-making skills. This specialization covers portfolio management, financial markets, and corporate finance, preparing you for roles in banking, investments, and more.

### PROSPECTS:



## 2. MARKETING

This specialization dives deep into consumer behavior, digital strategies, and branding. You'll learn to drive business growth, manage campaigns, and master modern marketing tools.

### PROSPECTS:



## 3. HUMAN RESOURCE MANAGEMENT

Prepare to lead HR functions with expertise in recruitment, training, employee engagement, and strategic HRM. Develop the skills to build high-performing teams and foster organizational success.

### PROSPECTS:



**Take the next step in your career by choosing one of these specializations. Each offers practical, real-world knowledge that will help you advance into leadership roles in your chosen industry, regardless of where you are in your professional**

### **BBA Online Eligibility:**

To apply for the Online BBA program at Shobhit University, applicants must:

- ◆ Have completed 10+2 or equivalent from a recognized board

### Proposed Fee for Online Programmes – For Indian Students / NRI

Programme Name	Duration Semester	Semester	Course Fees Per Semester (including Tuition Fees, Exam Fees, Registration Fee)	Overall Program Fees (For All Semester)
BBA	6	1	₹22,000	₹1,32,000
		2	₹22,000	
		3	₹22,000	
		4	₹22,000	
		5	₹22,000	
		6	₹22,000	

**Admission Charges (once at the time of admission):** Rs. 600/-

**Back Paper/Absent Fees for Examination:** ₹1,000 per subject

### Proposed Fee for Online Programmes – For International Students

Programme Name	Duration Semester	Semester	Course Fees Per Semester (including Tuition Fees, Exam Fees, Registration Fee)	Overall Program Fees (For All Semester)
BBA	6	1	USD 520	USD 3,120
		2	USD 520	
		3	USD 520	
		4	USD 520	
		5	USD 520	
		6	USD 520	

**Admission Charges (once at the time of admission):** USD 10/-

**Back Paper/Absent Fees for Examination:** USD 25 per subject

### Grading System

Letter Grade	Grade Description	Percentage of Marks	Grade Point
O	Outstanding	90 and above	10
S	Excellent	80 to less than 90	9
A	Very Good	70 to less than 80	8
B	Good	60 to less than 70	7
C	Fair	50 to less than 60	6
D	Average	40 to less than 50	5
F	Fail	Below 40	0
Ab	Absent	-	∴



# 7 Reasons

## Why Shobhit University Online Offers One Of The Best Online BBA Program In India

# 1

### Industry-Relevant Curriculum

Our BBA curriculum is designed by experts from both academia and the business world, ensuring you gain knowledge that is relevant to today's business challenges and equips you for leadership roles.



# 2

### Experienced and Diverse Faculty

Learn from accomplished professors and industry veterans who provide practical insights into business management, offering you a balanced view of both theoretical and real-world applications.



# 3

### Interactive Learning Platform

Our state-of-the-art Learning Management System (LMS) provides a flexible and engaging learning experience. With features like real-time discussions, quizzes, and a mobile app, you can easily balance your studies with your personal and professional life.



# 4

### Wide Range of Specializations

Specialize in key areas such as Finance, Marketing, Human Resource Management, to tailor your degree to your career goals.



# 5

### Industry Masterclasses and Leadership Sessions

Attend exclusive masterclasses and sessions from industry leaders and professionals, providing you with valuable insights into real-world business strategies and management practices.



# 6

### Comprehensive Career Support

Our career support services help you develop the skills necessary to succeed in the business world, offering guidance on industry trends, personal branding, and soft skill development to prepare you for leadership roles.



# 7

### Recognized and Accredited BBA Degree

Shobhit University's BBA degree is UGC-DEB approved and NAAC accredited, ensuring that your degree is well-recognized globally and provides a strong foundation for career growth.

