



दीनदयाल उपाध्याय गोरखपुर विश्वविद्यालय

Deen Dayal Upadhyaya Gorakhpur University

(Accredited A++ by NAAC)

Centre for Distance and Online Education



The Smarter Way to Learn Business

# **BACHELOR OF BUSINESS ADMINISTRATION (ODL)**

# ABOUT DEEN DAYAL UPADHYAYA GORAKHPUR UNIVERSITY

Deen Dayal Upadhyaya Gorakhpur University, founded in 1950, is the first university in Uttar Pradesh to emerge as a leading higher-studies centre after Independence. It has earned an A++ accreditation from NAAC for its relentless pursuit of its motto, "Let the noble thoughts come to us from all directions," which reflects its openness to diverse perspectives, cultures, and values in its academic and organisational spheres.



## WHY CHOOSE US?

**75+**  
years of  
legacy

**12,000+**  
students  
enrolled

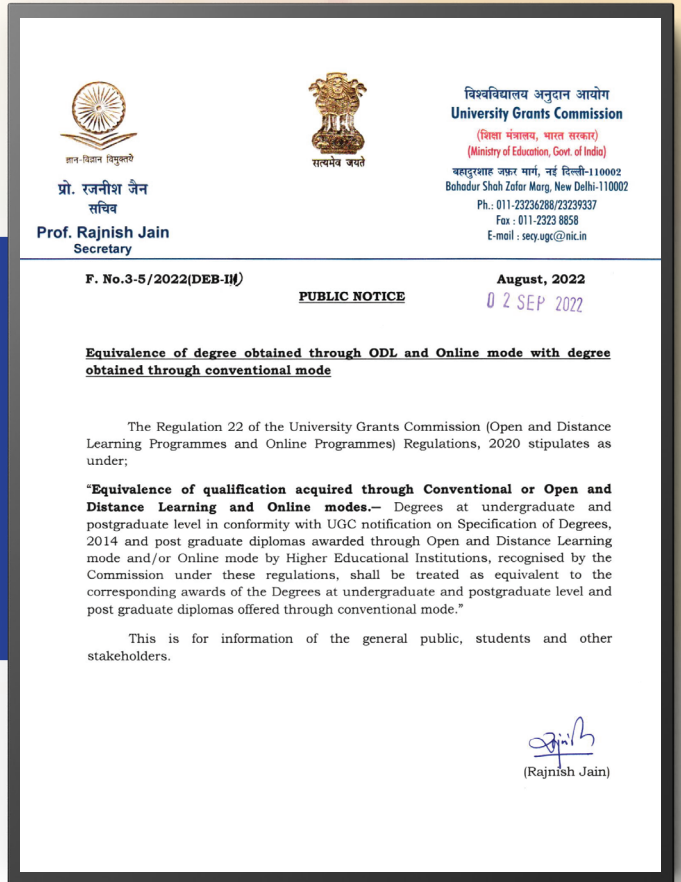
**NAAC**  
**'A++'**  
grade  
accredited  
university

**130+**  
programs  
offered

**400+**  
Teaching  
staff

# ODL DEGREE = REGULAR DEGREE

According to Regulation 22 of the UGC in 2020, ODL degrees are now considered just as valid & credible as traditional, offline degrees.



## ADDED BENEFITS OF LEARNING ODL

Flexibility & Convenience



Industry-Relevant Curriculum



Cost-Effective Learning



Access to Digital Resources



# BACHELOR OF BUSINESS ADMINISTRATION (BBA)



Duration

**03 YEARS**



Mode of Learning

**ODL**

Learning Commitment: **8-10 hours/week**  
(Recommended Hours)

## COURSE ELIGIBILITY

A candidate who has successfully passed the examination conducted by a Board/University at the 10+2 level (Class XII) of schooling in any discipline shall be eligible for admission to the programme

## COURSE DESCRIPTION

The program is designed for students looking to build a strong foundation in management, leadership, and entrepreneurship. The program equips students with essential skills in business strategy, marketing, finance, and human resources, preparing them for dynamic roles in corporate and entrepreneurial settings.

# SEMESTER WISE COURSE STRUCTURE

## YEAR 1ST SEMESTER I

YEAR	SEMESTER	PAPER CODE	PAPER NAME	CREDIT
<b>Major Course</b>				
1st	1	ODBBA101	Business Economics	3+0
		ODBBA102	Basic Accounting	3+0
		ODBBA103	Business Statistics	3+0
		ODBBA104	Principles of Management	3+0
		ODBBA105	Business Ethics and Governance	3+0
		ODBBA106	Computer Applications	3+0
<b>Skill Enhancement Courses (SEC)</b>				
		ODUGSEC1	Soft skills and personality Development	3+0
<b>Ability Enhancement Courses (AEC)</b>				
		ODUGAEC1	Communicative English	2+0

Total Credits-23

**Note:**

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level.

## YEAR 1ST SEMESTER 2

YEAR	SEMESTER	PAPER CODE	PAPER NAME	CREDIT	
<b>Major Course</b>					
1st	2	ODBBA201	Organizational Behavior	3+0	
		ODBBA202	Business Finance	3+0	
		ODBBA203	Talent Management	3+0	
		ODBBA204	Marketing Theory and Practices	3+0	
		ODBBA205	Business Mathematics	3+0	
		ODBBA206	Marketing Communication and Advertising Management	3+0	
		<b>Skill Enhancement Courses (SEC)</b>			
		ODUGSEC2	Introduction to E-Commerce	3+0	
		<b>Ability Enhancement Courses (AEC)</b>			
		ODUGAEC2	Basics of Digital Marketing	2+0	

Total Credits-23

**Note:**

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level.

## YEAR 2ND SEMESTER 3

YEAR	SEMESTER	PAPER CODE	PAPER NAME	CREDIT	
<b>Major Course</b>					
2nd	3	ODBBA301	Management & Cost Accounting	3+0	
		ODBBA302	Business Law	3+0	
		ODBBA303	Production Management	3+0	
		ODBBA304	Business Policy	3+0	
		ODBBA305	Business Communication	3+0	
		ODBBA306	Business Environment	3+0	
		<b>Skill Enhancement Courses (SEC)</b>			
		ODUGSEC3	Chat GPT and Gen AI	3+0	
		<b>Ability Enhancement Courses (AEC)</b>			
		ODAEC3	Financial Literacy	2+0	

Total Credits-23

**Note:** Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level.

## YEAR 2ND SEMESTER 4

YEAR	SEMESTER	PAPER CODE	PAPER NAME	CREDIT	
<b>Major Course</b>					
2nd	4	ODBBA401	Supply Chain Management	3+0	
		ODBBA402	Research Methodology	3+0	
		ODBBA403	Specialised Accounting	3+0	
		ODBBA404	Consumer Behaviour	3+0	
		ODBBA405	Investment Analysis & Portfolio Management	3+0	
		ODBBA406	Digital Marketing	3+0	
		<b>Ability Enhancement Courses (AEC)</b>			
		ODUGAEC4	Business and professional Skills	2+0	

Total Credits-20

**Note:**

Select one course from the Ability Enhancement Course (AEC) category, from the pool of courses offered at the university level.

**Summer Training:**

At the end of the fourth semester, every student is required to undertake a Research Project, Dissertation, Internship, Field Work, or Survey, which will carry 3 credits. The internship, with a duration of 4-6 weeks, is to be completed during the break between the fourth and fifth semesters. Upon completion, students must submit a report accompanied by certification from the respective institute or organization. The report will be evaluated by a panel comprising two experts (one internal and one external), and there will be no internal evaluation for this component. Additionally, in the fifth semester, a Viva-Voce examination will be conducted based on the Summer Training Report, with the evaluation consisting of 50 marks for the report and 50 marks for the Viva-Voce

## YEAR 3RD SEMESTER 5

YEAR	SEMESTER	PAPER CODE	PAPER NAME	CREDIT
<b>Major Course</b>				
3rd	5	ODBBA501	Income Tax	3+0
		ODBBA502	Social Media Marketing and E-Commerce	3+0
		ODBBA503	Entrepreneurship & Small Business Management	3+0
		ODBBA504	Sales Management	3+0
		ODBBA505	Industrial Relations & Labour Laws	3+0
		ODBBA506	Company Accounts	3+0
		ODBBA507	*Summer Training Report, Presentation and its Evaluation and viva-voce based on Summer Training REPORT	3+0

Total Credits-21

## YEAR 3RD SEMESTER 6

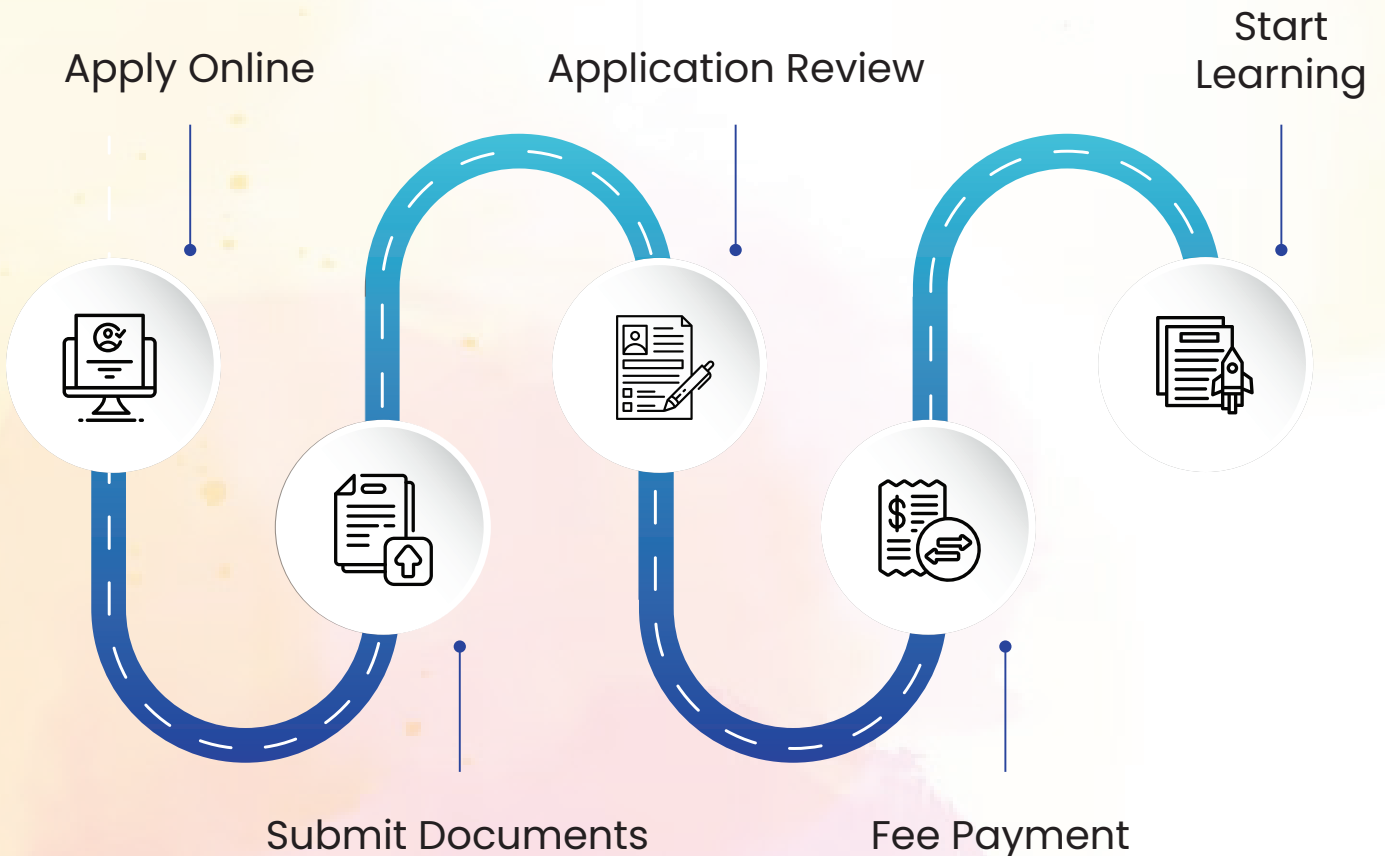
YEAR	SEMESTER	PAPER CODE	PAPER NAME	CREDIT
<b>Major Course</b>				
3rd	6	ODBBA601	Strategic Management	3+0
		ODBBA602	Goods & Service Tax	3+0
		ODBBA603	Auditing	3+0
		ODBBA604	International Trade	3+0
		ODBBA605	Training & Development	3+0

Total Credits-15

# FEE STRUCTURE

ODL BBA	1st Year Fees	2nd Year Fees	3rd Year Fees
Registration Fee	Rs. 500/-	-	-
Exam Fee	Rs. 9,000/-	Rs. 9,000/-	Rs. 9,000/-
Exam Fee	Rs. 3,000/-	Rs. 3,000/-	Rs. 3,000/-
Total Yearly Fee	Rs. 12,500/-	Rs. 12,000/-	Rs. 12,000/-
Total Fees	Rs. 36,500/-		

# ADMISSION PROCESS





# CAREER OPPORTUNITIES AFTER **BBA**

This degree opens doors to multiple career paths across industries, including:

Business  
Analyst



Financial  
Consultant



Marketing  
Executive



Human  
Resource  
Manager

Entrepreneur



Graduates can also opt for higher studies like an MBA or specialised certifications in finance, marketing, HR, or data analytics to enhance their career prospects.



[Learn Now](#)

WITH

**DEEN DAYAL UPADHYAYA  
GORAKHPUR UNIVERSITY**



For more information contact:



**08045680297**