



DAYANANDA SAGAR
UNIVERSITY | Online



UGC
Entitled



UGC-Entitled Degree | NAAC A+ Accredited | 100% Online | 3 Years



BBA

Bachelor of Business Administration

ADMISSIONS OPEN FOR 2026

Experience

A Modern Blend Of Teaching And Industry Interaction

3-year program (6 semesters)

Program Summary

Bachelor of Business Administration (BBA)

Institute Name

**DAYANANDA SAGAR
UNIVERSITY | ONLINE**

Program Duration

3 YEARS (6 SEMESTERS)

Learning Mode

**100% ONLINE WITH LIVE
SESSIONS ON WEEKEND**

Accreditation

UGC-ENTITLED, NAAC A+

Total Program Fee (6 Semesters)

INR 1,30,000

Semester Fees:

- Sem 1 - INR 22,250
- Sem 2 - INR 21,750
- Sem 3 - INR 21,750
- Sem 4 - INR 21,750
- Sem 5 - INR 21,750
- Sem 6 - INR 20,750

Zero cost EMI options available



Course Leaders

Expert University Professors
(Course Coordinators &
Subject Matter Experts)



Certificate

Learners Will Be Awarded
With A Degree By
Dayananda Sagar University



Faculty

Learn From Accomplished
University Professors And
Experienced Practitioners.



Eligibility

Pass In 10+2 or Equivalent
With 45% Marks (40% For
SC/ST/OBC)

Why Choose Dayananda Sagar University | Online BBA?

Flexible Learning – Study Anytime, Anywhere via Interactive Learning Through Live Lectures, Pre-Recorded Sessions Accessible 24/7



Specialization (Electives)
Digital Marketing,
Supply Chain Management,
Business Analytics



Based On Career Goals

Career Focused –
Resume-Building, Interview
Coaching and Job
Placement Assistance



Affordable Tuition Fee -
INR 1,30,000 Without
Compromising Education
Quality



Live Weekend Sessions –
Weekend Classes With
Experienced Faculty



Globally Recognized –
UGC-ENTITLED Degree
Valued By Employers
Worldwide



Program Features

 Industry-Recognized Degree	UGC-ENTITLED & NAAC A+ Accredited Degree, At Par With On-Campus BBA Program
 Real-World Learning	Pre-Recorded Lectures, Live Weekend Sessions, Business Case Studies, And Project Work
 Industry-Aligned Curriculum	Dayananda Sagar University Online Ensures Quality Education Curriculum That Meets UGC Standards
 Four-Quadrant Approach	Video & Audio Content, Digital Resources, Live Discussions, And Continuous Assessments Ensuring Holistic Learning
 3 Specialization Tracks	Choose From Digital Marketing, Supply Chain Management, Or Business Analytics Based On Career Goals
 Expert Faculty & Mentorship	Learn From Experienced Professors And Industry Practitioners With Real-World Insights
 Career Support Services	Placement Assistance, Internship Opportunities, Mock Interviews, And Lifetime Alumni Network
 Flexible Learning (24/7 Learning Access)	100% Online, Live Weekend Classes , Self-Paced Study As Per Your Own Schedule

This program Is For You If...

You Want To Build A Strong Foundation In Business Management, Leadership, And Decision-Making. It Suits Aspiring Managers, Entrepreneurs, And Professionals Who Aim To Work In Areas Like Marketing, HR, Operations, or General Management Across Diverse Industries.



Fresh Graduates

Build Business Acumen And Management Skills Immediately After 10+2. Strong Foundation For Corporate Careers In Any Business Sector.



Working Professionals

Advance Your Career While Balancing Full-Time Employment. Weekend Sessions And Flexible Schedule Designed For Busy Professionals Seeking Promotion To Management Roles.



Career Switchers

Transition Into Business And Management Domains From Other Backgrounds. Structured Curriculum Provides Complete Business Education Foundation.



Parents on Career breaks

Flexible Weekend Classes Parents Restart / Upgrade Corporate Careers Confidently While Balancing Family Responsibilities.



Future Business Leaders

Develop Strategic Thinking, Leadership, And Decision-Making Abilities For Senior Management And C-Suite Roles.



Specialization Seekers

Master Specific Domains Like Digital Marketing, Supply Chain, or Business Analytics With Hands-On Projects And Industry Mentorship.



BBA Specializations (Electives)



Digital Marketing

Master Digital Channels, Online Customer Acquisition, And Data-Driven Marketing Strategies.



Supply Chain Management

Learn Inventory Management, Logistics Optimization, And Supply Chain Strategy For Global Operations.



Business Analytics

Build Expertise In Data Analysis, Predictive Modeling, And Business Intelligence For Strategic Decisions.



DAYANANDA SAGAR
UNIVERSITY | Online



UGC
Entitled



Dayananda Sagar Legacy Spanning Over 70 Years



Get in Touch

Have Questions About Our Programs? We Are Here To Help! Whether You Need Assistance With Enrolment, Course Details, Our Team Is Ready To Guide You.

Reach Out To Us Via Email Or Phone. You Can Also Visit Our Faq Section For Common Queries.

YOUR EDUCATION IS OUR PRIORITY, AND WE ARE COMMITTED TO PROVIDING THE SUPPORT YOU NEED IN THIS JOURNEY.

Admissions



Call Us
+91 9880147004

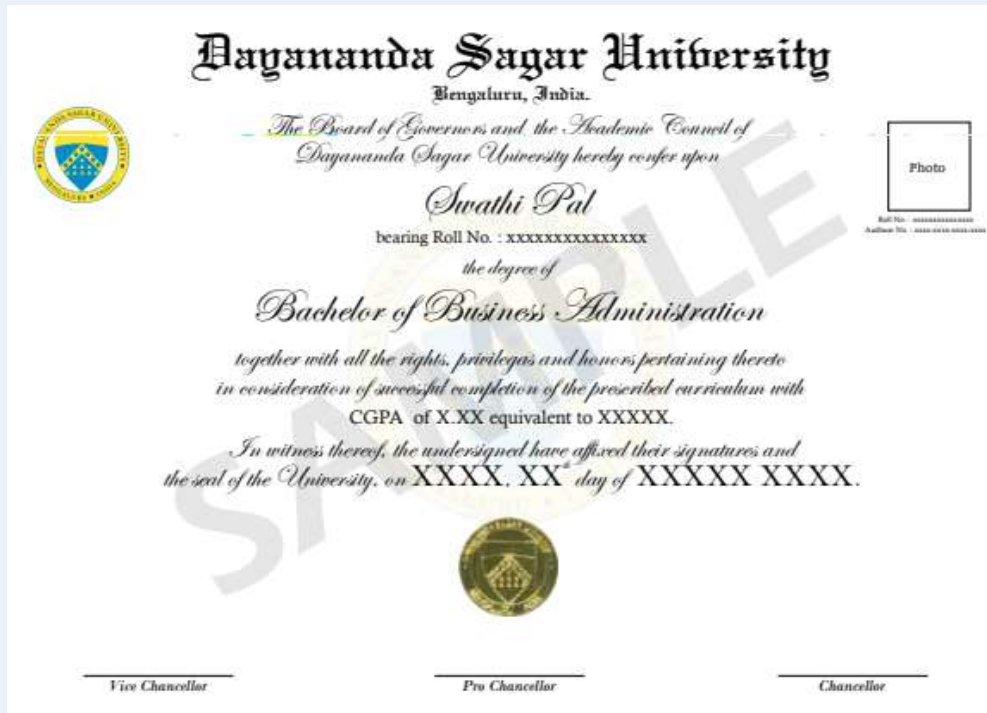


Email Us
admissions@dsuonline.com



Visit Our Website
www.dsuonline.com

Sample Degree Certificate



Frequently Asked Questions

1. Is the BBA degree recognized by employers?

Yes, UGC-ENTITLED And NAAC A+ Accredited—Recognized Globally By FMCG, Banking, Consulting, And IT Companies.

2. Are there LIVE sessions with faculty?

Live Weekend Interactive Sessions With Expert Faculties. Also Recorded Sessions Available 24/7.

3. Can working professionals pursue BBA?

Yes, The Program Is Designed For Working Professionals To Balance Their Career And Educational Journey Comfortably.

4. What is the course delivery method?

The Course Delivery Method Is Completely Online With Four-Quadrant Approach: Video Lectures, Digital Resources, Live Weekend Sessions, Quizzes/Projects.

5. Does DSU provide placement assistance?

Yes, Through Our Professional Enhancement Program (Pep), Dsu Bridges Education-Employment Gap With Internships, Resume Building, Interview Coaching, Mentorship Program And Networking With Top Recruiters.