



**MANIPAL**  
**UNIVERSITY JAIPUR**  
*(University under Section 2(f) of the UGC Act)*

Be The  
Next **Game  
Changer**

PROSPECTUS 2024-25

Bachelor of Business Administration

Online programs entitled  
by UGC from a NAAC A+  
accredited university



UGC  
Entitled



NAAC A+  
Accredited



**online**  
**MANIPAL**



**100%**  
**Online**



★ RANKED 101-150



Amongst India's  
Top #101-150  
Universities in 2023

★ RANKED 13



Amongst India's  
Top 15 Universities  
(Management) 2023

⚙️ ACCREDITATION



Rajasthan's 1st  
NAAC A+ Accredited  
University

⚙️ ACCREDITATION



UGC- entitled Online Degrees  
Equivalent to Campus Degree

⚙️ ACCREDITATION



Globally Recognised  
Online Degrees

⚙️ ACCREDITATION



Member of ACU

You are ready to change the world. To be the next version of you.

**Now, a NAAC A+ university comes to you. And you can get a UGC-entitled online degree from anywhere, anytime.**

Get ready to raise the bar. And meet the new you.

Your time starts now.

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

Padma Shri awardee  
Dr. T M A Pai  
Founder  
Manipal Education & Medical Group

VISIONARY

PHILANTHROPIST

PHYSICIAN

EDUCATIONIST

BANKER







In a short period of time, Manipal University Jaipur has become a leading player in the online education space by embracing technology to make quality education accessible to a wider population. We believe in comprehensive student development, empowering bright entrepreneurial minds, and rearing them to be responsible citizens. Our online degrees reflect that belief and provide learners a great opportunity to fulfil their potential.

**Mr S. Vaitheeswaran**  
Chairperson  
Manipal University Jaipur



Today, in a world that is being reshaped by technology and evolving customer expectations, businesses are looking for leaders that are both ambitious and skilled to succeed in this environment.

At Manipal, all our program are designed around the theme of strategic leadership and innovation. To endow you with the most relevant skills for success in Industry 4.0.

**Dr. G K Prabhu**  
President  
Manipal University Jaipur



# Change the game with next-gen online degrees from Manipal University Jaipur.



## World class education

Access UGC-entitled online degrees from a NAAC A+ accredited university with 12+ years of educational excellence. Learn from experienced faculty who are experts in their domains.



## Next-gen pedagogy

Attend live classes and access recorded lectures & e-learning content anywhere, anytime through our advanced digital learning platform.



## Exhaustive content & resources

Access an exhaustive e-library with over 1,80,000 e-books, e-databases, journals, and more. Additional 110+ hours of skill enhancement content worth INR 50,000.



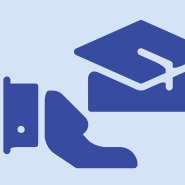
## Global networking opportunities

Expand your professional network by interacting with peers, faculty & other professionals across industries. Attend regular webinars led by experts to get industry insights.



## Placement assistance

Become a job-ready professional with intense placement training programs which include resume building, mock interviews, skill assessments, and more.



## Attractive scholarships

Gain access to exclusive scholarships designed for defense personnel, government employees, differently abled people & meritorious students.



## Prestigious Manipal alumni status

Benefit from 70+ years of Manipal legacy and become a member of the reputed alumni network.



**Whether you are a CEO,  
senior manager, or junior  
professional, if you neglect  
learning, you stop adapting  
and forego leading.**

Source: hbr.org





# A university of your choice



## Online program entitled by UGC

- Certificate awarded by Manipal University Jaipur, rated A+ by NAAC
- All online program designed as per UGC regulations



## Flexibility to study on the go

- 24x7 learning with best-suited content
- Learn at your own pace, whenever you want



## Expert faculty and mentors

- Best-in-class faculty, selected through our vast pool of full time and adjunct professors
- Dedicated course mentors allocated to each student
- Flexible, modern curriculum for maximum industry relevance

Manipal University Jaipur (Rajasthan) has been established by an Act (No. 21 of 2011) of State Legislature of Rajasthan as a State Private University as specified by the UGC under Section 2(f) of the UGC Act

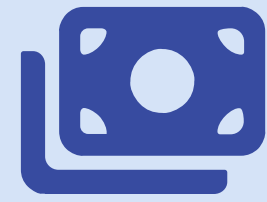


# A university of your choice



## Career support to find your dream job

- Comprehensive services to help kickstart your career
- Includes interview tips, employability assessments, resume building, industry readiness programs, mock interviews, virtual placement drives, and more
- Guest faculty from the industry for real-world experience



## Scholarships for deserving candidates

- Defense personnel, PSU employees, and persons with disabilities are eligible for scholarships
- Merit scholarships are available based on learner's qualification exam results for the respective program



## Additional content for skill enhancement

- Access 110+ hours of exclusively curated skill enhancement content worth INR 50,000.
- Content tailored for leaders in emerging technology and business skills

Ranked AAAA by Careers 360.  
Awarded Private University of Eminence by MHW Rankings 2021.



**Learning is seldom just a transaction between an expert and a novice. It is a relationship that frees up thinking and fosters growth.**

Source: hbr.org





## Online management program

# BBA

Bachelor  
of Business  
Administration

### Eligibility

- Candidates must have completed 10+2 education from a recognised national or state board institution or 10+3 diploma from a recognised national or state institute.
- Candidates must have at least 45% marks in aggregate in 10+2 / diploma (40% for reserved categories).

### Fee structure

- INR 135,000 or INR 22,500 per semester (includes an examination fee of INR 5,000)
- INR 500 (non-refundable application fee)

### Duration

- Minimum 3 years (divided into six semesters)  
Maximum 6 years

Get equipped to succeed in the contemporary corporate world with our bachelor's degree in business administration.



# Bachelor of Business Administration (BBA) | Program structure

First semester	Second semester	Third semester	Fourth semester	Fifth semester	Sixth semester
Communication Skills and Personality Development	Business Communication	Legal and Regulatory Framework	Business Strategy	Consumer Behavior	Customer Relationship Management
Organizational Behavior	Financial Accounting	Quantitative Techniques for Management	Management Information System	Business Analytics	Digital Marketing
Business Environment	Human Resource Management	Research Methodology	Management Accounting	Elective - General Management	Elective - General Management
Marketing Management	Quality Management	Financial Management	Environmental Science	Elective - Retail Management	Elective - Retail Management
Computer Fundamentals	Retail Management	Advertising and Sales	International Marketing		
	Term paper	Project	Rural Marketing		

- Retail Management, Term paper (Second semester), Quantitative Techniques for Management and Research Methodology carry 2 credits each
- Project carries 16 credits
- All other courses (including subjects in areas of specialization) carry 4 credits each
- In the final year (last two semesters), the student can specialize in one of two groups: General Management or Retail Management
- Each specialization has nine courses each, including one project



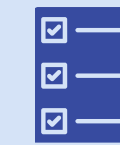
# Choose your electives from the following options

Electives	Fifth semester	Sixth semester
01 General Management	Operation and Production Management, Economic Planning, eCommerce, Entrepreneurship, Small Business Management	Technology Management, Management Development and Skills, Role of International Financial Management
02 Retail Management	Store Operations and Job Knowledge, Logistics Management, Buying, Visual Merchandising, Warehouse Management	Modern Retail Management Process and Retail Services, Retail Project Property Management and Case Studies in Retail, Merchandising and Supply Chain Management

- Note: Every student shall undertake project work, either at their place of work or elsewhere in the chosen area of elective to complete the program.
- The project work will commence from the third semester and has to be completed by the end of the fourth semester.
- MUJ reserves the right to change the program design, format, number of sessions, certificate format, and terms in the program or can incorporate any such change deemed necessary by the institute without prior intimation.



# Get onboard



## Choose a program & register

Visit [www.onlinemanipal.com](http://www.onlinemanipal.com) and choose the program you want to pursue and register by filling in your basic details & paying the registration fee.



## Provide educational & work details

Fill in your educational & work experience-related details.



## Pay program fee

Pay the admission fee for the first semester /year or full program.



## Upload documents & submit application

Upload supporting documents & submit your application to complete the process.

By harnessing emerging technologies, universities can reach beyond campus walls to empower diverse learners at a global scale.







Source: hbr.org



# Did you know?

## eLearning material

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. It includes a combination of the following eLearning content, namely:

	Video lectures		eText materials
	Virtual classroom		Interactive material
	Virtual simulation		Discussion forums





## 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.

## 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.

## 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.

## Theory papers

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

## 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 (Rajasthan) only.

## Practical papers (as applicable)

The assessment for the practical part is based on the performance in guided exercises (i.e. day-to-day exercises) and unguided exercises which will be conducted on the last day of the practical sessions in each subject with an external examiner. The assessment ratio for TEE to CA is 30:70. You must score at least 40% in both the parts to be declared as pass.

## Awards and degree

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



# Testimonials



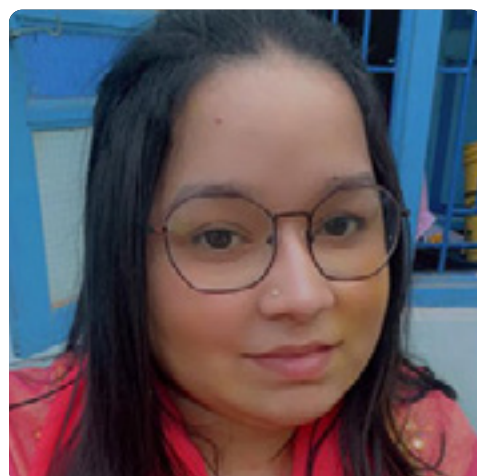
**Rohan Kaywal**

I wanted to specialize in marketing, which is why I decided to start by pursuing an online BBA. As a working professional, an online degree was the best choice for me. The faculty at MUJ are experienced & guide us well and the student portal is user-friendly.



**Vishal Purty**

Working as a business associate in a bank and with 10 years of work experience, I want to improve my skills in marketing and sales. An online BBA degree was the best choice considering the flexible learning opportunities that Online Manipal offers. The curriculum of the online BBA program is very good and the mentorship we receive from course coordinators is excellent.



**Khatija Iqbal**

I was married off at a young age and couldn't continue my studies further. After my 12th grade, I couldn't study for over 5 years. With Online Manipal, I'm able to study at my own pace and convenience. I hope to pursue my MBA degree as well and become an HR manager in future.





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