



DAYANANDA SAGAR
UNIVERSITY | Online



UGC
Entitled



BBA

Bachelor of
Commerce

Admissions open for 2025–26

Experience
a modern blend of teaching
and industry interaction

3-year programme (6 semesters)

Great Legacy



Late Shri R. Dayananda Sagar



Late Dr. Chandramma Dayananda Sagar

The Founder President of Dayananda Sagar Institutions, Late Shri R. Dayananda Sagar and Late Dr. Chandramma Sagar had a great vision: Education for all sections of society.

They set up the Mahatma Gandhi Vidya Peetha Trust (MGVP); which started as a one-college campus and is today a multi location destination to thousands of young men and women who walk into the Dayananda Sagar campuses in pursuit of a dream and march out as confident citizens, ready to absorb the challenges and opportunities of an exciting new world.

Dayananda Sagar Institutions, played an important part in creating history by enabling easy access to good and quality education for all, winning the hearts of many, far and wide reflecting the legacy of Dayananda Sagar University.

The Leadership



Dr. D. Hemachandra Sagar
Chancellor and Founder



Dr. D. Premachandra Sagar
Pro Chancellor and Founder

They are thinkers, planners, institution builders. By profession they are medical doctors, enriched with insights gained from hands-on work experience, learning and sharing through interaction. Accomplished and widely travelled, they bring with them worldly wisdom in all that they do.

About DSU Online

DSU Online provides learners with a blend of traditional teaching-learning experience along with innovative techniques to enhance the process of learning. By integrating ICT, DSU online elevates learning to meet the cutting-edge demands of the rapidly changing industry requirements. It fosters a collaborative learning environment with dedicated faculty to ensure that students achieve their full potential. The platform creates learning opportunities for students and enables them to forge careers in the corporate sector, public and social fields, research and U academics.

Message From the Vice Chancellor



Prof. B. S. Satyanaryana

We are in rapidly changing world where Knowledge life cycles have reduced drastically, and product and process life cycles are getting even shorter. Especially India is rapidly progressing to once again become a global leader, that it had always been for nearly 90% of the last 2000 years. This calls for education to deliver knowledge, skill and integrated experiential learning to enable the learner to cope with the dynamically changing world. Dayananda Sagar University has set a vision to enable the learner to excel in education, research, innovation & entrepreneurship for a Sustainable tomorrow, as per their own aspirations and goals. We are sure the young university and the Founder's efforts to create a truly state of art campus, with a unique, serene and conducive ambience for a multidisciplinary immersive experiential learning, will truly empower not just the learn but the state, the nation and the world at large. So welcome to Dayananda Sagar University and we wish you all a bright future, as you embark on your life journey. We assure you that the university will always be a steadfast partner and mentor to you for life in this age of learners.

Message From the Registrar



Dr. Puttamadappa C

We are excited to welcome you to the new and dynamic Centre for Distance and Online Education at Dayananda Sagar University.

We have always spoken about online learning as the next, most crucial step in education at DSU, and what a proud moment it is to be a part of this growing effort to educate through different mediums. By integrating ICT, DSU online elevates learning to meet the cutting-edge demands of the rapidly changing industry requirements.

I am proud to say that DSU online is on par with all the universities on a global scale, with the curriculum designed to enable our students to compete with the best of the best and come out shining. Further, our programmes are designed in such a way that our students not only excel in academics and meet industry standards, but also develop the practical skills required to contribute to society. After all, as Astor says, "Real education should educate us out of self into something far finer; into a selflessness which links us with all humanity."

Message From the Director



Dr. L Senthil Kumar

Welcome to Dayananda Sagar University, Centre for Distance and Online Education. You have taken the first step towards academic excellence by placing your trust in this institution.

At DSU CDOE, we aim to provide education that is holistic and enables students to be leaders and change-makers of this society. Education ensures that you have a place in the world, one that you carve for yourself. To take it one step further, education enables you to create space for others in the world as well. This, dear students, is what education can offer. DSU Online makes it easy for students to balance other commitments with their education owing to the flexible nature of the programmes offered.

DSU fosters a collaborative learning environment with dedicated faculty to ensure that students achieve their full potential. This platform creates learning opportunities for students and enables them to forge careers in the corporate sector, public and social fields, research and academics.

Throughout the academic journey here, Emphasis is on ethical standards, environmental sustainability and team dynamics further enriches the learning experience, equipping learners to make meaningful contributions to their organizations and society.

I firmly believe that we can achieve anything that we put our minds to. Let us, together, embark on this journey with determination and positivity-no task is impossible with the right attitude

Why Choose DSU Online?



Flexible Learning



360° Chat Assisted Learning



Industry-Relevant Curriculum



Mentorship and Peer Collaboration



High Demand Electives & Specialization



Skill Enhanced Workshops



Virtual Events



Campus Visit for Milestone Events



Access to Campus Resources



Job Placement Assistance



Advantages of Studying at DSU Online

DSU Online makes it easy for students to balance other commitments with their education owing to the flexible nature of the programmes offered. DSU Online uses modern ICT tools to deliver a seamless learning experience. This ensures that students can access quality content at a time and place of their choosing. Students are guided to design innovative solutions to challenging societal and industrial issues, all the while keeping in mind the legal, cultural, societal, and environmental factors. The programme's emphasis on ethical standards, environmental sustainability and team dynamics further enriches students' learning experience, equipping them to make meaningful contributions to their organizations and society. Lastly, DSU Online fos-

How DSU Online Ensures Quality Education in a Digital Format?

DSU Online ensures quality education through a well-designed curriculum that meets UGC standards. The Centre for Internal Quality Assurance (CIQA) reviews the quality of e-learning content, study materials, and conducts periodic assessments to maintain the mandated standards in course delivery, ensuring that the online programmes remain relevant and effective. Additionally, subject matter experts and individuals with industry experience are consulted to keep track of the quality of education offered.

Our Faculty



Dr. Nayana N

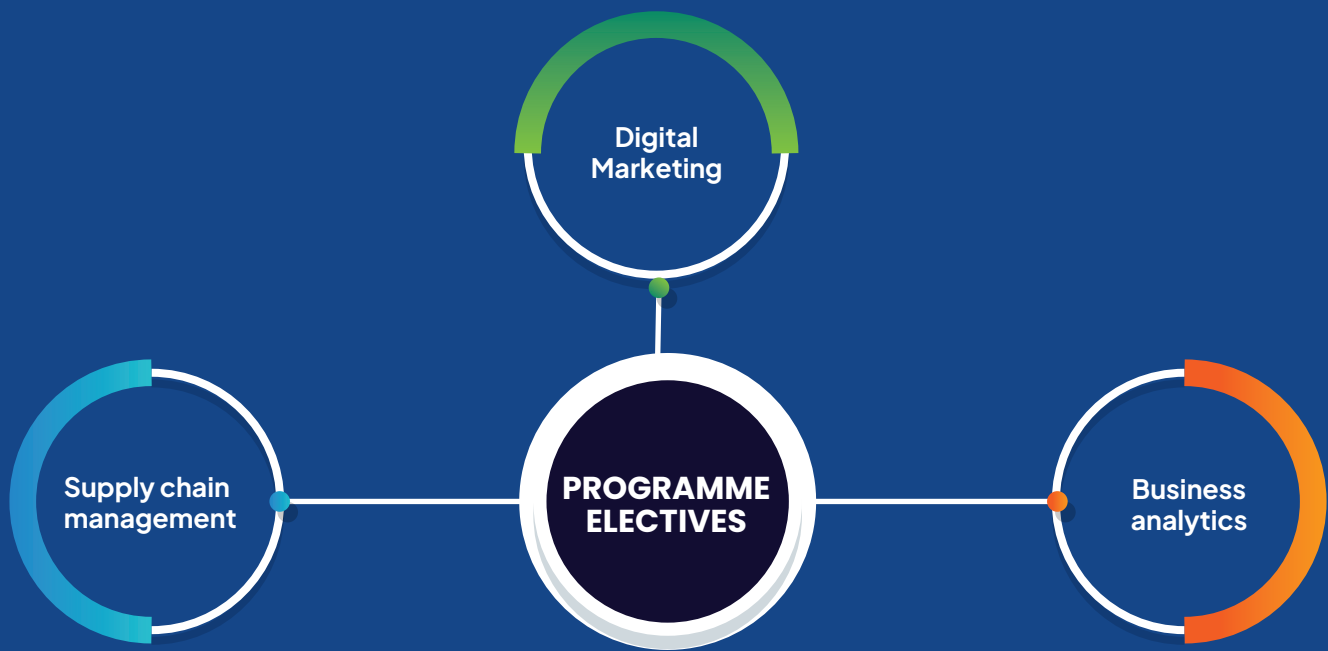


Prof. Vismaya Vishwa



Prof. Sayani Biswas

Programme Electives



Why Online BBA at DSU ?

► Online – BBA

The online BBA programme has been designed, keeping in mind the flexible and self-paced requirements of the learners. Its holistic features make way for every learner's all-round development.

► Program USP

- UGC-entitled degree
- 100% online learning
- Flexible learning options
- Industry relevant curriculum
- On par with regular on-campus degrees
- In-demand electives
- Online examination
- Live online sessions
- Recorded content
- Reputed DSU alumni recognition

Programme Curriculum

B.B.A (Online)

SEMESTER – I

Course Code	Title of the Course	Credits
BBAOL101	ENGLISH	2
BBAOL102	FINANCIAL EDUCATION & INVESTMENT AWARENESS	2
BBAOL103	PRINCIPLES OF FINANCIAL ACCOUNTING	4
BBAOL104	BUSINESS ORGANIZATION & MANAGEMENT	4
BBAOL105	BUSINESS AND CORPORATE ENVIRONMENT	4
BBAOL106	QUANTITATIVE TECHNIQUES	4
BBAOL107	MICROSOFT OFFICE FOR BUSINESS	2
BBAOL108	INDIAN CONSTITUTION	1
		23

SEMESTER – II

Course Code	Title of the Course	Credits
BBAOL201	BUSINESS & CORPORATE COMMUNICATION	2
BBAOL202	DIGITAL FLUENCY	2
BBAOL203	CORPORATE FINANCE	4
BBAOL204	BUSINESS LAW	4
BBAOL205	MARKETING MANAGEMENT	4
BBAOL206	ORGANIZATIONAL BEHAVIOUR	4
BBAOL207	ENTREPRENEURIAL SKILLS	2
BBAOL208	ENVIRONMENTAL STUDIES	1
		23

SEMESTER – III

Course Code	Title of the Course	Credits
BBAOL301	PRODUCTION & OPERATION MANAGEMENT	4
BBAOL302	HUMAN RESOURCE MANAGEMENT	4
BBAOL3X31	ELECTIVE – 1	4
BBAOL3X41	ELECTIVE – 2	4
BBAOL305	MANAGERIAL ECONOMICS	4
BBAOL306	INDIAN ETHOS & LEADERSHIP	2
BBAOL307	UNIVERSAL HUMAN VALUE	2
BBAOL308	CORPORATE SOCIAL RESPONSIBILITY	2
		26

ELECTIVE – 1

BBAOL3D31	FUNDAMENTALS OF DIGITAL MARKETING
BBAOL3S31	INTRODUCTION TO SUPPLY CHAIN MANAGEMENT
BBAOL3A31	FUNDAMENTALS OF BUSINESS ANALYTICS
Course Code	ELECTIVE – 2
BBAOL3D31	WEB DEVELOPMENT & OPTIMIZATION
BBAOL3S31	INVENTORY MANAGEMENT & MATERIAL REQUIREMENT PLANNING
BBAOL3A31	BUSINESS ANALYTICS FOR DECISION MAKING

SEMESTER – IV

Course Code	Title of the Course	Credits
BBAOL401	COST & MANAGEMENT ACCOUNTING	4
BBAOL402	PROJECT MANAGEMENT	4
BBAOL4X32	ELECTIVE – 3	4
BBAOL4X42	ELECTIVE – 4	4
BBAOL405	OPERATIONS RESEARCH	4
BBAOL406	GENERAL PSYCHOLOGY	4
BBAOL407	CERTIFICATION COURSE	2
		26

ELECTIVE – 3

BBAOL4D32	E-COMMERCE
BBAOL4S32	SUPPLY CHAIN RISK MANAGEMENT
BBAOL4A32	PREDICTIVE ANALYTICS USING- R
Course Code	ELECTIVE – 4
BBAOL4D42	SEARCH ENGINE MARKETING & PPC
BBAOL4S42	SUPPLY CHAIN MODELLING & MANAGEMENT
BBAOL4A42	FUNDAMENTALS OF ARTIFICIAL INTELLIGENCE- PYTHON

SEMESTER – V

Course Code	Title of the Course	Credits
BBAOL501	STRATEGIC MANAGEMENT	4
BBAOL502	DIGITAL ACCOUNTING	2
BBAOL5X33	ELECTIVE – 5	4
BBAOL5X43	ELECTIVE – 6	4
BBAOL505	RESEARCH METHODOLOGY	4
BBAOL506	START-UP MANAGEMENT	1
BBAOL507	MINI PROJECT – ORGANIZATIONAL STUDY	

ELECTIVE – 5

BBAOL5D33	CONTENT MARKETING
BBAOL5S33	SUSTAINABILITY & GREEN SUPPLY CHAIN MANAGEMENT
BBAOL5A33	BASICS OF ECONOMETRICS
Course Code	ELECTIVE – 6
BBAOL5D43	ANALYTICS & DATA DRIVEN MARKETING
BBAOL5S43	INTERNATIONAL SUPPLY CHAIN MANAGEMENT
BBAOL5A43	DATA VISUALIZATION TECHNIQUES

SEMESTER – VI

Course Code	Title of the Course	Credits
BBAOL601	STRATEGIES FOR WINNING BUSINESS NEGOTIATION	4
BBAOL602	PERSONAL BRANDING & NETWORKING	2
BBAOL603	IT & GST RETURNS	2
BBAOL604	RESEARCH PROJECT	6
		14
	Total Program Credits	133

Programme Learning System

Our online BBA programme leverages a unique blend of teaching and learning methodologies such as:

1. e-Tutorials (Video and Audio Content)

- Live and recorded lectures by experienced faculty members and industry professionals.

2. e-Content (Digital Resources)

- Self-paced learning modules accessible 24/7.
- Extensive digital library with e-books, research journals, and curated reading materials.
- Downloadable study notes, infographics, and business templates for reference.
- Real-world case studies and business scenarios aligned with course modules.

3. Web Resources (Discussion Forums and Interaction)

- Interactive forums for peer-to-peer learning and collaboration.
- Networking opportunities with industry leaders through virtual events.

4. Assessment (Tests and Assignments)

- Regular quizzes, tests, and reflective exercises for concept reinforcement.
- Assignments and projects focused on solving real-world business challenges.
- Automated feedback and progress tracking through the Learning Management System (LMS).
- Continuous Internal Assessment(CIA).
- Semester End Examination(SEE).

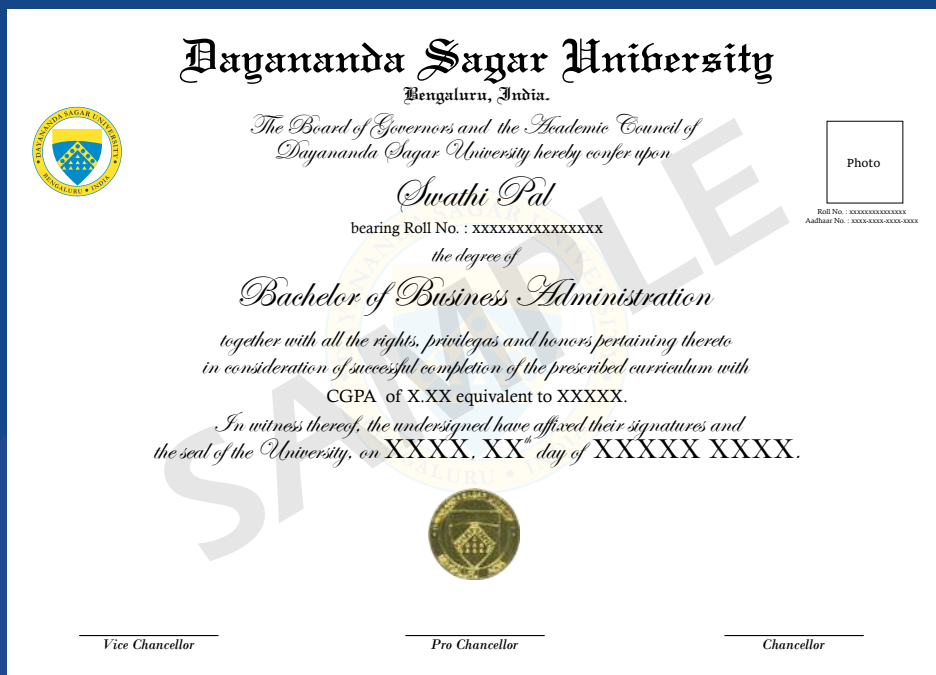
Admission Eligibility Criteria

A Pass in 10+2 or Equivalent Examination with a minimum of 45% marks in aggregate (40% in case of candidates belonging to SC/ST & OBC category).

Top Companies

- ♦ Tata Consultancy Services
- ♦ Capgemini
- ♦ Deloitte
- ♦ PwC
- ♦ Ey
- ♦ KPMG
- ♦ Infosys
- ♦ Wipro
- ♦ ANZ
- ♦ Aditya Birla Group
- ♦ London Stock Exchange
- ♦ Scaler
- ♦ Prestige Group
- ♦ ICICI Bank
- ♦ Commonwealth Bank of Australia
- ♦ Stonex

Sample Degree Certificate



(Sample BBA Degree Certificate)



DAYANANDA SAGAR
UNIVERSITY

Online



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Admissions Helpline

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