



**SRM**  
UNIVERSITY  
ONLINE

Brochure 2025 - 26



**Bachelor of**

**Business Administration**

3 Years Program



**NAAC**  
A+ Accredited



**UGC**  
Entitled



**AICTE**  
Approved





## SRM GROUP

With over 50 years of strong legacy in the field of education. The SRM Group, a prominent educational conglomerate in India known for its emphasis on research and development nurtures talent through rigorous academics and holistic development.

SRM Group of Institutions offer undergraduate, postgraduate, and doctoral programs in a variety of disciplines, including engineering management, medicine, and social sciences.

The group's institutions feature cutting-edge facilities, a supportive learning environment and extensive industry connections, with the goal of providing students with a comprehensive education and preparing them for successful careers.

## Why Choose SRM University Sikkim for Your BBA?



**World-Class Education:** Experience learning from highly qualified faculty with industry expertise.



**Flexible Learning:** Access online BBA program at your convenience, with the ability to learn at your own place and pace.



**Industry-Relevant Curriculum:** Tailored to meet the demands of today's rapidly changing business landscape.



**Specialized Electives:** Choose from electives in Finance, Marketing, and Human Resource Management.



**Global Recognition:** Benefit from SRM's strong legacy of academic excellence and partnerships with renowned global institutions.





**From Chancellor's Desk**

## **Dr. P. Sathyanarayanan**

**Chancellor SRM University Sikkim**

In today's interconnected world, SRM University Sikkim is committed to addressing complex challenges through academic excellence and a thriving research environment. The online programs at SRM University Sikkim provide world-class education with esteemed faculty and industry experts, fostering diverse knowledge exchange.

The curriculum emphasizes practical application and real-world problem-solving, preparing graduates as leaders in an interconnected world. The university also fosters a thriving SRM community, connecting students for engaging discussions and collaborative projects. Pursuing an online education at SRM University Sikkim offers flexible, affordable, and rigorous programs designed to help students achieve their academic and professional goals.



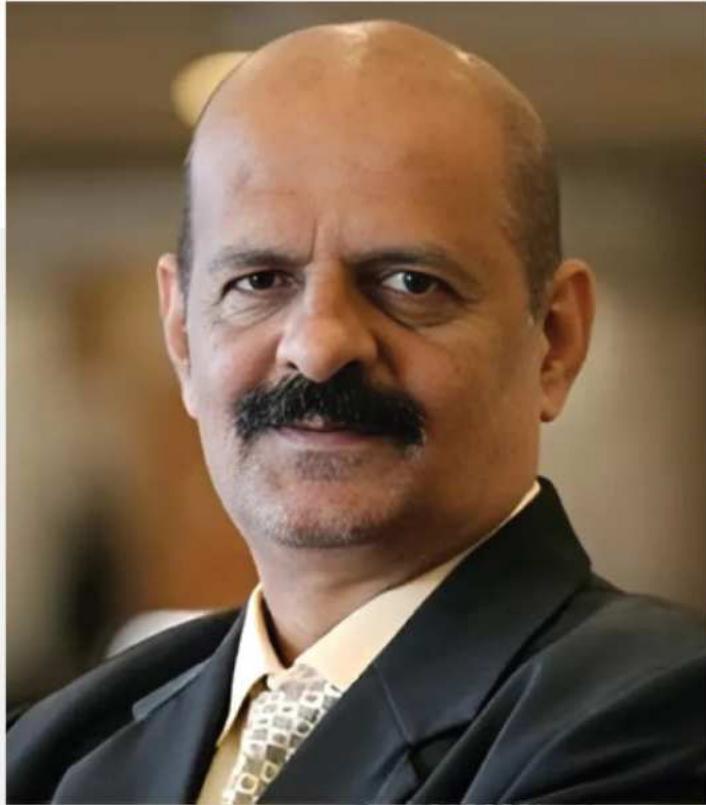


**Message from Leadership**  
**Prof Ch. Satish Kumar**  
**Vice Chancellor**

Welcome to SRM University Sikkim, where we are committed to empowering you through innovative online education. In today's rapidly evolving world, flexibility and accessibility are more important than ever, and our online programs are designed to provide you with a world-class education that fits your lifestyle and aspirations. As an A+ university graded by NAAC, our cutting-edge online platforms, expert faculty, and diverse course offerings ensure that you have the resources you need to succeed in your chosen field. Whether you are looking to advance your career, switch paths, or deepen your understanding of a particular subject, our programs are tailored to meet your unique goals.

Our commitment to academic excellence is matched by our dedication to fostering a vibrant and inclusive learning community. Through interactive courses, collaborative projects, and a supportive network of peers and mentors, you will have the opportunity to engage with ideas and perspectives from around the globe. Thank you for choosing SRM University Sikkim as your partner in education. We are excited to be a part of your journey and look forward to celebrating your achievements.





## Message from Leadership

### Dr. H. N. Udupa

Director (Online Education)

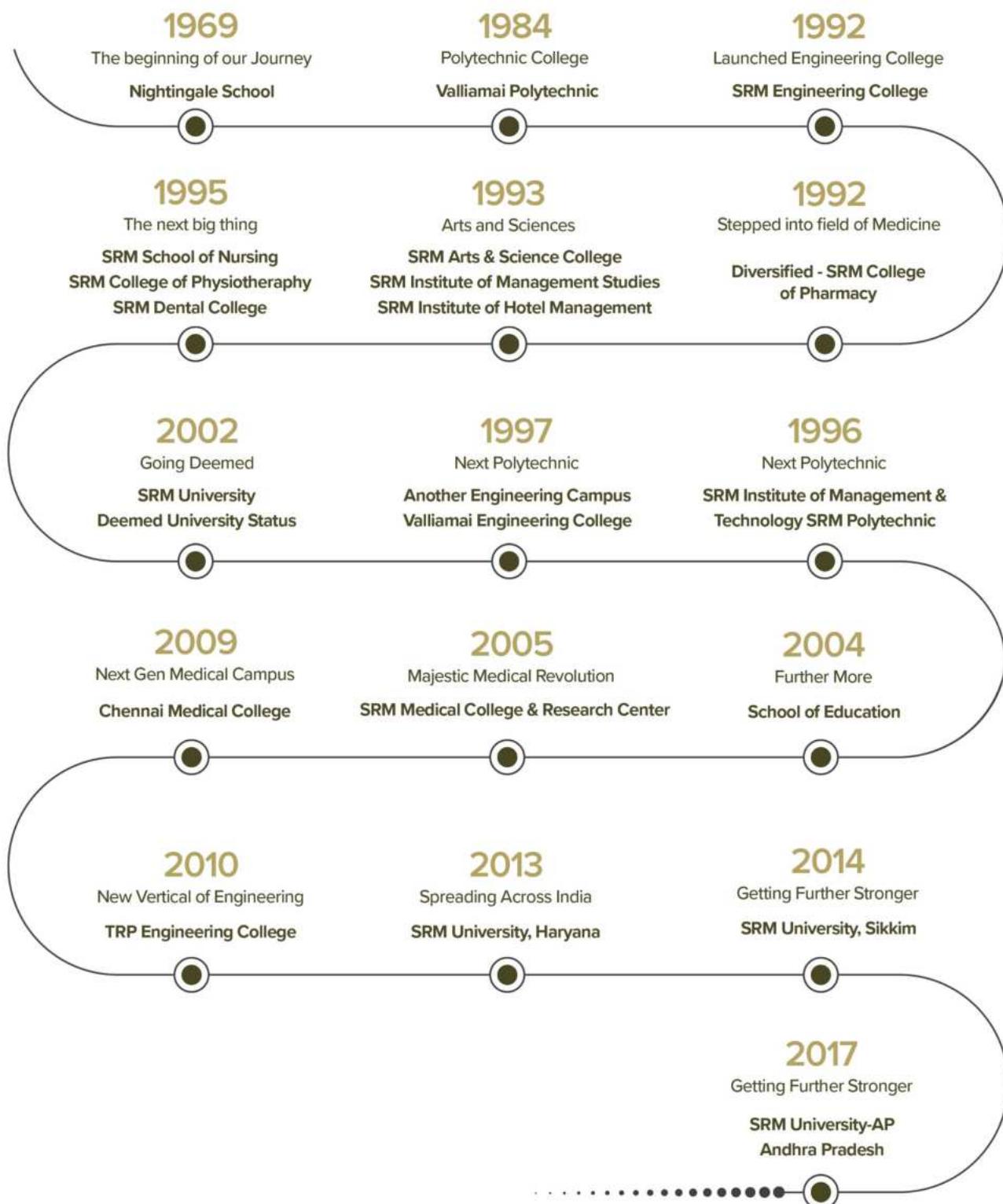
The SRM Sikkim University and the Centre for Distance and Online Education (CDOE) are committed to providing industry-relevant, quality education to learners worldwide, irrespective of their age, culture, or socio-economic status. Our goal is to empower learners to achieve competence and career growth while contributing to economic development. The SRM Sikkim's online programs offer well-structured, industry-specific curricula developed by highly qualified academicians and industry experts. We aim to provide high-quality learning opportunities across society through our technology integrated "One-stop Solution" learning platform—a user-friendly virtual campus.

Our learning materials, including tests and videos, are meticulously organized to enhance the learning experience. I am proud to be a part of the SRM Sikkim and extend a warm welcome to online learning aspirants of CDOE. We are committed to ensuring a memorable learning journey for all.



## A Timeline of Success

# Our 50+ years of Heritage



## Ranking and Accreditation

Ensuring high academic standards and recognition for excellence in education



**Recognized by the University Grants Commission (UGC),** meeting the highest standards for higher education.

**Programs are AICTE-approved,** adhering to national standards for quality education in technical fields.

**Awarded an A+ grade for academic excellence,** recognizing our high standards in learning and continuous improvement.

**ISO 9001:2015 certified,** ensuring adherence to global standards in quality management and operational efficiency.

## About The Program - BBA

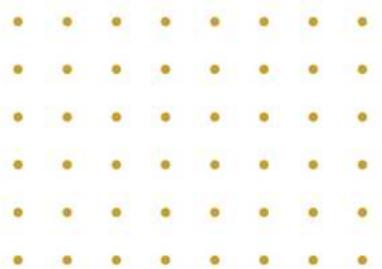
At SRM, our comprehensive BBA program helps you build essential skills in leadership, strategic thinking, analytical reasoning, and problem-solving that are key to thriving in today's competitive job market. The program at SRM is personalized to support self-directed learning and is designed to match your individual goals and pace.

We structure the curriculum to prepare you for real-time challenges involving massive data applications, while also opening up diverse pathways in employment and entrepreneurship, from business analytics to social media marketing. The BBA program at SRM covers core business subjects such as Economics, Entrepreneurship Skills, Business Analytics, and Business Research. These are integrated with specialized electives in Finance, Marketing, and Human Resource Management to give you a well-rounded business education.

36 Months	15 - 20 Hours/week
6 Semesters	120 Credits



# Program Curriculum



Semester 1		Semester 2	
Course Name	Credits	Course Name	Credits
Professional Communication	2	Management and Cost	4
Principles of Management	4	Accounting	
Financial Accounting	4	Organizational Culture and	4
Basics of Production and Operation		Behaviour	
Management	4	Management Information Systems	4
Managerial Economics	4	Business Environment	4
Environmental Science	2	Statistics in Business	4
<b>Total Credits</b>	<b>20</b>	<b>Total Credits</b>	<b>20</b>
Semester 3		Semester 4	
Course Name	Credits	Course Name	Credits
Operations Research in Business	4	Strategic Management	4
Financial Management	4	Consumer Behaviour	4
Human Resource Management	4	Service Marketing	4
Marketing Management	4	E-Commerce and Digital Marketing	4
Legal Aspects of Business	4	Entrepreneurship Development	4
<b>Total Credits</b>	<b>20</b>	<b>Total Credits</b>	<b>20</b>
Semester 5		Semester 6	
Course Name	Credits	Course Name	Credits
Introduction to Research Methods	4	Ethics and Corporate Governance in	4
Project management	4	Business	
Elective I	4	Elective IV	4
Elective II	4	Elective V	4
Elective III	4	Elective VI	4
<b>Total Credits</b>	<b>20</b>	<b>Project</b>	<b>4</b>
		<b>Total Credits</b>	<b>20</b>



# Electives

Elective Course Name	Semester
Financial institutions and markets	5
Brand Management	5
Strategic HR	5
Total Quality Management	5
Investment analysis and portfolio management	6
Retail Marketing	6
Information Security Management	6
Small Business Management	6

**Electives:** - At the end of 4th Semester, students are required to select three elective courses for 5th and 6th semester from the course list given above.

## Career Opportunities

Business Analyst | Marketing Executive | Sales Executive | Human Resource Assistant | Operations Executive | Finance Executive

## Industry Partners



**Deloitte.**

**moengage**

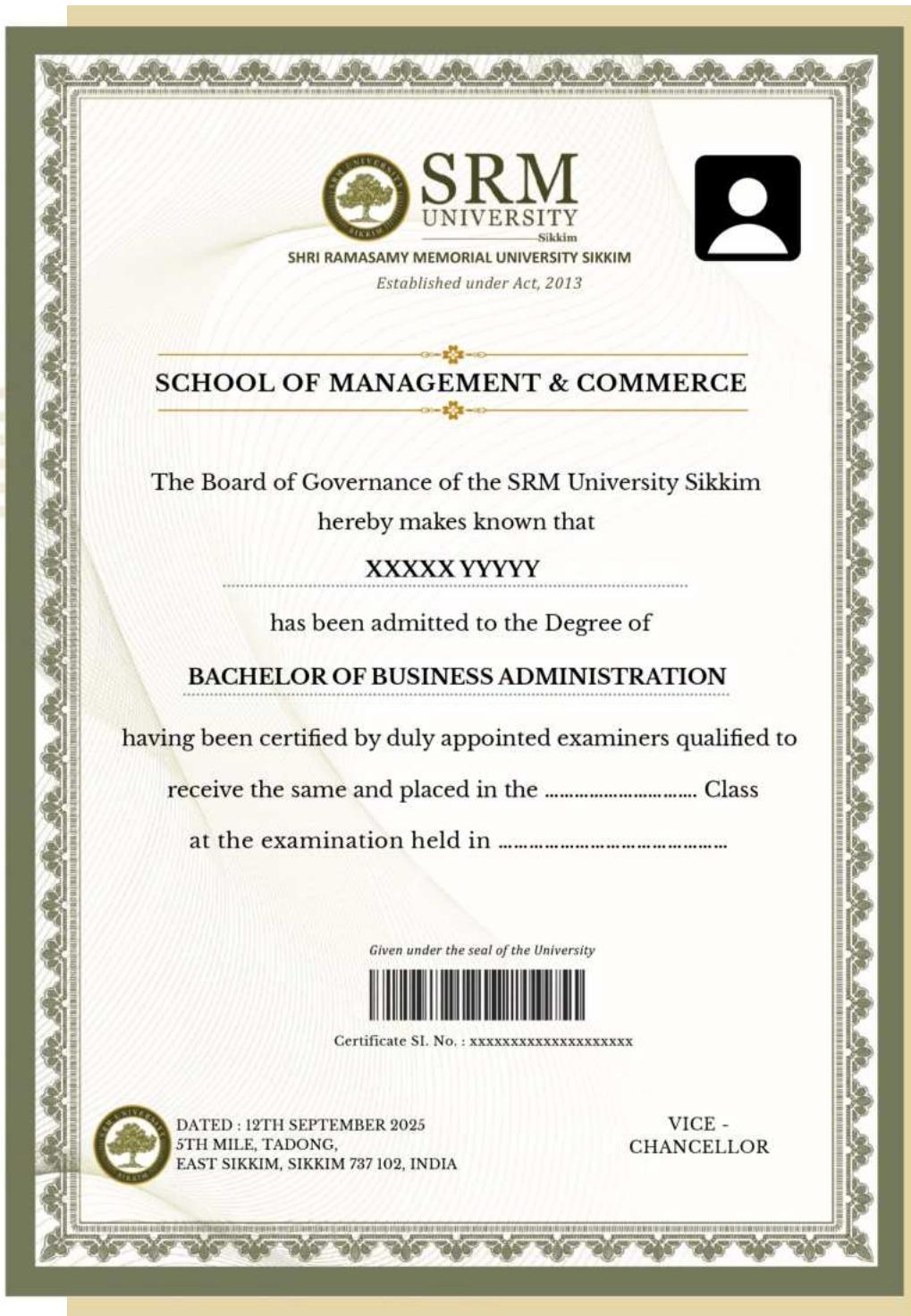


### Note:

- The university has the right to change the curriculum from time to time which will be notified in the website.



# A Rewarding Degree



# Enhancing Your Learning Experience

## Program Benefits

Unlock a Comprehensive Learning Journey Designed for Career Success



## Key Advantages

Our online BBA program is designed to provide you with a flexible, technology-driven, and engaging learning experience.

From personalized mentorship to case-based learning and industry-led projects, SRM University Sikkim's Online BBA program ensures that you are equipped to meet the demands of the global job market.

### Flexi-Learning

AI-driven personalized learning platform that adapts to your unique learning style.

### Masterclasses by Industry Experts

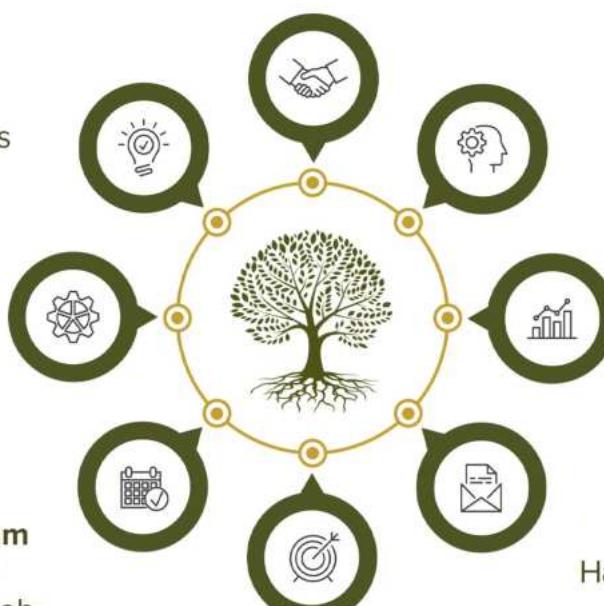
Learn from renowned professionals and thought leaders through live sessions and webinars.

### Experiential Learning

Practical learning delivered by academic experts, focusing on real-life business scenarios.

### Industry-Oriented Curriculum

Courses curated by industry stalwarts to ensure you are job-ready from day one.



### Mentorship Program 101

One-on-one guidance from industry experts and academic mentors to support your academic and career growth.

### Case-study Based Learning

Real-world business case studies as per international standards to build practical problem-solving skills.

### Industry-Led Projects

Hands-on projects in collaboration with leading companies to gain real-world experience.

### Information Hub to Support Student Journey

Comprehensive resources to assist you throughout your learning experience.



Empowering Your Career with World-Class Resources

## **The SRM Advantage**

Access Cutting-Edge Resources and Opportunities  
to Propel Your Career Forward

## **Career Services**



### **Placement Drives/ Camps**

Connect directly with leading companies looking for skilled graduates.



### **Career Guide**

Receive personalized advice tailored to your career goals, helping you navigate your career path effectively.



### **Exclusive Job Boards**

Access job listings exclusively available to SRM students and alumni.



### **Career Lab sessions**

Participate in workshops focusing on enhancing your interview skills, resume building, and networking.

#### **Dual Degree Enrollment**

Opportunity for all students pursuing full-time regular program or another Open and Distance Learning / Online mode degree program.

Your Pathway to a Rewarding Career

## Admissions

Join SRM University Sikkim's Online BBA Program in 3 Simple Steps



### Step 1: Application and Document Submission

Provide your personal details, educational background, and work experience (if applicable), and upload all required documents for review.



### Step 2: Pay the Program Fee

Pay the program fee for the first semester.  
Easy payment options are available.



### Step 3: Provisional Admission Letter and LMS Activation

After successful submission of application along with the payment and preliminary scrutiny, you will receive your LMS credentials via email to the learning management system.

## Program Fee Structure



**Full Program Fee**  
₹ 1,17,000



**Fee Per Semester**  
₹ 19,500

**Application Form Fee**  
₹ 500 (non-refundable)

## Eligibility Criteria

**Eligibility :** Higher Secondary Examination (10+2) Equivalent with Academic or Vocational stream

### Terms & Conditions:

Terms & Conditions as per guidelines set by University to be followed. Visit [onlinesrm.in/terms](http://onlinesrm.in/terms) for more details



Your Education, More Accessible

# Scholarships & Financial Support

Exclusive Scholarships to Support  
Your Academic Journey



## Flexible Payment Options:

Annual Fee Payment- Get 5% fee concession  
Full Program Fee Payment- Get 10% fee concession

Avail Zero-cost EMI  
starting at ₹ 3250\*

## Scholarships

Category	Scholarship	Eligibility / Documents
<b>Defence Personnel</b>	20%	Service Certificate/ ID Card Personnel/service/ IC Number
<b>Alumni of SRM Group of Institutions/ Universities</b>	20%	UG/PG alumni of SRM University Sikkim
<b>Candidates from Sikkim &amp; Northeast Region</b>	30%	Valid Address Proof

Scan the QR code to Start your application today!



All disputes related to university programs and activities are subject to the local jurisdiction of Sikkim. Terms and conditions, as per the guidelines set by the University, must be followed. For more details, visit [onlinesrm.in/t&c](http://onlinesrm.in/t&c).



## Alumni Network: A Global Community of Leaders

Group of SRM University/Institutions' alumni network is a vibrant and dynamic community that spans across industries, cultures, and geographies. With over 200,000+ successful alumni worldwide, our network includes business leaders, entrepreneurs, public servants, and professionals making a significant impact in their fields.



For Enquiries

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Start your application today!**