

COURSE BROCHURE

Bachelor of Business Administration (BBA) - Marketing - Academic Support

Higher Education · Undergraduate / Management

<div>One-time full-course fee</div> <div>INR 4,999</div>	<div>Access</div> <div>12 months course access</div>
<div>Study plan</div> <div>3-year bachelor's route / 4-year honours or research route, where offered</div>	<div>Learning format</div> <div>Online academic learning support - reading, Course Tutor and practice</div>

Programme overview

3-year bachelor's route / 4-year honours or research route, where offered. Year-wise / professional-phase study plans, original foundation workshops, answered practice and available protected LMS readings. This is supplementary academic learning support, not admission to or award of a university degree. The published 12-month LMS access is not the degree duration. Complete university-specific syllabus coverage is not yet certified.

Who this is for

- 1

This is supplementary academic learning support, not admission to or award of a university degree.
- 2

Confirm the exact university, award, admission batch, major/minor combination and current syllabus. A fourth-year route is conditional on the university's regulations and eligibility; it is not automatically included in every three-year award.

Published topics and learning focus

- 1 Year 1: Management principles; Financial accounting; Business economics; Quantitative methods
- 2 Year 2: Marketing; Organisational behaviour; Finance; Operations and business research
- 3 Year 3: Strategy; Entrepreneurship; Business ethics; Applied management project; Specialisation study - marketing
- 4 Year 4 - optional honours / research route: Advanced major electives; Research methodology; Industry / research project; Approved honours / research pathway

Before you choose

- 1 These are published programme highlights, not certification of complete syllabus coverage. Review the available reading index and programme trial before enrolling.
- 2 ZELVU provides learning support. It does not award the underlying degree, professional registration or an examination result.
- 3 Current checkout terms and refund policy apply. Payment and access require successful provider verification.

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