



- Fully Online Program
- Delivered through renowned Learning Management Systems - Brightspace
- Study from anywhere and anytime
- 24/7 Access to all study materials
- Full Facilitated and mentored by expert faculty
- Online assessments for Course evaluation

**WHY CHOOSE BBA - ODL
WITH MIU?**

Bachelor of Business Administration (Hons) - ODL

(R-DL/0414/6/1087) (10/30) (MQA/FA11124)

BBA-ODL is the new open distance learning Program with five different major areas. Through this program, Manipal International University (MIU) provides students with the necessary skills to become effective professionals in corporate administrations.

Through this 3-years intensive degree program, students are trained to understand the various disciplines and best practices for organizational management.

How students learn

FROM ANYWHERE

Our virtual classrooms provides the best online learning experience by combining live virtual webinar sessions with self-paced study

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Programs Structure

Year	Programme Structure
Year 1	<ul style="list-style-type: none"> English for Professional Communication Financial Accounting Principles of Information systems Principles of Management Business Law Computer Skills Mandarin for business Introduction to Psychology English for Management Professional Development Principles of Marketing Business Mathematics Microeconomics Business Statistics
Year 2	<ul style="list-style-type: none"> Macroeconomics Business Finance Organizational Behaviour Entrepreneurship Project Management Research Methods for Business E- Commerce Family Issues Financial Statement Analysis Co-curriculum Strategic Management Corporate Governance Major Subject (1 subject)
Year 3	<ul style="list-style-type: none"> Introduction to Investment Research Project Major Subjects (8 courses)

Major Areas	Major Courses
Management	<ul style="list-style-type: none"> Human Resource Management Negotiation Skills Management Principles & Practices in International Management Strategic Brand Management Risk Management Organizational Change Operations Management International Cross-Cultural Management
International Business	<ul style="list-style-type: none"> Introduction to International Business Global Marketing International Logistic Management International Cross-Cultural Management Freight Forward Shipping management Supply Chain Management Export Management
Marketing	<ul style="list-style-type: none"> Consumer Behaviour Global Marketing Internet Marketing Service Marketing Supply Chain Management Strategic Brand Management Advertising and Promotion Management Strategic Marketing Management
Human Resource	<ul style="list-style-type: none"> Human Resource Management Occupational Health & Safety Management Performance Management Compensation Management Industrial Relation Human Resources Planning & Staffing Human Resource Development International Human Resource Management
Logistics	<ul style="list-style-type: none"> Principal of Logistic Management Warehouse & Material Management Purchasing & e-procurement Sea and Maritime Management Distribution & Transport Management Air Transport & Management Supply Chain Management Inventory Control and Management

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