



SRM
UNIVERSITY
ONLINE

Brochure July- 2026



Bachelor of

Business Administration

3 Years Program



NAAC
A+ Accredited



UGC
Entitled



AICTE
Approved



www.onlinesrm.in

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

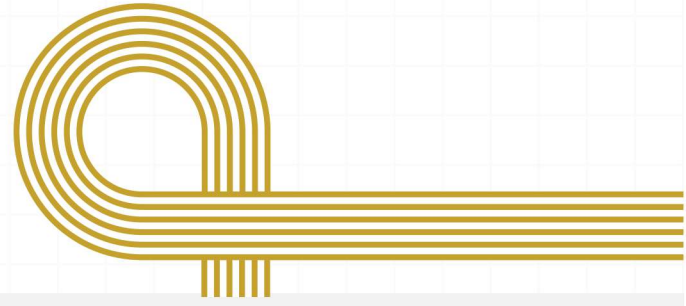
Dr. P. Sathyanarayanan

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)

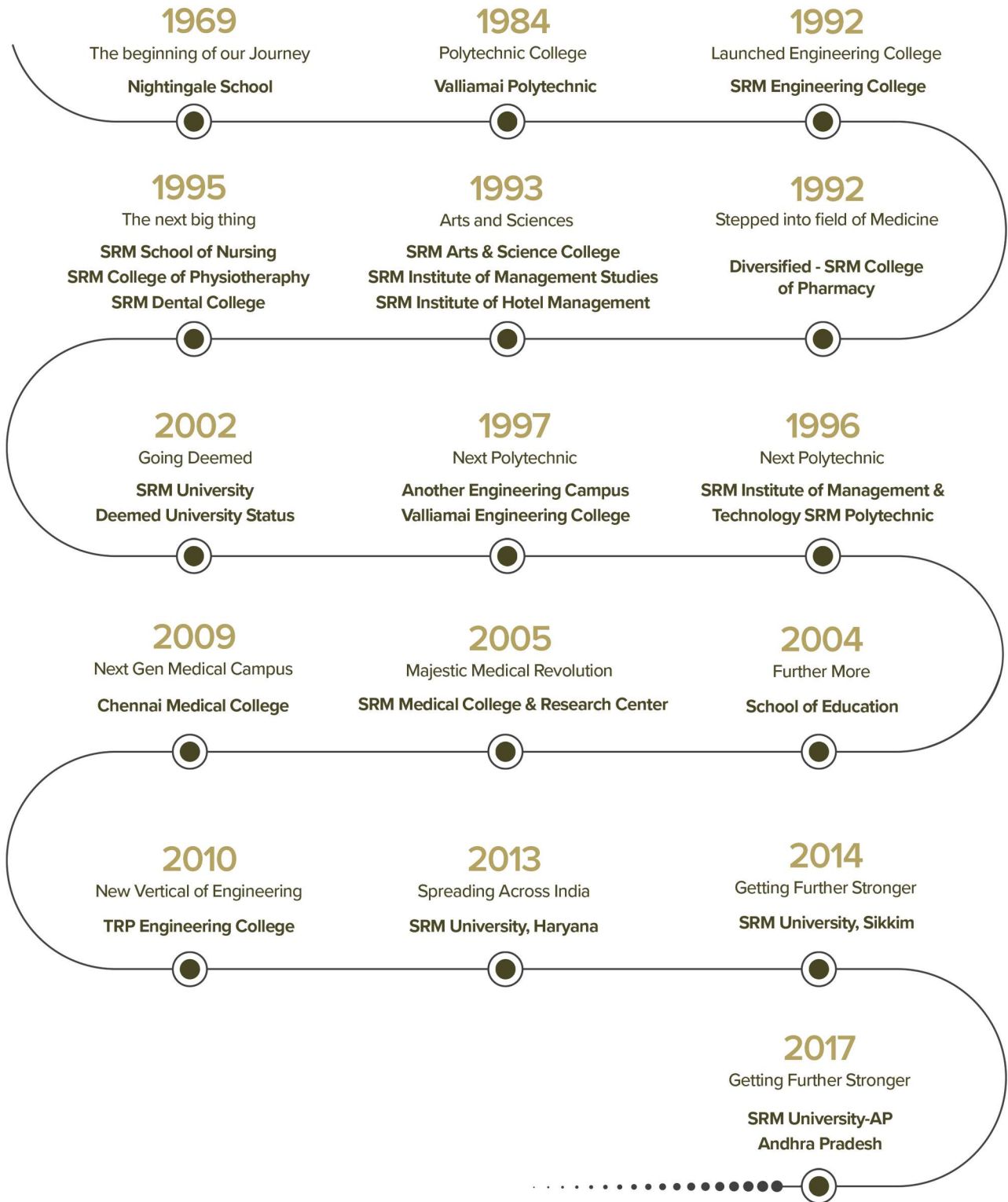
The SRM Sikkim University and the Centre for Distance and Online Education (CDOE) are committed to providing industry-relevant, quality education to learners worldwide, irrespective of their age, culture, or socio-economic status. Our goal is to empower learners to achieve competence and career growth 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

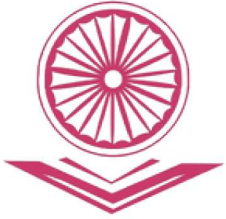
Our 50+ years of Heritage



SRM University Sikkim | NAAC A+ Accredited

Ranking and Accreditation

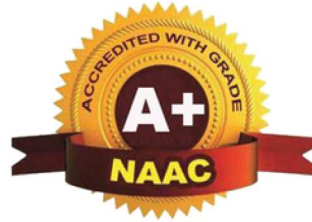
Ensuring high academic standards and recognition for excellence in education



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

The BBA program offered by Online SRM is a flexible and accessible undergraduate degree for learners who want to build a strong foundation in business and management. It focuses on practical skills such as leadership, communication, problem-solving, and decision-making, all of which are essential in today's work environment. Delivered through a digital platform with live and recorded classes, the program allows students to study from anywhere.

Along with core business subjects, the program also offers specializations in Business Analytics with Artificial Intelligence and Digital Marketing. These options help students focus on areas that are relevant to current industry needs. With structured learning, project work, and dedicated academic support, Online SRM's BBA program prepares students to move forward with clarity, confidence, and career readiness.



36 Months



15 - 20 Hours/week



6 Semesters



120 Credits



Program Curriculum



Semester 1

Course Name	Credits
Professional Communication	2
Principles of Management	4
Financial Accounting	4
Basics of Production and Operation Management	4
Managerial Economics	4
Environmental Science	2
Total Credits	20

Semester 2

Course Name	Credits
Management and Cost Accounting	4
Organizational Culture and Behaviour	4
Management Information Systems	4
Business Environment	4
Statistics in Business	4
Total Credits	20

Semester 3

Course Name	Credits
Operations Research in Business	4
Financial Management	4
Human Resource Management	4
Marketing Management	4
Legal Aspects of Business	4
Total Credits	20

Semester 4

Course Name	Credits
Strategic Management	4
Consumer Behaviour	4
Service Marketing	4
E-Commerce and Digital Marketing	4
Entrepreneurship Development	4
Total Credits	20

Semester 5

Course Name	Credits
Introduction to Research Methods	4
Project management	4
Total Quality Management	4
Financial Institutions and Markets OR Electives From Selected Specialisation	4
Brand Management OR Electives From Selected Specialisation	4
Total Credits	20

Semester 6

Course Name	Credits
Ethics and Corporate Governance in Business	4
Small Business Management	4
Investment analysis and portfolio management OR Electives From Selected Specialisation	4
Retail Marketing OR Electives From Selected Specialisation	4
Project	4
Total Credits	20



Specializations



Business Analytics with Artificial Intelligence

Course Name	Semester
Spreadsheet Models for Business Decision Problems	5
Application of AI in business Analytices	5
Data Visualization with Power BI	6
Analytics for E-commerce and Retail Operations	6

Digital Marketing

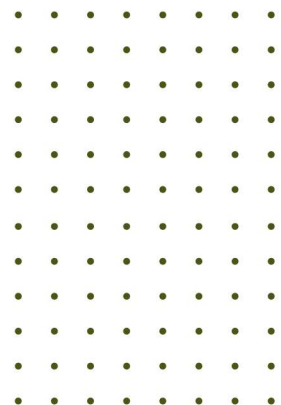
Course Name	Semester
Consumer Behaviour Analytics	5
Digital Business Models	5
Digital Marketing & E-Commerce	6
Integrated Marketing Communication	6

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



Note:

- The university has the right to change the curriculum from time to time which will be notified in the website.
- **Specialization Groups:** Students are required to choose either a Specialization Group or the General stream at the time of admission or by the end of the second semester. Based on their selection, two courses from the chosen Specialization Group will be offered during the third and fourth semesters, respectively.



A Rewarding Degree



SRM
UNIVERSITY
Sikkim

SHRI RAMASAMY MEMORIAL UNIVERSITY SIKKIM
Established under Act, 2013



SCHOOL OF MANAGEMENT & COMMERCE

The Board of Governance of the SRM University Sikkim
hereby makes known that

XXXXX YYYY

has been admitted to the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

having been certified by duly appointed examiners qualified to
receive the same and placed in the Class
at the examination held in

Given under the seal of the University



Certificate SI. No. : xxxxxxxxxxxxxxxxxxxxx



DATED : 12TH SEPTEMBER 2025
5TH MILE, TADONG,
EAST SIKKIM, SIKKIM 737 102, INDIA

VICE -
CHANCELLOR



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

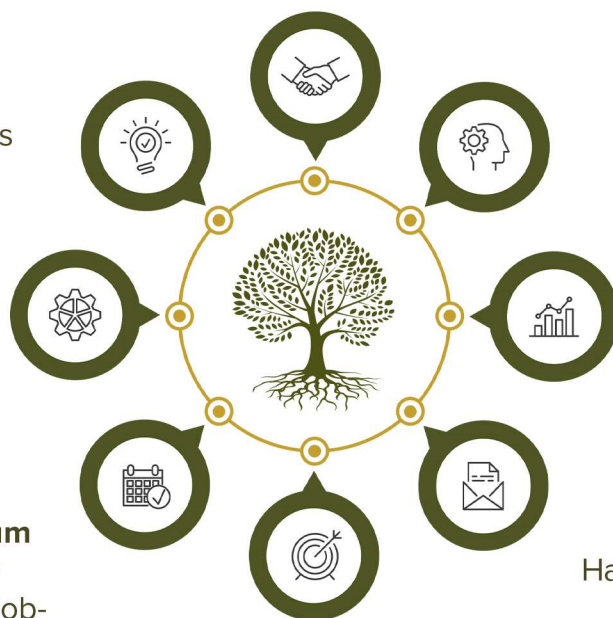
Learn from renowned professionals and thought leaders through live sessions and webinars.

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 Support 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 Initiation



Begin your admission process by filling in your personal, academic, and contact details through the online application form, followed by the payment of ₹500 as an application process fee.

Step 2: Document Submission & Program Fee Payment



Upload all required supporting documents for verification, after which you will be prompted to pay the program fee through the university's secure payment gateway.

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 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
Defence Personnel	20%	Service Certificate/ ID Card Personnel/service/ IC Number
Alumni of SRM Group of Institutions/ Universities	20%	UG/PG alumni of SRM University Sikkim
Candidates from Sikkim & Northeast Region	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.



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

SRM University Sikkim

5th Mile, Tadong, Gangtok - 737 102, East Sikkim

Phone: 96006 19641

Email: studentcare.online@srmus.edu.in

www.onlinesrm.in

Follow us on



**Scan the QR code to
Start your application today!**