



KURUKSHETRA UNIVERSITY, KURUKSHETRA
(Established by the State Legislature Act XII of 1956)
(A^{***} Grade, NAAC Accredited, Category-I University)



UGC
ENTITLED



NAAC "A++"
GRADE



NIRF TOP
RANKED



Online BBA

A degree designed for the world you work in

BACKED BY LEGACY

BUILT FOR TOMORROW



NAAC "A++"
GRADE



UGC
ENTITLED

24x7

LMS
ACCESS

10,000+

ENROLLED
LEARNERS

65+

YEARS OF
ACADEMIC
EXCELLENCE

INDIA'S TRUSTED ACADEMIC NAME, NOW ONLINE

ABOUT KURUKSHETRA UNIVERSITY

A Legacy Rooted in Knowledge

Established in 1956, Kurukshetra University stands as one of India's most respected institutions. Located in the historic city of Kurukshetra-known as the land of the Bhagavad Gita-the university's serene 400-acre campus sits along the banks of the sacred Brahmi Sarovar.

What began as a single Department of Sanskrit has grown into a **thriving academic ecosystem with multiple departments, centres of research, and a growing online education division that brings this legacy into the digital age.**



Why Kurukshetra University?



Top-Quality Education

Learn from expert faculty and industry professionals. Get a UGC-recognized degree that holds real value.



Fits Your Schedule

Study when you want. Take exams at your convenience, even on weekends.



Support When You Need It

Get help with academics, technical issues, and more, throughout the course.

Learning Experience

Our LMS is designed to make your learning smooth, self-directed, and seamless.

- Live and recorded class access
- Downloadable resources and session replays
- Mobile app with 24/7 learning access
- Progress tracking and regular nudges
- Community chat, discussion boards, and support

***Study when you're focused,
not just when you're free.***



Program Structure

SEMESTER I

- Financial Accounting (CC)
- Principles of Management (CC)
- Business Organisation (CC)
- Business Mathematics-I (CC-M1)
- Business Environment/
Social Media Marketing/
- Principles of Rural Marketing (MDC-1)
- AEC-1
- SEC-1
- VAC-1

SEMESTER II

- Business Statistics (CC)
- Managerial Economics (CC)
- Organisational Behaviour (CC)
- Business Mathematics-II (CC-M2)
- Group Dynamics/ Corporate Social Responsibility/
Essentials of Taxation/
- Entrepreneurship & Start-ups (MDC-2)
- AEC-2
- Integrated Marketing Communications/
Business Communication (SEC-2)
- VAC-2
- Summer Internship (exit option)

SEMESTER III

- Managerial Accounting (CC)
- Marketing Management (CC)
- Human Resource Management (CC)
- Production Management (CC-M3) /
Disaster Management (CC-M3) / Business
- Administration (CC-M3)
- Finance for Non-Finance Professionals/ Fundamentals
of Investing/ Fundamentals of Leadership (MDC-3)
- AEC-3
- SEC-3
- Event Management/ Security Analysis and
Portfolio Management (VOC-3)

SEMESTER IV

- Capital Markets (CC)
- Business Research Methods (CC)
- Business Environment (CC)
- CC-M4(V1)
- AEC-4
- VAC-3
- Summer Internship (exit option)

SEMESTER V

- Corporate Finance (CC)
- International Business (CC)
- Business Laws (CC)
- CC-M5(V2)
- Summer Internship
- Business Ethics/ Logistic Management/
E-Commerce (VAC-4)
- Analysis of Financial Statements (CC)

SEMESTER VI

- Analysis of Financial Statements (CC)
- Entrepreneurship Development (CC)
- Comprehensive Viva-Voce (CC)
- E-Commerce (CC-M6) / Business Tax Planning (CC-M6)
- (CC-M7) (V3)

Admission Process

STEP 1

» **Online Counselling :**

Our counselors will provide guidance to potential students on their selected program

STEP 2

» **Online Registration to Admission Portal :**

Access to the admission portal is granted through online registration with a registration fee.

STEP 3

» **Documents Verification :**

The university admission team reviews the uploaded documents and confirms eligibility within a span of 4 Days. Approval of documents is subject to eligibility criteria as per the guideline of the university.

STEP 4

» **Fee Payment & LMS Access :**

Students receive a fee payment link on their respective accounts to complete payment. Upon successful fee payment, eligible students are granted access to LMS (Learning Management System) within 48 hours.

ELIGIBILITY CRITERIA

12th Pass from recognized Board

Ready to Begin?

If you're ready to learn from industry leaders, work on real-world problems, and build a career that moves with the market.

This is where you start.

APPLY NOW

FOR MORE INFORMATION

Email-Id: eadmission@kuk.ac.in

Contact Number: +91 8484064675

Kurukshetra University, Thanesar, Haryana - 136119



Scan for More Details



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