



UPSC DUAL EDGE

3 YEAR UPSC + UG PROGRAM

BBA
(Bachelor of Business Administration)



Bachelor of Business Administration (BBA) Online: A Pathway to UPSC and Beyond

The Bachelor of Business Administration (BBA) program, offered through online mode, is an ideal undergraduate degree for students seeking accessibility and flexibility after completing their 10+2/Senior Secondary/Intermediate examination. This program emphasises holistic development through a blend of business acumen, management skills, and critical thinking, empowering students to navigate complex challenges in the business and administrative domains. With a strong foundation in liberal education, the BBA program fosters leadership qualities, analytical abilities, and strategic thinking, equipping students for diverse academic and professional opportunities, including competitive examinations like the UPSC Civil Services.

The BBA (Online) curriculum integrates key business disciplines such as Economics, Management, and Organisational Behaviour, along with components that align with the UPSC syllabus, such as Sociology, Political Science, and current affairs. This interdisciplinary approach provides students with the analytical skills, foundational knowledge, and problem-solving abilities required to excel in General Studies, essay writing, and interviews. Additionally, the program offers a robust base for optional subject preparation while fostering an entrepreneurial mindset and management expertise for career growth.

Mission

- To impart quality education that addresses national and global challenges.
- To blend theoretical knowledge with practical applications.
- To ensure access to higher education for all sections of society.
- To cultivate leadership qualities and a commitment to lifelong learning among students.

Objectives

- To provide a thorough understanding of business dynamics in a global context.
- To develop management skillsets essential for excelling in the competitive and evolving business world.
- To foster adaptability and innovation with an entrepreneurial mindset, enabling students to thrive in modern business and administrative environments.

Key Features of the BBA (Online) with UPSC Syllabus Integration

Subjects Aligned with UPSC Preparation

- **Economics:** Explores the Indian Economy, Development Policies, and Budgeting, directly contributing to General Studies Paper III.
- **Political Science:** Focuses on Governance, Indian Constitution, and International Relations, aligning with General Studies Paper II.
- **Sociology:** Aids in understanding societal dynamics and trends, applicable to Mains General Studies Paper I and as an optional subject.
- **Business and Management Principles:** Develops strategic and organizational insights, complementing administrative roles and essay writing.
- **English:** Strengthens essay writing, reading comprehension, and articulation, critical for the Mains Essay Paper and Personality Test.

Competencies for Competitive Exams

- Development of problem-solving and decision-making abilities to address complex administrative scenarios.
- Enhancement of analytical thinking for structured and precise answer writing.
- Refinement of communication skills, both written and verbal, essential for interviews and public-facing roles.

Flexibility for Focused Preparation

The online BBA mode provides the flexibility to manage academic coursework alongside UPSC preparation, enabling access to additional learning resources such as NCERT books, mock tests, and online study materials. This structure ensures a well-rounded approach to both business management education and competitive exam readiness.

From BBA to UPSC – Your Journey to Success, Service, and Leadership Begins Here!

The BBA with UPSC preparation offers a unique dual edge: building a strong academic foundation in business and management while seamlessly preparing for one of India's toughest competitive examinations. Here's why it's the perfect choice for aspiring civil servants:

- **Focus on UPSC Preparation Without Commuting:** Study from home with top-tier guidance and resources, freeing you from the hassle of travel.
- **Expert Mentorship:** Learn from India's leading UPSC educators, ensuring excellence in both Prelims and Mains.
- **Earn a Regular Degree:** Strengthen your credentials with a recognized BBA degree alongside UPSC preparation.
- **Seamless Online Learning:** Access classes, study materials, and UPSC preparation resources online, with the credibility of a regular degree.
- **No Gap Year Worries:** Progress academically while devoting time to civil service preparation.
- **Flexible, Self-Paced Learning:** Balance studies, personal commitments, and preparation at your own pace.
- **Affordable Excellence:** Get premium UPSC coaching and a BBA degree without financial strain.

Programme Highlights

The integrated BBA + UPSC program blends management education with civil service preparation through a structured, phased approach for comprehensive development and exam readiness:

1. Foundation Phase (18 Months):

- **Live Classes:** Core BBA subjects (Economics, Political Science, Sociology, Business Management) designed with UPSC syllabus integration.
- **Answer Writing Practice:** Regular exercises to develop clarity and precision.
- **Current Affairs Sessions:** Weekly updates and monthly compilations to master contemporary issues.

2. Prelims Phase:

- **Daily MCQs and Revision Classes:** Covering static and dynamic portions of the syllabus.
- **Simulator Tests:** Full-length mock tests modelled on the UPSC prelims format for exam-like practice.

3. Mains Phase

- **Mains Residential Programme (MRP):** A 75-day intensive program featuring workshops, mock tests, and subject-specific mentoring.
- **Value Addition Classes:** Focused sessions on Ethics, essay writing, and case studies, vital for Mains success.

4. Interview Phase

Interview Guidance Programme (IGP): Personalised mentoring, mock interviews, and in-depth DAF (Detailed Application Form) analysis with experienced mentors and bureaucrats

Instructional Design

The program is divided into six semesters and minimum credit requirements is 120 to get BBA degree through OL mode from Mangalyaan University. Minimum time period for acquiring BBA degree will be three years and maximum time (extended) period is six years.

SEMESTER -1

S.No.	Course Code	Course	Credits	Continuous Assessment	Term-End Exam	Grand Total
		Theory		MAX	MAX	
1	MGO-1101	Principals of Mgmt. and Organizational Structure	4	30	70	100
2	MGO-1102	Business Statistics	4	30	70	100
3	MGO-1103	Financial Accounting	4	30	70	100
4	MGO-1104	Principles of Marketing	4	30	70	100
5	MGO-1105	Computer Applications in Business Management	4	30	70	100
Total			20	150	350	500

SEMESTER -2

S.No.	Course Code	Course	Credits	Continuous Assessment	Term-End Exam	Grand Total
		Theory		MAX	MAX	
1	MGO-1201	Cost and Management Accounting	4	30	70	100
2	MGO-1202	Legal Aspects of Business	4	30	70	100
3	MGO-1203	Business Environment	4	30	70	100
4	MGO-1204	Retail Management	4	30	70	100
5	MGO-1205	Indian Economy	4	30	70	100
Total			20	150	350	500

SEMESTER –3

S.No.	Course Code	Course	Credits	Continuous Assessment	Term-End Exam	Grand Total
		Theory		MAX	MAX	
1	MGO-2101	HR Management	4	30	70	100
2	MGO-2102	Business Research	4	30	70	100
3	MGO-2103	Commodity and Stock Market	4	30	70	100
4	MGO-2104	Personality Development and Communication Skills	4	30	70	100
5	MGO-2105	Quantitative Techniques	4	30	70	100
Total			20	150	350	500

SEMESTER –4

S.No.	Course Code	Course	Credits	Continuous Assessment	Term-End Exam	Grand Total
		Theory		MAX	MAX	
1	MGO-2201	Business Policy & Strategy	4	30	70	100
2	MGO-2202	Financial Management	4	30	70	100
3	MGO-2203	Organizational Theory Design and Development	4	30	70	100
4	MGO-2204	Macroeconomics	4	30	70	100
5	MGO-2205	Investment Banking and Financial Services	4	30	70	100
Total			20	150	350	500

SEMESTER –5

S.No.	Course Code	Course	Credits	Continuous Assessment	Term-End Exam	Grand Total
		Theory		MAX	MAX	
1	MGO-3101	Advertising and Brand Management	4	30	70	100
2	MGO-3102	Tax Planning	4	30	70	100
3	MGO-3103	Working Capital Management	4	30	70	100
4	MGO-3104	Project Management and Appraisal	4	30	70	100
5	MGO-3105	Summer Internship Project	4	30	70	100
Total			20	150	350	500

SEMESTER –5

S.No.	Course Code	Course	Credits	Continuous Assessment	Term-End Exam	Grand Total
		Theory		MAX	MAX	
1	MGO-3201	Digital Marketing	4	30	70	100
2	MGO-3202	Marketing of Services	4	30	70	100
3	MGO-3203	Training and Development	4	30	70	100
4	MGO-3204	Insurance & Risk Mgmt	4	30	70	100
5	MGO-3205	Dissertation	4	30	70	100
Total			20	150	350	500

Syllabi and Course Materials

Syllabi, PPR and self-learning materials are developed mostly by experienced faculty members of Mangalayatan University in consultation with contents experts and the same will be forwarded to CIQA and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

Study Material

The study material in digital format (e content) of the programme shall be supplied to the students unit - wise for every course.

Video Lectures

The Video lectures as prescribed by the UGC Regulation shall be made available on the LMS portal of the University.

Online Counselling Sessions

The online counselling sessions shall be scheduled beforehand by the Subject Coordinator and informed to the learners. There shall be 6 online counselling sessions/ contact classes of 2 hours each for a 4 credit course, held on Saturdays and Sundays. In case of 2 credits course there shall be 4 sessions of 2 hours each and in case of 6 credits course there shall be 8 sessions of 2 hours each.

Medium of Instruction

Medium of Course Instruction:

English

Medium of Examination:

English

The Foundation Phase Live Foundation Program

The success in UPSC CSE depends on a solid foundation. During the next 18 months, you will be undergoing a rigorous process-driven foundation course, where you will be taught around 15+ subjects by our expert faculties.



Live Classes

The essence of the GS foundation program is the foundation classes. StudyIQ through our expert faculties will be conducting Live classes every week from Monday to Saturday

Handouts

Before every class, you will be provided with class notes in the form of CRUX. After the classes, we will be providing the lecture / board PPTs and handwritten notes of that class.



Mentorship

During your entire 3-year journey, our mentors will track your progress and guide you through your academic journey. Your Mentor will act like a friend, philosopher and guide so that you can have a personalized help during the preparation journey.



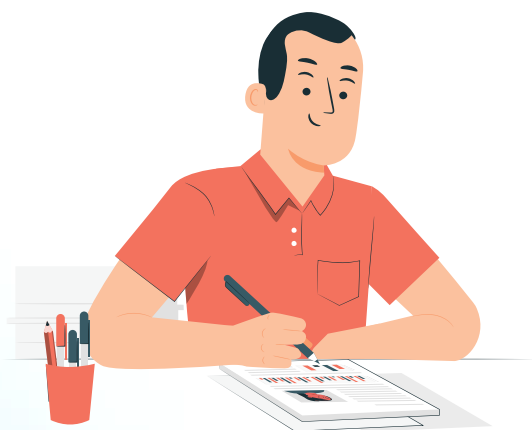
Daily Answer Writing Practice

Daily Answer writing practice after class based on the topic taught for better revision.

Timely evaluation with beneficial feedback to improvise students' approach to answer writing.

Daily Quiz

To test your understanding, daily prelims questions (MCQs) will be provided based on the topic taught in the class. We will also be conducting Weekly prelims tests to ensure that you develop the required problem-solving skills.



Answer Writing Skills

A Weekly mains answer writing will be conducted throughout the program. In addition, a full-length Mains test will be conducted every 3 months to consolidate your answer writing skills.

Current Affairs Classes

Understanding current affairs adds context to your knowledge. Current Affairs will be covered on a weekly basis every Sunday. In addition to this, a monthly magazine will be provided every month to consolidate your knowledge.



CSAT Classes

To master the CSAT portion of the prelims syllabus, CSAT classes will be conducted by our expert faculties every alternative Sunday.

MAINS Test Series

A weekly Mains answer writing will be conducted throughout the program. In addition, a full-length Mains test will be conducted every 3 months to consolidate your answer writing skills.



Group Mentorship

Group mentorship is designed to help the students to calibrate their personality and be ready to face the interview boards. Personal experiences of officers and retired bureaucrats will help the aspirants in aligning their mindset to the nature and ethos of public service.

We will be providing weekly group mentorship sessions in our foundation course.



**Retd. IAS
Mr. Anil Swarup**
(Head Mentor)

**Ex - Secretary to the
Government of India**

**He will be interacting
with the students of
Live Batch**



Our Faculties



Amit Kilhor

Shashank Tyagi

Polity



Ashish Mishra

Sainil Nagare

Ancient, Medieval, Art and culture
& Modern History



Abhishek Rathore

World History



Chandan Sharma Prashant Tiwari

Current Affairs



Shashank Tyagi

International Relations



Divakar Bothra

Society



Rahul Saigaonkar

Science & Technology



Shekhar Choudhary

Internal Security
& Governance



Arpit Verma

Ethics & Essay



Bhuvan Jha

Geography, Mapping &
Disaster Management



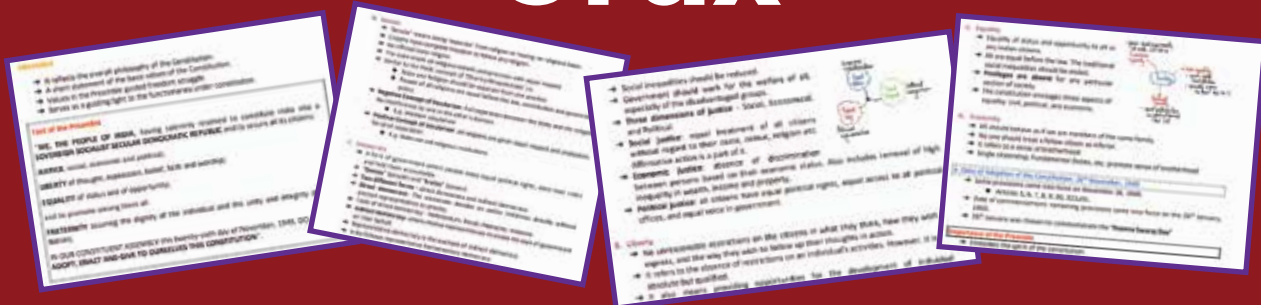
Ankit Agrawal

Arpit Verma

Economy

Samples of Study Materials

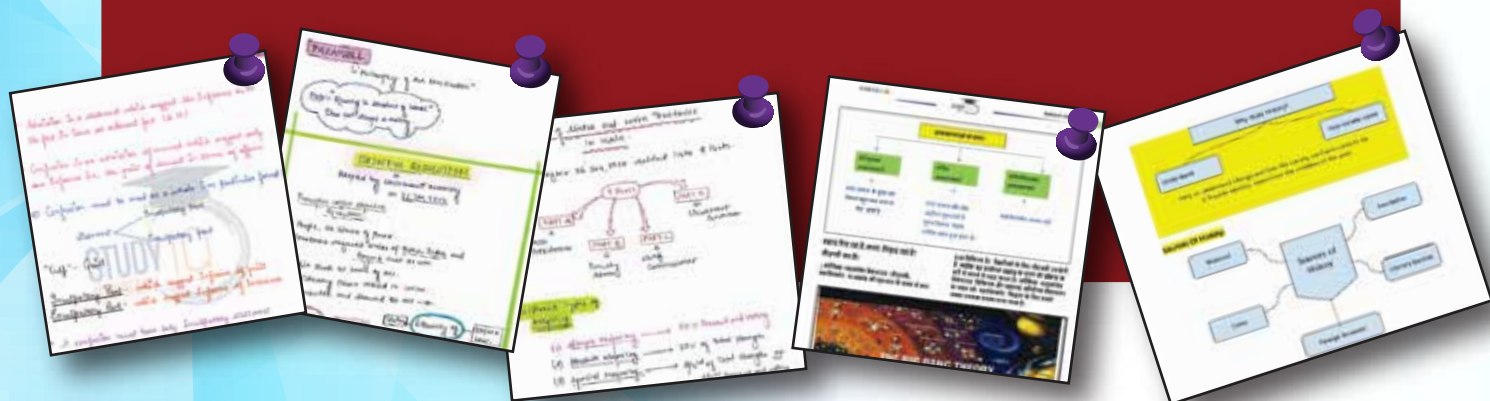
Crux



StudyIQ Set of 18 Books



Handwritten Notes



Congratulations

to the 120+ Selected Candidates

UPSC CSE 2023



Ayan Jain
AIR 16



Saurabh Sharma
AIR 23



Prajnanandan Giri
AIR 24



Arjun Gupta
AIR 32



Ayushi Pradhan
AIR 36



Tejas Agnihotri
AIR 37



Akanchha Singh
AIR 44



Khushhali Solanki
AIR 61



Atul Tyagi
AIR 62



Kasturi Sha
AIR 68



Tanuj Pathak
AIR 72



Shoham Teberiwai
AIR 77



Prashanth S
AIR 78



Eshani Anand
AIR 79



Subhadharshini M
AIR 83



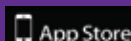
Our Offline Classroom Centres

1B, Pusa Road, metro tower,
Next to Karol Bagh metro gate no. 8

Ground Floor – 11/13, Seema Palace,
patrika marg, Civil Lines, Prayagraj, 211001.

869, Banda Bahadur Marg, next to ICICI Bank opposite
Batra Cinema Gate No. 2, Mukherjee Nagar, 110009

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076-4000-3000

Refund policy:-

The University Grants Commission (UGC) has implemented a fee refund policy to address issues related to the non-refund of fees by Higher Education Institutions (HEIs) upon the cancellation or withdrawal of admissions. This policy aims to provide students with a fair opportunity to opt for courses of their choice while ensuring transparency in the refund process.

Key Highlights of the Refund Policy:

- **Full Refund of Fees:**
 - **Deadline for Full Refund:** Students are entitled to a **full refund** of fees for cancellations/migrations of admissions up to **30th September 2024**.
 - **Refund Deduction after 30th September 2024:** After this date, cancellations can be made until **31st October 2024** with a deduction of no more than **Rs. 1,000** as a processing fee.
- **Applicability:**
 - This refund policy applies to all **Higher Education Institutions (HEIs)**, whether established by or under a **Central Act** or a **State Act**, as well as institutions recognized by the UGC and those deemed to be universities.
 - The policy extends to **affiliated institutions, organisations, consortiums, and associations** involved in conducting counselling or processing admissions on behalf of participating HEIs.
 - The concerned **HEI** will be responsible for ensuring that fees are refunded in accordance with these guidelines.
- **Provisions Beyond 31st October 2024:**
 - For any admission schedule that extends beyond or commences after **31st October 2024**, the **UGC Notification issued in October 2018** regarding the **Refund of Fees and Non-Retention of Original Certificates** will apply.

Refund Category Based on Time of Withdrawal:

Point of Time	Refund Percentage
15 days or more before the formally notified last date of admission	100%
Less than 15 days before the formally notified last date of admission	90%
15 days or less after the formally notified last date of admission	80%
More than 15 days but less than 30 days after the formally notified last date of admission	50%
More than 30 days after the formally notified last date of admission.	0%

Additional Important Points:

Grievance Redressal:

Students have the right to file grievances for delays or denials of fee refunds, as per the UGC Redressal of Grievances of Students Regulations, 2023.

Non-Compliance Consequences:

Higher Education Institutions (HEIs) that fail to comply with the fee refund policy for the academic session 2024-25 will face punitive action as per the UGC's guidelines.

MBA + UPSC Program

How does the program benefit UPSC aspirants?

- ➔ The MA + UPSC program is designed to provide a solid academic foundation while preparing you for the UPSC Civil Services Exam. It combines specialized knowledge in subjects like Political Science, History, Geography, and Public Administration with a structured approach to UPSC preparation, including

Are there additional resources for UPSC exam preparation?

- ➔ Yes, by enrolling in the MA + UPSC program, you will gain access to a range of resources such as live classes, test series, mock tests, study materials, current affairs updates, video courses, and expert guidance specifically tailored to UPSC exam patterns

Is there any career development support?

- ➔ Absolutely! The program includes monthly mentorship sessions, career counseling, skill development workshops, and guidance on how to balance both academic learning (for MA) and UPSC exam preparation. These services ensure you are fully prepared for a successful career in the civil services

Is the MA degree recognized?

- ➔ Yes, the Master's degree from Mangalayatan University is nationally recognized and holds the same value as a traditional, on-campus degree. It is ideal for those who want to pursue higher studies while preparing for competitive exams like UPSC.

What is the MA + UPSC program?

- ➔ This program combines a Master's degree (MA) with tailored UPSC preparation. It offers you the opportunity to pursue an online MA degree in subjects like Political Science, Public Administration, or History while simultaneously preparing for the UPSC Civil Services Exam

How flexible is the course schedule?

- ➔ The program offers flexibility with both live and recorded sessions. You can learn at your convenience, attend live lectures, and access recorded classes, weekly quizzes, assignments, and other resources. The course also includes self-learning materials (eSLM), e-tutorials (videos), and assessments to keep track of your progress.

What is the duration and credit requirement for the program?

- ➔ The MA program is a 2-year course, divided into 4 semesters, requiring 80 credits. The UPSC preparation will be integrated throughout the program, ensuring a well-rounded preparation path.

Will I receive a physical degree certificate?

- ➔ Yes, upon successful completion of the MA program, Mangalayatan University will issue a recognized degree certificate that will be mailed to your address.

What are the payment options available for the program?

- ➔ The program offers flexible payment options. For more details, you can contact the support team on the Adda247 platform for assistance.

What if I have technical issues accessing online content?

- ➔ We provide dedicated tech support to assist you with any technical difficulties you may face while accessing online content or attending live sessions.

Can I join study groups or community forums for additional support?

- ➔ Yes, students are encouraged to participate in study groups and community forums where you can collaborate, share resources, and motivate each other during your preparation for both the MA exams and UPSC.

How do I track my progress in the program?

- ➔ You can track your progress through regular quizzes, assignments, and mock tests, along with personalised performance insights and feedback from mentors and counsellors to ensure your success in both the MA exams and UPSC

Price: ~~₹99000~~

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