

# Empower your career with the online MBA Programme



## Master of Business Administration

This MBA programme is uniquely crafted for working professionals aspiring to take up leadership roles in the emerging global economy. With a perfect blend of technical knowledge, soft skills and experience-based learning, this programme will prepare students for managerial and leadership roles across sectors.



## ELIGIBILITY

- Graduates (10+2+3) in any discipline, from recognized universities/ institutions, or an equivalent qualification as recognized by the Association of Indian Universities (AIU) with a minimum of 50% of marks or equivalent grade.
- 1 year of work experience in reputed organizations

## FEE STRUCTURE

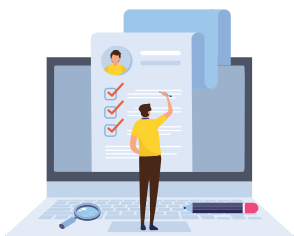


- INR 2,60,000 (all inclusive)
- INR 65,000 (each semester)
- INR 1,500 (application fee) (Non-Refundable)

## DURATION



2 Years/24 Months  
(4 Semesters)



## ADMISSION PROCESS

- Application to online degrees at MAHE may be initiated through [www.onlinemanipal.com](http://www.onlinemanipal.com) or [www.mahe.onlinemanipal.com](http://www.mahe.onlinemanipal.com)
- Our counselors will guide learners through the admission process which is as per regulatory requirements
- Applicants must submit a completed application form with relevant documents within the due date

# MBA Programme Structure

FIRST SEMESTER	SECOND SEMESTER	THIRD SEMESTER	FOURTH SEMESTER
Managing People & Organisations	Financial Management	Management Accounting	Entrepreneurship and Innovation*
Financial Reporting & Statement Analysis	Marketing Management	Legal Aspects of Business**	Sustainability**
Managerial Economics	Strategic Management	Choose from among 10 new-age specialisations (details in next page)	Choose from among 10 new-age specialisations (details in next page)
Managerial Statistics*	IT for Business	Minor Project###	Capstone Project
Business Communication	Business Leadership		
	Research Methodology		

- All courses including the elective carry 3 and 4 credits each.
- The major project during the final semester carries 12 credits.

## Master of Business Administration Programme Specialisations

SPECIALISATION	THIRD SEMESTER	FOURTH SEMESTER
1. Finance	International Financial Management	Fintech: Emerging Technologies in Finance
	Security Analysis and Portfolio Management	Financial Analytics
	Mergers and Acquisitions	Financial Derivatives

SPECIALISATION	THIRD SEMESTER	FOURTH SEMESTER
2. Marketing	Consumer Behaviour	Sales & Distribution Management
	Digital Marketing	Marketing Analysis
	Services Marketing and Customer Relationship Management	Integrated Marketing Communication
3. Human Resource Management	Compensation and Benefits	Training and Development
	Performance Management and Appraisal	Talent Management and Employee Retention
	International HRM	HR Analytics
4. Information Systems	Enterprise Resource Planning	Project Management
	Information Security	Digital Marketing
	Business Intelligence Tools	Fintech: Emerging Technologies in Finance
5. Business Analytics	Big Data Analytics	Financial Analytics
	Analytics using R and Python	Marketing Analytics
	Digital and Web Analytics	HR Analytics
6. Data Science	Database Management	Probability and Probability Distribution
	Programming with R and Python	Statistical Inference
	Machine Learning Methods	Applied Data Analytics

SPECIALISATION	THIRD SEMESTER	FOURTH SEMESTER
7. Operations Management	Enterprise Resource Planning	Project Management
	Total Quality Management	Services Operations Management
	Supply Chain Management	Operations Research
8. Healthcare Management	Health Informatics	Health Education & Communication
	Quality Management in Healthcare	Hospital Planning & Infrastructure Management
	Health Insurance	Healthcare Operations Management
9. Pharmaceutical Management	Pharmaceutical Marketing	Pharma Logistics Management
	Pharmaceutical Sales and Customer Relationship Management	Pharmaceutical Production Management
	Intellectual Property Rights	Pharmaceutical Regulatory Environment
10. Fashion Management	Fashion Merchandising & Marketing	Supply Chain Management
	Fashion Trend Forecasting	Visual Merchandising & Packaging
	Fashion Brand Management	Fashion Product Study & Design

## CAREER PROSPECTS

(Upon Completion of Programme)

 Marketing Manager	 HR Manager	 Sales Manager	 Financial Manager	 IT Manager
 Financial Analyst	 Business Analyst	 Data Architect, and more		

# Why MAHE Online

Manipal Academy of Higher Education (MAHE) is synonymous with excellence in higher education.



## Reputed university offering world class education:

- MAHE today enjoys the status of 'Institution of Eminence,' granted by the Ministry of Education, Government of India.
- MAHE offers world class education in diverse streams to learners from across the globe, all our online programmes are designed as per UGC regulations.



## Placement assistance:

- MAHE's placement assistant programmes, and the vast network of professionals, academics, and alumni can assist students in building their professional network and preparing for interviews.



## Global exposure:

- MAHE is a globally engaged institution with active partnerships with government agencies, organisations and over 220 leading universities around the globe.
- Learners get benefits from exclusive access to world-class institutions, experiences, and resources.



## Industry-aligned curriculum:

- Our curriculum is flexible and modern to ensure maximum industry relevance.
- Our guest faculty are industry professionals and experts who share their real-world experiences.



## Invaluable mentorship:

- Students at MAHE are not just instructed, but mentored.
- This mentorship enables a student to look beyond the ordinary, to set goals higher than others and to achieve the impossible.



## Next-gen learning platform:

- Learners get the benefit of proven and recognised learning modules on a new-age interactive learning platform.
- This paves the way for them to have a seamless online learning experience.



## Large student and alumni community:

- MAHE is a leading higher education provider with 24 professional institutions in medicine, engineering, management, and humanities.
- The strong, vibrant MAHE community comprises 33,000+ students and 94,000+ alumni from across the world.



## Recipient of top global rankings:

- MAHE has a prestigious ranking of 7 by NIRF.
- It secured rank 194 for the QS World University Rankings.

